



SEEN Ltd

# Annual Report and Accounts 2024

(For the year ended 31<sup>st</sup> 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 25<sup>th</sup> 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 Bengé 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 17<sup>th</sup> 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.

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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

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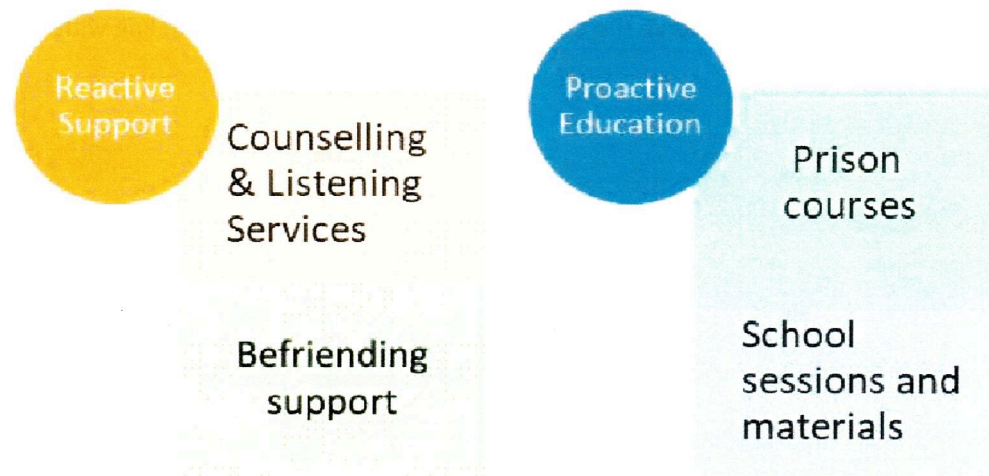
national legal frameworks and professional guidelines, including safeguarding and anti-discrimination legislation.

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.

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## 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.

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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

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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.

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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."*

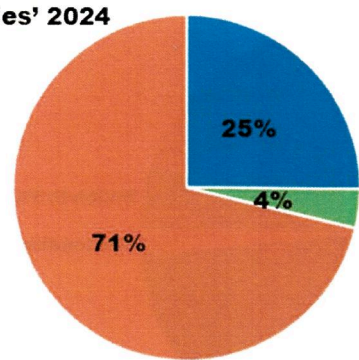
**PRISONER**

*"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**

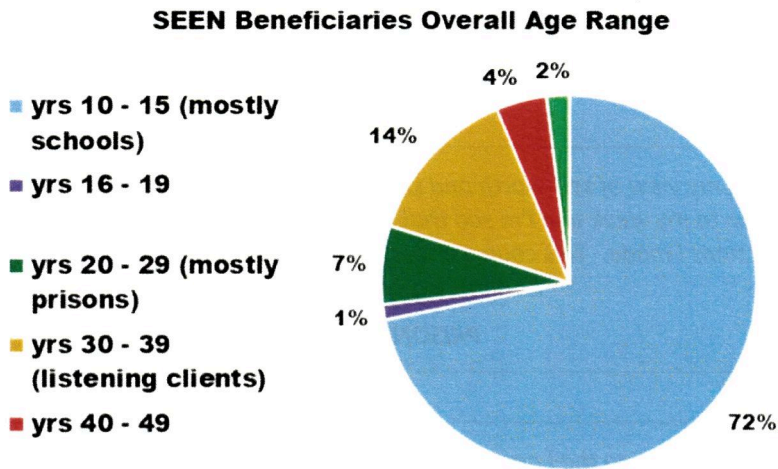
## DEMOGRAPHIC ANALYSIS - GENERAL

**SEEN beneficiaries' 2024**

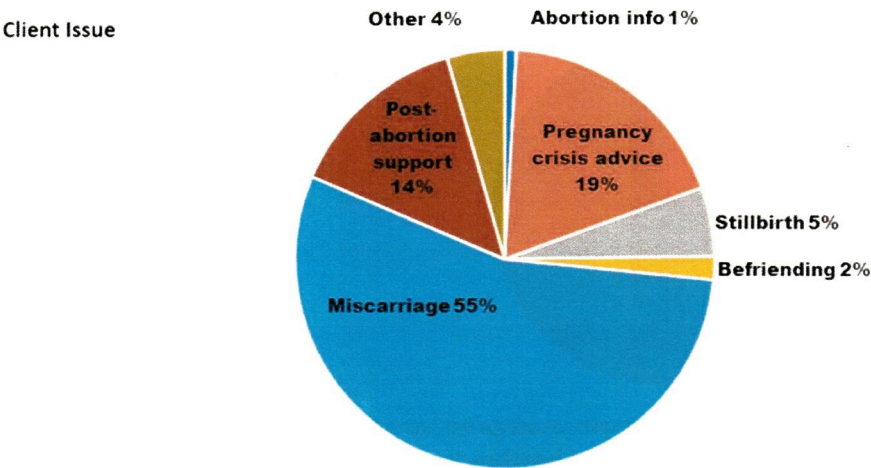


- clients listened to for unplanned pregnancy, pregnancy loss support and befriending
- prisoners participated in the 'I Am' Project
- young people taught RSE in schools

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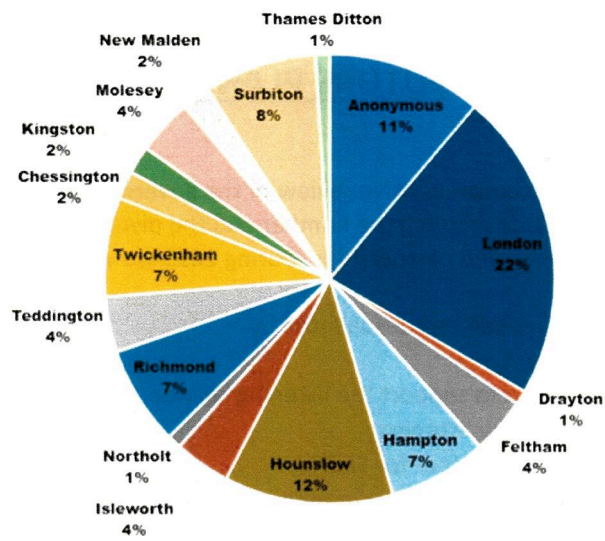


**Demographic Analysis - Listening**

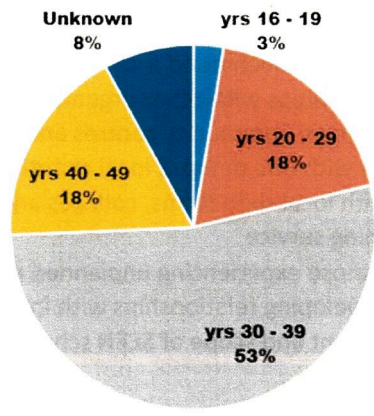


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AREA



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.

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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

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- 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.

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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)  
<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.

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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<sup>1</sup>.

Directors are required to manage the company in accordance with Government rules, as published by Companies House<sup>2</sup>, 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  
CHAIR OF TRUSTEES  
19<sup>th</sup> SEPTEMBER 2025

<sup>1</sup> <https://www.gov.uk/government/organisations/charity-commission>

<sup>2</sup> <https://www.gov.uk/government/organisations/companies-house>

## SEEN LTD

### INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SEEN LTD

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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**

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
<b>Income from:</b>							
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
<b>Total income</b>		<u>70,417</u>	<u>54,982</u>	<u>125,399</u>	<u>62,899</u>	<u>57,086</u>	<u>119,985</u>
<b>Expenditure on:</b>							
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
<b>Total expenditure</b>		<u>84,596</u>	<u>44,031</u>	<u>128,627</u>	<u>49,904</u>	<u>59,202</u>	<u>109,106</u>
<b>Net income/(expenditure)</b>		(14,179)	10,951	(3,228)	12,995	(2,116)	10,879
Transfers between funds	19	-	-	-	(3,402)	3,402	-
<b>Net movement in funds</b>	11	(14,179)	10,951	(3,228)	9,593	1,286	10,879
<b>Reconciliation of funds:</b>							
Fund balances at 1 January 2024		25,472	13,816	39,288	15,879	12,530	28,409
<b>Fund balances at 31 December 2024</b>		<u>11,293</u>	<u>24,767</u>	<u>36,060</u>	<u>25,472</u>	<u>13,816</u>	<u>39,288</u>

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 £	£
<b>Current assets</b>					
Trade and other receivables	16	4,940		2,932	
Cash at bank and in hand		34,306		39,376	
		39,246		42,308	
<b>Current liabilities</b>	17	(3,186)		(3,020)	
<b>Net current assets</b>			36,060		39,288
<b>The funds of the charity</b>					
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 ...19<sup>th</sup> SEPTEMBER 2025

  
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
	<u>46,774</u>	<u>54,982</u>	<u>101,756</u>	<u>54,921</u>	<u>57,086</u>	<u>112,007</u>
<b>Grants</b>						
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
	<u>22,300</u>	<u>45,399</u>	<u>67,699</u>	<u>7,571</u>	<u>50,475</u>	<u>58,046</u>

#### 4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<b>Support</b>		
Services and Schools	<u>3,550</u>	<u>1,768</u>

## 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 £
<b>Fundraising costs</b>						
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	Support
	2024	2023
	£	£
<b>Direct costs</b>		
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
	<u>89,808</u>	<u>75,525</u>
Grant funding of activities (see note 9)	-	250
<b>Share of support and governance costs (see note 10)</b>		
Support	5,817	3,169
Governance	4,126	4,023
	<u>99,751</u>	<u>82,967</u>
<b>Analysis by fund</b>		
Unrestricted funds	61,448	35,447
Restricted funds	38,303	47,520
	<u>99,751</u>	<u>82,967</u>

#### 9 Grants payable

	Support
	2023
	£
Grants to institutions:	
Other	<u>250</u>

**SEEN LTD****NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024****10 Support costs allocated to activities**

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

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

**11 Net movement in funds**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
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
	<u>1,890</u>	<u>1,764</u>

**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:

<b>2024</b>	<b>2023</b>
<b>Number</b>	<b>Number</b>
<u>7</u>	<u>7</u>

**SEEN LTD****NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2024****13 Employees (Continued)**

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

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.

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Aggregate compensation	<u>28,032</u>	<u>25,047</u>

**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**

	<b>Computers</b>
	<b>£</b>
<b>Cost</b>	
At 1 January 2024	<u>3,768</u>
At 31 December 2024	<u>3,768</u>
<b>Depreciation and impairment</b>	
At 1 January 2024	<u>3,768</u>
At 31 December 2024	<u>3,768</u>
<b>Carrying amount</b>	
At 31 December 2024	<u>-</u>



## SEEN LTD

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

#### 16 Trade and other receivables

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

#### 17 Current liabilities

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

#### 18 Retirement benefit schemes

	2024 £	2023 £
<b>Defined contribution schemes</b>		
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)	-	-
	<u>13,816</u>	<u>54,982</u>	<u>(44,031)</u>	<u>-</u>	<u>24,767</u>

**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
	<u>12,530</u>	<u>57,086</u>	<u>(59,202)</u>	<u>3,402</u>	<u>13,816</u>

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

#### 21 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 31 December 2024:</b>			
Current assets/(liabilities)	11,293	24,767	36,060
	<u>11,293</u>	<u>24,767</u>	<u>36,060</u>
	<u>          </u>	<u>          </u>	<u>          </u>
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>At 31 December 2023:</b>			
Current assets/(liabilities)	25,472	13,816	39,288
	<u>25,472</u>	<u>13,816</u>	<u>39,288</u>
	<u>          </u>	<u>          </u>	<u>          </u>

#### 22 Related party transactions

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