



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:

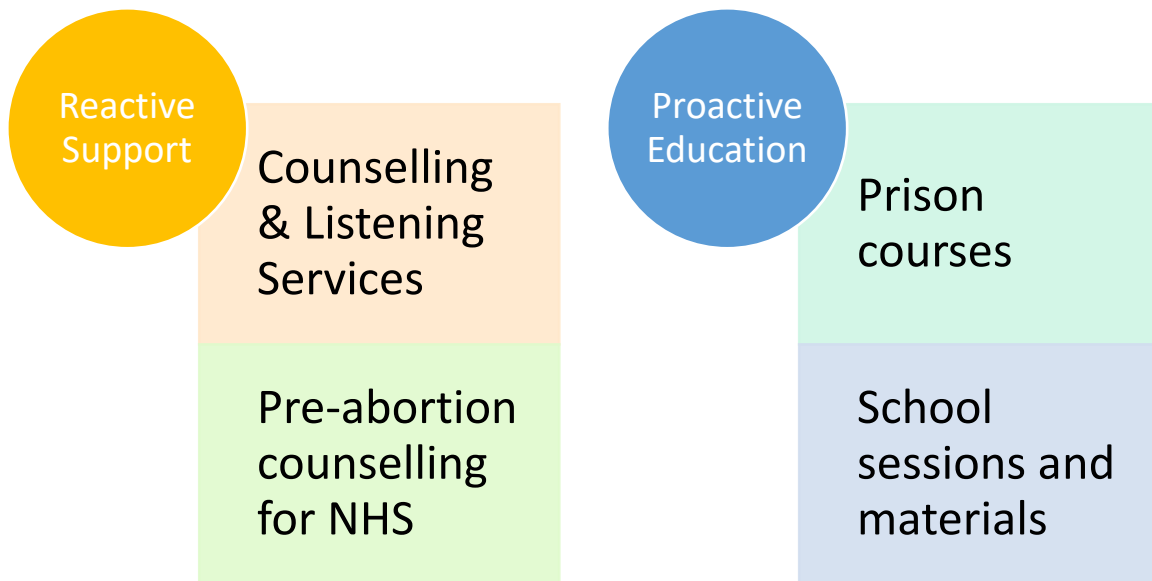
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

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 Wales¹.

Directors are required to manage the company in accordance with Government rules, as published by Companies House², 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:

Martin Norfolk, Chair

Heather Hall, Listening Services

David La Bouchardiere, Education Services

Nicki Klass, Treasurer

Nicola Patel, HR and Operations

Served:

full year service

full year service

full year service

full year service

appointed 10 January 2022

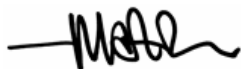
Non-executive Director:

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 £
<u>Income from:</u>							
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
<u>Expenditure on:</u>							
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	
		<u>31,802</u>		<u>33,194</u>	
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
			<u>28,409</u>		<u>29,894</u>

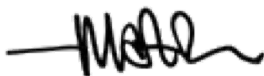
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022.

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

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

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.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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
	<u>33,557</u>	<u>56,780</u>	<u>90,337</u>	<u>43,454</u>	<u>29,475</u>	<u>72,929</u>
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
	<u>8,450</u>	<u>53,686</u>	<u>62,136</u>	<u>7,700</u>	<u>29,475</u>	<u>37,175</u>

4 Charitable activities

	2022	2021
	£	£
Services and Schools	<u>3,913</u>	<u>3,773</u>

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Fundraising events	<u>16,664</u>	<u>6,279</u>

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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
	<u>79,720</u>	<u>67,938</u>
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
	<u>86,972</u>	<u>78,696</u>
Analysis by fund		
Unrestricted funds	44,222	47,744
Restricted funds	42,750	30,952
	<u>86,972</u>	<u>78,696</u>

10 Grants payable

	2022 £	2021 £
Grants to institutions:		
Pregnancy Centres Network	-	1,500
	<u>-</u>	<u>1,500</u>

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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
	<u>2,872</u>	<u>4,380</u>	<u>7,252</u>	<u>4,698</u>	<u>4,560</u>	<u>9,258</u>
<u>Analysed between</u>						
Charitable activities	<u>2,872</u>	<u>4,380</u>	<u>7,252</u>	<u>4,698</u>	<u>4,560</u>	<u>9,258</u>

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
	<u>8</u>	<u>7</u>
Employment costs	2022 £	2021 £
Wages and salaries	84,193	72,053
Other pension costs	964	608
	<u>85,157</u>	<u>72,661</u>

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.

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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).

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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
	<u>4,415</u>	<u>56,780</u>	<u>(48,714)</u>	<u>49</u>	<u>12,530</u>

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)	-	-
	<u>5,892</u>	<u>29,475</u>	<u>(30,952)</u>	<u>-</u>	<u>4,415</u>

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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

SEEN LTD

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

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).