

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: 2nd Floor, Rich Mix, 35-47 Bethnal Green Road, London, E1 6LA

Administrative address: 2nd 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)

Linsay 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				
Income and Endowments from					
Donations and legacies	2	190,782	12,100	202,882	214,396
Charitable activities	4				
Training and consultancy		12,649	-	12,649	36,719
Investment income	3	17	-	17	97
Total		203,448	12,100	215,548	251,212
Expenditure on					
Charitable Activities	5				
Charitable expenditure		163,872	12,100	175,972	209,074
Other		22,762	-	22,762	45,584
Total		186,634	12,100	198,734	254,658
Net income / (expenditure)		16,814	-	16,814	(3,446)
Transfers between funds	15	5,022	(5,022)	-	-
Net movement in funds		21,836	(5,022)	16,814	(3,446)
Reconciliation of funds					
Total funds brought forward		42,452	5,022	47,474	50,920
Total funds carried forward		<u>64,288</u>	=	<u>64,288</u>	<u>47,474</u>

Balance Sheet

		Unrestricted funds £	Restricted Funds £	2021 Total Funds £	2020 Total Funds £
	Notes				
Fixed Assets					
Intangible assets	11	7,000	-	7,000	9,000
Tangible assets	12	2,240	-	2,240	1,324
		9,240	-	9,240	10,324
Current Assets					
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
Creditors					
Amounts falling due within one year	14	(7,633)	-	(7,633)	(24,118)
Net Current Assets		55,048	-	55,048	37,150
Total Assets Less Current Liabilities		64,288	-	64,288	47,474
Net Assets		<u>64,288</u>	=	<u>64,288</u>	<u>47,474</u>
Funds	15				
Unrestricted funds				64,288	42,452
Restricted funds				-	5,022
Total funds				<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.	Donations and Legacies	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 £
Income and endowments from			
Donations and legacies	214,396	-	214,396
Charitable activities			
Other voluntary income	36,719	-	36,719
Investment income	97	-	97
Total	<u>251,212</u>	=	<u>251,212</u>
Expenditure on			
Charitable activities			
Charitable expenditure	209,073	-	209,073
Other	45,585	-	45,585
Total	254,658	-	254,658
Net Income/(Expenditure)	<u>(3,446)</u>	=	<u>(3,446)</u>
Reconciliation of funds			
Total funds brought forward	45,898	5,022	50,920
Total funds carried forward	<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	<u>1,473</u>	<u>14,538</u>
	<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	<u>2,345</u>	<u>18,326</u>
	<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
Unrestricted funds				
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>
Restricted funds				
Restricted funds	5,022	-	(5,022)	-
Total funds	<u>47,474</u>	<u>16,814</u>	<u>=</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 £
Unrestricted funds	203,448	(186,634)	16,814
Restricted funds			
National Lottery Heritage Fund	12,100	(12,100)	-
Total funds	<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 £
Unrestricted funds			
General funds	45,898	(3,446)	42,452
Restricted funds			
Restricted funds	5,022	-	5,022
Total funds	<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 £
Unrestricted funds			
General funds	251,212	(254,658)	(3,446)
Total funds	<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:

	1 April 2019 £	Net movement in funds £	Transfers between funds £	31 March 2021 £
Unrestricted funds				
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>
Restricted funds				
Restricted funds	5,022	-	(5,022)	-
Total funds	<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 £
Unrestricted funds			
General funds	454,660	(441,292)	13,368
Restricted funds			
National Lottery Heritage Fund	12,100	(12,100)	-
Total funds	<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 £
Income and endowments		
Donations and Legacies		
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>
Investment Income		
Deposit account interest	17	97
Charitable activities		
Training and consultancy	12,649	36,719
Total incoming resources	<u>215,548</u>	<u>251,212</u>
Expenditure		
Management costs		
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 £
Finance		
Bank charges	69	96
Governance costs		
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>
Net income / (expenditure)	<u>16,814</u>	<u>(3,446)</u>

This page does not form part of the statutory financial statements