

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

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Registered charity number (Scotland): SC044490

Registered office and administrative address: 4th 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 like 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 5th 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.



12th 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 £
Income from					
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>
Expenditure on charitable activities					
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>
Reconciliation of funds					
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 £
Fixed assets					
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>
Current assets					
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>
Creditors					
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>
Funds	14				
Unrestricted funds		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:

5th 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 £
Income and endowments from			
Donations and legacies	169,230	18,402	187,632
Charitable activities			
Other voluntary income	47,663	-	47,663
Investment income	453	-	453
Total	<u>217,346</u>	<u>18,402</u>	<u>235,748</u>
Expenditure on charitable activities			
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>
Reconciliation of funds			
Total funds brought forward	46,282	12,300	58,582
Total funds carried forward	<u>39,827</u>	<u>2,827</u>	<u>42,654</u>

10. Intangible fixed assets

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

11. Tangible fixed assets

	Fixtures and Fittings £	Computer Equipment £	Totals £
Cost			
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>
Depreciation			
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>
Net book value			
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
	£	£	£
Unrestricted funds			
General fund	39,827	10,912)	28,915
Restricted funds			
Trusts and foundations	2,827	(1,827)	1,000
Total funds	<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
	£	£	£
Unrestricted funds			
General fund	207,209	218,121	(10,912)
Restricted funds			
Welsh Government grant	24,923	24,923	-
Trusts and Foundations	-	1,827	(1,827)
Total funds	<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
	£	£	£
Unrestricted funds			
General fund	46,282	(6,455)	39,827
	<u>46,282</u>	<u>(6,455)</u>	<u>39,827</u>
Restricted funds			
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
	£	£
Income and endowments from		
Donations and legacies		
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>
Investment income		
Deposit account interest	607	453
Charitable activities		
Training and consultancy	36,381	47,663
Total incoming resources	<u>232,132</u>	<u>235,748</u>
Expenditure		
Expenditure on charitable activities		
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>

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	2025 total funds	2024 total funds
	£	£
Finance	<u>78</u>	<u>145</u>
Bank charges		
Governance costs		
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

