

**Company Registration Number 06182577**

**Charity Registration Number 1120598**

**Swings and Smiles**  
**ANNUAL REPORT**  
**Year ended 31 March 2021**

# **SWINGS & SMILES**

## **ANNUAL REPORT**

**YEAR ENDED 31 MARCH 2021**

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## **Swings & Smiles – Annual Impact Report 2020/21**

Support, friendship and play for children with special needs and their families.



### **What we do**

Swings & Smiles was set up in 2007 by Sian Cook, who after visiting a specialist play centre 40 miles away with her daughter, identified that a similar provision was required in West Berkshire. Swings & Smiles successfully fund raised until 2014 when they started to deliver services at the Phoenix Resource Centre, Newbury. Renting rooms from West Berkshire Council in a day centre for adults with disabilities was the perfect way to establish the needs of the children and families and finally in March 2017 were able to move to A Place to Play in Thatcham. Swings & Smiles now have a centre that offers a variety of accessible play opportunities including a purpose built outdoor playground and soft play area. This building is currently leased from West Berkshire Council.

Swings & Smiles offers a place to play and support for children with special needs and their whole family. No formal diagnosis or professional referral is necessary to access Swings & Smiles, and neither do you need to live in the local area. Our services are available to any children and young people with special needs aged 0 to 25 and their families.

Play is critical to a child's development and at Swings & Smiles we believe that all children, regardless of disability, have a right to access play in an environment that is suitable for their needs. Our centre in Thatcham, West Berkshire has a range of resources which include a sensory room, large activity room, soft play room with ball pool and a brilliant garden with accessible play equipment. We also have a personal

care room and plenty of parking. From our centre we offer a timetable of **family play sessions** and **short breaks sessions** and **a range of family support**. We are open on weekdays, evenings, weekends and during school holidays.

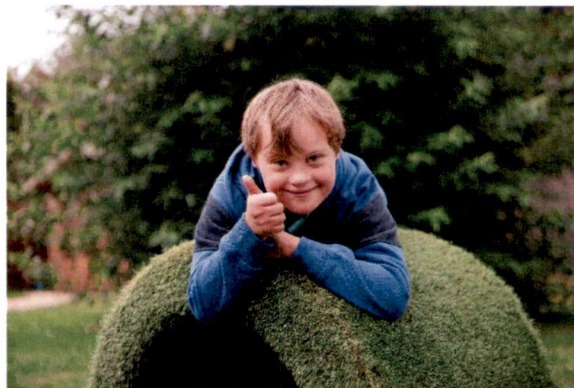
**Our Mission:** To support children and young people with special needs and their families to be happy, have fun and feel included.

### **Aims and objectives**

The objects of the charity are to support the needs of children and young people with special needs, their families and carers, specifically in the interests of recreational activity and to provide opportunities for increased quality family time. In particular Swings & Smiles aims to:

1. Provide fun and freedom in a stimulating, challenging and safe environment to develop self-confidence, independence and sensory and motor skills;
2. Provide parents, carers and siblings with support, guidance and information;
3. Promote the many benefits of developing and learning through play and the need for its availability to all regardless of their disabilities.

Swings & Smiles has a clear mission which is to support children and young people with special needs and their families to have fun, be happy and feel included. The charity facilitates these opportunities for support, friendship and play that would not be achieved elsewhere.



### **At the Centre**

Unsurprisingly this past year has been dominated by the Coronavirus pandemic and, to best cope in a fast moving situation, Swings & Smiles has continually adapted and changed the way we deliver our services. Ensuring children with special needs and their families still feel supported, have opportunities for social contact and could have a little fun too. We were able to help over 210 families this year.



From the end of March 2020 we were already working in a very different way, moving all of our support online or offering this virtually through telephone support. Having a clear plan and direction enabled this to happen quickly and the team were able to replicate a 7 day a week virtual timetable instead. This included running music, art, dance and cooking clubs, delivering specific sessions aimed at under 5s, sensory storytimes, Attention Autism groups and fun quizzes, general chatting and 'meeting up' for our older children too.

Whilst online support was gratefully received, as soon as restrictions started to ease families were keen to get back to the centre and in July 2020 we started some play sessions back in our garden. By the summer holidays we had reconfigured our timetable to offer more respite sessions than we have done before and, alongside our regular family play and sibling support groups, we delivered almost 1500 hours of support from May to September 2020.

As the picture continued to be so uncertain and further restrictions were put in place, by November 2020 the only face to face sessions we were able to deliver were respite groups. During this period, where guidelines allowed, we also ran family play, youth clubs, SIBSupport, outreach in schools and parent support. For families who could not attend face to face we continued to deliver virtual support.

Whilst there is still much unknown about the future we feel confident that we have the processes and newly acquired experience to be able to support our beneficiaries to have access to the right services as and when they need them. Having a positive, 'can-do' attitude has meant we have met new families and been able to deliver new groups and sessions to a wider cohort of children than we have ever done before, registering 113 new families in this period.

***"Thank you so much for your support throughout 2020.***

***I can't begin to tell you how much you have supported us and helped us as a family by providing Easter presents, pack for parents in lockdown, after school club, family play and respite sessions.***

***The whole team are truly amazing and your facility is wonderful, not just for Kiera but for me as a parent also."***

Spectrum and Oasis youth clubs continue to hugely enhance what we offer older children and teenagers. These groups are for young people aged 11-18 years who attend mainstream education, with a diagnosis of autism, and are a great opportunity to meet people and socialise in a safe environment. During lockdown these groups were some of our most engaged with online sessions. Now they are back to being face to face we are delivering them from the Swings & Smiles centre where previously these ran from a school hall. The young people are spending time making the centre a new home for the clubs and developing some of our outside space to better suit their needs. Following the success of these two groups we also run a new group for 8-11 year olds so that they can be part of these sessions and the opportunities they offer from an even younger age. We have also made the decision to expand the criteria of all the groups to include young people with social and emotional difficulties too. To compliment this set of youth clubs we are now running a group for young people who are at special school and would benefit from additional



social opportunities. This follows a very similar format to the other youth clubs but with some additional support if required.

***"Spectrum club has been an absolute life saver for my son and our family. Before Sam went he struggled with his diagnosis, high anxiety and found friendships difficult. Thursday evening is the only time Sam will leave the house without being forced. He comes back from spectrum happy and relaxed because he gets the opportunity to meet people like him, while being supported. I cannot express how grateful we are that this clubs exist."***

***"Spectrum Club is a genuine lifeline for my son. It is the one place where he feels entirely at ease and is able to truly be himself. His confidence has grown since he has been attending and during lockdown, it was the one regular social contact he was willing to join in with. During the weeks of Zoom calls, he contributed regularly to discussions and quizzes. Since they have been able to meet face-to-face, he has also developed some firm friendships with one or two other members; this is not easy for him and he doesn't have a wide circle of friends so this has been a brilliant outcome. When we asked him what he likes about Spectrum, he replied that no-one there judges him and he feels normal. It's actually a lifeline for our whole family."***

Parent support has been key during this past year with online quizzes, support phone calls, delivery of care packs and a new walking club. Parents have needed more interaction with our staff team than ever before and we had to be flexible in terms of the times we would deliver this, sometimes working evenings and weekends.

Our annual February feedback survey carried out this year was well responded to with 42 parents giving us this feedback:

- 85% of families said that they had increased opportunities for social interaction as a result of accessing Swings & Smiles.
- 100% of families said that they had had the chance to take part in an activity that previously they hadn't
- 95% of families state that Swings & Smiles has provided them with the opportunity to spend quality time together
- 93% of families report that they are less isolated as a result of accessing the support Swings & Smiles provides.

***"Just wanted to say a HUGE thank you for my thoughtful and wonderful care gift yesterday. It certainly brought a tear to my eye, this is such a difficult and strange time we are in and it's so lovely to know others are thinking of you. I hope you are keeping well and safe and I know myself and Archie are really looking forward to being able to return to normal sessions with you."***

Alongside our online service delivery we also placed additional time and effort into making content to be shared on our social media channels. This included fun films showing how to make sensory resources, cooking with some of the children who



attend the centre and some Attention Autism sessions. At Christmas we filmed our own Nativity play that was viewed 59,000 times and shared by celebrity Giovanna Fletcher. This summed up the fun and joy that the children at Swings & Smiles have and provided them with the chance to do something that they would not usually have been able to do. Our social media engagement has increased significantly this year as a result of this extra energy, which not only raises the profile of our organisation but of children with special needs and their families as a collective.

## **SIBSupport**

For siblings the demand during lockdown increased significantly with around 30 children being supported each week online. In response to this demand we developed new ways to deliver activities and support. This continues to be the case as we try to work with as many young people as possible, mitigating against some of the issues that have been caused as a result of the lockdowns and restrictions. Our SIBSupport service has increased the level of support it offers and the reach of delivery over this past year, and we've employed a second member of staff to help specifically with this. There have been a number of research projects published recently citing the affects that lockdown has had on siblings of children with special needs and disabilities, and we echo these findings in our own interactions with young people. Many of our families felt hugely stressed. Parents were having to provide extra care and therapeutic interventions for their special needs child whilst also trying to support their other children with home schooling. More siblings were being required to take on a caring role as there was limited external support available to many families. Our online sessions during this time were very busy. New children were joining the groups each week and we were having to find additional ways to support those families who were reaching crisis point. 100% of our families praised the support we provided during this time.

***"Sib support at Swings and Smiles is a great service and offers our son a welcome source of fun, interesting events and the chance to share and discuss experiences outside the family environment. Staff are kind, helpful and full of encouragement. Nothing but praise for Sib support!"***

Time this year has also been spent developing the content of the SIBSupport groups we are running, with a specific SIBSChat group starting online for young people to come together across a wider geographical area and discuss key issues that affect them as a sibling. Collaborative SIBSupport sessions are being delivered with other charities and a new focused programme is being written and will be rolled out in September 2021, demonstrating that as a charity Swings & Smiles is pushing forward with the development of this area as a key priority within our 2021-24 strategy.

***"I asked Eddie about doing the older SIBS group but he said he didn't need to. We had a great conversation which he said I could share with you. I asked him why he didn't 'need' SIBS anymore and he said it was because his friends at home get it now and he gets any support he needs from them. We talked about how that happened and he told me that SIBS helped him to understand that he***



***could explain to his friends about T and gave him the skills to do that. Most importantly it gave him the confidence to do that.***

***So...I'm sad that Eddie doesn't want to do SIBS, but what an outcome! You have been instrumental in that - so a huge thank you to you and the team."***

## **Outreach**

Not everyone can get to our centre in Thatcham and so being able to take sessions into the community is an excellent way to fill this gap. The van allows us to take the joy of Swings & Smiles out and about to schools, groups and individuals by bringing specialist sensory equipment and engaging sessions to them.

Outreach was also able to evolve somewhat this year. Pre-pandemic it had been developing very quickly and bookings for sessions in schools and community venues had significantly increased. As soon as lockdown happened it was no longer possible to deliver this service so we had time to refine and develop a comprehensive and exciting programme. In the summer and autumn of 2020 Swings & Smiles were welcomed back into a few schools to deliver small group sessions. We had made the decision for these to focus on wellbeing and strategies around keeping calm. These went well and are planned to resume in June 2021.

***"Becky has been working with 3 of our children who have between them got difficulties in line with ASD, Attachment Disorder and Sensory Processing Difficulties. They can all be particularly hyper alert during the school day and there are points in the day that trigger their anxieties which results in difficulties with self-regulation. Calming activities always help and providing them with this layer of sensory opportunity has been a real success. The children have gone back into class calm and ready to learn which has been a delight to see and for them to experience. Becky has such a calm manner with the children and they have been really pleased to see her each time and looked forward to what she has brought with her. She was extremely well resourced and organised, and tidy!! Thankyou Becky for this wonderful opportunity for our children."***





## **Collaborative working**

Swings & Smiles are committed to working with other organisations to ensure best outcomes are gained for children and families. This is demonstrated through our work with local special needs and children's charities, being members of two local forums trying to prevent duplication of services and create activities that meet the needs of those that require them, with our CEO chairing one of these. In a wider context Swings & Smiles are also members of the Disabled Children's Partnership and the Council for Disabled Children to help raise awareness and input into wider issues that affect families that use our services.

Our work with other professionals and organisations continues to expand. We have strong working relationships with the Local Authority, receiving regular referrals from various teams to work with families who may not otherwise receive support from statutory services. We comment and contribute towards the local SEND strategy and chair the local SEND providers forum. Working with other groups and organisations has been more challenging over the past year but we've managed to develop and distribute a joint survey with the Local Authority and other SEND providers asking families to feedback views on respite and family support in the area. The findings from this are now being discussed and work to address gaps being put into place.

Our visibility within the local community has grown over the last year. Swings & Smiles has been part of three projects the Town Council have delivered during lockdown with the biggest being a Christmas event where several destinations around the town were chosen to showcase an art installation that the rest of the community could contribute and participate with. Swings & Smiles was one of these locations and we partnered further with a local primary school so that their children could be part of this. Subsequently relationships between us and the school have grown with them choosing us as the recipient of donations from a dress down day in the school. We also run two community toddler sessions a week at the centre, this is a great way to open up discussion about what we do with local families and to raise the profile of the charity.

## Our people

### Families - Charlie



***"I am just so grateful to swings & Smiles have they have gone above and beyond during such difficult times."***

Charlie lives with his mum Jenny and is 4 years old. He has autism and hypermobility and it was apparent he had special needs when he was a few months old. Jenny is a single parent and they feel quite isolated, her father has dementia which means that it's difficult for him and Charlie to be around each other and this leaves them with limited family support.

Since starting to attend Swings & Smiles Jenny feels that she's been given some hope, Charlie got his diagnosis soon after becoming a part of Swings & Smiles and being able to come to sessions and discuss this with families that have been through the process was hugely helpful. There is somewhere that they can go together, play with people that are in similar circumstances, a place where others understand Charlie and his challenging behaviours

Friendships have been made for both of them, Jenny has made new friends herself and gets a lot from finding people that she can talk to and, through attending the centre, Charlie now has a small circle of friends that they can meet up with away from Swings & Smiles.

The staff team have been able to support Jenny and Charlie on their journey too. They have the experience to know what he needs, and understand the different ways he might engage in an activity, they push him to try new things too. The team also helped with the EHCP process and provided additional information about his behaviour in a social situation.

### **During Lockdown**

Usually the family access a variety of activities and support including Portage, Nursery, SEND specific sessions at local play facilities and help from other charities, but this all stopped in March. Swings & Smiles offered a range of support through lockdown including making visuals specifically for Charlie to help him deal with all the changes he was going through. Easter eggs for Charlie and a care pack for Jenny, which really helped to pick her up when she was in a difficult place. Charlie had weekly Zoom calls with Helen, vital for him to interact with other children and adults,



including specific attention Autism sessions once a week which help him to engage focus for a specific amount of time. A great way for him to learn the skills he needs when he starts school in September. Becky offered a weekly phone call or a socially distanced visit for Jenny to just chat which made her feel less isolated, especially as a single parent.

***“If it wasn’t for Swings & Smiles I do not think we would have managed through lockdown as well as we have. I feel that the support from Swings & Smiles with the sessions for Charlie and the weekly phone calls for me has massively helped to protect our mental health and keep us in a more positive place. Charlies social skills and development would also have gone backwards as he would not have been getting the stimulation he needs. I think I would feel really depressed and in a very dark place if I had not of had the support I have received.”***

## **Volunteers**

Volunteers are hugely valued at Swings & Smiles, a mixture of corporate groups, young people and individuals provided 747 hours of support in 2020 giving the charity a financial benefit of £7470 (based on the equivalent wage system at a rate of £10 per hour). Our volunteers play an integral part to the Swings & Smiles team and in 2020 we had 22 regular volunteers and 7 trustees on our board. Every year we ask our volunteers for feedback and 88% felt that the work they do has an impact and 100% said they were satisfied with their volunteer experience. This is also reflected in length of service with 58% of our regular volunteers have been with us for over 6 months and of these 53% have been volunteering at Swings & Smiles for over 2 years.

In February 2020 Baxter Healthcare volunteered as a corporate group offering a total of 24 volunteer hours. We are so grateful for the support we receive from the local community and hope to continue to be able to welcome back more corporate groups in 2021.

We ensure all volunteers are made to feel welcome and part of the team and we ensure all of our volunteers feel appreciated through both informal and formal reward and recognition. We celebrate our volunteers as part of Volunteer Week as well as holding an annual celebration event.

***“There are so many talented and smart people at Swings & Smiles, to be a part and converse with like minded people opens up my perspective. Everyone should have the fair opportunities to achieve whatever they set their minds to and I feel Swings & Smiles gives them that backing to do so.”***



### **The staff**

Swings & Smiles has a dedicated and motivated team who place the needs of the children and families at the front of all that they do. Laura Lewis leads the charity as Chief Executive and her deputy Lucille Harrison, Marketing and Fundraising Manager. As an organisation Swings & Smiles has invested in some key 'Senior Management' roles to allow strategic growth of the charity. Sara East is in post as Centre and Services Manager and Jo Ramsay as Volunteer and Fundraising Co-ordinator. The play team is made up of a number of staff working different hours to accommodate the growing needs of the charity and an increasing number of volunteers. SIBSupport is led by Ben Hulks and Outreach by Becky Smith.

### **Future Plans**

Up until December 2020 we had been co-located with a pre-school which has at times been a challenge, both in terms of the physical space we have to deliver sessions to families but also having enough space to house our growing staff team. Now they have moved on we are reconfiguring our centre to make it even more accessible and to allow us the appropriate environments to work with a larger number of children and families. The work on the centre will be completed by July 2021 and has a new ceiling hoist, significantly increased sensory areas and a larger, accessible kitchen. There is also additional outdoor space that we will start to reconfigure and utilise to meet the needs of a wider and more diverse group of children and young people.

We started some specific work around mental health and wellbeing and hope to continue this, both as stand alone support but also to integrate that more into the day to day work we do. This isn't just for the families and we are now writing our first Wellbeing Strategy to support the team too.



The need for increased support for siblings has been clearly evidenced over this past year and we are already placing more resource into this. Our Sibling Support Co-ordinator has developed a new course, SPARKS, which is a much more focused approach to supporting siblings and opens up many new opportunities for them. This course is unique and allows the young people to build upon skills each month working towards challenges and eventually a residential trip. We will also continue the offer at the centre, groups in school but also much more online delivery and collaborative working so again more children and young people can benefit.

Outreach will also be pushed in terms of the support it can offer families who are unable to access community provision but also the sessions that can be delivered in schools. Our new model of going into mainstream schools and working with children who would not have access to certain specialist, sensory resources is exciting and bookings for the summer term are already in place. We also continue to have a robust and exciting set of sessions that can be delivered in specialist schools and alongside other organisations to help offer opportunity for increased socialisation, friendship and play.

Having additional space and the opportunity and drive to increase what we do means that even more children and young people with special needs and their families will be able to access specialist support, have time to make friends and have places that they can play. This past year has taught us that we are capable of growing our service even during the most challenging times and we will hold onto that whilst we work towards our new plans.

As an organisation we are placing even more importance on impact measurement and evaluation than ever before. Whilst this has been developed over the past year with clear success we now want to take it further, involving more of our beneficiaries, collecting information in different ways and utilising it so that the charity can be the best that it can be.

### **Funding and support**

The Big Lottery Fund continues to provide a large proportion of funding to cover revenue costs. Other foundations and trusts who have supported Swings & Smiles include: Greenham Trust, Miss WE Lawrence, Gerald Palmer Eling Trust, Garfield Weston Foundation, St James's Place Charitable Foundation, Shanly Foundation, Sobell Foundation, Padwa Foundation, Berkshire Community Foundation and David Solomons Charitable Trust. We also had great success taking part in the Greenham Trust Double Matched Day on the Good Exchange.

Corporate and community support was secured from Newbury Building Society, Newbury and Crookham Golf Club, token schemes in Tesco and Waitrose. Services in kind from local companies, including Scofell and Westronics also provides much benefit to the charity.

We are actively involved in the local community, taking part in fetes and events where we can. We are again the chosen charity for Woolton Hill Village Market, and have been able to talk at the market and take promotional material to let more people know about the work we do. Swings & Smiles sell tickets for a community

lottery run by the local authority, this brings in an income of approximately £1400 a year.

Sporting events and challenges are always a popular way to fundraise for Swings & Smiles. During lockdown, families took part in a 'Smiles and Miles' challenge to keep them busy and raise funds. We also received support from the Thatcham Rugby Club Under 15s who held a 'Six Nations Challenge'.

School support is always very welcome and this year we were lucky to be chosen as the beneficiary of activities being run by The Downs School, Downe House School, Kennet School and St Bartholomew's School. This support provides funds, awareness raising opportunities and young volunteers.

While unable to have many of our usual fundraising events in person this year, we were able to host an online quiz hosted by Chris Tarrant which was well attended by new supporters and raised a significant amount. We look forward to being able to resume our usual calendar of events in the coming year.

We are also lucky to be well supported through online donations. Digital fundraising has helped us raise £10,367 in the last year as a result of Facebook fundraisers and more donations through our website. We plan to build upon this further.

This year we were shortlisted as finalists for the Thames Valley Business and Community Awards and Berkshire High Sheriff Awards as recognition of the work we've undertaken this year. We were also extremely honoured to be invited to a very special event at Windsor Castle where our Chief Executive spoke with members of the Royal Family about how Swings & Smiles had been able to continue to support families and children throughout the pandemic. Being recognised at this level is great for us a small charity and really raises the profile of what we are aiming to achieve through the work we do.

Swings & Smiles have signed up to the Fundraising Regulator and has made the commitment to adhere to the high standards set out in the fundraising promise.



### **Structure, governance and management**

Swings and Smiles operates within the charitable framework of its parent, and the Trustees of Swings & Smiles assume the responsibilities that the charitable status demands. Swings & Smiles is a Company Limited by Guarantee (No 06182577), whose governing document is the Memorandum and Articles of Association incorporated 20/02/2014

The Directors who served the company during the period were as follows:

- |                        |  |
|------------------------|--|
| - Tor Sandars          | Chair  |
| - Graham Page          | Treasurer and Secretary<br>(resigned 21/07/21) |
| - Andrew McKenzie      |  |
| - Luisa Godfrey        |  |
| - Simon Fenton         | (resigned 19/11/20)                            |
| - Caroline Johnson     |  |
| - Derek Hardman        |  |
| - Mike Megan           | Treasurer<br>(appointed 07/06/21)              |
| - Jeff Ives            | (appointed 01/04/21)                           |
| - Quona Constable      | (appointed 01/04/21)                           |
| - Amanda Walburn-Green | (appointed 01/04/21)                           |

Trustees meet six times a year with regular committee meetings happening in between these times, committees cover finance, funding, people, property, marketing, events and fundraising.

Swings & Smiles is managed by Charity Director Laura Lewis, who reports directly to Derek Hardman (Trustee). Laura is responsible for the centre budget and was reporting to finance Trustee, Graham Page who has since resigned on 27/06/21 and replaced by new Finance Trustee Mike Megan. It is the job of the Charity Director to ensure that appropriate training, policies and risk assessments are in place for all activities, including GDPR compliance and reports to each regular meeting of the Swings & Smiles Trustees.

**At the 2020 AGM it was unanimously agreed that the Charity's corporate structure be simplified to assist in the Public understanding of the Charity's accounts and funding needs.** The subsidiary company "Swings & Smiles (Phoenix) Ltd" was wound-down on the 31/3/2020 with all outstanding assets and liabilities transferred to Swings & Smiles.

### **Public benefit statement**

Trustees have reviewed and considered the Charity Commissions guidance on public benefit. The issues affecting children with special needs and their families are found

throughout the general population. Access to the services provided by Swings & Smiles are available to anyone who requires them. Swings & Smiles also dedicate some time and resources to raising awareness of issues surrounding disability amongst the general public.

## **RESPONSIBILITIES OF THE TRUSTEES**

The trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.



**SWINGS & SMILES**  
**TRUSTEES ANNUAL REPORT**  
**YEAR ENDED 31 MARCH 2021**

The trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the unaudited financial statements of the charity for the year ended 31 March 2021.

**REFERENCE AND ADMINISTRATIVE DETAILS**

<b>Registered Charity Name</b>	Swings & Smiles
<b>Charity Registration Number</b>	1120598
<b>Company Registration Number</b>	06182577
<b>Registered Office</b>	The Rectory 1 Toomers Wharf Newbury Berkshire RG14 1DY

**THE TRUSTEES**

The trustees who served the charity during the period were as follows:

Tor Sandars	Chair
Graham Page	Treasurer and Secretary (resigned 21/07/21)
Mike Megan	Treasurer (appointed 07/06/21)
Andrew McKenzie	
Simon Fenton	Resigned (19/11/20)
Luisa Godfrey	
Caroline Johnson	
Derek Hardman	
Jeff Ives	(appointed 01/04/21)
Quona Constable	(appointed 01/04/21)
Amanda Walburn-Green	(appointed 01/04/21)
<b>Company Secretary</b>	Mr Graham Page (resigned 21/07/21) Sandra Ferguson (appointed (01/04/21)
<b>Accountants</b>	E J Business Consultants Limited Chartered Accountants The Rectory 1 Toomers Wharf Newbury Berkshire RG14 1DY

# **SWINGS & SMILES**

## **TRUSTEES ANNUAL REPORT** *(continued)*

**YEAR ENDED 31 MARCH 2021**

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

Swings & Smiles is a registered charity (N° 1120598) and Company Limited by Guarantee (N° 06182577), whose governing document is the Memorandum and Articles of Association incorporated 26 March 2007 as amended by special resolution dated 5 July 2007.

The objects of the Charity are to support the needs of children and young people with special needs, their families and carers, by the provision of specialist facilities for play where the facilities and staffing meet the needs of a wide range of disabilities. In particular, the Charity aims to: -

1. Provide fun and freedom in a stimulating, challenging and safe environment, to develop self-confidence, independence and sensory and motor skills;
2. Provide parents, carers and siblings with support, guidance and information;
3. Promote the many benefits of developing and learning through play and the need for its availability to all regardless of their disabilities.

This Annual Report details our 13th year of operation which has seen our facility, "A Place 2 Play" continue to expand its range of services and attract more families from its base at Thatcham, Berkshire.

All Trustees are encouraged to read Charity Commission guidance on their role and responsibilities and receive regular updates from the Commission. Two Trustees each year are invited, by rota, to confirm that they wish to continue to serve as Trustees, and these are confirmed by a Trustees vote at the AGM. Trustees continue to seek new Trustees to strengthen the Board's experience and diversity.

All significant expenditure decisions continue to be authorised by the Board of Trustees, whilst income and outgoings are overseen by the Treasurer, who provides regular financial reports to the Trustees.

Our Patrons continue to provide active support and encouragement to the Charity and, this year, their patronage has been vital as the Charity coped with the onset of the Covid 19 pandemic. We are particularly indebted to Chris Tarrant and his team for their media skills and advice in expanding Swings & Smiles digital services.

### **FINANCIAL REVIEW**

During 2020/21 the Trustees/Charity Director continued their policy of focusing our management team upon fund raising activities. Following a strong fundraising year unrestricted funds generated a surplus of £60k during the year.

The Trustees have been able to maintain the "Restricted" funds at £475k within the main charity to finance future buildings development and/or purchase (see plans for the future below).

All cash assets are held in a diverse range of FSCS indemnified accounts.



**SWINGS & SMILES**  
**TRUSTEES ANNUAL REPORT** *(continued)*  
**YEAR ENDED 31 MARCH 2021**

**Corporate structure** – at the 2019 AGM it was unanimously agreed that the Charity's corporate structure be simplified to assist in the Public understanding of the Charity's accounts and funding needs. The subsidiary company "Swings & Smiles (Phoenix) Ltd" was wound-down on the 31/3/2020 with all outstanding assets and liabilities transferred to Swings & Smiles.

**PLANS FOR FUTURE PERIODS**

Trustees continue to re-evaluate expansion, and the Charity's longer term business plan, through to 2024 in the light of the experience gained from "A Place to Play" this year.

Although all options continue to be explored, the Board are in continuous discussions with West Berkshire Council to purchase the freehold site of "A Place to Play" and have prudently increased the "restricted funds" to fully reflect this possibility.

**RESPONSIBILITIES OF THE TRUSTEES**

The trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the 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.

**SWINGS & SMILES**  
**TRUSTEES ANNUAL REPORT** *(continued)*  
**YEAR ENDED 31 MARCH 2021**


**ACCOUNTANTS**

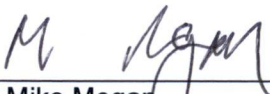
A resolution to re-appoint E J Business Consultants Limited as accountants for the ensuing year was proposed and accepted at the Annual General Meeting on 10th November 2021.

Registered office:

The Rectory  
1 Toomers Wharf  
Canal Walk  
Newbury  
Berkshire  
RG14 1DY

Signed on behalf of the Trustees on the 10<sup>th</sup> November 2021, by:

  
\_\_\_\_\_  
Mrs Tor Sandars  
**Chair of Trustees**  
**Swings & Smiles**

  
\_\_\_\_\_  
Mr Mike Megan  
**Treasurer Trustee**  
**Swings & Smiles**



## **Independent Examiner's Report to the Trustees of SWINGS & SMILES**

I report on the accounts of the company for the year ended 31<sup>st</sup> March 2021, which are set out on pages 23 to 32.

### **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- Follow the procedures laid down under the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- State whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present 'a true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**


In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

**Independent Examiner's Report to the Trustees of  
SWINGS & SMILES**

2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



E J Business Consultants Limited  
The Rectory  
1 Toomers Wharf  
Canal Walk  
Newbury  
RG14 1DY

18 November 2021

Dated



## SWINGS & SMILES

### STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 MARCH 2021

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
<b>INCOME</b>					
Income from generating funds:					
Investment income	2	6,974	-	6,974	4,263
Income from charitable activities	3	374,242	-	374,422	237,331
		-	-	-	-
<b>TOTAL INCOME</b>		<b>381,216</b>	<b>-</b>	<b>381,216</b>	<b>241,594</b>
<b>EXPENDITURE</b>					
Costs of generating funds:					
Costs of generating					
voluntary income	4	(7,481)	-	(7,481)	(13,539)
Governance costs	5	(13,398)	-	(13,398)	(12,371)
Charity running costs	6	(282,506)	-	(282,506)	(241,039)
Depreciation	7	(18,153)	-	(18,153)	(20,466)
<b>TOTAL EXPENDITURE</b>		<b>(321,538)</b>	<b>-</b>	<b>(321,538)</b>	<b>(287,415)</b>
<b>NET INCOME/(DEFICIT) FOR THE YEAR</b>		<b>59,678</b>	<b>-</b>	<b>59,678</b>	<b>(45,821)</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		207,691	475,000	682,691	728,512
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>267,369</b>	<b>475,000</b>	<b>742,369</b>	<b>682,691</b>

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

**SWINGS & SMILES**  
**BALANCE SHEET**  
**AS AT 31 MARCH 2021**

	Note	£	2,021 £	£	2,020 £
<b>FIXED ASSETS</b>	<b>7</b>		<b>75,559</b>		<b>75,681</b>
<b>CURRENT ASSETS</b>					
Debtors	8	13,219		11,491	
Cash at bank		<u>654,603</u>		<u>597,402</u>	
		<b>667,822</b>		<b>608,893</b>	
<b>CREDITORS: Amounts falling due within one year</b>	<b>9</b>	<u><b>(1,012)</b></u>		<u><b>(1,883)</b></u>	
<b>NET CURRENT ASSETS</b>			<b>666,810</b>		<b>607,010</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>742,369</b>		<b>682,691</b>
<b>FUNDS</b>					
Restricted income funds	10		<b>475,000</b>		<b>475,000</b>
Unrestricted income funds	11		<b>267,369</b>		<b>207,691</b>
<b>TOTAL FUNDS</b>			<b>742,369</b>		<b>682,691</b>

For the financial year ended 31 March 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

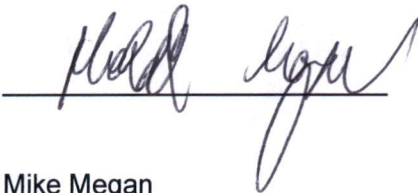


## SWINGS & SMILES

### BALANCE SHEET

31 MARCH 2021

These financial statements were approved by the members of the committee and signed on 10<sup>th</sup> November 2021.

A handwritten signature in black ink, appearing to read 'Mike Megan', is written over a horizontal line.

Mike Megan

Treasurer

**SWINGS & SMILES**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2021**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention and 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 the Republic of Ireland (FRS102) (effective 1 January 2015) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS102) and the Companies Act 2006.

**Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for the use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

**Income**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Investment income is recognised on a receivable basis.

Income from charitable activities includes income recognised as earned (as the related goods or services are provided) under contract.

**Expenditure**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be directly allocated to such activities and those costs of an indirect nature necessary to support them.

**Governance costs**

Governance costs include costs of the preparation and examination of the statutory accounts, the costs of trustee meetings and the cost of any legal advice to trustees on governance or constitutional matters.



**SWINGS & SMILES**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2021**

**1. ACCOUNTING POLICIES (continued)**

**Fixed assets**

All fixed assets are initially recorded at cost.

**Depreciation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Play Centre equipment	20% reducing balance
Outreach equipment	20% reducing balance
Office equipment	straight line over 3 years
Motor vehicles	25% reducing balance

**2. INVESTMENT INCOME**

	<b>Unrestricted / Total Funds 2021</b>	<b>Total Funds 2020</b>
	<b>£</b>	<b>£</b>
Building society interest receivable	<b>4,730</b>	-
Investment income	<b>2,244</b>	4,263
	<hr/> <b>6,974</b> <hr/>	<hr/> 4,263 <hr/>

**SWINGS & SMILES**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2021**

**3. INCOME FROM CHARITABLE ACTIVITIES**

		Unrestricted Funds	Total Funds 2021	Total Funds 2020
		£	£	£
Centre Income		27,999	27,999	30,854
Donations		12,017	12,017	28,096
Grants	Note 13	299,386	299,386	141,535
Legacy		1,522	1,522	3,432
Fundraising, see below:		33,318	33,318	33,414
		<hr/>	<hr/>	<hr/>
		374,242	374,242	237,331
		<hr/>	<hr/>	<hr/>

Fundraising is broken down as per below:

	£
Fundraising – Events	6,248
Fundraising – Community	13,287
Fundraising – Digital	10,367
Fundraising – Facebook Online	2,801
Fundraising – Regular Giving	615
<b>Total Fundraising</b>	<hr/> <b>33,318</b> <hr/>



## SWINGS & SMILES

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2021

#### 4. COSTS OF GENERATING VOLUNTARY INCOME

	Unrestricted Funds	Total Funds 2021	Total Funds 2020
	£	£	£
Event costs	7,481	7,481	
Professional services	-	-	13,539
	<hr/>	<hr/>	<hr/>
	7,481	7,481	13,539
	<hr/>	<hr/>	<hr/>

#### 5. GOVERNANCE COSTS

	Unrestricted Funds	Restricted Funds	Total Funds 2021	Total Funds 2020
	£	£	£	£
Legal & Admin	8,343	-	8,343	11,591
Marketing	5,055	-	5,055	780
	<hr/>	<hr/>	<hr/>	<hr/>
	13,398	-	13,398	12,371
	<hr/>	<hr/>	<hr/>	<hr/>

## 6. STAFF COSTS AND EMOLUMENTS

No salaries have been paid to employees over £60,000, no salaries have been paid to Trustees during the year.

An analysis of the 2021 staff costs are:

	2021	2020
	£	£
Salaries	<b>168,821</b>	147,739
NI	<b>8,974</b>	7,448
Pension	<b>4,709</b>	3,564
Staff Costs	<b>182,504</b>	158,751
Premises Costs	<b>86,600</b>	61,693
Miscellaneous Costs	<b>13,402</b>	20,595
Charity Running Costs	<b>282,506</b>	241,039

Note: Comparative 2020 figures included results of Swings & Smiles (Phoenix) Ltd.



**SWINGS & SMILES**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2021**

**7. FIXED ASSETS**

	Property	Play Centre Equipment	Outreach equipment	Office equipment	Motor vehicles	Total
	£	£	£	£	£	£
<b>Cost or valuation</b>						
At 1 April 2020	-	130,816	5,108	5,572	9,125	150,621
Additions	12,124	3,456	314	2,137	-	18,031
At 31 March 2021	12,124	134,272	5,422	7,709	9,125	168,652
<b>Depreciation</b>						
At 1 April 2020	-	62,676	2,664	3,362	6,238	74,940
Charge for the year	-	14,319	552	2,560	722	18,153
At 31 March 2021	-	76,995	3,216	5,922	6,960	93,093
<b>Net Book Value</b>						
At 31 March 2021	12,124	57,277	2,206	1,787	2,165	75,559
At 31 March 2020	-	68,140	2,444	2,210	2,887	75,681

**8. DEBTORS**

	2021	2020
	£	£
Debtors	13,219	11,491

**SWINGS & SMILES**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2021**

**9. CREDITORS: Amounts falling due within one year**

	2021	2020
	£	£
Trade creditors and accruals	2,474	(1,875)
Other taxes and social security	(1,462)	3,758
	<u>1,012</u>	<u>1,883</u>

**10. RESTRICTED INCOME FUNDS**

	Balance at 1 April 2020	Income	Expenditure	Balance at 31 March 2021
	£	£	£	£
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
Building Fund	475,000	-	-	475,000
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**11. UNRESTRICTED INCOME FUNDS**

	Balance at 1 April 2020	Income	Expenditure	Balance at 31 March 2021
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
General Fund	207,691	381,216	(321,538)	267,369
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**12. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

The total reserves as at 31 March 2021 are £742,369.



## SWINGS & SMILES

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2021

#### 13. ANALYSIS OF GRANT INCOME

Below is an analysis of the grant income received in the year to 31 March 2021

	£
National Lottery - Community Fund	120,000
Raised on The Good Exchange from trusts including:	35,715
· Greenham Trust	
· The Peter Baker Foundation	
· Miss W E Lawrence 1973 Charitable Settlement	
· Thatcham Town Council	
· Newbury Town Council	
National Lottery - Reaching Communities England	22,850
West Berkshire Council	20,900
PADWA Charitable Foundation	15,000
Garfield Weston Foundation	15,000
Baily Thomas Charitable Fund	15,000
BBC Children in Need	10,270
The Sobell Foundation	10,000
The Theodore Roussel Memorial Trust	8,125
St. James's Place Charitable Foundation	7,500
Screwfix Foundation	5,000
Berkshire Community Foundation	5,000
The Gerald Palmer Eling Trust	3,000
Shanly Foundation	2,500
Miss W E Lawrence 1973 Charitable Settlement	1,500
David Solomons Charitable Trust	1,000
Other grants	1,026
<b>Total</b>	<b>299,386</b>