

NIP IN THE BUD

England & Wales · Charity number 1162388

Details

Status Registered

Legal form CIO

Registered 2015-06-24

Register [View on the Charity Commission register](#)

Contact

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Totteridge
London
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Phone 02083439103

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Website <https://nipinthebud.org/>

Activities

Objects: THE OBJECTS OF THE CIO ARE THE ADVANCEMENT OF HEALTH AND RELIEF AND PREVENTION OF SICKNESS AND SUFFERING AMONG PEOPLE AFFECTED BY MENTAL HEALTH DISORDERS (MHDS) IN PARTICULAR BUT NOT EXCLUSIVELY BY:(1) ADVANCING EDUCATION ABOUT MHDS FOR THE PUBLIC BENEFIT (PRIMARILY BUT NOT EXCLUSIVELY BY USING FILM OR OTHER AUDIO VISUAL OR AUDIO MEDIA WHETHER DISSEMINATED PHYSICALLY OR THROUGH THE INTERNET OR BY ANY OTHER METHOD WHATSOEVER AND ALSO BY USING WEBSITES OR ANY OTHER METHODS AVAILABLE THROUGH THE INTERNET AND ALSO BY HOLDING TRAINING SESSIONS AND CONFERENCES) PRIMARILY BUT NOT EXCLUSIVELY FOR THOSE WHO ARE RESPONSIBLE FOR THE CARE AND WELL-BEING OF CHILDREN AND YOUNG PEOPLE INCLUDING BUT NOT LIMITED TO FAMILY MEMBERS, TEACHERS, HEALTH PROFESSIONALS, CARERS AND SOCIAL WORKERS TO ENABLE THEM: (A) TO DEVELOP AND IMPROVE THEIR UNDERSTANDING OF MHDS;(B) TO DEVELOP AND IMPROVE THEIR ABILITY TO RECOGNISE SYMPTOMS OF MHDS; (C) TO BE INFORMED ABOUT HOW TO OBTAIN PROFESSIONAL DIAGNOSIS OF A SUSPECTED MHD;(D) TO DEVELOP AN UNDERSTANDING OF THE AVAILABLE TREATMENTS; (E) IN THE CASE OF THOSE WHO ARE INVOLVED IN THE CARE AND WELL-BEING OF CHILDREN AND YOUNG PEOPLE BUT WHO ARE NOT THEMSELVES THE FAMILY MEMBERS RESPONSIBLE FOR THE DAY TO DAY CARE OF THAT CHILD OR YOUNG PERSON, TO DEVELOP AN UNDERSTANDING AS TO HOW THEY MAY BEST RAISE WITH THE FAMILY MEMBERS WHO ARE RESPONSIBLE FOR THE DAY TO DAY CARE THEIR CONCERNS ABOUT A SUSPECTED MHD AND HOW THEY MAY BEST ENCOURAGE THOSE FAMILY MEMBERS TO SEEK A PROFESSIONAL DIAGNOSIS AND ADVICE;(2) PROVIDING INFORMATION ABOUT MHDS TO FAMILY MEMBERS, TEACHERS, HEALTH PROFESSIONALS, CARERS AND SOCIAL WORKERS AND OTHERS WHO ARE RESPONSIBLE FOR THE CARE AND WELL-BEING OF CHILDREN AND YOUNG PEOPLE;(3) CAMPAIGNING TO ENCOURAGE THE GOVERNMENT, MEMBERS OF PARLIAMENT AND HEALTH AUTHORITIES TO DO MORE TO RAISE AWARENESS OF THE IMPORTANCE OF EARLY RECOGNITION OF MHDS BY THOSE WHO ARE RESPONSIBLE FOR THE CARE AND WELL-BEING OF CHILDREN AND YOUNG PEOPLE INCLUDING BUT NOT LIMITED TO FAMILY MEMBERS, TEACHERS, HEALTH PROFESSIONALS, CARERS AND SOCIAL WORKERS.

Activities: Nip in the Bud works in collaboration with mental health professionals to produce short films to help parents, teachers, and others caring for and working with children to recognise potential mental health conditions. The goal is to increase the prospects of early intervention and to reduce the risks of those conditions becoming more serious in later years.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£133,095	£177,730	-	-
2024-03-31	£211,331	£149,896	-	-
2023-03-31	£125,436	£133,240	-	-
2022-03-31	£71,396	£88,017	-	-
2021-03-31	£65,758	£61,861	-	-

Trustees

Name	Role	Appointed
Denman Talbot Rooke		2020-05-18
Dr GORDANA MILAVIC MD FRCPSYC		2015-06-24
Dr Lisanne Frances Stock		2016-12-14
Julie Anne Eyres		2022-05-04
Katherine Nabarro		2015-06-24
MICHAEL DAVID CARO		2015-06-24
Marcia Marie Brissett-Bailey		2025-12-15
Michael Edward Phillip Eder		2025-02-26
Michelle Louise Blunt		2021-10-27
Nicholas Joel Angel		2025-02-26

NIP IN THE BUD

England & Wales - Charity number 1162388

Accounts



Nip in
the Bud CIO

Empowering · Compassionate · Trusted

24-25

ANNUAL REPORT & FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

NIP IN THE BUD . CIO

A CHARITABLE INCORPORATED ORGANISATION

REGISTERED CHARITY NO. 1162388

COMPANY NO. CE004879

Through film, Nip in the Bud creates a space where knowledge meets compassion, where lived experience is heard, experts are trusted, and no one feels alone.

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Legal and administrative information

Nip in the Bud was registered under The Charities Act 2011 as a Charitable Incorporated Organisation (CIO) on 24 June 2015 and is registered charity no. 1162388.

TRUSTEES

Katherine Nabarro	(Chair)
Michael Caro	
Gordana Milavic	
Lisanne Stock	
Denman Rooke	
Michelle Blunt	
Julie Eyres	
Michael Eder	(Appointed 26 February 2025)
Nicholas Angel Treasurer	(Appointed 26 February 2025)

Principal Office: 21 Priory Close, London, N20 8BB

Bankers: HSBC Bank Plc, 88 The Broadway,
Muswell Hill, London, N10 3RX

Independent Examiner: Jerry Michael ACA FCCA,
Baginsky Cohen, 930 High Road,
London, N12 9RT

Summary of the charity's objectives

Nip in the Bud's purpose is to improve society's understanding of childhood mental health disorders ("MHDs") in order to increase the prospects of early intervention and to reduce the risks of those MHDs becoming more serious in later years.

The founders of the Charity believe passionately that if people who are responsible for the care of children can be more informed about and better able to recognise childhood MHDs there is a greater chance of early intervention and treatment.

Nip in the Bud aims to achieve its objectives by making short films with accompanying fact sheets and by providing training using those films and fact sheets. The founders believe that in today's world of rapid communication one of the best ways of providing more information and a better understanding of childhood MHDs is to use the power of film and the internet.

Nip in the Bud produces: Information Films, which explain the MHDs, Real Life Experience Films, in which individuals who have the MHD, and their parents speak about their experience of living with the MHD and Emotional Wellbeing films on wider topics that inform and help deal with improving children's mental health. All the films produced by Nip in the Bud are available without charge on Nip in the Bud's website (<https://nipinthebud.org/>) together with documentary information. Nip in the Bud also produces podcasts.

Nip in the Bud is particularly focused on providing education, training and information about childhood MHDs to primary school staff, parents, health professionals, social workers and others who are responsible for the care of children.

Nip in the Bud's objectives are set out in full in its Constitution which is registered with the Charity Commission.

Report of the Trustees for the year ended 31 Mar 2025

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 constitution, the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the Statement of Recommended Practice, "Accounting and Reporting by Charities" (SORP 2015).

A Note from our Chair, Kitty Nabarro

In the summer of 2015, my husband, Daniel came up with the idea of starting the charity

"Nip in the Bud: Learning about Children's Mental Health through Film".

We took the idea to Dr Bruce Clark Clinical Director at South London and Maudsley NHS Foundation Trust, who immediately recognised its potential

We launched Nip in the Bud in November 2017 with six short films. Since then, the charity has grown into a trusted, evidence-led resource offering over 100 short films, a library of fact sheets, more than 25 podcasts released monthly, and a range of articles - all freely available to parents, carers and teachers supporting primary-age children.

- 2017: Charity launched with six films
- 2018 - 2020: Expanded our film series to cover a broader range of children's mental health and neurodiversity topics
- 2021: Daniel sadly passed away, but his vision continues to guide everything we do
- 2022 - 2024: Introduced podcasts and classroom resources.
- Today: Recognised by leading children's mental health charities and NHS Trusts as a trusted source of guidance and support

Daniel would have been so proud of what Nip in the Bud has become. His legacy lives on through our passionate and dedicated small team of part-time freelancers, and through every child, parent, and teacher we continue to empower.

Nip in the Bud's activities, achievements and performance in the year ended 31 March 2025

Films produced during the year focused on Emotional Wellbeing:

Feature story: Stolen Childhood Smartphones, social media and Online Safety

I. In 2024, our work shone a light on one of the biggest challenges to children's emotional well-being today - smartphones, social media and online safety.

Our film "A Stolen Childhood" and its accompanying factsheet were created to spark awareness and action around how digital life impacts young minds. The response was remarkable. Shared widely through the Papaya Parents network and the Smartphone Free Childhood movement, the film quickly became a trusted resource for parents, educators and campaigners across the UK.

Nova Eden, regional leader for north London at Smartphone Free Childhood, described the film as "a powerful tool for initiating conversations during community coffee mornings and school discussions."

She added, "Its compelling statistics on smartphone dangers set the stage for deeper dialogue about the campaign. It is a fantastic video and particularly helpful for parents."

The impact didn't stop there. Inspired by these conversations and supported by strong community advocacy, Barnet Council became the first in the UK to introduce a smartphone ban across both primary and secondary schools, effective from September 2025. This pioneering policy was made possible through collaboration between school leaders, Barnet Public Health and Dan Tomlinson, MP for Chipping Barnet.

As Dan Tomlinson put it:

"Smartphones profoundly impact children's wellbeing, and we must act now to support parents and protect young people. Nip in the Bud's video poignantly highlights this issue. The alarming statistic that rates of school loneliness have doubled worldwide since 2012 underscores the need for intervention. Children deserve to enjoy their education and social lives without the pressures of smartphones and social media."

He added:

"Together with local groups, advocates, and educators, I'm committed to making Barnet schools smartphone-free - fostering healthier, happier environments where young people can thrive."

Our film continues to be used nationwide to spark constructive dialogue - in schools, parent groups and communities, ensuring children's wellbeing stays at the heart of the digital debate.

II. Lived Experience Films:

- Grief and Me: a very moving film with young people sharing their experiences of losing a parent and their experiences of what helped and what didn't help.
- Stigma and discrimination - This film explores shame and secrecy around mental health in children. Expert Dr Petra Gronholm explains the different types of stigmas that affect young people and how to reduce stigma so that children have less fear about speaking up.

III. Practical Guidance Films:

For our Series "Tips for Parents and Carers" presented by Sian Williams on the topics of:

- Conduct Disorder | ODD | PTSD | Eating Disorders | Grief and Loss

For our Series "Tips for Teachers" presented by Sian Williams on the topics of:

- Emotionally Based School Avoidance (EBSA) | Self Harm | Bullying | Eating Disorders

Each of these films was accompanied by one of our downloadable fact sheets

IV. Podcasts

<https://nipinthebud.org/podcasts/>

Two years of hosting Nip in the Bud's Children's Mental Health podcast and some key themes that have been discussed:

In 2022 Nip in the Bud had the idea to start a podcast alongside our many short films and factsheets. It is a way to provide more in-depth information that can't be done through short films on topics such as neurodiversity, autism, Emotionally Based School Avoidance, strategies in the classroom and information for parents. Podcasts are also appealing to some of our audiences who like to multitask while listening. The monthly podcast was launched in September 2023, and episodes have been downloaded over 4000 times so far.

Our educational consultant, Alis Rocca, the host of the podcast, interviews contributors willing to share their expertise and lived experiences in an informal, conversational way. Alis has met a wide variety of guests with different backgrounds and expertise, from specialists in various fields of mental health and neurodivergence to parents and educators who care for or work with children every day. Some examples:

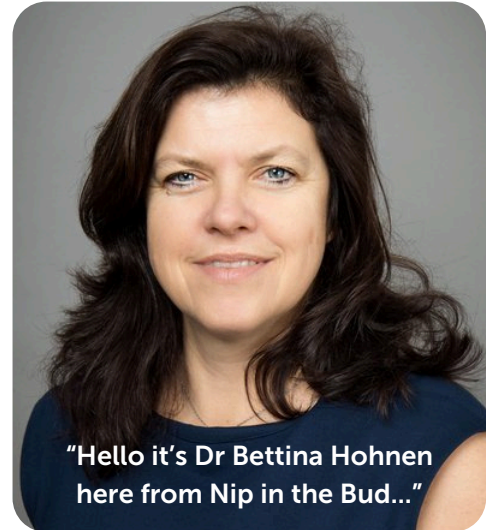
- A father caring for his severely autistic son
- Two different guests working with communities of refugees and dealing with trauma
- The founder and CEO of the charity Words Matter explains how damaging verbal abuse is
- The founder of PAPAYA – Parents Against Phone Addiction in Young Adolescents
- The CEO of Chance UK - speaking about Early Intervention and providing mentoring to children and young people to build resilience and self-esteem.

V. Dr Bettina Hohnen's | Monthly Parenting Vlog Series

Our Clinical Psychologist, Dr Bettina Hohnen, produces a monthly vlog series designed for parents and carers, focusing on parenting skills, positive modelling, and understanding how children's neurological development and neurodiversity influence their mental health and well-being.

Each episode takes the form of a Q&A, where parents can submit questions anonymously for Dr. Hohnen to address. This accessible format helps adults gain practical insights into supporting children more effectively.

The series is currently available on the Nip in the Bud YouTube channel and will soon be featured on our website, making it even easier for families to access expert guidance.



See the link below:

<https://www.youtube.com/playlist?list=PLS65xMu-topX1k9fOAhKRC7mqOISzkaW>

VI. Digital Performance Overview & Analytics

In October 2024, technical issues affecting organic and paid search led to a 26% drop in total website users compared with 2023/24. In response, we brought in part-time digital specialists to focus on Google Analytics, SEO, Google Ads, audience engagement, YouTube performance, and website functionality. Early signs show steady recovery in reach and engagement across platforms required for growth in 2025-2026.

Despite these challenges, our digital platforms continue to play a vital role in reaching parents, carers, and professionals with accessible, evidence-based mental health information. The year's data reflects both the temporary impact of visibility issues and the growing depth of engagement from those who connect with our content.

Key Metrics (1 April 2024 – 31 March 2025)

- New users: 94,167 (↓ 26%)
- Total page views: 161,743 (↓ 23%)
- Sessions: 117,304 (↓ 28%)
- Engagement rate: 93.8% (↑ 14%)

While overall reach declined, engagement quality improved significantly - visitors are staying longer and exploring more content.

Engagement Rate

93.8%

Visitors are exploring more pages and spending more time on our site than ever



Direct Visits

↑ 47%

More people typing our address or returning directly.



Referrals

↑ 44%

Partner sites and organisations sending visitors our way.



Social Media

↑ 41%

Our reach and engagement on social platforms keep growing. ALL organically

Fewer Clicks but deeper connections

Where Visitors Came From

- Organic search (Google results): 45,452 (↓ 27%)
- Paid search (Google Ads): 26,978 (↓ 36%)
- Direct visits: 21,919 (↑ 47%)
- Referrals (links from other sites): 9,763 (↑ 44%)
- Social media: 1,767 (↑ 41%)

These shifts show stronger brand recognition and a growing share of visitors arriving directly or via trusted partner sites and social platforms.

YouTube Performance

Film views fell to 268,000 (↓ 35%), but our subscriber base rose to 7,203 (↑ 31%), showing that audiences discovering our content are choosing to stay connected and engage with our films more regularly.

VII. Social Media

All existing film rushes have now been digitised and securely archived, allowing us to repurpose content for social media and YouTube Shorts. This strategic move preserves our creative assets, increases our digital agility, and helps us share powerful messages with new audiences in modern, engaging formats - ensuring our films continue to deliver value and reach long after their initial release.

Facebook

Facebook delivered steady audience growth and a dramatic surge in engagement, with interactions up more than 360% and profile visits rising 33%. Reels led performance, underscoring the continued shift toward short-form video.

Instagram

Instagram saw strong momentum with follower gains and a significant lift in reach - up 380% year-on-year, powered by high-performing Reels and collaborative content. Engagement doubled, reflecting rising audience interest and visibility.

LinkedIn Growth and Engagement

- LinkedIn audience surged, with follower growth of 42% on the main channel and 47% on the co-founder's, signalling expanding influence and visibility.
- Engagement soared across likes, shares, and comments, proving our content is resonating strongly with a professional audience.
- Stronger reach and authority on LinkedIn have amplified our brand presence and deepened connections with stakeholders across sectors and regions.

These results not only showcase our progress in digital engagement but also lay a strong foundation for continued outreach and influence in the year ahead.

VIII. Partnership

ACAMH - Association of Child and Adolescent Mental Health

In February 2025, Nip in the Bud and ACAMH signed an agreement to establish a partnership. ACAMH launched a new section, ACAMH Learn, and was particularly keen to feature the Nip in the Bud films on their platform. These films provide evidence-based mental health information to professionals working with children and adolescents. Importantly, ACAMH recognised that Nip in the Bud's value lies not only in clinical expertise but also in the lived experiences of children and their families, which offer a fresh, more accessible perspective to a platform that is predominantly academic.

Through this partnership, ACAMH promotes Nip in the Bud content to its national and global membership via marketing emails. Audiences around the world can access translations of these videos and receive free CPD certificates, expanding the reach and impact of the films while making vital mental health knowledge more widely accessible.

IX. Funding

Nip in the Bud is very grateful for the generous donations it has received from individual donors and supporters.

Gifts in Kind

- The charity acknowledges the help of the ongoing Google Ad grant of \$US10,000 a month to spend for digital search ads, as well as discounts from Hootsuite & Microsoft
- Our thanks go to October Films who allow us to use their fantastic facilities for backing up rushes, editing, storage of digital material, free subscription to Trint and for use of a conference room for team meetings and who subscribe us to Trint.
- Nip in the Bud is extremely grateful to mental health experts, educationalists, professionals and parents who contribute their time, expertise and experiences to our films and podcasts. The evidence-based information they freely and so generously share is invaluable to our audiences.
- The charity is also grateful for networking opportunities and ongoing mentoring received from the Gunnercooke Foundation through their free "Inspire" programme.

Our year in brief: Growth, Impact and Connection

The year ended 31 March 2025 has been one of renewal, reflection and growth for Nip in the Bud. Building on our mission to improve children's mental health awareness through accessible, evidence-based content, we've continued to expand our reach, strengthen our partnerships, and adapt to a rapidly evolving digital landscape.

Our focus on emotional well-being led to a series of powerful new films, including *A Stolen Childhood*, which helped catalyse important national conversations about smartphone use and online safety. The film not only resonated with parents and educators but also contributed to Barnet Council's landmark decision to ban smartphones in schools from 2025 - a major policy shift that reflects the real-world impact of our work.

Our films on grief, stigma, and loss, along with practical tips for parents and teachers presented by Sian Williams, continued to offer trusted guidance for those supporting children through challenging times.

The Nip in the Bud Podcast, now in its second year and hosted by educationalist Alis Rocca, has built an inspiring community of experts, educators and families sharing their insights and lived experiences.

Our new partnership with ACAMH opens up international opportunities for professional learning and CPD accreditation, marking a major step in our growth.

Our long-term, medium-term and current year objectives

Nip in the Bud's long-term objective is to have achieved widespread recognition and understanding of childhood issues around mental health and neurodiversity in the UK so those who are responsible for the care of children can be better able to recognise and respond to concerns without stigma, leading to a greater chance of early intervention and treatment. Conditions can be "nipped in the bud" and so reduce the risks of them becoming more serious in later years.

Nip in the Bud's medium-term objectives

To move further towards achieving its long-term objective, Nip in the Bud's aims over the next three years are broadly:

- to explain the concept of neurodivergence through films and fact sheets
- to ensure that the website content covers mental health, neurodiversity and emotional wellbeing topics through all mediums: films, fact sheets, podcasts, articles and Tips for Teachers/Tips for Parents series
- to improve on any existing films where the state of knowledge on mental health and neurodiversity has developed
- to take stock of all our assets, to digitise the rushes and catalogue them
- to create YouTube Shorts and social media clips out of unused rushes
- to work on further improving website functionality to expand reach
- to focus on SEO, Google Search Console, so our audiences can easily find out resources
- to continue to grow our followers on YouTube, LinkedIn, Instagram and other social media platforms
- to continue to establish partnership arrangements with other charities that work in the area of children's mental health
- to continue achieving recognition and endorsement by educational authorities and health professionals
- to continue to roll out the resources to parents/carers, teaching staff and other professionals working with children in Early Years and Primary Schools
- to deliver training and strategies for teachers in the classroom and parents at home
- to explore corporate partnerships that might help us achieve our goals
- to focus on marketing, impact, outcomes, long-term growth and endurance

Objectives for the year 1 April 2025 to 31 March 2026

Updating some resources to include:

- A film which explains Neurodiversity. Under this Umbrella come Autism, ADHD, Conduct Disorder, Dyslexia, Dyspraxia, Dyscalculia and Tourette's Syndrome
- Updating the About Us film
- A new film on ADHD and an accompanying factsheet – the last one was filmed in 2016. Since then, there has been much more information on recognising, understanding and supporting children who might need Early Intervention.
- We hope to produce training materials on ADHD for parents and teachers which will hopefully be designed pro-bono by Emperor Design.
- A film on ODD (Oppositional Defiant Disorder) and Challenging Behaviours. Our film on Conduct Disorder in Children, produced in 2017 needs updating. Our analytics consistently show continued interest and tangible engagement with this topic.

Researching a potential Wellness Triage 10-year plan

- The aim of the planned research is to see if we could create a method for all primary schools to enable them to assess each individual child at the beginning of KS2 to find out:
 - (a) how they learn best – a learning profile
 - (b) any barriers to learning that exist, cognitive or psychological
 - (c) any emotional or behavioural issues that are emerging
 - (d) a full sensory profile

This national, one-off, early well-being and learning profile assessment would offer parents, carers and teachers an insight into the child and immediately flags up any issues that need accommodating or further support.

- Investigating the possibility of a strategic partnership with Professor Amanda Kirby using her digital Do-It Profiler for this 10-year plan. <https://doitprofiler.com/>

Sponsored YouTube series:

- The planned YouTube series is designed to raise awareness of the importance of early intervention, which lies at the heart of our mission and underscores why the Wellness Triage tool is vital for identifying children with unmet needs. Beyond its educational purpose, the series will act as a strategic marketing tool to support our 10-year goal. Following discussions with Mike Hope-Milne, of Pearl and Dean, there are plans to secure a lead sponsor - such as Kia or Waitrose - to feature the series in Everyman cinemas before the main feature presentation.
- A pilot episode will be filmed to showcase the project to potential sponsors, with an estimated 10–20% chance of landing a primary sponsor. If a lead sponsor does not commit, we will explore securing a group of smaller sponsors, while maintaining the possibility of screening the series in Everyman cinemas.
- This initiative not only broadens the visibility of our work but also emphasises the critical role of early intervention in supporting children’s mental health and well-being.

E-Learning

- Investigating a possible e-learning programme for teachers and trainees by doing market research and focus groups to understand how our material would land with audiences.

Filmed Podcasts

- Filming our Podcasts - this gives the audience the choice of just listening to the podcast or to watch and listen and also allows us to leverage any filmed footage for future films and social media clips.

The Resources Required

The Trustees understand that current supporters will continue to give their support for the plans outlined above for 2025/26. However, further funding will be necessary to carry through all the plans for 2025/26 and Nip in the Bud will be looking at different sources of funding.

Objectives and activities for the public benefit

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the trustees have considered how planned activities will contribute to the aims and objectives they have set, and they are satisfied that the public benefits to be provided are directly related to the Charity's aims and objectives.

Additional legally required information

Structure, governance and management

The trustees who served during the year were:

Katherine Nabarro (Chair)	Michelle Blunt
Michael Caro	Julie Eyres
Gordana Milavic	Michael Eder (appointed 26 February 2025)
Lisanne Stock	Nicholas Angel (Treasurer) (appointed 26 February 2025)

Appointment and Induction of New Trustees

Apart from the first trustees, every trustee must be appointed by a resolution of the trustees at a special meeting called under clause 13 of the constitution and will receive the relevant necessary training and guidance. A list of trustees acting during the year appears above and in the information page of these statements.

Nip in the Bud's Structure, Governance and Management

The following is a brief and simplified summary of the provisions of the Charity's Constitution. Full details of these provisions are set out in the Constitution.

1. The trustees manage the affairs of the Charity.
2. The names of the current trustees are set out on page 1 of this document.
3. There must be at least four and no more than twelve trustees (except that this maximum may be exceeded in the circumstances summarised in 7 (ii) below.
4. At the first and every subsequent Annual General Meeting ("AGM") of the members of the Charity, one-third of the trustees or the number nearest to one-third shall retire from office. The trustees to retire are those who have been longest in office since their last appointment or reappointment.
5. The vacancies arising may be filled by the members at the AGM.
6. Any vacancies not filled at the AGM may be filled:
 - by the members at any time; or
 - by the trustees themselves at any time and in making such appointments the trustees may exceed by four the limit of twelve trustees provided that if the limit of twelve trustees is exceeded by such appointments the number of new trustees appointed must not exceed onethird of the total number of trustees at the time the relevant new trustees are appointed.
7. A person appointed as a trustee by the members shall retire by rotation in accordance with the one third retirement rule summarised in 4 above.
8. A person appointed as a trustee by the trustees themselves shall hold office only until the conclusion of the next AGM after the date of his or her appointment when he/she shall cease to hold office as a trustee and a trustee who is appointed as a trustee by the trustees themselves:
 - shall not be counted for the purpose of determining which of the trustees is to retire by rotation at the AGM, unless appointed as a trustee by the members; and
 - shall not be re-appointed by the trustees within the period of 12 months starting on the date of the AGM at which he/she ceased to hold office.

Trustees responsibilities and going concern basis

The trustees are responsible for the governance of the charitable and fundraising activities of the Charity. During the year, these activities were concentrated upon the making of films to be used in achieving its objectives and the year saw funds remaining in line with the charities reserve policy.

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

Reserves Policy

It is the charity's policy to hold in reserve cash and committed funding amounting to not less than that needed to meet three - six months estimated day-to-day expenditure. Capital projects and expenses of a one-off nature are only to be undertaken as and when sufficient funds have been raised.

Risk management

The trustees have examined the major, strategic, business and operational risks that the charity faces and confirm that the systems have been established to ensure that these risks are minimised.

Trustees' Remuneration

The Trustees meet regularly to discuss and review the Charity's activities. No Trustee has received any remuneration during the year.

Independent examiner

The trustees intend to ask the existing independent examiner to undertake the independent examination of the trust in the following year.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

Trustees

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees on 15 December 2025

and signed on their behalf by

Katherine Nabarro

Kitty Nabarro (Dec 19, 2025, 2:53pm)

Katherine Nabarro
Chair

**NIP IN THE BUD
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2025**

I report on the financial statements of the Charity for the year ended 31 March 2025.

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work or for this report.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the financial statements. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) but that an independent examination is needed. It is my responsibility to:

- examine the financial statements under section 145 of the Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

My examination was carried out in accordance with the general directions given by The Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records.

It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view,' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement

In connection with my examination, no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- the accounts do not accord with those records: or
- the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

**Jerry Michael ACA FCCA
Baginsky Cohen Chartered Accountants
930 High Road
London
N12 9RT**

18 December 2025

Jerry Michael

Jerry Michael (Dec 19, 2025, 3:03pm)

Signed.....

Receipts and Payments Account Year ended 31 March 2025

	Unrestricted Funds	Restricted Funds	2025 Total	2024 Total
Notes	£	£	£	£
Incoming Resources				
Donations (Unrestricted)	122 215	-	122 215	183 815
Donations (Restricted)	-	150	150	1 000
Gift Aid Receivable	10 000	-	10 000	26 446
Interest Received	730	-	730	70
Total Incoming Resources	<u>132 945</u>	<u>150</u>	<u>133 095</u>	<u>211 331</u>
Resources Expended				
<u>Charitable activities</u>				
Consultancy	81 086	-	81 086	56 294
Social media	27 711	-	27 711	16 700
Website	2 676	-	2 676	1 752
Film and podcast making	53 353	-	53 353	60 728
Film and podcast making (restricted)	-	150	150	1 000
Administration	12 755	-	12 755	13 422
Total Resources Expended	<u>177 580</u>	<u>150</u>	<u>177 730</u>	<u>149 896</u>
Net expenditure for the year and Net movement in funds	<u>(44 635)</u>	<u>-</u>	<u>(44 635)</u>	<u>61 435</u>
Fund balance at 30 March 2024	<u>85 572</u>	<u>-</u>	<u>85 572</u>	<u>24 137</u>
Fund balance at 30 March 2025	<u>40 937</u>	<u>-</u>	<u>40 937</u>	<u>85 572</u>

The statement of financial activities includes all gains and losses in the year and therefore a separate statement of total recognised gains and losses has not been prepared.

All of the incoming resources and resources expended derive from continuing activities.

The notes on pages 18 - 20 form part of these financial statements.

Statement of assets and liabilities as at Year ended 31 March 2025

		2025		2024	
		£	£	£	£
CASH FUNDS					
Cash at Bank	HSBC Current Account	24 447		8 564	
	HSBC Money Market	35 139		65 058	
	Other	333		295	
		59 919		73 917	
OTHER DEBTORS					
Gift Aid receivable			0		18 184
			59 919		92 101
TOTAL ASSETS LESS CURRENT LIABILITES					
Creditors: Amounts falling due after more than one year					
Payables			7 275		5 629
Accruals			11 707		900
			40 937		85 572
NET ASSETS					
			40 937		85 572
Representing:					
Unrestricted fund			40 937		85 572
Restricted Fund			-		-
			40 937		85 572

The financial statements set out were approved by the Trustees on

and were signed on their behalf by:

Katherine Nabarro

Kitty Nabarro (Dec 19, 2025, 2:53pm)

Katherine Nabarro
Chair

Notes forming part of the Financial statements

1 Accounting Policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year.

1.1 Basis of accounting

The financial statements have been prepared to give a true and fair view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and Charities Act 2011.

1.2 Incoming Resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when received.

The value of services provided by volunteers has not been included.

1.3 Resources Expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Direct expenditure comprise the cost of donations made; other expenditure includes costs incurred by the charity in delivery of its activities and services for its beneficiaries. Governance costs are those incurred in connection with the administration of the charity and compliance with the constitutional and statutory requirements.

Notes forming part of the Financial statements

1.4 Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in the furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are subject to specific conditions by donors as to how they may be used.

1.5 Film Production Costs

All costs of the production of films are expensed as incurred.

1.6 Going Concern

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements. The notes which follow form part of the financial statements.

2 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, and none of them were reimbursed any expenses.

3 Accountancy

Net Expenditure are stated after charging:

	2025	2024
	£	£
Independent examiners fee	960 00	960 00

4 Administration

	2025	2024
	£	£
Accountancy Fees		
Bank Charges		
Entertainment-100% business	3 1 260	1 200
IT - Support, software and consumables	77	99
Marketing support	156	-
Subscriptions	2 038	3 537
Travel - National	2 449	1 560
	5 279	6 079
	456	-
	12 755	13 422

Notes forming part of the Financial statements

5 Statement of restricted funds

	1 April 2024	Incoming Resources	Resources Expended	30 March 2025
	£	£	£	£
Movement in the year	-	150	-	150
	-	150	(150)	-

6 Statement of unrestricted funds

	1 April 2024	Incoming Resources	Resources Expended	30 March 2025
	£	£	£	£
Movement in the year	85 572	132 945	(177 580)	40 937
	85 572	132 945	(177 580)	40 937

7 Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total £
Fund balances at 31 March 2025 are represented by:			
Current assets	40 937	-	40 937
	40 937	-	40 937

8 Related party transactions

During the year the charity received donations of £40,000 (2024: £33,510) from Katherine Nabarro (Trustee) and £Nil (2024: £71,000) from the Kitty and Daniel Nabarro Charitable Trust of which Katherine Nabarro is a trustee.

We thank you for your ongoing support of our work



Nip in the bud

www.nipinthebud.org | hello@nipinthebud.org

Charity Commission for England & Wales registered number: 1162388





Issuer Baginsky Cohen

Document generated Fri, 19th Dec 2025 14:47:37 GMT

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Parties involved with this document

Document processed	Party + Fingerprint
Fri, 19th Dec 2025 14:53:36 GMT	Kitty Nabarro - Signer (89123c7b794b155ff81bdad1ec7fcaae)
Fri, 19th Dec 2025 15:03:58 GMT	Jerry Michael - Signer (c741360108fd3fb66cd71a08b1788eab)

Audit history log

Date	Action
Fri, 19th Dec 2025 14:47:37 GMT	Envelope generated by Alison Milne (81.137.243.195)
Fri, 19th Dec 2025 14:47:37 GMT	Document generated with fingerprint 801ec1b32b847136d79893fe3ca9b088 (81.137.243.195)
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Fri, 19th Dec 2025 14:49:51 GMT	Sent the envelope to Kitty Nabarro (kitty.nabarro@gmail.com) for signing (81.137.243.195)
Fri, 19th Dec 2025 14:49:53 GMT	Document emailed to kitty.nabarro@gmail.com
Fri, 19th Dec 2025 14:49:58 GMT	Kitty Nabarro opened the document email. (74.125.150.35)
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Fri, 19th Dec 2025 14:50:51 GMT	Kitty Nabarro viewed the envelope (109.158.29.30)
Fri, 19th Dec 2025 14:53:36 GMT	Kitty Nabarro signed the envelope (109.158.29.30)
Fri, 19th Dec 2025 14:53:36 GMT	Sent the envelope to Jerry Michael (jerry@baginskycohen.com) for signing (109.158.29.30)
Fri, 19th Dec 2025 14:53:36 GMT	Document emailed to jerry@baginskycohen.com
Fri, 19th Dec 2025 15:03:31 GMT	Jerry Michael opened the document email. (146.75.168.38)
Fri, 19th Dec 2025 15:03:38 GMT	Jerry Michael viewed the envelope (31.94.6.140)
Fri, 19th Dec 2025 15:03:58 GMT	Jerry Michael signed the envelope (31.94.6.140)
Fri, 19th Dec 2025 15:03:58 GMT	This envelope has been signed by all parties (31.94.6.140)
Fri, 19th Dec 2025 15:03:58 GMT	Signed document confirmation emailed to kitty.nabarro@gmail.com (31.94.6.140)
Fri, 19th Dec 2025 15:03:58 GMT	Signed document confirmation emailed to jerry@baginskycohen.com (31.94.6.140)

Fri, 19th Dec 2025 15:03:59 GMT

Signed document confirmation emails have been sent to all parties.

Document URL:

<https://api.signable.app/shareable/envelope?t=555127fa-5597-4780-b8a8-5e5e4aadcff> (31.94.6.140)

NIP IN THE BUD

England & Wales - Charity number 1162388

Accounts

Registered Charity No. 1162388

Company No. CE004879

NIP IN THE BUD

**A CHARITABLE INCORPORATED
ORGANISATION**

**ANNUAL REPORT & FINANCIAL
STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024**

**NIP IN THE BUD
TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024**

The trustees present their report and financial statements for the year ended 31 March 2024. The financial statements have been drawn up in accordance with the Statement of Recommended Practice (SORP 2015) – Accounting and Reporting by Charities.

Governing Document

Nip in the Bud was registered under The Charities Act 2011 as a Charitable Incorporated Organisation (CIO) on 24 June 2015 and is registered charity no. 1162388.

Principal Address

21 Priory Close
London
N20 8BB

Trustees

Kitty Nabarro (Chair)
Michelle Blunt
Michael Caro
Julie Eyres (appointed 4 May 2022)
Gordana Milavic
Denman Rooke
Lisanne Stock
Nicholas Winters (Treasurer)
Jeffrey Ward (to 23 May 2022)

Independent Examiner

Jerry Michael ACA FCCA
Baginsky Cohen
930 High Road
London
N12 9RT

Bankers

HSBC Bank Plc

**NIP IN THE BUD
TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

Summary of the Charity's Objectives

Nip in the Bud's purpose is to improve society's understanding of childhood mental health disorders ("MHDs") in order to increase the prospects of early intervention and to reduce the risks of those MHDs becoming more serious in later years.

The founders of the Charity believe passionately that if people who are responsible for the care of children can be more informed about and better able to recognise childhood MHDs there is a greater chance of early intervention and treatment.

Nip in the Bud aims to achieve its objectives by making short films with accompanying fact sheets and by providing training using those films and fact sheets. The founders believe that in today's world of rapid communication one of the best ways of providing more information and a better understanding of childhood MHDs is to use the power of film and the internet.

Nip in the Bud produces: Information Films, which explain the MHDs, Real Life Experience Films, in which individuals who have the MHD, and their parents speak about their experience of living with the MHD and Emotional Wellbeing films on wider topics that inform and help deal with improving children's mental health. All the films produced by Nip in the Bud are available without charge on Nip in the Bud's website (<https://nipinthebud.org/>) together with documentary information.

Nip in the Bud is particularly focused on providing education, training and information about childhood MHDs to primary school staff, parents, health professionals, social workers and others who are responsible for the care of children.

Nip in the Bud's objectives are set out in full in its Constitution which is registered with the Charity Commission.

Nip in the Bud's Activities, Achievements and Performance

- I. Redesign of our website to provide a greatly improved user journey – during the year ended 31 March 2024 Nip in the Bud audiences benefitted from the redesign of the website, improving user journey. As a result, accessibility to our ever-increasing free online resources is now much easier. The integration of the new website and the CRM system works well to send regular newsletters to parents/carers and teacher/professionals on our mailing list.

We launched our Podcast in September 2023 to release a monthly episode. Podcasts can cover a variety of additional topics on a lower budget than films and can be more accessible to some of our audiences who can multitask while listening. Our Education Consultant Alis Rocca interviews contributors on the podcast in an informal, conversational way and can dig deeper into topics and narratives of guests willing to share their expertise and their stories.

- II. Recognition of our co-founder – in August 2023, Kitty Nabarro, the co-founder and Chair of the charity Nip in the Bud was recognized by the Prime Minister with a Points of Light Award. <https://www.pointsoflight.gov.uk/nip-in-the-bud/>.

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

- III. Focus on topics currently in the media – we have focused on producing short evidence-based films, fact sheets, blogs and podcasts that provide parents/carers and teaching staff information on a range of important topics which are covered in the media, including:
- The topic of Neurodiversity – we address this and the importance of early recognition and early intervention in relation to conditions like ADHD, Autism, Dyslexia, Dyspraxia and Dyscalculia.
 - The NHS England Report in 2023 which found that 1 in 5 children have a probable mental health condition – recognising that waiting lists for assessments and treatment are long, we create resources that help teachers in the classroom and parents at home to recognise and deal with children's emotional wellbeing.
 - The Department for Education figures which show that 1 in 5 children are struggling to go to school – this is referred to as EBSA – Emotionally Based School Avoidance or School Phobia.

Nip in the Bud has produced various resources on these topics including the following:

1. Films, fact sheets and blogs:

- Fathers as Carers – Real Life Experience of fathers who care for their autistic children and suggestions of support for fathers of children with additional needs.
- Dyslexia – two excellent films with accompanying fact sheets and a blog “Being Neurodivergent” which explains Dyspraxia.
- Managing Anxiety around School and Emotionally Based School Avoidance.
- Reasonable adjustments schools can make to support children to feel safe.

2. Podcasts – with top educational and clinical experts and experienced teachers:

- Professor Barry Carpenter on Mental Health in Education; Girls and Autism; Complex needs; the impact of unrecognised Neurodiversity.
- Dr Bettina Hohnen on parenting and educating neurodiverse brains; how to use executive functioning in teaching and learning; the latest research in neuroscience to improve teaching.
- And other podcasts with educational professionals and contributors sharing their experience on the topics of Dyslexia, ADHD/ADD, Autism, Special Educational Needs.

IV. Digitizing all our films – we have begun the big project of digitizing all our films, looking through the rushes of our previous films searching for valuable unused material. This is being catalogued so that it can be used to produce short clips for our web pages and for social media. We think we can create 1 or 1 ½ minute clips that answer questions that come up on Google Search Console.

V. Partnerships – we continue to keep in touch with other organisations who work in child mental health and who share our free resources with their stakeholders (as listed in our YE 31 March 2023 Trustee Report).

VI. Analytics – Google Analytics – here are some key data points for 1 April 2023 to 31 March 2024:

- New users – 127,471 (last year 122,624)
- Total page views – 210,947 (last year 202,218)

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

- Sessions - 162,296 (last year 144,943)
- Engagement rate (people viewing more than 1 page or longer than 10 seconds) – 80.88%

Acquisition

- Organic search – 62,198 users
- Paid search – 42,355 users
- Direct search – 14,906 users
- Referral to the website – 6761 users
- Organic social – 1252 users

Organic search remains the main way people find our website. Organic search refers to unpaid listings on search engines and is determined by many factors such as relevance to the search query, content quality and valid search engine optimisation efforts.

Direct Search results are from the user typing in the URL.

Paid Search – results from a monthly credit of \$10,000 for Google Ads which Google has awarded us.

Social Media Analytics

YouTube

- Film Views: 365,304
- Impressions: 4,115,988 (how many times the content has appeared on a screen)
- Total YouTube subscribers = 4993 (new YouTube subscribers + 1613 = up 48%)

Instagram

- Reach: 6300 (up 54%)
- Followers: 720 (up 35%)
- Profile Visits: 1,030 (up 117.5%)

LinkedIn

- The Nip in the Bud channel increased from 250 followers to 574 (up 129%)
- Co-founder's channel increased from 505 followers to 1065 (up 110%)

The growing connections on LinkedIn are our strongest audience. We connect with professionals: Experts in Child Psychology, Children's Mental Health Charities, Heads and Deputy Heads of primary schools, SENCOs, SEN leads, Autism leads, Directors of Educational Trusts, Early Years, Nursery managers and Teachers/Teaching Assistants. Our content gets high engagement.

- VII. Some responses to our resources by users who view the resources on YouTube – during the year we have tried to gather views of users to ensure that we are producing useful material. The following are a selection of comments from users who have viewed or material on YouTube.

**NIP IN THE BUD
TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

Celina ODD Film

"This is the first time I hear a mom who understands what I went through."

"My son has ODD. It's horrible and difficult and feels like banging your head into a brick wall. Thank you for posting this video. This helps me cope."

"I work as a 1:1 [support worker] with a child with this, he's been excluded this week for threatening violence towards his teacher, he's very close to being kicked out of school completely, staff within the school have left because of him and I came very close to leaving today also. Schools definitely need more training to be able to support pupils with extreme needs, and more support available to parents."

Autism – Tips for Teachers

"Excellent information - so many others don't give practical tips."

"Thank you for this video. I have a young man in one of my classes that I thought had a learning disability. Now I have some strategies to help this young man. Thank you once again."

"It was very helpful thank you very much."

"Woah I am seriously very shocked by this! I just knew with seeing "Nip in the Bud" that this was about to be a tutorial made by an "nt" person instructing "nt" teachers on how to be even more intolerant and tone deaf when it comes to how to handle our autistic babies. This was so pleasantly surprising and satisfying. Thank you for this."

PTSD – Tips for Teachers

"Good video. I wish all teachers knew of this. When talking about reasons for PTSD, illness is commonly missed out eg. cancer treatment. I have a son who was showing signs of PDA which can be caused by cPtd, but I believe both of them blur into one, they are the same. My son definitely has PTSD. He's only 7."

Living with Autism - Dan & Charlie

"What a wonderful story and explanation Dan, I have learnt so much in 20 minutes watching this video and I wish you and Charlie all the care in the World. I must watch more videos to see how things progress. Thank you."

"Thank you for sharing. My daughter just got diagnosed and it's nice to know my child isn't just bratty."

"Three years ago; 2020, my interest in Autism was sporadic, disjointed due to lack of education in IT. Your willingness and well thought out introspection about (at least) Charlie; as your treasured son of now 12 (?) is the best educational module (that period in time) that I've listened through. Thank you for that. Recognising that every Autistic is different and must be interpreted in an entirely different lens was something I inherently knew albeit couldn't yet place in words."

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

"Thank you for this revealing look into your lives. It's very important and helpful to those of us going into careers of working with autistic children and children with other developmental issues. Not knowing which student you may be with day to day, I like to educate myself on all the types of children I may work with. I just want the children in my care to find me to be a safe place for them in public school, which can be very scary for them. Thank you!"

"Hi I've just been watching your channel I've been fighting for 5 years to get a diagnosis and we had an assessment we got the diagnosis ASC. What you talk about makes so much sense how my son is and has been since he was 3. At this point my son isn't in school he is privately tutored by specialist tutors we have got a school for him to start in a specialist school in September as he was expelled from mainstream due to having no remorse when bullying children and hurting them this has been going on for a few years though we have told our son that he is different to others... I'm hoping now we have his diagnosis more doors will open. Hope you don't mind me mailing you talking about your son just sounded like mine."

Dr Bettina Hohnen – Building Trust with your Child

"Beautifully explained thank you."

ADHD - in Children Tips for Teachers

"Thanks for sharing, super helpful."

"Very helpful, as an adult who traversed ADD."

"That was fantastic, such a beautiful voice too that's a great help for parents meeting with teachers many thanks."

Comment on LinkedIn from: Neurodevelopmental Assessor & Psychologist (Specific Learning Difficulties, Autism, ADHD), SEND Consultant & Director of Neuroinclusion.

Thank you for connecting with me. I have found Nip in the Bud films to be so relatable and accessible for clients – and for me! Teachers are often grateful for the resources on the Nip in the Bud site and it helps to establish what are very common needs as normal and requiring adjustments – rather than oddities that one does not need to accommodate. Thanks for all you're doing and providing for young people, schools and families.

VIII. Funding and Gifts in Kind

Nip in the Bud is very grateful for the generous donations it has received from individual donors, the Kitty and Daniel Charitable Trust, the St James Place Foundation, the Sudborough Foundation and other supporters.

The charity acknowledges the help of the ongoing Google Ad grant of \$US10,000 a month to spend for digital search ads.

Our thanks go to October Films who allow us to use their fantastic facilities for backing up rushes, editing and for team meetings and who subscribe us to Trint.

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Through October Films, we have also received gifts in kind/support from The Finish Line post-production house and Vaudeville Sound for post-production audio.

The charity is also grateful for ongoing mentoring received from inspire* (part of the gunnercooke foundation – “Supporting charities to grow since 2012”).

IX. Nip in the Bud’s objectives and future prospects

Nip in the Bud’s Long Term Objectives

Nip in the Bud’s long-term objective is to have achieved widespread recognition and understanding of childhood mental health disorders (“MHDs”) in the UK so that the need for early intervention is quickly recognised and acted upon without stigma and the risks of those childhood MHDs becoming more serious in later years is reduced.

Nip in the Bud’s Medium Term Objectives

In order to move further towards achieving its long-term objective, Nip in the Bud’s aims over the next three years are broadly:

- to help prevent children’s mental health from reaching a crisis point;
- to make more Information films, Real Life Experience films and other types of films with accompanying fact sheets;
- to further improve its website through creative strategy, including input from a third-party consultant to work on brand identity, marketing, impact, outcomes, long-term growth and endurance;
- to improve on and expand the training of trainee teachers and practicing teachers on childhood MHDs;
- to continue to establish partnership arrangements with other charities who work in the area of childhood MHDs;
- to have achieved recognition and endorsement of its work by educational authorities and other relevant governmental bodies which are focused on childhood MHDs;
- to have rolled out the films and website to many more parents of children in Early Years and Primary Schools;
- to have rolled out the films and website and training on MHDs to social workers, health professionals and parents;
- to have improved on any existing films and fact sheets where the state of knowledge on MHDs has developed;
- to have covered more of its costs by charging a fee for delivering training to trainee teachers;
- to have raised further funds from charitable organisations to enable it to move towards achieving these medium-term goals; and
- to have explored corporate partnerships who might help us achieve our goals.

X. Nip in the Bud’s Plans for the year 1 April 2024 to 31 March 2025

- Tips for Parents series – produced in the same style as the popular Tips for Teachers series. Topics will be ADHD, Anxiety, School Phobia, Sleep, Self-Harm, Bullying, social media and Smartphones.

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

- Film with clinical and educational experts on the Impact of Smartphones and Social Media on our Children - working together with the organisations Smartphone Free Childhood and Papaya Parents. The film will be released on 16 September and promoted on 19 September for Youth Mental Health Day, with the theme #ControlYourScroll. The plan is to show the film to Primary Heads in Barnet and promote it nationally in support of the Smartphone Free Childhood campaign.
- Film on Grief and Loss to be released in December 2024.
- Film on Stigma to be released in February 2025 for Time to Talk Day.
- A monthly Podcast on topics such as:
 - Naomi Fisher, clinical psychologist on supporting children through Emotionally Based School Avoidance. (EBSA); how to support children suffering from school distress, to transition back into education.
 - Contributor from Tourettes Action.
 - Contributor on Trauma-informed practice and supporting young refugees.
 - Smartphones and Social Media.
 - Contacting primary school teacher trainee organisations to offer training sessions on child mental health, providing practical strategies and information for the classroom in tandem with the resources Nip in the Bud offers freely online on the website.
 - Researching how to expand our reach so that more schools and families nationally can be introduced to Nip in the Bud's resources.
 - Focusing on Google Analytics, SEO, Audience engagement, Google Search Console.
 - Digitizing all previous film content to create a library of rushes that hasn't been used and that can be edited into short clips for social media and YouTube Shorts.
 - Editing the rushes into short clips.
 - Creating YouTube Shorts.

Carrying out these plans will require adding more manpower to the team.

The Resources Required

The Trustees understand that current supporters will continue to give their support for the plans outlined above for 2024/25.

However, further funding will be necessary to carry through all the plans for 2024/25 and Nip in the Bud will be looking at different sources of funding.

Nip in the Bud's Structure, Governance and Management

The following is a brief and simplified summary of the provisions of the Charity's Constitution which deal with the method of appointment or election of trustees. Full details of these provisions are set out in the Constitution.

NIP IN THE BUD

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

1. The trustees manage the affairs of the Charity.
2. The names of the current trustees are set out on page 2 of this document.
3. There must be at least four and no more than twelve trustees (except that this maximum may be exceeded in the circumstances summarised in 7 (ii) below).
4. At the first and every subsequent Annual General Meeting (“AGM”) of the members of the Charity, one-third of the trustees or the number nearest to one-third shall retire from office. The trustees to retire are those who have been longest in office since their last appointment or reappointment.
5. The vacancies arising may be filled by the members at the AGM.
6. Any vacancies not filled at the AGM may be filled:
 - by the members at any time; or
 - by the trustees themselves at any time and in making such appointments the trustees may exceed by four the limit of twelve trustees provided that if the limit of twelve trustees is exceeded by such appointments the number of new trustees appointed must not exceed one-third of the total number of trustees at the time the relevant new trustees are appointed.
7. A person appointed as a trustee by the members shall retire by rotation in accordance with the one third retirement rule summarised in 4 above.
8. A person appointed as a trustee by the trustees themselves shall hold office only until the conclusion of the next AGM after the date of his or her appointment when he/she shall cease to hold office as a trustee and a trustee who is appointed as a trustee by the trustees themselves:
 - shall not be counted for the purpose of determining which of the trustees is to retire by rotation at the AGM, unless appointed as a trustee by the members; and
 - shall not be re-appointed by the trustees within the period of 12 months starting on the date of the AGM at which he/she ceased to hold office.

Public Benefit

The trustees have referred to the Charity Commission’s general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the trustees have considered how planned activities will contribute to the aims and objectives they have set, and they are satisfied that the public benefits to be provided are directly related to the Charity's aims and objectives.

Appointment and Induction of New Trustees

As appropriate, new trustees will be appointed by the current trustees and will receive the relevant necessary training and guidance. A list of trustees acting during the year appears above and in the information page of these statements.

**NIP IN THE BUD
TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

Activities and Financial Review

The trustees are responsible for the governance of the charitable and fundraising activities of the Charity. During the year, these activities were concentrated upon the making of films to be used in achieving its objectives and the year saw a positive net movement in funds.

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

Educational Films and Other Resources

The Charity meets its objectives by producing and making available educational films and other resources. To date over 80 films have been produced at a total cost of £392,007 (2023: £331,279), all of which has been charged to the Statement of Financial Affairs.

Reserves Policy

It is the charity's policy to hold in reserve cash and committed funding amounting to not less than that needed to meet six months estimated day-to-day expenditure. The charity continues to have the support of the Kitty and Daniel Nabarro Charitable Trust. Capital projects and expenses of a one-off nature are only to be undertaken as and when sufficient funds have been raised.

Trustees' Remuneration

The Trustees meet regularly to discuss and review the Charity's activities. No Trustee has received any remuneration during the year.

Trustees' Responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently
- make judgments and estimates that are reasonable and prudent, state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in operation

**NIP IN THE BUD
TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024**

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the Trustees

Katherine Nabarro

Kitty Nabarro (Nov 4, 2024, 12:36pm)

Katherine Nabarro
Chair

31 October 2024

NIP IN THE BUD

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2024

I report on the financial statements of the Charity for the year ended 31 March 2024.

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work or for this report.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the financial statements. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) but that an independent examination is needed. It is my responsibility to:

- examine the financial statements under section 145 of the Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

My examination was carried out in accordance with the general directions given by The Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records.

It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view,' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement

In connection with my examination, no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- the accounts do not accord with those records: or

NIP IN THE BUD

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

- the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

Jerry Michael

Jerry Michael (Nov 4, 2024, 12:43pm)

Jerry Michael ACA FCCA
Baginsky Cohen Chartered Accountants
930 High Road
London
N12 9RT

31 October 2024

**NIP IN THE BUD
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2024**

	2024		2023	
Restricted/unrestricted funds	£	£	£	£
Incoming resources				
Incoming resources from generated funds				
Donations (unrestricted)		183,815		72,156
Donations (restricted)		1,000		52,625
Other		<u>26,516</u>		<u>655</u>
Total generated		211,331		125,436
Resources expended				
Charitable activities				
Consultancy	56,294		14,464	
Social media	16,700		21,775	
Website	1,752		20,643	
Filmmaking	60,728		15,338	
Filmmaking/podcasts (restricted exp)	1,000		52,625	
Administration	<u>13,422</u>		<u>8,395</u>	
Total resources expended		<u>(149,896)</u>		<u>(133,240)</u>
Net movement in funds		61,435		(7,804)
Balance at beginning of period		<u>24,137</u>		<u>31,941</u>
Balance at end of period (unrestricted)		<u>85,572</u>		<u>24,137</u>

**NIP IN THE BUD
BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2024**

	Note	2024 £	2023 £
Current assets			
Cash at bank		73,917	29,995
Other debtors		<u>18,184</u>	<u>600</u>
		92,101	30,555
Current liabilities			
Creditors falling due within one year	3	<u>(6,529)</u>	<u>(6,458)</u>
Net assets		<u>85,572</u>	<u>24,137</u>
Representing:			
General fund	2	<u>85,572</u>	<u>24,137</u>
Reserves		<u>85,572</u>	<u>24,137</u>

The trustees approved these financial statements and authorised their distribution on 31 October 2024.

Katherine Nabarro

Kitty Nabarro (Nov 4, 2024, 12:36pm)

Katherine Nabarro
Chair

The notes which follow form part of these financial statements.

NIP IN THE BUD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1. Accounting Policies

Basis of Preparation

The financial statements have been prepared to give a true and fair view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and Charities Act 2011.

Incoming Resources

All incoming resources are included in the Statement of Financial Activities (SOFA) where the charity is legally entitled to receipt.

Resources Expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Governance costs are those incurred in the governance of the charity and are primarily associated with constitutional and statutory requirements.

Fund Accounting

The general fund consists of funds which the charity may use for its purposes at its discretion.

Film Production Costs

All costs of the production of films are expensed as incurred.

Going Concern

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

The notes which follow form part of the financial statements.

NIP IN THE BUD**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024****2. General Fund**

The general fund represents funds which have not been designated for any particular purpose.

	£
Opening balance at 1 April 2023	24,137
Movement in fund in the year	<u>61,435</u>
Closing balance at 31 March 2024	<u>85,572</u>

3. Creditors

Creditors were comprised of Trade payables £5,629 (2023: £5,858) and Accruals £900 (2023: £600).

4. Related Parties

During the year £71,000 (2023: £68,000) was donated to Nip in the Bud by The Kitty & Daniel Nabarro Charitable Trust. Also donated during the year were £33,500 from Kitty Nabarro and £70,000 from Michael Nabarro (Kitty's son). Kitty Nabarro is a trustee of both Nip in the Bud and The Kitty & Daniel Nabarro Charitable Trust.



Issuer Baginsky Cohen

Document generated Mon, 4th Nov 2024 11:20:12 GMT

Document fingerprint b84c896c6b14978128dbd1e543cb444f

Parties involved with this document

Document processed	Party + Fingerprint
Mon, 4th Nov 2024 12:36:08 GMT	Kitty Nabarro - Signer (60bd27cb4d2b06ff9d727170f9ad328c)
Mon, 4th Nov 2024 12:43:06 GMT	Jerry Michael - Signer (75dfd1cda4504e6e553836a7e686ef7d)

Audit history log

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Mon, 4th Nov 2024 11:21:57 GMT	Document emailed to kitty.nabarro@gmail.com13.41.230.96
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Mon, 4th Nov 2024 12:36:08 GMT	Document emailed to jerry@baginskycohen.com18.175.166.91
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Mon, 4th Nov 2024 12:43:01 GMT	Jerry Michael opened the document email.81.136.155.225
Mon, 4th Nov 2024 12:43:06 GMT	Jerry Michael signed the envelope81.136.155.225
Mon, 4th Nov 2024 12:43:06 GMT	This envelope has been signed by all parties81.136.155.225
Mon, 4th Nov 2024 12:43:06 GMT	Jerry Michael viewed the envelope81.136.155.225

NIP IN THE BUD

England & Wales - Charity number 1162388

Accounts

Registered Charity No. 1162388

Company No. CE004879

NIP IN THE BUD

A Charitable Incorporated Organisation

**Annual Report
and
Financial Statements
for the year ended
31 March 2023**

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2023**

The trustees present their report and financial statements for the year ended 31 March 2023. The financial statements have been drawn up in accordance with the Statement of Recommended Practice (SORP 2015) - Accounting and Reporting by Charities.

Governing document

Nip in the Bud was registered under The Charities Act 2011 as a Charitable Incorporated Organisation (CIO) on 24 June 2015 and is registered charity no. 1162388.

Principal address

21 Priory Close
London N20 8BB

Trustees

Kitty Nabarro (Chair)
Michelle Blunt (Appointed 27 October 2021)
Michael Caro
Julie Eyres (Appointed 4 May 2022)
Gordana Milavic
Denman Rooke
Lisanne Stock
Nicholas Winters (Treasurer)
Daniel Nabarro (to 16 April 2021)
Jeffrey Ward (to 23 May 2022)

Independent Examiner

Jerry Michael ACA FCCA
Baginsky Cohen
930 High Road
London N12 9RT

Bankers

HSBC Bank plc

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

Summary of the charity's objectives

Nip in the Bud's purpose is to improve society's understanding of childhood mental health disorders ("MHDs") in order to increase the prospects of early intervention and to reduce the risks of those MHDs becoming more serious in later years.

The founders of the Charity believe passionately that if people who are responsible for the care of children can be more informed about and better able to recognise childhood MHDs there is a greater chance of early intervention and treatment.

Nip in the Bud aims to achieve its objectives by making short films with accompanying fact sheets and by providing training using those films and fact sheets. The founders believe that in today's world of rapid communication one of the best ways of providing more information and a better understanding of childhood MHDs is to use the power of film and the internet.

Nip in the Bud currently produces two types of films: Information Films, which explain the MHD and shorter Real Life Experience Films, in which individuals who have the MHD, and their parents speak about their experience of living with the MHD. All the films made by Nip in the Bud are available without charge on Nip in the Bud's website (<https://nipinthebud.org/>) together with documentary information.

Nip in the Bud is particularly focused on providing education, training and information about childhood MHDs to primary school staff, parents, health professionals, social workers and others who are responsible for the care of children.

Nip in the Bud's objectives are set out in full in its Constitution which is registered with the Charity Commission.

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

Nip in the Bud's activities, achievements and performance

During the year ended 31 March 2023, Nip in the Bud, as well as continuing to produce free mental health awareness content, growing our audiences and increasing our social media presence, focused on two main developments: upgrading the website and implementing a new CRM system "Donorfy".

The following provides further detail:

I. Upgrade of the website

We are grateful to the Rayne Trust and BMR Foundation for providing much of the funding to greatly improve the functionality, accessibility and navigation of the website. The new website launched on 1 September 2022.

The planning and execution took eight months and involved:

- Accommodating the ever-increasing content (having launched in November 2017 with six films, we now have over 80 films and many fact sheets and blogs).
- Maintaining the branding but ensuring that the colours and layout achieves at least AA accessibility. This meant that tools, technology and functionality were designed so that people with disabilities can use them.
- Having researched our audiences we designed the website so that there would be two categories: parents/carers and teachers/professionals.
- Analysing our keywords with the aim to triple the number of key words to improve SEO (search engine optimisation).
- Setting up forms for potential subscribers so the information collected through the website will be automatically linked to the CRM ("Customer Relationship Management") system, rather than collecting it manually.
- Signing up to a CRM system.

Frustratingly, after launch, the website company took some time to complete certain areas of snagging including linking Google Analytics to traffic on the website. As a result, between September and December 2022, traffic to the website was not recorded properly. On the day that the problem was finally fixed, the Google Analytics results increased by 350% and have continued to record correctly from then on.

II. Signing up to a CRM system – Donorfy

It involved much research to find a CRM system that provides fair value for money. caters for our needs and fully supports integration with Mailchimp and others like Eventbrite, Just Giving and Facebook.

We analysed and cleaned up our Mailchimp contacts. Through Donorfy we set up a "Join our mailing list" form which complies with GDPR regulations. The goal was to create a consent-based constituent list for our regular Newsletter, and to work towards separate communications with institutions/corporate subscribers which were more focused/purposeful such as offering Training Resource communications.

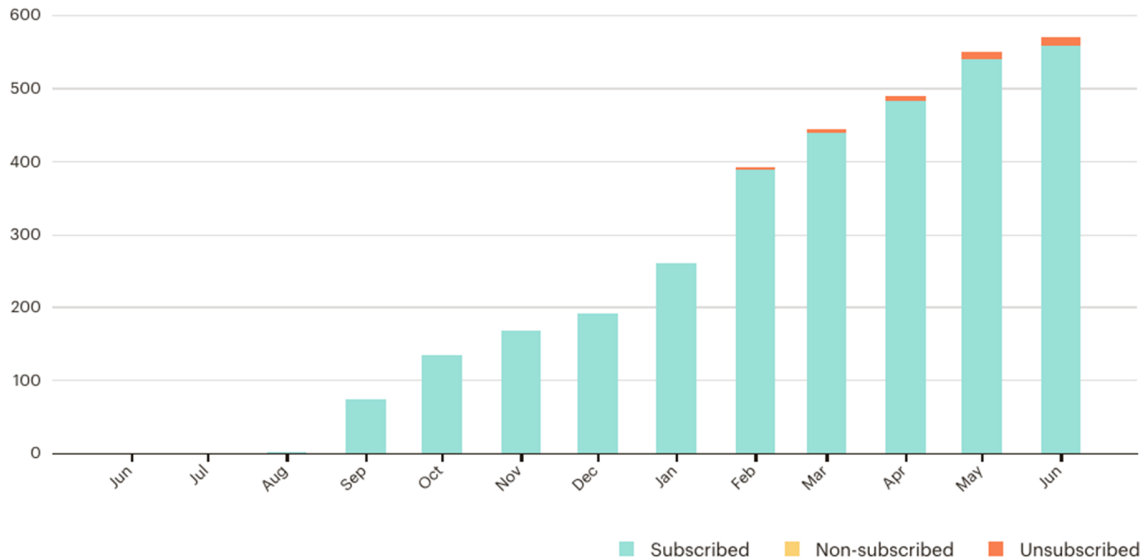
**NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023**

People sign up to receive email updates about our added resources. These go out twice a month during term-time to parents/carers on Sundays at 5pm and to Teachers/Professionals on Wednesdays at noon.

III. E-mail marketing

The graph below shows how our current constituent mailing list, launched on Donorfy in September 2022, has continued to grow at a steady rate, partly organically, and partly due to referral traffic from social media and other charities dealing with mental health. Retention has been very good, with only 12 unsubscribes since September 2022. This is likely in part because there is now improved transparency on the website when people sign up to mailings.

Audience growth since September 2022:

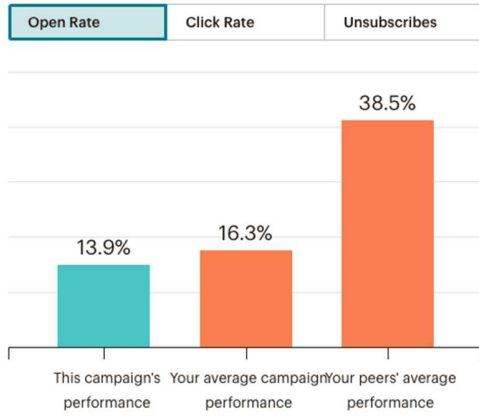


Email performance:

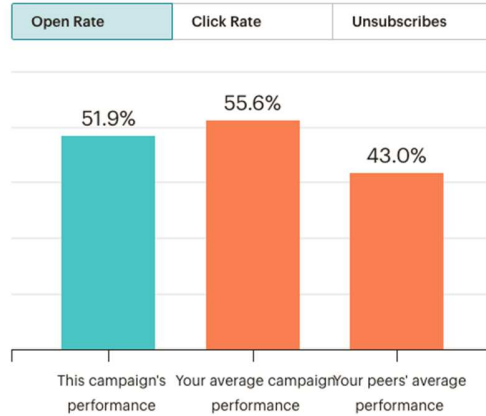
The open rates for the last campaign sent to the previous audience (pre-September 2022) is set out in the table that follows. On the right of the table is the most recent campaign sent to the new audience (June 2023). The addition of email journeys and more focused content is intended to build a relationship with our constituent audience and grow it in a sustainable way.

**NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023**

How your email campaign compares

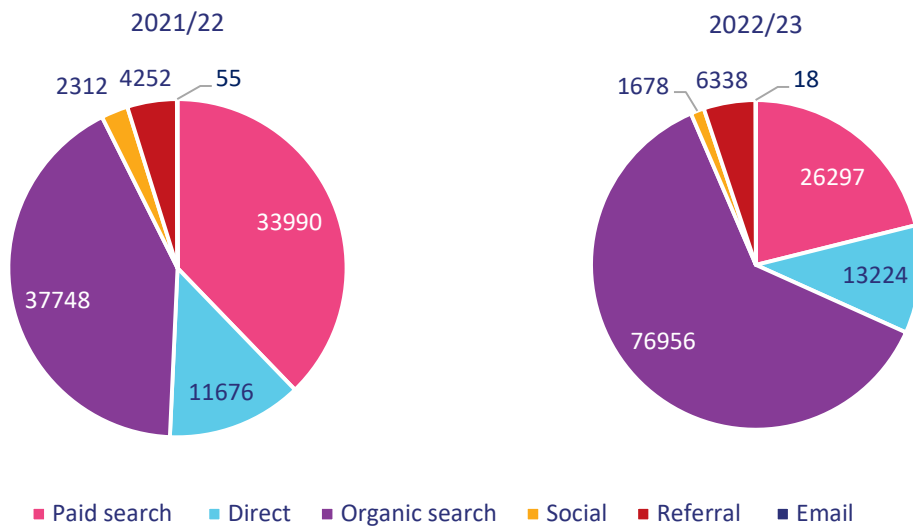


How your email campaign compares



**IV. Google Analytics
Overview**

Metric	2021/2022	2022/2023	% Change
New users that have had a session within the date range	87,533	122,624	40%↑
Returning users that have had a session within the date range	11,375	12,844	13%↑
Sessions When a user visits and interacts with the site	108,608	144,943	33.5%↑
Page views Total number of pages viewed (includes repeated views of a page)	151,110	202,218	34%↑



**NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023**

Organic search remains the main way people find our website and has continued to grow, more than doubling again this year from 37,748 in 2021/22 to 76,956 in 2022/23. Organic search refers to unpaid listings on search engines and is determined by many factors such as relevance to the search query, content quality and valid search engine optimisation efforts.

Direct Search results are from the user typing in the URL.

Paid Search – results from a monthly credit of \$10,000 for Google Ads which Google has awarded us. Unfortunately, Google did not offer charities additional funding at Christmas this year which has impacted the number of people visiting the website via this channel. Traffic to our website in 2021/22 totaled 77,295. In 2022/23 traffic totalled 122,854.

The new website, whilst initially causing a large dip in traffic from September to December, has significantly improved how we present content and has contributed to the increase in traffic this year.

These statistics show that Nip in the Bud's resources are being accessed by a growing number of people and are an encouraging indication of our increasing success in achieving our aims.

V. Social Media Analytics - Facebook/Instagram/LinkedIn/Twitter/YouTube

1 April 2022 - 31 March 2023

Overall site visits from Social Channels 139,607 (2022: 116,810 = 19% increase)

Total YouTube subscribers 3380 (new YouTube subscribers +1,900 = 115% increase)

Film views: 365,604 (2022: 187,477 = 90% increase)

LinkedIn - We now have 2 channels of subscribers.

1.) increased by 61 to 250 = 29% increase

2.) increased by 286 to 505 = 43% increase

We connect with professionals: Heads and Deputy Heads of primary schools, SENCOs, SEN leads, Autism leads, Directors of Educational Trusts, Early Years and Nursery managers and teachers. Our content gets strong engagement.

Overall engagement this year including views of our films on YouTube, likes, comments, shares and mentions across all channels was 423,826 (2022: 224,764 = 87% increase)

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

VI. Films, Fact Sheets and Blogs

- **Early Intervention Series:** - four short films featuring interviews with different specialists and introduced by our educational consultant Alis Rocca.

This series was produced to show parents where to begin if they suspect that their child may have additional needs, and how to navigate the system. The series is accompanied by a Fact Sheet which explains the meaning of overwhelming Acronyms.

1.) Does the child need help?

With Bettina Hohnen a clinical psychologist, author, lecturer and educator who works with children, young people and families. Bettina specialises in child mental health and neurodiversity.

2.) How can the school help?

With Rachel Adams Constantine, a SENDCO – Special Educational Needs and Disabilities Co-ordinator- at a primary school. Rachel is also the parent of a child on the autistic spectrum.

3.) How can the GP help?

With Dr Julia Thomas who explains the importance of seeking help early and discussing possible symptoms.

4.) How to apply for additional support within the system for a child with special needs.

With Sara Bierer, an Educational Psychologist who explains the process of applying for an EHCP (Educational Health Care Plan) for children who have complex physical and learning needs or children who are able but might find learning in a school environment tricky for a variety of reasons.

Two additional Early Intervention films feature more in-depth interviews with Bettina Hohnen and Rachel Adams Constantine. Bettina gives excellent tips to parents on how to build trust with their children. Rachel gives insight into how the SENCO can help from her perspective working at a school and as a mother of a child with additional needs.

- **Let's Connect – Breaking down barriers to learning**

This 3-minute film was produced with children to be watched by children and their teachers as part of a PSHE lesson. It was accompanied by a Fact Sheet/Lesson Plan as a guide to teachers on how to use the resource with the children and get their participation.

It was produced in partnership with Chickenshed, an inclusive theatre company. The peer-to-peer interactive project focused on children talking about their difficulties and how these make them feel. The aim was for children to listen to each other and to make them aware that different young people might learn in diverse ways.

The film was released during February 2023 Children's Mental Health Week for which this year the theme was "Let's Connect".

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

- **Trauma in children**

For this topic, Nip in the Bud worked with experts David Trickey, Consultant Clinical Psychologist at the Anna Freud Centre and Co-Director of the UK Trauma Council and Dr Sian Williams, Chartered Psychologist who as a journalist, has witnessed and reported on traumatic events.

We were also introduced to two young contributors who shared their experience of trauma having witnessed the Grenfell tragedy when they were younger. Nip in the Bud got permission from the UK Trauma Council to show their four excellent animation films under license. David Trickey also produced the accompanying Fact Sheet.

Nip in the Bud is extremely grateful to the company Student Beans who provided a grant of £50,000 which enabled us to produce these three films as well as a film on Stigma, which has been researched and initiated but is still in production.

- **ADHD: Debbie's Story**

A Real-Life Experience film – Debbie is from a Nigerian background and is delighted that she has finally got a diagnosis of ADHD. She explains that people like her who are neurodiverse are “wired differently.”

- **Blogs**

These expand on the thinking around the topics on which we are producing films and factsheets as well as producing content on other child mental health topics that bring audiences to the website through searching for Key Words, thus improving the website for search engines. (SEO).

VII. Podcasts

We kick-started this project with a Crowdfunding scheme in December 2022 to raise the funds to buy the equipment and produce our first five podcasts. The category ‘Podcasts’ will be added to the Nip in the Bud website during the autumn term of 2023 adding further podcasts over time.

- Although we know that our resources are viewed and are helpful, not everyone has time to watch films – even short films - or time to read fact sheets. Many find it easier to get information from listening while doing our chores, exercising, or driving.
- There is much more information that we need to share with our audiences that cannot easily be covered in our short films.
- We would like to hear from a greater variety of contributors in various spheres of education, parenting/caring, mental health, special needs, neurodiversity.

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

VIII. Our Training Resource - Recognizing and Responding to Potential Health Conditions in Children

This training resource for teachers has been updated to the latest Government guidelines. It is a one-hour slide presentation for school leaders to use for staff training during INSET or staff meetings. The resource can also be watched individually by all staff in their own time including auxiliary staff. The areas covered are:

- Mental Health Conditions
- Emotional Wellbeing
- DfE 2020 Guidance for Schools
- Case Studies
- Ofsted Inspection Framework
- Teaching Standards
- SEND Code of Practice

IX. Partnerships and spreading the word widely about the Nip in the Bud resources

The charity Nip in the Bud is now widely recognised and highly rated for its evidence-based short films and fact sheets all freely accessible online. We continue to connect with other child mental health charities or SEND (special needs and disabilities) organisations who help to promote the Nip in the Bud resources through their website, or in their communications such as:

- Coram Life Education
- Place 2 Be
- CYPMHC (Children and Young People's Mental Health Coalition)
- ACAMH (The Association for Child and Adolescent Mental Health)
- We are Beyond
- OCD Action
- Best for You NHS
- MHST (Mental Health Support Teams) – at South London and Maudsley NHS Foundation Trust
- Embracing Complexity (part of Autistica)
- Mentally Healthy Schools
- The Place (Charlie Waller Trust)
- Young Barnet Foundation and other Young People Foundation groups across London – these local organisations promote our resources and reach a large cross section of culturally diverse communities.
- SEND Essex County Council
- SEND Hertfordshire
- SEND Kent County Council

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

X. Funding

The charity is very grateful for the sizeable donations it received from The Kitty and Daniel Nabarro Charitable Trust and from the company Student Beans and for the many smaller donations given by its supporters.

The charity acknowledges the help of the ongoing Google Ad grant of \$US10,000 a year. The charity is also grateful for ongoing mentoring received from “Inspire” – gunnercooke foundation.

XI. Nip in the Bud’s objectives and future prospects:

Nip in the Bud’s long-term objectives

Nip in the Bud’s long-term objective is to have achieved widespread recognition and understanding of childhood mental health disorders (“MHDs”) in the UK so that the need for early intervention is quickly recognised and acted upon without stigma and the risks of those childhood MHDs becoming more serious in later years is reduced.

Nip in the Bud’s medium-term objectives

In order to move further towards achieving its long-term objective, Nip in the Bud’s aims over the next three years are broadly:

- to help prevent children’s mental health from reaching a crisis point
- to make more Information films, Real Life Experience films and other types of films with accompanying fact sheets;
- to further improve its website through creative strategy, including input from a third-party consultant to work on brand identity, marketing, impact, outcomes, long-term growth and endurance;
- to improve on and expand the training of trainee teachers and practicing teachers on childhood MHDs;
- to continue to establish partnership arrangements with other charities who work in the area of childhood MHDs;
- to have achieved recognition and endorsement of its work by educational authorities and other relevant governmental bodies which are focused on childhood MHDs;
- to have rolled out the films and website to many more parents of children in Early Years and Primary Schools
- to have rolled out the films and website and training on MHDs to social workers, health professionals and parents;
- to have improved on any existing films and fact sheets where the state of knowledge on MHDs has developed;
- to have covered more of its costs by charging a fee for delivering training to trainee teachers;
- to have raised further funds from charitable organisations to enable it to move towards achieving these medium-term goals;

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

- to have explored corporate partnerships who might help us achieve our goals.

Nip in the Bud's plans for the current year, 2023/24

- To continue the production of the film on Stigma
- To seek funding to enable us:
 - 1.) To fund a consultant with skills in Creative Strategy, to work on brand identity, marketing, impact/outcomes, long-term growth and endurance.
 - 2.) To create a Landing Page for each condition showing a summary of the content.
 - 3.) To research, find the experts and contributors to produce films, fact sheets, blogs and podcasts for the following new topics:
 - Dyslexia
 - Grief and Loss
 - 4.) To pause and take stock of all our assets.
 - 5.) To look through the rushes of our previous films, and search for valuable content that can be repurposed to produce short clips for our web pages and for social media. Having launched the charity with 6 short films and facts in November 2017, Nip in the Bud now has 80 short films on the website.
 - 6.) To continue to network and find ways to continue to promote our free resources more widely.

The resources required

The trustees understand that current supporters, principally The Kitty and Daniel Nabarro Charitable Trust, will continue to give their support for the plans outlined above for 2023/24.

However, external funding will be necessary to carry through all the plans for 2023/24 and Nip in the Bud will be looking at different sources of funding.

Nip in the Bud's structure, governance and management

The following is a brief and simplified summary of the provisions of the Charity's Constitution which deal with the method of appointment or election of trustees. Full details of these provisions are set out in the Constitution.

1. The trustees manage the affairs of the Charity.
2. The names of the current trustees are set out on page 2 of this document.
3. There must be at least four and no more than twelve trustees (except that this maximum may be exceeded in the circumstances summarised in 7 (ii) below.
4. At the first and every subsequent Annual General Meeting ("AGM") of the members of the Charity, one-third of the trustees or the number nearest to one-third shall retire from office. The trustees to retire are those who have been longest in office since their last appointment or reappointment.
5. The vacancies arising may be filled by the members at the AGM.

NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023

6. Any vacancies not filled at the AGM may be filled:
 - by the members at any time; or
 - by the trustees themselves at any time and in making such appointments the trustees may exceed by four the limit of twelve trustees provided that if the limit of twelve trustees is exceeded by such appointments the number of new trustees appointed must not exceed one-third of the total number of trustees at the time the relevant new trustees are appointed.
7. A person appointed as a trustee by the members shall retire by rotation in accordance with the one third retirement rule summarised in 4 above.
8. A person appointed as a trustee by the trustees themselves shall hold office only until the conclusion of the next AGM after the date of his or her appointment when he/she shall cease to hold office as a trustee and a trustee who is appointed as a trustee by the trustees themselves:
 - shall not be counted for the purpose of determining which of the trustees is to retire by rotation at the AGM, unless appointed as a trustee by the members; and
 - shall not be re-appointed by the trustees within the period of 12 months starting on the date of the AGM at which he/she ceased to hold office.

Public benefit

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the trustees have considered how planned activities will contribute to the aims and objectives they have set, and they are satisfied that the public benefits to be provided are directly related to the Charity's aims and objectives.

Appointment and induction of new trustees

As appropriate, new trustees will be appointed by the current trustees and will receive the relevant necessary training and guidance. A list of trustees acting during the year appears above and in the information page of these statements.

Activities and financial review

The trustees are responsible for the governance of the charitable and fundraising activities of the Charity. During the year, these activities were concentrated upon the making of films to be used in achieving its objectives and the year saw a positive net movement in funds.

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

**NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023**

Educational films and other resources

The Charity meets its objectives by producing and making available educational films and other resources. To date over 80 films have been produced at a total cost of £331,279 (2022: £263,316), all of which has been charged to the Statement of Financial Affairs.

Reserves policy

It is the charity's policy to hold in reserve cash and committed funding amounting to not less than that needed to meet six months estimated day-to-day expenditure. The charity has the commitment of the Daniel and Kitty Nabarro Charitable Trust to fund normal ongoing expenditure. Capital projects and expenses of a one-off nature are only undertaken as and when sufficient funds have been raised.

Trustees' remuneration

The Trustees meet regularly to discuss and review the Charity's activities. No Trustee has received any remuneration during the year.

Trustees' responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally

Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

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

- select suitable accounting policies and apply them consistently
- make judgments and estimates that are reasonable and prudent, state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in operation

**NIP IN THE BUD
Trustees' Report (continued)
for the year ended
31 March 2023**

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the trustees

16 November 2023

Katherine Nabarro

Kitty Nabarro (Nov 16, 2023, 3:46pm)

Katherine Nabarro

Chair

NIP IN THE BUD
Independent Examiner's Report to the Trustees

I report on the financial statements of the Charity for the year ended 31 March 2023.

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work or for this report.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) but that an independent examination is needed. It is my responsibility to:

- examine the financial statements under section 145 of the Act.
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's report

My examination was carried out in accordance with the general directions given by The Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view,' and the report is limited to those matters set out in the statement below.

Independent Examiner's statement

In connection with my examination, 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 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

Signed

16 November 2023

Jerry Michael ACA FCCA
Baginsky Cohen
Chartered Accountants
930 High Road
London N12 9RT

Jerry Michael

Jerry Michael (Nov 16, 2023, 3:50pm)

NIP IN THE BUD NIP IN THE BUD
Statement of Financial Activities
for the year ended
31 March 2023

	2023		2022	
	£	£	£	£
Restricted / unrestricted funds				
Incoming resources				
Incoming resources from generated funds				
Donations (unrestricted)		72,156		70,463
Donations (restricted)		52,625		-
Other		655		933
		125,436		71,396
Resources expended				
Charitable activities				
Consultancy	14,464		14,727	
Social media	21,775		19,527	
Website	20,643		11,623	
Filmmaking	17,963		38,043	
Filmmaking / podcasts (restricted exp)	52,625		-	
Administration	8,395		4,097	
		(133,240)		(88,017)
Total resources expended		(7,804)		(16,622)
Net movement in funds		(7,804)		(16,622)
Balance at 1 April 2022		31,941		48,563
Balance at 31 March 2023 (unrestricted)		£24,137		£31,941

**NIP IN THE BUD
Balance sheet
for the year ended
31 March 2023**

	Note	2023 £	2022 £
Current assets			
Cash at bank		29,995	34,204
Other debtors		600	1,257
		30,555	35,461
Current liabilities			
Creditors falling due within one year	3	(6,458)	(3,520)
Net assets		£24,137	£31,941
Representing:			
General fund	2	£24,137	£31,941
Reserves		£24,137	£31,941

The trustees approved these financial statements, and authorised their distribution on

16 November 2023

Katherine Nabarro
Chair

Katherine Nabarro

Kitty Nabarro (Nov 16, 2023, 3:46pm)

The notes which follow form part of these financial statements.

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2023

1. Accounting policies

Basis of preparation

The financial statements have been prepared to give a true and fair view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and Charities Act 2011.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) where the charity is legally entitled to receipt.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements.

Fund accounting

The general fund consists of funds which the charity may use for its purposes at its discretion.

Film production costs

All costs of the production of films are expensed as incurred.

Going concern

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2023 (continued)

2. General fund

The general fund represents funds which have not been designated for any particular purpose.

	£
Opening balance as at 1 April 2022	31,941
Movement in funds in the year	<u>(7,804)</u>
Closing balance at 31 March 2023	<u>£24,137</u>

3. Creditors

Creditor was comprised of Trade payable £5,858 (2022: £2,920) and Accruals £600 (2022: £600)

4. Related parties

During the year, £68,000 (2022 - £50,000) was donated to Nip in the Bud by The Kitty & Daniel Nabarro Charitable Trust. Kitty Nabarro is a trustee of both Nip in the Bud and The Kitty & Daniel Nabarro Charitable Trust.



Issuer Baginsky Cohen

Document generated Thu, 16th Nov 2023 15:37:42 UTC

Document fingerprint 7f9ae8b92cca541dcac39f0f52d9f1bc

Parties involved with this document

Document processed	Party + Fingerprint
Thu, 16th Nov 2023 15:46:51 UTC	Kitty Nabarro - Signer (d3c6f5bf363cd3de9b281444d3899621)
Thu, 16th Nov 2023 15:50:13 UTC	Jerry Michael - Signer (dfba3bd052935ef213cd9bc75e1664fa)

Audit history log

Date	Action
Thu, 16th Nov 2023 15:50:13 UTC	Jerry Michael viewed the envelope (81.136.155.225)
Thu, 16th Nov 2023 15:50:13 UTC	This envelope has been signed by all parties (81.136.155.225)
Thu, 16th Nov 2023 15:50:13 UTC	Jerry Michael signed the envelope (81.136.155.225)
Thu, 16th Nov 2023 15:49:59 UTC	Jerry Michael viewed the envelope (81.136.155.225)
Thu, 16th Nov 2023 15:49:55 UTC	Jerry Michael opened the document email. (81.136.155.225)
Thu, 16th Nov 2023 15:46:53 UTC	Document emailed to jerry@baginskycohen.com (13.42.5.17)
Thu, 16th Nov 2023 15:46:52 UTC	Kitty Nabarro viewed the envelope (83.216.150.82)
Thu, 16th Nov 2023 15:46:52 UTC	Sent the envelope to Jerry Michael (jerry@baginskycohen.com) for signing (83.216.150.82)
Thu, 16th Nov 2023 15:46:52 UTC	Kitty Nabarro signed the envelope (83.216.150.82)
Thu, 16th Nov 2023 15:43:39 UTC	Kitty Nabarro viewed the envelope (83.216.150.82)
Thu, 16th Nov 2023 15:43:18 UTC	Kitty Nabarro opened the document email. (66.249.93.102)
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Thu, 16th Nov 2023 15:39:45 UTC	Document emailed to kitty.nabarro@gmail.com (18.169.134.232)
Thu, 16th Nov 2023 15:39:43 UTC	Sent the envelope to Kitty Nabarro (kitty.nabarro@gmail.com) for signing (81.136.155.225)
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Thu, 16th Nov 2023 15:37:42 UTC

Envelope generated by Alison Milne (81.136.155.225)

NIP IN THE BUD

England & Wales - Charity number 1162388

Accounts

Registered Charity No. 1162388

Company No. CE004879

NIP IN THE BUD

A Charitable Incorporated Organisation

**Annual Report
and
Financial Statements**

**for the year ended
31 March 2022**

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

The trustees present their report and financial statements for the year ended 31 March 2022. The financial statements have been drawn up in accordance with the Statement of Recommended Practice (SORP 2015) – Accounting and Reporting by Charities.

Governing document

Nip in the Bud was registered under The Charities Act 2011 as a Charitable Incorporated Organisation (CIO) on 24 June 2015 and is registered charity no. 1162388.

Principal address

21 Priory Close
London N20 8BB

Trustees

Details of trustees during the year and to the date of signature of these financial statements are set out below:

Kitty Nabarro (Chair from 16 April 2021)
Julie Eyres (Appointed 4 May 2022)
Michelle Blunt (Appointed 27 October 2021)
Michael Caro
Dr Gordana Milavic
Denman Rooke
Dr Lianne Stock
Nicholas Winters (Treasurer)
Daniel Nabarro (to 16 April 2021)
Jeffrey Ward (Resigned)

NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022

Independent Examiner

Jerry Michael ACA FCCA
Baginsky Cohen Chartered Accountants
930 High Road
London
N12 9RT

Bankers

HSBC Bank plc

Summary of the charity's objectives

Nip in the Bud's purpose is to improve society's understanding of childhood mental health disorders ("MHDs") in order to increase the prospects of early intervention and to reduce the risks of those MHDs becoming more serious in later years.

The founders of the Charity believe passionately that if people who are responsible for the care of children can be more informed about and better able to recognise childhood MHDs there is a greater chance of early intervention and treatment.

Nip in the Bud aims to achieve its objectives by making short films with accompanying fact sheets and by providing training using those films and fact sheets. The founders believe that in today's world of rapid communication one of the best ways of providing more information and a better understanding of childhood MHDs is to use the power of film and the internet.

Nip in the Bud currently produces two types of films: Information Films, which explain the MHD and shorter Real Life Experience Films, in which individuals who have the MHD and their parents speak about their experience of living with the MHD. All the films made by Nip in the Bud are available without charge on Nip in the Bud's website (<https://nipinthebud.org/>) together with documentary information.

Nip in the Bud is particularly focused on providing education, training and information about childhood MHDs to primary school staff, parents, health professionals, social workers and others who are responsible for the care of children.

Nip in the Bud's objectives are set out in full in its Constitution which is registered with the Charity Commission.

Nip in the Bud's activities, achievements, and performance

The following were the major activities of Nip in the Bud during the year ended 31 March 2022:

1. Films and Fact Sheets

As planned, we produced the following films:

- Autism and Co-occurring conditions – a film with expert Professor Emily Simonoff.
- Self- Harm:
 1. Understanding Self-Harm in Children - with expert Dr Dennis Ougrin.
 2. 'Emily' - A Real Life Experience film.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

- Eating Disorders:
 1. Understanding Eating Disorders in Children – with expert Dr Dasha Nicholls.
 2. Boys get Anorexia too – A Real Life Experience film with parent Jenny Langley.
 3. A Real-Life Experience film – Bulimia: Susannah’s Story.

- Emotional Wellbeing films – short clips for parents, children and teachers presented by Educational Consultant Alis Rocca on the topics of:
 1. “Tips for a week of mindfulness in Nature with your children”:
The theme for Mental Health Awareness Week 2021 was ‘Nature’. To address this topic our educational consultant Alis Rocca filmed seven short clips – one to be posted on social media for each day of that week: Mindfulness; Creativity; Collaboration and Communication; Yoga & Meditation; Nurturing Curiosity; Caring & Nurture; Art is all Around Us.

Check In, Check Up Check Out

2. Random Acts of Kindness, one film addressed to parents, and one addressed to children
3. How to use a Feelings Wheel for children
4. Emotion wheels for teachers, carers & parents

2. **Improving our website**

When we launched the charity in November 2017, we had six films and fact sheets on our website. Since then, we have produced over 60 films, as well as fact sheets and blogs.

Our current website is inadequate for this and requires a wholesale restructuring of the website structure and information architecture. The current site is not geared towards the maximisation of the content discovery opportunities for the end user. We have a rich seam of highly engaging and important content, but finding the appropriate content is not as easy for users as it should be. Content needs to be tagged so there is more effective connection between videos, fact sheets and blogs for the different topics. The absence of an effective search engine, supported by a robust taxonomy, means the user is forced to navigate via the top menu bar.

With the assistance of specialist advisers, we prepared a brief for the restructuring of the website and applied for funding. Once funding was secured from the Rayne Trust and the BMR Foundation we gave the go ahead in December 2021 to the website company we had chosen for the restructuring. The first step was to successfully migrate the website from The Creative Clinic to our new website provider Splitpixel.

Although the planning and execution of this project has taken time, we have made good progress and at the time of writing this, we anticipate that the original website should be replaced by the new website at the end of August 2022.

The following has been taken into consideration in the redevelopment of the website:

- Maintaining the branding but ensuring that the colours and layout achieves at least AA accessibility. This means that tools, technology and functionality are designed so that people with disabilities can use them.
- Researching our audiences so content can be geared to different audiences.
- Analysing our keywords with the aim to triple the number of key words to improve SEO (search engine optimisation).

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

- Setting up forms for potential subscribers so the information collected through the website will be automatically linked to the CRM (Customer Relationship Management) system, rather than collecting it manually.

3. Social Media

In accordance with our plans, we began the year in April 2021 with a newly appointed social media team ready to launch a more active and creative social media campaign. We have done this because we have recognised that a lot of people and particularly young people get most of their information through social media of various kinds. Since appointing the new team, content about what we do has been regularly posted on Facebook, Twitter, Instagram and LinkedIn bringing more followers and engagement.

Summary of our Aims, Strategy and Tactics in relation to Social Media

- Our main aim in this area is to reach a much wider pool of people than are currently aware of what we do and of our resources to create more relevant, designed content in different kinds of social media channels with signposts for audiences to enable them to easily go to our website
- To use National and Global Awareness Days or Weeks such as: Children's Mental Health Week, Safer Internet Day, Eating Disorders Awareness Week, OCD Awareness Week, Autism Awareness Day, Neurodiversity Celebration Week, Anti-bullying Week, PTSD Awareness Day, Time to Talk Day to amplify the topics and conditions we cover and join in with the Social Media communities which are involved in those awareness weeks and days. This strategy helps to build and earn the trust of existing and new followers and helps to grow our authority through the connections fostered by these awareness days and weeks.
- To network on all kinds of social media to help us to reach and collaborate with likeminded groups to raise awareness
- To create a Nip in the Bud Free Interactive Guide. This is a quick tour of all that the website has to offer and can be used by schools and organisations as an INSET topic to introduce staff to the website and start a conversation about mental health. In exchange for people signing up to access the resource Nip in the Bud receives details of types of audiences and Opt In or Opt Out preferences for our mailing list for newsletters.

Outcomes on Social Media Channels

This was the first year we used LinkedIn. We attracted 194 subscribers mainly professionals such as, SENCOs, SEN case workers, teachers, Directors of Educational Trusts, nursery managers, autism specialists. Our content gets strong engagement.

YouTube provides our most extensive audience:

Total YouTube subscribers 1,575 (new YouTube subscribers this year +973)

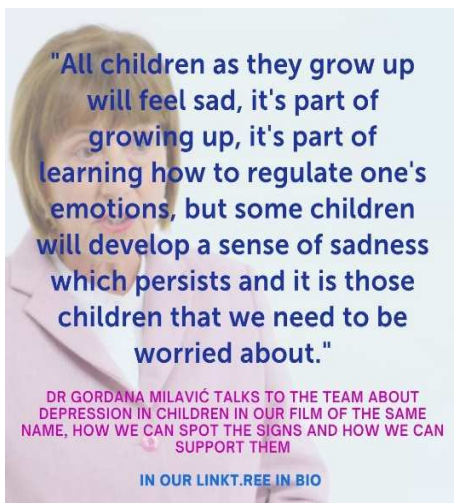
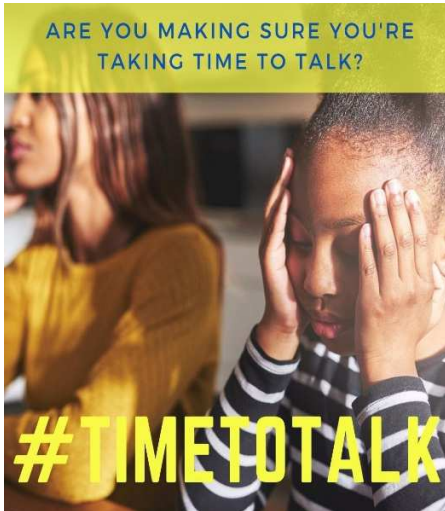
Film Views: 187,477 (120% increase since March 2021)

Overall engagement this year including views of our films on You Tube, likes, comments, shares and mentions across all our channels, was 224,764.

Google Analytics shows that visits to our website from our social media channels this year increased by 33% from 87,598 to 116,810.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

Examples of Instagram Posts



NIP IN THE BUD Trustees' Report for the year ended 31 March 2022

SYMPTOMS OF EATING DISORDERS

The most obvious sign of a problem is weight loss but changes to physical appearance may not be apparent right away.

In fact, many children with eating disorders look perfectly healthy. Some general signs that may be associated with all eating disorders include:

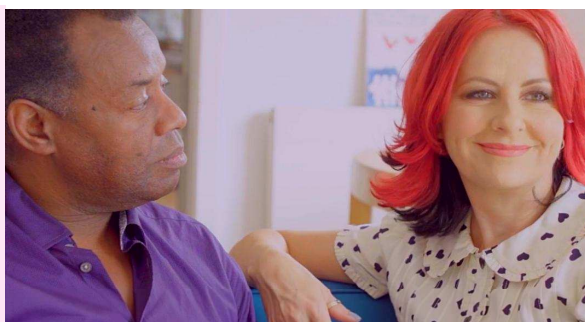
- | | |
|-------------------------------|--|
| 1 Low self-esteem | 7 Social withdrawal |
| 2 Irritability & mood swings | 8 Feelings of shame, guilt & anxiety |
| 3 Tiredness | 9 Obsession with their appearance |
| 4 Feeling cold | 10 Wearing baggy clothes to hide their body |
| 5 Poor concentration | 11 Self-consciousness when eating in front of others |
| 6 Delay in sexual development | 12 Preoccupation with &/or secretive behaviour around food |

"We had family counselling which didn't really have much effect because obviously Autism is not an illness. You can't have a quick fix for it."

- EMMA BAKER (SUMMER'S MUM)
NIP IN THE BUD'S "AUTISM SPECTRUM CONDITION IN CHILDREN" FILM



Have you checked in with Alis?



WE'RE ALL IN FOR

Neurodiversity Celebration Week!

Parent-power drives so much activism and change around us and we want to celebrate the amazing parents we know and love here at Nip in the Bud who champion their children's experiences of neurodiversity.

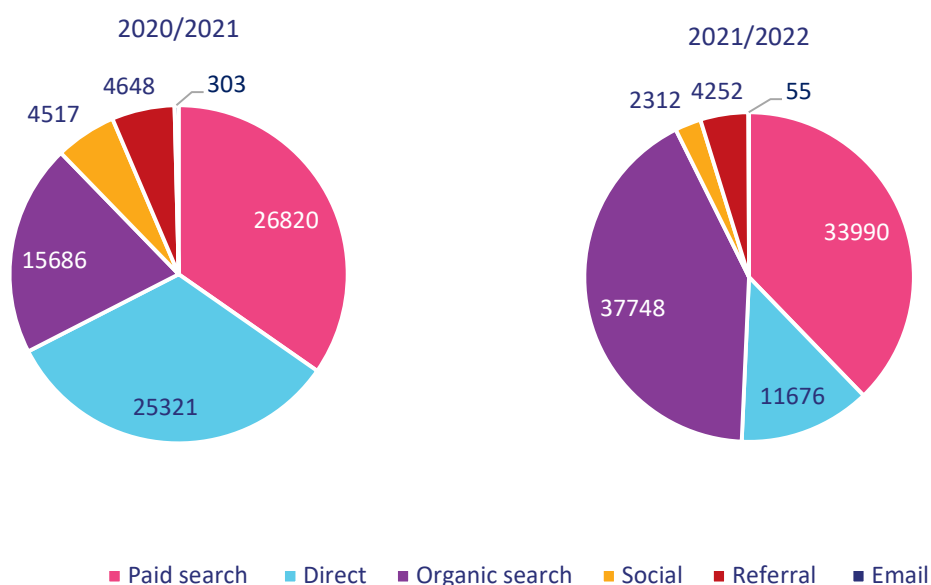
**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

**Annual Digital Report from Google Analytics – Website Traffic
Year ended 31 March 2022**

Overview

Metric	2020/2021	2021/2022	% Change
New users that have had a session within the date range	76,564	87,533	14.3%↑
Returning users that have had a session within the date range	10,679	11,375	6.5%↑
Sessions When a user visits and interacts with the site	95,988	108,608	13.1%↑
Page views Total number of pages viewed (includes repeated views of a page)	152,077	151,110	0.6%↓

Where are people coming from?



Our largest increase in traffic to the website this year came through Organic Search. It has more than doubled from 15,686 in 2021 to 37,748 in 2022.

Organic search are the unpaid listings on a search engine results page that appear because of factors such as relevance to the search query, quality and valid search engine optimisation efforts rather than because of search engine marketing.

Direct Search results are from the user typing in the URL

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

Paid Search – results from a monthly credit of \$10,000 for Google Ads which Google has awarded us.

Traffic to our website in 2020/2021 totaled 31,247. In 2021/2022 traffic totaled 77,295.

4. Our Training Resource

Our plan for 2022 included offering our mental health Training Resource to primary schools. Our concerns about application of the GDPR rules delayed our release of our Training Resource. By the time we had established the rules, other organisations had already prepared some free training resources which schools were using.

We followed up with the 19 university lecturers who had been given free mental health awareness presentations in 2018 and 2019 and who were keen to purchase our Training Resource for their teacher trainees when it became available. Unfortunately, Covid had reduced universities' income from foreign students and these universities no longer had the budget for this. These lecturers told us that despite not being able to purchase our Training Resource, they would recommend the Nip in the Bud website to their teacher trainees and would use our free online films and fact sheets.

Our analytics have shown that 67 out of 85 lecturers with whom we have connected in the last year, have been engaging with our monthly Mailchimp emails which promote the new films and content as they become available online.

5. Partnerships and spreading the word widely about the Nip in the Bud resources

We have established our contacts with the following mental health organisations who promote Nip in the Bud and share our update emails with their communities/members:

- ACAMH
- Place2Be
- CYPMHC (Children and Young People's Mental Health Coalition)
- Mentally Healthy Schools
- Embracing Complexity (part of Autistica)
- Best for You NHS
- Young Barnet Foundation
- We are Beyond
- OCD Action

Nip in the Bud is a member of Young Barnet Foundation (YBF). This connects us with many other charities within the borough who are also members of YBF and who support young people. YBF has in turn also introduced Nip in the Bud to the wider organisation of the Young People Foundation. Nip in the Bud is now a member or associate member of the Young People Foundations in the following boroughs: Brent, Camden, Ealing, Hammersmith & Fulham, Harrow, Kensington & Chelsea, Westminster.

These organisations keep in regular touch with Nip in the Bud, share our resources with their communities and several have added a Nip in the Bud portal on their website. We have been invited to their meetings to give a presentation about Nip in the Bud.

The one advantage of Covid is that we have been able to network, meet with organisations and attend webinars in a more time efficient way through Zoom meetings, avoiding lengthy travel time.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

Funding

The Kitty and Daniel Nabarro Charitable Trust has continued to give its financial support. In the year ended 31 March 2022 it donated £50,000. (2021: £44,100).

The charity Nip in the Bud is very grateful to the Rayne Trust and the BMR Foundation for their donations of £10,000 and £3500 to enable the go-ahead to redevelop the website.

Our thanks also go for their donations to the Sudborough Foundation, the Diana and Alan Morgenthau Charitable Trust, the Stephen Zimmerman Charitable Trust, the David and Vivienne Woolf Charitable Trust, and to our other loyal supporters for their ongoing sizeable donations.

Nip in the Bud's long-term objectives and future prospects

Nip in the Bud's long-term objective is to have achieved widespread recognition and understanding of childhood mental health disorders ("MHDs") in the UK so that the need for early intervention is quickly recognised and acted upon without stigma and the risks of those childhood MHDs becoming more serious in later years is substantially reduced.

Nip in the Bud's medium-term objectives

In order to move further towards achieving its long-term objective, Nip in the Bud's aims over the next three years are broadly:

- to make more Information films, Real Life Experience films and other types of films with accompanying fact sheets.
- to further improve its website.
- to have established partnership arrangements with other charities who work in the area of childhood MHDs.
- to have achieved recognition and endorsement of its work by educational authorities and other relevant governmental bodies which are focused on childhood MHDs.
- to have rolled out the films and website and training on MHDs to primary schools, universities teacher trainees, social workers, health professionals and parents;
- to have improved on any existing films and fact sheets where the state of knowledge on MHDs has developed;
- to have covered some of its costs by charging a fee for the online training resource
- to have raised further funds from charitable organisations and supporters to enable it to move towards achieving these medium-term goals.

Nip in the Bud's plans for the current year 2022/23

- To seek funding to enable us:
 - 1) To produce more valuable, evidence-based content with its focus on Early Intervention for Children and raising mental health awareness among staff in primary schools, parents/carers and organisations working with children.
 - 2) To add a section for Children and Young People to the website creating films that are suitable for children and that they can relate to. We recognise that 27% of our Users are aged 14-25. We need to look more broadly at our vision for Nip in the Bud to consider including content and themes that are of interest to young people.
 - 3) To fund the help of a consultant to tidy up our CRM system (Customer Relationship Management) and improve our email marketing so we can reach more audiences and establish more partnerships.
 - 4) To kick-start Podcasts through a Crowdfunding scheme.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

- To research, find the experts and contributors and create films and facts sheets for the following topics:

Information films:

- Stigma - our aim here is to explain how the stigma of an actual diagnosis or the fear of a potential diagnosis of a mental health disorder can prevent people from seeking treatment and thereby exacerbate the very condition that needs treatment.
- Early Intervention: Guide for Parents to get the right help for their Child.

Real Life Experience Films:

- ADHD
- PDA (Pathological Demand Avoidance – part of the Autistic spectrum)
- PANDAS (Pediatric Autoimmune Neuropsychiatric Disorder Associated with Streptococcus)
- Grief and Loss
- To work with our new website company Splitpixel to redesign the website

To integrate the contact forms on the website with Mailchimp so that the data of the subscribers and prospective donors will be automatically sent to the CRM.

- To see how we can set up partnerships/collaborate with mental health organisations in the NHS such as the MHSTs (Mental Health Support Teams) and other charities such as the Charlie Waller Trust, Coram/Coram Life Education, National Autistic Society.
- To establish partnerships with national organisations that support families/parents/carers and young people such as The Place, Rollercoaster, Youth Mental Health Foundation.
- To collaborate with local organisations within Barnet who support families/parents/carers and young people.
- To continue to find ways to spread the word to local authorities about the Nip in the Bud's free online resources so that they in turn can disseminate the information to their schools and communities. GDPR regulations make it difficult to obtain details for the appropriate contacts. Researching individual local authorities is very time consuming and therefore costly.
- To research conferences for groups such as Head Teachers, SENCOs, Social Workers, Scout leaders and others to offer them presentations for a fee, which fees will be used to help us to raise further funds for the charity to achieve its objectives.

The resources required

The trustees understand that current supporters, principally The Kitty and Daniel Nabarro Charitable Trust, will continue to give their support for the plans outlined above for 2022/23.

However, external funding will be necessary to carry through all the plans for 2022/23 and Nip in the Bud will be looking at different sources of funding.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

Nip in the Bud's structure, governance and management

The following is a brief and simplified summary of the provisions of the Charity's Constitution which deal with the method of appointment or election of trustees. Full details of these provisions are set out in the Constitution.

1. The affairs of the Charity are managed by the trustees.
2. The names of the current trustees are set out on page 2 of this document.
3. There must be at least four and no more than twelve trustees (except that this maximum may be exceeded in the circumstances summarised in 7 (ii) below).
4. At the first and every subsequent Annual General Meeting ("AGM") of the members of the Charity, one-third of the trustees or the number nearest to one-third shall retire from office. The trustees to retire are those who have been longest in office since their last appointment or reappointment.
5. The vacancies arising may be filled by the members at the AGM.
6. Any vacancies not filled at the AGM may be filled:
 - i. by the members at any time; or
 - ii. by the trustees themselves at any time and in making such appointments the trustees may exceed by four the limit of twelve trustees provided that if the limit of twelve trustees is exceeded by such appointments the number of new trustees appointed must not exceed one-third of the total number of trustees at the time the relevant new trustees are appointed.
7. A person appointed as a trustee by the members shall retire by rotation in accordance with the one third retirement rule summarised in 4 above.
8. A person appointed as a trustee by the trustees themselves shall hold office only until the conclusion of the next AGM after the date of his or her appointment when he/she shall cease to hold office as a trustee and a trustee who is appointed as a trustee by the trustees themselves:
 - i. shall not be counted for the purpose of determining which of the trustees is to retire by rotation at the AGM, unless appointed as a trustee by the members; and
 - ii. shall not be re-appointed by the trustees within the period of 12 months starting on the date of the AGM at which he/she ceased to hold office.

Public benefit

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the trustees have considered how planned activities will contribute to the aims and objectives they have set, and they are satisfied that the public benefits to be provided are directly related to the Charity's aims and objectives.

Appointment and induction of new trustees

As appropriate, new trustees will be appointed by the current trustees and will receive the relevant necessary training and guidance. A list of trustees acting during the year appears above and in the information page of these statements.

Activities and financial review

The trustees are responsible for the governance of the charitable and fundraising activities of the Charity. During the year, these activities were concentrated upon the making of films to be used in achieving its objectives and the year saw a positive net movement in funds.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2022**

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

As noted above, in the year ended 31 March 2022, The Kitty and Daniel Nabarro Charitable Trust donated £50,000 (2021: £44,100).

Educational films

The Charity largely meets its objectives by producing and making available educational films. To date approximately 60 films have been produced at a total cost of £263,316 (2021 £225,273) all of which has been charged to the Income and Expenditure account.

Reserves policy

It is the charity's policy to hold in reserve not less than that needed to meet six months estimated day-to-day expenditure. Capital projects and expenses of a one-off nature will only be undertaken as and when sufficient funds have been raised.

Trustees' remuneration

The Trustees meet regularly to discuss and review the Charity's activities. No Trustee has received any remuneration during the year.

Trustees' responsibilities

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

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

- select suitable accounting policies and apply them consistently;
- make judgments and estimates that are reasonable and prudent, state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the trustees

Katherine Nabarro
Chair

Katherine Nabarro

Kitty Nabarro (Nov 1, 2022, 6:12pm)

20 October 2022

NIP IN THE BUD
Independent Examiner's Report to the Trustees

I report on the financial statements of the Charity for the year ended 31 March 2022.

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work or for this report.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) but that an independent examination is needed. It is my responsibility to:

- examine the financial statements under section 145 of the Act.
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's report

My examination was carried out in accordance with the general directions given by The Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's statement

In connection with my examination, 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 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

Signed

Jerry Michael

Jerry Michael (Nov 1, 2022, 7:08pm)

20 October 2022

Jerry Michael ACA FCCA
Baginsky Cohen Chartered Accountants
930 High Road
London
N12 9RT

NIP IN THE BUD
Statement of Financial Activities
for the year ended
31 March 2022

	Note	Unrestricted Funds 2022 £	Unrestricted Funds 2021 £
Incoming resources			
Incoming resources from generated funds			
Donations		70,463	65,033
Other		933	725
Total generated		<u>71,396</u>	65,758
Resources expended			
Charitable activities			
Consultancy		14,727	20,110
Social media		19,527	13,693
Website		11,623	6,976
Film-making	4	38,043	18,098
Administration		<u>4,097</u>	<u>2,984</u>
Total resources expended		<u>(88,017)</u>	<u>(61,861)</u>
Net movement in funds		(16,622)	3,897
Balance at 1 April 2021		<u>48,563</u>	<u>44,666</u>
Balance at 31 March 2022		<u>£31,941</u>	<u>£48,563</u>

NIP IN THE BUD
Balance sheet
for the year ended
31 March 2022

		2022	2021
		£	£
Note			
Cash at bank		34,204	52,615
Other debtors		1,257	570
		<u>35,461</u>	53,185
Current liabilities			
Creditors falling due within one year	3	<u>(3,520)</u>	<u>(4,622)</u>
Net assets		<u>£31,941</u>	<u>£48,563</u>
Representing:			
General fund	2	<u>£31,941</u>	£48,563
Reserves		<u>£31,941</u>	<u>£48,563</u>

The trustees approved these financial statements, and authorised their distribution on

20 October 2022

Katherine Nabarro

Kitty Nabarro (Nov 1, 2022, 6:12pm)

Katherine Nabarro
Chair

The notes which follow form part of these financial statements.

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2022

1. Accounting policies

Basis of preparation

The financial statements have been prepared to give a true and fair view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and Charities Act 2011.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) where the charity is legally entitled to receipt.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements.

Fund accounting

The general fund consists of funds which the charity may use for its purposes at its discretion.

Film production costs

All costs of the production of films are expensed as incurred.

Going concern

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

2. General fund

The general fund represents funds which have not been designated for any particular purpose.

	£
Opening balance at 1 April 2021	48,563
Movement in funds for the year	(16,622)
Closing balance 31 March 2022	<u>£31,941</u>

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2022

3. Creditors	2022	2021
	£	£
Amounts falling due within one year		
Trade payables	2,920	4,022
Accruals	600	600
	<hr/>	<hr/>
	£3,520	£4,622
	<hr/>	<hr/>

4. Film production costs

All film production costs are charged to the income statement as incurred although by providing access to these films Nip in the Bud achieves its objectives. Since its formation, the charity has spent £263,316 (2021: £225,273) on the production of approximately 60 educational films.

5. Related parties

During the year, £50,000 (2021 - £44,100) was donated to Nip in the Bud by The Kitty & Daniel Nabarro Charitable Trust. Kitty Nabarro is a trustee of both Nip in the Bud and The Kitty & Daniel Nabarro Charitable Trust.



Issuer Baginsky Cohen

Document generated Tue, 1st Nov 2022 15:05:50 UTC

Document fingerprint 08307d30e2e53c36335b38bf178cc275

Parties involved with this document

Document processed	Party + Fingerprint
Tue, 1st Nov 2022 18:12:41 UTC	Kitty Nabarro - Signer (6480accfea5025f6a30f7dc1e30ea6c0)
Tue, 1st Nov 2022 19:08:14 UTC	Jerry Michael - Signer (d557276701a527cf0cab75d261fe565d)
Tue, 1st Nov 2022 19:08:14 UTC	Nick Winters - Copied In (b1050b89a33c8229033805e92ebe7753)

Audit history log

Date	Action
Tue, 1st Nov 2022 19:08:18 UTC	Jerry Michael viewed the envelope. (86.18.82.165)
Tue, 1st Nov 2022 19:08:16 UTC	Document emailed to winters@talk21.com (18.134.196.172)
Tue, 1st Nov 2022 19:08:14 UTC	The envelope has been signed by all parties. (86.18.82.165)
Tue, 1st Nov 2022 19:08:14 UTC	Sent a copy of the envelope to Nick Winters (winters@talk21.com). (86.18.82.165)
Tue, 1st Nov 2022 19:08:14 UTC	Jerry Michael signed the envelope. (86.18.82.165)
Tue, 1st Nov 2022 19:08:04 UTC	Jerry Michael viewed the envelope. (86.18.82.165)
Tue, 1st Nov 2022 19:08:01 UTC	Jerry Michael opened the document email. (172.226.0.31)
Tue, 1st Nov 2022 18:12:43 UTC	Kitty Nabarro viewed the envelope. (75.155.232.56)
Tue, 1st Nov 2022 18:12:42 UTC	Document emailed to jerry@baginskycohen.com (35.176.196.87)
Tue, 1st Nov 2022 18:12:41 UTC	Sent the envelope to Jerry Michael (jerry@baginskycohen.com) for signing. (75.155.232.56)
Tue, 1st Nov 2022 18:12:41 UTC	Kitty Nabarro signed the envelope. (75.155.232.56)
Tue, 1st Nov 2022 18:08:11 UTC	Kitty Nabarro viewed the envelope. (75.155.232.56)
Tue, 1st Nov 2022 18:07:03 UTC	Kitty Nabarro opened the document email. (66.249.84.122)
Tue, 1st Nov 2022 17:36:53 UTC	Kitty Nabarro opened the document email. (66.249.84.118)
Tue, 1st Nov 2022 15:08:51 UTC	Kitty Nabarro opened the document email. (66.249.89.29)
Tue, 1st Nov 2022 15:08:48 UTC	Document emailed to kitty.nabarro@gmail.com (18.134.132.57)
Tue, 1st Nov 2022 15:08:47 UTC	Sent the envelope to Kitty Nabarro (kitty.nabarro@gmail.com) for signing. (81.137.243.195)

Tue, 1st Nov 2022 15:07:17 UTC	Nick Winters has been assigned to this envelope (81.137.243.195)
Tue, 1st Nov 2022 15:07:17 UTC	Jerry Michael has been assigned to this envelope (81.137.243.195)
Tue, 1st Nov 2022 15:07:17 UTC	Kitty Nabarro has been assigned to this envelope (81.137.243.195)
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Tue, 1st Nov 2022 15:05:50 UTC	Envelope generated by Alison Milne (81.137.243.195)

NIP IN THE BUD

England & Wales - Charity number 1162388

Accounts

Registered Charity No. 1162388

Company No. CE004879

NIP IN THE BUD

A Charitable Incorporated Organisation

**Annual Report
and
Financial Statements**

**for the year ended
31 March 2021**

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2021**

The trustees present their report and financial statements for the year ended 31 March 2021. The financial statements have been drawn up in accordance with the Statement of Recommended Practice (SORP 2015) - Accounting and Reporting by Charities.

Governing document

Nip in the Bud was registered under The Charities Act 2011 as a Charitable Incorporated Organisation (CIO) on 24 June 2015 and is registered charity no. 1162388.

Principal address

21 Priory Close
London N20 8BB

Trustees

Daniel Nabarro (Chairman) (to 16 April 2021)
Kitty Nabarro (Chair - from 16 April 2021)
Michael Caro
Gordana Milavic
Alis Rocca (Appointed 29 April 2020, resigned 29 August 2020)
Denman Rooke (Appointed 8 June 2020)
Lisanne Stock
Jeffrey Ward
Nicholas Winters (Treasurer) (Appointed 14 April 2020)

It is with deep sadness that we announce the death on 16 April 2021 of our co-founder, Daniel Nabarro.

Without Daniel's vision and determination, Nip in the Bud wouldn't be what it is or where it is today.

The gap in mental health support for children led Daniel to come up with the concept of Nip in the Bud using short films to raise awareness among teaching staff, parents, carers and others working with primary school children and to highlight the positive benefit of early diagnosis of mental health issues.

Mental health had an immense impact on Daniel and Kitty's lives as their daughter first displayed OCD symptoms at the age of eight but wasn't diagnosed until her late teens precisely because there was a lack of information about children's mental health conditions at that time.

Daniel was chair of OCD Action for six years and was instrumental in moving this forward from a small organisation to a well-established and recognised charity.

Daniel obtained his degree in Electrical Sciences at Cambridge and went on to do an MBA. He then worked in telecommunications research and volunteered at the Samaritans. After working at GEC and Motorola he set up Inter-City Paging in 1982 and in 1998 he set up the pioneering online lingerie company, Fingleaves.com. He was subsequently chairman of Spektrix.com.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2021**

Independent Examiner

Jerry Michael ACA FCCA
Baginsky Cohen
930 High Road
London N12 9RT

Bankers

HSBC Bank plc

Summary of the charity's objectives

Nip in the Bud's purpose is to improve society's understanding of childhood mental health disorders ("MHDs") in order to increase the prospects of early intervention and to reduce the risks of those MHDs becoming more serious in later years.

The founders of the Charity believe passionately that if people who are responsible for the care of children can be more informed about and better able to recognise childhood MHDs there is a greater chance of early intervention and treatment.

Nip in the Bud aims to achieve its objectives by making short films with accompanying fact sheets and by providing training using those films and fact sheets. The founders believe that in today's world of rapid communication one of the best ways of providing more information and a better understanding of childhood MHDs is to use the power of film and the internet.

Nip in the Bud currently produces two types of films: Information Films, which explain the MHD and shorter Real Life Experience Films, in which individuals who have the MHD and their parents speak about their experience of living with the MHD. All the films made by Nip in the Bud are available without charge on Nip in the Bud's website (<https://nipinthebud.org/>) together with documentary information.

Nip in the Bud is particularly focussed on providing education, training and information about childhood MHDs to primary school staff, parents, health professionals, social workers and others who are responsible for the care of children.

Nip in the Bud's objectives are set out in full in its Constitution which is registered with the Charity Commission.

Nip in the Bud's activities, achievements, and performance

The year ended 31 March 2021 was a year in which Nip in the Bud both consolidated and improved the resources and services which we provide and responded to the impact of the Covid 19 pandemic.

The following were the major activities of Nip in the Bud during the year ended 31 March 2021:

Our original plan for 2020/21 had been to spread the word about Nip in the Bud to schools around the country, to establish contacts with other organisations to encourage them to recommend our resources, to invest more in social media to attract more interest in our website, to offer presentations to teacher training universities, to produce films on Autism & Comorbidity and Self Harm and to make more Real Life Experience Films.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2021**

The Covid 19 Pandemic prevented us from implementing all of that plan as originally intended but also caused us to adjust our focus to help teachers and parents to deal with the impact of the pandemic. As a result, the following were our major achievements during 2020/21.

1. Real life experience films

Before the first Covid 19 lockdown, we had fortunately completed all the footage for more Real Life Experience films, We were therefore able to begin the 2020/21 year with the editing of this footage to produce and add to our website the following highly engaging, honest and moving accounts from contributors such as parents, young people and others who were keen to share their experiences:

- **Living with Autism**
- **Raising a Child with Autism**
- **Growing up with Autism**
- **Oppositional Defiant Disorder: Raising a Child with ODD and ADHD – this film continues to attract a large amount of viewers**
- **Parenting a Child with OCD**
- **OCD and Me**

2. Our responses to the problems and difficulties arising from the pandemic and the lockdown

As we became aware of the impact of the Covid 19 lockdown, we did the following.

2.1 Films and fact sheets for teachers dealing with the problems and difficulties arising from the pandemic and the lockdown

- (a) We asked our Anxiety expert and principal clinical psychologist, Dr Jess Richardson, to self-film on the topic “**Tips for Returning to School**” in which she provided excellent guidance for parents and teachers alike. This popular film was released on 28 May 2020 just before the start of school on 1 June. The viewings rocketed (from 959 Direct Searches in May 2020 to 5011 Direct Searches in June 2020. The trend continued when Mentally Healthy Schools agreed to put this film into the toolkit for all primary schools before the end of term on 13 July.
- (b) Over the summer of 2020 we focussed on producing shorter films to help teaching staff manage the destabilizing effect the pandemic and lockdown was having on pupils and teachers. This led to us producing the following.
 - a) **Two films on “Managing Transitions” and “Handling Disclosures”** which were self-filmed respectively by the Headteacher/educational consultant, Alis Rocca, and the Trauma Specialist at the Anna Freud Centre, Dr David Trickey.
 - b) In September we produced **a series of 4-minute films and fact sheets with practical Tips for Teachers** who may have had children in their classroom who were experiencing mental health issues as a result of the pandemic and lockdown. These short films were professionally presented by broadcaster Sian Williams.

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2021**

2.2 Films and fact sheets for parents dealing with the problems and difficulties arising from the pandemic and the lockdown

As we saw more of the impact of the pandemic on some children's mental health, we again engaged the Headteacher/Educational Consultant, Alis Rocca, to film herself in **very short films aimed at helping parents** to notice changes in the moods and emotions in their children and guiding them on how to respond with warm and supportive interactions. Alis Rocca's experience in dealing with emotional wellbeing in children enabled her to focus these films on helping children understand how they are feeling and how to express themselves. In these films Alis explained techniques which could be used to help calm a child's mind and ease the mood.

2.3 Training resources for trainee teachers

At our request, a training resource was produced by Alis Rocca entitled "Recognising & Responding to Potential Mental Health Conditions in Children".

This resource was aimed at helping to fulfil the commitment in the Government's Green Paper "Transforming Children and Young People's Mental Health".

This resource is aimed at teacher trainees, other organisations working with children, as well as all Primary School staff. Nip in the Bud charges a fee for the purchase of a one-year licence for all staff to have full access to the resource for 365 days. The resource can be used flexibly in large or small groups, or individually.

3. Improving our website

We have grown our website resources so that since our launch in November 2017 with six films and fact sheets, we now have about 45 films and many fact sheets.

4. Investing more in social media to attract more interest in our website

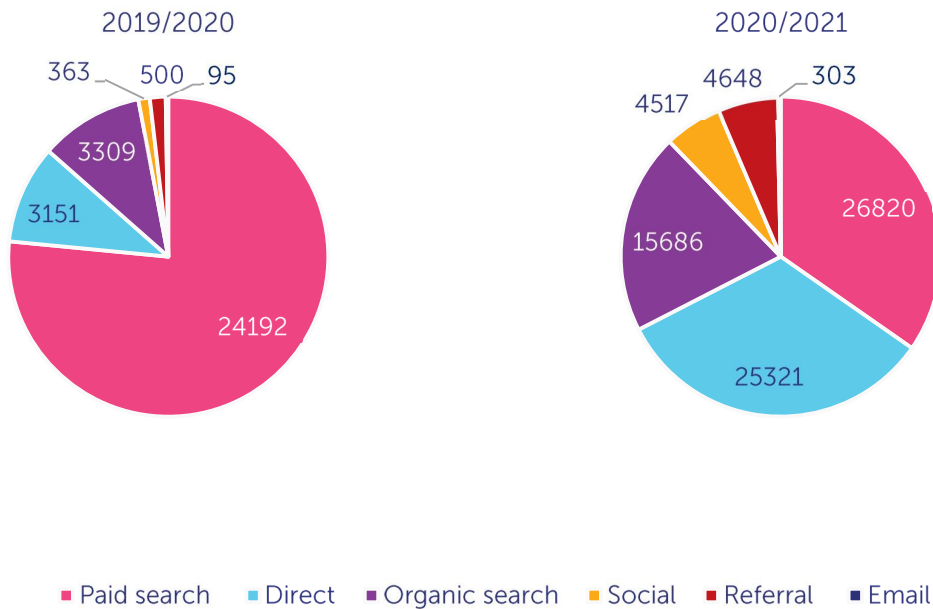
We introduced a Blog in April 2020 which has greatly improved traffic to the website through Organic Searching. This, together with our added films and content over the year, increased engagement across all channels, especially Instagram, where the images from the Nip in the Bud film library could be regularly used. We also recognised that our social media needed to be more dynamic and responsive and in February 2021 a different team took over.

The following table shows the significant increases which have resulted from these initiatives:

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Metric	2019/2020	2020/2021	% change
New users New users that have had a session within the date range	31,456	76,564	143.4%
Returning users Returning users that have had a session within the date range	3,609	10,679	195.9%
Sessions When a user visits and interacts with the site within a given timeframe (up to 30 minutes)	37,194	95,988	158%
Page views Total number of pages viewed (includes repeated views of a page)	102,485	152,077	48.4%

Where are people coming from?



5. Engagements with charities which have similar or complementary aims

We continued to have discussions and attend webinars and, where possible, meetings and workshops with organisations such as ACAMH (Association of Child and Adolescent Mental Health (CYPMHC (Children and Young People’s Mental Health Coalition), Embracing Complexity (managed by Autistica), and Young Barnet Foundation. Our Google Analytics show that Place2Be regularly uses the Nip in the Bud resources.

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Funding

The Kitty and Daniel Nabarro Charitable Trust has continued to give its financial support. In the year ended 31 March 2021 it donated £44,100. (2020: £56,000).

The charity Nip in the Bud is very grateful for some sizeable donations it received and for the many smaller donations given by its supporters.

Nip in the Bud's objectives and future prospects

Nip in the Bud's long-term objectives

Nip in the Bud's long-term objective is to have achieved widespread recognition and understanding of childhood mental health disorders ("MHDs") in the UK so that the need for early intervention is quickly recognised and acted upon without stigma and the risks of those childhood MHDs becoming more serious in later years is substantially reduced.

Nip in the Bud's medium-term objectives

In order to move further towards achieving its long-term objective, Nip in the Bud's aims over the next three years are broadly:

- to make more Information films, Real Life Experience films and other types of films with accompanying fact sheets;
- to further improve its website;
- to improve on and significantly expand the training of trainee teachers and practising teachers on childhood MHDs;
- to have established partnership arrangements with other charities who work in the area of childhood MHDs;
- to have achieved recognition and endorsement of its work by educational authorities and other relevant governmental bodies which are focussed on childhood MHDs;
- to have rolled out the films and website and training on MHDs to social workers, health professionals and parents;
- to have improved on any existing films and fact sheets where the state of knowledge on MHDs has developed;
- to have covered more of its costs by charging a fee for delivering training to trainee teachers; and
- to have raised further funds from charitable organisations to enable it to move towards achieving these medium-term goals.

Nip in the Bud's plans for the current year, 2021/22

- To continue to find ways to spread the word about the Nip in the Bud's free online resources and training resource for INSET to primary schools all around the country so that many more school staff including Head Teachers and Deputies, SENCOs, Special Needs (SEND) and school nurses are fully aware of Nip in the Bud's resources and use those resources;
- To establish good contacts with organisations like the Department of Education, ACAMH, Mentally Healthy Schools, Early Intervention Foundation, Place2Be.
- To invest more in Social Media in order to create more traction on the website; and to create images from the Nip in the Bud film library to use for Instagram ideal for Likes and Shares;

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- To research conferences for groups such as Head Teachers, SENCOs, Social Workers, Girl guide leaders and others to offer them presentations for a fee, which fees will be used to help us to raise further funds for the charity to achieve its objectives.
- To investigate using local authorities to help disseminate the resources
- To finish production of the film on Autism and Comorbidity
- To research and produce an Information Film on Self-Harm
- To research and produce an Information Film on Eating Disorders
- To further improve our website by investigating different possible changes considering the growth in content and the different “personas” using the website.
- To further consider and seek funding from other sources.

The resources required

Doing all that we plan in the year 2021/22 will require more time and effort. The trustees consider that the current structure and funding will enable the Charity to achieve its objectives in the current year, but external funding could help the charity to progress more rapidly, particularly in order to enable us to [make the films on Self Harm and Eating Disorders, to further improve our website and to [Kitty, please amend or add any other specific objectives which might interest potential funders].

The trustees understand that current supporters, principally The Kitty and Daniel Nabarro Charitable Trust, will continue to give their support for the plans outlined above for 2021/22.

Nip in the Bud’s structure, governance and management

The following is a brief and simplified summary of the provisions of the Charity’s Constitution which deal with the method of appointment or election of trustees. Full details of these provisions are set out in the Constitution.

1. The affairs of the Charity are managed by the trustees.
2. The names of the current trustees are set out on page 2 of this document.
3. There must be at least four and no more than twelve trustees (except that this maximum may be exceeded in the circumstances summarised in 7 (ii) below.
4. At the first and every subsequent Annual General Meeting (“AGM”) of the members of the Charity, one-third of the trustees or the number nearest to one-third shall retire from office. The trustees to retire are those who have been longest in office since their last appointment or reappointment.
5. The vacancies arising may be filled by the members at the AGM.
6. Any vacancies not filled at the AGM may be filled:
 - i. by the members at any time; or
 - ii. by the trustees themselves at any time and in making such appointments the trustees may exceed by four the limit of twelve trustees provided that if the limit of twelve trustees is exceeded by such appointments the number of new trustees appointed must not exceed one-third of the total number of trustees at the time the relevant new trustees are appointed.
7. A person appointed as a trustee by the members shall retire by rotation in accordance with the one third retirement rule summarised in 4 above.
8. A person appointed as a trustee by the trustees themselves shall hold office only until the conclusion of the next AGM after the date of his or her appointment when he/she shall cease to hold office as a trustee and a trustee who is appointed as a trustee by the trustees themselves:

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- i. shall not be counted for the purpose of determining which of the trustees is to retire by rotation at the AGM, unless appointed as a trustee by the members; and
- ii. shall not be re-appointed by the trustees within the period of 12 months starting on the date of the AGM at which he/she ceased to hold office.

Public benefit

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning its activities. In particular, the trustees have considered how planned activities will contribute to the aims and objectives they have set, and they are satisfied that the public benefits to be provided are directly related to the Charity's aims and objectives.

Appointment and induction of new trustees

As appropriate, new trustees will be appointed by the current trustees and will receive the relevant necessary training and guidance. A list of trustees acting during the year appears above and in the information page of these statements.

Activities and financial review

The trustees are responsible for the governance of the charitable and fundraising activities of the Charity. During the year, these activities were concentrated upon the making of films to be used in achieving its objectives and the year saw a positive net movement in funds.

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

As noted above, in the year ended 31 March 2021, The Kitty and Daniel Nabarro Charitable Trust donated £44,100 (2020: £56,000).

Educational films

The Charity largely meets its objectives by producing and making available educational films. To date 45 films have been produced at a total cost of £225,307 all of which has been charged to the Income and Expenditure account.

Reserves policy

It is the charity's policy to hold in reserve not less than that needed to meet six months estimated day-to-day expenditure. Capital projects and expenses of a one-off nature will only be undertaken as and when sufficient funds have been raised.

Trustees' remuneration

The Trustees meet regularly to discuss and review the Charity's activities. No Trustee has received any remuneration during the year.

Trustees' responsibilities

**NIP IN THE BUD
Trustees' Report
for the year ended
31 March 2021**

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally

Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

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

- select suitable accounting policies and apply them consistently
- make judgments and estimates that are reasonable and prudent, state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the trustees *Katherine Nabarro* Date 20 September 2021

Katherine Nabarro (Chair)
Katherine Nabarro (Sep 20, 2021, 6:46pm)

NIP IN THE BUD
Independent Examiner's Report to the Trustees

I report on the financial statements of the Charity for the year ended 31 March 2021.

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work or for this report.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Act) but that an independent examination is needed. It is my responsibility to:

- examine the financial statements under section 145 of the Act.
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's report

My examination was carried out in accordance with the general directions given by The Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's statement

In connection with my examination, 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 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

Signed: *Jerry Michael*

Dated: 20 September 2021

Jerry Michael (Sep 22, 2021, 7:35pm)
Jerry Michael ACA FCCA
Baginsky Cohen
Chartered Accountants
930 High Road
London N12 9RT

NIP IN THE BUD
Statement of Financial Activities
for the year ended
31 March 2021

	Note	Unrestricted Funds 2021		Unrestricted Funds 2020	
		£	£	£	£
Incoming resources					
Incoming resources from generated funds					
Donations			65,033		58,685
Other			<u>725</u>		-
Total generated			65,758		58,685
Resources expended					
Charitable activities					
Consultancy		20,110		35,212	
Social media		13,693		4,975	
Website		6,976		4,678	
Film-making	4	18,098		16,390	
Administration		<u>2,984</u>		<u>2,112</u>	
Total resources expended			<u>(61,861)</u>		<u>(63,367)</u>
Net movement in funds			3,897		(4,682)
Balance at 1 April 2020			<u>44,666</u>		<u>49,348</u>
Balance at 31 March 2021			<u>£48,563</u>		<u>£44,666</u>

**NIP IN THE BUD
Balance Sheet
31 March 2021**

	Note	2021 £	2020 £
Current assets			
Cash at bank		52,615	47,319
Other debtors		<u>570</u>	-
		53,185	47,319
Current liabilities			
Creditors falling due within one year	3	<u>(4,622)</u>	<u>(2,653)</u>
Net assets		<u>£48,563</u>	<u>£44,666</u>
Representing:			
General fund	2	<u>£48,563</u>	<u>£44,666</u>
Reserves		<u>£48,563</u>	<u>£44,666</u>

The trustees approved these financial statements, and authorised their distribution on

Date 20 September 2021

Katherine Nabarro.....
 Katherine Nabarro
Kitty Nabarro (Sep 22, 2021, 6:48pm)
 Trustee

The notes which follow form part of these financial statements.

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2021

1. Accounting policies

Basis of preparation

The financial statements have been prepared to give a true and fair view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and Charities Act 2011.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) where the charity is legally entitled to receipt.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements.

Fund accounting

The general fund consists of funds which the charity may use for its purposes at its discretion.

Film production costs

All costs of the production of films are expensed as incurred.

Going concern

After making appropriate enquiries, the Charity's trustees have a reasonable expectation that it has adequate resources to continue in operational existence for the foreseeable future. For this reason, they have adopted the going concern basis in preparing the financial statements.

2. General fund

The general fund represents funds which have not been designated for any particular purpose.

	£
Opening balance at 1 April 2020	44,666
Movement in funds for the year	3,897
Closing balance 31 March 2021	<u>£48,563</u>

NIP IN THE BUD
Notes to the Financial Statements for the year ended 31 March 2021

3. Creditors	2021	2020
	£	£
Amounts falling due within one year		
Trade payables	4,022	2,053
Accruals	<u>600</u>	<u>600</u>
	<u>£4,622</u>	<u>£2,653</u>

4. Film production costs

All film production costs are charged to the income statement as incurred although by providing access to these films Nip in the Bud achieves its objectives. Since its formation, the charity has spent £225,273 (2020: £207,175) on the production of approximately 45 educational films.

5. Related parties

During the year, £44,100 (2020 - £56,000) was donated to Nip in the Bud by The Kitty & Daniel Nabarro Charitable Trust. Kitty and Daniel Nabarro are trustees of both Nip in the Bud and The Kitty & Daniel Nabarro Charitable Trust.



Issuer Baginsky Cohen

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Parties involved with this document

Document processed	Party + Fingerprint
Wed, 22nd Sep 2021 18:48:46 BST	Kitty Nabarro - Signer (341844077fcfd66cca2485a50a6e841b)
Wed, 22nd Sep 2021 19:35:57 BST	Jerry Michael - Signer (85d38ac6eb4f5f10948d4069413dad75)

Audit history log

Date	Action
Wed, 22nd Sep 2021 19:35:57 BST	The envelope has been signed by all parties. (86.18.82.165)
Wed, 22nd Sep 2021 19:35:57 BST	Jerry Michael signed the envelope. (86.18.82.165)
Wed, 22nd Sep 2021 19:35:38 BST	Jerry Michael viewed the envelope. (86.18.82.165)
Wed, 22nd Sep 2021 19:35:28 BST	Jerry Michael opened the document email. (86.18.82.165)
Wed, 22nd Sep 2021 18:48:47 BST	Document emailed to jerry@baginskycohen.com (18.130.143.104)
Wed, 22nd Sep 2021 18:48:46 BST	Sent the envelope to Jerry Michael (jerry@baginskycohen.com) for signing. (143.159.52.80)
Wed, 22nd Sep 2021 18:48:46 BST	Kitty Nabarro signed the envelope. (143.159.52.80)
Wed, 22nd Sep 2021 18:44:56 BST	Kitty Nabarro viewed the envelope. (143.159.52.80)
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Wed, 22nd Sep 2021 18:44:36 BST	Kitty Nabarro opened the document email. (66.249.93.215)
Wed, 22nd Sep 2021 17:09:01 BST	Document emailed to kitty.nabarro@gmail.com (18.134.152.67)
Wed, 22nd Sep 2021 17:09:01 BST	Sent the envelope to Kitty Nabarro (kitty.nabarro@gmail.com) for signing. (81.137.243.195)
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