

# KIDS IN MUSEUMS

England & Wales · Charity number 1123658

## Details

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Status	Registered
Legal form	Charitable company
Company number	<a href="#">05809200</a>
Registered	2008-04-15
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Website	<a href="http://www.kidsinmuseums.org.uk">www.kidsinmuseums.org.uk</a>

## Activities

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**Objects:** TO ADVANCE EDUCATION, INCLUDING THE EDUCATION OF CHILDREN AND FAMILIES, BY THE ENCOURAGEMENT OF THE ARTS AND SCIENCES IN MUSEUMS, GALLERIES, SCHOOLS AND OTHER PLACES OF FORMAL AND INFORMAL LEARNING

**Activities:** Visitor led organisation that works with museums throughout the UK to make them more welcoming of all families, children and young people.

## Classification

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- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Arts/culture/heritage/science
- **Who:** Children/young People, The General Public/mankind

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£232,132	£244,871	-	-
2024-03-31	£235,748	£251,676	-	-
2023-03-31	£242,891	£243,346	-	-
2022-03-31	£215,227	£220,478	-	-
2021-03-31	£215,548	£198,734	-	-

## Trustees

Name	Role	Appointed
<b>Paul Sapwell</b>	Chair	2025-12-05
Anne Brisbin		2019-02-05
Carys Louisa Owen		2026-06-05
Christina Inger Margareta Lister		2022-12-02
Guy Russell Turton		2024-06-14
Jessica Mary Clare Thomas		2024-06-14
Morrigan Mason		2021-03-10
Paul Brian Marden		2022-12-02
Rowan Rainbow Hill		2026-06-05
Steven Joseph Bogle		2022-12-02
Vanessa Eke		2022-06-17

**KIDS IN MUSEUMS**

England & Wales - Charity number 1123658

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# Accounts

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Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2025 for  
Kids in Museums

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## Reference and Administrative Details

Registered company number (England and Wales): 05809200

Registered charity number (England and Wales): 1123658

Registered charity number (Scotland): SC044490

Registered office and administrative address: 4<sup>th</sup> Floor, Silverstream House, 45 Fitzroy Street, London, W1T 6EB.

President: Philip Mould OBE

### **Trustees:**

Vanessa Eke [Chair] (standing down as Chair on 5 December 2025)

Paul Sapwell [Chair] (appointed Trustee and Chair on 5 December 2025)

Steven Bogle

Anne Brisbin

Rachel Brodie (reappointed on 4 December 2024 and retired on 5 December 2025)

Rachel Kuhn (retired on 5 December 2025)

Christina Lister

Paul Marden

Morrigan Mason [Interim Deputy Chair] (reappointed 21 March 2025)

Victoria Pinnington

Joe Rattray (reappointed on 4 December 2024 and retired on 5 December 2025)

Jess Thomas (appointed on 14 June 2024)

Guy Turton (appointed on 14 June 2024)

Company Secretary: Alison Bowyer

Independent Examiner: Holy Brook Accountants, Curious Lounge 1st Floor, Pinnacle Building, Tudor Road, Reading, Berkshire, RG1 1NH

Bank: CAF Bank, 29 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the Financial Statements of the Charity for the year ended 31 March 2025.

The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## Trustees' report

### Objectives and activities

#### **Objectives and aims**

Kids in Museums was founded in 2003 by Dea Birkett and has grown into an award winning independent charity that is dedicated to making museums more welcoming and accessible to children, young people and families.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of children, young people and families.

#### **Our values are to be:**

- Collaborative
- Inclusive
- Responsive
- Supportive
- Welcoming

#### **Our objectives are to lead and support museums to:**

- Give children, young people and families a voice in museums and promote their vision of an excellent, welcoming, accessible museum.
- Contribute to building diverse future museum visitors, workers and decision-makers.
- Establish standards of, sharing and celebrating best practice in work with children, young people and families in museums.
- Support a museum workforce that is highly skilled and well-informed about working with and for all children, young people and families.

#### **Public benefit**

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice case studies, providing trusted information, online resources, training, conferences and consultancy, and raising the profile of family friendly museums to visitors.

Museums continue to operate in a difficult environment. Visitor numbers have not yet recovered to pre-pandemic levels in contrast to other European countries. Their funding has been squeezed, especially by local authority cuts, and their audiences and operating costs have been affected by the cost of living crisis. They are being called upon to try to respond to global events such as the climate and ecological emergency. In February and March 2025, Kids in Museums was part of a PR campaign with MHP Group to raise the profile of the challenges currently faced by the smallest museums.

Through initiatives such as Takeover Day, our Youth Panel and Engaging your First Young Trustees programme, we have also created opportunities for young people to engage with museums, learn new skills and take a meaningful role in decision making. As a result of these initiatives, many young people change their views of museums, get involved in additional projects and are more likely to want to visit again.

All our work helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

## 2024/25 Key Achievements

We undertook all the activities described below to further our mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them, and training museum staff to increase their skills and expertise in supporting visits by these audiences.

- Across all our activities (excluding our website, social media and online resources), we engaged with over 550 museums in 2024/25, an increase of 25% from the previous year.
- We launched a new Kids in Museums Manifesto following consultation with 250 children, families and young people from across the UK. 57 museums signed the Manifesto during the year.
- 157 museums participated in three free museum trails inspired by children's literature and history writing including the Grimwood series by Nadia Shireen and *Totally Chaotic History: Romans get Rowdy* by Greg Jenner. 77% said that the trails increased family engagement with their collections.
- The Kids in Museums Youth Panel launched a Discord server for young people interested in museum and heritage careers and ran a pilot project, *Craft Under the Mast*, looking at how museums can address young people's experiences of loneliness.
- 186 people from around the world attended our online conference, *Rethinking Museums: fostering optimism, belonging and meaning for families, children and young people*. 71% said they would make at least one change in their museum as a result of attending the conference.
- We published six new online resources during the year covering topics such as babies in museums and how museums can support young people's mental health. Over 30,000 people used our online resources during the year.
- 11 young people aged 18-30 joined museum boards supported by our *Engaging your first Young Trustees* programme.
- We received around 550 nominations for 125 different museums for the Family Friendly Museum Award 2024. We celebrated the winners, Young V&A, at a ceremony at Skipton Town Hall in North Yorkshire.
- Over 3,000 children and young people participated in careers themed Takeover Days including our biggest ever Takeover Day at Chatsworth.
- We gained over 2,000 new followers on our social media channels. We ended the year with over 62,000 followers across all channels

Giving children, young people and families a voice in museums and promoting their vision of an excellent, welcoming, accessible museum.

This objective supports the Inclusivity and Relevance Investment Principle from Arts Council England's Let's Create strategy.

### **Kids in Museums Manifesto**

During 2024/25, we updated the Kids in Museums Manifesto following consultation with around 250 families, children and young people from across the UK. This included focus groups and online surveying.

They survey data offered invaluable insights into families, children and young people's motivations for visiting museums. It is clear that families value museums as spaces to enjoy spending time together, learning and having fun. They value interactivity, clear communication and transparency about costs and value for money. They want museums to reflect their local communities and enable them to engage with contemporary issues such as the climate emergency or misinformation.

Unfortunately, the surveying shows that families still find visiting museums stressful and uncomfortable and expensive. We also still heard stories of families with small children feeling judged for their behaviour by museum staff.

The results of our survey show the continuing need for the Manifesto and support for museums to use it their spaces. Around 1,000 people downloaded our Manifesto Self-Assessment Tool during the year. The Self-Assessment Tool is designed to help museums assess how well their offer meets the principles of the Manifesto.

57 museums signed the Manifesto during the year, meaning around 1,200 museums around the world have now committed to our Manifesto principles.

### **Takeover Day**

Our theme for Takeover Day 2024 was careers. We are committed to increasing knowledge of the full range of careers in museum and heritage among all children and young people. The number of children and young people involved in Takeover Day 2024 grew by about 600 to 3,351. Chatsworth hosted our largest ever Takeover Day in June 2024 when they were taken over by Athelstan Primary School, Sheffield for an entire week.

About 15% of museums were first time participants in Takeover Day 2024. This shows the continuing relevance of the event to sector organisations. After participating, one said *"We will use this day as a model for future career themed events."*

As a result of Takeover Day,

- 2,412 children and young people know more about museum careers.
- 2,211 children and young people more likely to visit their local museum.

30% of museums said they would make at least one change to their work with children and young people as a result of Takeover Day.

Feedback from participants:

*“They enjoyed feeling empowered about leading a group and they also spoke at the end about how good they felt after all the planning and prep paid off.”*

*“They fully embraced the chance to take charge and displayed commitment to their tasks across two prep sessions and the final Takeover Day itself. I would say their enthusiasm was palpable throughout the event.”*

*“Staff who had not previously engaged with young people gained greater confidence to do more work with younger people in the museum.”*

## Contributing to building diverse future museum visitors, workers and decision-makers

This objective supports the Inclusivity and Relevance Investment Principle from Arts Council England's Let's Create strategy.

### Engaging your first Young Trustees

*“Fantastic! This will have a really positive impact on our museum and help the museum evolve and develop for both the audiences today and increasing our audiences in the future.”*

In partnership with UpStart Projects, we delivered a pilot programme to support museums to recruit young people aged 18-30 to their boards. Recent Charity Commission research showed that only 1% of Trustees of charities in England and Wales are under the age of 30. We want to start to address this lack of representation of young people in decision making in the museum sector.

During the year we worked with a group of museums to support them to develop inclusive recruitment processes, create induction and support processes for young people joining their boards and deliver more inclusive board meetings. We also ran training for the new young trustees to learn about the responsibilities of being a trustee and to feel confident having a voice in board meetings.

With our support, the following museums were able to recruit young people to their boards:

- Bradford Museums
- Elizabeth Gaskell's House, Manchester
- Nantwich Museum
- National Football Museum, Manchester
- New Forest Heritage Centre
- St Barbe Museum
- Towner, Eastbourne
- Wiltshire Museum

It is still early days to assess the impact of the programme, but our early evaluation of the programme we ran for museums has been positive:

- Nine trustees aged 18-30 recruited.
- 100% museums would recommend the programme to another organisation.
- 100% of museums intend to continue to recruit young trustees.
- 100% of museums said that the programme helped them to achieve all their aims.

*“It has been a wonderful programme! It has helped change views and opinions and everyone can see the value of having people of different ages on the Board. The recruitment process gave us a really strong set of applicants and proved to be a difficult decision about who to appoint.”*

## **Youth Panel**

The Kids in Museums Youth Panel is a group of 16-25 year olds from all over the UK. Four new young people joined the Panel in April 2024. To support their introduction to the Panel, we piloted a peer mentoring programme, pairing more experienced Panel members with new joiners.

During the year, Panel members were a central part of several Kids in Museums activities including shortlisting and judging the Family Friendly Museum Award and updating our online resources. They also had a busy year working on three new projects.

Two of the new projects were built on feedback from the Museum Youth Summit we ran in 2023. Based on the feedback, the Youth Panel published an open letter to the museum sector outlining what they felt needed to be improved to enable young people to have better experiences as visitors, staff members and decision makers.

The Panel launched the Open Letter at the Museum + Heritage Show, received eleven responses and subsequent engagement from NMDC members and were invited to speak at a seminar at Kyusan University in Japan. We also received responses to the letter from Canada and Singapore. A year after the publication of the letter, Panel members returned to the Museum + Heritage Show to highlight the many changes they still want to see.

To create space for young people interested in museum and heritage careers to build connections in a low pressure environment, the Youth Panel also established a Discord server called Heritage Hideaway. Engagement on the server grew during the year, building foundations for a more public launch.

Based on an idea from a Panel member, members also collaborated with the Tall Ship Glenlee in Glasgow and artist, Phoebe Leach to deliver Craft under the Mast. Craft under the Mast was a series of four heritage-themed craft workshops designed to enable young people to build new social connections to address social isolation many experience changing city or employment or education.

The pilot programme was very successful, and we have presented the findings on the Kids in Museums website as part of our mental health resource so other museums can use the model.

- 100% of attendees felt the craft activities made it easier to socialise with new people.
- 100% of attendees found the workshops enjoyable.
- 61% of attendees felt their mood improved as a result of attending a workshop.

## **Volunteers**

Our focus for volunteering continues to be creating opportunities for young people to volunteer and gain experience through our Youth Panel. While attendance at Youth Panel meetings is voluntary, we pay members for the work they do on projects and events such as Craft under the Mast.

We were supported by a small number of additional volunteers who were part of specific projects, for example the Family Friendly Museum Award. We are extremely grateful for this support.

During the year we also hosted placement students from Goldsmith's University of London and the University of Leicester.

Volunteers gave over 500 hours of time to Kids in Museums in 2024/25, which is a hugely valued contribution to our activities,

### **Museum trails**

*“Very helpful to have a free resource for a small museum like us where we don't have the capacity to create something ourselves for the holiday.”*

Museums, particularly smaller museums continue to value the opportunity to take part in our free museum trails for the school holidays. As well as our ongoing collaboration with Walker Books, we were pleased to partner with Simon & Schuster and Little Tiger for the first time.

During the year, we were able to offer the following trails:

- Totally Chaotic History: Roman Britain Gets Rowdy based on Greg Jenner's children's history book of the same name.
- Grimwood Museum Adventure based on the Grimwood books by author-illustrator, Nadia Shireen.
- Tourmaline and the Museum of Marvels Trail.

Around 157 museums took part in the three trails. All trails were all available bilingually in English and Welsh. For the second year in a row, the trails were identified as promoting engagement with collections, easy to implement and supporting audience development.

- 96% of museums felt the trails offer an easy to implement cost effective activity for school holidays.
- 74% felt the trails increased family engagement with their trails.
- 22% thought trails helped them to reach more family visitors.

Participant feedback included:

*“Very helpful to have a free resource for a small museum like us where we don't have the capacity to create something ourselves for the holiday.”*

*“Encouraged families to visit part of the museum which they do not always go to. We used our tower, and sometimes they take the lift straight to the top, but for the trail they had to stop and observe!”*

Establishing standards of, sharing and celebrating best practice in work with children, families and young people in museums.

This objective supports the Ambition and Quality Investment Principle from Arts Council England's Let's Create strategy.

### **Family Friendly Museum Award**

*"Winning the Family Friendly Museum Award has had a really positive effect on the team – it's been such a morale boost. We've also had increased visitor numbers ever since we won, including lots of families who've heard about the Award. It's really helped to grow our audience."*

(Jenny Hill, Craven Museum)

The impact of winning the Family Friendly Museum Award was significant for the 2023 winners, Craven Museum in Skipton, North Yorkshire. Their 2024 was hugely successful including a nomination for the Art Fund Museum of the Year prize.

The number of nominations for the Family Friendly Museum Award in 2024 remained steady at 550 public nominations for 125 different museums. We continued to champion excellence in provision for families with additional needs through our Best Accessible Museum category. Our special category for 2024 was Best Museum Youth Group, which attracted some very impressive entries.

The award shortlists were chosen by panels including primary school children, ESOL students, museum youth panels, museum professionals and Kids in Museums staff, Trustees and Youth Panel members. Over the summer more than 200 families applied to be Undercover Family Judges, and it was the scores from their visits that decided the winners.

At a ceremony at Skipton Town Hall, Young V&A was named the overall winner of the Family Friendly Museum Award 2024. This was the museum's second triumph for the year as it also won Art Fund Museum of the Year.

The shortlisted museums and category winners were:

#### **Best Accessible Museum**

Winner: Cooper Art Gallery, Barnsley

Streetlife Museum, Hull

Wakefield Museum

#### **Best Small Museum**

Winner: National Civil War Centre, Newark

Dylan Thomas Centre, Swansea

Museum of the Order of St John, London

Nothe Fort, Weymouth

Story Museum, Oxford

### **Best Medium Museum**

Winner: Turner Contemporary, Margate  
Discover Children's Story Centre, London  
Museum of the Home, London  
Museum of Making, Derby

### **Best Large Museum**

Winner: Young V&A  
National Galleries Scotland – Modern One, Edinburgh  
Science and Industry Museum, Manchester

### **Family Café Standard**

*“It's been a really useful process as we've recently taken over the running of the museum cafe from an outside company and needed to make sure we are appealing to families of all shapes and sizes. This has really helped and we're keen to continue to improve now we've had your feedback.” (Shrewsbury Museum and Art Gallery)*

The Family Café Standard is a benchmark that recognises cafés at museums and cultural institutions that are great for families.

We developed the standard in Spring 2023 in partnership with catering company Benugo, which runs museum cafés across the UK. The specifications are based on feedback from family judges for the Family Friendly Museum Award, consultation for the Kids in Museums Manifesto and a survey of family museum visitors in summer 2021.

The accreditation assesses the information museum cafés provide before a visit, their facilities for families such as offering bottle warmers and WiFi, the food choices and the price of a meal for a family of four and the sustainability of the family offer.

We reaccredited the Benugo portfolio in 2024/25 as well as working with Colicci on six of their London sites. Alongside these franchises, we were delighted to welcome a number of independent museums including the Mary Rose Museum, the National Space Centre and the Postal Museum.

Supporting a museum workforce that is highly skilled and well-informed about working with and for all children, young people and families

This objective supports the Inclusivity and Relevance Investment Principle from Arts Council England's Let's Create strategy.

### **Kids in Museums Conference**

In February 2025, Kids in Museums delivered a one-day conference *Rethinking Museums: Fostering optimism, belonging and meaning for families, children and young people*. The event aimed to offer inspiration and hope to museum staff working in difficult circumstances by highlighting the value museums bring to this audience and ideas for work to improve the experience of diverse family visitors, support skills and careers development for young people and enable families, children and young people to engage with big questions about the future.

About 180 people attended the conference and a further 45 purchased recording tickets. About 20% of the audience were international.

55 people responded to the post-conference survey.

- 85% of attendees rated the conference as 'very good' or 'excellent'.
- 98% of attendees said they learned something from attending and 96% of them will share learning with colleagues.
- 96% of attendees said they would like Kids in Museums to run similar events in the future.

72% of attendees said they were thinking about at least one change in their museum as a result of attending the conference.

Changes they were considering include:

- Getting the fundamentals of accessibility right, and the importance of visitor services team to the culture of your organisation.
- Creating a youth panel, including youth trustees when we recruit our trustees after changing governance structure, altering the way in which we plan and programme family sessions, updating visitor experience staff training, possibly having a Kids in Museums site audit.
- We are in the process of renewing our learning and outreach strategy and many of the points from the conference will be considered when we're doing so. We're keen to engage more young people with our museum and our work, and there were lots of helpful tips and 'what worked well' within the conference talks that we can easily and quickly apply without lots of time spent on trial and error.

94% of attendees said they would like Kids in Museums to run similar events in the future.

Attendee feedback:

*"Loved hearing young people's voices."*

*“Appreciate the care taken in the planning and accessibility of the conference, captioning, reminders about code of conduct, accessibility.”*

*“This was a wonderful day of being a sponge and just soaking up all the yummy ideas and information. Thank you so much for facilitating.”*

## **Training and consultancy**

Training and consultancy remain important to our efforts to upskill the museum workforce to work with children, families and young people as well as to our income generation activities. We work closely with museum staff and Museum Development to plan training and is valuable and relevant to the sector. This includes a bespoke programme for Welsh museums generously funded by the Welsh government.

- Ten national online training sessions on topics including welcoming babies to museums, introduction to Makaton, creating visual stories, creating family friendly exhibitions and working with young volunteers.
- Four bespoke online training sessions for museums in Wales on topics including advocacy for family audiences, supporting low income families to visit museums and ages and stage of the development of children aged 0-12.
- A cohort about family friendly working with four museums from Levelling Up for Culture Places in the South West.
- We delivered an additional six training sessions for a range of UK museums, galleries and historic houses.

Feedback from our training sessions and audits remains extremely positive.

### **National training sessions:**

- 93% of attendees said they learned something from the training and would share it with a colleague.
- 92% of attendees said they felt more confident working with families, children and young people as a result of the training.
- 84% of attendees rated the training as ‘very good’ or ‘excellent’

Participant feedback about what they gained from the training:

*“I have gained a good network of people that I am now in contact with to support us on our journey.”*

*“I will definitely be sharing the training with the front of house staff to ensure we are welcoming young children and families.”*

*“Very informative, great speaker, very succinct and knowledgeable”*

### **Training sessions for Welsh museums:**

- 79% of participants said they felt more confident about working with families, children and young people as a result of taking part in the training.
- 100% of participants felt they learnt something as a result of the training.

Participant feedback about what they gained from the training:

*“I found listening to others during the session extremely useful. Hearing about projects that have been going on in other museums and how these museums have achieved this has given me the opportunity to think about how we could implement similar changes and projects into our museums in Carmarthenshire. Making links with others is invaluable and I can leave this session with some really useful contacts that will help to support Carmarthenshire museums on our journey.”*

### **South West Family Friendly Museum Cohort**

The four participating organisations – the Helicopter Museum, Jet Age Museum, New Forest Heritage Centre and Fordingbridge Museum – took part in four online training sessions, a review of their site using the Kids in Museums Manifesto and mentoring with an experienced Kids in Museums consultant. As a result of the programme, museums created new self-guided resources, new family days, updated their interpretation and improved their facilities.

### **Family Friendly Museum Audits**

During the year, we delivered nine Family Friendly Museum Audits including five in Wales. The feedback from the audit process continues to be very positive with museum teams learning a great deal about how to prioritise and plan to improve their family offer.

*“The audit was excellent in identifying areas for development and also sharing examples from other museums (including smaller museums like ours) which were very helpful to us in our very early development of family friendly activities.”*

### **Online Resources**

Our library of over 100 free online resources is one of the most popular parts of our offer. Museum professionals from all over the world tell us how much they value their combination of trusted information and practical best practice examples. For the second year in a row, over 30,000 people viewed resources during the year.

During the year, we published the following online resources:

- How to hold a careers-themed Takeover Day
- How can museums support young people’s mental health and wellbeing
- Welcoming babies to museums and galleries
- Case study: Poverty Proofing © at Jarrow Hall
- How to set up a youth panel
- Case study: Takeover Day at the National Videogame Museum
- Youth Panel Open Letter ‘Dear Changemakers’ pledge idea

We achieve our target of all new resources achieving 1,000 page views within one year of publication.

### **Website and social media**

Our website, social media and e-newsletters are key tools for us to share best practice, research and information with the museum and heritage sector.

In the light of the continuing ethical and technical issues with using Twitter/X, we switched the focus on our social media during the year to make LinkedIn our primary channel for communication with the museum and heritage sector. We left Twitter/X entirely just after the end of the period covered by this report in May 2025. Instagram and Facebook remain important tools for our family engagement.

During the year, we saw healthy growth in our follower numbers on Instagram and LinkedIn. We ended the year with:

- 9,030 Instagram followers (1,659 new followers during 2024/25)
- 9,277 LinkedIn followers (2,101 new followers during 2024/25)
- 8,137 Facebook followers (186 new followers during 2024/25)
- 36,100 Twitter/ X followers (1,900 reduction during the year)

Our total follower numbers across all channels were just over 62,500, an increase of about 2,000 over the previous year.

Our reach on Instagram grew again, exceeding 80,000 for the first time. Our reach on LinkedIn grew impressively by over 200,000 to just over 260,000.

Our website audience decreased by about 5%, largely the result of the high volume of recruitment traffic in the previous year.

132k overall visits (6% fewer than 2023/24).

208k page view (6% fewer than 2023/24).

Our newsletters including our quarterly research digest remain popular with an average open rate of nearly one third.

## Developing our organisation

### **Environmental Performance**

During 2024/25, we continued to implement our climate action plan. This included staff participating in Carbon Literacy training, working to reduce the carbon footprint of our digital activities and ensuring any in person events are as sustainable as possible – for example encouraging the use of public transport and the majority of the catering being vegetarian and vegan.

With reduced business travel and our conference being online rather than in person, we were able to reduce our carbon footprint to just over two tonnes of carbon emissions. We offset the emissions with projects accredited by Clear.

### Inclusivity and Relevance

In 2024/25 we established an Inclusivity and Relevance committee composed of staff, Trustees, Youth Panel members and co-opted members to steer our work in this area. The committee has been reviewing our overall approach to being an inclusive organisation, recruitment and the training that we offer internally.

During the year, we have developed:

- our first set of organisational values,
- a code of conduct for Trustees,
- new recruitment materials for Youth Panel vacancies.

We also improved how we gather and analyse demographic data about vacancy applicants.

## Financial Review

### Financial performance

Kids in Museums presents the 2024/25 financial statements with the results yielding a deficit once the contribution from restricted funds are included. This is the result of a challenging year for income generation, especially from sales of commissioned training and Family Friendly Museum Audits. This reflects the economic condition of the wider museum sector where budgets are being squeezed, and more limited resources restrict staff capacity to participate in training.

This deficit is in spite of significant efforts to diversify our income generation activities led by the Business Development Committee. While our national training, conference and Family Café Standard performed well in challenging circumstances, we were disappointed to see a decline in income from Family Friendly Museum Audits and commissioned training. We were pleased to be able to continue to secure income from trusts and foundations in a tough market, including a new supporter.

With the support of the Finance Committee, Kids in Museums continues to review and improve its financial processes. We have continued to refine policies and maintain rigorous control of expenditure.

The Statement of Financial Activities is set out on page 24. Total income was £232,132 including £24,923 of restricted income (2024 £18,402). Total expenditure was £244,871 (2024 £251,676). There was a reduction in income and expenditure from the previous year due to one-off grant-funded activity in 2023/24 and constraints on our activity resulting from the challenging economic environment.

On 31 March 2025, unrestricted reserves stood at £28,915 (2024 £39,827). Restricted reserves at the end of the year stood at £1,000 (2024 £2,827).

### Income Generation

Our principal funders remain Arts Council England and the Welsh Government.

During the year we secured £4,000 from trusts, foundations, and other organisations and just over £2,000 from our Mammoth Supporters and other individual donors.

We are grateful to PF Charitable Trust and those who wish to remain anonymous for their generous funding for our sector support programme.

Our training, consultancy and the new Family Café Standard generated £36,381. This represents a decrease compared to the previous year as a result of the challenging operating environment across the museum and heritage sector. We anticipate that these challenges will remain for some time and are working on alternative income generation plans to sustain our work.

## Reserves policy

Kids in Museums' Reserves Policy is to hold unrestricted reserves equivalent to the amount required to meet three months of core operating costs (salaries, essential overheads and any contracts for programme delivery that cannot immediately be broken). This is in line with standard charity sector practice and advice from our Independent Examiners. In 2025/26 this amounts to approximately £60,000.

At the end of the 2024/25, the amount held in unrestricted reserves was £28,915 (less than 2 months of operating costs or 48% of the amount required). Whilst this does not meet our policy, the Board is content that it is sufficient to cover any unforeseen expenditure and around one and a half times the estimated cost of winding up the charity if it was no longer judged to be a going concern. The amount required in reserves is also larger than the minimum cash threshold for the charity's operations.

The Board and Finance Committee review the Reserves Policy every year. While Kids in Museums is not currently compliant with the level of reserves the policy requires, the Trustees are confident this does not expose the charity to any significant operational risk. At the next review of the policy, the Trustees will again consider the level of reserves required and assess whether any changes to industry standards may allow a lower reserves requirement.

In the meantime, the charity aims to build towards the current target amount over the next decade. However, investment in the charity's programmes and operations will be prioritised if the charity is able to generate a surplus.

## Organisational information

### **Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2016 as amended by special resolution 8 August 2018 and amended by special resolution on 26 September 2025. The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

### **Recruitment of Trustees**

Serving as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly, and Trustees are appointed after a rigorous application and interview process.

Trustee appointments must be approved by the full Board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term. They are also members of the Company for their entire term of office.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one-year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

Young Trustees may also become members of our Youth Panel. During the year we began the process of approaching the Charity Commission to seek permission to update our constitution to enable us to pay Young Trustees for work they undertake as part of the Youth Panel. This is designed to increase equality between all Youth Panel members. This work has been supported pro bono by Taylor Wessing. The request was approved and ratified in September 2025 after the end of the financial year.

During the year we appointed two new Young Trustees, and one Trustee retired.

### **Organisational structure**

The Board of Trustees meets four times per year to lead strategy development, scrutinise financial planning and control and review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee and Business Development Committee meet up to four times per year. They report to the Board of Trustees. The Finance Committee monitors income and expenditure, risk, financial controls and planning. The Business Development Committee oversees income generation strategy. There is also a Nominations Committee which is convened on an ad hoc basis to recruit new Trustees.

During the year we established the Inclusivity and Relevance Committee to support the charity's ongoing work to increase the diversity of its Trustees, Youth Panel and staff, support an inclusive organisational culture and ensure that our sector support work continues to lead efforts to diversify museum audiences.

Pay rises for staff are recommended to the Board of Trustees annually in March for the implementation in the new financial year. Any pay awards consider the cost of living. From 1 April 2024 we pay all employees and freelancers at least the London Living Wage.

There were two changes to the staff team during the year. Our new Content and Communications Manager joined the team in April 2024 as a like for life replacement for the previous postholder who left the charity in February 2024. We also employed a temporary Finance Assistant to cover the Finance Manager's maternity leave which ran from May 2024 – February 2025.

### **Risk management**

Kids in Museums maintains a register of the main risks facing the charity. The Trustees and the Executive Director review the Risk Register every quarter.

The main risk currently facing the charity is income generation. At time of writing, the amount of our Arts Council England grant for 2026/27 is unconfirmed and we will have to apply for another extension year grant for 2027/28. This represents uncertainty around a significant proportion of our income for the next two years.

To address other areas of income generation we have a strategy for training and consultancy and fundraising which has been updated to reflect the continuing impact of the cost of living crisis, high inflation, other cuts to museum funding (particularly from local authorities) and increased competition for other funding. We are also exploring new areas of income generation.

Alongside working to increase income, we are keeping tight control of expenditure. In May 2025, we gave up our office at Rich Mix to reduce expenditure.

At the time of publication, we are also managing risks associated with the transition to a new Chair of Trustees who will be in place by December 2025 following Vanessa Eke's decision to stand down from the role after three and a half years.

Approved by order of the Board of Trustees on ..... 5<sup>th</sup> December, 2025, .....

and signed on its behalf by:



.....  
Vanessa Eke  
Chair of Trustees

## Independent examiner's report to the Trustees of Kids in Museums (the Charity)

I report to the charity trustees on my examination of the accounts of the Charity for the year ended 31 March 2025.

### Responsibilities and basis of report

As the charity's Trustees of the Company (And also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 (the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charities accounts as carried out under section 145 of the charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act: or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 act other than any requirement that the accounts give a true and Fairview which is not a matter considered as part of an independent examination: or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



12<sup>th</sup> December 2025.

**Rachel Eden, FCMA**

Holy Brook Associates, Curious Lounge, 1st Floor, Pinnacle Building, Tudor Road, Reading, RG1 1NH

## Statement of Financial Activities

	Notes	Unrestricted Funds £	Restricted Funds £	2025 total funds £	2024 total funds £
<b>Income from</b>					
Donations	2	170,221	24,923	195,144	187,632
Charitable activities	3	36,381	-	36,381	47,663
Investment income	4	607	-	607	453
Total		<u>207,209</u>	<u>24,923</u>	<u>232,132</u>	<u>235,748</u>
<b>Expenditure on charitable activities</b>					
Charitable expenditure	5	<u>218,121</u>	<u>26,750</u>	<u>244,871</u>	<u>251,676</u>
Net (expenditure)		<u>(10,912)</u>	<u>(1,827)</u>	<u>(12,739)</u>	<u>(15,928)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		39,827	2,827	42,654	58,582
Total funds carried forward		<u>28,915</u>	<u>1,000</u>	<u>29,915</u>	<u>42,654</u>

## Balance Sheet

	Notes	Unrestricted Funds £	Restricted Funds £	2025 total funds £	2024 total funds £
<b>Fixed assets</b>					
Intangible assets	10	-	-	-	1,000
Tangible assets	11	1,975	-	1,975	877
		<u>1,975</u>	<u>-</u>	<u>1,975</u>	<u>1,877</u>
<b>Current assets</b>					
Debtors	12	9,557	-	9,557	14,699
Cash in hand and at bank		22,295	1,000	23,295	31,255
		<u>31,852</u>	<u>1,000</u>	<u>32,852</u>	<u>45,954</u>
<b>Creditors</b>					
Amount falling due within one year	13	(4,912)	-	(4,912)	(5,177)
Net current assets		<u>26,940</u>	<u>1,000</u>	<u>27,940</u>	<u>40,777</u>
Total assets less current liabilities		28,915	1,000	29,915	42,654
Net assets		<u>28,915</u>	<u>1,000</u>	<u>29,915</u>	<u>42,654</u>
<b>Funds</b>					
Unrestricted funds	14	28,915	-	28,915	39,827
Restricted funds		-	1,000	1,000	2,827
Total funds		<u>28,915</u>	<u>1,000</u>	<u>29,915</u>	<u>42,654</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for:

- a. ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- b. preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees authorised for issue on:

.....5<sup>th</sup> December, 2025.....

and were signed on its behalf by:

..........

Vanessa Eke  
Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

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

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on Page 1 of this report. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

#### **Financial reporting standard 102 – reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- The requirements of Section 7 Statement of Cash Flows.

## **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are any conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity, and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102)

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably.

If entitlement is not met, then these amounts are deferred.

Investment income is earned through holding assets for investment purposes, and it includes interest only. Interest income is recognised using the effective interest method.

## **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

## **Support and governance costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

## **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost.

Intangible assets are amortised on a straight-line basis over their useful lives. The useful lives of intangible assets are as follows:

Website/computer software – 6 years

Provision is made for any impairment.

## Tangible fixed assets

Tangible assets are depreciated on a straight-line basis over their useful lives. The useful life of tangible assets is as follows:

Computer equipment – 3 years  
Fixtures and Fittings – 5 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

## Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

## Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors, or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

## Pension costs and other post-retirement benefits

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

## Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at the transaction price. Any losses arising from impairment are recognised as expenditure.

## 2. Donations and Legacies

	2025	2024
	£	£
Arts Council England	162,944	162,944
Other Voluntary funding	7,277	11,284
Welsh Government funding	24,923	13,404
	<u>195,144</u>	<u>187,632</u>

### 3. Income from charitable activities

	2025	2024
	£	£
Training and consultancy	<u>36,381</u>	<u>47,663</u>

### 4. Investment Income

	2025	2024
	£	£
Investment income	<u>607</u>	<u>453</u>

### 5. Expenditure on Charitable Activities

2025	Staff costs	Project costs	Property costs	Other	Total
Direct charitable expenditure	165,095	49,708	-	-	214,803
Support costs	-	-	9,160	20,908	30,068
	<u>165,095</u>	<u>49,708</u>	<u>9,160</u>	<u>20,908</u>	<u>244,871</u>
2024					
Direct charitable expenditure	159,065	63,924	-	-	222,989
Support costs	-	-	10,552	18,135	28,687
	<u>159,065</u>	<u>63,924</u>	<u>10,552</u>	<u>18,135</u>	<u>251,676</u>

### 6. Net expenditure is stated after charging

	2025	2024
	£	£
Depreciation – owned asset	728	1,225
Other operating leases	9,160	10,552
Website amortisation	1,000	2,000
Independent Examiner's Fee	1,260	1,248

### 7. Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 (2024-nil).

The total Trustees' travel and subsistence expenses for year ended 31 March 2025 was £89.15 (2024-nil).  
The total number of trustees receiving expenses during the year was one (2024-nil).

## 8. Staff Costs

	2025	2024
	£	£
Wages and salaries	151,768	146,815
Social security costs	9,513	8,771
Other pension costs	3,814	3,479
	<u>165,095</u>	<u>159,065</u>

The total amount of employee benefits (including employer pension and national insurance contributions) received by key management personnel for their services to the charity was £51,510 (2024: £51,928).

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

	2025	2024
Support staff	<u>5</u>	<u>5</u>

There were no employees who received total employee benefits of more than £60,000.

## 9. Comparatives for the Statement of Financial Activities (2023-24)

	Unrestricted Funds £	Restricted Funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	169,230	18,402	187,632
Charitable activities			
Other voluntary income	47,663	-	47,663
Investment income	453	-	453
<b>Total</b>	<b><u>217,346</u></b>	<b><u>18,402</u></b>	<b><u>235,748</u></b>
<b>Expenditure on charitable activities</b>			
Charitable expenditure	<u>223,801</u>	<u>27,875</u>	<u>251,676</u>
Net expenditure	<u>(6,455)</u>	<u>(9,473)</u>	<u>(15,928)</u>
<b>Reconciliation of funds</b>			
Total funds brought forward	46,282	12,300	58,582
<b>Total funds carried forward</b>	<b><u>39,827</u></b>	<b><u>2,827</u></b>	<b><u>42,654</u></b>

## 10. Intangible fixed assets

<b>Cost</b>	Website <u>12,000</u>
At 1 April 2024 and 31 March 2025	
<b>Amortisation</b>	-
At 1 April 2024	11,000
Charge for the year	1,000
	=
At 31 March 2025	<u>12,000</u>
<b>Net book value</b>	
At 31 March 2025	=
At 31 March 2024	<u>1,000</u>

## 11. Tangible fixed assets

	Fixtures and Fittings £	Computer Equipment £	Totals £
<b>Cost</b>			
At 1 April 2024	1,257	6,334	7,591
Additions	-	1,828	1,828
Disposals	-	(2,181)	(2,181)
At 31 March 2025	<u>1,257</u>	<u>5,981</u>	<u>7,238</u>
<b>Depreciation</b>			
At 1 April 2024	628	6,086	6,714
Charge for year	252	478	730
Eliminated on disposal		(2,181)	(2,181)
At 31 March 2025	<u>880</u>	<u>4,383</u>	<u>5,263</u>
<b>Net book value</b>			
At 31 March 2025	377	1,598	1,975
At 31 March 2024	629	248	877

## 12. Debtors: amounts falling due within one year

	2025	2024
	£	£
Trade debtors	2,785	11,848
Prepayments and accrued income	6,772	2,851
	<u>9,557</u>	<u>14,699</u>

## 13. Creditors: amounts falling due within one year

	2025	2024
	£	£
Social security and other taxes	3,656	2,013
Accruals and deferred income	1,256	3,164
	<u>4,912</u>	<u>5,177</u>

## 14. Movement in funds

	At 1.4.24	Net movement in funds	At 31.3.25
	£	£	£
<b>Unrestricted funds</b>			
General fund	39,827	10,912)	28,915
<b>Restricted funds</b>			
Trusts and foundations	2,827	(1,827)	1,000
<b>Total funds</b>	<u>42,654</u>	<u>(12,739)</u>	<u>29,915</u>

## Movement in funds continued

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	207,209	218,121	(10,912)
<b>Restricted funds</b>			
Welsh Government grant	24,923	24,923	-
Trusts and Foundations	-	1,827	(1,827)
<b>Total funds</b>	<u>232,132</u>	<u>244,871</u>	<u>(12,739)</u>

Comparative net movements in funds – year 2023-24

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
<b>Unrestricted funds</b>			
General fund	46,282	(6,455)	39,827
	<u>46,282</u>	<u>(6,455)</u>	<u>39,827</u>
<b>Restricted funds</b>			
Trusts and foundations	12,300	(9,473)	2,827
	<u>58,582</u>	<u>(15,928)</u>	<u>42,654</u>

### Restricted funds

#### Welsh Government

Our grant from the Welsh Government enabled us to provide Welsh language resources, training for staff from Welsh museums and Family Friendly Museum Audits for Welsh museums.

#### Austin and Hope Pilkington Trust

We were awarded a grant from the Austin and Hope Pilkington Trust to support our work to Anti-racist practice, this will be spent in 2025/26.

#### Van Neste Foundation

The remaining £1,827 from our grant from the Van Neste Foundation was spent on our Engaging your first young trustees programme.

### 15. Related party disclosures

Trustees donated a total of £1,670 during the year ending 31 March 2025 (2024 - £1,300).

## Detailed Statement of Financial Activities

	2025 total funds	2024 total funds
	£	£
<b>Income and endowments from</b>		
<b>Donations and legacies</b>		
Arts Council England	162,944	162,944
Welsh Government	24,923	13,404
Other Voluntary Funding	7,277	11,284
	<u>195,144</u>	<u>187,632</u>
<b>Investment income</b>		
Deposit account interest	607	453
<b>Charitable activities</b>		
Training and consultancy	36,381	47,663
Total incoming resources	<u>232,132</u>	<u>235,748</u>
<b>Expenditure</b>		
<b>Expenditure on charitable activities</b>		
Wages	151,768	146,815
Social security	9,513	8,771
Pensions	3,814	3,479
Office Rent	9,160	10,552
Insurance	789	626
Telephone	721	637
Postage and stationery	830	692
Programme costs	49,708	63,924
Sundries	7,628	2,926
Computer costs	6,795	6,229
Amortisation – website	1,000	2,000
Depreciation – computer equipment	476	906
Depreciation – fixtures and fittings	252	319
	<u>242,454</u>	<u>247,876</u>

This page does not form part of the statutory financial statements

	2025 total funds	2024 total funds
	£	£
<b>Finance</b>		
Bank charges	<u>78</u>	<u>145</u>
<b>Governance costs</b>		
Trustees' costs	1,115	2,407
Accountancy and legal fees	1,224	1,248
	<u>2,417</u>	<u>3,655</u>
Total resources expended	<u>244,949</u>	<u>251,676</u>
Net Expenditure	(12,739)	(15,928)

This page does not form part of the statutory financial statements



**KIDS IN MUSEUMS**

England & Wales - Charity number 1123658

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# Accounts

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Registered company number (England and Wales): 05809200

Registered charity number (England and Wales): 1123658

Registered charity number (Scotland): SC044490

Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2024 for  
Kids in Museums

Deans  
Chartered Accountants  
Gibson House  
Hurricane Court  
Hurricane Close  
Stafford  
ST16 1GZ

Kids in Museums

Contents of the Financial Statements  
For the year ended 31 March 2024

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Kids in Museums

Reference and Administrative Information  
For the year ended 31 March 2024

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The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the Financial Statements of the Charity for the year ended 31 March 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## Reference and Administrative Details

Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Registered office and administrative address: 2nd Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

President: Philip Mould OBE

### Trustees:

Vanessa Eke (Chair)  
Elizabeth McKay (Deputy Chair)  
Steven Bogle  
Anne Brisbin  
Rachel Brodie (appointed on 1 December 2023)  
Eilish Calnan (reappointed on 16 June 2023 and retired on 19 September 2024)  
Shane Kavanagh (retired on 14 March 2024)  
Rachel Kuhn  
Christina Lister  
Paul Marden  
Morrigan Mason  
Victoria Pinnington  
Joe Rattray (appointed on 1 December 2023)  
Jessica Thomas (appointed on 14 June 2024)  
Guy Turton (appointed on 14 June 2024)

Company Secretary: Alison Bowyer

Independent Examiner: Deans, Chartered Accountants, Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Bank: CAF Bank, 29 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

## Objectives and Activities

### Objectives and aims

Kids in Museums was founded in 2003 by Dea Birkett and has grown into an award winning independent charity that is dedicated to making museums more welcoming and accessible to children, young people and families.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of children, young people and families.

Our objectives are to lead and support museums to:

- Give children, young people and families a voice in museums and promote their vision of an excellent, welcoming, accessible museum.
- Establish standards of, sharing and celebrating best practice in work with children, young people and families in museums.
- Support a museum workforce that is highly skilled and well-informed about working with and for all children, young people and families.
- Contribute to building diverse future museum visitors, workers and decision-makers.

### Public benefit

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice, providing trusted information, online resources, training and consultancy, and raising the profile of family friendly museums to visitors.

Museums continue to face many challenges. Visitor numbers have not yet recovered to pre-pandemic levels in contrast to other European countries, their funding has been squeezed especially by local authority cuts, their audiences and costs have been affected by the cost of living crisis and they are being called upon to try to respond to global events such as the climate and ecological emergency.

In our most recent sector survey, over 75% of respondents said Kids in Museums' offer was important and relevant to the museum sector. Our website, online resources and training are trusted and valued by organisations across the museum sector. They help them to address common challenges and strengthen their work with children, young people and families.

## Kids in Museums

Report of the Trustees  
For the year ended 31 March 2024

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Through initiatives such as Takeover Day, our Youth Panel and The Future is Now: Museum Youth Summit, we have also created opportunities for young people to engage with museums. As a result, many young people change their views of them, get involved with museum decision-making and are more likely to want to visit again.

All our work helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

## 2023/24 Key Achievements

We undertook all the activities described below to further our mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them, and training museum staff to increase their skills and expertise in supporting visits by these audiences.

- Kids in Museums was named Best Sector Support Organisation at the Museum + Heritage Awards.
- 59 museums signed our co-created Manifesto during the year. This means that around 1,200 museums worldwide have made a commitment to being family friendly using our Manifesto.
- We launched the Kids in Museums Family Café Standard with Benugo in July 2023. Nearly 40 cafés have received accreditation for an excellent offer for families in its first year of operation.
- The Kids in Museums Youth Panel, with generous support from Benefact Group, organised and presented the Future is Now: Museum Youth Summit for 18-25s at Thinktank, Birmingham.
- We received around 600 nominations for 110 different museums for the Family Friendly Museum Award 2023. We continued to run the Best Accessible Museum category and introduced a new category for Best Museum Youth Project - Climate.
- Our collection of over 100 free online resources was viewed around 33,000 times. We created seven new resources and case studies during the year.
- Around 187 museums ran our free family museum trails including one based on the latest book in the *Twitch* series by M G Leonard.
- Around 420 museum staff and freelancers attended our online national training sessions.
- Nearly 120 museums participated in our play-themed Takeover Day and Digital Takeover Day working with around 2,700 children and young people.
- The combined reach of our Twitter, Facebook, LinkedIn and Instagram accounts was over 1.54 million.
- Our website had around 139k visits during the year.
- Across all our activities (excluding website and online resources) around 440 museums engaged with us at least once during the year.

## Kids in Museums Manifesto

During 2023/24, 59 museums signed up to support and implement the six principles of the Kids in Museums Manifesto. This came very close to meeting our annual target of 60 museums.

The sign ups mean that around 1,200 museums worldwide have committed to using the Manifesto, all but two Arts Council England NPO-funded museums have signed up, and over 50% of English accredited museums.

Encouraging museums to continue to use the Manifesto after signing up is an ongoing challenge for Kids in Museums. We want to see the Manifesto become an integral part of museums' work with children, young people and families. This year, we launched a self-assessment tool for museums to use to review their whole site against the Manifesto's six principles and understand both their strengths and areas for development.

## Family Friendly Museum Award

The number of nominations for the Family Friendly Museum Award increased again to around 600. This signals a return to pre-pandemic levels and meant we achieved our targets for Award entries.

Autism in Museums, SEND in Museums and VocalEyes again supported the Best Accessible Museum category. The number and quality of entries for this category continues to increase and we are pleased to see the positive impact of promoting access to museums for all children, young people and families.

We introduced a new category for Best Museum Youth Project – Climate. The climate emergency is an issue that our Youth Panel has identified as being important for museums to address and increase their relevance to young people. We wanted to use the new category to showcase best practice in this area and highlight how much young people value museums addressing social justice issues.

A panel of staff, Trustees, Kids in Museums Youth Panel members, volunteers, sector experts on the climate emergency, past winners, students at a primary school local to our London office and ESOL students from Hackney College collectively reviewed the applications and decided the shortlist.

## Shortlist

### Best Large Museum

Horniman Museum and Gardens, London  
Museum of Liverpool  
National Maritime Museum, London

### Best Medium Museum

The Beaney House of Art & Knowledge, Canterbury  
Compton Verney, Warwickshire  
Great North Museum: Hancock, Newcastle upon Tyne  
The MAC, Belfast

### Best Small Museum

Dylan Thomas Centre, Swansea  
National Civil War Centre, Newark  
Royal Cornwall Museum, Truro  
Valence House Museum, Dagenham  
Wolverhampton Art Gallery

### Best Accessible Museum

Cannon Hall Museum, Park and Gardens, Barnsley  
Craven Museum | Skipton Town Hall  
Maidstone Museum

Just over 100 families applied to be undercover family judges over the summer, with around 55 families visiting museums and assessing them against our Manifesto. Their scores and reports determined the winners of the Best Small, Medium and Large Museum categories as well as the Best Accessible Museum. The Best Museum Youth Project – Climate was judged by a panel made up of Kids in Museums staff, Trustees and Youth Panel members as well as sector experts.

We continue to work to increase the diversity of the judging families. We achieved our target of 20% of the judging families having additional needs for a museum visit, but just fell short of our target to improve the ethnic diversity of the judging families.

The Award winners were announced at a ceremony at the National Maritime Museum in October 2023 generously supported by Benugo. They were:

### Overall Winner & Best Accessible Museum

Craven Museum | Skipton Town Hall

We are delighted that since winning the Family Friendly Museum Award, Craven Museum has gone on to be shortlisted for the Art Fund Museum of the Year prize.

Best Small Museum  
Royal Cornwall Museum, Truro

Best Medium Museum  
The Beaney House of Art and Knowledge, Canterbury

Best Large Museum  
Museum of Liverpool

Best Youth Project - Climate  
Tullie

News about the Award winners was featured in *First News* and *Primary Times* as well as a number of local papers in Yorkshire including *Yorkshire Post* and *Telegraph and Argus*. It was extensively reported across the museum and heritage sector including being the lead story in the Museum Association newsletter, the Art Fund Newsletter, NMDC Newsletter, History Hit and Best in Heritage.

## Digital Takeover Day

Around 55 museums took part in Digital Takeover Day on 7 July 2023. About 45% (target 5%) of the participating museums were new to the project, which is encouraging and suggests its continuing relevance. The most popular reasons for taking part were wanting to pilot a new way of working and wanting to work with young people in more depth. For the first time, Instagram overtook X/ Twitter as the main channel young people used to post content.

The main benefits museums identified from taking part were:

- 45% of young people said they would get more involved in museums because of taking part in Digital Takeover Day (target 50%).
- 95% of museums were considering making a change in how they worked with children and young people as a result of Digital Takeover Day (target 66%).

Some feedback from participants included:

*“Part of our annual programme, and we like to use Digital Takeover Day as a focus for us to trial and take risks and finding new ways of working with young people.”*

*“It was such a lovely time with the young people, and we all learnt so much and enjoyed the interaction. It also encouraged our much older volunteers and visitors.”*

## Takeover Day

Our theme for Takeover Day 2023 was play, a topic of increased relevance for the museum sector and included in our Manifesto for the first time in 2022. We saw a 15% (target 20%) increase in the number of museums participating in the event, although the numbers involved have not recovered to pre-pandemic levels. 2,700 (target 2,250) children and young people took part in Takeover Days, an increase of around 800 from the previous year.

Nearly one third of the museums that took part in Takeover Day in 2023 were first time participants. This demonstrates the continuing value and relevance of the initiative. About half of the Takeover Days had a play theme and many said they would do more play work as a result.

Our evaluation data showed that Takeover Day activities had an impact on both children and young people and museums:

- 85% (target 55%) of participating children and young people said they would get more involved with other museum activities as a result of Takeover Day.
- 63% of participating museum staff said they gained a better understanding of young people's points of view through Takeover Day activities.
- 75% (50% target) of museum staff are considering making changes to the way they work with children and young people because of Takeover Day.

We have noticed that an increasing proportion of our Takeover Days involve primary schools, reflecting broader trends in school trips.

Feedback from participants:

*"Thank you so much for today - it was truly fantastic. The children loved exploring, being taught about a multitude of careers and having the opportunity to interact with the public in leadership roles. Coming back to school they shared all their knowledge..."*

*"The pupils loved feeling like the museum was theirs for the day (sense of ownership), as well as getting to be creative about their favourite objects. The pupils enjoyed working in smaller groups than their usual class sizes. Some pupils had never been to a museum before and said it was the best day of their life and didn't want to leave! Most pupils said they were excited to come back with their families."*

*"The pupils all expressed how much they enjoyed participating. At the end of the day, they went round and shared their favourite moments from the day. Various pupils highlighted how much they enjoyed the different departments they participated in Taking Over and expressed interest in exploring them as career possibilities."*

## Museum trails

Our museum trails created in partnership with children's book publishers continue to be very popular. As well as our ongoing collaboration with Walker Books, we were pleased to partner with Faber during the year. The trails are a low or no cost way for museums to increase their offer for children and families during school holiday periods and are highly valued, particularly by museums with more limited resources for creating activities for families and children.

During the year, we were able to offer the following trails:

- Blanksy the Street Cat based on the books of the same title by Gavin Puckett (March/ April 2023).
- The Stolen Songbird Museum Search based on *The Stolen Songbird* by Judith Eagle (August 2023).
- The Eerie on Sea Monster Museum Tour based on *Mermedusa* by Thomas Taylor (October 2023).
- The Twitchers Museum Adventure based on *Feather* by M G Leonard (February 2024).

Around 189 museums took part in the four trails. They were all available bilingually in English and Welsh. Among the key feedback was the trails were easy to implement, attractive to family audiences and supported family engagement with collections:

- 97% valued the trails being low cost and easy to implement.
- 62% said that the trails helped to promote family engagement with their collections.
- 25% said the trails helped them to reach new families.

Participant feedback included:

*"As a new Museum any opportunity to partner with another organisation helps expand our scope of visitors. As the only venue in central London taking part, we had several visitors who said they came to us for the first time because they saw we were taking part in the trail."*

*"Families really enjoyed it, and it helps us to reach new audiences (especially 'non-users' :-)"*

*"Thank you for continuing to provide these trails, as a small museum we find this so helpful!"*

## Youth Panel

The Kids in Museums Youth Panel is a group of 16-25 year olds from all over the UK. Six new young people joined the Panel in April 2023, and our Young Trustees have also become members. During the year, Panel members were a central part of several Kids in Museums activities including shortlisting and judging the Family Friendly Museum Award, participating in Digital Takeover Day and updating our online resources.

In the first half of the year, the Panel programmed and delivered the Future is Now: Museum Youth Summit which took place at Thinktank in Birmingham on 6 October 2023. The Museum Youth Summit aimed to build on current best practice in working alongside young people in museums and develop new ideas about how museums could improve their provision for 18-25s.

The Museum Youth Summit was attended by about 40 young people from across the UK as well as representatives from some key stakeholders. The feedback from attendees was very positive:

- 100% of attendees wanted Kids in Museums to run a similar event in the future.
- 100% of attendees said they had a 'very good' or 'excellent' experience at the Summit.
- 80% of attendees felt the views they shared at the event were valued by Kids in Museums (the remaining 20% said somewhat) [Target 66%].
- 60% of attendees felt confident contributing the Summit [Target 66%].

*"I really enjoyed it - my highlight was hearing from other young people on the panel and listening to their voice. More time for questions would've improved the experience."*

*"Really fantastic! It was super enjoyable, and it was really interesting and educational to listen to what all of the speakers and panelists had to say. Everyone had an interesting question or an answer to a question, and there was lots of engaging discussion. All round great event."*

During the Museum Youth Summit, we were able to collect information and feedback about what young people think of museums based on their experiences as visitors, project participants and employees. We committed to share this feedback with the museum sector and to provide practical ideas for organisations to improve their offer for young people.

In March 2023, Panel members presented two online events to share the feedback with museum staff and young people. They have built on this in 2024/25 with an incredibly well received session at the Museum + Heritage Show and an open letter to the museum sector.

## Volunteers

Our focus for volunteering continues to be creating opportunities for young people to volunteer and gain experience through our Youth Panel. While attendance at Youth Panel meetings is voluntary, we pay members for the work they do on projects and events such as the Museum Youth Summit.

We were supported by a small number of additional volunteers who were part of specific projects, for example the Family Friendly Museum Award. We are extremely grateful for this support.

During the year we also hosted placement students from University College London and the University of Leicester.

Volunteers gave 368 hours of time to Kids in Museums in 2023/24, which is a hugely valued contribution to our activities,

## Online Resources

Our online resources are one of the most valued parts of our sector support programme. They were viewed around 33,000 times during the year. We achieved our target of a new resource having 1,000 page views within 12 months of publication for most of our 2023/24 output.

During the year, we published the following online resources:

- How to hold a play-themed Takeover Day.
- How can your museum safely welcome unaccompanied child visitors.
- Maintaining healthy boundaries when working with young people.
- Creating Family Friendly Exhibitions.
- Creating Family Friendly Interpretation.
- Creating Self-Guided Resources for Families.
- Kids in Museums Manifesto Self-Assessment Tool.

## Website and social media

Our website audience continues to grow. During the year, the site's overall performance was:

- 139k overall visits (11% more than 2022/23).
- 222k page view (6% more than 2022/23).

Kids in Museums continues to have a prominent social media presence, which is important in reaching both children, young people and families, and museum staff.

During the year, we gained over 4,320 followers across our social media channels. We ended the year with:

- 38,000 X/ Twitter followers (100 increase during the year).
- 7,951 followers on Facebook (1,096 increase during the year).
- 7,371 Instagram followers (1,795 increase during the year).
- 7,176 LinkedIn followers (1,329 increase during the year).

This makes a total of around 60,500 across all channels.

In line with current industry trends, our reach on X/ Twitter has reduced, but held steady at 1.2 million (similar to the previous year). Our engagement rate also held steady at an average of 2%. The only channel which saw decreased reach was Facebook.

On other channels, we saw significant increases in our reach. On Instagram our reach grew by almost 60% to about 76,000. Our reach on LinkedIn almost doubled to 62,300. As a result of ongoing challenges with X/ Twitter, these channels will be the focus of our social media activities in 2024/25.

## Training and Consultancy

Our Kids in Museums training and consultancy offer continued to grow in 2023/24. During the year we ran:

- Ten national online training sessions on topics including supporting and welcoming low income families, welcoming SEND families front of house, creating family friendly resources and creating successful Youth Panels.
- Four bespoke online training sessions for museums in Wales on topics including creating inclusive activities for ALN families and working with under 5s.
- A cohort about family friendly working with four museums from Levelling Up for Culture Places in the North West.
- Over thirty in person and online training sessions commissioned by individual museums or Museum Development Organisations.

We also delivered 18 Family Friendly Museum Audits including four for museums in Wales commissioned and funded by the Welsh government.

Feedback from our training sessions and audits remains extremely positive.

### National training sessions

- 96% of attendees rated sessions as 'very good' or 'excellent'.
- 96% of attendees said that they learned something from the training that they will share with colleagues.
- 96% of attendees said they feel more confident in their work with children, young people and families as a result of attending the training.

Participant feedback about what they gained from the training:

*"I gained lots of really helpful information (both theoretical and practical) to rely on as I develop our museum's learning opportunities for under 5s"*

*"I feel inspired! The session was really engaging and had lots of inspiration, practical advice and useful case studies. Thanks very much, it was a great session!"*

Training sessions for Welsh museums:

- 100% of attendees felt they learned something they will share with colleagues as a result of the sessions.
- 100% of attendees rated them 'very good' or 'excellent'.

Participant feedback about what they gained from the training:

*"Absolutely, the examples used to show accessible, needs-based crafts and activities were really helpful and inspiring. The low-cost, sustainable activities and crafts presented by the Dylan Thomas Centre were also really useful as a catalyst for inclusive crafting!"*

### North West Family Friendly Museum Cohort

This was the first time we had run a cohort programme in Levelling Up for Culture areas. The four participating organisations – Blackburn Museum, Grundy Art Gallery, Haworth Art Gallery and Wigan Museum and Archives – found the experience very positive and reported that it had a significant impact of their provision to welcome children, young people and families and their confidence in working with local families.

- 100% of participants said they found the programme 'very' or 'extremely' valuable for their museum.
- 100% of participants said they felt more confident working with families because of the programme.

## Participant feedback

*The biggest impact we have seen is the introduction of sensory resources and our new family room. The family room is used daily and attracts a wide range of users. One of the surprises for us is that young people (11-16) use the room all the time. We have higher numbers of families using the activities, workshops and resources we have created for families, and we are seeing a lot of repeat visits. (Haworth Art Gallery)*

*The programme is comprehensive without feeling intimidating and all the advice and suggestions given were practical, insightful, and extremely useful. (Wigan Museum and Archives)*

## Audits

We continue to receive excellent feedback from museums that have taken part in a Family Friendly Museum Audit.

*“We have worked with our auditor to provide some quick wins and developed an action plan to inform our business plan and continued improvements to our visitor offer.”*

*“We have been delighted with the process and the recommendations received. The end result will greatly improve our offering for young children and families.”*

We have met or exceeded our targets in all areas of our training and consultancy work this year and it is also making an increasing contribution to diversifying our income.

## Family Café Standard

The Family Café Standard is a new benchmark that recognises cafés at museums and cultural institutions that are great for families.

We developed the standard in Spring 2023 in partnership with catering company Benugo, which runs museum cafés across the UK. The specifications are based on feedback from family judges for the Family Friendly Museum Award, consultation for the Kids in Museums Manifesto and a survey of family museum visitors in summer 2021.

The accreditation assesses the information museum cafés provide before a visit, their facilities for families such as offering bottle warmers and WiFi, the food choices and the price of a meal for a family of four and the sustainability of the family offer.

In the first year of the Standard, we have accredited nearly 40 cafés in museums, galleries and outdoor visitor attractions across the UK.

## Environmental Performance

During 2023/24, we continued to implement our climate action plan. This included staff participating in Carbon Literacy training, working to reduce our online file storage, updating our online resource about using museum collections to engage young people with the climate emergency, working to reduce the environmental impact of the Museum Youth Summit (the catering was all vegetarian and vegan) and running further training for museum staff.

With increased business travel and the inclusion of an improved estimate for emissions from home working in the carbon calculator we use, our carbon emissions increased to an estimated 3.9 tonnes. We offset this by making a donation to projects certified by Goldstar.org

## Inclusivity and Relevance

Our focus for 2023/24 was on improving our recruitment processes to make them more accessible and inclusive. We piloted new recruitment processes for a new Team Administrator and a new Content and Communications Manager. We also began to update our Trustee recruitment processes.

For staff recruitment, this included:

- Using information from Fair Museum Jobs and Curating for Change we have reviewed the information provided in our applicant packs to ensure they are as accessible as possible.
- Reviewing language in recruitment packs to ensure that as far as possible it is not gendered, and it is simple to understand.
- Removing all requirements about qualifications unless they are essential for the role (such as an accountancy qualification for a finance role).
- Removing specifications about a number of years of work being required in a past role.
- Providing a clear point of contact for all job applicants.
- Expanding our advertising network to include Job Centre Plus for appropriate roles.
- Providing feedback to all candidates.
- Providing questions in advance of interviews.

We also worked on improving our Trustee recruitment:

- We reviewed and redesigned our Trustee application pack to offer information to make a Trustee role accessible to people with no prior experience. We will also be running two information sessions for potential Trustees.
- We sought advice from other organisations about promoting our Trustee vacancy to reach more diverse candidates.

We also worked hard to improve how we capture data from recruitment to better understand who is missing from the pool of applicants we attract. This learning will be applied to future recruitment rounds.

## Financial Review

### Financial performance

Kids in Museums presents the 2023/24 financial statements with the results yielding a deficit once the contribution from restricted funds are included. This is in spite of significant efforts to increase our income generating activities. Led by the Business Development Committee, we continued to see growth in income from sales of training and consultancy and the new Family Café Standard. We were pleased to be able to continue to secure income from trusts and foundations, including a new supporter, in a tough market.

With the support of the Finance Committee, Kids in Museums continues to review and improve its financial processes. We have continued to refine policies and maintain rigorous control of expenditure.

The Statement of Financial Activities is set out on page 21. Total income was £235,748 including £18,402 of restricted income (2023 £242,891). Total expenditure was £251,676 (2023 £243,346). There was a slight reduction in income compared to the previous year. This is the result of receiving a large, restricted grant in 2022/23 which supported the Museum Youth Summit in 2023/24. Expenditure remained at a similar level to the previous year.

On 31 March 2024, unrestricted reserves stood at £39,827 (2023 £46,282). Restricted reserves at the end of the year stood at £2,827 (2023 £12,300). This reduction is the result of the large, restricted grant received in 2022/23 being spent on the Museum Youth Summit during the year.

### Income Generation

Our principal funders remain Arts Council England and the Welsh Government.

During the year we secured £9,000 from trusts, foundations, and other organisations including one new donor and £2,284 from our Mammoth Supporters and other individual donors.

We are grateful to PF Charitable Trust and those who wish to remain anonymous for their generous funding for our sector support programme.

Our training, consultancy and the new Family Café Standard generated £47,663 This represents a significant increase on the previous year and the most income we have ever generated from these sources. The proportion of our income not coming from Arts Council England was 31% similar to the previous year (2022/23 – 33%).

## Reserves policy

Kids in Museums' Reserves Policy is to hold unrestricted reserves equivalent to the amount required to meet three months of core operating costs (salaries, essential overheads and any contracts for programme delivery that cannot immediately be broken). This is in line with standard charity sector practice and advice from our Independent Examiners. In 2024/25 this amounts to approximately £60,000.

At the end of the 2023/24, the amount held in unrestricted reserves was £39,827 (2 months of operating costs or 66% of the amount required). Whilst this does not meet our policy, the Board is content that it is sufficient to cover any unforeseen expenditure and around one and a half times the estimated cost of winding up the charity if it was no longer judged to be a going concern. The amount required in reserves is also significantly larger than the minimum cash threshold for the charity's operations.

The Board and Finance Committee review the Reserves Policy every year. While Kids in Museums is not currently compliant with the level of reserves the policy requires, the Trustees are confident this does not expose the charity to any significant operational risk. At the next review of the policy, the Trustees will again consider the level of reserves required and assess whether any changes to industry standards may allow a lower reserves requirement.

In the meantime, the charity aims to build towards the current target amount over the next decade. However, investment in the charity's programmes and operations will be prioritised if the charity is able to generate a surplus.

## Organisational information

### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2016 as amended by Special Resolution 8 August 2018. The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

## Recruitment of Trustees

Serving as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly, and Trustees are appointed after a rigorous application and interview process. We are prioritising diversifying our Board and during the year created new recruitment materials and overhauled interview processes to make them more inclusive.

Trustee appointments must be approved by the full Board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term. They are also members of the Company for their entire term of office.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one-year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

During the year we appointed two new Young Trustees, and one Trustee retired.

## Organisational structure

The Board of Trustees meets four times per year to lead strategy development, scrutinise financial planning and review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee and Business Development Committee meet up to four times per year. They report to the Board of Trustees. The Finance Committee monitors income and expenditure, risk, financial controls and planning. The Business Development Committee oversees income generation strategy. There is also a Nominations Committee which is convened on an ad hoc basis to recruit new Trustees.

Pay rises for staff are recommended to the Board of Trustees annually in March for the implementation in the new financial year. Any pay awards consider the cost of living. From 1 April 2024 we pay all employees and freelancers at least the London Living Wage.

There were two changes to the staff team during the year. Our Team Administrator left in June 2023. The role was replaced like for like in August. In February 2024, our Content and Communications Manager left. This role was replaced like for like with a new starter in April 2024.

## Risk management

Kids in Museums maintains a register of the main risks facing the charity. The Trustees and the Executive Director review the Risk Register every quarter.

The main risk currently facing the charity is income generation. To address this, we have a strategy for training and consultancy and fundraising which has been updated to reflect the continuing impact of the cost of living crisis, high inflation, other cuts to museum funding (particularly from local authorities) and increased competition for other funding.

Approved by order of the Board of Trustees on ..... 4<sup>th</sup> December 2024 ..... and signed on its behalf by:



.....

Vanessa Eke – Chair of Trustees

## Independent examiner's report to the Trustees of Kids in Museums ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2024.

### Responsibilities and basis of report

As the charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

  
Richard Stonier FCA  
Deans, Chartered Accountants  
Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Date: 11 December 2024

## Statement of Financial Activities

		Unrestricted funds £	Restricted Funds £	2024 total funds £	2023 total funds £
<b>Income and Endowments from</b>	Notes				
Donations and legacies	2	169,230	18,402	187,632	204,368
Charitable activities	3	47,663	-	47,663	38,434
Investment income	4	453	-	453	89
<b>Total</b>		<u>217,346</u>	<u>18,402</u>	<u>235,748</u>	<u>242,891</u>
<b>Expenditure on Charitable activities</b>	5				
Charitable expenditure		<u>223,801</u>	<u>27,875</u>	<u>251,676</u>	<u>243,346</u>
Net expenditure		<u>(6,455)</u>	<u>(9,473)</u>	<u>(15,928)</u>	<u>(455)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		46,282	12,300	58,582	59,037
Total funds carried forward		<u>39,827</u>	<u>2,827</u>	<u>42,654</u>	<u>58,582</u>

Balance Sheet

	Notes	Unrestricted funds £	Restricted Funds £	2024 Total Funds £	2023 Total Funds £
<b>Fixed Assets</b>					
Intangible assets	10	1,000	-	1,000	3,000
Tangible assets	11	877	-	877	2,271
		<u>1,877</u>	<u>-</u>	<u>1,877</u>	<u>5,271</u>
<b>Current Assets</b>					
Debtors	12	14,699	-	14,699	19,048
Cash in hand and at bank		28,428	2,827	31,255	37,929
		<u>43,127</u>	<u>2,827</u>	<u>45,954</u>	<u>56,977</u>
<b>Creditors</b>					
Amounts falling due within one year	13	(5,177)	-	(5,177)	(3,666)
Net Current Assets		<u>37,950</u>	<u>2,827</u>	<u>40,777</u>	<u>53,311</u>
Total Assets Less Current Liabilities		39,827	2,827	42,654	58,582
Net Assets		<u>39,827</u>	<u>2,827</u>	<u>42,654</u>	<u>58,582</u>
<b>Funds</b>					
Unrestricted funds	14			39,827	46,282
Restricted funds				2,827	12,300
Total funds				<u>42,654</u>	<u>58,582</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 4/12/2024 and were signed on its behalf by:



Vanessa Eke – Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

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

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 1 of this Report. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### **Financial reporting standard 102 - reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity, and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102)

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

Investment income is earned through holding assets for investment purposes, and it includes interest only. Interest income is recognised using the effective interest method.

### **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

### **Support and governance costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

### **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website / computer software - 6 years

Provision is made for any impairment.

### **Tangible fixed assets**

Tangible assets are depreciated on a straight line basis over their useful lives. The useful life of tangible assets are as follows:

Computer equipment – 3 years

Furniture / Fixtures – 5 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

### **Taxation**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

### **Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **Pension costs and other post-retirement benefits**

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

**Debtors and creditors receivable/ payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

**2. Donations and Legacies**

	2024	2023
	£	£
Arts Council England	162,944	162,944
Other voluntary funding	11,284	27,376
Welsh Government Funding	13,404	14,048
	<u>187,632</u>	<u>204,368</u>

**3. Income from charitable activities**

	2024	2023
	£	£
Training and consultancy	<u>47,663</u>	<u>38,434</u>

**4. Investment Income**

	2024	2023
	£	£
	<u>453</u>	<u>89</u>

**5. Expenditure on Charitable Activities**

2024	Staff costs	Project costs	Property costs	Other	Total
Direct charitable expenditure	159,065	63,924	-	-	222,989
Support costs	-	-	10,552	18,135	28,687
	<u>159,065</u>	<u>63,924</u>	<u>10,552</u>	<u>18,135</u>	<u>251,676</u>
2023	Staff costs	Project costs	Property costs	Other	Total
Direct charitable expenditure	158,608	42,008	-	-	200,616
Support costs	-	-	15,840	26,890	42,730
	<u>158,608</u>	<u>42,008</u>	<u>15,840</u>	<u>26,890</u>	<u>243,346</u>

**6. Net expenditure is stated after charging**

	2024	2023
	£	£
Depreciation – owned asset	1,225	1,796
Other operating leases	10,552	15,840
Website amortisation	2,000	2,000
Independent Examiner's fee	1,248	1,020

**7. Trustees' remuneration and benefits**

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 (2023 – nil).

The total Trustees' travel and subsistence expenses for year ended 31 March 2024 was £nil (2023 - £135). The total number of trustees receiving expenses during the year was nil (2023 - two).

**8. Staff costs**

	2024	2023
	£	£
Wages and salaries	146,815	145,374
Social security costs	8,771	9,775
Other pension costs	3,479	3,459
	<u>159,065</u>	<u>158,608</u>

The total amount of employee benefits (including employer pension and national insurance contributions) received by key management personnel for their services to the charity was £51,982 (2023: £52,250).

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

	2024	2023
Support staff	<u>5</u>	<u>5</u>

There were no employees who received total employee benefits of more than £60,000.

**9. Comparatives for the Statement of Financial Activities**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	173,018	31,350	204,368
<b>Charitable activities</b>			
Other voluntary income	38,434	-	38,434
<b>Investment income</b>	89	-	89
Total	<u>211,541</u>	<u>31,350</u>	<u>242,891</u>
<b>Expenditure on</b>			
<b>Charitable activities</b>			
Charitable expenditure	<u>224,296</u>	<u>19,050</u>	<u>243,346</u>
Net Expenditure	<u>(12,755)</u>	<u>12,300</u>	<u>(455)</u>
<b>Reconciliation of Funds</b>			
Total funds brought forward	59,037	-	59,037
<b>Total funds carried forward</b>	<b><u>46,282</u></b>	<b><u>12,300</u></b>	<b><u>58,582</u></b>

## 10. Intangible Fixed Assets

<b>Cost</b>	Website
At 1 April 2023 and 31 March 2024	<u>12,000</u>
<b>Amortisation</b>	
At 1 April 2023	9,000
Charge for the year	2,000
At 31 March 2024	<u>11,000</u>
<b>Net book value</b>	
At 31 March 2024	<u>1,000</u>
At 31 March 2023	<u>3,000</u>

## 11. Tangible Fixed Assets

	Fixtures and Fittings £	Computer Equipment £	Totals £
<b>Cost</b>			
At 1 April 2023	1,596	7,065	8,661
Disposals	(339)	(730)	(1,069)
At 31 March 2024	<u>1,257</u>	<u>6,335</u>	<u>7,592</u>
<b>Depreciation</b>			
At 1 April 2023	479	5,911	6,390
Charge for year	319	906	1,225
Eliminated on disposal	(170)	(730)	(900)
At 31 March 2024	<u>628</u>	<u>6,087</u>	<u>6,715</u>
<b>Net Book Value</b>			
At 31 March 2024	<u>629</u>	<u>248</u>	<u>877</u>
At 31 March 2023	1,117	1,154	2,271

**12. Debtors: Amounts Falling Due Within One Year**

	2024	2023
	£	£
Trade debtors	11,848	13,188
Prepayments and accrued income	2,851	5,860
	<u>14,699</u>	<u>19,048</u>

**13. Creditors: amounts Falling Due Within One Year**

	2024	2023
	£	£
Social security and other taxes	2,013	2,646
Accruals and deferred income	3,164	1,020
	<u>5,177</u>	<u>3,666</u>

**14. Movement in Funds**

	At 1.4.23	Net movement in funds	At 31.3.24
	£	£	£
<b>Unrestricted funds</b>			
General fund	46,282	(6,455)	39,827
<b>Restricted funds</b>			
Trusts and Foundations	12,300	(9,473)	2,827
<b>Total Funds</b>	<u>58,582</u>	<u>(15,928)</u>	<u>42,654</u>

**14. cont. Movement in Funds**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	217,346	(223,801)	(6,455)
<b>Restricted funds</b>			
Welsh Government Funding	13,402	(13,402)	-
Trusts and Foundations	<u>5,000</u>	<u>(14,473)</u>	<u>(9,473)</u>
	18,402	(27,875)	(9,473)
<b>Total funds</b>	<u>235,748</u>	<u>(251,676)</u>	<u>(15,928)</u>

Comparatives for movement in funds

	At 1.4.22 £	Net movement in funds £	Transfers between funds £	At 31.3.23 £
<b>Unrestricted funds</b>				
General fund	54,037	(12,755)	5,000	46,282
Designated funds – return to the office post pandemic	5,000	-	(5,000)	-
	<u>59,037</u>	<u>(12,755)</u>	=	<u>46,282</u>
<b>Restricted Funds</b>				
Trusts and Foundations	-	12,300	-	12,300
<b>Total funds</b>	<u>59,037</u>	<u>(455)</u>	=	<u>58,582</u>

**14. cont. Movement in Funds**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>	211,541	(224,296)	(12,755)
General fund			
<b>Restricted funds</b>			
Welsh Government grant	14,050	(14,050)	-
Trusts and Foundations	17,300	(5,000)	12,300
	<u>31,350</u>	<u>(19,050)</u>	<u>12,300</u>
Total funds	<u>242,891</u>	<u>(243,346)</u>	<u>(455)</u>

**Restricted Funds****Welsh Government**

Our grant from the Welsh Government enabled us to provide Welsh language resources, training for staff from Welsh museums and Family Friendly Museum Audits for Welsh museums. The amount donated was £13,402.

**Benefact Group**

Our grant from Benefact Group enabled us to deliver The Future is Now: Museum Youth Summit in October 2023.

**Austin and Hope Pilkington Trust**

We were awarded a grant from the Austin and Hope Pilkington Trust to support our work to Anti-racist practice, this will be spent in 2024/25.

**15. Related Party Disclosures**

Five Trustees donated a total of £1,300 during the year ending 31 March 2024 (2023 – £1,050).

**Detailed Statement of Financial Activities**

	2024 £	2023 £
<b>Income and endowments</b>		
<b>Donations and Legacies</b>		
Arts Council England	162,944	162,944
Welsh Government	13,404	14,048
Other Voluntary Funding	11,284	27,376
	<u>187,632</u>	<u>204,368</u>
<b>Investment Income</b>		
Deposit account interest	453	89
<b>Charitable activities</b>		
Training and consultancy	47,663	38,434
Total incoming resources	<u>235,748</u>	<u>242,891</u>
<b>Expenditure</b>		
<b>Management costs</b>		
Wages	146,815	145,374
Social security	8,771	9,775
Pensions	3,479	3,459
Office rent	10,552	15,840
Insurance	626	655
Telephone	637	279
Postage and stationery	692	646
Programme costs	63,924	42,008
Sundries	2,926	2,587
Computer costs	6,229	4,334
Amortisation - website	2,000	2,000
Depreciation – computer equipment	906	1,477
Depreciation - fixtures and fittings	319	319
	<u>247,876</u>	<u>228,753</u>

This page does not form part of the statutory financial statements

Kids in Museums

Detailed statement of Financial Activities  
For the year ended 31 March 2024

	2024	2023
	£	£
<b>Finance</b>		
Bank charges	<u>145</u>	<u>202</u>
<b>Governance costs</b>		
Trustees' expenses	2,407	1,371
Trustee recruitment	-	12,000
Accountancy and legal fees	1,248	1,020
	<u>3,655</u>	<u>14,391</u>
Total resources expended	<u>251,676</u>	<u>243,346</u>
Net expenditure	<u>(15,928)</u>	<u>(455)</u>

This page does not form part of the statutory financial statement

**KIDS IN MUSEUMS**

England & Wales - Charity number 1123658

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# Accounts

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Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2023 for  
Kids in Museums

Deans  
Chartered Accountants  
Gibson House  
Hurricane Court  
Hurricane Close  
Stafford  
ST16 1GZ

Kids in Museums

Contents of the Financial Statements  
For the year ended 31 March 2023

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The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2023. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## Reference and Administrative Details

Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Registered office and administrative address: 2nd Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

President: Philip Mould OBE

### Trustees:

Vanessa Eke (Chair) [appointed as Chair and Trustee on 17 June 2022]  
Elizabeth McKay (Deputy Chair)  
Stephen Allen (retired on 17 June 2022)  
Steven Bogle (appointed on 2 December 2022)  
Anne Brisbin (reappointed on 10 March 2023)  
Eilish Calnan (appointed 17 June 2022 and reappointed on 16 June 2023)  
Shane Kavanagh  
Afzal Khan (appointed 17 June 2022 and retired on 10 March 2023)  
Rachel Kuhn (reappointed on 10 March 2023)  
Christina Lister (appointed on 2 December 2022)  
Paul Marden (appointed on 2 December 2022)  
Morrigan Mason  
Victoria Pinnington (reappointed on 10 March 2023)  
Dominic Waghorn (retired 30 September 2022)

Company Secretary: Alison Bowyer

Independent Examiner: Deans, Chartered Accountants, Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Banks: Barclays, St Albans Branch, St Peter's Street, St Albans, AL1 3LP  
CAF Bank, 29 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

## Objectives and Activities

### Objectives and aims

Kids in Museums was founded in 2003 by Dea Birkett and has grown into a highly regarded independent charity that is dedicated to making museums more welcoming and accessible to children, young people and families.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of children, young people and families.

Our objectives are to lead and support museums to:

- put young people at their heart as active participants.
- encourage children and young people to develop and maintain a lifelong interest in and commitment to them.
- identify, challenge and overcome hurdles to participation by children, young people and families.
- support workforce diversity by opening up information about and access to careers in the sector.
- become easy to reach for everyone.

### Public benefit

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice, providing trusted information, online resources, training and consultancy, and raising the profile of family friendly museums to visitors. In May 2023, Kids in Museums won the inaugural Best Sector Support Organisation at the Museums + Heritage Awards for the charity's work in 2022.

Museums continue to face multiple challenges as they recover from the pandemic, feel the impact of the cost of living crisis and try to respond to global events such as the climate and ecological emergency. As a result, we have continued to see a strong demand for our website, online training and online resources. They have been important in supporting museums as they address these challenges and continue to strengthen their engagement with family audiences. Through initiatives such as Takeover Day and Digital Takeover Day, we have also created opportunities for young people to engage with museums. As a result, many change their views and are more likely to want to visit again.

Kids in Museums

Report of the Trustees  
For the year ended 31 March 2023

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All our work helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

## 2022/23 Key Achievements

We undertook all the activities described below to further our mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them and training museum staff to support visits by these audiences.

- In November 2023 we were named as an Investment Principles Support Organisation by Arts Council England. This provides us with three years of funding for our core costs for the period 2023-26.
- 73 museums committed to using our co-created Manifesto during the year. This means that over 1,100 museums worldwide have now signed the Manifesto.
- We received around 500 nominations for 100 different museums for the Family Friendly Museum Award 2022. We continued to run the Best Accessible Museum category and introduced a new category for Best Family Engagement Team.
- Our collection of over 100 free online resources was viewed over 20,000 times. We created nine new resources and case studies during the year.
- Around 165 museums ran our free family museum trails including one based on Super Silly Museums by Nick Sharratt and another in partnership with Virgin Media O2 Priority based on Liz Pichon's Tom Gates character.
- Our Youth Panel created a new podcast, *Life at the Museum*, with support from a mentor from The Space.
- Around 230 museum staff and freelancers attended our online national training sessions.
- Nearly 150 museums participated in our wellbeing themed Takeover Day and Digital Takeover Day working with around 2,500 children and young people.
- The combined reach of our Twitter, Facebook and Instagram posts was over 1.52million.
- We appointed four Trustees including a new Chair and six new Youth Panel members.
- Our website had around 125k users during the year, an increase of a third on the previous year.
- In May 2023 we won the inaugural Best Sector Support Award in the Museums + Heritage Awards for our work in 2022.

## Kids in Museums Manifesto

During 2022/23, 73 museums signed up to support and implement the six principles of the Kids in Museums Manifesto. This represents a 40% increase in the number of signups on the previous year but was only three quarters of our annual target.

The sign ups during the year mean that over 1,100 in the UK and worldwide have committed to using the Manifesto and over 50% of English accredited museums have signed up.

We continue to share examples of good practice in using the Manifesto through our #ManifestoMonday social media feature and we updated our online resource about low and no cost ways to implement it. We also explored new ways to encourage museums to sign the Manifesto through sector networks and how we could simplify the sign up process.

## Family Friendly Museum Award

We were delighted to see an increase in the number of entries for the Family Friendly Museum Award, reflecting the sector's continuing recovery from the impact of the pandemic. Nominations increased by 74% and we exceeded our target for the number of nominations and the number of museums entering.

To continue to highlight the importance of museums being open and welcoming for all children, young people and families, we continued the Best Accessible Museum category to acknowledge the importance of excellent practice in working with families with additional needs. We were grateful for the continuing support of Autism in Museums, SEND in Museums and VocalEyes for this category.

There was a new category for Best Family Engagement Team to recognise the extraordinary work many learning and engagement teams did to support children, young people and families during the pandemic and to confidently re-engage with museums as in-person visitors as lockdowns eased.

A panel made up of staff, Trustees, Kids in Museums Youth Panel members, representatives from the youth panels at Leeds City Museum and the Postal Museum, students at Globe Primary School and ESOL students from Hackney College collectively reviewed the applications and created the following shortlist:

### Best Large Museum

- National Maritime Museum
- Riverside Museum, Glasgow

#### Best Medium Museum

- Discovery Museum, Newcastle upon Tyne
- Museum of Making, Derby
- Museum of London Docklands
- The Potteries Museum & Art Gallery, Stoke-on-Trent

#### Best Small Museum

- The Egypt Centre, Swansea
- Ely Museum
- National Emergency Services Museum, Sheffield
- London Museum of Water and Steam
- The Story Museum, Oxford

Nearly 100 families applied to be undercover family judges over the summer, with around 60 families visiting museums and assessing them against our Manifesto. Their scores and reports determined the winners of the Best Small, Medium and Large Museum categories as well as the Best Accessible Museum. The Best Family Engagement Team category was judged by a panel made up of representatives from previous Award winners.

We continue to work to increase the diversity of the judging families. We achieved our target of 20% of the judging families having additional needs for a museum visit, but just fell short of our target to improve the ethnic diversity of the judging families.

The Award winners were announced at a ceremony at the Museum of the Home in October 2022. They were:

#### Overall Winner & Best Small Museum

National Emergency Services Museum, Sheffield

#### Best Medium Museum

Museum of Making, Derby

#### Best Large Museum

National Maritime Museum, London

#### Best Accessible Museum

Experience Barnsley

#### Best Family Engagement Team

PK Porthcurno, Cornwall

News of the winner was mentioned on BBC Look North, ITV Calendar and an interview on BBC Radio Sheffield. The announcement also featured in children's newspaper First News and local press, including the BBC News South Yorkshire & Sheffield, Sheffield Star, Sheffield Live and the Yorkshire Post, as well as museum sector press and newsletters. On social media, the hashtag #FamilyFriendlyMuseum reached 1.2million after the ceremony.

## Digital Takeover Day

Around 70 museums took part in Digital Takeover Day in 2022 on 1 July 2022. About 40% of the participating museums were new to the project which is encouraging in suggesting its continuing relevance. The most popular reasons for taking part were wanting to pilot a new way of working and wanting to work with young people in more depth.

The main benefits from taking part were:

- It helped us involve young people in our work.
- The young people were more interested in getting more involved with other projects in the museum.
- Staff gained a better understanding of young people's points of view.

80% of participants said they would consider changing something about the way they work with young people as a result of taking part.

We achieved all of our targets for Digital Takeover Day except the hashtag trending on Twitter as it was a busy news day. However, the event still achieved significant reach on social media and amplified young people's voices in the heritage sector.

The #TakeoverDay hashtag had:

- 20.3million timeline deliveries
- 3.9million reach
- 1,152 tweets from 385 contributors

Participant feedback:

*"The young people related their lives to our collections which gave us and them a new perspective on the meaningful nature of our objects."*

*“We were able to discuss new ideas for the programme and museum with the target market before embarking on the work. We were inspired by pupils’ ideas; our social media team got some new ideas for future content! Involvement from other departments helps raise the profile of learning within the organisation.”*

*“The students have since registered an interest in volunteering during the school holidays and seeing how they enjoyed having a sense of ownership in the museum we will ensure they can work on projects that can take ownership over.”*

## Takeover Day

Takeover Day in 2022 was themed around wellbeing to support children and young people's continued recovery from the pandemic. We saw a 15% (target 20%) increase in the number of museums participating in the event, although the numbers involved have not recovered to pre-pandemic levels. 2,500 (target 2,250) children and young people took part in Takeover Days, an increase of around 600 from the previous year.

Nearly one third of the museums that took part in Takeover Day in 2022 were first time participants. This demonstrates the continuing value of the initiative to the museum and heritage sector. About half of the Takeover Days had a wellbeing theme. However, of those who followed the theme, nearly 85% (target 50%) of museums said they would do more wellbeing work with children and young people as a result.

Our evaluation data showed that Takeover Day activities had an impact on both children and young people and museums:

- 85% (target 55%) of participating children and young people said they would get more involved with other museum activities as a result of Takeover Day.
- 63% of participating museum staff said they gained a better understanding of young people's point of view through Takeover Day activities.
- 75% (50% target) of museum staff are considering making changes to the way they work with children and young people because of Takeover Day.

We have noticed that an increasing proportion of our Takeover Days involve primary schools.

Feedback from participants:

*“Thank you so much for today - it was truly fantastic. The children loved exploring, being taught about a multitude of careers and having the opportunity to interact with the public in leadership roles. Coming back to school they shared all their knowledge...”*

*“The pupils loved feeling like the museum was theirs for the day (sense of ownership), as well as getting to be creative about their favourite objects. The pupils enjoyed working in smaller groups than their usual class sizes. Some pupils had never been to a museum before and said it was the best day of their life and didn't want to leave! Most pupils said they were excited to come back with their families.”*

*“The pupils all expressed how much they enjoyed participating. At the end of the day, they went round and shared their favourite moments from the day. Various pupils highlighted how much they enjoyed the different departments they participated in Taking Over and expressed interest in exploring them as career possibilities.”*

## Museum trails

Building on the partnership with Walker Books around *Where's Wally*, Kids in Museums has built a number of other partnerships with children's publishers to offer free generic trail sheets for museums of all sizes across the UK. These trail sheets are a low or no cost way for museums to increase their offer for children and families during school holiday periods and have proved popular.

During the year, we were able to offer the following trails:

- Super Silly Museums based on Super Silly Museums by Nick Sharratt published by Scholastic (Easter 2022).
- Tom Gates Mega Museum Challenge to mark the release of Liz Pichon's Tom Gates: Happy to Help published by Scholastic in partnership with Virgin Media O2 Priority (October 2022)
- Montgomery Bonbon Museum Mystery Trail based on Montgomery Bonbon: Murder at the Museum by Alasdair Beckett-King published by Walker Books.

Around 165 museums took part in the three trails. Among the key feedback was that the trails were easy to implement, attractive to family audiences and supported family engagement with collections:

- 93% said that the trails were easy to implement and low cost.
- 57% said that the trails helped to promote family engagement with their collections.

Participant feedback included:

*“We were so impressed with how children interacted with the trail. Particularly the answers for the 'Spot Ten Random Things on Your Visit' section, which proved very insightful and helped us understand which objects they found engaging. As a result, we are redesigning our feedback sheets to include more fun questions about our displays and collections.”*

*“Please keep doing them! These trails have been a big hit with our volunteers and our visitors, and we really hope to participate in future events like this.”*

## Youth Panel

Our Youth Panel is a group of 16-25 year olds from all over the UK. Panel members participate in established Kids in Museums programmes such as Digital Takeover Day or helping to shortlist museums for the Family Friendly Museum Award. We recruited six new members towards the end of the year to refresh the Panel for 2023-24.

During the year, panel members supported by a mentor from The Space made a podcast, *Life at the Museum*, which featured guests from four museums shortlisted for the Family Friendly Museum Award 2022. Panel members researched subjects, designed the logo, wrote marketing material and interviewed guests.

The four episodes are available on Audioboom and have achieved our target of 200 listens. All of the panel felt they had developed new skills as a result of the project.

*“I loved having masterclasses with someone external. I enjoyed thinking about what we had to say (and what the USP was) and making that very precise and specific. I felt like we really had an opportunity to think about what kind of content we want to consume/produce. I am really proud that we have a product that will last and can be found forever (and I hope they are found because I think captured some really interesting conversations).”*

The panel has also been involved in programming The Future is Now: Museum Youth Summit, which will take place in October 2023 at Thinktank, Birmingham Science Museum.

## Volunteers

Our focus for volunteering remained on young people volunteering through our Youth Panel. We were supported by a small number of additional volunteers with particular projects, for example the Family Friendly Museum Award, and we are extremely grateful for this support.

During the year, volunteers gave 330 hours of time to Kids in Museums.

## Resources

Our resources were viewed around 20,000 times during the year, a slight decrease from the previous year. We found it difficult to gather data about the impact of our resources and we are still working with our website designers on a feedback mechanism.

For the majority of our new resources, we achieved our target of having a thousand page views within 12 months of publication.

During the year, we published the following resources:

- Safeguarding overview.
- How can your museum engage young people and families with sensitive topics.
- Supporting museums with the cost of living crisis.
- Low and no cost ways to meet the Kids in Museums Manifesto.
- How to hold a wellbeing themed Takeover Day.
- Two Takeover Day case studies.
- Six family friendly cohort case studies.
- Family webpage template.

## Website and social media

The increase in traffic to our website that we saw during the pandemic continued during the year. We continued the approach to creating web content we established during our participation in Let's Get Real and published a number of listings articles about the best museums for families in various UK regions.

Our overall website performance for the year was as follows:

- 125.7k overall users (33% more than 2021/22).
- 141.5k sessions (21% more than 2021/22).
- 209.5k page views 196.2k page views (7% more than 2021/22).

Kids in Museums continues to have a prominent social media presence, which is important in reaching both children, young people and families, and museum staff.

During the year, we gained over 3,600 followers across our social media channels. We ended the year with:

- 37,901 Twitter followers (800 increase during the year)
- 6,855 audience on Facebook (555 increase during the year)
- 5,576 Instagram followers (1,076 increase during the year)
- 5,847 LinkedIn followers (1,221 increase during the year)

Our reach on Twitter was approximately 1.16million views of tweets from our @kidsinmuseums account and we maintained an average engagement rate of 2% (1% in 2021-22). Our Twitter reach was significantly less than the previous year, but this is a reflection of industry-wide trends and the ongoing challenges with the platform. On Facebook, our audience reach was around 271.4k (this represented a reduction on the previous year due to one exceptional post) and on Instagram around 48.8k (16.8k increase on the previous year).

## Training and Consultancy

Our Kids in Museums training and consultancy offer continued to grow in 2022/23. During the year we ran:

- Ten national online training sessions on topics including Creating SEND backpacks, Marketing to Families and Maintaining Healthy Boundaries with Programme Participants.
- Four bespoke online training sessions for museums in Wales on topics including play and the climate emergency.
- Two bespoke online training sessions for museums in Scotland.
- Over thirty in person and online training sessions commissioned by individual museums or museum development organisations.

We also delivered eight Family Friendly Museum Audits including four for museums in Wales commissioned by the Welsh government.

Feedback from our training sessions and audits remains extremely positive.

### National training sessions

- Over 230 people attended our national training programme.
- 88% of participants rated the training as very good or excellent.
- 78% of attendees said they learned something that they will put into practice at their museum.

### Participant feedback about what they gained from the training

*“A new understanding of how we as museum staff can make such a difference to families attending our museums, simply by the way we interact with them during their visit.”*

*"I have already shared it with other colleagues, and it has fed into some bigger conversations we have been having around our family welcome more generally as well which has been very helpful."*

*"I really enjoyed the training and loved how passionate the trainers were. It was really good to get an understanding from people living with SEND. Also I enjoyed learning what issues other organisations faced compared to where I am based."*

Training sessions for Welsh museums:

- 100% of the respondents rated the training they attended as 'very good' or 'excellent'.
- 77% of respondents feel more confident about working with families, children and young people as a result of attending the training.

Participant feedback about what they gained from the training:

*"A new understanding of how we as museum staff can make such a difference to families attending our museums, simply by the way we interact with them during their visit."*

*"there is always something to take away from the training sessions and the length of them always suitable for the content."*

Audits

We continue to receive excellent feedback from museums that have taken part in a Family Friendly Museum Audit.

*"I signed up for the audit hoping just to get a bit of feedback about the museum and hopefully some funding to create some activities. However, I ended up with a better understanding of how families use museums, what they like to see in museums, and some great ideas for easy changes that will make a big difference. It has been a great experience, and I would highly recommend it to any museum or venue."*

*"It was more than I was expecting. There were so many suggestions that I had not noticed or realised were issues. I was able to identify easy changes and others which could be planned into the museum budget and staff time. It really made me think about the way families use museums in a different way and will greatly benefit our visitor experience."*

We have met or exceeded our targets in all areas of our training and consultancy work and it is also making an increasing contribution to diversifying our income.

## Environmental Performance

Our climate and ecological emergency themed Takeover Day in 2021 demonstrated museums' appetite to do more work with children and young people to respond to the earth crisis. We supported this during the year with training sessions in partnership with University of Bath eco-anxiety researcher, Caroline Hickman.

With a full year of office working, increased business travel and the inclusion of an estimate for emissions from home working in the carbon calculator we used, our carbon emissions increased slightly at an estimated 1.154 tonnes. We offset this by making a donation to the Woodland Trust for care of carbon absorbing trees.

## Black Lives Matter Action Plan Update

Kids in Museums has continued to work to implement its action plan created in response to the global Black Lives Matter movement. During the year we worked to deliver the plan in the following ways:

- Regular staff reading and discussion groups and museum visits to stay up to date about current practice.
- Implementing more accessible recruitment practices for our Youth Panel roles, removing all unnecessary qualification requirements, providing questions prior to interview and alternative routes for applications.
- Establishing a baseline for the composition of our Board, Youth Panel and staff.
- Developing a new programme of training about anti-racist practice, although there was not sufficient uptake to deliver the training.

## Financial Review

### Financial performance

Kids in Museums is pleased to present the 2022/23 financial statements with the results yielding a small deficit. Led by the Business Development Committee, fundraising income increased significantly on the previous year, and we continued to see growth in our income from training and consultancy. We also continued to carefully control expenditure.

With the support of the Finance Committee, Kids in Museums continues to review and improve its financial processes. Under a new Chair, the Business Development Committee works to diversify income generation and explore new opportunities to increase revenue.

The Statement of Financial Activities is set out on page 19. Total income was £242,891 including £31,350 of restricted income (2022 £215,227). Total expenditure was £243,346 (2022 £220,478). Both income and expenditure increased from the previous year, representing increased post pandemic activity.

On 31 March 2023, unrestricted reserves stood at £46,282 (2022 £59,037). This is the result of significant one off investment in the recruitment of the new Chair. This was approved by the Board of Trustees as an important investment in the future of the charity. Restricted reserves at the end of the year stood at £12,300 (2022 nil). This represents two grants to be spent within the 2023/24 financial year.

### Income Generation

Our principal funders remain Arts Council England and the Welsh Government.

During the year we secured £25,200 from trusts, foundations, and other organisations and £2,174 from our Mammoth Supporters and other individual donors. This included generous support from Roger Billis from sale of a volume of art-inspired poetry.

We are grateful to Movement for Good, PF Charitable Trust, The Worshipful Company of Grocers and those who wish to remain anonymous for their generous funding for our work.

Our training and consultancy generated £38,434. This was a very encouraging performance that saw income return exceeding pre-pandemic levels.

Led by the Business Development Committee, we were able to increase our income generating activities and the proportion of our income not coming from Arts Council England grew to 27% (24% in 2021/22), moving towards a more sustainable income model.

## Reserves policy

The Trustees' policy is to have unrestricted reserves equal to three months of operating and programme expenditure. The Trustees deem this to be the amount necessary to maintain our programmes should a shortfall in income arise and to cover risks and contingencies that would require an outlay of expenditure above a normal level.

On 31 March 2023, unrestricted reserves stood at £46,282 and restricted reserves at £12,300. This is the equivalent of around 2.2 months operating and programme expenditure and is 0.8 months short of our current policy. This shortfall in unrestricted reserves is due to significant one off expenditure to recruit a new Chair of Trustees. This was approved by the Board of Trustees as an investment in the future of the charity.

The Trustees will continue to carefully monitor the level of unrestricted reserves and the Business Development Committee will support plans to build the level back up to three months of unrestricted funds.

## Organisational information

### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2006 as amended by Special Resolution 8 August 2018. The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

### Recruitment of Trustees

Membership as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly and appointed after a rigorous application and interview process. Trustee appointments must be approved by the full Board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one-year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

During the year we appointed a new Chair of Trustees, Vanessa Eke, to the Board and three new Trustees. Three Trustees retired during the year.

All Trustees are also appointed as members of the company.

## Organisational structure

The Board of Trustees meets four times per year to lead strategy development, scrutinise financial planning and review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee and Business Development Committee meet up to four times per year. They report to the Board of Trustees. The Finance Committee monitors risk, financial controls and planning. The Business Development Committee oversees income generation strategy. There is also a Nominations Committee which is convened on an ad hoc basis to recruit new Trustees.

Pay rises for staff are recommended to the Board of Trustees annually in March for the implementation in the new financial year. Any pay awards consider the cost of living. All employees earn above the London Living Wage.

There were no changes to the staff team during the year.

## Risk management

Kids in Museums maintains a register of the main risks facing the charity. The Trustees and the Executive Director regularly review this.

The main risk currently facing the charity is income generation. To address this, we have a strategy for training and consultancy and fundraising which has been updated to reflect the long-term impact of the pandemic and cost of living crisis.

Approved by order of the Board of Trustees on .....01/12/2023..... and signed on its behalf by:



Vanessa Eke – Chair of Trustees

## Independent examiner's report to the Trustees of Kids in Museums ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2023.

### Responsibilities and basis of report

As the charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act: or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination: or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

*Dean*

Richard Stonier FCA  
Deans, Chartered Accountants  
Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Date: *12 December 2023*

Statement of Financial Activities

		Unrestricted funds £	Restricted Funds £	2023 total funds £	2022 total funds £
	Notes				
<b>Income and Endowments from</b>					
Donations and legacies	2	173,018	31,350	204,368	183,246
Charitable Activities	3	38,434	-	38,434	31,976
Investment income	4	89	-	89	5
Total		<u>211,541</u>	<u>31,350</u>	<u>242,891</u>	<u>215,227</u>
<b>Expenditure on Charitable Activities</b>	5				
Charitable expenditure		(224,296)	(19,050)	(243,346)	(220,478)
Net (expenditure) / income		<u>(12,755)</u>	<u>12,300</u>	<u>(455)</u>	<u>(5,251)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		59,037	-	59,037	64,288
Total funds carried forward		<u>46,282</u>	<u>12,300</u>	<u>58,582</u>	<u>59,037</u>

## Balance Sheet

		Unrestricted funds £	Restricted Funds £	2023 Total Funds £	2022 Total Funds £
	Notes				
<b>Fixed Assets</b>					
Intangible assets	11	3,000	-	3,000	5,000
Tangible assets	12	2,271	-	2,271	4,067
		<u>5,271</u>	=	<u>5,271</u>	<u>9,067</u>
<b>Current Assets</b>					
Debtors	13	19,048	-	19,048	8,625
Cash in hand and at bank		25,629	12,300	37,929	50,173
		<u>44,677</u>	<u>12,300</u>	<u>56,977</u>	<u>58,798</u>
<b>Creditors</b>					
Amounts falling due within one year	14	(3,666)	-	(3,666)	(8,828)
Net Current Assets		<u>41,011</u>	<u>12,300</u>	<u>53,311</u>	<u>49,970</u>
Total Assets Less Current Liabilities		46,282	12,300	58,582	59,037
Net Assets		<u>46,282</u>	<u>12,300</u>	<u>58,582</u>	<u>59,037</u>
<b>Funds</b>	15				
Unrestricted funds				46,282	59,037
Restricted funds				12,300	-
Total funds				<u>58,582</u>	<u>59,037</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 01/12/2023 and were signed on its behalf by:



Vanessa Eke – Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

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

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 1 of this Report. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### **Financial reporting standard 102 - reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity, and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102)

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

Investment income is earned through holding assets for investment purposes, and it includes interest only. Interest income is recognised using the effective interest method.

### **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

### **Support and governance costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

### **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website / computer software - 6 years

Provision is made for any impairment.

### **Tangible fixed assets**

Tangible assets are depreciated on a straight line basis over their useful lives. The useful life of tangible assets are as follows:

Computer equipment – 3 years

Furniture / Fixtures – 5 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

### **Taxation**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

### **Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **Pension costs and other post-retirement benefits**

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

**Debtors and creditors receivable/ payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

**2. Donations and Legacies**

	2023	2022
	£	£
Arts Council England	162,944	162,944
Welsh Government funding	14,050	17,856
Other voluntary funding	27,374	2,446
	<u>204,368</u>	<u>183,246</u>

**3. Income from charitable activities**

	2023	2022
	£	£
Training and consultancy	<u>38,434</u>	<u>31,976</u>

**4. Investment Income**

	2023	2022
	£	£
	<u>89</u>	<u>5</u>

**5. Expenditure on Charitable Activities**

2023	Staff costs	Project costs	Property costs	Other	Total
Direct charitable expenditure	158,608	42,008	-	-	200,616
Support costs	-	-	15,840	26,890	42,730
	<u>158,608</u>	<u>42,008</u>	<u>15,840</u>	<u>26,890</u>	<u>243,346</u>
2022	Staff costs	Project costs	Property costs	Other	Total
Direct charitable expenditure	156,052	36,687	-	-	192,739
Support costs	-	-	5,940	21,799	27,739
	<u>156,052</u>	<u>36,687</u>	<u>5,940</u>	<u>21,799</u>	<u>220,478</u>

**6. Net (expenditure)/ income is stated after charging**

	2023	2022
	£	£
Depreciation – owned asset	1,796	1,638
Other operating leases	15,840	5,940
Website amortisation	2,000	2,000
Independent Examiner's fee	1,020	930

**7. Trustees' remuneration and benefits**

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 (2022 – nil).

The total trustees' travel and subsistence expenses for year ended 31 March 2023 was £135 (2022 - nil). The total number of trustees receiving expenses during the year was two (2022 - nil).

**8. Staff costs**

	2023	2022
	£	£
Wages and salaries	145,374	142,953
Social security costs	9,775	10,053
Other pension costs	3,459	3,046
	<u>158,608</u>	<u>156,052</u>

The total amount of employee benefits (including employer pension and national insurance contributions) received by key management personnel for their services to the charity was £52,250 (2022: £50,461).

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

	2023	2022
Support staff	<u>5</u>	<u>5</u>

There were no employees who received total employee benefits of more than £60,000.

**9. Comparatives for the Statement of Financial Activities**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	165,390	17,856	183,246
<b>Charitable activities</b>			
Other voluntary income	31,976	-	31,976
<b>Investment income</b>	5	-	5
Total	<u>197,371</u>	<u>17,856</u>	<u>215,227</u>
<b>Expenditure on</b>			
<b>Charitable activities</b>			
Charitable expenditure	202,622	17,856	220,478
Net Expenditure	<u>(5,251)</u>	-	<u>(5,251)</u>
<b>Reconciliation of Funds</b>			
Total funds brought forward	64,288	-	64,288
Total funds carried forward	<u>59,037</u>	-	<u>59,037</u>

**10. Independent Examiners Remuneration**

The independent examiner's remuneration amounts to an independent examination fee of £1,020 (2022 - £930). No other services were provided.

**11. Intangible Fixed Assets****Cost**At 1 April 2022 and 31 March 2023 12,000**Amortisation**

At 1 April 2022 7,000

Charge for the year 2,000

At 31 March 2023 9,000**Net book value**At 31 March 2023 3,000At 31 March 2022 5,000**12. Tangible Fixed Assets**

	Fixtures and Fittings £	Computer Equipment £	Totals £
<b>Cost</b>			
At 1 April 2022 and 31 March 2023	<u>1,596</u>	<u>7,065</u>	<u>8,661</u>
<b>Depreciation</b>			
At 1 April 2022	160	4,434	4,594
Charge for year	319	1,477	1,796
At 31 March 2023	<u>479</u>	<u>5,911</u>	<u>6,390</u>
<b>Net Book Value</b>			
At 31 March 2023	<u>1,117</u>	<u>1,154</u>	<u>2,271</u>
At 31 March 2022	<u>1,436</u>	<u>2,631</u>	<u>4,067</u>

**13. Debtors: Amounts Falling Due Within One Year**

	2023	2022
	£	£
Trade debtors	13,188	7,105
Prepayments and accrued income	5,860	1,520
	<u>19,048</u>	<u>8,625</u>

**14. Creditors: amounts Falling Due Within One Year**

	2023	2022
	£	£
Trade creditors	-	1,987
Social security and other taxes	2,646	4,013
Other creditors	-	605
Accruals and deferred income	1,020	2,223
	<u>3,666</u>	<u>8,828</u>

**15. Movement in Funds**

	At 1.4.22	Net movement in funds	Transfers between funds	At 31.3.23
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	54,037	(12,755)	5,000	46,282
Designated fund - Chair recruitment cost	5,000	-	(5,000)	-
	<u>59,037</u>	<u>(12,755)</u>	=	<u>46,282</u>
<b>Restricted funds</b>				
Trusts and Foundations	-	<u>12,300</u>	=	<u>12,300</u>
			=	
<b>Total Funds</b>	<u>59,037</u>	<u>(455)</u>	=	<u>58,582</u>

**15. cont. Movement in Funds**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	211,541	(224,296)	(12,755)
<b>Restricted funds</b>			
Welsh Government Funding	14,050	(14,050)	-
Trusts and Foundations	17,300	(5,000)	12,300
	<u>31,350</u>	<u>(19,050)</u>	<u>12,300</u>
Total funds	<u>242,891</u>	<u>(243,346)</u>	<u>(455)</u>

**Comparatives for movement in funds**

	At 1.4.21 £	Net movement in funds £	Transfers between funds £	At 31.3.22 £
<b>Unrestricted funds</b>				
General fund	55,288	(1,251)	-	54,037
Designated funds – return to the office post pandemic	9,000	(4,000)	(5,000)	-
Designated funds – Chair recruitment	-	-	5,000	5,000
Total funds	<u>64,288</u>	<u>(5,251)</u>	=	<u>59,037</u>

**15. cont. Movement in Funds**

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

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>	197,371	(198,622)	(1,251)
General fund			
Designated fund – return to the office post pandemic	-	(4,000)	(4,000)
	<u>197,371</u>	<u>(202,622)</u>	<u>(5,251)</u>
<b>Restricted funds</b>	17,856	(17,856)	-
Welsh Government grant			
Total funds	<u>215,227</u>	<u>(220,478)</u>	<u>(5,251)</u>

**Restricted Funds****Welsh Government**

Our grant from the Welsh Government enabled us to provide Welsh language resources, training for staff from Welsh museums and Family Friendly Museum Audits for Welsh museums.

**Benefact Group**

Our grant from Benefact Group will enable us to deliver The Future is Now: Museum Youth Summit in 2023/24.

**Grocer's Charity**

A grant from the Grocer's charity supported the delivery of Takeover Day in 2022.

**Astor Foundation**

A grant from the Astor Foundation also supported the delivery of Takeover Day in 2022.

**Austin and Hope Pilkington Trust**

We were awarded a grant from the Austin and Hope Pilkington Trust to support our work to Anti-racist practice.

**16. Related Party Disclosures**

Four Trustees donated a total of £1,150 during the year ending 31 March 2023 (2022 – £1,218).

**Detailed Statement of Financial Activities**

	2023 £	2022 £
<b>Income and endowments</b>		
<b>Donations and Legacies</b>		
Arts Council England	162,944	162,944
Welsh Government	14,050	17,856
Other Voluntary Funding	27,374	2,446
	<u>204,368</u>	<u>183,246</u>
<b>Investment Income</b>		
Deposit account interest	<u>89</u>	<u>5</u>
<b>Charitable activities</b>		
Training and consultancy	<u>38,434</u>	<u>31,976</u>
Total incoming resources	<u>242,891</u>	<u>215,227</u>
<b>Expenditure</b>		
<b>Management costs</b>		
Wages	145,374	142,953
Social security	9,775	10,053
Pensions	3,459	3,046
Office rent	15,840	5,940
Insurance	655	-
Telephone	279	262
Postage and stationery	646	340
Programme costs	42,008	36,687
Sundries	2,587	2,319
Computer costs	4,334	6,907
Consultancy	-	143
Amortisation - website	2,000	2,000
Depreciation – computer equipment	1,447	1,478
Depreciation - fixtures and fittings	319	160
	<u>228,753</u>	<u>212,288</u>

This page does not form part of the statutory financial statements

Kids in Museums

Detailed statement of Financial Activities  
For the year ended 31 March 2023

	2023	2022
	£	£
<b>Finance</b>		
Bank charges	<u>202</u>	<u>194</u>
<b>Governance costs</b>		
Trustees' expenses	1,371	874
Trustee recruitment	12,000	6,000
Accountancy and legal fees	1,020	1,122
	<u>14,391</u>	<u>7,996</u>
Total resources expended	<u>243,346</u>	<u>220,478</u>
Net expenditure	<u>(455)</u>	<u>(5,251)</u>

This page does not form part of the statutory financial statement

**KIDS IN MUSEUMS**

England & Wales - Charity number 1123658

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# Accounts

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Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2022 for  
Kids in Museums

Deans  
Chartered Accountants  
Gibson House  
Hurricane Court  
Hurricane Close  
Stafford  
ST16 1GZ

Kids in Museums

Contents of the Financial Statements  
For the year ended 31 March 2022

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Kids in Museums

Report of the Trustees  
For the year ended 31 March 2022

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The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2022. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## Reference and Administrative Details

Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Registered office and administrative address: 2nd Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

President: Philip Mould OBE

### Trustees:

Emmajane Avery (Chair) [retired 17 June 2022]  
Vanessa Eke (Chair) [appointed as Chair and Trustee on 17 June 2022]  
Elizabeth McKay (Deputy Chair)  
Stephen Allen (retired 17 June 2022)  
Anne Brisbin  
Eilish Calnan (appointed 17 June 2022)  
Yasmin Ibison (retired 1 December 2021)  
Shane Kavanagh  
Niamh Kelly (retired 11 March 2022)  
Afzal Khan (appointed 17 June 2022)  
Rachel Kuhn  
Rosemary Laryea (retired 17 September 2021)  
Morrigan Mason  
Victoria Pinnington  
Lindsay Trueman (retired 17 September 2021)  
Dominic Waghorn

Company Secretary: Alison Bowyer

Independent Examiner: Deans, Chartered Accountants, Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Banks: Barclays, St Albans Branch, St Peter's Street, St Albans, AL1 3LP  
CAF Bank, 29 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

## Objectives and Activities

### Objectives and aims

Kids in Museums was founded in 2003 by Dea Birkett and has grown into a highly regarded independent charity that is dedicated to making museums more welcoming and accessible to children, young people and families.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of children, young people and families.

Our objectives are to lead and support museums to:

- put young people at their heart as active participants.
- encourage children and young people to develop and maintain a lifelong interest in and commitment to them.
- identify, challenge and overcome hurdles to participation by children, young people and families.
- support workforce diversity by opening up information about and access to careers in the sector.
- become easy to reach for everyone.

### Public benefit

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice, providing trusted information, online resources, training and consultancy, and raising the profile of family friendly museums to visitors. In a 2021 sector survey, 82% of respondents said that our work was relevant and important to the UK museum sector.

As the UK recovers from the pandemic, we have continued to see a strong demand for our website, online training and online resources. They have been important in supporting museums' post-pandemic recovery. Through initiatives such as Takeover Day and Digital Takeover Day, we have also created opportunities for young people to engage with museums. As a result, many change their views and are more likely to want to visit again.

All our work helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

## 2021/22 Key Achievements

All the activities described below were undertaken to further the charity's mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them and training museum staff to support visits by these audiences. We also worked to promote museums to family audiences online.

- In March 2022 we published our newly updated Manifesto in nine languages. The new Manifesto was collaboratively created alongside families, children and young people from across the UK. This year 52 museums, cultural and heritage organisations signed the Kids in Museums Manifesto.
- We received 304 nominations for the Family Friendly Museum Award, reverting to our usual 'in-person' format as museums began to reopen. In recognition of the importance of digital content during lockdowns, the award continued to include a digital category. We also introduced a new category for Best Accessible Museum.
- Over 200 people attended the first online Kids in Museums conference in May 2021.
- Our collection of around 100 free online resources was viewed over 22,000 times. New resources included guides to family friendly shops and cafés, support on marketing to families and engaging children, young people and families with LGBTQ+ heritage.
- Around 75 museums took part in Digital Takeover Day on Facebook, Twitter and Instagram, as well as organisations' websites. The event trended in the UK on social media with a total reach of 2.8 million.
- Around 70 museums participated in Takeover Day in November 2021. This was the first in-person event after the pandemic and was themed around the climate and ecological emergency to mark COP26. As a result of being involved 95% of museums said they wanted to do more work with children and young people around the climate and ecological emergency.
- We ran more than 18 online training sessions during the year.
- The combined reach of our Twitter, Facebook and Instagram posts was over 3.28 million.
- We appointed our third cohort of Young Trustees and two new members of our Youth Panel.
- Our website had over 94,000 users during the year, an increase of nearly 67% over the previous year.

## Kids in Museums Manifesto

During 2021/22, we updated the Kids in Museums Manifesto in collaboration with over one hundred families and young people. As part of our consultation through focus groups and online surveys, we saw an increase in emphasis on the accessibility and affordability of museums, as well as their relevance to issues that affect young people.

A total of 52 museums signed the Manifesto during the year. This was less than the previous year and a reflection of the impact of the pandemic on museum staff's capacity to engage with our work.

Through our sector wide survey in autumn 2021, we were able to find out the average number of Manifesto points met by a signatory was four out of six. 70% of museums had used the Manifesto to make changes in their venue.

## Family Friendly Museum Award

As museums reopened in April and May 2021, we returned to an in-person version of the Family Friendly Museum Award to support museums as they started to welcome visitors again after lockdown. Given the importance of digital activity during lockdown, we retained a category for Best Digital Activity, building on the success of the Family Friendly Museum Award From Home. We also introduced a new category for Best Accessible Museum. This aimed to ensure that access remained a priority when museums reopened.

Despite the challenges of reopening, we were delighted to receive over 300 applications for 75 different museums. These were shortlisted by a group of Kids in Museums Trustees, Youth Panel members, volunteers, school children and an ESOL class. The shortlist was:

### Best Large Museum

- Great North Museum: Hancock, Newcastle
- Horniman Museum and Gardens, London
- World Museum, Liverpool

### Best Medium Museum

- London Transport Museum
- The Box, Plymouth
- Thinktank, Birmingham Science Museum
- University Museum of Zoology, Cambridge

### Best Small Museum

- Abbey House Museum, Leeds
- Bailiffgate Museum & Gallery, Alnwick
- Dorset Museum

- Golden Thread Gallery, Belfast
- Wisbech and Fenland Museum

#### Best Accessible Museum

- Fitzwilliam Museum, Cambridge
- Postal Museum, London
- The Egypt Centre, Swansea

#### Best Digital Activity

- Ballymoney Museum – From me to you: a journey of a postcard
- Perth Museum and Art Gallery – CPK Play Site
- National Museum Wales | Amgueddfa Cymru – Museum Sleepover: At Home Series | Amgueddfa Dros Nos: Cyfres Gartref
- Whitworth Art Gallery – Play Live
- National Maritime Museum – Young Volunteers Project (October 2020), Across the Seas

Over the summer a group of about 45 families judged the activities online and their feedback combined with that of an expert panel decided the winners.

#### Overall Winner and Best Small Museum

- Bailiffgate Museum & Gallery, Alnwick

#### Best Medium Museum

- London Transport Museum

#### Best Large Museum

- Horniman Museum and Gardens, London

#### Best Digital Activity

- National Museum Wales – Museum Sleepover: At Home
- The Whitworth, Manchester – Play Live

#### Best Accessible Museum

- The Postal Museum, London

News about the winners was featured in lots of sector press including Museums Association, Arts Professional, Museum Next and Planet Attractions. Bailiffgate Museum & Gallery have also been featured in a number of local Northumberland papers.

Our Twitter reach across the whole award period for the #FamilyFriendlyMuseum hashtag was about 6.2 million and the announcement tweet had almost 270k impressions.

## Digital Takeover Day

Digital Takeover Day took place on 25 June 2021 and around 75 museums took part. About 40% of the participating museums were new to the project which is encouraging in suggesting its continuing relevance. The most common reason for museums taking part was that Digital Takeover Day was a good way to engage young people during the pandemic.

Over 1,070 tweets were sent out using the #TakeoverDay hashtag (0.7 tweets a minute), meaning the hashtag trended on Twitter in the UK during the day. It had a reach of 2.8 million and timeline deliveries of 10.4 million.

- 63% of participating museums said that the young people that took part were more interested in getting involved with other museum programmes as a result of Digital Takeover Day.
- There was also a benefit for museums in raising their profile and increasing social media traffic – identified by 60% of participating organisations.
- 80% of participants said they might change the way they work with young people as a result of being part of Digital Takeover Day.
- 100% of participants said they would take part in Digital Takeover Day again.

## Takeover Day

Takeover Day in 2021 was themed around the climate and ecological emergency and timed to coincide with the end of COP26 in Glasgow. It was the latest event in our ongoing efforts to support museums to engage children and young people with the climate and ecological emergency. We set ambitious targets for the first in-person Takeover Day since lockdown. However the combination of the rise of the Omicron COVID-19 variant and restricted capacity among museum staff meant that only 70 museums working with 1,900 participants were able to take part.

For those museums that were able to participate, we can see a significant positive impact and interest in work around the climate and ecological emergency:

- 87% of registered events had a climate theme.
- 95% of participants said that they would like to do more work with children and young people around the climate emergency in museums.
- 81% of museums said that Takeover Day has made the young people who participated more interested in getting involved in other museum activities.
- 100% of participants said that they would take part in Takeover Day again.

On the day, tweets about Takeover Day were delivered to over 6 million Twitter timelines. The reach of our hashtag #TakeoverDay was 1.69 million. A number of organisations also created posts for our Youth Panel's Objects Declare Emergency Instagram account.

## Youth Panel

The Kids in Museums Youth Panel is a group of young people aged 18-25 who work with Kids in Museums to ensure that the voices of young people are heard in our work. Youth Panel members come from all over the UK and meetings are run on Zoom. During the year we recruited two new members of the panel.

Youth Panel members have been part of many Kids in Museums initiatives, including Digital Takeover Day and shortlisting for the Family Friendly Museum Award. In addition, they worked on two main projects during the year.

Following a suggestion from one of our Young Trustees, the Youth Panel developed and delivered a strand at our online conference in May 2021. Their strand focused on issues that are important to young people in museums, including mental health and wellbeing, the climate emergency and museum careers. Feedback about the sessions was excellent and they were some of the most popular at the conference. Some of the feedback from attendees:

*“I have been able to talk to like-minded young people, especially in the youth panel session which were the highlight of the conference and been able to reflect on my practice and make action points to improve.”*

*“I really enjoyed hearing about the Youth Panel's work and meeting them. I thought their session was the most interactive and stimulating.”*

For their annual project, the Youth Panel created two online events. One was about food poverty and museums featuring speakers from Rochdale Pioneers Museum and the other about young people and Anti-Racist practice in museums featuring speakers from the Our Shared Cultural Heritage Project at Manchester Museum. Both events were recorded and have been made available on the Kids in Museums website.

Feedback from the events was very positive. One attendee said:

*“The event was amazing, but I wish there was more space to ask questions and network.”*

## Volunteers

Volunteering opportunities were limited during the year as a result of the need to work from home for most of the period. We focused on maintaining opportunities for our Youth Panel and working with some long-term volunteers to enable them to continue to get involved with our work, mainly focused on the Family Friendly Museum Award.

## Training and Consultancy for Museums

Building on learning from the pandemic, we have continued to run all our training sessions online. This has proved to be successful with all our training during the year achieving at least 75% of capacity in ticket sales.

During the year, we delivered training on the following topics in collaboration with a number of trusted freelance practitioners:

- Creating playful prompts
- Creating Family Friendly Interactions
- Family Friendly Interpretation
- Intergenerational interactions with families
- Meaningful consultation with young people
- Welcoming Families and Young People with Autism
- Welcoming SEND Families and Young People

Across the year, feedback from the training sessions was consistently positive:

- 86% of attendees rated the courses as good or excellent.
- 100% of attendees said that they learned something that they would share with their colleagues.

*“Really good practical examples of what we can easily achieve - sensory packs, social stories and using the right language...”*

*“The training session was fantastic. The facilitators were very knowledgeable and used real life experience to back up the theory. The session was carefully planned, and bespoke elements added to make it very relevant to our site. All of the participants came away buzzing with ideas to improve our site.”*

We introduced a cohort training model with two museum development regions: Museum Development Yorkshire and Museum Development East Midlands. Working with small groups of museums we delivered a series of online training sessions, mentoring and a site visit to support the museums to become more family friendly.

Alongside these programmes, we delivered four training sessions funded by the Welsh Government and sessions for Museum Galleries Scotland and Northern Ireland Museums Council. We were also funded by the Welsh Government to audit eight Welsh museums for their family friendliness. These audits were delivered in person and very well received:

- 100% of the audited museums said they would recommend an audit to another museum.

Feedback from audited museums included:

*“Thank you very much for this opportunity, auditing our provision ourselves felt very much like we couldn't see the wood for the trees, and we got bogged down and distracted by all the other issues we face, so it's really helpful to have a focused, clear and realistic report to work from to improve.”*

## Online Conference

Having had to cancel our planned 2020 in-person conference as a result of the pandemic, we ran our first online conference in May 2021. Featuring speakers from around the world, including those shortlisted for the Family Friendly Museum Award from Home, the conference reflected on practice during the pandemic and how that learning will inform future work.

There were three strands of online talks about workshops including one run by our Youth Panel. At the start and end of the day, there were keynote speakers including the Chief Executives of ALVA and the Audience Agency and our own Young Trustees.

Feedback from the conference showed how people appreciated the opportunity to get together and discuss their pandemic experiences:

*“It was well put together with a really good range of options to attend. The tech was very well managed too.”*

*“A reminder that I'm not in this alone - I normally make a big effort to network and connect with industry peers/colleagues. It's felt very lonely and disconnected this past year and the conference was a lovely reminder that the challenges that I've faced have also been felt for others in work too.”*

- 98% of attendees said that learned something that they would share with their colleagues.
- 84% of attendees rated the conference as 'very good' or 'excellent'.

## Resources

Our resources were viewed around 22,000 times during the year. From our museum sector survey, we found that over 75% of respondents felt our resources were relevant and important to their work.

During the year, we published the following resources:

- A guide to family friendly shops
- A guide to family friendly cafés
- Two Takeover Day case studies
- How can museums engage children and young people with LGBTQ+ heritage
- Marketing your museum to families
- How to hold a climate themed Takeover Day

## Website and social media

The increase in traffic to our website that we saw during the pandemic continued during the year. We took part in the Let's Get Real programme run by Culture 24 to develop our approach to delivering content for families. This resulted in a number of articles showcasing museums that have been shortlisted for the Family Friendly Museum Award, the most successful of which has now had over 50k page views.

Following the success of the listing articles, we have been experimenting with hosting family event listings on our website. This was in response to smaller museums struggling to find places to advertise their events for free following the closure of the Hoop app.

99% of respondents to our sector survey rated our website as 'good', 'very good' or 'excellent'.

Our overall website performance for the year was as follows:

- 94.4k overall users (67% more than 2020/21)
- 116.8k sessions (46% more than 2020/21)
- 196.2k page views (12% more than 2020/21)

Kids in Museums continues to have a prominent social media presence, which is important in reaching both children, young people and families, and museum staff.

We ended the year with around 37,100 Twitter followers (1,000 increase during the year), around 6,300 audience on Facebook (2,000 increase during the year) and 4,500 Instagram followers (800 increase during the year).

Our reach on Twitter was approximately 2.8m views of tweets from our @kidsinmuseums account and we maintained an average engagement rate of over 1%. On Facebook, our audience reach was around 381k and on Instagram around 32k.

## Environmental Performance

We continued to focus on the climate and ecological emergency in our programming with a climate emergency themed Takeover Day to coincide with the end of COP26.

Having returned to office working in November 2021 and some business travel, our carbon emissions were 1.1 tonnes during the year. We offset this by making a donation to the Woodland Trust for care of carbon absorbing trees.

## Black Lives Matter Action Plan Update

In response to the Black Lives Matter movement, we created an action plan focusing on our core activities with families, children and young people, as well as our organisation. We established a working group of staff and Trustees to support its implementation.

To date, we have completed the following in response to the plan:

- Updated our online resource to support museum staff to work with families, children and young people to respond to the Black Lives Matter movement. The resource has now been viewed over 1k times.
- Our Youth Panel ran an online event about Anti-Racist practice in work with children, families and young people.
- The whole team completed Equality, Diversity and Inclusion training.
- Revised our Equality, Diversity and Inclusion Policy and continued to regularly review and discuss recruitment monitoring statistics.
- Continued regular discussions of racial and social justice topics at team meetings.
- Completed significant development work on a training cohort for museum staff about Anti-Racist practice with children, young people and families.

## Financial Review

### Financial performance

Kids in Museums is pleased to present the 2021/2022 financial statements with the results yielding a small deficit. This is the result of some unanticipated expenditure on Chair recruitment and a reduction in fundraising income. The deficit was covered by a contribution from reserves designated to support the return to the office where lower than anticipated costs were incurred. Income generation from training and consultancy has encouragingly almost returned to pre-pandemic levels and we continue to be able control expenditure effectively.

Kids in Museums continues to review and improve its financial processes and develop its approach to income generation to ensure greater financial stability.

The Statement of Financial Activities is set out on page 16. Total income was £215,227 (2021 £215,548). Total expenditure was £220,478 (2021 £198,734). Income was broadly similar to the previous year. Expenditure increased with the return to office working and more business travel.

On 31 March 2022, unrestricted reserves stood at £59,037 (2021 £64,288). This included Designated Reserves at the start of the period of £9,000 to support the return to office working. Part of this reserve was spent during the year and the remainder was redesignated by the Trustees in June 2022 to be used during 2022/23 to support Chair recruitment costs.

## Income Generation

Our principal funders remain Arts Council England and the Welsh Government.

During the year we secured £1,028 from trusts, foundations, and other organisations and £1,418 from our Mammoth Supporters. We are extremely grateful for the support of the Chapman Charitable Trust as well as all of our Mammoth Supporters.

Our training and consultancy generated £31,976. This was a very encouraging performance that saw income return to almost pre-pandemic levels.

Overall, we were able to generate approximately 24% of our income ourselves (18% in 2020/21), moving towards a more sustainable income model.

## Reserves policy

The Trustees' policy is to have unrestricted reserves equal to three months of operating and programme expenditure. The Trustees deem this to be the amount necessary to maintain our programmes should a shortfall in income arise and to cover risks and contingencies that would require an outlay of expenditure above a normal level.

On 31 March 2022, General Reserves stood at £59,037. This is the equivalent of around three months operating and programme expenditure and meets current policy requirements. During the year, we spent £4,000 of the Designated Reserve of £9,000 set aside by the Trustees to be spent in 2021/22 on the costs of return to the office. The remaining £5,000 has been made a Designated Reserve for Chair recruitment costs to be spent during the year 2022/23. The Trustees will continue to closely monitor the level of reserves and adjust the policy to meet the organisation's future needs.

## Organisational information

### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2006 as amended by Special Resolution 8 August 2018.

The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

## Recruitment and appointment of new Trustees

Membership as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly and appointed after a rigorous application and interview process. Trustee appointments must be approved by the full board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one-year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

During the year we appointed no new Trustees to the Board and recruited our third cohort of two young Trustees. Three Trustees retired during the year.

We began the process of recruiting a new Chair of Trustees which was completed in May 2022, with the new Chair, Vanessa Eke, being formally approved by the Trustees in June 2022.

## Organisational structure

The Board of Trustees meets four times per year to lead strategy development, scrutinise financial planning and review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee, Business Development Committee and Black Lives Matter Working Group meet up to four times per year. They report to the Board of Trustees. The Finance Committee monitors risk, financial controls and planning. The Business Development Committee oversees income generation strategy. The Black Lives Matter Working Group monitors the charity's commitment to respond to the Black Lives Matter Movement and reviews progress against an action plan. There is also a Nominations Committee which is convened on an adhoc basis to recruit new Trustees.

Pay rises for staff are recommended to the Board of Trustees annually in February for the implementation in the new financial year. Any pay awards are based on the cost of living determined from the RPI inflation rate.

We appointed a new Finance Manager during the year. We ended the year with 4 FTE staff.

## Risk management

Kids in Museums maintains a register of the main risks facing the charity. The Trustees and the Executive Director regularly review this.

The main risk currently facing the charity is income generation. To address this, we have a strategy for training and consultancy and fundraising which has been updated to reflect the impact of the pandemic.

There is a long-term risk as a result of the uncertainty about the future trajectory of the pandemic and its long-term impact on the museum sector. Although the organisation has returned to working in an office there is still a risk surrounding staff wellbeing and hybrid working. Mitigation will include policy updates, the staff supervision process and effective team communication.

In May 2022, Kids in Museums submitted an application for support as part of Arts Council England's National Portfolio as an IPSO. In November 2022, the organisation was informed that the application was successful. This secures regular funding for the organisation for the period April 2023 – March 2026 and reduces the long-term risk to the organisation's funding.

Approved by order of the board of Trustees on 2 December 2022..... and signed on its behalf by:



.....

Vanessa Eke – Chair of Trustees

## Independent examiner's report to the Trustees of Kids in Museums ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2022.

### Responsibilities and basis of report

As the charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act: or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination: or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

  
Richard Stonier FCA  
Deans, Chartered Accountants  
Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Date: 20 December 2022

Statement of Financial Activities

		Unrestricted funds £	Restricted Funds £	2022 total funds £	2021 total funds £
	Notes				
<b>Income and Endowments from</b>					
Donations and legacies	2	165,390	17,856	183,246	202,882
Other voluntary income	3	31,976	-	31,976	12,649
Investment income	4	5	-	5	17
<b>Total</b>		<b>197,371</b>	<b>17,856</b>	<b>215,227</b>	<b>215,548</b>
<b>Expenditure on Charitable Activities</b>	5				
Charitable expenditure		(202,622)	(17,856)	(220,478)	(198,734)
<b>Net (expenditure) / income</b>		<b><u>(5,251)</u></b>	<b>=</b>	<b><u>(5,251)</u></b>	<b><u>16,814</u></b>
<b>Reconciliation of funds</b>					
Total funds brought forward		64,288	-	64,288	47,474
<b>Total funds carried forward</b>		<b><u>59,037</u></b>	<b>=</b>	<b><u>59,037</u></b>	<b><u>64,288</u></b>

## Balance Sheet

		Unrestricted funds £	Restricted Funds £	2022 Total Funds £	2021 Total Funds £
	Notes				
<b>Fixed Assets</b>					
Intangible assets	11	5,000	-	5,000	7,000
Tangible assets	12	4,067	-	4,067	2,240
		<u>9,067</u>	-	<u>9,067</u>	<u>9,240</u>
<b>Current Assets</b>					
Debtors	13	8,625	-	8,625	1,473
Cash in hand and at bank		49,231	942	50,173	61,208
		<u>57,856</u>	<u>942</u>	<u>58,798</u>	<u>62,681</u>
<b>Creditors</b>					
Amounts falling due within one year	14	(7,886)	(942)	(8,828)	(7,633)
<b>Net Current Assets</b>		<u>49,970</u>	-	<u>49,970</u>	<u>55,048</u>
<b>Total Assets Less Current Liabilities</b>		<u>59,037</u>	-	<u>59,037</u>	<u>64,288</u>
<b>Net Assets</b>		<u>59,037</u>	=	<u>59,037</u>	<u>64,288</u>
<b>Funds</b>	15				
Unrestricted funds				<u>59,037</u>	<u>64,288</u>
<b>Total funds</b>				<u>59,037</u>	<u>64,288</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 2/12/2021 and were signed on its behalf by:



Vanessa Eke – Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

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

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 1 of this Report. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### **Financial reporting standard 102 - reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity, and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102)

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

Investment income is earned through holding assets for investment purposes, and it includes interest only. Interest income is recognised using the effective interest method.

### **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

### **Support costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

### **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website / computer software - 6 years

Provision is made for any impairment.

### **Tangible fixed assets**

Tangible assets are depreciated on a straight line basis over their useful lives. The useful life of tangible assets are as follows:

Computer equipment – 3 years

Furniture / Fixtures – 5 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

### **Taxation**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

### **Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **Pension costs and other post-retirement benefits**

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

**Debtors and creditors receivable / payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

**2. Donations and Legacies**

	2022	2021
	£	£
Arts Council England	162,944	162,944
Welsh Government funding	17,856	10,000
Other voluntary funding	2,446	29,938
	<u>183,246</u>	<u>202,882</u>

**3. Other Voluntary Income**

	2022	2021
	£	£
Training and consultancy	<u>31,976</u>	<u>12,649</u>

**4. Investment Income**

	2022	2021
	£	£
	<u>5</u>	<u>17</u>

**5. Charitable Activity Costs**

<u>2022</u>	<u>Staff costs</u>	<u>Project costs</u>	<u>Property costs</u>	<u>Other</u>	<u>Total</u>
Direct charitable expenditure	156,052	36,687	-	-	192,739
Support costs	-	-	5,940	21,799	27,739
	<u>156,052</u>	<u>36,687</u>	<u>5,940</u>	<u>21,799</u>	<u>220,478</u>

<u>2021</u>	<u>Staff costs</u>	<u>Project costs</u>	<u>Property costs</u>	<u>Other</u>	<u>Total</u>
Direct charitable expenditure	154,720	21,252	-	-	175,972
Support costs	-	-	7,883	14,879	22,762
	<u>154,720</u>	<u>21,252</u>	<u>7,883</u>	<u>14,879</u>	<u>198,734</u>

**6. Net (expenditure) / income is stated after charging**

	2022	2021
	£	£
Depreciation – owned asset	1,638	1,157
Other operating leases	5,940	7,407
Website amortisation	2,000	2,000

**7. Trustees' remuneration and benefits**

There were no trustees' remuneration or other benefits for the year ended 31 March 2022 (2021 – nil).

The total trustees' travel and subsistence expenses for year ended 31 March 2022 was £nil (2021 - £337). The total number of trustees receiving expenses during the year was 0 (2021 - 1).

**8. Staff costs**

	2022	2021
	£	£
Wages and salaries	142,953	141,967
Social security costs	10,053	9,448
Other pension costs	3,046	3,305
	<u>156,052</u>	<u>154,720</u>

The total amount of employee benefits (including employer pension and national insurance contributions) received by key management personnel for their services to the charity was £50,461 (2021: £49,753).

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

	2022	2021
Support staff	<u>5</u>	<u>5</u>

There were no employees who received total employee benefits of more than £60,000.

**9. Comparatives for the Statement of Financial Activities**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	190,782	12,100	202,882
<b>Charitable activities</b>			
Other voluntary income	12,649	-	12,649
<b>Investment income</b>	17	-	17
<b>Total</b>	<u>203,448</u>	<u>12,100</u>	<u>215,548</u>
<b>Expenditure on</b>			
<b>Charitable activities</b>			
Charitable expenditure	186,634	12,100	198,734
<b>Net Income</b>	<u>16,814</u>	=	<u>16,814</u>
Transfers between funds	5,022	(5,022)	-
<b>Net movement in funds</b>	21,836	(5,022)	16,814
<b>Reconciliation of Funds</b>			
Total funds brought forward	42,452	5,022	47,474
<b>Total funds carried forward</b>	<u>64,288</u>	=	<u>64,288</u>

**10. Independent Examiners Remuneration**

The independent examiners remuneration amounts to an independent examination fee of £930 (2021 - £927). No other services were provided.

**11. Tangible Fixed Assets**

	Website £
<b>Cost</b>	12,000
At 1 April 2021 and 31 March 2022	
<b>Amortisation</b>	
At 1 April 2021	5,000
Charge for the year	<u>2,000</u>
At 31 March 2022	<u>7,000</u>
<b>Net book value</b>	
At 31 March 2022	<u>5,000</u>
At 31 March 2021	<u>7,000</u>

**12. Intangible Fixed Assets**

	Fixtures and Fittings £	Computer Equipment £	Totals £
<b>Cost</b>			
At 1 April 2021	-	5,196	5,196
Additions	<u>1,596</u>	<u>1,869</u>	<u>3,465</u>
At 31 March 2022	<u>1,596</u>	<u>7,065</u>	<u>8,661</u>
<b>Depreciation</b>			
At 1 April 2021	-	2,956	2,956
Charge for year	<u>160</u>	<u>1,478</u>	<u>1,638</u>
At 31 March 2022	<u>160</u>	<u>4,434</u>	<u>4,594</u>
<b>Net Book Value</b>			
At 31 March 2022	<u>1,436</u>	<u>2,631</u>	<u>4,067</u>
At 31 March 2021	-	2,240	2,240

**13. Debtors: Amounts Falling Due Within One Year**

	2022	2021
	£	£
Trade debtors	7,105	-
Prepayments and accrued income	<u>1,520</u>	<u>1,473</u>
	<u>8,625</u>	<u>1,473</u>

**14. Creditors: amounts Falling Due Within One Year**

	2022	2021
	£	£
Trade creditors	1,987	1,270
Social security and other taxes	4,013	3,375
Other creditors	605	643
Accruals and deferred income	<u>2,223</u>	<u>2,345</u>
	<u>8,828</u>	<u>7,633</u>

**15. Movement in Funds**

	At 1.4.21	Net movement in funds	Transfers between funds	At 31.3.22
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	55,288	(1,251)	-	54,037
Designated fund - return to office	9,000	(4,000)	(5,000)	
Designated fund - Chair recruitment cost	-	-	5,000	5,000
<b>Total Funds</b>	<u>64,288</u>	<u>(5,251)</u>	=	<u>59,037</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	197,371	(198,622)	(1,251)
Designated fund – return to office post pandemic	-	(4,000)	(4,000)
	<u>197,371</u>	<u>(202,622)</u>	<u>(5,251)</u>

## 15. cont. Movement in Funds

### Restricted funds

Welsh Government Funding	<u>17,856</u>	<u>(17,856)</u>	-
<b>Total funds</b>	<b><u>215,227</u></b>	<b><u>(220,478)</u></b>	<b><u>(5,251)</u></b>

### Comparatives for movement in funds

	At 1.4.20	Net movement in funds	Transfers between funds	At 31.3.21
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	42,452	16,814	(3,978)	55,288
Designated funds – return to the office post pandemic	-	-	9,000	9,000
	<u>42,452</u>	<u>16,814</u>	<u>5,022</u>	<u>64,288</u>
<b>Restricted funds</b>				
Restricted fund	5,022	-	(5,022)	-
<b>Total funds</b>	<b><u>47,474</u></b>	<b><u>16,814</u></b>	<b><u>=</u></b>	<b><u>64,288</u></b>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	203,448	(186,634)	16,814
<b>Restricted funds</b>			
National Lottery Heritage Fund	12,100	(12,100)	-
<b>Total funds</b>	<b><u>215,548</u></b>	<b><u>(198,734)</u></b>	<b><u>16,814</u></b>

## **15. cont. Movement in Funds**

### **Designated Funds**

#### **Return to office post pandemic / Chair Recruitment**

Funds for the charity to return to the office and provide a safe working environment for all staff. The remaining funds were redesignated in March 2022 to support the cost of Chair Recruitment. The remaining funds will be spent by the end of 2022/23.

### **Restricted Funds**

#### **Welsh Government**

Our grant from the Welsh Government enabled us to provide Welsh language resources, training for staff from Welsh museums and Family Friendly Museum Audits for Welsh museums.

## **16. Related Party Disclosures**

Four Trustees donated a total of £1,218 during the year ending 31 March 2021 (2021 – £1,038).

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**Detailed Statement of Financial Activities**

	2022 £	2021 £
<b>Income and endowments</b>		
<b>Donations and Legacies</b>		
Arts Council England	162,944	162,944
National Lottery Heritage Fund	-	12,100
Welsh Government	17,856	10,000
Other Voluntary Funding	2,446	17,838
	<hr/> 183,246	<hr/> 202,882
<b>Investment Income</b>		
Deposit account interest	5	17
<b>Charitable activities</b>	31,976	12,649
Training and consultancy		
	<hr/> 215,227	<hr/> 215,548
<b>Expenditure</b>		
<b>Management costs</b>		
Wages	142,953	141,967
Social security	10,053	9,448
Pensions	3,046	3,305
Office rent	5,940	7,407
Rates and water	-	476
Telephone	262	406
Postage and stationery	340	589
Programme costs	36,687	21,252
Sundries	2,319	2,371
Computer costs	6,907	7,023
Consultancy	143	-
Amortisation - website	2,000	2,000
Depreciation – computer equipment	1,478	1,157
Fixtures and fittings	160	-
	<hr/> 212,288	<hr/> 197,401

This page does not form part of the statutory financial statements

Kids in Museums

Detailed statement of Financial Activities  
For the year ended 31 March 2022

	2022	2021
	£	£
<b>Finance</b>		
Bank charges	194	69
<b>Governance costs</b>		
Trustees' expenses	874	337
Trustee recruitment	6,000	-
Accountancy and legal fees	1,122	927
	7,996	1,264
Total resources expended	220,478	198,734
<b>Net (expenditure) / income</b>	<b><u>(5,251)</u></b>	<b><u>16,814</u></b>

This page does not form part of the statutory financial statement

**KIDS IN MUSEUMS**

England & Wales - Charity number 1123658

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# Accounts

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Registered company number (England and Wales): 05809200  
Registered charity number (England and Wales): 1123658  
Registered charity number (Scotland): SC044490

Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2021 for  
Kids in Museums

Deans  
Chartered Accountants  
Gibson House  
Hurricane Court  
Hurricane Close  
Stafford  
ST16 1GZ

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The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## Reference and Administrative Details

Registered company number (England and Wales): 05809200

Registered charity number (England and Wales): 1123658

Registered charity number (Scotland): SC044490

Registered office address: 2<sup>nd</sup> Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

Administrative address: 2<sup>nd</sup> Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

President: Philip Mould OBE

### Trustees:

Emmajane Avery (Chair)

Elizabeth McKay (Deputy Chair)

Stephen Allen

Anne Brisbin

Yasmin Ibison (appointed 12 November 2020 and retired 1 December 2021)

Shane Kavanagh (appointed 17 June 2020)

Niamh Kelly (appointed 12 November 2020)

Rachel Kuhn

Rosemary Laryea (retired 17 September 2021)

Morrigan Mason (appointed 10 February 2021)

Sarah Moreno (retired 29 September 2020)

Victoria Pinnington

Amy Shakespeare (retired 29 September 2020)

Eleri Thomas (retired 10 February 2021)

Lindsay Trueman (retired 17 September 2021)

Dominic Waghorn

Company Secretary: Alison Bowyer

Independent Examiner: Deans, Chartered Accountants, Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Banks: Barclays, St Albans Branch, St Peter's Street, St Albans, AL1 3LP

CAF Bank, 29 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ (from February 2021)

## Objectives and Activities

### Objectives and aims

Kids in Museums was founded in 2003 by Dea Birkett and has grown into a highly regarded independent charity that is dedicated to making museums more welcoming and accessible to children, young people and families.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of children, young people and families.

Our objectives are to lead and support museums to:

- Put young people at their heart as active participants.
- Encourage children and young people to develop and maintain a lifelong interest in and commitment to them.
- Identify, challenge and overcome hurdles to participation by children, young people and families.
- Support workforce diversity by opening up information about and access to careers in the sector.
- Become easy to reach for everyone.

### Public benefit

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice, providing trusted information, training and consultancy, and raising the profile of family friendly museums to visitors. This has been hugely important during the COVID-19 pandemic, and we have seen strong demand for our training and online resources over the past year. Our programmes also create opportunities for young people and families who would not otherwise visit museums to engage with their work, often for the first time.

This helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

### 2020/21 Key Achievements

All the activities described below were undertaken to further the charity's mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them, providing information to museums to adapt their facilities and activities in response to the COVID-19 pandemic and training museum staff to increase the effectiveness of their work with these groups in a COVID-19 secure way.

We work with a Theory of Change model and evaluate the impact of our work annually within this framework.

- This year 131 museums, cultural and heritage organisations signed the Kids in Museums Manifesto including our thousandth signatory, Home, Manchester. We published the Manifesto in Gaelic for the first time.
- We received 408 nominations for the one-off Family Friendly Museum Award From Home which comprised a unique set of awards acknowledging the work museums around the world did during the first six months of the pandemic. For the first time ever, our Award had an international category.
- Our collection of around 100 free online resources was viewed over 25,000 times. New resources included a guide to supporting SEND families, a low and no cost guide to implementing our Manifesto, support to use our Manifesto to respond to COVID-19 and new films and top tips to create a family friendly welcome.
- Eleven museums took part in a pilot play mentoring project using play to enable families to enjoy museum visits during the pandemic.
- Around 65 museums took part in Digital Takeover Day on Facebook, Twitter and Instagram, as well as organisations' websites. The event was popular as an effective way for museums to keep in touch with young people during the pandemic.
- During a break between lockdowns, around 36,500 people visited museums during October 2020 to take part in Where's Wally? The Big Museum Hunt.
- Around 70 museums took part in Takeover Day, which had to be converted to an online event as a result of the requirements of lockdown in November 2020.
- We ran more than 30 online training sessions during the year, including 12 funded by the National Lottery Heritage Fund to support museums to welcome children, young people and families safely during a pandemic.
- The combined reach of our Twitter, Facebook and Instagram posts was over 4.4 million social media users.
- We appointed our second cohort of Young Trustees and six new members of our Youth Panel.
- Our website had over 56,000 users during the year, an increase of nearly 50% over the previous year.
- Kids in Museums published an Action Plan supported by a Working Group to respond to the Black Lives Matter movement. We created a resource to support museums to undertake anti-racist work with children, young people and families.

## Kids in Museums Manifesto

The Kids in Museums Manifesto provided the structure for part of our response to the COVID-19 pandemic. We used the Manifesto to structure our most popular resource of the year, a guide to using the Manifesto for COVID-19 secure reopening, as well as to support free training for museum staff to prepare to welcome families to their venues again.

Our focus during the year continued to be attracting sign ups from accredited museums in the UK. We had to postpone many of our usual activities such as in-person training about using the Manifesto and #ManifestoMonday on social media as a result of the pandemic. However we were still able to do some targeted online recruitment and during the year, HOME, Manchester became our thousandth signatory.

To support our growing work in Scotland, we published the Manifesto in Gaelic for the first time.

During the year, 131 organisations signed the Manifesto including 68 English accredited museums. Over 45% of English accredited museums have now signed the Manifesto.

## Family Friendly Museum Award From Home

In 2020, we ran a unique set of awards – the Family Friendly Museum Award From Home - instead of the Family Friendly Museum Award. The Family Friendly Museum Award From Home had five categories and was open to museums from around the world rather than just the UK. The categories were designed to reflect the range of online activities that museums created to support families, children and young people during the first months of the pandemic.

In spite of the challenges faced by museums, we received over 400 applications which were shortlisted by a group of Kids in Museums Trustees, Youth Panel members, volunteers, school children and an ESOL class. The shortlist was:

### Best Film

Cooper Gallery, Barnsley – Wow Wednesdays  
Florence Nightingale Museum, London – Meet Miss Nightingale  
London Fire Brigade Museum – The Great Fire of London  
National Football Museum, Manchester – Kicking Off Your Creativity  
University Museum of Zoology, Cambridge – Zoology Live! Online Festival

### Best Social Media Activity

Ditchling Museum of Art + Craft – Virtual Museum Club  
National Museums Liverpool – My Home is My Museum  
National Museums Wales – Minecraft Your Museum  
The Novium Museum, Chichester – Virtual Roman Week 2020  
Royal Academy, London – attRAct weekly challenges

### Best Website Activity

Historic Dockyard Chatham – Museum from Home: Arts Award Discover  
The Mary Rose, Portsmouth – Things to Make and Do!  
Museum of Cardiff – My Museum  
National Galleries Scotland – Home is Where the Art is  
National Videogame Museum, Sheffield – Create Your Own Pixel Art Character

Going the Extra Mile (designed to acknowledge the huge variety of community work undertaken by museums)

Colchester and Ipswich Museums – Museum From Home activity packs  
Dacorum Heritage – Stockpiling Stories  
National Science and Media Museum, Bradford – Distributing Printed Learning Resources to families in BD5  
Seven Stories, The National Centre for Children’s Books, Newcastle – Something to smile about: supporting families in East Newcastle  
The Whitworth, Manchester – Still Parents

### Best International Digital Activity

Andy Warhol Museum, USA – Warhol Making It Videos  
Glazer Children’s Museum, USA – GCM@Home  
The Glucksman, Republic of Ireland – Creativity At Home  
The Museum of Childhood Ireland Project – Project 2020 Together, Le Chéile  
National Gallery Singapore – #SmallBigDreamersatHome  
Rijksmuseum, Netherlands – Key Challenge

Over the summer a group of 35 families judged the activities online and their feedback combined with that of an expert panel decided the winners.

### Best Film

Winner - Cooper Gallery, Barnsley  
Highly Commended – University Museum of Zoology, Cambridge

### Best Social Media Activity

Winner - National Museum Wales, Cardiff  
Highly Commended – Ditchling Museum of Art + Craft, Sussex

### Best Website Activity

Winner - National Videogame Museum, Sheffield  
Highly Commended – National Galleries Scotland, Edinburgh

### Going the Extra Mile

The Whitworth, Manchester  
Highly Commended – Colchester and Ipswich Museums and Seven Stories, Newcastle on Tyne

### Best International Digital Activity

Winner - The Glucksman, Republic of Ireland  
Highly Commended – Andy Warhol Museum, Pittsburgh, USA

Coverage of the winners included articles in Museum + Heritage Advisor and Museums Association, as well as TheSchoolRun.com.

### Digital Takeover Day

We held Digital Takeover Day on 26 June 2020 just before museums were allowed to reopen. Around 65 museums took part and just over a third of those were first time participants.

Despite the difficult circumstances, we had an action-packed day of content across Twitter, Instagram and Facebook, showing the programme's continued effectiveness in increasing our reach. The lead tweet gained over 28k impressions, and the hashtag reached over 2.9m Twitter users in the two weeks around the event, once again trending on the day itself in the UK.

After the event, we collected feedback from the participating museums. The main findings were:

- 80% felt the event was a good way to keep in touch with young people during lockdown.
- 63% said they would do something different as a result of Digital Takeover Day.

*“More opportunities for them to lead and ensure their voices are heard. Make sure they are involved in aspects of planning programmes for other young people (where possible).”*

*“By next year we'd hope to be in a position to fully allow a young person to takeover for the day.”*

### Takeover Day

The national lockdown in November 2020 meant that most plans for in person Takeover Days were either postponed or converted into online events.

We had set a target of 170 museums delivering Takeover Days in 2020/21 on the assumption that in person activity would be possible by autumn/ winter. With this turning out not to be the case, we ended up working with 70 museums, 15% of which were new to the project.

The feedback from the small number of organisations that were still able to take part shows the continuing benefits of the project:

- 75% said that it was a good way to keep children and young people engaged with their museum during the pandemic.
- 60% said that the children and young people involved had expressed interest in other projects in the museum because of Takeover Day.
- 70% said that they were likely to change something about the way they work with children and young people because of Takeover Day.

*“Thank you for being so flexible about the variety of ways we could host this event during the pandemic.”*

## Where's Wally? Spooky Museum Search

We were delighted to be able to continue our partnership with Walker Books to offer the Where's Wally? Spooky Museum Search during autumn 2020. Despite lockdown restrictions, 70 museums were able to participate between October and December 2020.

The feedback from the trail was very positive and it is clear that it was valued by museums as a way to re-engage family audiences after an extended period of lockdown:

- 36,500 visitors searched for Wally, compared to just over 45,000 last year.
- 93% of museums said they would definitely take part in another Where's Wally? trail.
- 83% said that the trail helped them to increase the number of family visitors during October half term.
- 73% said that the trail helped them rebuild their audiences following lockdown.

Feedback from museums:

*"Kids in Museums were SO supportive and helpful with this event. We were blown away by how many families came in specifically for the trail because they'd seen posts by Kids in Museums or because they'd seen it on our website. It was a really fantastic, light touch activity which enabled families to engage with the museum for the first time in a very long time in a lovely simple and really fun way which didn't detract from our collections. It allowed them to engage and interact confidently with our Front of House teams at a time when face masks and COVID-19 restrictions could have made the museum a much less friendly place."*

*"An utterly fantastic project to be involved with - thank you!"*

*"Please keep this going we love it and so do our families."*

There were 64 pieces of press coverage, including The Independent, The Week Junior, Waitrose Weekend and Steph's Packed Lunch on Channel 4.

## Play Project

Between September and November 2020, 11 museums worked with Charlotte Derry (Playful Places) and Penny Wilson (Assemble) to develop COVID-safe play interventions for families. During October half term, they all ran play experiments in their museums.

The aim was to enable museums to develop new methods for engagement with families, children and young people because many of the traditional tools of family engagement, such as interactives and dressing up clothes, rely on touch and were inaccessible during the pandemic. We also wanted to take the opportunity to build more evidence for the value of play in museums.

We ran two online sharing events at the start and end of the project, which were each attended by around 70 participants and published case studies from nine of the experiments on our website.

The feedback from project participants was very positive:

- 80% of participants rated the support provided by Kids in Museums as being very good or excellent.
- 80% said that their staff and volunteers learned new skills.
- 60% said that the play activities helped them to attract new audiences after lockdown and audiences reported having a better experience as a result of the playful activities.
- 80% would like to continue working with play in their organisations.

*“It was a very positive project after a year of doom and gloom. For me, it gave me more confidence in my abilities following a difficult time during Lockdown. I hope that this project continues and becomes part of the Kids in Museums manifesto and regular training programme. The fact it could be undertaken via Zoom was incredibly beneficial.”*

*“Thank you for this opportunity to be involved in such a wonderful project. The project came just before our museum reopened when we were feeling lost, isolated and confused about what was possible for families to still do during a visit. This project gave us focus, new ways of thinking and ideas to trial at low cost- you gave us a way forward! Thank you!”*

We are hoping to be able to build on this project in 2021/22 to support museums’ recovery further.

## Youth Panel

Thanks to Zoom, we were able to continue Youth Panel meetings during the pandemic and recruit four new members for the panel. During the year, the panel focused on two main areas of work: employability, skills and routes into work, and the climate and ecological emergency.

Youth Panel members decided that they wanted to create online resources for young people and museum staff to provide information about how young people can learn more about museum jobs and develop skills for employability in museums. During the year, we worked with the Youth Panel to create a resource for museum staff to enable skills development work for young people. We also created an interactive online quiz including profiles of a range of museum roles to help young people explore different career paths in museums and heritage. Panel members also contributed to an event at the Fair Museums Jobs Summit about barriers in museum recruitment for young people.

Panel members chose the climate and ecological emergency as the focus for their main project for the year. This is an issue that has a major impact on children and young people and the panel saw huge potential for museums to do more to raise awareness and promote positive climate action.

Working around pandemic restrictions, they created Objects Declare Emergency, an Instagram gallery that uses images of museum objects to tell climate stories. In addition to raising awareness of the climate emergency, this also aimed to show museums how a wide variety of objects in their collections could be used to highlight issues around climate change. The panel worked with other youth groups including City Lions and Reimagine, Remake, Replay to contribute images to the collection; ran a banner competition in collaboration with the People’s History Museum in Manchester and took part in the 2021 Festival of Archaeology.

## Training and Consultancy for Museums

Having suspended all of our training and consultancy work during the first national lockdown last spring, we adapted our training to run online via Zoom. When we restarted training in late July 2020, we focused on how to engage families, children and young people as part of COVID-19 secure reopening. Thanks to the support of the National Lottery Heritage Fund, we were able to offer all reopening training for free.

During July and August 2020, Kids in Museums delivered 11 initial sessions for all UK regions about reopening with COVID-secure measures in place. These focused on the practical requirements of social distancing, safely offering facilities such as places to eat picnics and to store buggies, and alternatives to interactives.

During these sessions, it became clear that museums felt their volunteers and front of house teams needed more support to build confidence to interact with families in a welcoming and friendly manner whilst wearing masks and using social distancing. We responded to this by working with Sarah Shaw, Director of Museum Tales, to jointly create a new online training course: 'Providing a welcoming environment for families on reopening'.

Between September and early December 2020, we delivered the training course in all Museum Development regions in England, as well as in Scotland with Museum Galleries Scotland, Wales with the Welsh Museums Federation and Northern Ireland with the Northern Ireland Museums Council.

Overall feedback from the reopening training sessions was very positive:

- 91% of participants rated the training as excellent or very good.
- 88% of participants learnt something at the training and will take things from the training back to share with their colleagues.
- 90% of participants will do something different as part of the training.

Some of the things museums said they learned from the training include:

*"Useful ways to connect with families in the new normal. New ideas and information on how to continue working with families."*

*"The concept of being playful AND safe in a pandemic...using some of these prompts and concepts that would probably never have considered."*

*"Was a great course - a thorough example and really well presented on the first day. I think there is lots to take away from having a broad approach and really putting families at the heart of your institution."*

From January 2021 we restarted paid for online training, running popular courses:

- Welcoming Families with Special Educational Needs and Disabilities (SEND)
- Welcoming Families and Young People with Autism
- Running virtual work based programmes for young people

All of these training courses sold out and received positive feedback. They also helped us to establish a model for future online training.

We were also able to convert our museum audits into an online format and completed five of them during the year.

## Resources

Our approach to creating online content in 2020/21 was centred on the following themes:

- The climate and ecological emergency
- Accessibility in all its forms
- Mental health and wellbeing for families, children and young people
- Employability and skills in museums for young people
- Recovery from COVID-19

These themes shaped our online resources, blogs and other social media content during the year. Total views for our online resources for the year increased by about 120% to around 25,000. The most popular resource during the year was about using the Manifesto to support COVID-19 secure reopening showing the value of our offer to the sector.

In addition to the reopening resource, we published the following during the year:

- How can your museum work alongside children, young people and families to respond to the Black Lives Matter Movement?
- Welcoming Families to your Museum: Training films and online resource
- Nine case studies about play in museums
- Museum Careers Quiz
- How can museums support young people's employment and employability skills?
- Creating digital content for children and families
- Welcoming families with special educational needs and disabilities (SEND)
- How to use the Kids in Museums Manifesto to plan for reopening
- How can your museum support children and families' wellbeing?
- Low and no cost ways to meet the Kids in Museums Manifesto
- Museum Youth Group Directory of Youth Panels and Youth Engagement opportunities.

## Social media and website

The pandemic and move to remote working meant we saw an increase in traffic to the Kids in Museums website during the pandemic. In addition to our content for museum professionals, we developed content for families at home during the first lockdown creating an online Spring Museum Trail and a series of lists of the best online museum activities for families to do at home.

This family content proved to be very popular. There were over 20,000 page views for the lockdown lists and over 3,000 for the Spring Trail.

Our overall website performance for the year was as follows:

- 56,500 overall users (38% more than 2019/20)
- 80,000 sessions (40% more than 2019/20)
- 174,100 page views (31% more than 2019/20)

The Family Friendly Museum Award From Home and Where's Wally? Spooky Museum Search as well as some of the lockdown lists of digital activities were particularly important in driving traffic to the site. There has also been consistent interest in key resources and pages providing information on our core programmes, which were all in the top ten for page views during the year.

Kids in Museums continues to have a prominent social media presence, which is important in reaching both children, young people and families, and museum staff.

We ended the year with around 36,100 Twitter followers (1,100 increase during the year), around 4,300 followers on Facebook (300 increase during the year) and 3,700 Instagram followers (800 increase during the year).

Our reach on Twitter was approximately 4.1m views of tweets from our @kidsinmuseums account and we achieved an average engagement rate of over 1% for the first time. On Facebook, our audience reach was around 192,000 and on Instagram around 34,300.

## Volunteers

Volunteering opportunities were limited during the year as a result of the need to work from home. We focused on maintaining opportunities for our Youth Panel and working with some long-term volunteers to enable them to continue to get involved with our work, mainly focused on the Family Friendly Museum Award.

## Environmental Performance

We continued to focus on the climate and ecological emergency in our programming with Objects Declare Emergency and blog posts about how museums are responding to the climate and ecological emergency.

Home working since March 2020 means that we have not been able to collect any environmental monitoring data for our workplace for the past 12 months. As a result of the pandemic, we know that we have reduced business travel which will have had a positive environmental impact.

We will return to environmental monitoring once we have returned to having an office space.

## Black Lives Matter Action Plan Update

In response to the Black Lives Matter movement, we created an action plan focusing on our core activities with families, children and young people as well as our organisation. We established a working group of staff and Trustees to support its implementation.

To date, we have completed the following in response to the plan:

- Published an online resource to support museum staff to work with families, children and young people to respond to the Black Lives Matter movement.
- Published a blog from the Don't Settle project in Birmingham.
- Revised our Recruitment Policy and started to regularly review and discuss recruitment monitoring statistics.
- Introduced regular discussions of racial and social justice topics at team meetings.

## Financial Review

### Financial performance

Kids in Museums is pleased to present financial statements that show a good performance despite the pandemic. This is the result of tight control of expenditure and income generation performing as forecast in spite of COVID-19 related concerns including hugely important additional support from the National Lottery Heritage Fund. We ended the year with a surplus which we will use to increase the level of unrestricted reserves and establish a designated fund to invest in re-establishing an office for the charity during 2021/22.

Kids in Museums continues to review and improve its financial processes and develop its approach to income generation to ensure greater financial stability.

The Statement of Financial Activities is set out on page 17. Total income was £215,548 (2020 £251,212). Total expenditure was £198,734 (2020 £254,658). The decrease in income and expenditure is due to the impact of the COVID-19 pandemic. We reduced operating costs by breaking the lease on our office at CAN Mezzanine and becoming a home-based organisation and not travelling for work. Income was reduced by restricted demand for consultancy and reduced income from training while it was delivered free or at a lower cost to make it as accessible as possible at a time when the museum sector needed support to manage the challenges of working with COVID-19 restrictions.

On 31 March 2021, unrestricted reserves stood at £64,288 (2020 £42,452). This includes a transfer of £5,022 from a fund from which the historic restriction was removed at year end.

### Income Generation

Our principal funders remain Arts Council England and the Welsh Government. We were also grateful for additional funding from the National Lottery Heritage Fund during the year to support loss of income as a result of the impact of COVID-19 and to enable us to offer free training to the sector about reopening.

During the year we secured £15,600 from trusts, foundations, and other organisations and £1,687 from our Mammoth Supporters. We are extremely grateful for the support of the Garfield Weston Foundation, PF Charitable Trust and the Chapman Charitable Trust as well as all of our Mammoth Supporters.

Our training and consultancy generated £12,649. This was a better than anticipated performance taking account of the impact of the pandemic.

Overall, we were able to generate approximately 18% of our income ourselves.

### Reserves policy

The Trustees' policy is to have unrestricted reserves equal to three months of operating and programme expenditure. This is deemed by the Trustees to be the amount necessary to maintain our programmes should a shortfall in income arise and to cover risks and contingencies that would require an outlay of expenditure above a normal level.

On 31 March 2021, General Reserves stood at £55,288. This is the equivalent of three months operating and programme expenditure and meets current policy requirements. The Trustees have set aside a Designated Reserve of £9,000 to be spent during 2021/22 to support the costs of returning to working in an office (see Note 15). The Trustees will continue to closely monitor the level of reserves and adjust the policy to meet the organisation's future needs.

## Organisational information

### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2006 as amended by Special Resolution 8 August 2018.

The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

### Recruitment and appointment of new trustees

Membership as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly and appointed after a rigorous application and interview process. Trustee appointments must be approved by the full board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one-year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

During the year we appointed two new Trustees to the Board and recruited our second cohort of two young Trustees. Three Trustees retired during the year.

### Organisational structure

The Board of Trustees meets four times per year to lead strategy development, financial planning and to review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee, Business Development Committee and Black Lives Matter Working Group meet up to four times per year. They report to the Board of Trustees. The Finance Committee monitors risk, financial controls and planning. The Business Development Committee oversees income generation strategy. There is also a Nominations Committee which is convened on an adhoc basis to recruit new Trustees. The Black Lives Matter Working Group monitors the charity's commitment to respond to the Black Lives Matter Movement and reviews progress against an action plan.

Pay rises for staff are recommended to the Board of Trustees annually in February for the implementation in the new financial year. Any pay awards are based on the cost of living determined from the RPI rate.

Kids in Museums did not make use of the furlough scheme and there were no changes to the staff team during the year. We ended the year with 4 FTE staff.

### Risk management

Kids in Museums maintains a register of the main risks facing the charity. This is regularly reviewed by the Trustees and the Executive Director.

The main risk currently facing the charity is the impact of COVID-19 on the museum sector and income generation. To address this, we have a COVID-19 working group and a strategy for training and consultancy and fundraising which have been updated to reflect the impact of the pandemic.

There will be a long-term risk as a result of the uncertainty about the future trajectory of the pandemic. As the organisation returns to working in an office there are risks around staff safety and wellbeing. Mitigation will include policy updates, the staff supervision process and building effective relationships with our new landlords.

During 2021/22, Kids in Museums will have to reapply for support as part of Arts Council England's National Portfolio. There is an element of risk to the organisation's long-term survival as a result of the uncertainty about the outcome of this application. This will be addressed by the Trustees over the coming year.

Approved by order of the board of Trustees on .....1/12/21..... and signed on its behalf by:

Emmajane Avery.....

Emmajane Avery – Chair of Trustees

## Independent examiner's report to the Trustees of Kids in Museums ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

### Responsibilities and basis of report

As the charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act: or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination: or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Richard Stonier FCA  
Deans, Chartered Accountants  
Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Date: 23 December 2021

## Statement of Financial Activities

		Unrestricted funds £	Restricted Funds £	2021 total funds £	2020 total funds £
	Notes				
<b>Income and Endowments from</b>					
Donations and legacies	2	190,782	12,100	202,882	214,396
<b>Charitable activities</b>					
Training and consultancy	4	12,649	-	12,649	36,719
Investment income	3	17	-	17	97
<b>Total</b>		<b>203,448</b>	<b>12,100</b>	<b>215,548</b>	<b>251,212</b>
<b>Expenditure on</b>					
<b>Charitable Activities</b>					
Charitable expenditure	5	163,872	12,100	175,972	209,074
Other		22,762	-	22,762	45,584
<b>Total</b>		<b>186,634</b>	<b>12,100</b>	<b>198,734</b>	<b>254,658</b>
<b>Net income / (expenditure)</b>		<b>16,814</b>	<b>-</b>	<b>16,814</b>	<b>(3,446)</b>
Transfers between funds	15	5,022	(5,022)	-	-
Net movement in funds		21,836	(5,022)	16,814	(3,446)
<b>Reconciliation of funds</b>					
Total funds brought forward		42,452	5,022	47,474	50,920
<b>Total funds carried forward</b>		<b><u>64,288</u></b>	<b>=</b>	<b><u>64,288</u></b>	<b><u>47,474</u></b>

## Balance Sheet

		Unrestricted funds £	Restricted Funds £	2021 Total Funds £	2020 Total Funds £
	Notes				
<b>Fixed Assets</b>					
Intangible assets	11	7,000	-	7,000	9,000
Tangible assets	12	2,240	-	2,240	1,324
		9,240	-	9,240	10,324
<b>Current Assets</b>					
Debtors	13	1,473	-	1,473	27,780
Cash in hand and at bank		61,208	-	61,208	33,488
		62,681	-	62,681	61,268
<b>Creditors</b>					
Amounts falling due within one year	14	(7,633)	-	(7,633)	(24,118)
<b>Net Current Assets</b>		55,048	-	55,048	37,150
<b>Total Assets Less Current Liabilities</b>		64,288	-	64,288	47,474
<b>Net Assets</b>		<u>64,288</u>	=	<u>64,288</u>	<u>47,474</u>
<b>Funds</b>	15				
Unrestricted funds				64,288	42,452
Restricted funds				-	5,022
<b>Total funds</b>				<u>64,288</u>	<u>47,474</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

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

*Emmajane Avery*

*1/12/21*

Emmajane Avery – Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

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

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 3 of this Report. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

#### **Financial reporting standard 102 - reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity, and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102).

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received, and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

Investment income is earned through holding assets for investment purposes, and it includes interest only. Interest income is recognised using the effective interest method.

### **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required, and the amount of the obligation can be measured reliably.

### **Governance costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

### **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost. Intangible assets acquired on business combinations are capitalised separately from goodwill if the fair value can be measured reliably on initial recognition.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website / computer software - 6 years

Provision is made for any impairment.

**Tangible fixed assets**

Tangible assets are depreciated on a straight line basis over their useful lives. The useful life of tangible assets are as follows:

Computer equipment - 3 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

**Taxation**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

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

**Debtors and creditors receivable / payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2.	<b>Donations and Legacies</b>	2021	2020
		£	£
	Arts Council England	162,944	160,000
	National Lottery Heritage Fund	12,100	-
	Welsh Government funding	10,000	30,000
	Other voluntary funding	17,838	24,396
		<u>202,882</u>	<u>214,396</u>

**3. Investment Income**

	2021	2020
	£	£
Deposit account interest	<u>17</u>	<u>97</u>

**4. Income from Charitable Activities**

	2021	2020
	£	£
Training and consultancy	<u>12,649</u>	<u>36,719</u>

**5. Charitable Activity Costs**

<u>2021</u>	<u>Staff costs</u>	<u>Project costs</u>	<u>Property costs</u>	<u>Other</u>	<u>Total</u>
Direct charitable expenditure	154,720	21,252	-	-	175,972
Support costs	-	-	7,883	14,879	22,762
	<u>154,720</u>	<u>21,252</u>	<u>7,883</u>	<u>14,879</u>	<u>198,734</u>
<u>2020</u>					
Direct charitable expenditure	164,747	34,327	-	10,000	209,074
Support costs	-	-	28,551	17,033	45,584
	<u>164,747</u>	<u>34,327</u>	<u>28,551</u>	<u>27,033</u>	<u>254,658</u>

**6. Net income / (expenditure) is stated after charging**

	2021	2020
	£	£
Depreciation – owned asset	1,157	725
Other operating leases	7,407	23,391
Website amortisation	<u>2,000</u>	<u>2,000</u>

**7. Trustees' remuneration and benefits**

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 (2020 – nil).

The total trustees' travel and subsistence expenses for year ended 31 March 2021 was £337 (2020 - £2,228). The total number of trustees receiving expenses during the year was 1 (2020 - 4).

**8. Staff costs**

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

	2021	2020
Support staff	<u>5</u>	<u>5</u>

There were no employees who received total employee benefits of more than £60,000.

**9. Comparatives for the Statement of Financial Activities**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	214,396	-	214,396
<b>Charitable activities</b>			
Other voluntary income	36,719	-	36,719
Investment income	97	-	97
<b>Total</b>	<u>251,212</u>	=	<u>251,212</u>
<b>Expenditure on</b>			
<b>Charitable activities</b>			
Charitable expenditure	209,073	-	209,073
Other	45,585	-	45,585
<b>Total</b>	254,658	-	254,658
<b>Net Income/(Expenditure)</b>	<u>(3,446)</u>	=	<u>(3,446)</u>
<b>Reconciliation of funds</b>			
<b>Total funds brought forward</b>	45,898	5,022	50,920
<b>Total funds carried forward</b>	<u>42,452</u>	<u>5,022</u>	<u>47,474</u>

**10. Independent Examiners Remuneration**

The independent examiners remuneration amounts to an independent examination fee of £927 (2019 - £900). No other services were provided.

**11. Intangible Fixed Assets**

	Website £
Cost	
At 1 April 2020 and 31 March 2021	<u>12,000</u>
Amortisation	
At 1 April 2020	3,000
Charge for the year	<u>2,000</u>
At 31 March 2021	<u>5,000</u>
Net Book Value	
At 31 March 2021	<u>7,000</u>
At 31 March 2020	<u>9,000</u>

**12. Tangible Fixed Assets**

	Computer Equipment £
Cost	
At 1 April 2020	3,123
Additions	<u>2,073</u>
At 31 March 2021	<u>5,196</u>
Depreciation	
At 1 April 2020	1,799
Charge for year	<u>1,157</u>
At 31 March 2021	<u>2,956</u>
Net Book Value	
At 31 March 2021	<u>2,240</u>
At 31 March 2020	<u>1,324</u>

**13. Debtors: amounts falling due within one year**

	2021	2020
	£	£
Trade debtors	-	7,417
Other debtors	-	5,825
Prepayments and accrued income	1,473	14,538
	<u>1,473</u>	<u>27,780</u>

**14. Creditors: amounts falling due within one year**

	2021	2020
	£	£
Trade creditors	1,270	1,856
Social security and other taxes	3,375	3,306
Other creditors	643	630
Accruals and deferred income	2,345	18,326
	<u>7,633</u>	<u>24,118</u>

**15. Movement in Funds**

	1 April 2020	Net movement in funds	Transfers between funds	31 March 2021
	£	£	£	
<b>Unrestricted funds</b>				
General funds	42,452	16,814	(3,978)	55,288
Designated funds – return to office post pandemic	-	-	9,000	9,000
	<u>42,452</u>	<u>16,814</u>	<u>5,022</u>	<u>64,288</u>
<b>Restricted funds</b>				
Restricted funds	5,022	-	(5,022)	-
<b>Total funds</b>	<u>47,474</u>	<u>16,814</u>	=	<u>64,288</u>

**15. cont. Movement in Funds**

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>	203,448	(186,634)	16,814
<b>Restricted funds</b>			
National Lottery Heritage Fund	12,100	(12,100)	-
<b>Total funds</b>	<u>215,548</u>	<u>(198,734)</u>	<u>16,814</u>

**Comparatives for movement in funds**

	1 April 2019	Net movement in funds	31 March 2020
	£	£	£
<b>Unrestricted funds</b>			
General funds	45,898	(3,446)	42,452
<b>Restricted funds</b>			
Restricted funds	5,022	-	5,022
<b>Total funds</b>	<u>50,920</u>	<u>(3,446)</u>	<u>47,474</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General funds	251,212	(254,658)	(3,446)
<b>Total funds</b>	<u>251,212</u>	<u>(254,658)</u>	<u>(3,446)</u>

**15. cont. Movement in Funds**

A current year 12 months and prior year 12 months combined position is as follows:

	I April 2019 £	Net movement in funds £	Transfers between funds £	31 March 2021 £
<b>Unrestricted funds</b>				
General funds	45,898	13,368	(3,978)	55,288
Designated fund – return to office post pandemic	-	-	9,000	9,000
	<u>45,898</u>	<u>13,368</u>	<u>5,022</u>	<u>64,288</u>
<b>Restricted funds</b>				
Restricted funds	5,022	-	(5,022)	-
<b>Total funds</b>	<u>50,920</u>	<u>13,368</u>	<u>=</u>	<u>64,288</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General funds	454,660	(441,292)	13,368
<b>Restricted funds</b>			
National Lottery Heritage Fund	12,100	(12,100)	-
<b>Total funds</b>	<u>466,760</u>	<u>(453,392)</u>	<u>13,368</u>

**Designated Funds****Return to the office post pandemic**

Funds to enable Kids in Museums to return to working in an office from September 2021 following the COVID-19 pandemic. It is anticipated that this fund will be spend by the end of the 2021/22 financial year.

## 15. cont. **Movement in Funds**

### **Restricted Funds**

#### **National Lottery Heritage Fund – Heritage Emergency Fund**

Grant from the National Lottery Heritage Fund to mitigate the impact of the pandemic on Kids in Museums' income from training and consultancy and enable the charity to continue to provide essential support for the museum sector through free online training and resources.

## 16. **Related Party Disclosures**

Five Trustees donated a total of £1,038 during the year ending 31 March 2021 (2020 – none).

**Detailed Statement of Financial Activities**

	2021 £	2020 £
<b>Income and endowments</b>		
<b>Donations and Legacies</b>		
Arts Council England	162,944	160,000
National Lottery Heritage Fund	12,100	-
Welsh Government	10,000	30,000
Other Voluntary Funding	17,838	24,396
	<u>202,882</u>	<u>214,396</u>
<b>Investment Income</b>		
Deposit account interest	17	97
<b>Charitable activities</b>		
Training and consultancy	12,649	36,719
<b>Total incoming resources</b>	<u>215,548</u>	<u>251,212</u>
<b>Expenditure</b>		
<b>Management costs</b>		
Wages	141,967	150,414
Social security	9,448	10,937
Pensions	3,305	3,396
Office rent	7,407	23,391
Rates and water	476	2,060
Light and heat	-	3,100
Telephone	406	1,055
Postage and stationery	589	3,310
Working from home and office move costs	3,707	-
Programme costs	21,252	34,327
Sundries	2,371	2,305
Computer costs	3,316	4,413
Consultancy	-	10,000
Amortisation - website	2,000	2,000
Depreciation – computer equipment	1,157	726
	<u>197,401</u>	<u>251,434</u>

This page does not form part of the statutory financial statements

Detailed statement of Financial Activities  
For the year ended 31 March 2021

	2021	2020
	£	£
<b>Finance</b>		
Bank charges	69	96
<b>Governance costs</b>		
Trustees' expenses	337	2,228
Accountancy and legal fees	927	900
	<u>1,264</u>	<u>3,128</u>
Total resources expended	<u>198,734</u>	<u>254,658</u>
<b>Net income / (expenditure)</b>	<u><b>16,814</b></u>	<u><b>(3,446)</b></u>

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