SEEN LTD

England & Wales · Charity number 1148979

Details

Other names	CROSSWAY PREGNANCY CRISIS CENTRE LTD, SEEN LTD, CPCC
Status	Registered
Legal form	Charitable company
Company number	08010183
Registered	2012-09-17
Register	View on the Charity Commission register

Contact

Address	SEEN Charity The Crossway 306 Richmond Road Twickenham
Phone	02088928483
Email	fay.hamilton@seen.charity
Website	www.seen.charity

Activities

Objects: 1) THE ADVANCEMENT OF EDUCATION IN THE SUBJECT OF SEX AND RELATIONSHIPS, PREGNANCY AND THE TERMINATION OF PREGNANCY. 2) RELIEF IN NEED AND DISTRESS CAUSED BY UNPLANNED PREGNANCY OR PREGNANCY LOSS IN PARTICULAR BUT NOT EXCLUSIVELY BY PROVIDING ADVICE, COUNSELLING AND SERVICES.3) THE PROVISION OF GOODS AND SERVICES TO NEEDY APPLICANTS TO THE CHARITY.4) THE PROMOTION OF SUCH OTHER CHARITABLE PURPOSES WHICH MAY CONVENIENTLY BE CARRIED ON IN CONNECTION WITH THE ABOVE OBJECTS.

Activities: SEEN is a Twickenham based charity that provides free, confidential and non-directive support to women and men affected by unplanned pregnancy and pregnancy loss. SEEN also provides a befriending service for pregnant women.SEEN offers courses in RSE in schools and youth clubs and delivers the 'I AM project' courses in a local prison focussing on maintaining positive and healthy relationships.

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Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Hounslow
- Kingston Upon Thames
- Richmond Upon Thames
- Surrey

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£125,399	£128,627	-	-
2023-12-31	£119,985	£109,106	-	-
2022-12-31	£110,939	£112,424	-	-
2021-12-31	£85,530	£94,314	-	-
2020-12-31	£105,792	£86,955	-	-

Trustees

Name	Role	Appointed
BRIDGET ANNE WALLACE	Chair	2025-01-21
Angharad Carys Thomas		2025-08-02
David Labouchardiere		2019-09-23
Lesley Anne Benge		2025-01-21
Michael John Parker		2025-06-16
Nicki Klass		2019-05-16
Rosalind Moody		2024-06-26

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SEEN LTD

England & Wales - Charity number 1148979

Accounts



SEEN Ltd

Annual Report and Accounts 2024

(For the year ended 31st December 2024)

SEEN Ltd Registered charity no. 1148979 Registered company no. 8010183

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INTRODUCTION FROM THE CHAIR

I re-joined the board of SEEN in January 2025 and assumed the role of Chair in March 2025, having been a volunteer listener throughout the life of the charity, in addition to being a volunteer educator and trainer, the Centre Director, and then a trustee between 2015 and 2021.

It has been exciting to begin to lead a vibrant group of volunteers and staff members, united in their determination to reach out with compassion and care to those struggling with life-changing decisions, with deep bereavement, and with the challenges of navigating relationships safely in our rapidly changing world.

During 2024 the listening service was strengthened with the recruitment of 6 trainee counsellors and the launch of a listening hub in the Greenwood Centre, Hampton Hill. Demand for support following unexpected pregnancy rose by 50% and 57% more clients sought help following abortion.

The work in schools expanded, leading to opportunities to teach 332 young people in four new schools.

A new Prison Coordinator was appointed and trained in running the I Am course, which was attended by 17 women in Bronzefield prison.

In addition to all this SEEN celebrated our 25th Anniversary with a Dinner Dance at York House in May, as our year as one of the Mayor of Richmond's chosen charities drew to a close. A celebratory afternoon tea was held at Asgill House, Richmond, in September.

We all owe a great debt of gratitude to Michael Parker, Chair of the charity from March to December when ill health intervened, and to Vice-Chair David La Bouchardiere who stepped into the role of Chair at that point and successfully recruited three new trustees. Michael wisely began a thorough review of the governance of the charity following the recent expansion of our activities, and to help us prepare well for further expansion in due course.

Talk of expansion, whether in the recent past or in the future, is, however, entirely dependent on the generosity of many individuals and trust funds. Many have donated money to enable the work to take place, or given generously of their time to run events which expand our supporter base. This not only increased our income, but also grew our profile, enabling more of those in crisis to find us.

On behalf of the trustees of SEEN I want to thank everyone who has been part of our journey this year. Your enthusiasm, hard work, generosity and kindness has made a real difference to many!

Anne Wallace

Chair of Trustees from March 2025

GENERAL INFORMATION

Address	SEEN Ltd 306 Richmond Road Twickenham, Middlesex TW1 2PD
Website	www.seen.charity
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	Michael Parker David La Bouchardiere Nicki Klass Rosalind Moody Lesley Benge Anne Wallace Gillian Hudson

The Trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

BRIEF HISTORY

SEEN, formerly The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd.* This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

1. free, confidential, and unbiased counselling, listening and support to those experiencing any pregnancy crisis, and
2. unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

OUR VALUES

At the heart of our charity lies a deep commitment to supporting people through some of life's most difficult and personal moments. Our values guide everything we do — from how we interact with individuals to how we shape our services and advocate for change.

Support

We offer non-judgmental, compassionate care to those who are in pain and struggling with **unplanned pregnancies** or **pregnancy loss**. Everyone deserves to be heard, understood, and supported — and we're here to walk alongside our clients with empathy and respect.

Empower

We are passionate about helping people build **self-esteem**, develop **resilience**, and gain the tools they need to make **well-informed decisions** about their lives and their futures. We believe in choice, agency, and the power of personal strength.

Educate

Through inclusive, age-appropriate education, we help young people and adults understand **positive relationships**, **consent**, and **sexual and reproductive health**. Knowledge is power — and education is a key pillar in breaking cycles of stigma, silence, and misinformation.

Nurture

Every individual we work with is treated with **warmth**, **dignity**, and **compassion**. We nurture a safe and professional environment where people feel valued and supported, no matter their background, beliefs, or circumstances.

OUR ETHOS

SEEN is a Christian organisation, and so we believe that all people deserve to be treated with care, compassion, and respect.We are not a campaigning organisation, and we do not have a political agenda. Rather, we offer a safe, non-judgemental, hopeful, and empowering space to our clients, our partners and each other.

We work with women and families facing pregnancy crises – from unplanned pregnancy to pregnancy loss, including miscarriage, ectopic pregnancies, stillbirth, cot death, terminations and more – and we recognise that these can be sensitive issues. Abortion, particularly, can become a controversial issue that divides people in a polarising debate. We choose instead to unite people by meeting our clients at their point of need and never passing judgement. Our goal is to provide listening and practical support so those in crisis can reach a place of resilience and hope for the future.

All SEEN staff and volunteers are appropriately trained and supervised to reflect our ethos. We're committed to working at the highest standards of excellence that we can and practice within all

national legal frameworks and professional guidelines, including safeguarding and anti-discrimination legislation.

We are organisational members of the British Association of Counselling and Psychotherapy (BACP) and adhere to the BACP ethical framework. We take seriously our responsibility to provide a non-directive space for our clients.

As a faith-based organisation, SEEN reserves the right to apply occupational requirements to key counselling and leadership roles, to preserve the Christian ethos of our organisation in line with the Equality Act 2010.

OUR SERVICES – OUTPUTS, OUTCOMES AND IMPACT IN 2024

The work of SEEN provides both Reactive and Preventative support concerning unexpected pregnancy, pregnancy loss and relationships: -



SEEN provides a safe, confidential space for individuals facing unplanned pregnancy or baby loss. We also deliver inclusive, age-appropriate relationship and sex education, designed to empower and nurture our community.

At the heart of all we do is a commitment to supporting people to harness their own resilience, helping them respond to life's challenges with strength and hope.

We are passionate about:

- **Building self-esteem**
- **Developing resilience**
- **Providing tools for informed decision-making**

We recognise the value of **choice**, **agency**, and the **power of personal strength**.

Through our educational programmes, we help young people and adults understand:

- **Positive relationships**
- **Consent**
- **Sexual and reproductive health**

We recognise that **knowledge is power**, and that education is a vital tool for breaking cycles of stigma, silence, and misinformation.

Our counselling listening and practical support equip individuals to make healthy, informed choices and face the future with confidence.

SUMMARY OF ACHIEVEMENTS

We can summarise our activities in 2024 with the follow statistics.

- **117** clients contacted our listening service for one-to-one support
- **772** pregnancy loss sessions
- **17** prisoners taught about healthy relationships and self-esteem
- **332** students taught in local primary and secondary schools
- **1,782** volunteer hours given

Since the Centre opened, we have:

- Supported **3,222 clients**
- Provided education sessions to over **14,096 young people** through our schools service.
- Delivered the 'I Am' course to **71 prisoners**.

ACHIEVEMENTS

- Managed and reduced a waiting list of 30 clients by providing support sessions, implementing new processes for assessments and creating a wider support team for the listening service
- Recruited and trained 6 new trainee counsellors to support the demand for the listening service
- Developed a new training pathway for trainee counsellors to provide support for miscarriage clients
- Implemented new SEEN listening hub at the Greenwood Centre, Hampton Hill
- Established new relationships with schools where we delivered and taught

Outputs and Outcomes

To measure the impact of our services, we use the well-respected PHQ-9 to measure depression and the GAD-7 questionnaire to measure anxiety, asking clients to complete this at the beginning and end of the support programme. Crisis clients are asked to complete a feedback questionnaire.

LISTENING SERVICE

UNPLANNED PREGNANCY SUPPORT

Our vision is for anyone facing the dilemma of an unplanned pregnancy to be offered immediate, free, compassionate and non-judgmental support with a trained listener to think through their thoughts and feelings about their situation. Over the years, the feedback we get from those who use our service tells us how valued and valuable it is. Clients say they couldn't find anything similar elsewhere and that it was often the first place they felt listened to and were able to listen to themselves without feeling any coercion. This is why we offer them the space.

18 UNPLANNED PREGNANCY CLIENTS SUPPORTED

> *"For the impartial listening; I cannot imagine experiencing this with BPAS or similar."*
>
> ***UNPLANNED PREGNANCY CLIENT***

Every year, our clients tell us how grateful they are to have found SEEN at such a critical time in their lives. They also comment that they had no idea that this service existed. We continue to work hard to create links with referrers and other professional bodies to ensure more people are able to access this support at such a crucial time. We endeavour to respond rapidly (within 24 hours) to every query and offer an appointment within the next day or so. Professional standards of listener recruitment and training combine to ensure clients are reassured they will always be given space to explore their own feelings without being judged or coerced to make a decision. Our faith ethos underpins our compassionate and non-judgmental response to our clients.

100% DIDN'T FEEL JUDGED BY THEIR LISTENER

80% HELPED ME WORK OUT WHAT TO DO

PREGNANCY LOSS SUPPORT

SEEN has been offering a service supporting women and men who are facing difficulties processing their feelings, thoughts and responses following a pregnancy loss. This established listening service, which operates on a free cost model, offers 10 weekly sessions and we work online and in person. The service is supported by trainee counsellors who have chosen to have their clinical placement with SEEN.

In the last year, we brought on 6 trainee counsellors which has helped to reduce our client waiting list from 30 clients to 2 clients. This has streamlined and made us more efficient as we continue to meet demand.

9 POST-ABORTION CLIENTS SUPPORTED **57** MISCARRIAGE CLIENTS SUPPORTED

772 SESSIONS HELD WITH ALL CLIENTS

"When we felt all doors were closed for us, SEEN was our light at the end of the tunnel. It was recommended to us by our hospital and we are so glad we contacted SEEN. Miscarriage is a very difficult time for anyone and having the support to get through the tough time is crucial. SEEN has made so much of positive impact on our outlook toward the situation."

MISCARRIAGE CLIENT

"The course helps you work through your emotion and grief in stages. It allows you to reflect and grow. My listener was great, I felt completely comfortable and able to express my feelings. The support and time the listeners put in, is amazing and commendable. The charity is doing an excellent job at supporting people."

POST ABORTION CLIENT

78% FELT MORE HOPEFUL AND NOT DEPRESSED

77% FELT NON-SUICIDAL AND WILL NOT SELF-HARM

77% FELT ABLE TO DEAL WITH NORMAL DAILY LIFE

EDUCATION SERVICES

SCHOOLS

Our schools educator and volunteers work within the Department of Education's Relationships and Sex Education and Health Education statutory guidance 2019. Our lesson delivery in 2024 involved

students at KS2,3 and 4 of their education, covering subjects including: puberty, relationships, sexual reproduction and conception to birth.

We aim to educate young people to be prepared and equipped for the changes that adolescence brings. We do this by empowering them with knowledge and awareness that they can use and share to live happy, healthy lives. Our sessions are delivered in an open, interactive environment, allowing pupils to feel free to participate, question and learn.

Membership of Acet UK's Esteem Network and The Sex Education Forum, supported our continued professional development in the field of RSE.

332 **YOUNG PEOPLE RECEIVED RSE LESSONS**

25 **RSE SESSIONS DELIVERED**

"The lessons were delivered very well with a professional and considerate approach to the needs of the cohort. Nel listened to the class teachers and adjusted any slides and resources so that the sessions were successful. The children were able to ask and answer questions comfortably which was the most important thing for us."
Kulvinder Sunda, Year 6 teacher, Heston Primary School

82% **OF YEAR 8 PUPILS RATED THEIR COMMITTED RELATIONSHIP SESSION AS EXCELLENT**

80% **FELT THE COURSE ANSWERED ALL THEIR QUESTIONS AND CONCERNS**

PRISON

The 'I Am Project' is an educational course that we run for women in prison. The course aims to build self-esteem through the creative process and to equip women to make healthy relationship choices.

The 'I Am Project' runs in prison under the NHS mental health team. The course runs over 8 weeks and uses creative self expression through art therapy to facilitate discussion and learning. It is run with a maximum of 8 participants and 2 facilitators.

The group nature of the course allows development of social skills as well as personal growth. Many of the women who have completed the course speak of it with great affection.

The "I Am Project" is a wonderful bonding experience for the participants; and it is a privilege to be able to work with these women through such a course.

17 **PRISONERS PARTICIPATED IN THE 'I AM' PROJECT**

32 **SESSIONS HELD**

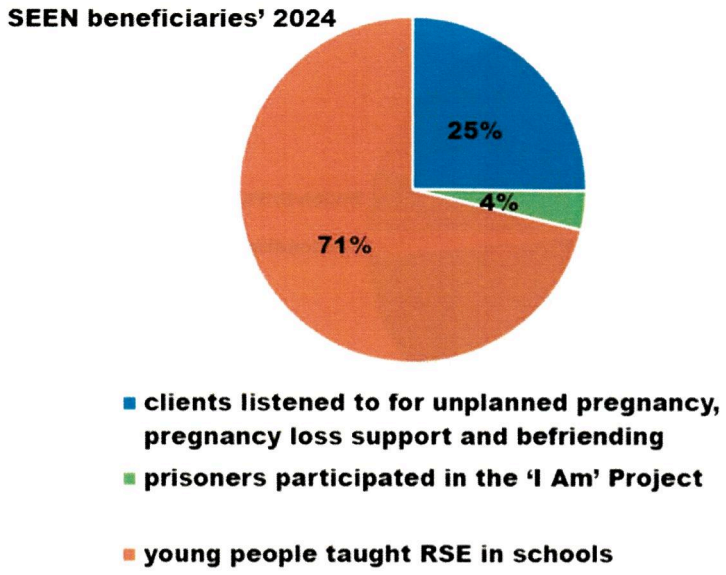
"The course reaffirmed my view of self-worth and sharpened the tools I use to love myself. I found it a wonderful addition to my week and I'm sad that it is over. I will take the sessions with me and treasure the connections I made. This course is invaluable. I want every woman in prison to have had this experience."

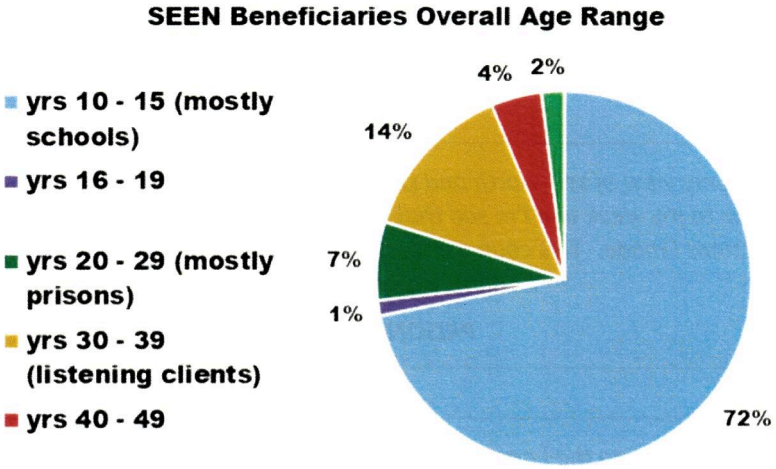
PRISONER

"It's been really valuable having the I am Project at Bronzefield and is something that I know the women here really value, based on their feedback and the rich creative work they create during the group (e.g. poetry, art work etc.). It was a real privilege to recently attend an ending ceremony where women who attended the group were given the opportunity to speak and present their work. I was struck by how inclusive this was and allowed women to celebrate their achievements but also acknowledge the ongoing challenges they will face."

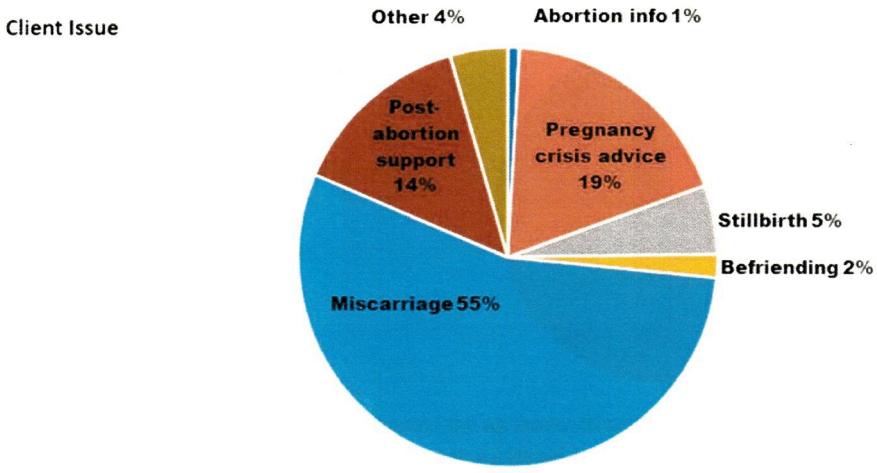
Craig, Senior Clinical Psychologist, Mental Health In-Reach Team

DEMOGRAPHIC ANALYSIS - GENERAL

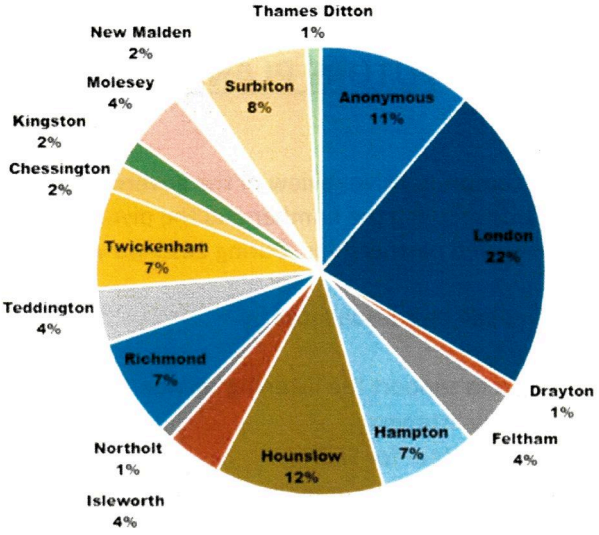




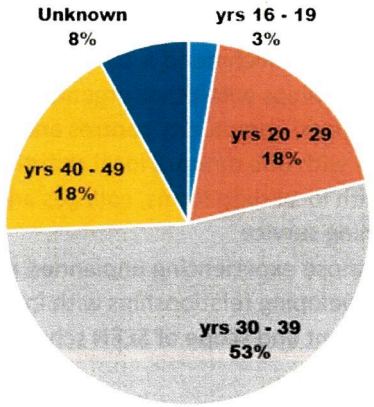
Demographic Analysis - Listening



AREA



AGE RANGES



FUTURE PLANS

SEEN Trustees will complete the comprehensive review of the governance of the charity which began during 2023. This will include growing the number and the diversity of board membership, as well as reviewing existing activities and partnerships. During 2025 we will develop a three-year strategic plan for SEEN.
At the same time recent initiatives will be consolidated by

- Recruiting a second person to support the listening service
- Recruiting and training 3 new listeners
- Recruiting a social media volunteer for SEEN
- Continuing to embed our charity in GP surgeries, Wellbeing clinics and hospitals as the agency to contact for support for those struggling with pregnancy loss and unplanned pregnancies
- Streamlining and updating digital processes for the listening service
- Launching the 'I Am' project in the Richmond area
- Continuing to cultivate relationships with other organisations and charities for referrals and service promotions i.e. Midwives, community centres and social prescribers
- Running a fundraising event with one or more local charities
- Building up relationships with local sixth forms, colleges and universities for 'I Am' project and awareness of our listening service
- Improving our outreach to those experiencing unplanned pregnancy and those in need of post abortion support by developing relationships with local termination clinics
- Reviewing/updating the content and scope of SEEN schools project.

FINANCE

	2023	2024
Income	119,985	125,399
Expenditure	109,106	128,627
Net movement in funds	10,879	(3,228)

Income

In 2024 we saw a £5,414 increase in income compared with 2023. This increase is due to newly received grants, establishing relationships with new schools, and a number of fundraising events. Events included some that were established in previous years, including dinner events, film screenings, and Christmas Wreath-making Workshops. We plan to repeat these on an annual basis.

In addition to generating funds directly, promoting our work through fundraising events has led to an increase in grant match-funding as well as increasing the number of centre clients becoming regular donors.

Expenditure

In 2024, expenditure increased by £19,521 compared with 2023. This was due to the recruitment of a new member of staff to support the listening service, fundraising costs related to the 25th anniversary dinner dance event, and increased IT and website costs.

As a result of these cost increases we recorded a 2024 deficit of £3,228, despite the raised income.

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

The trustees continue to monitor income and expenditure closely, and note that while unrestricted funds were low at the end of year (£11,293) unrestricted grants totalling £20,460.93 were committed during 2024 and due to be paid before the end of February 2025.

Thanks

We can only achieve what we do with the support of many individuals and organisations.

We continue to be hugely grateful to everyone whose support and generosity has enabled SEEN to continue supporting our beneficiaries through 2024.

Schools

We thank the following schools for booking our RSE programme:

The Lady Eleanor Holles School, Hampton

St Paul's Boys, Hammersmith

Twickenham Preparatory School, Hampton

Heston Primary School, Hounslow

Trust and Grants

We are grateful to the following trusts and local organisations for grants and donations made to the charity during 2024:

- City Bridge Trust
- Hampton Fund

- Kingston Charitable Foundation
- Louis Nicholas Residuary Charitable Trust
- Magdalene Hospital Trust
- Marsh Charitable Trust
- National Lottery Awards
- Richmond Foundation
- Sedel-Collings
- Souter
- St Stephens Twickenham PCC
- The Dangoor Awards
- William Grant & Sons

Individual support

We want to thank the many individuals who help us plan financially giving a regular donation, as well as everyone who gave one-off donations or took part in a sponsored events over the past year.

Pro-Bono support

We continue to be grateful to St Stephen's Church for free office space, counselling room facilities and use of other rooms for meetings and events, as well as giving us the opportunity to promote the charity through services and newsletters.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;

c. The provision of goods and services to needy applicants to the charity;

d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to achieve these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;
- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;
- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;
- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

- review organisational performance, staff performance and general morale
- seek to ensure the integrity of our services and that they are in keeping with our statement of faith
- invest in technology and the infrastructure of our Centre
- co-operate and share resources with local organisations
- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

"Within 1-2 months following a pregnancy loss, 18-32% of women experience anxiety disorders, while 11-30% exhibit depressive symptoms, as reported in numerous studies (18, 19).

Frontier in Psychiatry, March 2024

There were 251,377 abortions for women resident in England and Wales in 2022 - the highest number since the Abortion Act was introduced and an increase of 17% over the previous year.
Abortion statistics, England and Wales: 2022 - GOV.UK
https://www.gov.uk/government/statistics/abortion-statistics-for-england-and-wales-2022/abortion-statistics-england-and-wales-2022

Half (50%) of adults in the UK said that they, or someone they know, had experienced pregnancy or baby loss.
Tommy's.org
https://www.tommys.org/baby-loss-support/pregnancy-loss-statistics

Young people who receive effective relationships and sex education are less likely to have an unplanned pregnancy or STI and are more likely to use contraception and condoms.
RSE Government report

The Mental Health Foundation states, 'We urgently need a greater focus on the quality of our relationships. We need to understand just how fundamental relationships are to our health and wellbeing. We cannot flourish as individuals and communities without them. In fact, they are as vital as better-established lifestyle factors, such as eating well, exercising more and stopping smoking.'
https://asknormen.co.uk/news/2016/mental-health-awareness-week-2016-takes-place-from-16-22-may-with-the-theme-of-relationships/

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of SEEN and meet formally six times a year. Further meetings of the trustees and the Centre Director are arranged as needed to respond to matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background
- A trustee with a fundraising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of SEEN Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales[1].

Directors are required to manage the company in accordance with Government rules, as published by Companies House[2], to ensure its success, and act with skill, diligence and integrity.

The trustees and directors who served during the year were as follows.

Trustees & Directors:	Served:
Martin Norfolk	full year service
Michael Parker	Chair March – December
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Rosalind Moody	June - December

Signature Anne Wallace

ANNE WALLACE

CHAIR OF TRUSTEES

19th SEPTEMBER 2025

[1] https://www.gov.uk/government/organisations/charity-commission
[2] https://www.gov.uk/government/organisations/companies-house

SEEN LTD

INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF SEEN LTD

I report to the Trustees on my examination of the financial statements of Seen Ltd (the charity) for the year ended 31 December 2024.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

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

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 that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006.
2 the financial statements do not accord with those records; or
3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or
4 the financial statements 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 financial statements 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 financial statements to be reached.



John Caladine FCCA CTA FCIE
Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Date: 22 September 2025

SEEN LTD

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	**3**	46,774	54,982	101,756	54,921	57,086	112,007
Charitable activities	**4**	3,550	-	3,550	1,768	-	1,768
Other trading activities	**5**	19,676	-	19,676	6,151	-	6,151
Investments	**6**	417	-	417	59	-	59
Total income		70,417	54,982	125,399	62,899	57,086	119,985
Expenditure on:							
Raising funds	**7**	23,148	5,728	28,876	14,457	11,682	26,139
Charitable activities	**8**	61,448	38,303	99,751	35,447	47,520	82,967
Total expenditure		84,596	44,031	128,627	49,904	59,202	109,106
Net income/(expenditure)		(14,179)	10,951	(3,228)	12,995	(2,116)	10,879
Transfers between funds	**19**	-	-	-	(3,402)	3,402	-
Net movement in funds	**11**	(14,179)	10,951	(3,228)	9,593	1,286	10,879
Reconciliation of funds:							
Fund balances at 1 January 2024		25,472	13,816	39,288	15,879	12,530	28,409
Fund balances at 31 December 2024		11,293	24,767	36,060	25,472	13,816	39,288

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

SEEN LTD

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Trade and other receivables	**16**	4,940		2,932	
Cash at bank and in hand		34,306		39,376	
		39,246		42,308	
Current liabilities	**17**	(3,186)		(3,020)	
Net current assets			36,060		39,288
The funds of the charity					
Restricted income funds	**19**		24,767		13,816
Unrestricted funds	**20**		11,293		25,472
			36,060		39,288

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 19th SEPTEMBER 2025

Anne Wallace

Anne Wallace
Trustee

Company registration number 08010183 (England and Wales)

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

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1 Accounting policies

Company information
Seen Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention
The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern
The Trustees continue to adopt the going concern basis of accounting in preparing the financial statements, although unrestricted reserves are considerably low as set out in note 21.

1.3 Charitable funds
Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income
Income is included in the Statement of Financial Activities when:

i. The charity becomes entitled to the income;
ii. The trustees are virtually certain they will receive the income; and
iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure
Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

1.6 Property, plant and equipment
Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Donations and gifts	24,474	9,583	34,057	47,350	6,611	53,961
Grants	22,300	45,399	67,699	7,571	50,475	58,046
	46,774	54,982	101,756	54,921	57,086	112,007
Grants						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Hampton Fund	-	5,000	5,000	-	9,000	9,000
Richmond Parish Lands	-	5,000	5,000	-	13,032	13,032
Sedel-Collings	10,000	-	10,000	-	-	-
City Bridge Foundation	-	9,722	9,722	-	-	-
National Lottery	-	18,377	18,377	-	-	-
Postcode Lottery	-	-	-	-	18,375	18,375
Other	6,100	7,300	13,400	1,371	10,068	11,439
	22,300	45,399	67,699	7,571	50,475	58,046

4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Support		
Services and Schools	3,550	1,768

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising events	19,676	6,151

6 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	417	59

7 Expenditure on raising funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Fundraising costs						
Staging fundraising events	11,149	-	11,149	3,433	-	3,433
Staff costs	11,999	5,728	17,727	11,024	11,682	22,706
	23,148	5,728	28,876	14,457	11,682	26,139

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

8 Expenditure on charitable activities

	Support 2024 £	Support 2023 £
Direct costs		
Staff costs	79,951	67,234
Office costs	1,875	1,760
Publicity	982	1,141
Subscriptions	949	779
Bank charges	120	120
Sundries	407	521
Training and staff expenses	2,256	1,399
Project costs	3,268	2,571
	89,808	75,525
Grant funding of activities (see note 9)	-	250
Share of support and governance costs (see note 10)		
Support	5,817	3,169
Governance	4,126	4,023
	99,751	82,967
Analysis by fund		
Unrestricted funds	61,448	35,447
Restricted funds	38,303	47,520
	99,751	82,967

9 Grants payable

	Support 2023 £
Grants to institutions:	
Other	250

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

10 Support costs allocated to activities

	2024	2023
	£	£
Insurance	821	786
IT, website & communications	4,996	2,383
Governance costs	4,126	4,023
	9,943	7,192
Analysed between:		
Support	9,943	7,192

Governance costs comprise:	2024 £	2023 £
Independent examination fees	810	756
Accountancy	1,890	1,764
Legal and professional	274	170
Payroll	1,152	1,333
	4,126	4,023

11 Net movement in funds

	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable to the charity's independent examiner:		
- for the independent examination of the charity's financial statements	810	756
- for tax advisory services	1,152	1,333
- for other financial services	1,890	1,764

12 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

13 Employees

The average monthly number of employees (including part-time employees) during the year was:

	2024	2023
	Number	Number
	7	7

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

13 Employees (Continued)

Employment costs	2024 £	2023 £
Wages and salaries	96,190	88,581
Other pension costs	1,488	1,359
	97,678	89,940

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel (which includes gross pay, employer national insurance and pension contributions) is as follows.

	2024 £	2023 £
Aggregate compensation	28,032	25,047

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

15 Property, plant and equipment

	Computers £
Cost	
At 1 January 2024	3,768
At 31 December 2024	3,768
Depreciation and impairment	
At 1 January 2024	3,768
At 31 December 2024	3,768
Carrying amount	
At 31 December 2024	-

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

16 Trade and other receivables

Amounts falling due within one year:	2024 £	2023 £
Other receivables	4,361	2,400
Prepayments and accrued income	579	532
	4,940	2,932

17 Current liabilities

	2024 £	2023 £
Other taxation and social security	486	500
Accruals and deferred income	2,700	2,520
	3,186	3,020

18 Retirement benefit schemes

Defined contribution schemes	2024 £	2023 £
Charge to profit or loss in respect of defined contribution schemes	1,488	1,359

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

19 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2024 £	Incoming resources £	Resources expended £	Transfers £	At 31 December 2024 £
Listening Project	1,262	40,260	(16,755)	-	24,767
Education Fund	1,606	-	(1,606)	-	-
Hampton Fund	1,937	5,000	(6,937)	-	-
Schools Co-ordinator	9,011	-	(9,011)	-	-
Prisons	-	9,722	(9,722)	-	-
	13,816	54,982	(44,031)	-	24,767

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

19 Restricted funds (Continued)

Previous year:	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
Salaries, training & IT	-	8,483	(11,885)	3,402	-
Listening Project	-	9,038	(7,776)	-	1,262
Staffing Fund	-	21,554	(21,554)	-	-
Education Fund	2,377	-	(771)	-	1,606
Hampton Fund	-	9,000	(7,063)	-	1,937
National Lottery Fund	9,547	-	(9,547)	-	-
Rebranding Fund	262	-	(262)	-	-
Refurbishment Fund	344	-	(344)	-	-
Schools Co-ordinator	-	9,011	-	-	9,011
	12,530	57,086	(59,202)	3,402	13,816

Salaries, training and IT - This grant from Richmond Parish Lands is for salaries, training and IT costs. These funds were utilised in 2023 and the fund is now closed.

Listening Project - This fund supports the staffing costs of the lead counsellor for the Listening project. The Listening Project provides free and confidential support sessions for someone with a crisis pregnancy (unplanned / fetal anomaly) needs and courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. Income in 2024 includes £18,377 from The National Lottery Community Fund, and £5,000 from Richmond Parish Lands among other grants.

Staffing Fund - This fund represented monies received to cover staff costs. These funds were utilised in 2023 and the fund is now closed.

Education Fund - This fund represents grants to cover the costs of training and education staff salaries.

Hampton Fund - This fund represents monies received from the Hampton Fund to be used for core costs including the Directors Salary.

National Lottery Fund - This Fund represents monies given for the expansion of the Green Wood Community Centre. These funds were utilised in 2023 and the fund is now closed.

Rebranding Fund- This fund represents monies given to fund the rebranding of Crossway Pregnancy Centre to SEEN. These funds were utilised in 2023 and the fund is now closed.

Refurbishment Fund - Represents monies given for the refurbishment of the counselling room. These funds were utilised in 2023 and the fund is now closed.

Schools Co-ordinator - Money raised from the December 2023 BigGive campaign for the Schools Co-ordinator post.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

20 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
General funds	25,472	70,417	(84,596)	-	11,293

Previous year:	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
General funds	15,879	62,899	(49,904)	(3,402)	25,472

21 Analysis of net assets between funds

	Unrestricted funds 2024	Restricted funds 2024	Total 2024
	£	£	£
At 31 December 2024:			
Current assets/(liabilities)	11,293	24,767	36,060
	11,293	24,767	36,060

	Unrestricted funds 2023	Restricted funds 2023	Total 2023
	£	£	£
At 31 December 2023:			
Current assets/(liabilities)	25,472	13,816	39,288
	25,472	13,816	39,288

22 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

SEEN LTD

England & Wales - Charity number 1148979

Accounts



SEEN Ltd

Annual Report and Accounts

For the Year Ended 31 December 2023

Charity Number: 1148979

Registered in England and Wales: 8010183

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INTRODUCTION FROM THE CHAIR

In 2023, we saw 100% of our clients come to us for unplanned pregnancy and pregnancy loss support via professional organisations and friends or relatives compared to 38% in 2022.

We made an interesting and unusual observation at the end of the year when we noticed that all those clients who contacted us in 2023 had been referred to Seen by personal contacts from a range of local organisations, and other word-of-mouth conversations. Although we continue to invest in our online activities, and we believe it will be significant part of our future, it was curious to note that all clients had come to other via very personal routes instead of using the internet. This suggests that the area of pregnancy crisis and loss will always be a particularly personal issue for all those involved and that sometimes the internet may be too abstract and impersonal.

Our schools work continued in 2023, even though several different people held the role during the year, and we still reached over 120 young people through the delivery of RSE content. This is a challenging subject for teachers within schools to deliver and, so, schools have welcomed the mature and balanced content that we have been able to deliver.

Similarly, our work in a local women's prison continues to be welcomed. Feedback from those who completed the course was very positive and some spoke again of the overwhelming beneficial impact the course had on their lives. The 'I AM' course addresses such subjects as self-respect and appropriate personal boundaries and the whole course was delivered three times throughout the year, such was its success.

The year ended with continuing strong demand for our listening services and a growing backlog of clients asking for help. Despite the organisational challenge of reducing the backlog, we are encouraged to have completed 526 client support sessions throughout the year and to have done so with huge thanks to our committed base of supporters. Without these supporters, Seen could not continue to exist and we continue to be grateful to them and their commitment to our mission.

As I wrote last year, thank you to everyone who has been involved with us this year – supporters, donors, volunteers, staff and even clients who returned to give their helpful feedback. If you are touched by any part of our work, I would encourage you to consider becoming involved in whatever way you can.

Thank you,
Martin Norfolk
Chair of the Trustees, 2023

GENERAL INFORMATION

Address	SEEN Ltd St Stephens Church, The Crossway Building Twickenham, Middx TW1 2PD
Website	www.seen.charity
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	David La Bouchardiere Nicki Klass Martin Norfolk Michael Parker Ros Moody

BRIEF HISTORY

SEEN, formerly The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd*. This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

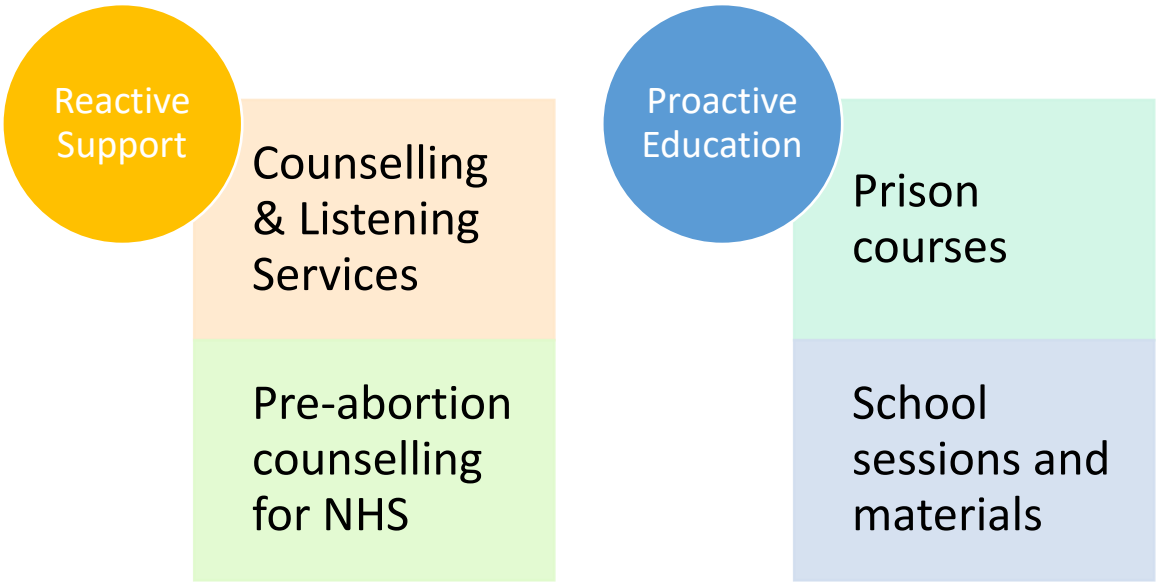
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

We offer services grouped in four areas of activity. These areas of activity are listening and counselling services for pregnancy crisis clients, education services for young people, and relationship and well-being services for prisoners.



We have provided as many free and confidential support sessions each person or couple needs and wants for a crisis pregnancy.

We have provided a 10-step course, called 'Step by Step' and 'Purple Door', for anyone struggling after pregnancy loss including abortion, miscarriage or still birth.

We have created a befriending support service to anyone who is continuing with a pregnancy in difficult circumstances.

We have provided a free pregnancy testing service.

We have taught young people in local primary and secondary schools, and teenagers in youth clubs, about puberty, sex, relationships, unplanned pregnancy choices, and resilience.

We have provided the 'I Am' relationships course to women in prison.

Activity Statistics

We can summarise our activities in 2023 with the follow statistics.

- 136 clients contacted our listening service for one-to-one support
- 33 patients were seen at West Middlesex Hospital
- 526 pregnancy loss sessions
- 24 prisoners taught about healthy relationships and self-esteem
- 120 students taught in schools and youth clubs
- 1,454 volunteer hours given

Since the Centre opened, we have supported 3,105 clients and provided education sessions to over 13,764 young people through our schools service. We have also delivered the 'I Am' course to 54 prisoners.

Achievements

- Being selected as one of the Mayor of Richmond's chosen charities
- Nel Holland became our new Schools Coordinator and re-stablished schools work
- 100% of our unplanned pregnancy and pregnancy loss clients came to us for support via professional organisations and friends/relatives, compared to 38%in 2022
- Our listeners are currently supporting 20 clients, the most we have ever had at one time
- We saw a 30% increase in pregnancy loss clients, supporting 39 in 2022 and 51 in 2023
- Our prisons team increased from 2 to 3 facilitators
- Our befriending team supported 3 clients through their pregnancy journeys after prior pregnancy loss
- SEEN became an organisational member of BACP (British Association for Counselling and Psychotherapy)

FEEDBACK

With full permission, we include here some of the encouraging feedback received from those people receiving our services, whether as clients of our personal listening and counselling services, or from our work in schools and prison.

From clients experiencing pregnancy crisis

"Such a supportive and understanding session with my listener, couldn't ask for a more empathetic and knowledgeable person to talk to about this. I've used seen twice and both times have been incredible in terms of helping me through some of the most difficult times in my life."

From clients experiencing pregnancy loss

"It was the best thing that happened to me after my abortion, I can not thank SEEN enough. Or stress the positive impact it had on my recovery. Personally, it would have been impossible to pay for therapy, and being alone in the UK dealing with the feelings from my termination while studying and trying to find a way would have been so destructive if I had to go through it by myself. The attention of all the professionals that I spoke too, and my listener was amazing. I feel all the women from this area should be knowledgeable of SEEN existence, terminations and miscarriages can be so lonely and this charity was a little bit like my guidance through the dark."
POST ABORTION CLIENT

"The SEEN charity is an essential lifeline for those going through the trauma of pregnancy loss, the impact of which on mental health cannot be underestimated. Without a service like this, my recovery from this ordeal would have been many times harder and taken far longer. This sort of service should and needs to be available to all people going through this traumatic experience."
MISCARRIAGE CLIENT

From professional services who refer clients to us for unplanned pregnancy and pregnancy loss

"The service offered and facilitated by the highly experienced SEEN volunteers was exceptionally warm and resilient. Pitched to the service users with such warmth that they spent the length of time they did talking to the volunteers. This was despite them being initially being unsure and not confident in the meaning of the service or if it applied to them.

The accessibility of the service is second to none I've come across before.

Thank you SEEN for supporting the young people I work with in Hounslow."

Victoria Scott aka Vic Adolescent Support Team Practitioner LBH

From young people and teachers experiencing our schools work

'Thank you so much for today. It is so lovely to have guests into school and you are so enthusiastic, informative and amenable.'

'SEEN were informative, engaging, personable, tried to get all students involved by using their names, plus the students enjoyed getting up and getting up and being interactive with the Life Line Game.'

'The lessons were delivered very well with a professional and considerate approach to the needs of the cohort. Nel listened to the class teachers and adjusted any slides and resources so that the sessions were successful. The children were able to ask and answer questions comfortably which was the most important thing for us.'
Heston Primary School

(July 2024)

From prisoners who have completed the 'I Am' course at Bronzefield Prison

"I've learn't to love myself more and that I am worth something. I felt that I was invisible."

"The "I AM Project" is a course about unhealthy relationships and about learning to respect yourself, have confidence to say no and teaches you confidence, self-worth, self-love ad that you don't need to change who you are!

This course has changed my life in every sense. It gave me the courage and confidence to end the toxic, abusive, controlling relationship I was in!

Its taught me how to put myself first. It's taught me that I am worthy. It's given me confidence in myself. Its taught me that I deserve to be loved for who I am and that I have the power to say no. And how to see the positives not just negatives. Its taught me to face my fears. It's shown me that it's okay to try thing outside my comfort zone!

It's shown me how to open up and not bottle things away.

It's reminded me that beauty isn't hats on the outside, its what's on the inside that matters."

"This course is activity based and it really opens your eyes to see what's unhealthy and how you can change that. I was very doubtful at the start of the course, but it has really heled to change my life and take back control.

I would really recommend this course to everyone and I would do it all over again."

Summer course 2024, Bronzefield Prison

FUTURE PLANS

Looking forward to 2024, we want to drive deeper, not wider through the following:

- Cultivate relationships with other organisations for referrals and service promotions i.e. Midwives, community centres and social prescribers
- Build up relationships with local sixth forms, colleges and universities for 'I Am' project and awareness of our listening service
- Improve our outreach to those experiencing unplanned pregnancy and those in need of post abortion support by developing relationships with local termiantion clinics
- Grow and develop the schools work to be more established and increase and train volunteer team

2. Start delivering the 'I Am' project in the Community and in other London prisons

The Centre Director, Fay Hamilton, who leads this work is committed to pursuing these aims in 2024. These aims have been agreed as follows.

1. **Further outreach work for clients and young people** – by raising awareness of our services through setting up SEEN network hubs in community centres, wellbeing centre and via universities, colleges and local organisations (e.g. GP surgeries, health professionals, social prescribers), increasing our presence on social media.

2. **To create a new in-house SEEN training course for pregnancy loss programme –** develop A two day course for new volunteers to be trained to become a qualified listener at SEEN and support regnancy loss clients

3. **To expand our counselling team and the listening programme –** recruit and train a second trainee counsellor to support our lead counsellor with the increasing demand of clients and expansion of volunteer listeners.

4. **To deliver the 'I AM' project to participants in prison -** meet the demand for the course, by expanding the team with new volunteers and delivering one extra course in 2024

OUR FINANCES

Our income for 2023 was £119,985 compared to £110,939 in 2022. We believe the rise in income is due to a couple of factors including an emergency appeal at the end of the year where we received £19,000 from our supporters. We recorded a net deficit of £10,879.

Income from fundraising events has become more established with annual events being repeated such as Curry nights, a Christmas Screening of 'Elf' and Christmas Wreath-making Workshops plus we attended several local fairs along with regular standing orders too.

Our schools work got back on track with a newly trained Schools Coordinator who delivered lessons in Heston Primary School. Plus, we spent time trying to rebrand the service and contacting new school targets

Our expenditure reduced by 3% due to the reduced amount of marketing on the services as the listening service seemed to promote itself through the NHS.

We are grateful to the following trusts and local organisations for grants and donations made to the charity during 2023:

- Hampton Fund
- Grocers Hall
- Kew Village Market
- Kingston Charitable Foundation
- Marsh Charitable Trust
- Peskin Trust
- Postcode Lottery
- Richmond Parish Lands
- Souter
- St Stephens Twickenham PCC

We continue to be grateful to St Stephen's Church as well for free office, counselling room facilities and use of other rooms for meetings and events, and opportunity to promote the charity through services and newsletters.
We want to thank the many individuals who support us in so many ways; one off donations; regular giving (which helps us plan financially); attending our events; and taking part in sponsored events and particularly the Mayor of Richmond for selecting us as her chosen charity.
We can only achieve what we do with the support of many individuals and organisations.

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

We are constantly working to improve our funding stream and to make the most of every pound donated to the charity.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;

c. The provision of goods and services to needy applicants to the charity;

d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to reach these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Unplanned pregnancy, abortion and miscarriage are common experiences which can be hard to cope with alone and can be a mental health risk without appropriate support. Also, young people now have the challenge of having to navigate social media at the same time as sex and relationships.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;

- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;

- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;

- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

• review organisational performance, staff performance and general morale

• seek to ensure the integrity of our services and that they are in keeping with our statement of faith

• invest in technology and the infrastructure of our Centre

• co-operate and share resources with local organisations

- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

> "1 in 4 pregnancies end in pregnancy loss, and 29% of women who suffer a miscarriage showing symptoms of PTSD a month later"
>
> **The Miscarriage Association**
> www.miscarriageassociation.org.uk/?s=statistics

> "emotional support after miscarriage is often not available from the Health System"
>
> **NHS Review**
> www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Available-Support-for-Pregnancy-Loss.pdf

> "6-10% of women experience domestic violence in a given year, and over 1/3 of this starts or gets worse when a woman is pregnant"
>
> **Best Beginnings**
> www.bestbeginnings.org.uk/domestic-abuse

> "1 in 3 women experience abortion at some time in their lives"
>
> **British Pregnancy Advisory Service (BPAS)**
> https://www.bpas.org/abortion-care/considering-abortion/

> "many female offenders are often vulnerable ere is evidence that a specific approach is most effective in helping women to... turn their lives around."
>
> **Prison Reform Trust**, quoting Government White Paper
> www.prisonreformtrust.org.uk/Portals/0/Women%27s%20Centre%20Proposal%202017.pdf

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of SEEN and meet formally six times a year. Further meetings of the trustees and the Centre Director are often arranged as needed to respond to particular matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff. The Centre Director performs the primary management role in leading day-to-day operations, overseeing the delivery of our services, managing staff and reporting to the Board of Trustees.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

The main risks that the Governors have identified and the plans to manage those risks are:

- **Reputation**. The Centre's success is built on its reputation for confidential and unbiased services. We manage this risk through safeguarding policies, staff recruitment policies, pastoral support for both clients and staff and active identification and resolution of health and safety related issues, and data protection measures. Delivery of our services is monitored through continual professional development and supervision, and through analysis of feedback obtained from service users.

- **Finances**. We are only able to function with the support of our donors. This risk is managed by continually committing our activity to God in prayer and by fund-raising diligently. We constantly strive to improve our communications and to act with integrity in all matters. It is in response to obligations that we always seek to have sufficient funds to wind down our activities, should this become necessary.

- **Client welfare**. Confidential and unbiased counselling and listening services, provided in one-to-one sessions, are one of our core services. We manage any possible risk to our clients' welfare by making supervision a requirement for all listeners, and this takes place in small groups run by supervisors, who are experienced Counsellors. Where necessary it is also available on a one-to-one basis in between supervision sessions from the Listening Coordinator or supervisors.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are considered to be constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background
- A trustee with a fund-raising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of SEEN Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales[1].

Directors are required to manage the company in accordance with Government rules, as published by Companies House[2], to ensure its success, and act with skill, diligence and integrity.

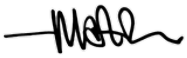
[1] https://www.gov.uk/government/organisations/charity-commission
[2] https://www.gov.uk/government/organisations/companies-house

The trustees and directors who served during the year were as follows.

Trustees & Directors:	Served:
Martin Norfolk, Chair	full year service
Heather Hall, Listening Services	January to October
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Nicola Patel, HR and Operations	January to October

Non-executive Director:

Fay Hamilton (Centre Director)	full year service



Martin Norfolk
Chair of Trustees, 2023
30th August 2024

SEEN LTD

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF SEEN LTD

I report to the Trustees on my examination of the financial statements of Seen Ltd (the charity) for the year ended 31 December 2023.

Responsibilities and basis of report

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

Having satisfied myself that the financial statements of the charity 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 the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable 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 that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2 the financial statements do not accord with those records; or
3 the financial statements 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 financial statements 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 financial statements to be reached.

John Caladine FCCA CTA FCIE

Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Dated: .....

SEEN LTD

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	**5**	54,921	57,086	112,007	33,557	56,780	90,337
Charitable activities	**6**	1,768	-	1,768	3,913	-	3,913
Other trading activities	**7**	6,151	-	6,151	16,664	-	16,664
Investments	**8**	59	-	59	25	-	25
Total income		62,899	57,086	119,985	54,159	56,780	110,939
Expenditure on:							
Raising funds	**9**	14,457	11,682	26,139	19,488	5,964	25,452
Charitable activities	**10**	35,447	47,520	82,967	44,222	42,750	86,972
Total expenditure		49,904	59,202	109,106	63,710	48,714	112,424
Net income/(expenditure)		12,995	(2,116)	10,879	(9,551)	8,066	(1,485)
Transfers between funds	**19**	(3,402)	3,402	-	(49)	49	-
Net movement in funds	**3**	9,593	1,286	10,879	(9,600)	8,115	(1,485)
Reconciliation of funds:							
Fund balances at 1 January 2023		15,879	12,530	28,409	25,479	4,415	29,894
Fund balances at 31 December 2023		25,472	13,816	39,288	15,879	12,530	28,409

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

SEEN LTD

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2023

	Notes	2023 £	£	2022 £	£
Current assets					
Trade and other receivables	**15**	2,932		520	
Cash at bank and in hand		39,376		31,282	
		42,308		31,802	
Current liabilities	**16**	(3,020)		(3,393)	
Net current assets			39,288		28,409
The funds of the charity					
Restricted income funds	**19**		13,816		12,530
Unrestricted funds			25,472		15,879
			39,288		28,409

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2023.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 31st July 2024

.....
Mr M F Norfolk
Trustee

Company registration number 08010183 (England and Wales)

1 Accounting policies

Company information

Seen Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is included in the Statement of Financial Activities when:

i. The charity becomes entitled to the income;
ii. The trustees are virtually certain they will receive the income; and
iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure

Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

1 Accounting policies (Continued)

1.6 Property, plant and equipment

Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity’s contractual obligations expire or are discharged or cancelled.

1 Accounting policies (Continued)

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Net movement in funds

	2023	2022
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	720	720

4 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

5 Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Donations and gifts	47,350	6,611	53,961	25,107	3,094	28,201
Grants	7,571	50,475	58,046	8,450	53,686	62,136
	54,921	57,086	112,007	33,557	56,780	90,337
Grants receivable for core activities						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Hampton Fund	-	9,000	9,000	-	9,000	9,000
Richmond Parish Lands	-	13,032	13,032	-	12,039	12,039
St Margaret's Fair	-	-	-	2,250	250	2,500
National Lottery	-	-	-	-	9,547	9,547
Postcode Lottery	-	18,375	18,375	-	13,328	13,328
Albert Hunt	-	-	-	-	2,000	2,000
Other	1,371	10,068	11,439	-	7,522	7,522
	7,571	50,475	58,046	8,450	53,686	62,136

6 Income from charitable activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Support		
Services and Schools	1,768	3,913

7 Income from other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fundraising events	6,151	16,664

8 Income from investments

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Interest receivable	59	25

9 Expenditure on raising funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Fundraising costs						
Fundraising events	3,433	-	3,433	6,959	-	6,959
Consultancy, administrative and advertising costs	-	-	-	2,335	-	2,335
Staff costs	11,024	11,682	22,706	10,194	5,964	16,158
	14,457	11,682	26,139	19,488	5,964	25,452

10 Expenditure on charitable activities

	Support	Support
	2023	2022
	£	**£**
Direct costs		
Staff costs	67,234	68,999
Office costs	686	1,464
Publicity	1,141	3,216
Subscriptions	779	1,280
Bank charges	120	162
Sundries	521	602
Training and staff expenses	1,399	1,582
Project costs	3,645	2,415
	75,525	79,720
Grant funding of activities (see note 11)	250	-
Share of support and governance costs (see note 12)		
Support	3,169	2,872
Governance	4,023	4,380
	82,967	86,972
Analysis by fund		
Unrestricted funds	35,447	44,222
Restricted funds	47,520	42,750
	82,967	86,972

11 Grants payable

	Support
	2023
	£
Grants to institutions:	
Other	250

12 Support costs allocated to activities

	2023	2022
	£	£
Insurance	786	749
IT, website & communications	2,383	2,123
Governance costs	4,023	4,380
	7,192	7,252
Analysed between:		
Support	7,192	7,252

Governance costs comprise:	2023 £	2022 £
Accountancy	2,520	2,760
Legal and professional	170	-
Bookkeeping and payroll	1,333	1,620
	4,023	4,380

13 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

14 Employees

The average monthly number of employees (including part-time employees) during the year was:

	2023 Number	2022 Number
	7	8

Employment costs	2023 £	2022 £
Wages and salaries	88,581	84,193
Other pension costs	1,359	964
	89,940	85,157

There were no employees whose annual remuneration was more than £60,000.

14 Employees (Continued)

Remuneration of key management personnel

The remuneration of key management personnel (which includes gross pay, employer national insurance and pension contributions) is as follows.

	2023	2022
	£	£
Aggregate compensation	25,047	24,327

15 Trade and other receivables

	2023	2022
Amounts falling due within one year:	£	£
Other receivables	2,400	-
Prepayments and accrued income	532	520
	2,932	520

16 Current liabilities

	2023	2022
	£	£
Other taxation and social security	500	873
Accruals and deferred income	2,520	2,520
	3,020	3,393

17 Retirement benefit schemes

	2023	2022
Defined contribution schemes	£	£
Charge to profit or loss in respect of defined contribution schemes	1,359	964

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

18 Related party transactions

There were no disclosable related party transactions during the year (2022 - none).

19 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
Salaries, training & IT	-	8,483	(11,885)	3,402	-
Listening Project	-	9,038	(7,776)	-	1,262
Staffing Fund	-	21,554	(21,554)	-	-
Education Fund	2,377	-	(771)	-	1,606
Hampton Fund	-	9,000	(7,063)	-	1,937
National Lottery Fund	9,547	-	(9,547)	-	-
Rebranding Fund	262	-	(262)	-	-
Refurbishment Fund	344	-	(344)	-	-
Schools Co-ordinator	-	9,011	-	-	9,011
	12,530	57,086	(59,202)	3,402	13,816

Previous year:	At 1 January 2022	Incoming resources	Resources expended	Transfers	At 31 December 2022
	£	£	£	£	£
Salaries and IT	912	-	(912)	-	-
Listening Project	3,503	9,303	(12,806)	-	-
Staffing Fund	-	16,788	(16,788)	-	-
Education Fund	-	2,862	(485)	-	2,377
IT and Digital Fund	-	250	(299)	49	-
Hampton Fund	-	9,000	(9,000)	-	-
I Am Project	-	2,000	(2,000)	-	-
National Lottery Fund	-	9,547	-	-	9,547
Rebranding Fund	-	6,330	(6,068)	-	262
Refurbishment Fund	-	700	(356)	-	344
	4,415	56,780	(48,714)	49	12,530

19 Restricted funds (Continued)

Salaries and IT - This grant from Richmond Parish Lands is for salaries, training and IT costs. The transfer from General funds covers the deficit at 31 December 2023.

Listening Project - This fund supports the staffing costs of the lead counsellor for the Listening project. The Listening Project provides free and confidential support sessions for someone with a crisis pregnancy (unplanned / fetal anomaly) needs and courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. Income in 2023 includes £4,578 from Richmond Parish Lands among other grants.

Staffing Fund - This fund represents monies received to cover staff costs. Among other grants, £18,375 was received from the Postcode Lottery in the year.

Education Fund - This fund represents grants to cover the costs of training and education staff salaries.

IT and Digital Fund - This fund is for the costs of IT equipment, software and other related costs. A transfer has been made from unrestricted funds to cover the fund deficit in the year.

Hampton Fund - This fund represents £9,000 received from the Hampton Fund to be used for core costs including the Directors Salary.

I Am Project - This fund represents monies received to support a 9 session course on relationships using the creative arts. This fund is now closed

National Lottery Fund - This Fund represents monies given for the expansion of the Green Wood Community Centre to be used from February 2023.

Rebranding Fund- This fund represents monies given to fund the rebranding of Crossway Pregnancy Centre to SEEN.

Refurbishment Fund - Represents monies given for the refurbishment of the counselling room.

Schools Co-ordinator - Money raised from the December 2023 BigGive campaign for the Schools Co-ordinator post.

20 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
General funds	15,879	62,899	(49,904)	(3,402)	25,472

Previous year:	At 1 January 2022	Incoming resources	Resources expended	Transfers	At 31 December 2022
	£	£	£	£	£
General funds	25,479	54,159	(63,710)	(49)	15,879

21 Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 December 2023:			
Current assets/(liabilities)	25,472	13,816	39,288
	25,472	13,816	39,288

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
At 31 December 2022:			
Current assets/(liabilities)	15,879	12,530	28,409
	15,879	12,530	28,409

SEEN LTD

England & Wales - Charity number 1148979

Accounts

SEEN Ltd

Annual Report and Financial Statements

For the Year Ended 31 December 2022

Charity Number: 1148979

Registered in England and Wales: 8010183

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INTRODUCTION FROM THE CHAIR

SEEN is an acronym for support, empower, educate and nurture.

Our charity delivers each of these in abundance through the work that we do everyday and this is ultimately the reason for why we changed our charity name in 2022.

SUPPORT those facing unplanned pregnancy and baby loss

EDUCATE AND EMPOWER young people to make choices about healthy relationships and sexual choices.

NURTURE our community

Our dedicated and passionate team of staff and volunteers continue to pour the heart and soul into this work.

In 2022, we saw client numbers double by Q2 which shows the demand for the safe space and support that we offer. We continued to deliver schools lessons to young people who have a great thirst for asking questions that they want and need to know. This advocates how much the RSE work is needed and these questions may be better asked to an external agency like our charity. The 'I Am' course delivered in the prison over the course of Autumn 2022 was a welcome return back into the prison and ensure that confidence and self-esteem could be instilled back into these prisoners.

Our charity feels back on track for 2022 and we are now reaping the rewards for opportunities around the boroughs and how this field of work can evolve.

Thank you to everyone who has been involved with us in 2022 – supporters, donors, volunteers, staff and even clients who returned to give their helpful feedback.

If you are touched by any part of our work, I would encourage you to consider becoming involved with us in some way, perhaps as a volunteer, donor, fund-raiser, trustee, or even an enthusiastic supporter. You will find it more rewarding than you might expect.

On behalf of the Board of Trustees, thank you.

Martin Norfolk

GENERAL INFORMATION

Address	SEEN Ltd The Crossway 306 Richmond Road Twickenham TW1 2PD
Website	www.seen.charity
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	Heather Hall David La Bouchardiere Nicki Klass Martin Norfolk Nicola Patel

BRIEF HISTORY

SEEN, formerly The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd*. This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

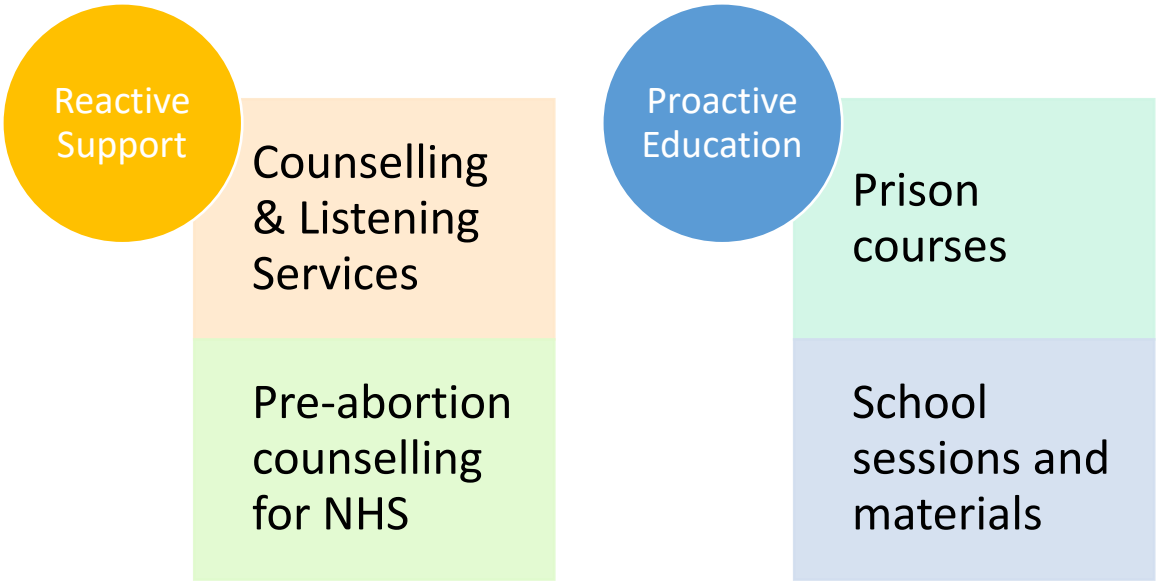
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

We offer services grouped in four areas of activity. These areas of activity are listening and counselling services for pregnancy crisis clients, pre-abortion counselling for NHS patients, education services for young people, and relationship and well-being services for prisoners.



We have provided as many free and confidential support sessions each person or couple needs and wants for a crisis pregnancy.

We have provided 10-step courses, called 'Step by Step' and 'Purple Door', for anyone struggling after pregnancy loss including abortion, miscarriage or still birth.

We have created a befriending support service to anyone who is continuing with a pregnancy in difficult circumstances.

We have provided a free pregnancy testing service.

We have taught young people in local primary and secondary schools, and teenagers in youth clubs, about puberty, sex, relationships, unplanned pregnancy choices, and resilience.

We have provided the 'I Am' relationships course to women in prison.

Activity Statistics

We can summarise our activities in 2022 with the follow statistics.

- 162 clients contacted our listening service for one-to-one support
- 88 patients were seen at West Middlesex Hospital
- 60% increase in clients and patients
- 479 pregnancy loss sessions
- 130 hours spent teaching prisoners about healthy relationships
- 500 students taught in schools and youth clubs
- 1,151 volunteer hours given

Since the Centre opened, we have supported 2,936 clients and provided education sessions to over 13,644 young people through our schools service. We have also delivered the 'I Am' course to 30 prisoners since

Achievements

- New charity name, SEEN launched
- Doubled number of crisis and pregnancy loss client by 50% by Q2 in 2022
- Returned to Women's Prison to deliver the 'I Am' course
- First year running two support groups, for baby loss and miscarriage
- Piloted youth group sessions at Castelnau Community Centre in Barnes

FEEDBACK

With full permission, we include here some of the encouraging feedback received from those people receiving our services, whether as clients of our personal listening and counselling services, or from our work in schools and prison.

From clients experiencing pregnancy crisis

"Felt very safe and welcomed staff were patient with me and helped me with my issue."

"Really helpful to talk to someone that listens my opinion and decision process without convincing me about a choice. Safe space. I felt listened to."

"My listener was very helpful and helped me express myself from a male perspective since my partner and I found out about the pregnancy."

From clients experiencing pregnancy loss

"The SEEN charity is an essential lifeline for those going through the trauma of pregnancy loss, the impact of which on mental health cannot be underestimated. Without a service like this, my recovery from this ordeal would have been many times harder and taken far longer. This sort of service should and needs to be available to all people going through this traumatic experience."
MISCARRIAGE CLIENT

"Having been in therapy multiple times before, this course and my therapist was the best I've ever had and has impacted my life so positively in so many ways. It was the most incredible course that is adjusted to your particular situation, with heavily experienced therapists that are extremely kind and caring and supportive in all the ways you need."
POST ABORTION CLIENT

"Thank you so much for giving up your time and giving me so much help and support over the last 6 months. It has been so invaluable to me and got me through a very difficult time in my life, I will always be very grateful to you for that!"
MISCARRIAGE CLIENT

"I am so grateful to have a service like this to help me get through a tough time in my life. To grow and become stronger as a result of the support I've received through SEEN. There are so many broken and wounded people around. We need more services like this."
MISCARRIAGE CLIENT

“Counselling for pregnancy related issues is extremely hard to find. The impact of these issues can be far reaching and external detrimental to mental and physical health. I would recommend Seen for their excellent program, the quality of their listeners, the program material and for the huge positive impact it has had on my life. I'm able to be me again.”
MISCARRIAGE CLIENT

“Very helpful. I feel one of the reasons I am able to move forward after the miscarriage is the support I was given at SEEN. I felt supported, and felt 'normal' again. SEEN gave me a routine and a continuous focus on what had happened, it enabled me to understand my emotions and give myself the important time to grieve.

I would recommend someone to SEEN as it gives you a way to reflect and understand your emotions at a time where you have experienced loss. It gives you confidence in yourself, it makes your thoughts (both positive and negative) 'normal', and it makes you feel understood, at a time in your life when you feel anything but understood. It gives you a safe place and a time to truly focus on what is happening, rather than ignoring it.”
MISCARRIAGE CLIENT

“Excellent support and I felt listened to. This finally gave me a space to process my feelings and emotions about my miscarriage. I left feeling like my life is in a better place and not stuck in the past.”
MISCARRIAGE CLIENT

“Because for me, for us it has make the difference... I don't have any doubt that without SEEN I would be in a very different situation right now, worse obviously.”
BABY LOSS CLIENT

“I would recommend it because I don't know of another program and because it helped me to talk about my abortion with someone who was 100% willing to listen to me.”
POST ABORTION CLIENT

“I was heard, I was not judged, I could be open, and I could change my mind about how I felt about things after I had said them and worked through the homework to see that all wasn’t always as it seemed at first.”
POST ABORTION CLIENT

“Miscarriages can have a strong influences on emotions and even mental health, which was for me and I think is for many others in some ways unexpected. Therefore, I would definitely recommend the program to any woman who experienced some form of pregnancy loss. I did not come across any other institutions (NHS or associations), which offer a comparably comprehensive support. I found SEEN initially just by chance, because I visited the yoga classes upstairs. But I was also told about it later by the recurring miscarriage clinic, but this was a few months after my losses. I think it would be good if the Early Pregnancy unit could tell women already about Seen, so they can get support sooner after the loss.”
MISACARRIAGE CLIENT

From professional services who refer clients to us for unplanned pregnancy and pregnancy loss

“SEEN has been incredibly responsive whenever I have reached out to liaise regarding a referral. They communicate with kindness and compassion which is exactly what people during a crisis need. SEEN offers a fantastic range of interventions and is able to provide care to people who might not be

eligible for other services. Their ability to support people regardless of what borough they live in, where their GP is based, what language they speak, or whether they prefer online to face-to-face sessions makes their service extremely accessible."
West London Maternity Trauma & Loss Care (M-TLC) Service

"Pregnancy can be a difficult time with many mixed emotions. We signpost our patients to SEEN when they may need additional support with mental / emotional well-being after potential miscarriage, unplanned pregnancy or other pregnancy complications. I have had a number of patients return to us at a later date who have said just how much SEEN were able to help them. If any women or their partners are wondering whether to contact SEEN, I would definitely encourage them to do so."
Jasmine unit, Kingston Hospital

"SEEN were able to offer immediate crisis counselling support to a patient under my care. They were able to easily resolve language and location barriers.

They're communication and kindness throughout the process was excellent. Their non-judgemental approach allowed the patient to feel empowered about making the decision that was right for her.

Thank you SEEN. I will continue to spread the word amongst health care professionals."
Hounslow Perinatal Mental Health Service

"SEEN delivers the counselling in our termination clinic which is a legal requirement. This provides support for our patients on their mental and emotional wellbeing before and after the termination procedure. They provide a safe, confidential, free and non-judgemental service."

Gynaecology Outpatient Department, Twickenham House

From young people and teachers experiencing our schools work

'Thank you so much for today. It is so lovely to have guests into school and you are so enthusiastic, informative and amenable.'

'SEEN were informative, engaging, personable, tried to get all students involved by using their names, plus the students enjoyed getting up and getting up and being interactive with the Life Line Game.'

"SEEN offer excellent RSE workshops on a range of issues. We have used them for 3 years and found them to be very supportive, flexible, collaborative and positive. The facilitators are able to fit around your PSHE curriculum so that key or controversial sessions are covered by the trainers. Staff at my school feel supported and find the delivery of this tricky content much easier with these workshops. We use the workshops as an optional extra that parents can remove their child from as there is Sex education included. However, as a result of the excellent trainers, parent workshops and quality teaching we have experienced we have never had any parents ask to remove their child from the sessions. Thank you."

From prisoners who have completed the 'I Am' course at Bronzefield Prison

"The 'I AM' Project helped me to make to realisation that even I am in prison, I'm still worthy. It helped to grow my self-esteem and confidence, to be strong, resilient when making decisions at helping others, still look after myself, my mental health, to manage say 'No' instead of saying 'Yes'.

I also learnt about healthy and abusive relationship.

I know the difference now and it is very helpful for my future relationships.

I am very happy by joining this project, it helped me to become more strong, independent and confident woman."

Prisoner, Bronzefield (July 2023)

"Doing the 'I AM' project has made me realise things not just about myself but about what healthy relationships should be like with family, friends and intimate partners.

It's taught me to start to have the confidence to let go of negativity in my life and replace it with positivity.

It's taught me to have the confidence to make my own choices instead of giving in to peer pressure and following the crowd.

But most of all it has taught me about the relationship I have with myself and that I should believe in myself more, forgive myself, be confident and that I am good enough."

Prisoner, Bronzefield (July 2023)

"I found the course really good, especially the learning to forgive others and yourself and moving on from that. Since that was said I've held it with me and brought it to life in my own way. I've managed to move on from the trauma my ex has left by forgiving him for all his done and learning by doing this his not holding me back anymore.

The confidence of mine is growing day by day I'm back in the hairdressers and salon getting my hair,nail eyelashes ect. Done and even my sister has said my confidence is coming back and things like the I am project and of course the I am project is getting me back, so thankyou."

Prisoner, Bronzefield (July 2023)

FUTURE PLANS

Looking forward to 2023, we want to expand, grow and develop in this arena:

- By creating relationships with medical establishments such as EPU's, GP surgeries, social prescribers, lead gynae and perinatal consultants, bereavement midwives and other counselling initiatives.
- Increase the accessibility of our services to far and wide around local boroughs
- Continue to develop our services so that they move forward with the ever-changing modern contemporary family
- Reaching those who need our help through varying methods in person, online and new networks
- Seek a regulatory membership/alliance with counselling initiatives
- Grow our team of new volunteers, donors and trustees to continue to expand our work.

The Centre Director, Fay Hamilton, who leads this work is committed to pursuing these aims in 2023. These aims have been agreed as follows.

1. **Further outreach work for clients and young people** – by raising awareness of our services through setting up SEEN network hubs in community centres, wellbeing centre and via universities, colleges and local organisations (e.g. GP surgeries, health professionals, social prescribers), increasing our presence on social media.

2. **To complete upgrade and improve our use of technology** – including launching our instant messaging 'chat', new database, and launching podcasts on our website.

3. **To expand our counselling team and the listening programme –** recruit and train a second trainee counsellor to support our lead counsellor with the increasing demand of clients and expansion of volunteer listeners.

4. **Re-establish a strategy for our education work -** SEEN will become the 'go-to organisation for delivering RSE lessons' in local schools and for youth groups in community centres. Make strong connections with local primary and secondary schools.

OUR FINANCES

Our income for 2022 was £110,939, compared to £85,530 in 2021. We believe the rise in income is due to several factors including we employed 2 fundraisers who complimented each other very well and could work in parallel. We recorded a net deficit of £1,485.
Income from fund-raising events got back on track after Covid-19 as we hosted several events including 'Sponsored Firewalk Challenge', 'Dinner, Dance and Auction' in October 2022, and a Christmas Screening of 'Elf', plus we attended several local fairs along with regular standing orders too.
Our schools work got back on track with lessons being delivered in Primary and Secondary schools. Plus, we piloted several youth group sessions in Castelnau Community Centre in Barnes.
Our expenditure has increased by 19% due to the recruitment and training of new volunteers for listening, befriending and schools work as well being in prison for three continuous terms

We are grateful to the following trusts and local organisations for grants and donations made to the charity during 2022:

- Albert Hunt Trust
- Barnes Fund
- Hampton Fund
- Kew Trust
- Kingston Charitable Foundation
- Magdalene Hospital Trust
- National Lottery Community Fund
- Postcode Lottery
- Richmond Parish Lands
- St Margarets Fair
- St Stephens Twickenham PCC
- Tesco Community Work
- The Hospital Saturday Fund
- Waitrose

We continue to be grateful to St Stephen's Church as well for free office, counselling room facilities and use of other rooms for meetings and events, and opportunity to promote the charity through services and newsletters.
We want to thank the many individuals who support us in so many ways; one off donations; regular giving (which helps us plan financially); attending our events; and taking part in sponsored events.
We can only achieve what we do with the support of many individuals and organisations.

STATISTICS

- Black women were found to be at 40% increased risk of miscarriage compared to White women
- Female age is one of the most prominent risk factors for miscarriage, with the rate increasing significantly among women aged 40 and over
- Miscarriage was seen to double the risk of depression and quadruple the risk of suicide
- Recurrent miscarriage can be linked to future pregnancy complications, such as premature birth

Miscarriage Matters

"This review has found that the short-term national economic costs of miscarriage, associated with immediate costs to hospital and community health and social services and estimates of costs associated with lost productivity, are estimated to be £471 million annually to the UK."
Quenby et al, "Miscarriage Matters"

A recent study[1] from the Tommy's centre found that nine months after a pregnancy loss, 18% of women met the criteria for post-traumatic stress, 17% for moderate to severe anxiety, and 6% for moderate to severe depression.
Farren et al, "Posttraumatic stress, anxiety and depression following miscarriage and ectopic pregnancy: a multicenter, prospective, cohort study"

Perinatal mental health problems that are not treated effectively cost society £8.1 billion every year, with the annual cost to the NHS estimated at £1.2 billion. A significant proportion of this relates to the impact on their child, as new mothers suffering with their mental health might struggle to form attuned relationships with their new babies and build strong foundations based on secure attachment. By supporting mums, we support the next generation.
NHS Blog: Perinatal mental health services – supporting pregnant women and new mothers

Between January and June 2022, there were 123,219 abortions performed on residents of England and Wales. This compares with 105,488 over the same period in 2021. This was an increase of 17% from the same period in 2021. The majority of abortions took place in the early stages of pregnancy: 67% up to and including 7 weeks gestation; 93% up to and including 12 weeks, and 98% up to and including 17 weeks gestation.
Official Statistics: Abortion Statistics for England and Wales (January – June 2022)

Women and partners should have access to follow-up mental health support to help reduce mental illness post-miscarriage and to deal with mental health issues in subsequent pregnancies.
Recommendation by Miscarriage Matters and the Lancet Report Series

"In Britain 45% of pregnancies and ⅓ of births are unplanned. Unplanned pregnancies can have negative impacts on the physical and mental wellbeing of both mother and child. This is especially harmful since children's mind and body are affected by what happens during pregnancy and early childhood, with effects that can last all through life."

Public Health England Guidance (P3 study)

"An estimated 1 in 5 pregnancies ended in miscarriage (1 in 6 if we only count women who realised/reported the miscarriage)"

Tommys.org

website

"The prison population has risen by 70% in the last 30 years—and it is currently projected to rise by a further 18,000 people by 2026."
Prison Reform Trust – Summer 2022

The proportion of medical abortions – using pills – rose from 47% in 2011 to 87% in 2021, while very few abortions are now administered surgically, finds research from the London School of Economics.
The Guardian

"Children and young people who watch porn or sexually explicit content are at greater risk of developing unrealistic attitudes about sex and consent, more negative attitudes about roles and identities in relationships, more casual attitudes about sex and sexual relationships and an increase in 'risky' sexual behaviour, unrealistic expectations of body image and performance."
NSPCC

"Rates of probable mental disorders have increased since 2017. In 2020, one in six (16.0%) children aged 5 to 16 years were identified as having a probable mental disorder, increasing from one in nine (10.8%) in 2017".
NHS (2020) Mental Health of Children and Young People in England, 2020

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

We are constantly working to improve our funding stream and to make the most of every pound donated to the charity.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;

c. The provision of goods and services to needy applicants to the charity;

d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to reach these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Unplanned pregnancy, abortion and miscarriage are common experiences which can be hard to cope with alone and can be a mental health risk without appropriate support. Also, young people now have the challenge of having to navigate social media at the same time as sex and relationships.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;

- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;

- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;

- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

- review organisational performance, staff performance and general morale
- seek to ensure the integrity of our services and that they are in keeping with our statement of faith
- invest in technology and the infrastructure of our Centre
- co-operate and share resources with local organisations
- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

> "1 in 4 pregnancies end in pregnancy loss, and 29% of women who suffer a miscarriage showing symptoms of PTSD a month later"
>
> **The Miscarriage Association**
> www.miscarriageassociation.org.uk/?s=statistics

"emotional support after miscarriage is often not available from the Health System"

NHS Review

www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Available-Support-for-Pregnancy-Loss.pdf

"6-10% of women experience domestic violence in a given year, and over 1/3 of this starts or gets worse when a woman is pregnant"

Best Beginnings

www.bestbeginnings.org.uk/domestic-abuse

"1 in 3 women experience abortion at some time in their lives"

British Pregnancy Advisory Service (BPAS)

https://www.bpas.org/abortion-care/considering-abortion/

"many female offenders are often vulnerable members of society. There is evidence that a specific approach is most effective in helping women to... turn their lives around."

Prison Reform Trust, quoting Government White Paper

www.prisonreformtrust.org.uk/Portals/0/Women%27s%20Centre%20Proposal%202017.pdf

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of SEEN and meet formally six times a year. Further meetings of the trustees and the Centre Director are often arranged as needed to respond to particular matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff. The Centre Director performs the primary management role in leading day-to-day operations, overseeing the delivery of our services, managing staff and reporting to the Board of Trustees.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

The main risks that the Governors have identified and the plans to manage those risks are:

- **Reputation**. The Centre's success is built on its reputation for confidential and unbiased services. We manage this risk through safeguarding policies, staff recruitment policies, pastoral support for both clients and staff and active identification and resolution of health and safety related issues, and data protection measures. Delivery of our services is monitored through continual professional development and supervision, and through analysis of feedback obtained from service users.

- **Finances**. We are only able to function with the support of our donors. This risk is managed by continually committing our activity to God in prayer and by fund-raising diligently. We constantly strive to improve our communications and to act with integrity in all matters. It is in response to obligations that we always seek to have sufficient funds to wind down our activities, should this become necessary.

- **Client welfare**. Confidential and unbiased counselling and listening services, provided in one-to-one sessions, are one of our core services. We manage any possible risk to our clients' welfare by making supervision a requirement for all listeners, and this takes place in small groups run by supervisors, who are experienced Counsellors. Where necessary it is also available on a one-to-one basis in between supervision sessions from the Listening Coordinator or supervisors.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are considered to be constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background

- A trustee with a fund-raising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of SEEN Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales[1].

Directors are required to manage the company in accordance with Government rules, as published by Companies House[2], to ensure its success, and act with skill, diligence and integrity.

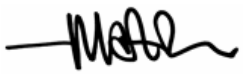
The trustees and directors who served during the year were as follows.

Trustees & Directors:	Served:
Martin Norfolk, Chair	full year service
Heather Hall, Listening Services	full year service
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Nicola Patel, HR and Operations	appointed 10 January 2022

Non-executive Director:

Fay Hamilton (Centre Director)	full year service

Signature

Martin Norfolk, Chair 

31 August 2023

[1] https://www.gov.uk/government/organisations/charity-commission
[2] https://www.gov.uk/government/organisations/companies-house

SEEN LTD

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF SEEN LTD

I report to the Trustees on my examination of the financial statements of Seen Ltd (the charity) for the year ended 31 December 2022.

Responsibilities and basis of report

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

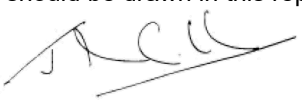
Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable 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 that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2 the financial statements do not accord with those records; or
3 the financial statements 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 financial statements 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 financial statements to be reached.



John Caladine FCCA CTA FCIE

Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Dated: 31 August 2023

SEEN LTD

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income from:							
Donations and legacies	**3**	33,557	56,780	90,337	43,454	29,475	72,929
Charitable activities	**4**	3,913	-	3,913	3,773	-	3,773
Other trading activities	**5**	16,664	-	16,664	6,279	-	6,279
Investments	**6**	25	-	25	-	-	-
Other income	**7**	-	-	-	2,549	-	2,549
Total income		54,159	56,780	110,939	56,055	29,475	85,530
Expenditure on:							
Raising funds	**8**	19,488	5,964	25,452	15,618	-	15,618
Charitable activities	**9**	44,222	42,750	86,972	47,744	30,952	78,696
Total expenditure		63,710	48,714	112,424	63,362	30,952	94,314
Net (outgoing)/incoming resources before transfers		(9,551)	8,066	(1,485)	(7,307)	(1,477)	(8,784)
Gross transfers between funds	**19**	(49)	49	-	-	-	-
Net (expenditure)/income for the year/ Net movement in funds		(9,600)	8,115	(1,485)	(7,307)	(1,477)	(8,784)
Fund balances at 1 January 2022		25,479	4,415	29,894	32,786	5,892	38,678
Fund balances at 31 December 2022		15,879	12,530	28,409	25,479	4,415	29,894

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SEEN LTD

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Trade and other receivables	**16**	520		489	
Cash at bank and in hand		31,282		32,705	
		31,802		33,194	
Current liabilities	**17**	(3,393)		(3,300)	
Net current assets			28,409		29,894
Income funds					
Restricted funds	**19**		12,530		4,415
Unrestricted funds			15,879		25,479
			28,409		29,894

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 31 August 2023

Mr M F Norfolk
Trustee

Company registration number 08010183

1 Accounting policies

Company information

Seen Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is included in the Statement of Financial Activities when:

i. The charity becomes entitled to the income;
ii. The trustees are virtually certain they will receive the income; and
iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure

Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

1 Accounting policies (Continued)

1.6 Property, plant and equipment

Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity’s contractual obligations expire or are discharged or cancelled.

1 Accounting policies (Continued)

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.11 Taxation and VAT

The Centre is a registered charity and, in the opinion of the Trustees, is not liable to income or corporation taxation.

The Centre is not registered for VAT and accordingly expenditure included VAT incurred where appropriate.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds	Restricted funds	Total
	2022	**2022**	**2022**	2021	2021	2021
	£	**£**	**£**	£	£	£
Donations and gifts	21,363	3,094	24,457	29,884	-	29,884
Grants	8,450	53,686	62,136	7,700	29,475	37,175
Gift Aid Receivable	3,744	-	3,744	5,870	-	5,870
	33,557	56,780	90,337	43,454	29,475	72,929
Grants receivable for core activities						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Hampton Fund	-	9,000	9,000	-	6,500	6,500
Richmond Parish Lands	-	12,039	12,039	-	14,400	14,400
Barnes Fund	-	-	-	1,500	-	1,500
Assura Community Fund	-	-	-	-	5,000	5,000
St Margaret's Fair	2,250	250	2,500	-	-	-
National Lottery	-	9,547	9,547	-	-	-
Postcode Lottery	-	13,328	13,328	-	-	-
Albert Hunt	-	2,000	2,000	-	-	-
Other (below £2,000)	-	7,522	7,522	-	3,575	3,575
	8,450	53,686	62,136	7,700	29,475	37,175

4 Charitable activities

	2022	**2021**
	£	**£**
Services and Schools	3,913	3,773

5 Other trading activities

	Unrestricted funds	**Unrestricted funds**
	2022	**2021**
	£	**£**
Fundraising events	16,664	6,279

6 Investments

	Unrestricted funds	Total
	2022	**2021**
	£	**£**
Interest receivable	25	-

7 Other income

	Total	Unrestricted funds
	2022	**2021**
	£	**£**
Government furlough grant	-	2,549

8 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2022	**2022**	**2022**	2021
	£	**£**	**£**	£
Fundraising costs				
Fundraising events	6,959	-	6,959	2,053
Consultancy, administrative and advertising costs	2,335	-	2,335	1,567
Staff costs	10,194	5,964	16,158	11,998
Fundraising costs	19,488	5,964	25,452	15,618

9 Charitable activities

	2022	2021
	£	£
Staff costs	68,999	60,663
Office costs	1,464	1,304
Publicity	3,216	692
Subscriptions	1,280	456
Bank charges	162	192
Sundries	602	1,056
Training and staff expenses	1,582	2,485
Project costs	2,415	1,090
	79,720	67,938
Grant funding of activities (see note 10)	-	1,500
Share of support costs (see note 11)	2,872	4,698
Share of governance costs (see note 11)	4,380	4,560
	86,972	78,696
Analysis by fund		
Unrestricted funds	44,222	47,744
Restricted funds	42,750	30,952
	86,972	78,696

10 Grants payable

	2022	2021
	£	£
Grants to institutions:		
Pregnancy Centres Network	-	1,500

11 Support costs

	Support costs	**Governance costs**	**Total 2022**	Support costs	Governance costs	Total 2021
	£	**£**	**£**	£	£	£
Insurance	749	-	749	733	-	733
IT, website & communications	2,123	-	2,123	3,965	-	3,965
Accountancy and IE fee	-	2,760	2,760	-	2,580	2,580
Legal and professional	-	-	-	-	900	900
Bookkeeping and payroll	-	1,620	1,620	-	1,080	1,080
	2,872	4,380	7,252	4,698	4,560	9,258
Analysed between						
Charitable activities	2,872	4,380	7,252	4,698	4,560	9,258

12 Trustees

The trustees (and any persons connected with them) donated an aggregate sum of £100 (2021: £240) to the charity.

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

13 Employees

The average monthly number of employees (including part-time employees) during the year was:

	2022 Number	**2021 Number**
	8	7

Employment costs	**2022 £**	**2021 £**
Wages and salaries	84,193	72,053
Other pension costs	964	608
	85,157	72,661

There were no employees whose annual remuneration was more than £60,000.

14 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

15 Property, plant and equipment

	Computers £
Cost	
At 1 January 2022	3,768
At 31 December 2022	3,768
Depreciation and impairment	
At 1 January 2022	3,768
At 31 December 2022	3,768
Carrying amount	
At 31 December 2022	-
At 31 December 2021	-

16 Trade and other receivables

	2022	2021
Amounts falling due within one year:	**£**	**£**
Prepayments	520	489

17 Current liabilities

	2022	2021
	£	£
Other taxation and social security	873	600
Accruals and deferred income	2,520	2,700
	3,393	3,300

18 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £964 (2021 - £608).

19 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

		Movement in funds			
	Balance at 1 January 2022	Incoming resources	Resources expended	Transfers	Balance at 31 December 2022
	£	£	£	£	£
Salaries and IT	912	-	(912)	-	-
Listening Project	3,503	9,303	(12,806)	-	-
Staffing Fund	-	16,788	(16,788)	-	-
Education Fund	-	2,862	(485)	-	2,377
IT and Digital Fund	-	250	(299)	49	-
Hampton Fund	-	9,000	(9,000)	-	-
I Am Project	-	2,000	(2,000)	-	-
National Lottery Fund	-	9,547	-	-	9,547
Rebranding Fund	-	6,330	(6,068)	-	262
Refurbishment Fund	-	700	(356)	-	344
	4,415	56,780	(48,714)	49	12,530

Movements for the year ended 31 December 2021

		Movement in funds			
	Balance at 1 January 2021	Incoming resources	Resources expended	Transfers	Balance at 31 December 2021
	£	£	£	£	£
Salaries and IT	-	10,000	(9,088)	-	912
Listening Project	2,954	12,975	(12,426)	-	3,503
Education Fund	1,000	-	(1,000)	-	-
IT and Digital Fund	1,938	-	(1,938)	-	-
Hampton Fund	-	6,500	(6,500)	-	-
	5,892	29,475	(30,952)	-	4,415

19 Restricted funds (Continued)

Salaries and IT - This grant from Richmond Parish Lands is for salaries and IT costs.

Listening Project - This fund supports the staffing costs of the lead counsellor for the Listening project. The Listening Project provides free and confidential support sessions for someone with a crisis pregnancy (unplanned / fetal anomaly) needs and courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. Income in 2022 includes £5,709 from Richmond Parish Lands among other grants.

Staffing Fund - This fund represents monies received to cover staff costs.

Education Fund - This fund represents grants to cover the costs of Education staff salaries.

IT and Digital Fund - This fund is for the costs of IT equipment, software and other related costs. A transfer has been made from unrestricted funds to cover the fund deficit in the year.

Hampton Fund - This fund represents £9,000 received from the Hampton Fund to be used for core costs including the Directors Salary.

I Am Project - This fund represents monies received to support a 9 session course on relationships using the creative arts.

National Lottery Fund - This Fund represents monies given for the expansion of the Green Wood Community Centre to be used from February 2023.

Rebranding Fund- This fund represents monies given to fund the rebranding of Crossway Pregnancy Centre to SEEN.

Refurbishment Fund - Represents monies given for the refurbishment of the counselling room.

20 Analysis of net assets between funds

	Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021	Restricted funds 2021	Total 2021
	£	£	£	£	£	£
Fund balances are represented by:						
Current assets/(liabilities)	15,879	12,530	28,409	25,479	4,415	29,894
	15,879	12,530	28,409	25,479	4,415	29,894

21 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel (which includes gross pay, employer national insurance and pension contributions) is as follows.

	2022	2021
	£	£
Aggregate compensation	24,327	23,384

Carbon Networks Ltd, of which Trustee Martin Norfolk is a director, invoiced the charity £nil for IT costs in the year (2021: £829).

There were no other disclosable related party transactions during the year (2021: none).

SEEN LTD

England & Wales - Charity number 1148979

Accounts



SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)

Annual Report and Unaudited Financial Statements

For the Year Ended 31 December 2021

Charity Registration No. 1148979

Company Registration No. 08010183 (England and Wales)

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INTRODUCTION FROM THE CHAIR

Our life as a charity is similar in many ways to family life. A year can feel like a roller coaster – with crests and dips, wide-eyed peaks followed by water-soaking troughs. Recent history has led us all through circumstances which no one foresaw, including challenges and sadness for our family lives and across wider society. But every new day can bring life and hope, God's love is new every morning[1].

We exist for clients who so often are reaching out at a time of deep need. Life's roller coaster has brought them to circumstances which can be life-shaking, or complicated and emotional. No prepared speech or political position could possibly help. So, we provide a safe and confidential time to talk and explore whichever pregnancy crisis they face.

Regardless of the challenges which faced society in 2021, we slowly saw increasing numbers of clients contacting us. As open society emerged again, so did the quiet calls for help increase and the demand for our one-to-one services. We also restarted our in person appointments, and also our services for the NHS.

It wasn't possible to support our local schools in person early in the year, so we continued to produce materials for schools to use themselves. Later in the year, we could then restart our school work and we reached over 1,400 pupils in a short time.

Our new centre director, Fay Hamilton, and her dedicated staff team have performed wonderfully in conditions which no one could have foresee. Throughout this time, our generous volunteers stood with us in this work and, together, we will continue to ask God for his inspiration and guidance as we go forward. We have no other aim than to respond to God's love for us by responding to those who reach out for help.

Thank you to everyone who has been involved with us in 2021 – supporters, donors, volunteers, staff and even clients who returned to give their helpful feedback.

If you are touched by any part of our work, I would encourage you to consider becoming involved with us in some way, perhaps as a volunteer, donor, fund-raiser, trustee, or even an enthusiastic supporter. You will find it more rewarding than you might expect.

On behalf of the Board of Trustees, thank you.

Martin Norfolk

[1] The Bible, Old Testament, Lamentations 3, verse 23

GENERAL INFORMATION

Address	SEEN Ltd St Stephens Church, The Crossway Building Twickenham, Middx TW1 2PD
Website	www.seen.charity
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	Heather Hall David La Bouchardiere Nicki Klass Martin Norfolk Nicola Patel

BRIEF HISTORY

SEEN, formerly The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd*. This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

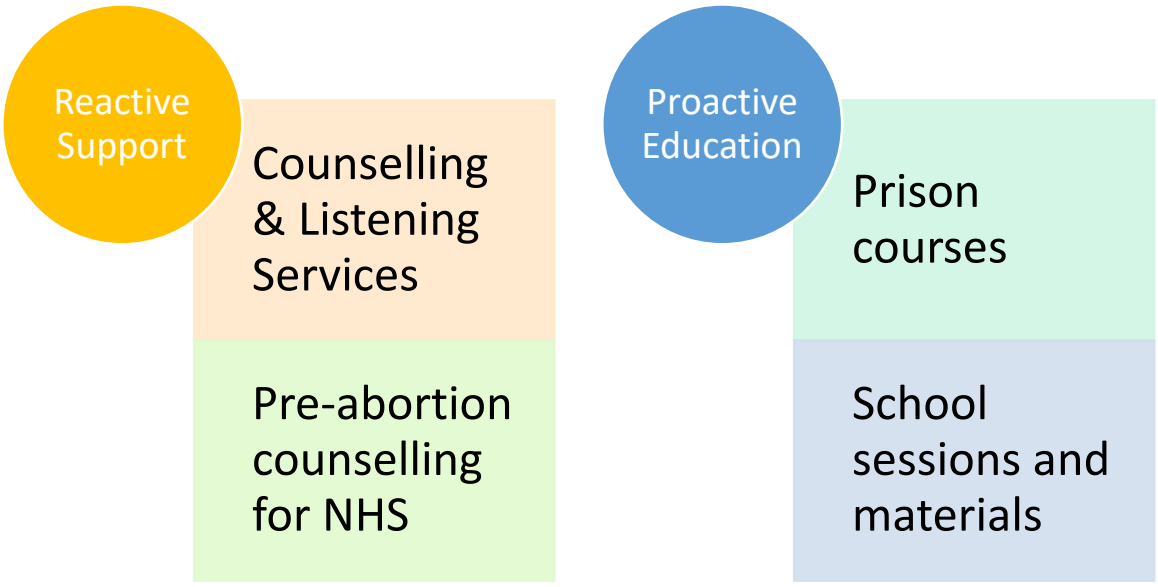
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

We offer services grouped in four areas of activity. These areas of activity are listening and counselling services for pregnancy crisis clients, pre-abortion counselling for NHS patients, education services for young people, and relationship and well-being services for prisoners.



We have provided as many free and confidential support sessions each person or couple needs and wants for a crisis pregnancy.

We have provided 10-step courses, called 'Step by Step' and 'Purple Door', for anyone struggling after pregnancy loss including abortion, miscarriage or still birth.

We have created a befriending support service to anyone who is continuing with a pregnancy in difficult circumstances.

We have provided a free pregnancy testing service.

We have taught young people in local primary and secondary schools, and teenagers in youth clubs, about puberty, sex, relationships, unplanned pregnancy choices, and resilience.

We have provided the 'I Am' relationships course to women in prison.

Activity Statistics

We can summarise our activities in 2021 with the follow statistics.

- 126 clients contacted our listening service for one-to-one support

- 84 patients were seen at West Middlesex Hospital
- 60% increase in clients and patients
- 385 pregnancy loss sessions
- 100 hours spent teaching prisoners about healthy relationships
- 1422 students taught in schools and youth clubs
- 100 volunteer hours given

Since the Centre opened, we have supported 2,686 clients and provided education sessions to over 13,144 young people through our schools service.

Achievements

- Clients returned to face-to-face sessions, as well as phone and video calls
- Clients seeking our support increased by 60% in 2021
- More unplanned pregnancy clients are now returning for pregnancy loss support, and then also return on the 1 year anniversary of when they experienced the loss.
- Our schools work increased by 300% in 2021, where we taught 1,422 young people about healthy relationships and sex education
- More male clients sought our support for pregnancy loss and unplanned pregnancy than in previous years

FEEDBACK

With full permission, we include here some of the encouraging feedback received from those people receiving our services, whether as clients of our personal listening and counselling services, or from our work in schools and prison.

From clients experiencing pregnancy crisis

"A big thanks…for balanced impartial advice and as much time and support as I needed to make what seemed like an impossible decision."

"Amazing listener. She has helped and supported me through just one session. Amazing clinic full of wonderful people."

"Very professional service. Made me feel at ease and supported."

"I feel myself and my daughter were fully supported – given all the information needed. We were heard and not judged."

"This session helped me very much with my choices especially with the tools she used."

From clients experiencing pregnancy loss

"I didn't think I needed the support, then when I started speaking to my listener, I realised how important it was to talk about the loss, and feelings related to pregnancy loss."

"SEEN helped me after my second miscarriage - it was such a hard time for me and I really really appreciated the space to talk about what I'd been through and how I was feeling. My second much wanted baby is now nearly one so this donation is in her honour."

"I would recommend SEEN to everyone or anyone who needs support around any loss. It gave me insight into why I felt how I did, helped me around my thought process and why it was so negative. After every session they became less and less negative."

"I would recommend SEEN it is safe place without judgment to deal with your loss/ losses in a professional way."

"The support I received was really instrumental for me, I really needed help and this course has been excellent fit for me. If we were not able to cover everything in one session, we were able to extend the number of sessions we had. I think this flexibility helped me not worry if we would cover everything in time at a time when I really needed support. My listener was really very good and helped me feel at ease to talk about everything. It's very hard to explain how this course helped me, it helped me move through my processes of grief and anger. I hope that you can continue to offer support to those who need it, it's an excellent charity and service."

"I felt that my issues were not just listened to, but heard, I felt safe expressing myself as my listener was very receptive, conscious and mindful of my emotional state and made me feel I could speak freely without holding back."

"I cannot recommend SEEN enough, their support has been paramount to helping me get through this difficult time, for so many reasons. That sense of routine coming every week at the same time provided some structure where it was a safe space for me to offload discuss my feelings and then close that chapter for the week. Before coming to SEEN I didn't want to constantly be talking about my loss to my partner or family but I also felt I had feelings that needed to be discussed, so by using the hour every week to address those feelings I then felt I didn't need to talk about it the rest of the week so I could enjoy all the positives in my life. I also really liked how my listener was somebody totally separate to my life. Before coming to SEEN I would turn to my mum when upset, but she didn't really know how to respond or what to say whereas I felt that my listener always knew the right thing to say. In this sense it helped my relationships because I would no longer need to talk about my loss to friends and families, I could enjoy time with them as my feelings had been addressed with my listener. The programme also enabled me to look back at how far I've come and feel proud of how I've dealt with things, something that I wouldn't have done by myself without the help of my listener. To anybody who is considering getting in contact with the SEEN team, I really would say do it now! You really will feel supported."

From young people experiencing our schools work

"I now know that sex needs consent from both adults."

"I have learnt how STI's can be transmitted and avoided."

"I have learnt ideas on how to how to have safer sex and how incredibly important it is to give consent."

"Although condoms are effective, they are not 100% as you can still get other STI's eg. genital warts."

"I have learnt what other signs there are for a healthy and unhealthy relationship is like."

"*I have learnt the difference between love, lust and romance."*

"I enjoyed learning about how to have a solid/steady relationship."

FUTURE PLANS

Looking forward to 2022, we want to expand and become more connected to:

- Younger people through educational establishments facing pregnancy loss and pregnancy crisis
- those seeking confidential help over the internet.
- other churches and organisations which share our aims.
- a wider audience by improving our communications through social media and events.
- new volunteers, donors and trustees to continue to expand our work.

The Centre Director, Fay Hamilton, who leads this work is committed to pursuing these aims in 2022. These aims have been agreed as follows.

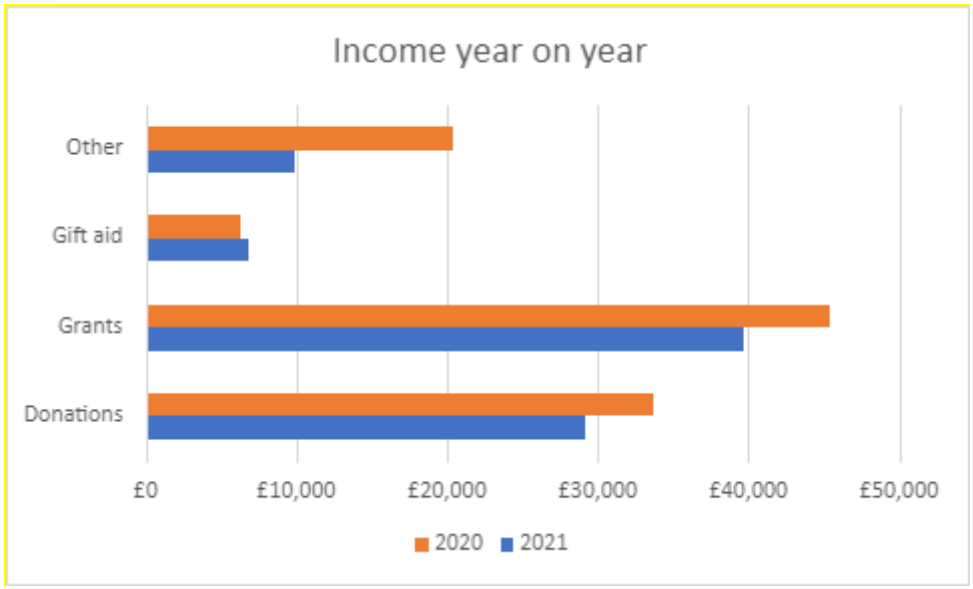
1. **Further outreach work for clients and young people** – by raising awareness of our services through setting up SEEN network hubs in community centres and via universities, colleges and local organisations (e.g. GP surgeries, health professionals), increasing our presence on social media.

2. **To complete upgrade and improve our use of technology** – including launching our instant messaging 'chat', new database, and digitising systems at the Centre.

3. **To expand our counselling team and the listening programme –** recruit and train a second trainee counsellor to support our lead counsellor with the increasing demand of clients and expansion of volunteer listeners. Add extra steps to

4. **Expand education work -** establish SEEN as a 'go-to organisation for providing RSE lessons' in local schools and for youth groups in community centres. Initiate connections with LVA and other sources.

OUR FINANCES



Our income for 2021 was £85,530, compared to £105,792 in 2020. We believe the fall in income is due to several factors including the reduction in Covid-19 grants that were available in 2021. We recorded a net deficit of £8,784.
Income from fund-raising events was reduced due to the restrictions of Covid-19, along with regular standing orders too. Our first fundraising event didn't take place until November 2021. In addition, our income from schools work was lower than usual.
Our expenditure has increased by 9% due to the new website and more IT costs due to our digitalisation movement.

We are grateful to the following trusts and local organisations for grants and donations made to the Centre during 2021:

- Assura Community Fund
- Barnes Fund
- Hampton Fund

- Kingston Charitable Foundation
- Oak Tree Fellowship
- Pregnancy Centres Network
- Ramsden Trust
- Richmond Parish Lands
- Souter
- St Stephens Twickenham PCC
- The Arnold Clark Grant Fund

We continue to be grateful to St Stephen's Church as well for free office, counselling room facilities and use of other rooms for meetings and events, and opportunity to promote the charity through services and newsletters.
We want to thank the many individuals who support us in so many ways; one off donations; regular giving (which helps us plan financially); attending our events; and taking part in sponsored events.
We can only achieve what we do with the support of many individuals and organisations.

"In Britain 45% of pregnancies and ⅓ of births are unplanned. Unplanned pregnancies can have negative impacts on the physical and mental wellbeing of both mother and child. This is especially harmful since children's mind and body are affected by what happens during pregnancy and early childhood, with effects that can last all through life."

Public Health England Guidance (P3 study)

"An estimated 1 in 5 pregnancies ended in miscarriage (1 in 6 if we only count women who realised/reported the miscarriage)"

Tommys.org website
Baby loss statistics | Tommy's (tommys.org)

"one in three domestic violence cases start or get noticeably worse when a woman is pregnant"
Women in London
Pregnancy and domestic violence | Women In London

"A significant proportion of children and young people are exposed to or access pornography."

(Children's Commissioner 2017)

"The prison population has risen by 70% in the last 30 years—and it is currently projected to rise by a further **18,000 people by 2026."**

Prison Reform Trust – Summer 2022

"Children and young people who watch porn or sexually explicit content are at greater risk of developing unrealistic attitudes about sex and consent, more negative attitudes about roles and identities in relationships, more casual attitudes about sex and sexual relationships and an increase in 'risky' sexual behaviour, unrealistic expectations of body image and performance." **(NSPCC)**

"A survey of young people found that half rated the sex education they received as poor or terrible" **(Shh...No Talking,Terrence Higgins Trust 2016.)**

"Rates of probable mental disorders have increased since 2017. In 2020, one in six (16.0%) children aged 5 to 16 years were identified as having a probable mental disorder, increasing from one in nine (10.8%) in 2017".

(NHS (2020) Mental Health of Children and Young People in England, 2020)

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

We are constantly working to improve our funding stream and to make the most of every pound donated to the charity.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;

c. The provision of goods and services to needy applicants to the charity;

d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to reach these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Unplanned pregnancy, abortion and miscarriage are common experiences which can be hard to cope with alone and can be a mental health risk without appropriate support. Also, young people now have the challenge of having to navigate social media at the same time as sex and relationships.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;

- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;

- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;

- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

- review organisational performance, staff performance and general morale

- seek to ensure the integrity of our services and that they are in keeping with our statement of faith

- invest in technology and the infrastructure of our Centre

- co-operate and share resources with local organisations
- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

> "1 in 4 pregnancies end in pregnancy loss, and 29% of women who suffer a miscarriage showing symptoms of PTSD a month later"
>
> **The Miscarriage Association**
> www.miscarriageassociation.org.uk/?s=statistics

> "emotional support after miscarriage is often not available from the Health System"
>
> **NHS Review**
> www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Available-Support-for-Pregnancy-Loss.pdf

> "6-10% of women experience domestic violence in a given year, and over 1/3 of this starts or gets worse when a woman is pregnant"
>
> **Best Beginnings**
> www.bestbeginnings.org.uk/domestic-abuse

> "1 in 3 women experience abortion at some time in their lives"
>
> **British Pregnancy Advisory Service (BPAS)**
> https://www.bpas.org/abortion-care/considering-abortion/

> "many female offenders are often vulnerable members of society. There is evidence that a specific approach is most effective in helping women to... turn their lives around."
>
> **Prison Reform Trust**, quoting Government White Paper
> www.prisonreformtrust.org.uk/Portals/0/Women%27s%20Centre%20Proposal%202017.pdf

CORONAVIRUS PANDEMIC IMPACT

The most significant impact was a fall in the numbers of people we were able to help.

- client numbers fell by half due to women not finding information about our services from their GP or other health professionals.
- pupil audience numbers fell by a third due restrictions preventing visits to schools and youth clubs for much of the year.
- the 'I Am' course could not be delivered in prison due to visiting restrictions, and sadly women were confined to their cells for 23 hours a day.
- patient numbers at West Middlesex hospital fell by two thirds primarily due to restrictions preventing non-essential staff access to the building, and also because abortion pills were being sent direct to women at home by some independent clinics without the need for prior counselling at the clinic.

The other major impact was that planned fundraising activities had to be put on hold so that we were not able to raise income in this way as planned. The Trustees worked very closely with staff to monitor the situation closely reducing costs, including moving out of our ETNA centre office and bringing our finance service in house. We instead raising funds from sponsored events and grants.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of the Crossway Pregnancy Crisis Centre and meet formally six times a year. Further meetings of the trustees and the Centre Director are often arranged as needed to respond to particular matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff. The Centre Director performs the primary management role in leading day-to-day operations, overseeing the delivery of our services, managing staff and reporting to the Board of Trustees.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

The main risks that the Governors have identified and the plans to manage those risks are:

- **Reputation**. The Centre's success is built on its reputation for confidential and unbiased services. We manage this risk through safeguarding policies, staff recruitment policies, pastoral support for both clients and staff and active identification and resolution of health and safety related issues, and data protection measures. Delivery of our services is monitored through continual professional development and supervision, and through analysis of feedback obtained from service users.

- **Finances**. We are only able to function with the support of our donors. This risk is managed by continually committing our activity to God in prayer and by fund-raising diligently. We constantly strive to improve our communications and to act with integrity in all matters. It is in response to obligations that we always seek to have sufficient funds to wind down our activities, should this become necessary.

- **Client welfare**. Confidential and unbiased counselling and listening services, provided in one-to-one sessions, are one of our core services. We manage any possible risk to our clients' welfare by making supervision a requirement for all listeners, and this takes place in small groups run by supervisors, who are experienced Counsellors. Where necessary it is also available on a one-to-one basis in between supervision sessions from the Listening Coordinator or supervisors.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are considered to be

constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background
- A trustee with a fund-raising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of SEEN Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales[1].

Directors are required to manage the company in accordance with Government rules, as published by Companies House[2], to ensure its success, and act with skill, diligence and integrity.

The trustees and directors who served during the year were as follows.

Trustees & Directors:	Served:

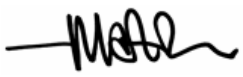
[1] https://www.gov.uk/government/organisations/charity-commission
[2] https://www.gov.uk/government/organisations/companies-house

Martin Norfolk, Chair	full year service
Heather Hall, Listening Services	full year service
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Nicola Patel, HR and Operations	9 months service

Non-executive Director:

Fay Hamilton (Centre Director)	full year service

Signature

Martin Norfolk, Chair 

3 October 2022

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees, who are also the directors of Seen Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF SEEN LTD

I report to the Trustees on my examination of the financial statements of Seen Ltd (the charity) for the year ended 31 December 2021.

Responsibilities and basis of report

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

Having satisfied myself that the financial statements of the charity 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 the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable 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 that in any material respect:

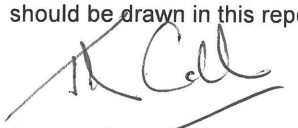
1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements 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 financial statements 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 financial statements to be reached.



John Caladine FCCA CTA FCIE

Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Dated: 5 October 2022

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Income from:							
Donations and legacies	**3**	43,454	29,475	72,929	52,828	32,610	85,438
Charitable activities	**4**	3,773	-	3,773	2,322	-	2,322
Other trading activities	**5**	6,279	-	6,279	5,904	-	5,904
Other income	**6**	2,549	-	2,549	12,128	-	12,128
Total income		56,055	29,475	85,530	73,182	32,610	105,792
Expenditure on:							
Raising funds	**7**	15,618	-	15,618	14,658	-	14,658
Charitable activities	**8**	47,744	30,952	78,696	41,558	30,739	72,297
Total expenditure		63,362	30,952	94,314	56,216	30,739	86,955
Net (expenditure)/income for the year/ Net movement in funds		(7,307)	(1,477)	(8,784)	16,966	1,871	18,837
Fund balances at 1 January 2021		32,786	5,892	38,678	15,820	4,021	19,841
Fund balances at 31 December 2021		25,479	4,415	29,894	32,786	5,892	38,678

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Current assets					
Trade and other receivables	**14**	489		1,326	
Cash at bank and in hand		32,705		40,861	
		33,194		42,187	
Current liabilities	**15**	(3,300)		(3,509)	
Net current assets			29,894		38,678
Income funds					
Restricted funds	**17**		4,415		5,892
Unrestricted funds			25,479		32,786
			29,894		38,678

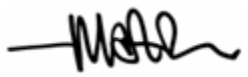
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2021.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 3 October 2022



Mr M F Norfolk
Trustee

Company Registration No. 08010183

1 Accounting policies

Charity information

Seen Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is included in the Statement of Financial Activities when:

i. The charity becomes entitled to the income;
ii. The trustees are virtually certain they will receive the income; and
iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure

Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

1 Accounting policies (Continued)

1.6 Property, plant and equipment

Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity’s contractual obligations expire or are discharged or cancelled.

1 Accounting policies (Continued)

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.11 Taxation and VAT

The Centre is a registered charity and is not liable to income or corporation taxation.

The Centre is not registered for VAT and accordingly expenditure included VAT incurred where appropriate.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds	Restricted funds	Total
	2021	**2021**	**2021**	2020	2020	2020
	£	**£**	**£**	£	£	£
Donations and gifts	29,884	-	29,884	33,644	-	33,644
Grants	7,700	29,475	37,175	12,920	32,610	45,530
Gift Aid Receivable	5,870	-	5,870	6,264	-	6,264
	43,454	29,475	72,929	52,828	32,610	85,438
Grants receivable for core activities						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Hampton Fund	-	6,500	6,500	-	-	-
Richmond Parish Lands	-	14,400	14,400	-	17,000	17,000
Barnes Fund	1,500	-	1,500	3,500	-	3,500
Assura Community Fund	-	5,000	5,000	-	-	-
Woodward Trust	-	-	-	2,000	-	2,000
National Lottery	-	-	-	-	9,760	9,760
Other (below £2,000)	-	3,575	3,575	1,220	5,850	7,070
	7,700	29,475	37,175	12,920	32,610	45,530

4 Charitable activities

	2021	2020
	£	£
Services and Schools	3,773	2,322

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Fundraising events	6,279	5,904

6 Other income

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Government furlough grant	2,549	12,128

7 Raising funds

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Fundraising costs		
Fundraising events	2,053	708
Consultancy, administrative and advertising costs	1,567	415
Staff costs	11,998	13,535
Fundraising costs	15,618	14,658

8 Charitable activities

	2021	2020
	£	£
Staff costs	60,663	56,139
Office costs	1,304	644
Publicity	692	733
Subscriptions	456	315
Bank charges	192	115
Sundries	1,056	957
Rent	-	763
Training and staff expenses	2,485	1,737
Project costs	1,090	1,150
	67,938	62,553
Grant funding of activities (see note 9)	1,500	1,000
Share of support costs (see note 10)	4,698	2,273
Share of governance costs (see note 10)	4,560	6,471
	78,696	72,297
Analysis by fund		
Unrestricted funds	47,744	41,558
Restricted funds	30,952	30,739
	78,696	72,297

9 Grants payable

	2021	2020
	£	£
Grants to institutions:		
Pregnancy Centres Network	1,500	1,000

10 Support costs

	Support costs	**Governance costs**	**Total 2021**	Support costs	Governance costs	Total 2020
	£	**£**	**£**	£	£	£
Insurance	733	-	733	821	-	821
IT, website & communications	3,965	-	3,965	1,452	-	1,452
Accountancy and IE fee	-	2,580	2,580	-	2,740	2,740
Legal and professional	-	900	900	-	-	-
Bookkeeping and payroll	-	1,080	1,080	-	3,731	3,731
	4,698	4,560	9,258	2,273	6,471	8,744
Analysed between						
Charitable activities	4,698	4,560	9,258	2,273	6,471	8,744

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

12 Employees

The average monthly number of employees (including part-time employees) during the year was:

	2021 Number	**2020 Number**
	7	7

Employment costs	**2021**	**2020**
	£	**£**
Wages and salaries	72,053	69,214
Other pension costs	608	460
	72,661	69,674

There were no employees whose annual remuneration was more than £60,000.

13 Property, plant and equipment

	Computers
	£
Cost	
At 1 January 2021	3,768
At 31 December 2021	3,768
Depreciation and impairment	
At 1 January 2021	3,768
At 31 December 2021	3,768
Carrying amount	
At 31 December 2021	-
At 31 December 2020	-

14 Trade and other receivables

	2021	2020
Amounts falling due within one year:	£	£
Gift Aid due	-	960
Prepayments	489	366
	489	1,326

15 Current liabilities

	2021	2020
	£	£
Other taxation and social security	600	483
Trade payables	-	386
Accruals and deferred income	2,700	2,640
	3,300	3,509

16 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £608 (2020 - £460).

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds		
	Balance at 1 January 2020	Incoming resources	Resources expended	Balance at 1 January 2021	Incoming resources	Resources expended	Balance at 31 December 2021
	£	£	£	£	£	£	£
Salaries and IT	-	-	-	-	10,000	(9,088)	912
Listening Project	4,021	-	(1,067)	2,954	12,975	(12,426)	3,503
Staffing Fund	-	27,760	(27,760)	-	-	-	-
Education Fund	-	1,500	(500)	1,000	-	(1,000)	-
IT and Digital Fund	-	3,350	(1,412)	1,938	-	(1,938)	-
Centre Director (Hampton Fund)	-	-	-	-	6,500	(6,500)	-
	4,021	32,610	(30,739)	5,892	29,475	(30,952)	4,415

Salaries and IT - This grant from Richmond Parish Lands is for salaries and IT costs.

Listening Project - This fund supports the staffing costs of the lead counsellor for the Listening project. The Listening Project provides free and confidential support sessions for someone with a crisis pregnancy (unplanned / fetal anomaly) needs and courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. Income in 2021 includes a £5,000 grant from the Assura Community Fund and £4,400 from Richmond Parish Lands.

Staffing Fund - This fund represents monies received to cover staff costs.

Education Fund - This fund represents grants to cover the costs of Education staff salaries.

IT and Digital Fund - This fund is for the costs of IT equipment, software and other related costs.

Centre Director (Hampton Fund) - A grant from the Hampton Fund for the salary costs of the Centre Director. It was all used in 2021.

18 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances are represented by:						
Current assets/(liabilities)	25,479	4,415	29,894	32,786	5,892	38,678
	25,479	4,415	29,894	32,786	5,892	38,678

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel (which includes gross pay, employer national insurance and pension contributions) is as follows.

	2021 £	2020 £
Aggregate compensation	23,384	20,485

Carbon Networks Ltd, of which Trustee Martin Norfolk is a director, invoiced the charity £829 for IT costs in the year (2020: £386).

There were no other disclosable related party transactions during the year (2020: none).

SEEN LTD

England & Wales - Charity number 1148979

Accounts

Crossway Pregnancy Crisis Centre Ltd

Annual Report and Accounts 2020

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INTRODUCTION FROM THE CHAIR

Amidst all the hyperbole used to describe the events of 2020, as trustees we are amazed, not only that we continued to function as a charity throughout the year, but that our staff and volunteers adapted so quickly to work in completely new ways and that we were still able to reach so many people.

Like so many other organisations, we benefited from financial support from the UK government and new sources of grants, although revenue changes alone are only part of our story for 2020. The necessary changes to our working methods, from providing the bulk of our services in-person, to providing them online had the real potential to weaken our work – but our teams did not fail. They adapted quickly and continued to deliver life-affirming support to clients and audiences who continue to give us encouraging feedback. What a great result this was.

And neither did our schools and prison services fail. When it became impossible to visit both schools and prisons, instead we produced materials that could be used online or remotely, and these were received very positively.

The trustees were amazed by the wonderful performance of our centre director, Karen Pitchford, and her amazingly capable staff team, at what they achieved in 2020 – but we shouldn't have been so surprised. Why? Because this charity and its work is continually recommitted to God and, at its heart, this charity work is our response to God's love for us and we know it can only be successful if we commit every step to him.

So, I thank everyone who has been involved with us in 2020 – as a supporter, donor, volunteer, staff member, or as a silent prayer.

Again, if you are touched by any part of our work, I would encourage you to consider becoming involved with us in some way, perhaps as a volunteer, donor, fund-raisers, trustee, or even an enthusiastic supporter. You will find it more rewarding than you might expect.

On behalf of the Board of Trustees, I thank you.

Martin Norfolk

GENERAL INFORMATION

Address	Crossway Pregnancy Crisis Centre St Stephens Church, The Crossway Building Twickenham, Middx TW1 2PD
Website	www.CrosswayPregnancy.org.uk
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	Heather Hall David La Bouchardiere Nicki Klass Martin Norfolk Anne Wallace

BRIEF HISTORY

The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd*. This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

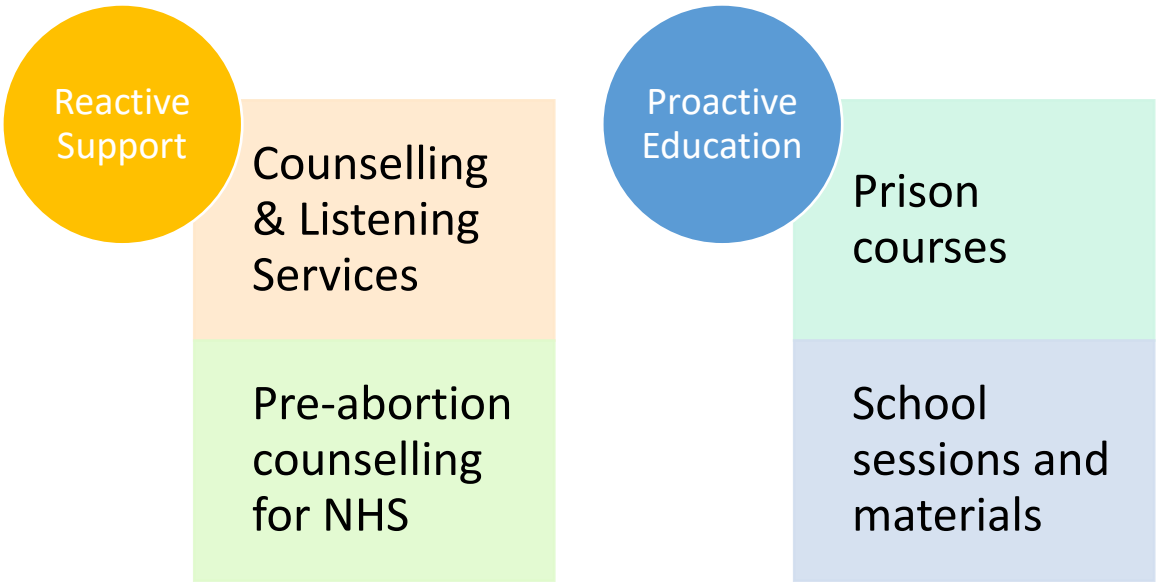
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

We offer services grouped in four areas of activity. These areas of activity are listening and counselling services for pregnancy crisis clients, pre-abortion counselling for NHS patients, education services for young people, and relationship and well-being services for prisoners.



We have provided as many free and confidential support sessions each person or couple needs and wants for a crisis pregnancy.

We have provided 10-step courses, called 'Step by Step' and 'Purple Door', for anyone struggling after pregnancy loss including abortion, miscarriage or still birth.

We have created a befriending support service to anyone who is continuing with a pregnancy in difficult circumstances.

We have provided a free pregnancy testing service.

We have taught young people in local primary and secondary schools, and teenagers in youth clubs, about puberty, sex, relationships, unplanned pregnancy choices, and resilience.

We have provided the 'I Am' relationships course to women in prison.

Activity Statistics

We can summarise our activities in 2020 with the following statistics.

- 76 clients contacted our listening service for one-to-one support
- 51 patients were seen at West Middlesex University Hospital
- 53% increase in clients and patients (although this is less than the increase the previous year)
- 435 pregnancy loss one-to-one sessions were delivered
- 100 hours teaching prisoners about healthy relationships
- 672 students taught in schools and youth clubs
- 1,125 volunteer hours given

Since the Centre opened, we have supported 2,476 clients and provided education sessions to over 11,372 young people through our schools' service.

Achievements

✓ Our biggest achievement was the ability to continue to deliver support to clients by providing sessions remotely by phone or video calls.

✓ At a time when number of clients dropped because of the pandemic, we doubled the number of client sessions that we delivered.

✓ We developed remote learning resources, including recorded lessons and self-care packs, so that services for young people continued even though in-person school visits were not possible.

✓ We improved our efficiency through upgrading and improved use of technology:

- all staff have upgraded laptops,
- we moved our office-based file storage into the cloud, so that all staff and volunteers can access files and report sessions remotely,
- Office 365 communications and security service have been adopted throughout the organisation,
- most of our paper records have been digitalised.

✓ We recruited 3 new volunteers; one to help with administration and two are training to become listeners.

✓ We trained 3 more listeners to deliver post-abortion support.

FEEDBACK

With full permission, we include here some of the encouraging feedback received from those people receiving our services, whether as clients of our personal listening and counselling services, or from our work in schools and prison.

From clients experiencing pregnancy crisis

"The course and its structure have helped me to revisit emotions that might have been 'locked' and allow for all emotions to be let out and processed. I enjoyed and found journaling very helpful as it has provided me with new insights to how I perceived all miscarriages, what I have learnt and above all allowed myself to grief in my own way and my own time."

"I wish this service was more known, people should be told of local services when booking an abortion as additional support if needed. The course helped me through the most difficult time of my life, and if I had not found them on the internet, I don't think I would have got through it. Thank you."

"X was an absolutely brilliant listener. She guided me through the framework but then if the conversation took a different turn, she just let it flow. She always made me feel heard and never judged. She was always compassionate and thoughtful, and I felt we had an excellent rapport. I will always be grateful to her for helping me through a very difficult time and allowing the sessions really to be tailored to what I needed on that day. I never felt rushed, she was always flexible with session days and times to fit around my childcare which I appreciated, and we took a break halfway through which was good for me. I always felt my wellbeing was her priority. She is incredibly good at this position, and I feel lucky to have had her as my listener."

"We did all sessions on Zoom and they were as effectively as face-to-face."

"I had an unplanned pregnancy and due to the cost of childcare amongst other things I had an abortion. I couldn't cope with my mental feeling and thoughts after. I would torment myself. I fell into a spiral of self-hate and depression. I found the Crossway services online by googling other women's abortion stories. They helped me by just being able to talk and get my feelings out without being judged. They helped me to process my thoughts and take my grief in stages and to keep going. This service needs to be more well known."

"I miscarried twins in the first week of lockdown and really struggled to come to terms with the loss. They helped me process the huge range of emotions that come with a loss like this. I still have sad moments and I will never forget my twins, but the pain does not overwhelm me anymore and I am happy with my life and grateful for what I do have."

From young people experiencing our schools' work

"The video was informative and I learnt a lot."

"It contained a lot of detailed information which helped build a clear perspective of the topic."

"It was great that the lessons were interactive by using the worksheet and watching the video."

"I found the speaker to be very useful as I learned about new things and the tasks helped to sum up all the new information in a fun way. "

"I've learned not to compare yourself to others."

"I feel better about myself. You made me realise what I'm worth."

"Myself, the students and the year 12 tutors were really pleased with the previous session and I was hoping you'd be able to put together another session for us." (Head of Year 12 at Heston Community School)

FUTURE PLANS

Looking forward to 2021, we want to become more connected. We want to:

- Become more connected to those seeking confidential help over the internet.
- Become more connected to other churches and organisations which share our aims.
- Become more connected to a wider audience by improving our communications.
- Become more connected to new volunteers, donors and trustees to continue to expand our work.

The Centre Director, Karen Pitchford, who leads this work is committed to pursuing these aims in 2021. These aims have been agreed as follows.

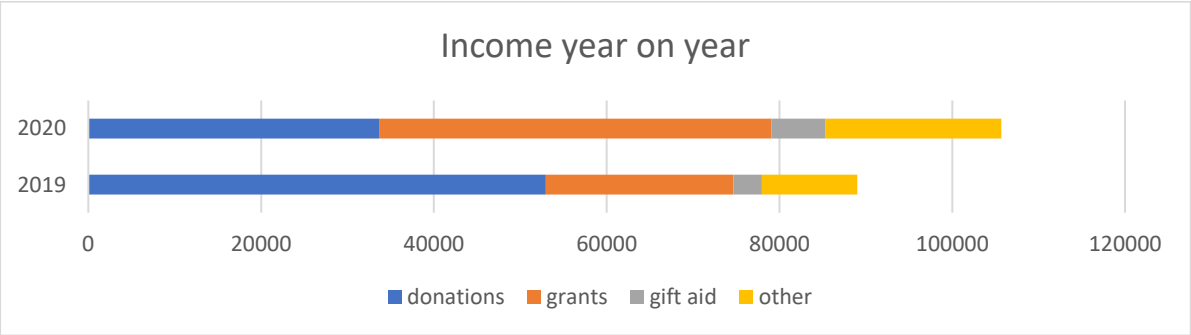
1. **To increase number of clients we are able to reach** – by raising awareness of our services through local organisations (e.g. GP surgeries and health professionals), increasing our presence on social media, and developing a helpline.

2. **To continue upgrading and improving our use of technology** – including launching our new website, remote telephone system, instant messaging chat, using our new contacts database, and digitizing systems at the Centre.

3. **To build the number of outlets for our education work** – by increasing the capacity of our education team with volunteers and staff.

4. **To provide pregnancy crisis counselling in a womens' prison**

OUR FINANCES



Our income from all sources increased to over £105,000 and this conceals an even larger swing from donations to grants as the largest single source of revenue. This was not a surprise as nearly all of our usual personal fund raising activites were unable to continue, and a significant reliance on grant funding for charities across the charitable sector is typical. We recorded a net surplus of £18,837 for the year.

We are grateful to the following trusts and local organisations for grants and donations made to the Centre during 2020:

- local Churches
- Barnes Fund
- Hospital Bridge Trust
- Kingston Crisis Covid Fund
- National Lottery
- Neighbourly
- Oak Tree Fellowship
- Pathways
- Pregnancy Centres Network
- Ramsden Trust
- Richmond Coronavirus Response Fund
- Richmond Parish Lands
- St Stephens Twickenham PCC
- Tesco Bags for Life
- Waitrose Twickenham
- Woodward Charitable Trust

We continue to be grateful to St Stephen's Church for providing our office space, counselling room facilities and use of other rooms for meetings and events without charge, and opportunity to promote the charity through services and newsletters.

We want to thank the many individuals who support us in so many ways; one off donations; regular giving (which helps with financial planning); attending our events; and taking part in sponsored events.

We can only achieve what we do with the support of many individuals and organisations.

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

We are constantly working to improve our funding stream and to make the most of every pound donated to the charity.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;

c. The provision of goods and services to needy applicants to the charity;

d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to reach these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Unplanned pregnancy, abortion and miscarriage are common experiences which can be hard to cope with alone and can be a mental health risk without appropriate support. Also, young people now have the challenge of having to navigate social media at the same time as sex and relationships.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;

- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;

- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;

- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

- review organisational performance, staff performance and general morale
- seek to ensure the integrity of our services and that they are in keeping with our statement of faith
- invest in technology and the infrastructure of our Centre
- co-operate and share resources with local organisations
- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

"1 in 4 pregnancies end in pregnancy loss, and 29% of women who suffer a miscarriage showing symptoms of PTSD a month later"

The Miscarriage Association
www.miscarriageassociation.org.uk/?s=statistics

"emotional support after miscarriage is often not available from the Health System"

NHS Review
www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Available-Support-for-Pregnancy-Loss.pdf

"6-10% of women experience domestic violence in a given year, and over 1/3 of this starts or gets worse when a woman is pregnant"

Best Beginnings
www.bestbeginnings.org.uk/domestic-abuse

"1 in 3 women experience abortion at some time in their lives"

British Pregnancy Advisory Service (BPAS)
https://www.bpas.org/abortion-care/considering-abortion/

"many female offenders are often vulnerable members of society. There is evidence that a specific approach is most effective in helping women to... turn their lives around."

Prison Reform Trust, quoting Government White Paper
www.prisonreformtrust.org.uk/Portals/0/Women%27s%20Centre%20Proposal%202017.pdf

CORONAVIRUS PANDEMIC IMPACT

The most significant impact was a fall in the numbers of people we were able to help.

- client numbers fell by half due to women not finding information about our services from their GP or other health professionals.
- pupil audience numbers fell by a third due restrictions preventing visits to schools and youth clubs for much of the year.
- the 'I Am' course could not be delivered in prison due to visiting restrictions, and sadly women were confined to their cells for 23 hours a day.
- patient numbers at West Middlesex hospital fell by two thirds primarily due to restrictions preventing non-essential staff access to the building, and also because abortion pills were

being sent direct to women at home by some independent clinics without the need for prior counselling at the clinic.

The other major impact was that planned fundraising activities had to be put on hold so that we were not able to raise income in this way as planned. The Trustees worked very closely with staff to monitor the situation closely reducing costs, including moving out of our ETNA centre office and bringing our finance service in house. We instead raising funds from sponsored events and grants.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of the Crossway Pregnancy Crisis Centre and meet formally six times a year. Further meetings of the trustees and the Centre Director are often arranged as needed to respond to particular matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff. The Centre Director performs the primary management role in leading day-to-day operations, overseeing the delivery of our services, managing staff and reporting to the Board of Trustees.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

The main risks that the Governors have identified and the plans to manage those risks are:

- **Reputation**. The Centre's success is built on its reputation for confidential and unbiased services. We manage this risk through safeguarding policies, staff recruitment policies, pastoral support for both clients and staff and active identification and resolution of health and safety related issues, and data protection measures. Delivery of our services is monitored through continual professional development and supervision, and through analysis of feedback obtained from service users.

- **Finances**. We are only able to function with the support of our donors. This risk is managed by continually committing our activity to God in prayer and by fund-raising diligently. We constantly strive to improve our communications and to act with integrity in all matters. It is in response to obligations that we always seek to have sufficient funds to wind down our activities, should this become necessary.

- **Client welfare**. Confidential and unbiased counselling and listening services, provided in one-to-one sessions, are one of our core services. We manage any possible risk to our clients' welfare by making supervision a requirement for all listeners, and this takes place in small groups run by supervisors, who are experienced Counsellors. Where necessary it is also available on a one-to-one basis in between supervision sessions from the Listening Coordinator or supervisors.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are considered to be constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background
- A trustee with a fund-raising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of Crossway Pregnancy Crisis Centre Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales[1].

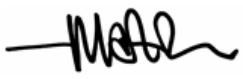
Directors are required to manage the company in accordance with Government rules, as published by Companies House[2], to ensure its success, and act with skill, diligence and integrity.

The trustees and directors who served during the year were as follows.

Trustees & Directors:	Served:
Martin Norfolk, Chair	full year service
Anne Wallace, Fundraising	full year service
Heather Hall, Listening Services	full year service
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Non-executive Director:	
Karen Pitchford (Centre Director)	full year service

[1] https://www.gov.uk/government/organisations/charity-commission
[2] https://www.gov.uk/government/organisations/companies-house

Signature

Martin Norfolk, Chair 

CROSSWAY PREGNANCY CRISIS CENTRE LTD

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2020

The Trustees, who are also the directors of Crossway Pregnancy Crisis Centre Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

CROSSWAY PREGNANCY CRISIS CENTRE LTD

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF CROSSWAY PREGNANCY CRISIS CENTRE LTD

I report to the Trustees on my examination of the financial statements of Crossway Pregnancy Crisis Centre Ltd (the charity) for the year ended 31 December 2020.

Responsibilities and basis of report

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

Having satisfied myself that the financial statements of the charity 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 the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable 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 that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements 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 financial statements 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 financial statements to be reached.



John Caladine FCCA CTA FCIE

Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Dated: 27 October 2021

CROSSWAY PREGNANCY CRISIS CENTRE LTD

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Income from:							
Donations and legacies	**3**	52,828	32,610	85,438	67,968	10,000	77,968
Charitable activities	**4**	2,322	-	2,322	-	-	-
Other trading activities	**5**	5,904	-	5,904	11,045	-	11,045
Other income	**6**	12,128	-	12,128	-	-	-
Total income		73,182	32,610	105,792	79,013	10,000	89,013
Expenditure on:							
Raising funds	**7**	15,391	-	15,391	13,272	-	13,272
Charitable activities	**8**	40,825	30,739	71,564	74,602	5,979	80,581
Total resources expended		56,216	30,739	86,955	87,874	5,979	93,853
Net income/(expenditure) for the year/ Net movement in funds		16,966	1,871	18,837	(8,861)	4,021	(4,840)
Fund balances at 1 January 2020		15,820	4,021	19,841	24,681	-	24,681
Fund balances at 31 December 2020		32,786	5,892	38,678	15,820	4,021	19,841

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

CROSSWAY PREGNANCY CRISIS CENTRE LTD

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Current assets					
Trade and other receivables	**14**	1,326		4,657	
Cash at bank and in hand		40,861		17,883	
		42,187		22,540	
Current liabilities	**15**	(3,509)		(2,699)	
Net current assets			38,678		19,841
Income funds					
Restricted funds	**18**		5,892		4,021
Unrestricted funds			32,786		15,820
			38,678		19,841

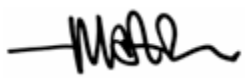
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2020.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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

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

The financial statements were approved by the Trustees on 26 October 2021



Mr M F Norfolk
Trustee

Company Registration No. 08010183

1 Accounting policies

Company information

Crossway Pregnancy Crisis Centre Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is included in the Statement of Financial Activities when:

i. The charity becomes entitled to the income;
ii. The trustees are virtually certain they will receive the income; and
iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure

Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

1 Accounting policies (Continued)

1.6 Property, plant and equipment

Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity’s contractual obligations expire or are discharged or cancelled.

1 Accounting policies (Continued)

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.11 Taxation and VAT

The Centre is a registered charity and is not liable to income or corporation taxation.

The Centre is not registered for VAT and accordingly expenditure included VAT incurred where appropriate.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	**Restricted funds**	**Total**	Unrestricted funds	Restricted funds	Total
	2020	**2020**	**2020**	2019	2019	2019
	£	**£**	**£**	£	£	£
Donations and gifts	33,644	-	33,644	52,962	-	52,962
Grants	12,920	32,610	45,530	11,700	10,000	21,700
Gift Aid Receivable	6,264	-	6,264	3,306	-	3,306
	52,828	32,610	85,438	67,968	10,000	77,968
Grants receivable for core activities						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Pathways	500	1,000	1,500	-	-	-
Richmond Parish Lands	-	17,000	17,000	-	-	-
Barnes Workhouse Fund	3,500	-	3,500	3,500	-	3,500
Groundwork	-	1,500	1,500	-	-	-
Woodward Charitable Trust	2,000	-	2,000	-	-	-
LBRUT	-	1,500	1,500	-	-	-
National Lottery	-	9,760	9,760	-	10,000	10,000
Ramsden Trust	-	-	-	2,000	-	2,000
All Churches	-	1,350	1,350	-	-	-
Other (below £1,000)	720	500	1,220	-	-	-
	12,920	32,610	45,530	11,700	10,000	21,700

4 Charitable activities

	2020	2019
	£	£
Services and Schools	2,322	-

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Fundraising events	5,904	11,045

6 Other income

	Unrestricted funds	Total
	2020	2019
	£	£
Government furlough grant	12,128	-

7 Raising funds

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Fundraising and publicity		
Fundraising and publications	708	2,446
Advertising	1,148	-
Staff costs	13,535	10,826
Fundraising and publicity	15,391	13,272

8 Charitable activities

	2020	2019
	£	£
Staff costs	56,139	59,269
Office costs	644	937
Publicity	-	1,080
Subscriptions	315	428
Bank charges	115	712
Sundries	957	737
Rent	763	3,251
Admin	-	66
Training	1,737	2,996
Project costs	1,150	-
	61,820	69,476
Grant funding of activities (see note 9)	1,000	2,913
Share of support costs (see note 10)	2,273	1,440
Share of governance costs (see note 10)	6,471	6,752
	71,564	80,581
Analysis by fund		
Unrestricted funds	40,825	74,602
Restricted funds	30,739	5,979
	71,564	80,581

9 Grants payable

	2020	2019
	£	£
Grants to institutions:		
Romance Academy	-	375
Pregnancy Centres Network	1,000	1,375
Crosslight	-	625
PCW	-	538
	1,000	2,913

10 Support costs

	Support costs	Governance costs	Total 2020	Support costs	Governance costs	Total 2019
	£	£	£	£	£	£
Insurance	821	-	821	584	-	584
IT Website & Communications	1,452	-	1,452	856	-	856
Accountancy and IE fee	-	2,740	2,740	-	2,160	2,160
Bookkeeping and payroll	-	3,731	3,731	-	4,592	4,592
	2,273	6,471	8,744	1,440	6,752	8,192
Analysed between						
Charitable activities	2,273	6,471	8,744	1,440	6,752	8,192

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

12 Employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
	3	2

Employment costs	2020 £	2019 £
Wages and salaries	69,214	69,427
Social security costs	-	418
Other pension costs	460	250
	69,674	70,095

13 Property, plant and equipment

	Computers £
Cost	
At 1 January 2020	3,768
At 31 December 2020	3,768
Depreciation and impairment	
At 1 January 2020	3,768
At 31 December 2020	3,768
Carrying amount	
At 31 December 2020	-
At 31 December 2019	-

14 Trade and other receivables

Amounts falling due within one year:	**2020 £**	**2019 £**
Trade receivables	-	1,224
Gift Aid due	960	2,979
Prepayments	366	454
	1,326	4,657

15 Current liabilities

	2020 £	2019 £
Other taxation and social security	483	539
Trade payables	386	-
Accruals and deferred income	2,640	2,160
	3,509	2,699

16 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £460 (2019 - £250).

17 Related party transactions

Carbon Networks Ltd, of which Martin Norfolk is a director, invoiced the charity £386 for IT costs in the year.

There were no other disclosable related party transactions during the year (2019 - none).

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Incoming resources	Resources expended	1 January 2020	Incoming resources	Resources expended	Balance at 31 December 2020
	£	£	£	£	£	£
Listening Project	10,000	(5,979)	4,021	-	(1,067)	2,954
Staffing Fund	-	-	-	27,760	(27,760)	-
Education Fund	-	-	-	1,500	(500)	1,000
IT Equipment and Digitalisation Fund	-	-	-	3,350	(1,412)	1,938
	10,000	(5,979)	4,021	32,610	(30,739)	5,892

Listening project
Funding was received for the Listening Project which seeks to provide as many free and confidential support sessions as someone with a crisis pregnancy (unplanned / fetal anomaly) needs. The project also runs 'Step by Step' and 'Purple Door' 10 step courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. In addition the funding has allowed the charity to provide a free pregnancy testing service

Staffing fund
This fund represents monies received to cover staff costs.

Education fund
This fund represents grants to cover the costs of Education staff salaries.

IT Equipment and digitalisation fund
This fund represents grants to cover the costs of IT equipment and other costs.

19 Analysis of net assets between funds

	Unrestricted funds 2020	Restricted funds 2020	Total 2020	Unrestricted funds 2019	Restricted funds 2019	Total 2019
	£	£	£	£	£	£
Fund balances are represented by:						
Current assets/ (liabilities)	32,786	5,892	38,678	15,820	4,021	19,841
	32,786	5,892	38,678	15,820	4,021	19,841