LITTLE VILLAGE

England & Wales · Charity number 1169735

Details

Status	Registered
Legal form	CIO
Registered	2016-10-18
Register	View on the Charity Commission register

Contact

Address	Little Village 144-146 Tooting High Street London SW17 0RT
Phone	07938486727
Email	hello@littlevillagehq.org
Website	www.littlevillagehq.org

Activities

Objects: THE PREVENTION OR RELIEF OF POVERTY IN LOCAL UK COMMUNITIES BY PROVIDING GRANTS, ITEMS AND SERVICES TO INDIVIDUALS IN NEED AND/OR CHARITIES, OR OTHER ORGANISATIONS WORKING TO RELIEVE POVERTY.

Activities: Little Village makes a big difference to families with babies and young children living in poverty across London. Via our network of baby banks we pass on loved goods from one family to another (clothes, toys and equipment). Families either visit a Little Village hub, or items are packed with care and delivered to their home. We also connect families into a wider network of support.

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, The Prevention Or Relief Of Poverty
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout London

Downloaded from opencharities.uk/ew/1169735

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£4,303,071	£4,104,595	£2,737,289	59
2023-12-31	£4,487,126	£3,949,480	£2,538,813	55
2022-12-31	£3,545,485	£3,417,647	£2,001,167	47
2021-12-31	£2,828,058	£1,861,199	£1,873,329	33
2020-12-31	£2,150,968	£1,428,491	£906,470	24

Trustees

Name	Role	Appointed
Olivia Gillan	Chair	2018-04-17
Clare Phillips		2024-12-10
Geraldine Helen Wright		2020-05-01
Helena Maria Simpson		2022-09-28
Jacqueline Penalver		2023-06-12
Kate Husselbee		2023-06-12
Lillian Shaw		2024-12-10
Marcia Louise Holmes		2021-06-21
Matthew Chisiambi		2024-03-12
Rachel Polnay		2024-12-10
Simon Langford		2026-03-19

Downloaded from opencharities.uk/ew/1169735

LITTLE VILLAGE

England & Wales - Charity number 1169735

Accounts



Annual Report and Accounts, 2024

Little Village

Baby things, big impact.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Contents



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

Reference and administrative information set out on page 64 forms part of this report. The financial statements comply with current statutory requirements, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').



Welcome 4

About Little Village 6

Achievements of the year 12

Financial review 22

Structure, governance and management 27

Statement of Trustees' responsibilities 32

Auditor's report and Financial Statements 35

Reference and administrative information 64

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Welcome from our Chair

I'm very proud to present the Little Village annual report and accounts for the year ended 31 December 2024.

Over the past year, Little Village has reached thousands of families, both directly via our hubs and through our partnership programmes, to give children the essentials they need to thrive. We have also deepened our connections with families, recognising that how we give support is just as important as the support itself. Families have told us that our caring, personalised approach matters – and we remain committed to making them feel valued, heard and connected.

This was the first year of our new strategic plan, and as this report shows, we have already made significant strides towards achieving its goals.

This was also another year of operational challenges, however, involving a move from our temporary 'warehouse' space in Hounslow to a new more suitable but smaller space in Wandsworth during May and June. Whilst the location and layout of the new warehouse have provided enhanced corporate volunteering opportunities and helped streamline our logistics and transport organisation, the reduction in size has meant that we were unable to continue to grow the number of children we were able to reach in 2023.



Olivia Gillan

However, the Little Village team went above and beyond to exceed our initial targets, and we supported 7,325 babies and children under five.

One of our key strategic priorities is raising awareness of baby banks, so I am really proud that our work as a co-founder of the Baby Bank Alliance has continued, with a successful launch in July. We have developed incredible partnerships with IKEA and ITV's *Lorraine* leading to income and profile for baby banks overall, and have had over 200 baby banks joining the Alliance from a standing start.

I feel incredibly privileged to be a part of what continues to be a dynamic and dedicated organisation, bringing together incredible volunteers, donors, supporters, staff and of course families.

Welcome from our CEO

2024 was a year of change and innovation at Little Village. With a move to a warehouse space in Wandsworth impacting our capacity, our hub teams responded by increasing their output – to 50% more referrals from our Camden and Tooting hubs.

We also continued to innovate, introducing 'maternity packs' for mums on maternity wards with little or nothing for their new baby. Since launching this initiative in February 2024, we have now achieved our goal of working with all London maternity units. This has enabled us to build relationships with midwives, to avoid a point of crisis and anxiety for parents and professionals, and to plan ahead rather than having to turn around an emergency response.

Across Little Village as a whole, we responded to 6,660 requests for family support, covering 7,325 individual children in need. In fact, many of these families needed our help on more than one occasion, which means that, collectively, children were supported 9,269 times throughout the year.

However, demand for support once again exceeded our capacity to respond. No family in the UK should face such hardship – this situation is unacceptable, and we want to end it.



Sophie Livingstone MBE

So in 2025, we will continue to raise our voice for change, strengthen our partnerships and connections, and keep doing what we do best – providing high-quality, pre-loved essentials so that children can thrive.

We are grateful to everyone who stands alongside us to continue to make Little Village's work possible.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2



Our vision

For every child to have the essentials they need to thrive.

Our mission

To bring about change for children and families through the power of sharing, reusing and connecting.

What we do

Our pan-London baby bank network passes loved baby goods from one family to another, sharing essential, high-quality items that are gifted with love and kindness.

We do this in one of three ways:

1. A dedicated appointment at one of our high-street hubs, providing a "shopping experience" for families;
2. A box, packed to order by our volunteers and delivered directly to a family's door; or
3. A bundle, delivered via a trusted partner to families they're working with.

We also continue to deliver "big kit", such as cots, buggies and toddler beds, to families via our volunteer drivers.

In addition, we connect over 1,500 families with a wider network of support. Starting with a referral to our specialist signposting and guidance service, we help families find extra support – such as food bank referrals, access to Healthy Start vouchers, or help with housing issues.

We are powered by an incredible group of 795 regular volunteers. We've grown to be one of the largest baby banks in the UK, supporting over 25,000 children since we launched in 2016 – including 7,325 children in 2024 alone.

The families who come to Little Village are referred to us by a network of over 1,700 professionals such as midwives, health visitors, social workers, and children's centres.

We have always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We are committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

How we work

We believe in the power of **solidarity**, bringing people together to support each other. We create spaces where everyone can **thrive** – families and their children, our volunteers, our team. We have a passion for **sustainability** and at the heart of everything is the belief that **love** is a force for change in a world where so many of us have to fight for the basics.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

The need we respond to

In 2024, the landscape of child poverty in London – never an acceptable situation to begin with – reached alarming new heights. Despite being one of the wealthiest cities in the world, the capital's child poverty rates continually outpace the national average, making it the epicentre of this growing crisis. **More than one in three of all children in London are now living in poverty**.

The cost-of-living crisis, exacerbated by inflation, rising housing costs, and stagnant wages, has intensified the struggle for many families. Essentials such as food, heating and housing have become increasingly unaffordable.

Recent data from the Child Poverty Action Group shows that the cost of raising a child has soared,[1] with even basic living expenses outstripping household income from low-paid employment, and support from welfare benefits unable to bridge the gap.

Of the many children living in poverty in London, over 70% are in households where at least one parent is working. This situation, known as "in-work poverty", reflects the harsh reality that employment is no longer a guarantee against, or a certain route out of, financial hardship.[2] Too often, working parents still have to face the impossible choice of heating their homes or feeding their children.



The youngest children face the greatest risks

The early years of a child's life are so important for their development, yet many families struggle to provide even the basic essentials during this critical time. In fact, households with children under five are even more likely to experience poverty than those with older children.[3] This vulnerability is driven by multiple overlapping factors, from higher childcare costs, to lower earning capacity due to parental leave or reduced working hours, to the ever-increasing costs of clothes, equipment and other kit associated with caring for babies and toddlers.

Destitution and the lack of essentials

The problem of poverty is spreading, but it is also deepening. The Joseph Rowntree Foundation's latest report reveals that over one million children across the UK experienced destitution in 2023 – meaning they lacked such basic necessities as food, clothes, hygiene products and a safe, warm place to sleep.[4] London has the highest rates of child destitution in the country, with many families living in overcrowded, inadequate housing or facing homelessness.[5]

Another recent report, this time from Barnardo's, highlights the scale of deprivation further, revealing that thousands of children in the UK are forced to sleep on the floor because their families cannot afford a proper bed. And a further one million parents have had to give up their own beds in the last 12 months, so their children had somewhere to sleep.[6] Barnardo's call this "bed poverty", but the crisis extends beyond sleeping arrangements. A child without a safe place to sleep is a child without stability and security – and without the essentials that they need to thrive.

The long-term consequences

The impacts of poverty on children are profound and far-reaching. These include:[7]

- Educational disadvantage: Children in poverty are less likely to be school-ready at age five, and more likely to achieve lower academic outcomes throughout their education. In 2023/24, a quarter of children who grew up in poverty received Grade 5 or above in English and Maths at GCSE, compared with 53% of their more affluent peers.[8] This in turn significantly reduces employment opportunities upon leaving education.
- Mental health challenges: Early exposure to poverty significantly increases the risk of poor mental health, including depression and anxiety. Children from low-income families are four times more likely to experience mental health challenges in both adolescence and adulthood.[9]

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

- Health inequities: Poor nutrition, inadequate housing, and limited access to healthcare all contribute to chronic health issues, both physical and mental, among children who grow up in poverty.
- Reduced life expectancy: Children born in the most deprived areas of London face a life expectancy up to nine years shorter than those born in affluent areas.[10]
- Parental relationship breakdown: Financial stress can increase pressure on a relationship, making separation more likely. This in turn exacerbates economic hardship, affecting both parents and children.[11]

On top of all the challenges of material deprivation, many parents in this situation also face added distress due to social isolation and stigma.

Research from the Royal Foundation Centre for Early Childhood found that over half of parents in the UK feel lonely, and this figure is even higher among those experiencing financial hardship.[12]

These parents face all the stress and anxiety of raising children in poverty, without the informal support networks that can be a lifeline in times of crisis.



2024–2026 Strategic Plan

In 2023, we undertook extensive consultations with the families, volunteers, staff and Trustees who make up Little Village. Through surveys, focus groups, individual interviews and strategy discussions, we gained a better understand of what we were doing well, what needed improvement, and what they wanted to see from us in the future.

Our new strategic plan, launched in March 2024, focuses on four key ambitions:

Supporting families

Continuing to share both essential items and understanding, so that babies and children in London can thrive.

Inspiring

Growing the "village" of support and inspiring more people to join us



Raising awareness

Raising our voice for change, to raise awareness of family poverty and baby banks, and build the Baby Bank Alliance.

Resilience

Ensuring the sustainability of this work by developing a strong and resilient organisation.

The full strategy is available on our website. And more detail on what we achieved in 2024 can be found in our Impact Report here.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2



Achievements of the year

We are proud of our achievements in 2024, the first year of the strategy period:

1. Supporting families

Continuing to share both essential items and understanding, so that babies and children in London can thrive.

In 2024, we responded to 6,660 requests for family support, covering 7,325 individual children in need. In fact, many of these families needed our help on more than one occasion, which means that collectively, children were supported 9,269 times throughout the year. This represents a decrease on 2023, when we succeeded in supporting 8,529 children thanks to a large facility in Hounslow, provided to us pro bono, that served not only as a warehouse but also as a space to pack and distribute items directly to families.

This year, the essential items gifted for us to pass on to other families would be worth over **£3 million** if valued new.

We have continued to experience significant demand from families and our referral partners. To respond to this demand in the context of our smaller warehouse capacity, we have focussed on refining our model to meet different community needs and support families as quickly as possible. Specifically, over the last year we have fulfilled:

- 4,540 referrals from our regular partners, helping these professionals build trust with the families they work with;
- 1,635 Bundles in Partnership referrals, unlocking access to support for more families and enhancing the services offered by our community partners; and
- 485 requests from maternity units – covering 92% of London hospitals – providing emergency packs for newborn babies who have nothing.



Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Across all these referrals, we were able to provide:

- 1,551 safe places for children and babies to sleep, including Moses baskets, cots, and toddler beds;
- 2,218 ways for families to get to medical appointments, meet up with friends, or have fun outside – including 1,189 buggies, plus slings, scooters, and buggy boards for big brothers and sisters;
- 6,752 coats, so that children can stay warm, snug, and dry;
- 14,163 pairs of shoes, so that children can make strides in well-fitting and weather-appropriate footwear;
- 549 highchairs, so that parents can feed their children safely; and
- 886 infant baths or bath supports, so that parents can bathe their children safely, and make bathtimes fun.
- 17,499 books, to stimulate children's learning, development, and sense of adventure.
- 18,675 toys, giving children hours of fun and letting their imaginations grow.

Our Family Connections Welcome Team spoke to 2,764 families in 2024, ensuring that the items we went on to select for them matched their preferences as well as their needs. And our Family Connections Follow-up Team reached out to families 4,771 times to provide information about other organisations and services relevant to their needs. Between our Family Connections Team – who provided individualised signposting in 620 cases – and our Signposting and Guidance Team – who gave extended help in 417 cases for families with more complex needs – we provided signposting support on 1,037 occasions throughout the year (compared to 636 cases in 2023).

Importantly, 77% of the families who used our signposting and guidance service told us they had never accessed this type of help before. This shows how effective this way of working is for reaching families who might otherwise go unsupported – and proves that families who receive essential items from Little Village trust us to go on and help them in other ways.

In 2024, our staff and volunteers issued 212 food bank vouchers, which – together with the help we gave with grant applications, energy bills, and debt advice – secured or saved families nearly £23,000.

In addition, we gifted families with 128 tonnes worth of items (down from 142 tonnes in 2023) which may otherwise have ended up in landfill. The carbon emissions saved by reusing rather than discarding this amount of waste is roughly equivalent to taking 124 cars off the road for a year in the UK.[13]

2. Inspiring

Growing the "village" of support and inspiring more people to join us.

In 2024, our **795 regular volunteers** contributed a total of 31,348 hours to Little Village, cramming love, passion and care into every single hour. The loss of our larger Hounslow site, together with a challenging environment for regular volunteering that is common across the charity sector, led to a decrease in our regular volunteer numbers - yet despite this, the total hours they contributed almost matched 2023 levels of 34,000 hours. We have responded to the pressure on regular volunteering by innovating and have introduced a wealth of new roles and opportunities, welcoming **146 one-off volunteers (700+ hours)**.

Our corporate volunteer teams have also made a huge impact in 2024, with 99 groups contributing more than 3,900 hours in the year, similar to 2023. We were delighted to welcome many back on multiple occasions, including Travers Smith, Quintessentially, Clermont Hotels, Johnson Matthey, Google, Cisco, and Centrica.

We were also thrilled to welcome volunteers from Barnet Youth Justice Service, St Mungo's, OMNES, the Foundation for International Education, AIFS, NHS Choices, and Camden Parent Champions, as well as nursing students from Kingston University, and students from several other colleges across London.

As well as our on-site roles, Little Village also offers remote volunteering



Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

opportunities that are just as critical to our work supporting families. Volunteers in home-based roles – our Family Connections and Signposting and Guidance Teams – as well as our Volunteer Drivers, contributed over 4,000 hours to Little Village in 2024. These roles provide flexible options for those who can't travel to our physical sites but would still like to get involved, and are also a great opportunity for volunteers with specialised skills.

This flexibility is also appreciated by volunteers who are currently employed (totalling 40% of our volunteers in 2024), as it allows them to fit their volunteering around their jobs and other commitments.

We are very proud of the fact that an overwhelming 99% of Little Village volunteers said they were either "satisfied" or "very satisfied" with their experience.

Volunteers are also motivated to go out and talk about our work, championing our cause and furthering our mission. This year, 84% of volunteers told us that they have introduced others to Little Village, whether as fellow volunteers, donors, or fundraising partners. And in our 2024 survey, our volunteers gave us a Net Promoter Score of 78, which is classed as an "excellent" rating, an increase from last year's score (73).

In addition to our focus on volunteering, we also made it even easier for the community to donate pre-loved items over the last year, hosting a total of 137 donation points – both regular and pop-up sites – across the capital.

3. Raising awareness

Raising our voice for change, to raise awareness of family poverty and baby banks, and build the Baby Bank Alliance.

We continued to amplify awareness of family poverty and the role of baby banks, working with partners to share families' stories and drive national action. Our media efforts reached millions through the BBC, ITV, Channel 4, and national newspapers, while our Winter Warmers campaign secured over 180 regional news features. Our Christmas film gave five mums a chance to describe the big difference Little Village has made to their lives – and was a huge success.

This has been helped by a brand refresh that was completed in the first quarter of 2024, tightening up our messaging and imagery, in order to improve awareness.

All this activity has contributed to the increase in awareness of baby banks amongst Londoners which has climbed from 36% in July 2023 to 53% in January 2025 (+47%).

We have continued to push for policy change over the last year, calling for urgent reforms –including scrapping the two-child limit on benefits – and making plans to contribute to the government's forthcoming Child Poverty Strategy. As well as engaging with MPs, we were pleased to secure further support from the Mayor of London. Not only did the Mayor extend our funding, but he also gave a valuable public endorsement of our work.

As co-founders of the Baby Bank Alliance, we are continuing to strengthen the sector; this year the Alliance secured high-profile partnerships with IKEA and ITV's Lorraine, leading to national appeals and additional funding. By the end of 2024, a total of 200 baby banks had joined the alliance, following its official launch in July.

4. Resilience

Ensuring the sustainability of this work by developing a strong and resilient organisation.

Despite a challenging operational year, with the move from a large warehouse and packing space in Hounslow to a smaller warehouse in Wandsworth, we were able to add additional shifts and increase our output from all our hubs with an almost 50% uplift at Camden and Tooting, enabling us to support more children and families than we had anticipated. In fact, all three hubs ultimately supported more families than they had ever supported from their respective sites before, helping to partly compensate for the loss of 2,000 referrals fulfilled by the Hounslow warehouse during 2023.

The uplift at Camden was aided by a beautiful new dedicated space donated by British Land on their Regents' Place campus, and its two floors have enabled us to create a 'shop' downstairs for family visits, and a separate packing area upstairs for volunteers.

In addition, while the warehouse move was disruptive, we were delighted to secure a fit for purpose warehouse space in a fantastic location in our 'home' borough of Wandsworth, where our local profile and the accessibility of the site has led to an increase in donations, compared to our previous space in Hounslow.

These results show just how vital our logistics, warehouse support and partnerships are in reaching families – making sure that these essential bundles get to children, even when space is tight. By strengthening our operations and staying adaptable, we make sure as many children as possible receive the essentials they need, where they need them.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2



Other areas of focus were:

Fundraising

In an increasingly challenging fundraising environment, our priority continued to be to strengthen our relationships with funders and donors, and the foundations that underpin these relationships. The injection of a small number of very large gifts to Little Village in the charity's early years means that our donor base is still small in proportion to our overall income, a position that poses a high level of risk. Donors frequently have a limited lifespan unless they are actively cultivated and nurtured, and the impact of attrition on income could be significant when we only have a relatively small donor base. We considered it crucial to invest in relationship managers in the fundraising team to focus on supporting current donors as well as developing new relationships.

The increase in our fundraising spend relates to new positions added this year. Our first fundraising member of staff was hired only four years ago, and we have been steadily building the team with specialist fundraisers since then, recently recruiting a Corporate



Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Partnerships Manager, a Corporate and Community Fundraising Manager and a Supporter Relations Officer. In 2024, we also implemented our first ever CRM database, Beacon. Some of this increased expenditure has been met using reserves, to keep fundraising targets achievable and help future budget planning. Although this investment may not necessarily translate into significant additional income in the immediate future, it will reduce the risk of our income decreasing and provide the foundations for future growth.

We delivered integrated fundraising appeals during 2024. In the summer, our Great Big Baby Shower focussed on the provision of newborn clothing and support, while in the autumn/winter, we requested donations of pyjamas and raised funds for Christmas gift vouchers so that families could choose their children's presents themselves.

We are enormously grateful to all our generous donors who supported us in 2024.

Family Participation

The appointment of a Family Participation Manager in June 2024 has enabled us to begin working with families who've been supported by Little Village to gain their input into improving our work. Our ambition for 2025 is to develop a core group of participants who can partner with us on strategic projects and priorities to improve our offer to families and provide them with development opportunities at the same time.

Processes and technology

We continued to work hard to ensure our management processes (for example, project planning, objective setting and review meetings) keep pace with our organisational growth. A particular focus has been inventory management at the new warehouse.

After significant scoping work, we appointed a Development Partner to work with us on the customisation of Appian, a new tech system for the operational and volunteering functions. This work will continue into 2025.

Governance

We launched recruitment for additional Trustees during the autumn of 2024, with a focus on fundraising skills to replace Caley Eldred whose term ended in April 2025, and a broader appeal for general skills to give us an opportunity to attract Trustees with a wider range of experience and expertise.

We were delighted to appoint Clare Phillips, Lily Shaw and Rachel Polnay at the December 2024 Board meeting, who bring with them extensive fundraising, marketing and investment expertise.

Achievements of the year



Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Financial Review

Income and expenditure

The charity's total revenue for 2024 was £4.3m (2023: £4.5m). This includes £1m for the value of goods donated to Little Village for distribution to families during the year (2023: £1.3m) and £71k for the value of donated services that we received to support our operations (2023: £152k).

Monetary income amounted to £3.2m (2023: £3.1m). This figure comprises mainly donations and grants but also includes bank interest and sundry income. The diagram below illustrates the types of donor whose generosity contributed to this total.

The charity's total expenditure for the year was £4.1m (2023: £3.9m). This figure includes the value of donated goods given out to families, which was £1m (2023: £1.2m). It also includes £71k for the value of certain services which were donated to the charity (2023: £152k).

Staff costs continued to be our most significant expense at £1.8m (2023: £1.5m), increasing as we added to our staff count to keep pace with the needs of our operations (an increase from 40 to 44 on a full-time equivalent basis).

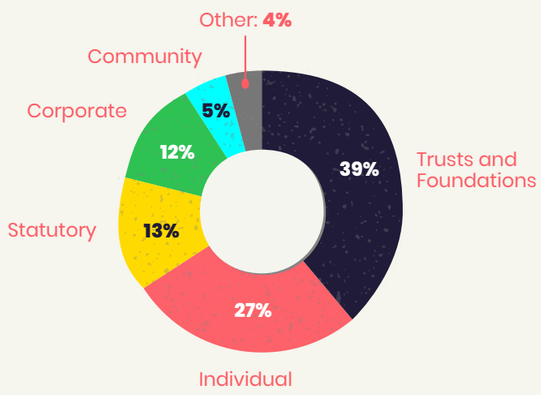
The four-year trend shown in the table on page 24 summarises total income and expenditure including restricted and unrestricted funds.

Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods given out during the year is also included in these accounts. Specifically, donated goods given to beneficiary families are recognised in both income and expenditure, at the same amount, when they are distributed to families rather than when they are received by Little Village. No balance sheet value is assigned to any second-hand donated items that are held at the year-end. Where goods have been donated to Little Village as brand new, items held at the year-end are reflected as stock on the balance sheet to the extent that the value is material. Where such stock is recognised on the balance sheet, there is a corresponding adjustment to income, meaning that the reported income and expenditure figures for donated goods may not be the same.

The total value of donated goods given out by Little Village in 2024 was £1,035k (2023: £1,244k). This value is reflected in expenditure and is also included in income (along with an adjustment to take account of the stock of brand-new donations reflected on the balance sheet). To value second-hand donated goods for the purposes of the income and expenditure disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families. Brand new items donated to Little Village are reflected in income and expenditure based on the 'as new' value.

2024 monetary income



Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

£'000	2021	2022	2023	2024
Total income	**2,828**	**3,545**	**4,487**	**4,303**
Of which:				
Monetary income – donations and grants	2,178	2,128	2,974	3,065
Donated goods	574	743	1,249	1,028
Donated services	72	645	152	71
Total expenditure	**1,861**	**3,418**	**3,949**	**4,105**
Of which:				
Staff costs	666	1,180	1,468	1,819
Donated goods	550	729	1,244	1,035
Donated services	72	645	152	71
Surplus/(deficit) for the year	**967**	**131**	**538**	**198**

Donated services are recognised in our accounts as income and expenditure where they are services we would have needed to procure anyway.

Where donated services are of a higher quality (and therefore higher value) than we would have ordinarily paid for, we have accounted for them at the value we would have been willing to pay.

Donated services reported in 2023 and 2024 mainly comprise costs relating to the site we occupied in Hounslow until May 2024, where the rent was covered by a donor.

Significant events affecting financial performance and financial position during the year

Property moves and the related uncertainty both continue to represent a challenge for Little Village. In 2023 we started preparing to leave the Hounslow warehouse site and moved into a new space in Wandsworth in May 2024. Our new site in Camden was opened in February 2024. We have benefited from the generosity of several donors in relation to both fit-out and property searches, but nevertheless, the property expenses borne by Little Village have shown an upward trend in recent years: £320k in 2024 and £222k in 2023. We anticipate that property will continue to be a source of uncertainty, based on our recent experiences of the difficulty in finding suitable affordable spaces.

We have continued to invest in our IT infrastructure, to ensure that it keeps pace with our growth and the increasing complexity of the services that we offer to families. Towards the end of 2023, we launched a major project to upgrade most components of our back-office systems and this work continues. Expenditure on IT consultancy and development was £124k in 2024 (2023: £177k).

Staff numbers have continued to increase, with 44 employees in 2024 (measured on a full-time equivalent basis). This compares with 40 employees in 2023 and 31 in 2022. Staff costs represent around 60% of our monetary expenditure (ie total expenditure other than the value of donated goods and services).

Reserves

The Trustees continually monitor the charity's financial position and specifically review its required level of reserves each year. This review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

As the charity seeks to meet the significant and increasing demand for support from families, it is critical that our capacity to provide this support continues to grow. At the end of 2023, the charity's three-year forecast for 2024 to 2026 incorporated plans for investing in technology development, increasing the depth of the Fundraising team and strengthening our Marketing and Communications expertise in order to sustain and enhance the support that we can offer to families. A designated fund of £870k to support this capacity-building was approved by the Trustees and set aside from unrestricted reserves at 31 December 2023, based on a forecast usage of £550k in 2024, £200k in 2025 and £120k in 2026.

A portion of this designated fund (£550k) was utilised during 2024 as planned. The forecast for 2025 and onwards has been revised, based on the charity's experience of supporting families during 2024 and an assessment of what will be needed over and above our original expenditure plans. Taking into account the level of unrestricted reserves and the net surplus for 2024, the Trustees have approved an increase of £785k to the designated fund that was set aside last year. At 31 December 2024, this fund therefore stands at £1.1m, to support plans for 2025 (£582k) and 2026 (£523k). The movement on the designated fund is set out in note 21 to the financial statements.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our budgeted fixed and variable costs for a period of between three and six months (amounting to between £946k and £1,891k). As at 31 December 2024, general unrestricted reserves, excluding the designated funds, stood at

£'000	Unrestricted funds		Restricted funds	Total
	General	*Designated*		
Brought forward 1 January 2024	1,525	870	144	2.539
Net income/(expenditure) for the year	291		(93)	198
Utilisation of Designated Fund brought forward	550	(550)	-	-
Transfer to Designated Fund: capacity-building	(785)	785	-	-
Carried forward 31 December 2024	**1,581**	**1,105**	**51**	**2,737**

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Financial review

£1.5m. This represents approximately five months' budgeted fixed and variable costs.

Movements on unrestricted and restricted reserves for the financial year are summarised in the table on page 25.

Going concern

The fragile economy and ongoing cost of living crisis mean that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the level of income needed to support the ever-increasing number of families who seek our help, and to meet our own growing level of costs. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity's funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

A broader discussion on the risks and uncertainties that Little Village faces, and the management of those risks, is set out below in the next section 'Structure, governance and management'.

Investment policy

In addition to the balance held in the charity's current accounts, cash is placed in short-term and medium-term interest-bearing deposits with UK-incorporated banks, to maximise the charity's interest income while at the same time diversifying its exposure to individual institutions.

The maturity of deposits is determined having regard to the charity's predicted level and timing of outgoings.

The Trustees currently do not consider other forms of investment to be appropriate.



Structure, governance and management

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18 October 2016.

The charity was established under constitution based on the 'foundation CIO' model. The constitution establishes the objects and powers of the CIO and sets out the way in which it is governed.

The Trustees are the only members of the charity and are entitled only to voting rights. The Trustees have no beneficial interest in the charity and, in the event of winding-up, they have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board of Trustees. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering and engaging with Little Village regularly so that they have a good understanding of the work that the charity does.

All Board members participate in an annual review and objective setting process, led by the Chair of Trustees. Trustees are appointed for a three-year term with the option to renew for one further three-year term. In exceptional circumstances, a Trustee may be appointed beyond a second three-year term by a resolution of the Trustees.



Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive.

The Chief Executive leads the senior team to develop plans, policies and processes following the Board's advice and approval. As at 31 December 2024, the rest of the team comprised a Head of Operations, a Head of People, a Head of Finance, a Head of Marketing and Communications, a Head of Volunteering and a Head of Fundraising. This group were promoted to Directors at the start of 2025, and given a new collective title of Senior Leadership Team to reflect the increased responsibility of their roles as Little Village has evolved.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review progress and to ensure the charity is on track to meet its objectives. The Board has two sub-committees: a Finance and Risk Committee and a People Committee (these meet quarterly and at least bi-annually, respectively).

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities.

The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Diversity, Equity and Inclusion

Our work on DEI has continued to be supported by our Deputy Chair of Trustees, Marcia Holmes.

This year, the internal DEI working group has led an accessibility audit and co-ordinated measures to improve and track accessibility across the organisation. We have appointed a Family Participation Manager who has begun working with families to create an advisory group that can input across Little Village's work. We have also trained 12 staff as Mental Health First Aiders.

We gained an Empowered Foundations Accreditation via Pregnant then Screwed, aimed at increasing the confidence and knowledge of employers when it comes to supporting their female employees who are undergoing fertility treatment or who have experienced pregnancy loss. All our line managers took part in the training and in internal reflection sessions in order to receive this organisational Accreditation.

We continue to prioritise work on DEI and in 2025 will be:

1. Further developing the Family Advisory Group's work, led by the Family Participation Manager;
2. Ensuring all staff are aware of our Mental Health First Aiders and the wider wellbeing support available to them;
3. Supporting our Mental Health First Aiders to develop their practice and support staff and volunteers within Little Village with the skills they've learned;
4. Working with specialist recruitment and development organisation 2020 Levels to attract applications from young people from under-represented demographics to specific roles within Little Village; and
5. Reviewing our overall progress on DEI and considering further strategic priorities for the next few years.

Volunteers

The Trustees are extremely grateful for the enormous contribution made by the 795 regular Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families) in 2024. The charity is truly powered by them and they are one of Little Village's most critical and valuable assets.

Fundraising

Fundraising was led by the Head of Fundraising with significant involvement from the Chief Executive. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing our processes if needed. We are a member of the Fundraising Regulator and have an Ethical Fundraising Policy in place. We understand our duty to protect vulnerable people to protect people's privacy and do not engage in any intrusive methods of raising funds.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key strategic risks facing Little Village:

- A breach of the charity's safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of each volunteering session. In response to an increasing number of significant safeguarding referrals, we are also recruiting a dedicated Safeguarding Manager who will be appointed during 2025.
- A shortfall in income leading to a breach of the reserves policy. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year, including cashflow forecasting, so that mitigating measures can be put in place, if needed.
- Loss of key staff or Trustees. This is mitigated by having objectives and development plans in place for staff and by developing a People Strategy which includes performance management and development. A Trustee review programme is also in place.
- The impact of any adverse external events that would affect our ability to deliver services to families. This is mitigated by ongoing work on business continuity which is being led by the Director of Operations.
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has capacity and flexibility at other sites and at our warehouse space to provide temporary cover if needed.
- An increase in waste/ excess product has an impact on resourcing and storage. This is mitigated by a waste management strategy that includes diverting excess product to alternative partners.
- A data breach or cyber-attack that causes reputational risk and/ or impacts our ability to operate. Centralised management of technology, anti-virus software and data back-ups act in mitigation.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest, finance and fraud. Policies are reviewed regularly and approved by the board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Related parties

We work in partnership with a wide range of organisations, such as Citizen's Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities.

Little Village is a co-founder of the Baby Bank Alliance, which launched in July 2024. A membership organisation for baby banks across the UK, it is currently being co-incubated by Save the Children UK and Purposeful Ventures. The Little Village CEO currently serves as the Chair of the Baby Bank Alliance incubation Board.

There are no other entities or charities we work with which are related parties.

Our plans for the future

We will continue to focus on the agreed strategic priorities for the period between 2024 and 2026.

Particular priorities in 2025 will include:

- Continued support for families through a range of partnerships and engagement methods to ensure as many children receive the essential items they need;
- Reviewing our Signposting and Guidance activities to assess how we can evolve and deepen this vital service for families;
- Continued testing of one-off and other volunteering opportunities to ensure as wide a range of people as possible are able to contribute to Little Village's activities;
- Audience insights work to better understand how to communicate with the range of Little Village's stakeholders;
- Continued work to develop the activities and profile of the Baby Bank Alliance and the impact of baby banks; and
- Continued development of our new technology platform in advance of rolling it out as our new operating system for referrals and volunteer management

In addition, we will seek an alternative warehouse space to replace the Wandsworth warehouse that we will occupy until 2026.

Thank you

It really does take a village to make our work happen and ensure children and their families have what they need to thrive.

Our village includes:

- The 795 volunteers who gave us over 31,348 hours of their time in 2024;
- The 1,744 referral partners who work tirelessly to make sure families get the support they need and take the time to complete our referral form;
- The hosts of pop-up and regular donation sessions, enabling us to get a steady flow of pre-loved kit and clothing through to our hubs and out to families;
- The many consultants and companies who volunteer their expertise pro bono or at a very friendly charity rate;
- The companies that have supported with donations from their own profits or donated and/or gifted us beautiful stock, volunteered, run donation drives, chosen us as their charity of the year and supported our online appeals;
- All the existing and new trust, foundations and statutory partnerships who have supported us with core and project funding and made introductions to new organisations;
- The children and their parents at the schools that support us with amazing fundraising events and donation collections;
- The people and organisations who have helped us share the story of the families we've supported with dignity, helping to change the narrative around poverty; and
- The wide range of people who've donated to us or raised funds through a personal challenge. We heavily rely on your regular and one-off donations and we know that often you are also someone who has volunteered or donated kit as well.

Although we aren't able to name everyone, every single one of you has made a difference.

Thank you.

> *"Being a first-time parent who suffers with mental health issues, having the support of Little Village has made such a positive impact on my life. I really don't know what I would have done without them."*
>
> — Family supported

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Statement of Trustees' responsibilities

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

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the 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 UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping 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.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Statement of Trustees' responsibilities

differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were re-appointed as the charity's auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees' Annual Report has been approved by the Trustees and signed on their behalf by



23 / 05 / 2025

Olivia Gillan
Chair

Auditor's Report and Financial Statements

Year ended: 31 December 2024
Little Village
Charity number 1169735

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2024 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 32, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the charity and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the industry in which the charity operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies;
- Discussions with management and Trustees including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of the audit report

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. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body for our audit work, for this report, or for the opinions we have formed.

Third Sector Accountancy Limited 23 / 05 / 2025

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Financial statements

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	*Unrestricted funds £*	*Restricted funds £*	*Total funds 2023 £*
Income from:							
Donations and legacies	3	2,577,875	486,808	3,064,683	*2,416,279*	*558,165*	*2,974,444*
Donated goods for beneficiaries	3	1,028,366	-	1,028,366	*1,249,305*	-	*1,249,305*
Donated services	3	70,853	-	70,853	*152,200*	-	*152,200*
Charitable activities	4	-	-	-	*11,441*	-	*11,441*
Other trading activities	5	10,983	-	10,983	*11,234*	-	*11,234*
Investments	6	128,186	-	128,186	*88,502*	-	*88,502*
Total income		3,816,263	486,808	4,303,071	*3,928,961*	*558,165*	*4,487,126*
Expenditure on:							
Raising funds	7	291,030	47,648	338,678	*243,876*	*22,268*	*266,144*
Charitable activities	8	3,234,140	531,777	3,765,917	*3,270,325*	*413,011*	*3,683,336*
Total expenditure		3,525,170	579,425	4,104,595	*3,514,201*	*435,279*	*3,949,480*
Net income/ (expenditure) for the year	10	291,093	(92,617)	198,476	*414,760*	*122,886*	*537,646*
Transfer between funds	20	–	–	–	–	–	–
Net movement in funds for the year		291,093	(92,617)	198,476	*414,760*	*122,886*	*537,646*
Reconciliation of funds							
Total funds brought forward		2,394,478	144,335	2,538,813	*1,979,718*	*21,449*	*2,001,167*
Total funds carried forward		2,685,571	51,718	2,737,289	*2,394,478*	*144,335*	*2,538,813*

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

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Balance sheet as at 31 December 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	15		70,871		*37,665*
Total fixed assets			70,871		*37,665*
Current assets					
Stock	16	61,718		*60,556*	
Debtors	17	173,407		*136,757*	
Cash at bank and in hand	18	2,716,760		*2,485,610*	
Total current assets		2,951,885		*2,682,923*	
Liabilities					
Creditors: amounts falling due in less than one year	19	(285,467)		*(181,775)*	
Net current assets			2,666,418		*2,501,148*
Total assets less current liabilities			2,737,289		*2,538,813*
Net assets			2,737,289		*2,538,813*
The funds of the charity:					
Restricted income funds	20		51,718		*144,335*
Unrestricted income funds	21		2,685,571		*2,394,478*
Total charity funds			2,737,289		*2,538,813*

The notes on pages 44 to 63 form part of these accounts.

Approved by the Trustees and signed on their behalf by:

23 / 05 / 2025

Olivia Gillan (Chair)

Geraldine Wright (Treasurer)

Statement of Cash Flows for the year ending 31 December 2024

	Note	2024 £	2023 £
Cash provided by/(used in) operating activities	24	158,274	*409,955*
Cash flows from investing activities:			
Dividends, interest, and rents from investments		128,186	*88,502*
Purchase of tangible fixed assets		(55,310)	-
Cash provided by/(used in) investing activities		72,876	*88,502*
Increase/(decrease) in cash and cash equivalents in the year		231,150	*498,457*
Cash and cash equivalents at the beginning of the year		2,485,610	*1,987,153*
Cash and cash equivalents at the end of the year		2,716,760	*2,485,610*

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Notes to the accounts for the year ended 31 December 2024

1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The accounts (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 in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice.

The accounts (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 Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Little Village meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Judgements and estimates

Key judgements which the Trustees have made which have a significant effect on the accounts include accounting estimates for the valuation of donated services (property and payroll services) and donated goods. More detail is given in note 1e Donated services and facilities.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves of the charity to be able to continue as a going concern. Please refer to further comments in the Trustees' Annual Report.

d Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

e Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. For donated services which are rental property, this estimate is consistent with the value the charity would pay for a similar sized property rather than one in a higher priced retail environment.

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value recorded both as income (£1,028,366) and expenditure (£1,034,618) in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.
- Expenditure on charitable activities includes the costs of operating baby and young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

j. Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

k. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Leasehold improvements	The shorter of the life of the lease or 10 years.
Furniture, fixtures and fittings	20% - 33%
Computer equipment	33%

l. Stock

Stock is included at cost. In general, cost is determined on a first in, first out basis. Provision is made where necessary for obsolete, slow moving, and defective stocks. Items donated as brand new are recognised on the balance sheet as stock, recorded at fair value which is the amount the charity would have been willing to pay for the items on the open market. Stock of donated second hand goods is not recognised in the accounts - see note 1e for explanation.

m. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

n. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments comprising a range of fixed term deposits up to 12 months only.

o. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

p. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

q. Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 11. Outstanding contributions at the year end were £9,301 which were paid in full by 9 January 2025. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 65.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2024 £	*Unrestricted £*	*Restricted £*	*Total 2023 £*
Donations and grants	2,577,875	486,808	3,064,683	*2,416,279*	*558,165*	*2,974,444*
Donated goods for beneficiaries	1,028,366	-	1,028,366	*1,249,305*	-	*1,249,305*
Donated services	70,853	-	70,853	*152,200*	-	*152,200*
Total	3,677,094	486,808	4,163,902	*3,817,784*	*558,165*	*4,375,949*

Please see the Trustees' Annual Report for detail on the donated services.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2024 £	*Unrestricted £*	*Restricted £*	*Total 2023 £*
National Baby Bank Alliance	-	-	-	11,441	-	*11,441*
Total	-	-	-	11,441	-	11,441

Please see the Trustees' Annual Report for further information on the National Baby Bank Alliance.

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2024 £	*Unrestricted £*	*Restricted £*	*Total 2023 £*
Clothes recycling	10,930	-	10,930	11,234	-	*11,234*
Other	53	-	53	-	-	-
Total	10,983	-	10,983	*11,234*	-	*11,234*

6. Investment income

	Unrestricted £	Restricted £	Total 2024 £	*Unrestricted £*	*Restricted £*	*Total 2023 £*
Income from bank deposits	128,186	-	128,186	*88,502*	-	*88,502*
	128,186	-	128,186	*88,502*	-	*88,502*

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2024 £	*Unrestricted £*	*Restricted £*	*Total 2023 £*
Staff costs	170,751	38,351	209,102	*152,284*	*7,290*	*159,574*
Fundraiser's fees	32,617	-	32,617	*38,656*	-	*38,656*
Donation/online fees	12,269	-	12,269	*4,876*	-	*4,876*
Sponsored event costs	16,278	-	16,278	*33,549*	-	*33,549*
Marketing and Communications	30,707	-	30,707	*3,724*	-	*3,724*
Website costs	4,440	-	4,440	*3,671*	-	*3,671*
Investmentmanagement costs	-	-	-	*1,081*	-	*1,081*
Governance costs (note 9)	2,668	1,299	3,967	*1,693*	*1,629*	*3,322*
Support costs (note 9)	21,300	7,998	29,298	*4,342*	*13,349*	*17,691*
	291,030	47,648	338,678	*243,876*	*22,268*	*266,144*

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

8. Analysis of expenditure on charitable activities

	2024 £	*2023 £*
Staff costs	1,346,076	*1,153,174*
Other staff costs	125,230	*109,375*
Volunteer costs	5,482	*2,245*
Property costs	320,236	*222,641*
Donated services - see footnote	68,500	*150,000*
Donated goods for beneficiaries	1,034,618	*1,244,384*
Bought goods for beneficiaries	53,590	*128,171*
Consumables	30,948	*22,242*
Consulting and freelance	65,351	*73,909*
Insurance	15,049	*5,495*
Legal expenses	-	*28,808*
IT consultancy	124,461	*176,758*
IT support	12,725	-
Delivery and collection costs	138,951	*131,191*
Travel	4,052	*3,545*
Depreciation	22,104	*6,250*
Sundry costs	106,014	*51,622*
Advertising and marketing	30,297	*15,269*
Governance costs (see note 9)	31,266	*25,023*
Support costs (see note 9)	230,967	*133,234*
	3,765,917	*3,683,336*
Restricted expenditure	531,777	*413,011*
Unrestricted expenditure	3,234,140	*3,270,325*
	3,765,917	*3,683,336*

Donated services are mostly comprised of rental property donated for the use of the charity. This is shown as income and expenditure in the accounts. The income is shown in note 3.

9. Analysis of governance and support costs

	Support £	Governance £	Total 2024 £	*Support £*	*Governance £*	*Total 2023 £*
Staff costs	238,802	25,153	263,955	*135,863*	*19,405*	*155,268*
Subscriptions	18,870	-	18,870	*11,712*	-	*11,712*
Audit fees	-	7,440	7,440	-	*6,600*	*6,600*
Accountancy services	2,593	2,640	5,233	*3,350*	*2,340*	*5,690*
	260,265	35,233	295,498	*150,925*	*28,345*	*179,270*

Support and governance costs are allocated to Cost of Generating Funds and Charitable Activities in proportion to the staff time spent on those activities.

Fundraising	29,298	3,967	33,265	*17,691*	*3,322*	*21,013*
Charitable activities	230,967	31,266	262,233	*133,234*	*25,023*	*158,257*
	260,265	35,233	295,498	*150,925*	*28,345*	*179,270*

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2024 £	*2023 £*
Depreciation	22,104	*6,250*
Operating lease rentals:		
Property	105,000	*55,000*
Machinery	4,778	
Auditor's remuneration - audit fees	7,440	*6,600*
Auditor's remuneration - accountancy fees	2,640	*2,340*

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

11. Staff costs

Staff costs during the year were as follows:	2024 £	*2023 £*
Wages and salaries	1,630,256	*1,324,353*
Social security costs	152,624	*116,188*
Pension costs	36,253	*27,475*
	1,819,133	*1,468,016*
Allocated as follows:		
Cost of raising funds	209,102	*159,574*
Charitable activities	1,346,076	*1,153,174*
Support costs	238,802	*135,863*
Governance costs	25,153	*19,405*
	1,819,133	*1,468,016*

Employees receiving employment benefits > £60,000	2024	*2023*
In the band of £60,000 - £70,000	1	*1*
In the band of £70,000 - £80,000	1	-

The average number of staff employed during the period was 59 (2023: 55).

The average full-time equivalent number of staff employed during the period was 44 (2023: 40).

The key management personnel of the charity comprise the Trustees, the Chief Executive Officer and the senior leadership team. The total employee benefits of the key management personnel of the charity were £412,844 (2023: £328,575).

12. Trustee remuneration and expenses, and related party transactions

Neither the Board of Trustees nor any persons connected with them received any remuneration during the year (2023: Nil). One Trustee received reimbursed expenses during the year of £211 (2023: Nil).

Aggregate donations from related parties were £1,750 (2023: £1,750).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2023: Nil).

13. Government grants

The government grants recognised in the accounts were as follows:	2024 £	*2023 £*
The National Lottery Community Fund	200,000	*212,786*
HMRC Employment Allowance	-	*5,000*
DWP Access To Work	-	*5,800*
Greater London Authority - Advice In Community Settings	73,440	*102,000*
GLA Multibank - session leads	21,500	-
GLA Multibank - transport	50,000	-
TNL Cost of Living	61,316	-
	406,256	*325,586*

There were no unfulfilled conditions and contingencies attaching to the grants.

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

15. Fixed assets: tangible assets

Cost	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2024	45,810	9,374	2,684	57,868
Additions	10,647	44,663	-	55,310
At 31 December 2024	56,457	54,037	2,684	113,178
Depreciation				
At 1 January 2024	12,598	4,921	2,684	20,203
Charge for the year	7,775	14,329	-	22,104
At 31 December 2024	20,373	19,250	2,684	42,307
Net book value				
At 31 December 2024	36,084	34,787	-	70,871
At 31 December 2023	*33,212*	*4,453*	-	*37,665*

16. Stock

	2024 £	2023 £
New items donated	40,248	*46,499*
New items purchased	21,470	*14,057*
	61,718	*60,556*

Stock items comprise mattresses, bottle teats, nappies and packaging.

17. Debtors

	2024 £	2023 £
Grants receivable	71,500	*37,786*
Trade debtors	1,940	*390*
Other debtors	13,750	*13,750*
Prepayments and accrued income	86,217	*84,831*
	173,407	*136,757*

18. Cash at bank and in hand

	2024 £	2023 £
Short term deposits	631,082	*441,156*
Cash at bank and in hand	2,085,678	*2,044,454*
	2,716,760	*2,485,610*

19. Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	42,411	*83,228*
Other creditors and accruals	207,890	*68,025*
Taxation and social security costs	35,166	*30,522*
	285,467	*181,775*

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

20. Analysis of movements in restricted funds

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2024 £
All sites					
Anonymous trust 1	4,987	17,825	(4,987)	-	17,825
Greater London Authority - Advice In Community Settings	11,376	73,440	(73,718)	-	11,098
The Liberal Jewish Synagogue High Holy Day Appeal	2,999	-	(2,999)	-	-
Anonymous donor 3	90,000	-	(90,000)	-	-
Skipton Building Society Charitable Foundation	1,545	-	(1,545)	-	-
The Julia and Hans Rausing Trust	33,428	-	(33,428)	-	-
GLA Multibank - session leads	-	21,500	(21,500)		-
GLA Multibank - transport	-	50,000	(50,000)	-	-
Harrow Care Plus	-	500	(500)	-	-
Ian MacTaggart Trust	-	2,500	(2,500)	-	-
IKEA via Save the Children	-	50,000	(50,000)	-	-
Mizuho - Nappies	-	500	(500)		-
Natixis COTY	-	4,295	(4,295)	-	-
Natixis packaging	-	5,000	-	-	5,000
Peter Stormonth Darling grant	-	5,000	-	-	5,000
Quintessentially development grant	-	24,960	(19,026)	-	5,934
Quintessentially video grant	-	2,600	-	-	2,600
The National Lottery Community Fund	-	200,000	(200,000)	-	-
Tides Foundation/BlackRock	-	18,688	(14,427)	-	4,261
Wimbledon Foundation	-	10,000	(10,000)	-	-
Total	**144,335**	**486,808**	**(579,425)**	**-**	**51,718**

Comparative period

	Balance at 1 January 2023 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2023 £*
All sites					
Anonymous trust 1	*10,000*	*5,000*	*(10,013)*	-	*4,987*
Greater London Authority - Advice in Community Settings	*3,764*	*102,000*	*(94,388)*	-	*11,376*
The Liberal Jewish Synagogue High Holy Day Appeal	-	*25,201*	*(22,202)*	-	*2,999*
Anonymous donor 2	-	*5,000*	*(5,000)*	-	-
Anonymous donor 3	-	*90,000*	-	-	*90,000*
Quintessentially Foundation	-	*10,000*	*(10,000)*	-	-
Skipton Building Society Charitable Foundation	-	*2,000*	*(455)*		*1,545*
The Hollyhock Charitable Foundation	-	*61,678*	*(61,678)*	-	-
The Julia and Hans Rausing Trust	-	*40,000*	*(6,572)*	-	*33,428*
The National Lottery Community Fund	-	*212,786*	*(212,786)*	-	-
Tides Foundation / BlackRock	*7,685*	-	*(7,685)*	-	-
Brent Site					
The Social Change Agency	-	*4,500*	*(4,500)*	-	-
Total	***21,449***	***558,165***	***(435,279)***	**-**	***144,335***

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Name of restricted fund	Description, nature and purposes of the fund
All sites	
Anonymous trust 1	grant for baby bedding, wipes and nappies
Greater London Authority - Advice In Community Setting	funding for signposting programme "Advice in Community Settings"
The Liberal Jewish Synagogue High Holy Day Appeal	donation for a year's salary for three staff members who manage the family liaison volunteer team
Anonymous donor 2	for signposting and guidance programme
Anonymous donor 3	for signposting and family connections work
Quintessentially Foundation	to support the development of the charity's brand awareness leading to more families who live in poverty receiving support
Skipton Building Society Charitable Foundation	for toiletries, nappies, wipes, etc
The Hollyhock Charitable Foundation	match funding for "Best Start for Newborns" project
The Julia and Hans Rausing Trust	purchasing goods for beneficiaries and covering cost of collecting items over the winter period
The National Lottery Community Fund	grant for staff costs at all sites and specific other costs at HQ
Tides Foundation / BlackRock	towards "Best Start for Newborns" project (2023)
GLA Multibank - session leads	funding for session leads to facilitate volunteer sessions including evenings and weekends
GLA Multibank - transport	funding for transpost costs of collecting donations, moving stock between hubs and getting items to supported families
Harrow Care Plus	toiletries and nappies for the Brent hub
Ian MacTaggart Trust	for use in Camden hub
IKEA via Save the Children	cost to support delivery of big kit to families
Mizuho - Nappies	funding for nappies
Natixis COTY	for purchasing bought items for families
Natixis packaging	packaging costs
Peter Stormonth Darling grant	staff costs for running hubs
Quintessentially development grant	to update the branding in Little Village's three baby bank hubs in Tooting, Brent and Camden through bespoke window designs, and for new fundraising materials for these sites
Quintessentially video grant	for the creation of a video for Little Village to showcase their work
Tides Foundation / BlackRock	supporting volunteering at Little Village (2024)
Wimbledon Foundation	supporting Wandsworth families
Brent Site	
The Social Change Agency	for beneficiaries within Brent, to deliver essentials to approx 280 families in Brent living in poverty

21. Analysis of movements in unrestricted funds

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2024 £
General fund	1,524,478	3,810,263	(2,969,170)	(785,000)	1,580,571
Designated fund (described below)	870,000	-	(550,000)	785,000	1,105,000
	2,394,478	3,810,263	(3,519,170)	-	2,685,571

Comparative period

	Balance at 1 January 2023 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2023 £*
General fund	*1,229,718*	*3,928,961*	*(2,764,201)*	*(870,000)*	*1,524,478*
Designated fund (premises and IT)	*250,000*	-	*(250,000)*	-	-
Designated fund (staff costs)	*500,000*	-	*(500,000)*	-	-
Designated fund (Three year capacity-building)	-	-	-	*870,000*	*870,000*
	1,979,718	*3,928,961*	*(3,514,201)*	-	*2,394,478*

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund	Capacity-building fund: £870,000 was set aside at the end of 2023 to cover the charity's three-year forecast of expenditure designed to build capacity. A portion of the fund was utilised in 2024, as intended. Expenditure plans for 2025 and 2026 have been revised and the designated fund has been increased to support the planned developments. Please see the Trustees' Annual Report for further detail.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

22. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2024 £
Tangible fixed assets	70,871	-	-	70,871
Net current assets/(liabilities)	1,509,700	1,105,000	51,718	2,666,418
Total	1,580,571	1,105,000	51,718	2,737,289

Comparative period

	General fund £	*Designated funds £*	*Restricted funds £*	*Total 2023 £*
Tangible fixed assets	*37,665*	-	-	*37,665*
Net current assets/(liabilities)	*1,486,813*	*870,000*	*144,335*	*2,501,148*
Total	*1,524,478*	*870,000*	*144,335*	*2,538,813*

23. Operating lease commitments

In 2024, the charity held three leases at a peppercorn rent of £1 each. These were:

- A ten-year lease for its Brent site entered into in 2021;
- A 25-month lease for its Hounslow site which ended in June 2024;
- A five-year lease for its Camden site, entered into in 2023.

The charity also has the following leases.

- A five-year lease for its Tooting site, entered into in 2022 at an annual cost of £55,000.
- A 2.5 year lease for a warehouse site in Wandsworth entered into in 2024, at an annual cost of £50,000.
- An annual forklift truck lease for £8,424 per annum.

The charity's total future minimum lease payments under non-cancellable operating leases are as follows for each of the following periods:

	Property 2024 £	*Property 2023 £*	Equipment 2024 £	*Equipment 2023 £*
Less than one year	105,000	*55,000*	3,510	-
One to five years	96,667	*110,000*	-	-
	201,667	*165,000*	3,510	-

24. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	*2023 £*
Net income/(expenditure) for the year	198,476	*537,646*
Adjustments for:		
Depreciation charge	22,104	*6,250*
Dividends, interest and rents from investments	(128,186)	*(88,502)*
Decrease/(increase) in stock	(1,162)	*5,914*
Decrease/(increase) in debtors	(36,650)	*(36,028)*
Increase/(decrease) in creditors	103,692	*(15,325)*
Net cash provided by/(used in) operating activities	158,274	*409,955*

25. Contingent liability

The charity recognises a contingent liability of £90,000 in the accounts in 2024. This relates to a restricted grant of £90,000 with potential clawback conditions that are outside the charity's control. The likelihood of clawback is remote, but as the funder has made the donation from dormant client accounts, it is prudent to recognise this as a contingent liability in the accounts until 31 December 2025 when the possibility of clawback ends.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Reference and administrative information

Charity number	1169735
Registered office and operational address	144-146 Tooting High Street, London SW17 0RT
Trustees	The Trustees who served during the year and up to the date of this report were as follows: Olivia Gillan, Chair Geraldine Wright, Treasurer Matthew Chisambi (appointed 12 March 2024) Caley Eldred (retired 30 April 2025) Marcia Holmes Kate Husselbee Alan Lally-Francis (resigned 12 March 2024) Jacqui Penalver Clare Phillips (appointed 10 December 2024) Rachel Polnay (appointed 10 December 2024) Katharine Sacks-Jones Lily Shaw (appointed 10 December 2024) Helena Simpson

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

Reference and administrative information

Key Management	Sophie Livingstone, Chief Executive
	Andreya Ashwell, Director of People
	Angela Basso, Director of Fundraising
	Emily Compston, Director of Operations
	Hattie Foxwell-Corden, Director of Marketing and Communications
	Calleigh-Marie Lawrence, Director of Volunteering
	Aniq Read, Director of Finance
Bankers	Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB
	HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ
Statutory Auditors	Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Endnotes

1 See https://cpag.org.uk/policy-and-research/findings-our-projects/cost-child-reports for the difference in the cost of raising a child in 2024 vs 2023

2 https://media.actionforchildren.org.uk/documents/Low-income_families_in_full-time_work_February_2024.pdf

3 www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk

4 www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk

5 https://www.jrf.org.uk/deep-poverty-and-destitution/destitution-in-the-uk-2023

6 www.barnardos.org.uk/sites/default/files/2023-09/report-no-crib-bed-poverty-cost-living-crisis.pdf

7 www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk

8 https://educationendowmentfoundation.org.uk/news/education-endowment-foundation-eef-comment-disadvantaged-pupils-half-as-likely-to-get-a-good-pass-in-gcse-english-or-maths-compared-to-peers#:~:text=The%20data%20showed:%20In%202023/24%2025.8%%20of,has%20w

9 Gutman, L., Joshi, H., Parsonage, M. & Schoon, I. (2015) *Children of the new century: Mental health findings from the Millennium Cohort Study*. London: Centre for Mental Health.

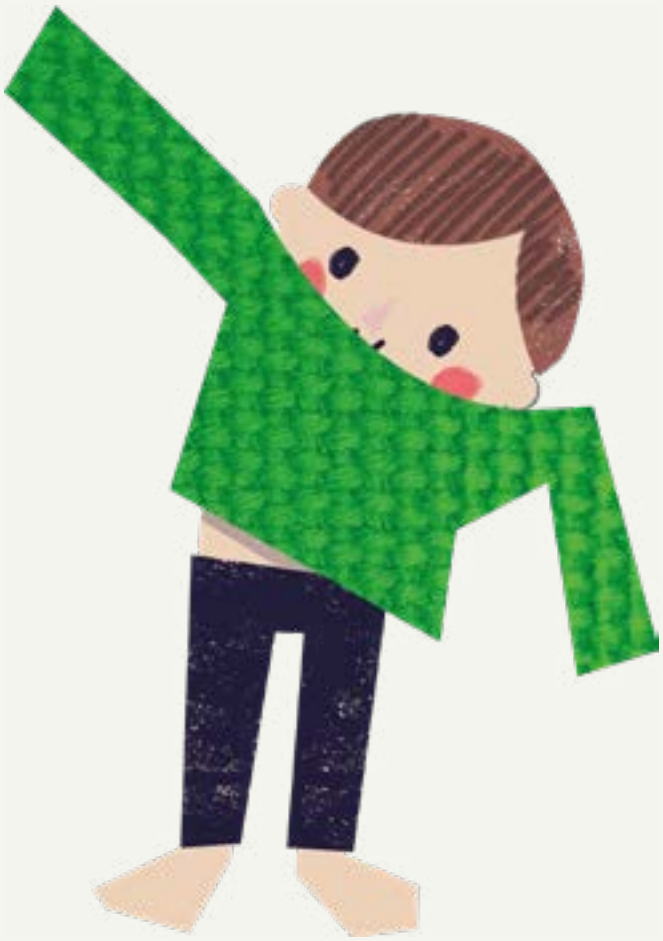
10 www.gov.uk/government/publications/health-profile-for-england/chapter-5-inequality-in-health?utm_source

11 The Family Stress Model shows financial hardship creates emotional distress in parents and inter-parental conflict, which then disrupts parenting quality and family relationships – ultimately leading to worse outcomes for children https://pmc.ncbi.nlm.nih.gov/articles/PMC4742411/#:~:text=parenting%20were%20collected%20during%20early,for%20externalizing%20behavior%20in%20toddlerhood

12 https://centreforearlychildhood.org/research

13 Calculation assumes average CO2-equivalent emissions of 211 grams per car per mile (Department for Transport statistics, aggregated and analysed by NimbleFins [2024], available at: www.nimblefins.co.uk/average-co2-emissions-car-uk), and an average annual mileage of 7,000 miles per car (Department for Transport [2023], *National Travel Survey*, available to download at: www.gov.uk/government/collections/national-travel-survey-statistics). Both the emissions per car per mile and annual average mileage figures are current UK averages; this accounts for a notable difference from our *2023 Impact Report*, which used US-based averages.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2



Design and typesetting: Tom Hampson, hampson.studio

Little Village

Baby things, big impact.

Doc ID: e6da81a47f2de00b4bdb1c6a4d34ecc9659c98f2

LITTLE VILLAGE

England & Wales - Charity number 1169735

Accounts

Annual Report and Accounts, 2023



Little Village

Baby things, big impact.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Contents



The Trustees present their annual report and the audited financial statements for the year ended 31 December 2023.

Reference and administrative information set out on page 56 forms part of this report. The financial statements comply with current statutory requirements, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Contents

Welcome	4
About Little Village	6
Achievements of the year	10
Financial review	14
Structure, governance and management	19
Statement of Trustees' responsibilities	24
Auditor's report and Financial Statements	27
Reference and administrative information	56



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Welcome from our Chair

I'm very proud to present the Little Village annual report and accounts for the year ended 31 December 2023.

2023 was another year of increased impact, with 8,529 children supported – a 22% increase on 2022. This has been partly due to the use of a free temporary 'warehouse' space in the Treaty Shopping Centre in Hounslow. This has enabled us to test a warehouse model, store and despatch large items like cots, beds and buggies (thereby saving much needed space at our other hubs) and to pack directly for families.

Our Signposting and Guidance offer to families has gone from strength to strength. We have received very positive feedback from families who have been able to move from crisis to coping, thanks to connections with housing or debt advice, or indeed local playgroups or community spaces that reduce isolation.

It has been very exciting to see that Little Village's profile has increased thanks to investment in marketing capacity, and a successful appeal for 'Winter Warmers' over the autumn led to a 41% increase in traffic to our website and donations of over 20,000 items of stock.

2023 was also a busy year for Little Village internally as we significantly strengthened our staff team and



Olivia Gillan-Bower

consulted on a strategy for 2024 to 2026. This involved focus groups, surveys, interviews and discussions with all key stakeholders and has led to the production of a new strategic plan which was launched early in 2024.

We continue to be hugely grateful to the growing 'village' of families, volunteers, donors, supporters and staff. We're so thankful that together we are standing in solidarity together to tackle poverty, improve sustainable practices and build connection.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Welcome from our CEO

2023 was a hugely impactful year for Little Village in terms of the numbers of families supported with essential items for their babies and young children. We couldn't have done that without the dedication and enthusiasm of volunteers, and of the community donating items at over 170 pop-up donation sessions across London.

However, the need for our help continues to grow. During December 2023, we were receiving one referral every 45 seconds when our online referral form was open. This is consistent with research from the Joseph Rowntree Foundation which found that one million UK children were destitute in 2022, which means they were lacking access to essential basics such as food, shelter, heating, clothing, footwear or toiletries. This number has almost tripled since 2017 and London had the highest destitution rates in 2022.

2023 was the year when the profile of baby banks started to grow, thanks to the continued collaboration of Little Village with Save the Children, Purposeful Ventures and Baby Bank Network Bristol to create an Alliance of baby banks. We've been supported by *The Sun*'s Fabulous magazine, which launched their 'Baby, Bank on Us' campaign in June, and by HRH The Princess of Wales, who endorsed the Sun's campaign and also chose baby banks as a focus for the Royal Foundation



Sophie Livingstone MBE

Centre for Early Childhood's campaigning work in the run up to Christmas 2023.

In 2024 we aim to publicly launch the Baby Bank Alliance and continue to work alongside families to shine a light on the existence and effects of poverty for families with young children.

At Little Village, our work will focus on continuing to support families across London with essential items as well as ensuring we have a strong organisation that's fit for purpose for the coming years.

With no sign of child poverty decreasing in the foreseeable future, we're determined to meet as much individual demand as we can, while working alongside our London 'village' as well as other baby banks to highlight and challenge the existence of poverty and destitution.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

About Little Village



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Our vision

For every child to have the essentials they need to thrive.

Our mission

To bring about change for children and families through the power of sharing, reusing and connecting.

What we do

Our pan-London baby bank network passes loved baby goods from one family to another, sharing essential, high-quality items that are gifted with love and kindness.

We do this in one of three ways:

1. A dedicated appointment at one of our high-street hubs, providing a "shopping experience" for families;
2. A box, packed to order by our volunteers and delivered directly to a family's door; or
3. A bundle, delivered via a trusted partner to families they're working with.

We also continue to deliver "big kit", such as cots, buggies and toddler beds, to families via our volunteer drivers.

In addition, we connect over 1,500 families with a wider network of support. Starting with a referral to our specialist signposting and guidance service, we help families find extra support – such as food bank referrals, access to Healthy Start vouchers, or help with housing issues.

We are powered by an incredible group of over 1,000 committed volunteers. We've grown to be one of the largest baby banks in the UK, supporting over 25,000 children since we launched in 2016 – including 8,529 children in 2023 alone.

The families who come to Little Village are referred to us by a network of over 2,500 professionals from more than 500 organisations, such as midwives, health visitors, social workers, and children's centres.

We have always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We are committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

How we work

We believe in the power of **solidarity**, bringing people together to support each other. We create spaces where everyone can **thrive** – families and their children, our volunteers, our team. We have a passion for **sustainability** and at the heart of everything is the belief that **love** is a force for change in a world where so many of us have to fight for the basics.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

The need we respond to

The UK, despite being one of the richest countries in the world, has growing levels of child poverty. There are now 4.2 million children living in poverty – that's one child in every three. Of these children living in poverty, half live in a family with a child under five years old.[i] This illustrates the increased pressures that families with very young children face.

Although many people don't realise this, London has the highest rate of child poverty in England. A shocking 800,000 children, representing 39% of all of London's children, are growing up in poverty in our capital city.[ii]

As well as being on the increase, the nature of childhood poverty is changing. One example of this is the rising number of children growing up in poverty despite having a parent in work. In fact, 38% of Universal Credit claimants are in work.[iii] Today's reality is that millions of hard-working parents can't afford to buy essentials for their children.

It's not just rising numbers of children in poverty. The severity of individual families' situations is also getting worse. In 2022, one million children were destitute; this means they lacked access to essential basics such as food, shelter, heating, clothing, footwear or toiletries. In that year, London had the highest destitution rates in the country.[iv]

And across the UK, the number of destitute children has almost tripled since 2017.

The impact of these rates of childhood poverty and destitution is devastating and has long-lasting effects on individual lives. Children growing up in poverty see a significant detrimental impact on their:

- Achievement at school: they are less likely to be school-ready at age five and to achieve five good GCSEs at age 16.[v]
- Mental health: children living in poverty in their early years are four times more likely to develop a mental health problem by the time they are 11 years old.[vi]
- Overall development and behaviour: this can impact children living in poverty, because they tend to have weaker relationships with carers due to family stress.[vii]

And after all that, these children face living a shorter life. Those living in the most deprived 10% of areas will die nine years younger than those in the richest 10%.[viii]

The cost to each of these individual children is staggering – and that alone demands action. But there is also a significant cost to society overall. The Royal Foundation Centre for Early Childhood, together with the London School of Economics, worked

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

out that in England alone we are paying at least £16.1 billion per year on addressing issues that arise from poverty in childhood. These costs – from running the care system to treating short- and long-term mental and physical health challenges – might have been avoided if action had been taken earlier in those children's lives.[ix] More importantly: the children themselves could have been saved from those challenges.

To compound this, parents are often having to navigate these challenges alone. The Royal Foundation's research found that over half of parents report feeling lonely sometimes (36%), often (13%) or always (3%). In addition, 70% of parents report feeling judged by others, and among these parents nearly half feel that this negatively affects their mental health.[x]

Our 2021–2023 strategic objectives

Helping more children

We want to help more children living in poverty by opening more centres and creating more partnerships with community organisations and others working with families so that we can serve people right across London.

Offering families broader support

We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and if necessary, referrals to other organisations.

Building our volunteer programme

Volunteers are at the heart of Little Village and our volunteer programme offers people from all backgrounds the opportunity to grow and thrive. We have an explicit focus on developing skills and helping people back to the labour market when this is what they want.

Being a force for change

We believe that every child deserves the best possible start in life. Our focus is on changing unhelpful and damaging attitudes towards child poverty as well as campaigning for policy change.

Building a resilient organisation

It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development and robust financial and operational systems.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Achievements of the Year

In 2023, we...

Supported
8,529 children



Gifted
2,385
ways for families to get out of the house
for big and little adventures

including
1,081 buggies



Packed
11,747
clothing bundles



with the help of
34,000 hours
given by
1,024
volunteers



Gave
7,747 coats
so children can stay warm and dry



Passed on
15,573
pairs of shoes
so that children can have well-fitting and weather-appropriate footwear all year round.



Gifted
21,456 books
to unlock big imaginations and special bedtimes

Gifted
1,407
baths or bath supports
so parents can create bath times that are safe and fun

Passed on
23,313 toys
to provide hours of learning and play



Gave
1,916
safe places to sleep
helping everyone in the family to snooze soundly



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Helping more children

We supported 8,529 children with essential items in 2023, thanks in part to the provision of a gifted temporary warehouse space in Hounslow, on the first floor of the Treaty Shopping Centre.

We were successful in bidding for a new community space on the Regent's Place campus in Regent's Park ward, Camden, which we moved into at the end of December 2023. This will serve as a new home for our Camden-based operations, previously run from the Somers Town Community Centre. We're grateful to British Land and Camden Council for awarding us this beautiful new space.

Offering families broader support

During 2023, Family Connections staff and volunteers contacted families 6,000 times following their referral to connect with them, explain the service, offer solidarity and ensure their needs were understood so the right clothing and equipment would be delivered. They also contacted families after delivery to make sure the family understood how to get further support from Little Village in the future and, where necessary, provide initial signposting and information on other issues or a referral to the Signposting and Guidance service.

Our Signposting and Guidance service has continued to grow during 2023, thanks to funding from generous donors, including the Mayor of London.

In 2023, the service accepted 636 signposting cases, supporting 429 individual families, who received impartial, free guidance and signposting, some on more than one occasion.

It has reached almost 1,000 families since it began and has provided over £50,000 in financial relief through foodbank vouchers, Healthy Start and crisis grants among others.

Building our volunteer programme

What we have achieved this year wouldn't have been possible without our incredible volunteers. During the year, 1,024 volunteers donated over 34,000 hours of their time.

As well as providing regular volunteering opportunities, we also hosted corporate volunteering sessions, with 85 sessions involving 866 individuals giving over 4,000 hours.

Raising our voice for change

In 2023, we focused on building awareness of the desperate need faced by the families we support, and the stark realities of too many children's lives.

Last year, our media work included coverage in the *Evening Standard*'s Winter Appeal; the *Metro*'s campaign on baby formula; and an extended feature with a mum, Teesha, who told her impactful story on ITV News and on BBC Radio 4's "You and Yours".

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

In 2023, we also continued our work to incubate a national Baby Bank Alliance, in partnership with Save the Children UK, Purposeful Ventures, and Baby Bank Network Bristol. We are delighted to share that the Alliance has now opened up for membership, and over 140 baby banks have joined so far.

Building a resilient organisation

People

Our staff team has expanded to reflect the addition of new spaces, and our increasing operations overall. Within the Senior Management Team, we appointed a Head of Volunteering in April 2023, a new role to recognise the importance of volunteering and volunteers within Little Village. A Head of Marketing and Communications joined us in June 2023 and, following the departure of our existing Head of People in July, a new Head of People joined in September.

Fundraising

This was the first full financial year that Little Village had a permanent Head of Fundraising in post. It also marked a year of transition away from the exceptional influx of funds that benefitted Little Village during the pandemic. Our emphasis in 2023 was on establishing the foundations needed for sustainability and future growth, identifying priorities for investment and taking the first steps towards diversification of our donor base.

New posts in the Fundraising team included a full-time Trusts and Foundations Fundraising Manager and a Major Donor Manager. We also commissioned an external review of the fundraising opportunities and risks for Little Village in the context of a challenging external environment, which will help guide our future strategic priorities for fundraising.

We are enormously grateful to all our generous donors who supported us in 2023.

Processes and technology

We continue to work hard to ensure our management processes (for example, project planning, objective setting and review meetings) have kept pace with our organisational growth. We launched a new online HR tool, Personio, and have worked with an external agency, Loomery, to review our end-to-end processes and identify the right CMS systems for the various functions at Little Village.

We are investing in a new, separate fundraising CMS tool, Beacon, and continue to review which is the right tool for our baby bank operating model and our support for volunteers. This work will continue in 2024 with the implementation of these new CMS systems.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Governance

We appointed Kate Husselbee and Jacqui Penalver to our Board of Trustees in June 2023. Kate brings significant experience in HR leadership, organisational design, equity, diversity and inclusion, shaping culture and improving performance. Jacqui brings experience from her voluntary sector career in performance, governance and compliance.

In addition, the Board has appointed existing Trustee, Marcia Holmes, to the new position of Deputy Chair. Marcia is Head of DEI for Europe, Middle East, Africa and India at Warner Music Group.

As Little Village invests in its technology capacity, we felt it was important to bring more technology expertise onto our board of Trustees. Planning for the recruitment of an additional Trustee began at the end of 2023 and a new Trustee, Matthew Chisambi, was appointed on 12 March 2024. Matthew joins from the NHS where he works as the Interim Director of Strategy at the North West London Health Innovation Network, Imperial College Health Partners.



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Financial Review

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Income and expenditure

The charity's total revenue for 2023 was £4.5m (2022: £3.5m). This includes £1.2m for the value of goods donated to Little Village for distribution to families during the year (2022: £743k) and £152k for the value of donated services that we received to support our operations (2022: £645k).

Monetary income in the form of donations and grants amounted to £2.9m (2022: £2.1m). The diagram below illustrates the types of donor whose generosity contributed to this total.

The charity's total expenditure for the year was £3.9m (2022: £3.4m). This figure includes the value of donated goods given out to families, which was £1.2m (2022: £726k). It also includes £152k for the value of certain services which were donated to the charity (2022: £645k).

Staff costs continued to be our most significant expense at £1.5m (2022: £1.2m), increasing as we added to our staff count to keep pace with the needs of our operations (a headcount increase from 31 to 40 on a full-time equivalent basis).

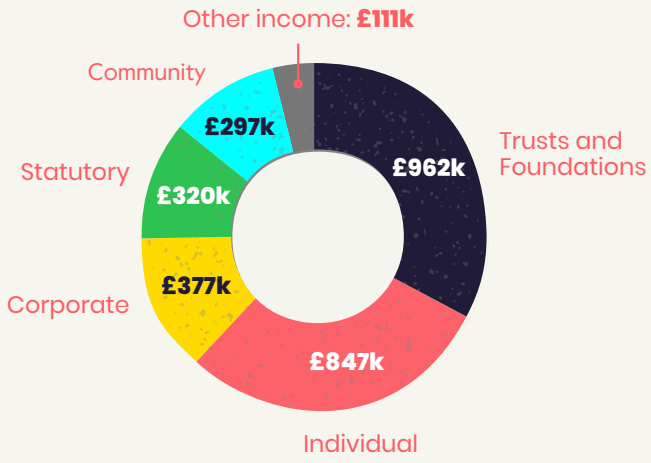
The four-year trend shown in the table on page 16 summarises total income and expenditure including restricted and unrestricted funds.

Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods given out during the year is also included in these accounts. Specifically, donated goods given to beneficiary families are recognised in both income and expenditure, at the same amount, when they are distributed to families rather than when they are received by Little Village. No balance sheet value is assigned to any second-hand donated items that are held at the year-end. Where goods have been donated to Little Village as brand new, items held at the year-end are reflected as stock on the balance sheet to the extent that the value is material. Where such stock is recognised on the balance sheet, there is a corresponding adjustment to income, meaning that the reported income and expenditure figures for donated goods may not be the same.

The total value of donated goods given out by Little Village in 2023 was £1,244k (2022: £726k), which is reflected in expenditure, and included in income (along with an adjustment to take account of the stock of brand-new donations reflected on the balance sheet). To value second-hand donated goods for the purposes of the income and expenditure disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families. Brand new items donated to Little Village are reflected in income and expenditure based on the 'as new' value.

2023 monetary income



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

£'000	2020	2021	2022	2023
Total income	**2,151**	**2,828**	**3,545**	**4,487**
Of which:				
Monetary income – donations and grants	1,635	2,178	2,128	2,974
Donated goods	514	574	743	1,249
Donated services	-	72	645	152
Total expenditure	**1,428**	**1,861**	**3,418**	**3,949**
Of which:				
Staff costs	437	666	1,180	1,468
Donated goods	514	550	729	1,244
Donated services	-	72	645	152
Surplus/(deficit) for the year	**722**	**967**	**131**	**538**

Donated services are recognised in our accounts as income and expenditure where they are services we would have needed to procure anyway.

Where donated services are of a higher quality (and therefore higher value) than we would have ordinarily paid for, we have accounted for them at the value we would have been willing to pay.

Donated services reported in 2022 and 2023 mainly comprise costs relating to our site in Hounslow whose rent and service charges have been covered by a donor.

Significant events affecting financial performance and financial position during the year

The delivery-based service that we developed during 2020 in response to the Covid-19 restrictions has become a permanent feature of our operating model, alongside our traditional family collections from our hubs. Delivery and collection costs incurred during 2023 were around £131k, by comparison with £100k in 2022.

Property moves and the related uncertainty both continue to represent a challenge for Little Village. In 2023 we started preparing to leave the Hounslow warehouse site, and moved into a new space in Wandsworth in May 2024. Our new site in Camden was opened in February 2024. We have benefited from the generosity of several donors in relation to both fit-out and property searches, but nevertheless, the property expenses borne by Little Village have shown an upward trend in recent years: £222k in 2023, £201k in 2022 and £109k in 2021. We anticipate that property will continue to be a source of uncertainty, based on our recent experiences of the difficulty in finding suitable affordable spaces.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

We have continued to invest in our IT infrastructure, to ensure that it keeps pace with our growth and the increasing complexity of the services that we offer to families.

Towards the end of 2023, we launched a major project to upgrade most components of our back-office systems (the project will run for most of 2024). IT consultancy expenditure in 2023 was £177k (2022: £82k).

Staff numbers have continued to increase, with 40 employees in 2023 (measured on a full-time equivalent basis). This compares with 31 employees in 2022 and 18 in 2021. Staff costs represent around 57% of our monetary expenditure (ie total expenditure other than the value of donated goods and services).

Reserves

The Trustees continually monitor the charity's financial position and specifically review its required level of reserves each year. This review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

At the end of 2022, the Trustees agreed to designate a portion (£250k) of the charity's unrestricted reserves towards the cost of upgrading our premises and IT infrastructure. Our increased level of expenditure in these two areas during 2023 means that this designated reserve has been utilised.

At the end of 2022, the Trustees also agreed to establish a designated reserve at £500k for the purpose of meeting staff costs. In particular, a number of new roles were planned for 2023, including further strengthening of our fundraising team in order to ensure that our current level of income can be not only sustained but also increased to keep pace with Little Village's plans. Our increased level of expenditure on staff costs, as noted above, means that this designated reserve has also been utilised during 2023.

As the charity seeks to meet the significant and increasing

£'000	Unrestricted funds		Restricted funds	Total
	General	*Designated*		
Brought forward 1 January 2023	1,230	750	21	2,001
Net income for the year	415		123	538
Utilisation of Designated Funds brought forward	750	(750)	-	-
Transfer to new Designated Fund: capacity-building 2024-2026	(870)	870	-	-
Carried forward 31 December 2023	**1,525**	**870**	**144**	**2,539**

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

demand for support from families, it is critical that our capacity to provide this support continues to grow. The charity's three-year forecast incorporates plans for investing in technology development, increasing the depth of the Fundraising team and strengthening our Marketing and Communications expertise in order to sustain and enhance the support that we can offer to families. The Trustees consider it appropriate to utilise unrestricted reserves to support the capacity-building that these plans aim to achieve in the next three years. Accordingly, they have approved the use of £870k of unrestricted reserves in total (being £550k in 2024, £200k in 2025 and £120k in 2026). This is presented as a fund of £870k designated to support capacity-building in the three years 2024-2026.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our budgeted fixed and variable costs for a period of between three and six months (amounting to between £864k and £1,728k). As at 31 December 2023, general unrestricted reserves, excluding the designated funds, stood at £1.5m. This represents approximately five months' budgeted fixed and variable costs.

Movements on unrestricted and restricted reserves for the financial year are summarised in the table on page 17.

Going concern

The fragile economy and ongoing cost of living crisis mean that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the level of income needed to support the ever- increasing number of families who seek our help, and to meet our own growing level of costs. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity's funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

A broader discussion on the risks and uncertainties that Little Village faces, and the management of those risks, is set out below in the next section 'Structure, governance and management'.

Investment policy

In addition to the balance held in the charity's current accounts, cash is placed in short and medium term interest-bearing deposits with UK-incorporated banks, in order to maximise the charity's interest income while at the same time diversifying its exposure to individual institutions.

The maturity of deposits is determined having regard to the charity's predicted level and timing of outgoings. The Trustees currently do not consider other forms of investment to be appropriate.



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Structure, governance and management

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18 October 2016.

The charity was established under constitution based on the 'foundation CIO' model. The constitution establishes the objects and powers of the CIO and sets out the way in which it is governed.

The Trustees are the only members of the charity and are entitled only to voting rights. The Trustees have no beneficial interest in the charity and, in the event of winding-up, they have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board of Trustees. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering with Little Village regularly so that they have a good understanding of the work that the charity does.

All Board members participate in an annual review and objective setting process, led by the Chair of Trustees. Trustees are appointed for a three-year term with the option to renew for one further three-year term. In exceptional circumstances, a Trustee may be appointed beyond a second three-year term by a resolution of the Trustees.

Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive.

The Chief Executive leads the senior management team to develop plans, policies and processes following the Board's advice and approval. As at 31 December 2023, the rest of the senior management team comprised a Head of Operations, a Head of People, a Head of Finance, a Head of Marketing and Communications, a Head of Volunteering and a Head of Fundraising.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review progress and to ensure the charity is on track to meet its objectives. The Board has two sub-committees: a Finance and Risk Committee and a Remuneration Committee (these meet quarterly and at least annually, respectively).

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities.

The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Diversity, Equity and Inclusion

We have taken a number of steps forward on our DEI journey during the year, supported by our Deputy Chair of Trustees, Marcia Holmes.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

This has included forming an internal working group, creating and consulting on a DEI vision statement and all-staff training on DEI, culture and values.

We have also considered how DEI will be represented in our strategy for 2024 to 2026 and concluded that there should not be a stand-alone DEI strategy, but instead that we should ensure that DEI is an approach integrated into Little Village's overall organisational strategy and objectives.

Future priorities include:

- Annual tracking of our diversity and inclusivity through surveys of staff and volunteers;
- The DEI working group acting as a sounding board to organisational teams considering the inclusivity of their work or initiatives;
- A focus on team culture and behaviours as well as training needs, led by the People team but with input from the DEI working group; and
- Recruitment of a Lived Experience/Participation Manager during 2024 to ensure that families are more fully involved in Little Village's work.

Volunteers

The Trustees are extremely grateful for the enormous contribution made by the 1,024 active Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families) in 2023. The charity is truly powered by them and they are one of Little Village's most critical and valuable assets.

Fundraising

Fundraising was led by the Head of Fundraising with significant involvement from the Chief Executive. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing our processes if needed. We are a member of the Fundraising Regulator and have an Ethical Fundraising Policy in place. We understand our duty to protect vulnerable people to protect people's privacy and do not engage in any intrusive methods of raising funds.

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key strategic risks facing Little Village:

- A breach of the charity's safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of volunteering session.
- A shortfall in income leading to a breach of the reserves policy. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year, including cashflow forecasting, so that mitigating measures can be put in place, if needed.
- Loss of key staff or Trustees. This is mitigated by having objectives and development plans in place for staff and by developing a People Strategy which includes performance management and development. A Trustee review programme is also in place.
- The impact of any adverse external events that would affect our ability to deliver services to families.
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has capacity and flexibility at other sites and at our warehouse space to provide temporary cover if needed.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

- A data breach or cyber attack that causes reputational risk and/or impacts our ability to operate. Centralised management of technology, anti-virus software and data back-ups act in mitigation.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest, finance and fraud. Policies are reviewed regularly and approved by the board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Related parties

We work in partnership with a wide range of organisations, such as Citizen's Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities. There are no entities or charities we work with which are related parties.

Our plans for the future

Our strategy for Little Village's work over 2024 – 2026 will focus on four key ambitions:

1. **Supporting families**
   Continuing to share both essential items and understanding, so that babies and children in London can thrive.

2. **Inspiring**
   Growing the "village" of support and inspiring more people to join us.

3. **Raising awareness**
   Raising our voice for change, to raise awareness of family poverty and baby banks, and build the Baby Bank Alliance.

4. **Resilience**
   Ensuring the sustain-ability of this work by developing a strong and resilient organisation.

This new strategy is a response to the growing demand from families for a wide range of support. It also sets out our plans for raising the profile of baby banks. Over the next three years, we want to help educate the public about what baby banks do, inspire more people to want to help, and encourage them to join our "Little Village". At the same time we will continue to develop our organisational sustainability, to ensure we're in a position to support families for years to come.

Thank you

It really does take a village to make our work happen and ensure children and their families have what they need to thrive.

Our village includes:

- The 1,024 volunteers who gave us over 34,000 hours of their time in 2023.
- The 2,500 referral partners who work tirelessly to make sure families get the support they need and take the time to complete our referral form.
- The hosts of pop-up and regular donation sessions, enabling us to get a steady flow of pre-loved kit and clothing through to our hubs and out to families.
- The many consultants and companies who volunteer their expertise pro bono or at a very friendly charity rate.
- The companies that have supported with donations from their own profits or donated and/or gifted us beautiful stock, volunteered, run donation drives, chosen us as their charity of the year and supported our online appeals.
- All the existing and new trust, foundations and statutory partnerships who have supported us with core and project funding

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

and made introductions to new organisations.

- The children and their parents at the schools that support us with amazing fundraising events and donation collections.
- The people and organisations who have helped us share the story of the families we've supported with dignity, helping to change the narrative around poverty.
- The wide range of people who've donated to us or raised funds through a personal challenge. We heavily rely on your regular and one-off donations and we know that often you are also someone who has volunteered or donated kit as well.

Although we aren't able to name everyone, every single one of you has made a difference.

Thank you.



Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Statement of Trustees' Responsibilities

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

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

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the 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 UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping 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 Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

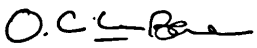
Statement of Trustees' responsibilities

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were re-appointed as the charity's auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees' Annual Report has been approved by the Trustees and signed on their behalf by



24 / 06 / 2024

Olivia Gillan-Bower

Chair

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Auditor's Report and Financial Statements

Year ended: 31 December 2023

Little Village
Charity number 1169735

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2023 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 25, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act .

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the charity and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the industry in which the charity operates, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies;
- Discussions with management and trustees including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of the audit report

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. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body for our audit work, for this report, or for the opinions we have formed.

Third Sector Accountancy Limited

26 / 06 / 2024

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Financial statements

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2023

	Note	Unrestricted funds £	Restricted funds £	Total funds 2023 £	*Unrestricted funds £*	*Restricted funds £*	*Total funds 2022 £*
Income from:							
Donations and legacies	3	2,416,279	558,165	2,974,444	*1,432,983*	*694,790*	*2,127,773*
Donated goods for beneficiaries	3	1,249,305	-	1,249,305	*743,303*	-	*743,303*
Donated services	3	152,200	-	152,200	*645,433*	-	*645,433*
Charitable activities	4	11,441	-	11,441	-	-	-
Other trading activities	5	11,234	-	11,234	*4,671*	-	*4,671*
Investments	6	88,502	-	88,502	*24,305*	-	*24,305*
Total income		3,928,961	558,165	4,487,126	*2,850,695*	*694,790*	*3,545,485*
Expenditure on:							
Raising funds	7	243,876	22,268	266,144	*41,078*	*133,949*	*175,027*
Charitable activities	8	3,270,325	413,011	3,683,336	*2,651,926*	*590,694*	*3,242,620*
Total expenditure		3,514,201	435,279	3,949,480	*2,693,004*	*724,643*	*3,417,647*
Net income/ (expenditure) for the year	10	414,760	122,886	537,646	*157,691*	*(29,853)*	*127,838*
Net movement in funds for the year		414,760	122,886	537,646	*157,691*	*(29,853)*	*127,838*
Reconciliation of funds							
Total funds brought forward		1,979,718	21,449	2,001,167	*1,822,027*	*51,302*	*1,873,329*
Total funds carried forward		2,394,478	144,335	2,538,813	*1,979,718*	*21,449*	*2,001,167*

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

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Balance sheet as at 31 December 2023

	Note	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible assets	15		37,665		*43,915*
Total fixed assets			37,665		*43,915*
Current assets					
Stock	16	60,556		*66,470*	
Debtors	17	136,757		*100,729*	
Cash at bank and in hand	18	2,485,610		*1,987,153*	
Total current assets		2,682,923		*2,154,352*	
Liabilities					
Creditors: amounts falling due in less than one year	19	(181,775)		*(197,100)*	
Net current assets			2,501,148		*1,957,252*
Total assets less current liabilities			2,538,813		*2,001,167*
Net assets			2,538,813		*2,001,167*
The funds of the charity:					
Restricted income funds	20		144,335		*21,449*
Unrestricted income funds	21		2,394,478		*1,979,718*
Total charity funds			2,538,813		*2,001,167*

The notes on pages 36 to 55 form part of these accounts.

Approved by the Trustees and signed on their behalf by:

24 / 06 / 2024

Olivia Gillan-Bower (Chair)

Geraldine Wright (Treasurer)

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Statement of Cash Flows for the year ending 31 December 2023

	Note	2023	*2022*
		£	*£*
Cash provided by/(used in) operating activities	24	409,955	*200,995*
Cash flows from investing activities:			
Dividends, interest, and rents from investments		88,502	*24,305*
Cash provided by/(used in) investing activities		88,502	*24,305*
Increase/(decrease) in cash and cash equivalents in the year		498,457	*225,300*
Cash and cash equivalents at the beginning of the year		1,987,153	*1,761,853*
Cash and cash equivalents at the end of the year		2,485,610	*1,987,153*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Notes to the accounts for the year ended 31 December 2023

1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The accounts (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 in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

The accounts (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 Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Little Village meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

b. Judgements and estimates

Key judgements which the Trustees have made which have a significant effect on the accounts include accounting estimates for the valuation of donated services (property and payroll services) and donated goods. More detail is given in note 1e Donated services and facilities.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c. Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern. Please refer to further comments in the Trustees' Annual Report.

d. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

e. Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' Annual Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt. In 2023 the Trustees changed the basis of their estimate for the valuation of donated property. This estimate is consistent with the value the charity would pay for a similar sized property rather than one in a higher priced retail environment, being £150,000. If this basis had been used in 2022 the comparative donated services (property) would have been £100,000 for an 8 month period.

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value recorded both as income (£1,249,305) and expenditure (£1,244,384) in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.

- Expenditure on charitable activities includes the costs of operating baby and young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.

- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

j. Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

k. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Leasehold improvements	over 10 years
Furniture, fixtures and fittings	20% – 33%
Computer equipment	33%

l. Stock

Stock is included at cost. In general, cost is determined on a first in, first out basis. Provision is made where necessary for obsolete, slow moving, and defective stocks. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

m. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

n. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments comprising a range of fixed term deposits up to 12 months only.

o. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

p. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

q. Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 11. Outstanding contributions at the year end were £7,495 which were paid in full by 10 January 2023. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 57.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2023 £	*Unrestricted £*	*Restricted £*	*Total 2022 £*
Donations and grants	2,416,279	558,165	2,974,444	*1,432,983*	*694,790*	*2,127,773*
Donated goods for beneficiaries	1,249,305	-	1,249,305	*743,303*	-	*743,303*
Donated services	152,200	-	152,200	*645,433*	-	*645,433*
Total	3,817,784	558,165	4,375,949	*2,821,719*	*694,790*	*3,516,509*

Please see the Trustees' Annual Report for detail on the donated services.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2023 £	*Unrestricted £*	*Restricted £*	*Total 2022 £*
Baby Bank Alliance	11,441	-	11,441	-	-	-
Total	11,441	-	11,441	-	-	-

Please see the Trustees' Annual Report for further information on the Baby Bank Alliance.

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2023 £	*Unrestricted £*	*Restricted £*	*Total 2022 £*
Clothes recycling	11,234	-	11,234	*2,701*	-	*2,701*
Other	-	-	-	*1,970*	-	*1,970*
Total	11,234	-	11,234	*4,671*	-	*4,671*

6. Investment income

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Income from bank deposits	88,502	-	88,502	*24,305*	-	*24,305*
	88,502	-	88,502	*24,305*	-	*24,305*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2023 £	*Unrestricted £*	*Restricted £*	*Total 2022 £*
Staff costs	152,284	7,290	159,574	-	*106,137*	*106,137*
Fundraiser's fees	38,656	-	38,656	*26,725*	*19,750*	*46,475*
Donation/online fees	4,876	-	4,876	*4,479*	-	*4,479*
Sponsored event costs	33,549	-	33,549	*3,411*	-	*3,411*
Marketing	3,724		3,724	*592*	-	*592*
Website costs	3,671	-	3,671	*3,747*	*720*	*4,467*
Investment management costs	1,081	-	1,081	*1,020*	-	*1,020*
Governance costs (note 9)	1,693	1,629	3,322	*553*	*1,157*	*1,710*
Support costs (note 9)	4,342	13,349	17,691	*551*	*6,185*	*6,736*
	243,876	22,268	266,144	*41,078*	*133,949*	*175,027*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

8. Analysis of expenditure on charitable activities

	Total 2023 £	*Total 2022 £*
Staff costs	1,153,174	*997,260*
Other staff costs	109,375	*63,574*
Volunteer costs	2,245	*471*
Property costs	222,641	*201,282*
Donated services (see footnote)	150,000	*643,333*
Donated goods for beneficiaries	1,244,384	*725,823*
Bought goods for beneficiaries	128,171	*134,659*
Consumables	22,242	*12,213*
Consulting and freelance	73,909	*59,233*
Insurance	5,495	*2,394*
Legal expenses	28,808	*76,445*
IT consultancy	176,758	*82,425*
Delivery and collection costs	131,191	*99,586*
Travel	3,545	*4,509*
Depreciation	6,250	*6,250*
Sundry costs	51,622	*53,806*
Advertising and marketing	15,269	-
Governance costs (see note 9)	25,023	*16,066*
Support costs (see note 9)	133,234	*63,291*
	3,683,336	*3,242,620*
Restricted expenditure	413,011	*590,694*
Unrestricted expenditure	3,270,325	*2,651,926*
	3,683,336	*3,242,620*

Donated services mostly comprise the cost of rental property donated for use by the charity. This is shown as income and expenditure in the accounts. The income is shown in note 3.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

9. Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2023 £	*Support £*	*Governance £*	*Total 2022 £*
Staff costs	Staff time	135,863	19,405	155,268	*64,300*	*12,026*	*76,326*
Subscriptions	Direct costs	11,712	-	11,712	*5,727*	-	*5,727*
Audit fees	Direct costs	-	6,600	6,600	-	*4,000*	*4,000*
Accountancy services	Direct costs	3,350	2,340	5,690	-	*1,750*	*1,750*
		150,925	28,345	179,270	*70,027*	*17,776*	*87,803*

Support and governance costs are allocated to Cost of Raising Funds and Charitable Activities in proportion to the staff time spent on those activities.

Fundraising	17,691	3,322	21,013	*6,736*	*1,710*	*8,446*
Charitable activities	133,234	25,023	158,257	*63,291*	*16,066*	*79,357*
	150,925	28,345	179,270	*70,027*	*17,776*	*87,803*

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2023 £	*2022 £*
Depreciation	6,250	*6,250*
Operating lease rentals:		
Property	55,000	49,500
Auditor's remuneration - audit fees	6,600	*4,000*
Auditor's remuneration - accountancy fees	2,340	*1,750*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

11. Staff costs

Staff costs during the year were as follows:	2023 £	*2022 £*
Wages and salaries	1,324,353	*1,069,565*
Social security costs	116,188	*89,792*
Pension costs	27,475	*20,366*
	1,468,016	*1,179,723*
Allocated as follows:		
Cost of raising funds	159,574	*106,137*
Charitable activities	1,153,174	*997,260*
Support costs	135,863	*64,300*
Governance costs	19,405	*12,026*
	1,468,016	*1,179,723*

Employees receiving employment benefits > £60,000	2023 £	*2022 £*
In the band of £60,000 - £70,000	1	*1*

The average number of staff employed during the period was 55 (2022: 47).

The average full time equivalent number of staff employed during the period was 40 (2022: 31).

The key management personnel of the charity comprise the Trustees, the Chief Executive Officer and the senior management team. The total employee benefits of the key management personnel of the charity were £328,575 (2022: £257,097).

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

12. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2022: Nil).

Aggregate donations from related parties were £1,750 (2022: £60,580).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2022: nil).

13. Government grants

The government grants recognised in the accounts were as follows:	**2023 £**	***2022 £***
The National Lottery Community Fund	212,786	*325,000*
HMRC Employment Allowance	5,000	*5,000*
HS2 Camden Fund	-	*16,667*
Wandsworth Borough Council	-	*5,000*
DWP Access To Work	5,800	*12,357*
Greater London Authority - Advice In Community Setting	102,000	*56,512*
	325,586	*420,536*

There were no unfulfilled conditions and contingencies attaching to the grants.

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

15. Fixed assets: tangible assets

Cost	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2023	45,810	9,374	2,684	57,868
At 31 December 2023	45,810	9,374	2,684	57,868
Depreciation				
At 1 January 2023	8,017	3,252	2,684	13,953
Charge for the year	4,581	1,669	-	6,250
At 31 December 2023	12,598	4,921	2,684	20,203
Net book value				
At 31 December 2023	33,212	4,453	-	37,665
At 31 December 2022	*37,793*	*6,122*	-	*43,915*

16. Stock

	2023 £	*2022 £*
New items donated	46,499	*41,580*
New items purchased	14,057	*24,890*
	60,556	*66,470*

Stock items comprise mattresses, toiletries, bottle teats and nappies.

17. Debtors

	2023 £	*2022 £*
Grants receivable	37,786	-
Trade debtors	390	*2,070*
Other debtors	13,750	*13,750*
Prepayments and accrued income	84,831	*84,909*
	136,757	*100,729*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

18. Cash at bank and in hand

	2023 £	2022 £
Short term deposits	441,156	*427,828*
Cash at bank and in hand	2,044,454	*1,559,325*
	2,485,610	*1,987,153*

19. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	83,228	*37,140*
Other creditors and accruals	68,025	*129,094*
Taxation and social security costs	30,522	*30,866*
	181,775	*197,100*

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

20. Analysis of movements in restricted funds

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2023 £
All sites					
Anonymous trust 1	10,000	5,000	(10,013)	-	4,987
Greater London Authority - Advice in Community Setting	3,764	102,000	(94,388)	-	11,376
The Liberal Jewish Synagogue High Holy Day Appeal	-	25,201	(22,202)	-	2,999
Anonymous donor 2	-	5,000	(5,000)	-	-
Anonymous donor 3	-	90,000	-	-	90,000
Quintessentially Foundation	-	10,000	(10,000)	-	-
Skipton Building Society Charitable Foundation	-	2,000	(455)		1,545
The Hollyhock Charitable Foundation	-	61,678	(61,678)	-	-
Julia and Hans Rausing	-	40,000	(6,572)	-	33,428
The National Lottery Community Fund	-	212,786	(212,786)	-	-
Tides Foundation / BlackRock	7,685	-	(7,685)	-	-
Brent Site					
The Social Change Agency	-	4,500	(4,500)	-	-
Total	**21,449**	**558,165**	**(435,279)**	**-**	**144,335**

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Comparative period

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2022 £
All sites					
The National Lottery Community Fund	*117*	*325,000*	*(325,117)*	*-*	*-*
Anonymous donor	*-*	*2,000*	*(2,000)*	*-*	*-*
Anonymous trust	*-*	*23,500*	*(13,500)*	*-*	*10,000*
Greater London Authority - Advice In Community Setting	*-*	*56,512*	*(52,748)*	*-*	*3,764*
Anonymous donor	*-*	*5,000*	*(5,000)*	*-*	*-*
The Hollyhock Charitable Foundation	*668*	*92,916*	*(93,584)*	*-*	*-*
The Joseph Rowntree Foundation	*30*	*40,000*	*(40,030)*	*-*	*-*
Tides Foundation / BlackRock	*3,670*	*17,285*	*(13,270)*	*-*	*7,685*
Donations					
Powerscourt Estate	*28*	*-*	*(28)*	*-*	*-*
Goldman Sachs Giving — Simon Dangoor	*-*	*75,000*	*(75,000)*	*-*	*-*
Anonymous donor	*-*	*1,620*	*(1,620)*	*-*	*-*
Anonymous donor	*30,000*	*-*	*(30,000)*	*-*	*-*
Camden Site					
HS2 Camden Fund	*15,841*	*16,667*	*(32,508)*	*-*	*-*
The Morris Charitable Trust	*948*	*-*	*(948)*	*-*	*-*
Anonymous donor	*-*	*10,000*	*(10,000)*	*-*	*-*
Wandsworth Site					
Anonymous donor	*-*	*23,000*	*(23,000)*	*-*	*-*
Wandsworth Borough Council	*-*	*6,290*	*(6,290)*	*-*	*-*
Total	**51,302**	**694,790**	**(724,643)**	**-**	**21,449**

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Name of restricted fund	Description, nature and purposes of the fund
All sites	
Anonymous trust 1	grant for baby bedding, wipes and nappies
Greater London Authority - Advice In Community Setting	funding for signposting programme "Advice in Community Setting"
The Liberal Jewish Synagogue High Holy Day Appeal	donation for a year's salary for three staff members who manage the family liaison volunteer team
Anonymous donor 2	for signposting and guidance programme
Anonymous donor 3	for signposting and family connections work
Quintessentially Foundation	to support the development of the charity's brand awareness leading to more families who are living in poverty receiving support
Skipton Building Society Charitable Foundation	for toiletries, nappies, wipes, etc
The Hollyhock Charitable Foundation	match funding for "Best Start for Newborns" project
Julia and Hans Rausing	purchasing goods for beneficiaries and covering cost of collecting items over the winter period
The National Lottery Community Fund	grant for staff costs at all sites and specific other costs at HQ
Tides Foundation / BlackRock	towards " Best Start for Newborns" project
Brent Site	
The Social Change Agency	for beneficiaries within Brent, to deliver essentials to approximately 280 families in Brent living in poverty

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

21. Analysis of movements in unrestricted funds

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2023 £
General fund	1,229,718	3,928,961	(2,764,201)	(870,000)	1,524,478
Designated fund (premises and IT)	250,000	-	(250,000)	-	-
Designated fund (staff costs)	500,000	-	(500,000)	-	-
Designated fund (Three year capacity-building)	-	-	-	870,000	870,000
	1,979,718	3,928,961	(3,514,201)	-	2,394,478

Comparative period

	Balance at 1 January 2022 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2022 £*
General fund	*1,172,027*	*2,850,695*	*(2,043,004)*	*(750,000)*	*1,229,718*
Designated fund (premises and IT)	*150,000*	-	*(150,000)*	*250,000*	*250,000*
Designated fund (staff costs)	*500,000*	-	*(500,000)*	*500,000*	*500,000*
	1,822,027	*2,850,695*	*(2,693,004)*	-	*1,979,718*

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund	2022 - To upgrade premises and IT infrastructure 2022 - To safeguard staff costs 2023 - Three year capacity-building fund to cover investment in technology development, Fundraising team costs and Marketing and Communications expertise. Please see the Trustees' Annual Report for further details.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

22. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Tangible fixed assets	37,665	-	-	37,665
Net current assets/(liabilities)	1,486,813	870,000	144,335	2,501,148
Total	1,524,478	870,000	144,335	2,538,813

Comparative period

	General fund £	*Designated funds £*	*Restricted funds £*	*Total 20212 £*
Tangible fixed assets	*43,915*	-	-	*43,915*
Net current assets/(liabilities)	*1,185,803*	*750,000*	*21,449*	*1,957,252*
Total	*1,229,718*	*750,000*	*21,449*	*2,001,167*

23. Operating lease commitments

In 2023, the charity held three leases at a peppercorn rent of £1 each. These were:

- A ten-year lease for its Brent site entered into in 2021;
- A 25-month lease for its Hounslow site which will end in June 2024;
- A five-year lease for its Camden site, entered into in 2023.

The charity also has a five-year lease for its Tooting site, entered into in 2022 at an annual cost of £55,000.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

The charity's total future minimum lease payments under non-cancellable operating leases are as follows for each of the following periods:

	Property 2023 £	*Property 2022 £*
Less than one year	55,000	*55,000*
One to five years	110,000	*165,000*
Over five years	-	-
	165,000	*220,000*

24. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	*2022 £*
Net income/(expenditure) for the year	537,646	*127,838*
Adjustments for:		
Depreciation charge	6,250	*6,250*
Dividends, interest and rents from investments	(88,502)	*(24,305)*
Decrease/(increase) in stock	5,914	*(25,175)*
Decrease/(increase) in debtors	(36,028)	*(34,841)*
Increase/(decrease) in creditors	(15,325)	*151,228*
Net cash provided by/(used in) operating activities	409,955	*200,995*

25. Contingent liability

The charity recognises a contingent liability of £90,000 in the accounts in 2023. This relates to a restricted grant of £90,000 with potential clawback conditions that are outside the charity's control. The likelihood of clawback is remote, but as the funder has made the donation from dormant client accounts, it is prudent to recognise this as a contingent liability in the accounts.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Reference and administrative information

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Charity number	1169735
Registered office and operational address	144-146 Tooting High Street, London SW17 0RT
Trustees	The Trustees who served during the year and up to the date of this report were as follows: Olivia Gillan-Bower, Chair Geraldine Wright, Treasurer Helen Murphy, Secretary (resigned 4 December 2023) Matthew Chisambi (appointed 12 March 2024) Caley Eldred Marcia Holmes (appointed as Deputy Chair, 18 September 2023) Kate Husselbee (appointed 12 June 2023) Alan Lally-Francis (resigned 12 March 2024) Jacqui Penalver (appointed 12 June 2023) Katharine Sacks-Jones Helena Simpson
Key Management	Sophie Livingstone, Chief Executive Emily Compston, Head of Operations Clare Hill, Head of People (resigned 31 July 2023) Andreya Ashwell, Head of People (appointed 11 September 2023)

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

	Aniq Read, Head of Finance
	Angela Basso, Head of Fundraising
	Hattie Foxwell-Corden, Head of Marketing and Communications (appointed 5 June 2023)
	Calleigh-Marie Lawrence, Head of Volunteering (appointed 3 April 2023)
Bankers	Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB
	HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ
Statutory Auditors	Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Footnotes

i https://wp.littlevillagehq.org/wp-content/uploads/2022/04/RLTV06-It-Takes-a-Village.pdf?_gl=1*1auwdkf*_ga*MTgwODg0MzQzOC4xNzAwNTAwNjA2*_ga_CTK716NF8Q*MTcwMDUwMDYwNi4xLjEuMTcwMDUwMDY5Mi4wLjAuMA.

ii www.childhoodtrust.org.uk/wp-content/uploads/2023/04/London-Child-Poverty-Report-2023-1.pdf (p. 7).

iii www.gov.uk/government/statistics/universal-credit-statistics-29-april-2013-to-12-october-2023/universal-credit-statistics-29-april-2013-to-12-october-2023.

iv JRF Destitution in the UK report (2023) www.jrf.org.uk/report/destitution-uk-2023.

v A DSSF study (2009) showed that 62.8% of children not receiving free school meals achieved at least 5 A*–C grades at GCSE, compared to 35.5% for children who received free school meals.

vi Gutman, L., Joshi, H., Parsonage, M. & Schoon, I. (2015) Children of the new century: Mental health findings from the Millennium Cohort Study. London: Centre for Mental Health.

vii https://psycnet.apa.org/record/2002-10732-001.

viii Child Poverty Action Group (2017) The Effects of Poverty. https://cpag.org.uk/child-poverty/effects-poverty.

ix https://centreforearlychildhood.org/research/.

x https://centreforearlychildhood.org/research/.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

Design and typesetting: Tom Hampson, reforma.london



Baby things,
big impact.

Doc ID: 3aa9e3c9249d95818d7abb74a37a969b71a5330a

LITTLE VILLAGE

England & Wales - Charity number 1169735

Accounts



Annual Report and Accounts

Little Village

2022

Little Village

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d



Contents

Contents

Welcome	4
About Little Village	6
Achievements of the year	12
Financial review	19
Structure, governance and management	24
Thank you	28
Statement of Trustees' responsibilities	31
Financial statements	34
Reference and administrative information	60

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Welcome from our Chair

I'm very proud to present the Little Village annual report and accounts for the year ended 31st December 2022.

2022 has been a year of change and growth at Little Village, in the midst of an increasing cost of living crisis. Thankfully, our incredible community has stepped up in response, with a 93% increase in our volunteers enabling us to support 41% more families than the previous year.

We've moved into new spaces in Tooting, Hounslow and Hackney (as part of the Hackney Family Centre, a partnership with Guinness Housing Partnership, Sal's Shoes and Boiler House), and our beautiful 'shops' have been incredibly well received by families and volunteers alike, offering choice and a place to connect.

The Signposting and Guidance advice we offer families has expanded, thanks to support from the GLA, which means families have been linked with services such as housing or debt advice that can move them from crisis to coping.



We've also continued our work as a force for change to tackle child poverty, publishing a second research report in partnership with the Joseph Rowntree Foundation and giving families a voice across the media and online, with a wide range of national and regional coverage.

"We've also continued our work as a force for change to tackle child poverty."

We've only been able do that through growing our 'village' of families, volunteers, donors, supporters and staff. We're so grateful to them all for standing up to the continued growth of child poverty.

Olivia Gillan-Bower

Welcome

Welcome from our CEO

A year of change and challenges for the Little Village team has still resulted in some extraordinary results. We've been able to support even more families with the essentials they need. But also to go beyond that with both signposting and guidance and by giving a platform to highlight the realities of being trapped in poverty with a baby or young child.

Our team has moved in to new spaces and established a new 'blended' model of offering a 'shop' visit and home deliveries, which has been well received by families and referral partners.



Despite the cost of living crisis growing in prominence, baby banks continue to be less recognised than other support such as food banks. We have therefore begun work with Ark, Save the Children and Baby Bank Network Bristol to incubate a national network of baby banks which we hope will lead to greater sharing of processes and information, as well as access to more funding and products that we all need.

"Despite the cost of living crisis... baby banks continue to be less recognised."

It was a pleasure to host a visit from HRH The Princess of Wales to our Wembley hub in Brent in June. This brought recognition to the staff and volunteer team, as well as to the issue of poverty amongst families with young children and the support baby banks can offer.

It's such a privilege to be a part of the dedicated Little Village team, not just the staff and volunteers, but everyone who makes what we do possible. We will need that village even more in 2023 as we keep on battling the cost of living crisis.

Sophie Livingstone MBE

The Trustees present their annual report and the audited financial statements for the year ended 31 December 2022. Included within the Trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 61 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

About Little Village

Who we are

Our vision

Our vision is of thriving communities where families share their pre-loved kit and every child under five has the start in life they deserve.

Our mission

We have three:

I. To ensure families on low incomes with children under five have the support and essentials they need;

2. To work together with parents to fix the systems that trap families in poverty;

3. To inspire families to choose and share pre-loved children's clothes and kit.

What we do

We equip families with pre-loved children's clothes and baby essentials as well as linking them with key services. We also work alongside parents to try to fix the systems that create a poverty trap.

We operate out of five main centres in London (in the boroughs of Wandsworth, Camden, Brent, Hackney and Hounslow) and we are powered by an incredible group of 1,212 committed volunteers. We've grown to be one of the largest 'baby banks' in the UK, supporting over 25,000 children since we launched in 2016 – including 7,009 children in 2022 alone.

The families who come to Little Village are referred to us by a network of over

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

2,300 professionals from more than 500 organisations, such as midwives, health visitors, social workers, and children's centres.

Families can receive items from us either by having them delivered to their homes, or by coming into one of our 'family shops'. When clothing and kit are being delivered, our family liaison team will first speak to families over the phone to understand their needs – from what kind of toys their kids like to play with, to what type of buggy might work best for them. Volunteers use this information to carefully pack delivery boxes with clean and pressed clothes and personally selected items.

When families come into one of our spaces, they are welcomed with love and kindness and treated with dignity. Volunteers help them choose the items they need from our extensive stock of high-quality donated clothes, toys, buggies, beds and more. Families can be referred again to receive new items every three months, as their needs evolve, and are encouraged to donate back to Little Village any items that they have finished using.

Although we call ourselves a 'baby bank', we provide so much more than just high-quality kit to families – at the core of what we do is a desire to build connections across communities and to create opportunities for people to thrive.

We have always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We are committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

How we work

We believe in the power of **solidarity**, bringing people together to support each other. We create spaces where everyone can **thrive** – families and their children, our volunteers, our team. We have a passion for **sustainability** and at the heart of everything is the belief that **love** is a force for change in a world where so many of us have to fight for the basics.

The need we respond to

The scale and depth of child poverty in London is shocking; 37% of children in London live below the poverty line. That's 700,000 children. We've supported families this year who are rationing nappies to one a day, unable to afford the bus fare to access a local foodbank and who couldn't afford energy costs, even before the price increases hit them.

We worked with the Joseph Rowntree Foundation again in 2022 to look at poverty rates in families with young children. This research found that around half of the 4.2 million children in poverty in the UK live in a family with a child under the age of five. This demonstrates how the presence of younger children in the household exacerbates the prevalence of poverty due to the increased financial pressures families face.

The research also highlighted the intersectional nature of poverty amongst families with young children, finding that:

- 47% of racial minority families with a child under five are in poverty.
- 55% of children in single parent families with a child under five are in poverty.
- 40% of children in families with a child under five and a disabled parent are in poverty.

This is not a problem that's going away. According to the Resolution Foundation, the total number of children in poverty is predicted to rise by 2024/25, with over one in three (33.7%) children expected to be living in poverty by that time.

Little Village exists to offer immediate practical help to families unable to afford the essentials, but also to stand in solidarity with them at a time when they need help and to give them a voice through our 'force for change' work.

What started as a 'baby bank', collecting and gifting high quality kit to local families experiencing tough times, has become so much more. People come to us with material needs, but through the Little Village community we're able to meet an additional set of universal needs: the need for connection, for confidence and for a sense of belonging. Little Village helps alleviate material poverty, but it also builds community and gives people opportunities to thrive.

Everyone has times in life when they need help, and times in life when they're able to offer help. That's what Little Village is there for.



Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Our strategic objectives

Helping more children
We want to help more children living in poverty by opening more centres (either major hubs or smaller satellites) so that we can serve families right across London.

Offering families broader support
We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and, if necessary, referrals to other organisations.

Building our volunteer programme
Volunteers are at the heart of Little Village and our volunteer programme offers people from all back-grounds the opportunity to grow and thrive. We have an explicit focus on developing skills and helping people back into the labour market when this is what they want.

Being a force for change
We believe that every child deserves the best possible start in life. Our focus is on changing unhelpful and damaging attitudes and beliefs towards child poverty as well as campaigning for policy change.

Building a resilient organisation
It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development, and robust financial and operational systems.





Our values

Solidarity
We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.

Love
We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.

Sustainability
We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.

Thriving
This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Achievements of the year

Helping more children

We supported 7,009 children in 2022, fulfilling 41% more referrals than in 2021, which was bolstered by the direct provision of hygiene packs during the pandemic. This work was achieved by operating out of existing centres in Kings Cross (Camden), Battersea, Balham, Roehampton and Brent (Wembley). We moved from Battersea to a new Tooting hub in April, and in partnership with Guinness Housing Partnership, Sal's Shoes and Boiler House Spaces, opened the Hackney Family Centre in Lower Clapton, in June.

In May, we moved from the gifted temporary warehouse space in Watford to a replacement space in Hounslow, on the first floor of the Treaty Shopping Centre, which we will occupy until December 2023. This has provided us with slightly longer-term certainty and continues to free up much-needed space at our hubs, as well as enabling us to receive large donations of items such as toiletries or end of line clothing from corporate donors.

In addition to our core work, we have continued to work as part of the Voluntary and Communities Sector Emergency Partnership (VCSEP) alongside organisations such as the British Red Cross. This has enabled us to offer support in emergency situations, such as to newly arrived asylum seekers in London hotels. We also partnered with the London Borough of Camden to provide welcome packs, toys and nappies for families with young children from Ukraine arriving at the Eurostar terminal in St Pancras International station.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Offering families broader support

During 2022, Family Liaison staff and volunteers contacted 2,415 families following their referral to connect with them, explain the service, offer solidarity and ensure their needs were understood so the right clothing and equipment would be delivered. They also contacted 3,082 families after delivery to make sure the family understood how to get further support from Little Village in the future and, where necessary, provide initial signposting and information on other issues or a referral to the Signposting and Guidance service.

Our Signposting and Guidance service has continued to grow during 2022, thanks to funding from the Mayor of London.

In 2022, the service accepted 521 signposting cases, supporting 467 individual families, who received impartial, free guidance and signposting, some on more than one occasion.

The Signposting and Guidance team supported or signposted families to access support regarding a total of 1,046 issues, regularly connecting them to providers who can help with their specific needs. The most common issues for which families sought support were food (27%), benefits (19%), housing (12%) and sources of other children's or household items (9%).

The service made 613 referrals to specialist partner charities for further support in 2022. This included 392 external foodbank referrals (accessing support worth more than £29,000) and 78 referrals for benefits advice.



We have contacted families for post-support feedback. Of those that responded:

- 63% were able to access the signposting resources provided.
- 88% who had accessed support said it had helped.
- 66% of those who sought information and support on the issue of money were able to get extra money or save money because of Little Village's support.

"It has helped me to feel more confident and positive. it was very helpful and I am very grateful."

"I felt glad that someone was trying to help me/fight my corner"

"Felt amazing. Opened options, which gives hope. Felt supported."

Building our volunteer programme

What we have achieved this year wouldn't have been possible without our incredible volunteers. During the year, 1,212 volunteers donated over 32,000 hours of their time, an amazing 97% increase on the number of volunteers we had in 2021.

In 2022, Little Village made efforts to further broaden the diversity of volunteers by removing barriers and by offering a range of volunteer opportunities where training was provided for all roles.

We believe there is a role for everyone – and offer inclusive opportunities for roles such as packers, drivers, sorters, shop liaison, warehouse roles, family liaison by phone, signposting and guidance.

To reach and retain as many volunteers as possible we have offered:

- Home-based opportunities for volunteers in need of flexibility or for those less able to leave home.
- Welcoming environments for families we have supported - 14% of volunteers who responded to our end of year survey said they had previously received support from Little Village.
- Opportunities for parents with their children – there have been sessions with creches in Camden and Balham; three sessions with Family Volunteering Club, a partner organisation that facilitates sessions with parents and young children; Saturday family sessions in our Tooting and Brent hubs all allowing families to attend.
- Young volunteer opportunities – we supported 33 young people to volunteer with us in 2022, several of whom were working towards Duke of Edinburgh awards (seven at the Bronze level, one at Silver and one at Gold level).
- Volunteering opportunities for people with learning disabilities. We offer organised supported volunteering at Hounslow for groups needing additional support and guidance to volunteer.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

- Corporate volunteering days, enabling teams from businesses to join us for one-off sessions.

"I didn't realise how much I'd get out of volunteering. Giving my time really helps me to feel connected to my community." (Volunteer survey respondent)

"I love the work Little Village does. I enjoy helping and making new friends. It helps me have a sense of community." (Volunteer survey respondent)

"Enjoy meeting people of all ages, abilities, ethnic groups." (Volunteer survey respondent)

Being a force for change

Alongside our operational work, we've done a lot to raise the profile of the challenges faced by low-income families.

Our second 'It Takes a Village' report, with the Joseph Rowntree Foundation, was published in April 2022 alongside a well-attended webinar and media coverage.

HRH The Princess of Wales visited our Brent hub in June, which attracted a wide range of media coverage and led to an increase in volunteers and pre-loved donations to our Brent hub in particular.

We have continued to highlight the cost of living crisis and to give families a platform to share their experiences, with coverage on Channel 4 News, ITV National News, ITV London News, BBC London News, BBC London Radio and HELLO! magazine.

Building a resilient organisation

People

Our staff team has expanded to reflect the addition of new spaces, and our increasing operations overall. The departure of our Head of Programmes led to a small re-organisation and the creation of two deputies for the Head of Operations, as well as the new role of Head of Volunteering which will be recruited in 2023.

Fundraising

This was a year of change and transition for the fundraising team, with the departure of Little Village's first Head of Fundraising, a period of interim cover and a new Head starting towards the end of the year. A parallel change took place for the Trust and Foundations role, which was initially vacant and then covered by an interim consultant while the permanent new postholder was recruited. These interim and consultant expenses all contributed to increased fundraising costs but also ensured the security of our fundraising income for the year: grants and donations were managed well and donor pledges secured. Community fundraising developed and grew over the year thanks to excellent relationships with local schools and we raised the funds needed by Little Village to help more than 7,000 children.

The income for the three years up to 2022 has been exceptional, representing extraordinary generosity from the general public and organisational donors during the Covid-19 pandemic. As the cost of living crisis escalates and the need from families increases, many of these funds are anticipated to fade away and it is now time to make a concerted effort to diversify our income and continue to invest in fundraising.

We are enormously grateful to all our generous donors who supported us in 2022.

Processes and technology

We continue to work hard to ensure our management processes (for example, project planning, objective setting and review meetings) have kept pace with our organisational growth. We have continued our technology project which is focused on ensuring that our use of the Salesforce system makes our operations as smooth and efficient as possible.

Governance

We appointed Helena Simpson to our Board of Trustees in September 2022. She brings significant operational and retail experience in support of Little Village's growing footprint across London. We will be embarking on more Trustee recruitment during 2023 to further diversify our Board and add to our skills base.



Above: HRH Princess of Wales visiting Little Village

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Our impact

7,009 children supported	**£2.75m** worth of items gifted*	**581** parents signposted to extra support
8,289 bundles packed	**1,878** beds gifted	**5,109** coats gifted
1,365 buggies gifted	**16,640** books gifted	**4,676** packs of nappies gifted
1,212 volunteers	**1** royal visitor	**2,342** referral partners

* This represents the 'as new' value of the donated items gifted to families as well as the value of new items bought such as mattresses and hygiene products. This shows what it would have cost families to buy this kit new. The financial statements show the second-hand value of donated goods in line with the Charities SORP.

Financial review

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Review of the year

Income and expenditure

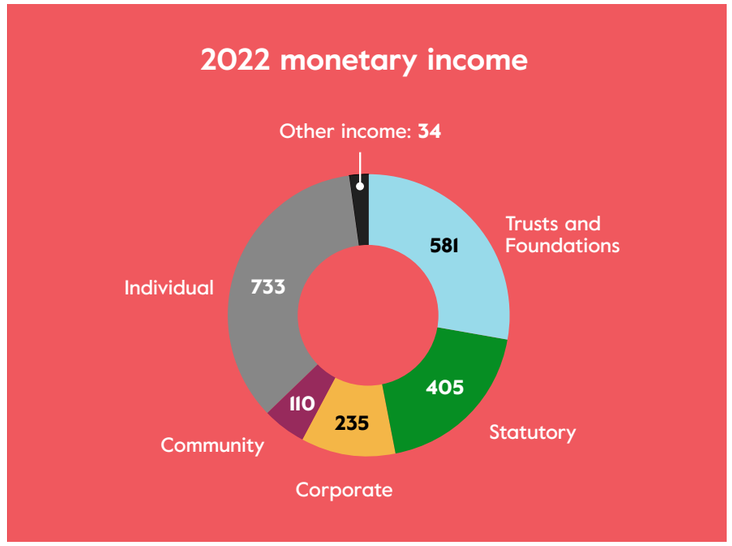
The charity's total revenue for 2022 was £3.5m (2021: £2.8m). This includes £743k for the value of goods donated to Little Village for distribution to families during the year (2021: £574k) and £645k for the value of donated services that we received to support our operations (2021: £72k).

Monetary income in the form of donations and grants amounted to £2.1m (2021: £2.1m). The largest single item of grant income in the year was £325k received from The National Lottery Community Fund to fund our core salary costs. Most of our remaining monetary income was received from other grant-making organisations (including trusts and foundations), statutory bodies, corporate donors and individuals.

The charity's total expenditure for the year was £3.4m (2021: £1.9m). This figure includes the value of donated goods given out to families, which was £726k (2021: £550k). It also includes £645k for the value of certain services which were donated to the charity (2021: £72k).

Staff costs continued to be our most significant expense at £1.2m (2021: £666k), increasing as we added to our staff count to keep pace with the needs of our operations (a headcount increase from 18 to 31 on a full-time equivalent basis).

The four-year trend shown overleaf summarises the key components of our income and expenditure, including restricted and unrestricted funds.



Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods given out during the year is also included in these accounts. Specifically, donated goods given to beneficiary families are recognised in both income and expenditure, at the same amount, when they are distributed to families rather than when they are received by Little Village. No balance sheet value is assigned to any second-hand donated items that are held at the year-end. Where goods have been donated to Little Village as brand new, items held at the year-end are reflected as stock on the balance sheet to the extent that the value is material. Where such stock is recognised on the balance sheet, there is a corresponding adjustment to income, meaning that the reported income and expenditure figures for donated goods may not be the same.

The total value of donated goods given out by Little Village in 2022 was £726k (2021: £550k), which is reflected in expenditure, and included in income (along with an adjustment to take account of the stock of brand new donations reflected on the balance sheet). To value second-hand donated goods for the purposes of the income and expenditure disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families. Brand new items donated to Little Village are reflected in income and expenditure based on the 'as new' value.

£'000	2019	2020	2021	2022
Total income	**865**	**2,151**	**2,828**	**3,545**
Of which:				
Monetary income – donations and grants	391	1,635	2,178	2,128
Donated goods	471	514	574	743
Donated services	-	-	72	645
Total expenditure	**869**	**1,428**	**1,861**	**3,418**
Of which:				
Staff costs	232	437	666	1,180
Donated goods	471	514	550	726
Donated services	-	-	72	645
Surplus/(deficit) for the year	**(5)**	**722**	**967**	**128**

Donated services are recognised in our accounts as income and expenditure where they are services we would have needed to procure anyway. Where donated services are of a higher quality (and therefore higher value) than we would have ordinarily paid for, we have accounted for them at the value we would have been willing to pay. The significant increase in the value of donated services in 2022 represents the rent and service charge for our site in Hounslow that has been covered by a donor.

Significant events affecting financial performance and financial position during the year

The restrictions imposed during the Covid-19 pandemic had been lifted for most of 2022, but we have continued to make use of the delivery-based model that we developed during 2020, alongside our traditional family collections. Delivery costs incurred during 2022 were thus around £100k, by comparison with £47k last year.

As noted in the introductory section of this report, we opened some new sites in 2022. We have benefited from the generosity of several donors in relation to both fit-out and ongoing occupation costs. Nevertheless, the property expenses borne by Little Village have increased to £201k in 2022 from £109k in 2021. We anticipate that property costs will be an increasing challenge as some of our lease contracts may terminate in the coming months and it is likely that we will have to seek alternative space on commercial terms.

We have continued to invest in our IT infrastructure, to ensure that it keeps pace with our growth and the increasing complexity of the services that we offer to families. IT consultancy expenditure in 2022 was £82k (2021: £53k).

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Staff numbers have continued to increase, with 31 employees in 2022 (measured on a full-time equivalent basis). This compares with 18 employees in 2021 and 12 in 2020. Staff costs now represent around 58% of our monetary expenditure (ie total expenditure other than the value of donated goods and services).

Reserves

The Trustees continually monitor the charity's financial position and specifically review its required level of reserves each year. This review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

At the end of 2021, the Trustees agreed to designate a portion (£150k) of the charity's unrestricted reserves towards the cost of upgrading our premises and IT infrastructure. Our increased level of expenditure in these two areas during 2022 means that this designated reserve has been utilised. However, recognising the challenges that Little Village faces in securing suitable affordable premises, and the need for continuing development of our IT systems, the Trustees believe it is prudent to hold some level of designated reserve for these items. Accordingly, a sum of £250k has been allocated to a designated reserve with the same purpose (premises and systems).

At the end of 2021, the Trustees also agreed to establish a designated reserve at £500k for the purpose of meeting staff costs for roles that are considered critical to the provision of front-line services. As noted elsewhere in this review, our staff costs increased significantly in 2022, and this designated reserve has also been utilised. Several new roles are being recruited in 2023. This includes further strengthening of our fundraising team in order to ensure that our current level of income can be not only sustained but also increased to keep pace with Little Village's plans. Recognising the likelihood of an in-year deficit for 2023, the Trustees have agreed to allocate £500k to a designated fund to support staff costs as a way of helping to safeguard the charity's services.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our budgeted fixed and variable costs for a period of between three and six months (amounting to between £727k and £1,453k). As at 31 December 2022, general unrestricted reserves, excluding the designated funds, stood at £1,230k. This represents approximately five months' budgeted fixed and variable costs.

Movements on unrestricted and restricted reserves for the financial year are summarised below.

£'000	Unrestricted funds		Restricted funds	Total
	General	*Designated*		
Brought forward 1 January 2022	1,172	650	51	1,873
Net income/(expenditure) for the year	158		(30)	128
Utilisation of Designated Funds brought forward	650	(650)	-	
Transfer to new Designated Fund (premises and IT)	(250)	250	-	
Transfer to new Designated Fund (staff costs)	(500)	500	-	1,873
Carried forward 31 December 2022	1,230	750	21	2,001

Going concern

The cost of living challenges being experienced by families across society, compounded by the longer-term social and economic repercussions of the Covid-19 pandemic, mean that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the level of income needed to support the ever-increasing number of families who seek our help, and to meet our own growing level of costs. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity's funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

A broader discussion on the risks and uncertainties that Little Village faces, and the management of those risks, is set out below in the next section 'Structure, governance and management'.

Investment policy

In addition to the balance held in the charity's current accounts, cash is placed in short and medium term interest-bearing deposits with UK-incorporated banks, in order to maximise the charity's interest income while at the same time diversifying its exposure to individual institutions.

The maturity of deposits is determined having regard to the charity's predicted level and timing of outgoings. The Trustees currently do not consider other forms of investment to be appropriate.



Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Structure, governance and management

Structure, governance and management

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18th October 2016.

The charity was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

In the event of winding-up, members of the charity have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering with Little Village at least once a quarter so that they have a good understanding of the work that the charity does.

All Board members participate in an annual review and objective setting process, led by the Chair of Trustees. Trustees are appointed for a three-year term with the option to renew for one further three-year term.

Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive. The Chief Executive leads the senior management team to develop plans, policies and processes following the Board's advice and approval. As at 31st December 2022, the rest of the senior management team comprised a Head of Operations, a Head of People, a Head of Finance, and a Head of Fundraising.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review progress and to ensure the charity is on track to meet its objectives. The Board has two sub-committees: Finance and Fundraising and a Remuneration committee (these meet quarterly and at least annually, respectively).

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities. The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Equity, diversity and inclusion

Little Village should be a place where everyone feels they belong and that they and their contributions are valued. We have more work to do to ensure that our staff team, volunteers and Trustees better reflect the diversity of the communities we serve. Nearly 10% of our staff have been supported by Little Village. However, increasing the number of individuals on our team with lived experience of poverty remains a priority for us.

When recruiting for a new staff role, we continue to follow two commitments, namely to disclose the salary and not to require a university degree or any other unnecessary qualifications or experience. We are committed to removing bias within the recruitment process and we continue to trial new approaches in pursuit of this objective, including anonymous shortlisting.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

We have received very positive feedback from candidates about our recruitment process.

We remain committed to flexible working and the majority of our staff work part time. In 2022 we experimented with advertising roles as either part- or full-time in order to maximise the appeal of working at Little Village to the broadest possible range of candidates, which has led to the appointment of some full-time staff members to our team.

Volunteers

The Trustees are extremely grateful for the enormous contribution made by the 1,212 active Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families) in 2022. The charity is truly powered by them and they are one of Little Village's most critical and valuable assets.

Fundraising

Fundraising was led by the Head of Fundraising/interim Head of Fundraising with significant involvement from the Chief Executive. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing processes if needed. We are a member of the Fundraising Regulator and have an Ethical Fundraising Policy in place. We understand our duty to protect vulnerable people, to protect people's privacy and do not engage in any intrusive methods of raising funds.

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key risks facing Little Village:

- A breach of the charity's safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of volunteering sessions.
- A shortfall in income leading to a breach of the reserves policy. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year so that mitigating measures can be put in place, if needed.
- Loss of key staff or Trustees. This is mitigated by having a clear business continuity plan for each key area to include deputies for key roles/ areas and by developing a People Strategy which includes performance management and development. A Trustee review programme is also in place.
- The impact of any adverse external events which would have an impact on the ability to deliver the service.
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has sufficient capacity and flexibility at other sites to provide temporary cover if needed.
- A data breach or cyber attack that causes reputational risk and/or impacts our ability to operate. Centralised management of tech, anti-virus software and data back-ups act in mitigation.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest, finance and fraud. Policies are reviewed annually and approved by the Board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Structure, governance and management

Related parties

We work in partnership with a wide range of organisations, such as Citizen's Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities. There are no entities or charities we work with which are related parties.

Our plans for the future

The continued cost of living crisis means that we will continue to face significant demand for support during 2023.

Space will be a priority, with the need to replace our Hounslow 'warehouse' by the end of December, and to find a replacement home for our Camden operation by the end of August.

Improving our technology infrastructure will also remain an area of focus, to create greater efficiencies and process refinement.

We will recruit and appoint a Head of Volunteering, a new role, reflecting the importance of volunteers to our community and bringing more capacity to the team.

We will continue to focus on our work as a force for change, giving more families an opportunity to draw attention to the impact of the cost of living crisis.

The incubation of a national alliance of baby banks will evolve during 2023, with an opportunity to seek collective funding and tell a national story about the impact of child poverty and the needs that baby banks are meeting.



Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d



Thank you

Thank you

It really does take a village to make our work happen and ensure children and their families have what they need to thrive.

Our village includes:

- The 1,212 volunteers who gave us 17,135 hours of their time in 2022.
- The 2,300 referral partners who work tirelessly to make sure families get the support they need and take the time to complete our referral form.
- The hosts of pop-up and regular donation sessions, enabling us to get a steady flow of pre-loved kit and clothing through to our hubs and out to families.
- The many consultants and companies who volunteer their expertise pro bono or at a very friendly charity rate.
- The companies that have supported us with donations from their own profits or donated and/or gifted us beautiful stock, volunteered, run donation drives, chosen us as their charity of the year and supported our online appeals.
- All the existing and new trust, foundations and statutory partnerships

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Thank you

who have supported us with core and project funding and made introductions to new organisations.

- The children and their parents at the schools that support us with amazing fundraising events and donation collections.
- The people and organisations who have helped us share the story of the families we've supported with dignity, helping to change the narrative around poverty.
- The wide range of people who have donated to us or raised funds through a personal challenge. We heavily rely on your regular and one-off donations and we know that often you are also someone who has volunteered or donated kit as well.

Although we aren't able to name everyone, every single one of you has made a difference.

Thank you



Statement of Trustees' responsibilities

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Statement of Trustees' responsibilities

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

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the 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 UK Accounting Standards and statements of recommended practice 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 charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

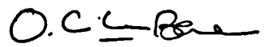
Statement of Trustees' responsibilities

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were re-appointed as the charity's auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees' annual report has been approved by the Trustees and signed on their behalf by



Olivia Gillan-Bower, Chair

20 / 06 / 2023

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Financial statements

Year ended 31 December 2022
Little Village
Charity number 1169735

Independent auditor's report

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2022 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 31, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the charity and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the area in which the charity operates, and we

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRSI02, and the Charities Act 20II.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and training records;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/ auditorsresponsibilities. This description forms part of our auditor's report.

Use of the audit report

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. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body for our audit work, for this report, or for the opinions we have formed.

Third Sector Accountancy Limited 20 / 06 / 2023

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section I2I2 of the Companies Act 2006.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Statement of financial activities

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2022

	Note	Unrestricted funds £	Restricted funds £	Total funds 2022 £	*Unrestricted funds £*	*Restricted funds £*	*Total funds 2021 £*
Income from:							
Donations and legacies	3	1,432,983	694,790	2,127,773	*1,044,002*	*1,065,881*	*2,109,883*
Donated goods for beneficiaries	3	743,303	-	743,303	*574,319*	-	*574,319*
Donated services	3	645,433	-	645,433	*72,423*	-	*72,423*
Charitable activities	4	-	-	-	-	*67,847*	*67,847*
Other trading activities	5	4,671	-	4,671	*1,283*	-	*1,283*
Investments	6	24,305	-	24,305	*2,303*	-	*2,303*
Total income		2,850,695	694,790	3,545,485	*1,694,330*	*1,133,728*	*2,828,058*
Expenditure on:							
Raising funds	7	41,078	133,949	175,027	*20,850*	*81,921*	*102,771*
Charitable activities	8	2,651,926	590,694	3,242,620	*730,071*	*1,028,357*	*1,758,428*
Total expenditure		2,693,004	724,643	3,417,647	*750,921*	*1,110,278*	*1,861,199*
Net income/ (expenditure) for the year	10	157,691	(29,853)	127,838	*943,409*	*23,450*	*966,859*
Transfer between funds	21	-	-	-	*40,192*	*(40,192)*	-
Net movement in funds for the year		157,691	(29,853)	127,838	*983,601*	*(16,742)*	*966,859*
Reconciliation of funds							
Total funds brought forward		1,822,027	51,302	1,873,329	*838,426*	*68,044*	*906,470*
Total funds carried forward		1,979,718	21,449	2,001,167	*1,822,027*	*51,302*	*1,873,329*

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

Balance sheet

Balance sheet as at 31 December 2022

	Note	2022 £	2022 £	*2021 £*	*2021 £*
Fixed assets					
Tangible assets	15		43,915		*50,165*
Total fixed assets			43,915		*50,165*
Current assets					
Stock	16	66,470		*41,295*	
Debtors	17	100,729		*65,888*	
Cash at bank and in hand	18	1,987,153		*1,761,853*	
Total current assets		2,154,352		*1,869,036*	
Liabilities					
Creditors: amounts falling due in less than one year	19	(197,100)		*(45,872)*	
Net current assets			1,957,252		*1,823,164*
Total assets less current liabilities			2,001,167		*1,873,329*
Net assets			2,001,167		*1,873,329*
The funds of the charity:					
Restricted income funds	21		21,449		*51,302*
Unrestricted income funds	22		1,979,718		*1,822,027*
Total charity funds			2,001,167		*1,873,329*

The notes on pages 43 to 59 form part of these accounts.

Approved by the Trustees and signed on their behalf by:

Olivia Gillan-Bower (Chair)

Geraldine Wright (Treasurer)

20 / 06 / 2023

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Statement of cash flows

Statement of Cash Flows for the year ending 31 December 2022

	Note	2022	*2021*
		£	*£*
Cash provided by/(used in) operating activities	25	200,995	*811,922*
Cash flows from investing activities:			
Dividends, interest, and rents from investments		24,305	*2,303*
Purchase of tangible fixed assets		-	*(54,157)*
Cash provided by/(used in) investing activities		24,305	*(51,854)*
Increase/(decrease) in cash and cash equivalents in the year		225,300	*760,068*
Cash and cash equivalents at the beginning of the year		1,761,853	*1,001,785*
Cash and cash equivalents at the end of the year		1,987,153	*1,761,853*

Notes to the accounts

Notes to the accounts for the year ended 31 December 2022

1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The financial statements have been prepared in accordance with *Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102)* issued in October 2019 ("Charities SORP (FRS 102)"), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Little Village meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b. Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves of the charity to be able to continue as a going concern. Please refer to further comments in the Trustees' Annual Report.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

c. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d. Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' Annual Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value recorded both as income (£743,303) and expenditure (£725,823) in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

e. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.

- Expenditure on charitable activities includes the costs of operating baby and young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.

- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

i. Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Leasehold improvements	over 10 years
Furniture, fixtures and fittings	20% – 33%
Computer equipment	33%

k. Stock

Stock is included at cost. In general, cost is determined on a first in, first out basis. Provision is made where necessary for obsolete, slow moving, and defective stocks. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

l. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

m. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a range of fixed term deposits up to 12 months only.

n. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third

party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

o. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

p. Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 11. Outstanding contributions at the year end were £9,953 which were paid in full by 10th February 2023. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 61.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Donations and grants	1,432,983	694,790	2,127,773	*1,044,002*	*1,065,881*	*2,109,883*
Donated goods for beneficiaries	743,303	-	743,303	*574,319*	-	*574,319*
Donated services	645,433	-	645,433	*72,423*	-	*72,423*
Total	2,821,719	694,790	3,516,509	*1,690,744*	*1,065,881*	*2,756,625*

Please see the Trustees Annual Report for detail on the donated services.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Ark / Department for Digital, Culture, Media and Sport	-	-	-	-	*67,847*	*67,847*
Total	-	-	-	-	*67,847*	*67,847*

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Clothes recycling	2,701	-	2,701	*1,283*	-	*1,283*
Other	1,970	-	1,970	-	-	-
Total	4,671	-	4,671	*1,283*	-	*1,283*

6. Investment income

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Income from bank deposits	24,305	-	24,305	*2,303*	-	*2,303*
	24,305	-	24,305	*2,303*	-	*2,303*

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2022 £	*Unrestricted £*	*Restricted £*	*Total 2021 £*
Staff costs	-	106,137	106,137	-	*61,303*	*61,303*
Fundraiser's fees	26,725	19,750	46,475	*2,100*	*11,375*	*13,475*
Donation/online fees	4,479	-	4,479	*5,432*	-	*5,432*
Sponsored event costs	3,411	-	3,411	*3,018*	-	*3,018*
Marketing	592	-	592	*5,385*	*1,281*	*6,666*
Website costs	3,747	720	4,467	*2,567*	*720*	*3,287*
Investment management costs	1,020	-	1,020	*1,001*	-	*1,001*
Governance costs (see note 9)	553	1,157	1,710	*595*	*1,156*	*1,751*
Support costs (see note 9)	551	6,185	6,736	*752*	*6,086*	*6,838*
	41,078	133,949	175,027	*20,850*	*81,921*	*102,771*

8. Analysis of expenditure on charitable activities

	Total 2022 £	*Total 2021 £*
Staff costs	997,260	*536,587*
Other staff costs	63,574	*14,639*
Volunteer costs	471	*442*
Property costs	201,282	*108,716*
Donated services (see footnote)	643,333	*50,000*
Donated goods for beneficiaries	725,823	*550,219*
Bought goods for beneficiaries	134,659	*185,850*
Consumables	12,213	*17,096*
Consulting and freelance	59,233	*52,383*
Insurance	2,394	*2,306*
Legal expenses	76,445	*13,423*
IT Consultancy	82,425	*52,911*
Delivery and collection costs	99,586	*46,761*
Travel	4,509	*687*
Depreciation	6,250	*4,712*
Sundry costs	53,806	*46,513*
Governance costs (see note 9)	16,066	*15,330*
Support costs (see note 9)	63,291	*59,853*
	3,242,620	1,758,428
Restricted expenditure	590,694	1,028,357
Unrestricted expenditure	2,651,926	730,071
	3,242,620	*1,758,428*

Donated services mostly comprise the cost of rental property donated for use by the charity. This is shown as income and expenditure in the accounts. The income is shown in note 3.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

9. Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2022 £	*Support £*	*Governance £*	*Total 2021 £*
Staff costs	Staff costs	64,300	12,026	76,326	*55,597*	*12,281*	*67,878*
Subscriptions	Staff costs	5,727	-	5,727	*6,113*	-	*6,113*
Database expense	Staff costs	-	-	-	*4,981*	-	*4,981*
Audit fees	Staff costs	-	4,000	4,000	-	*3,600*	*3,600*
Accountancy services	Staff costs	-	1,750	1,750	-	*1,200*	*1,200*
		70,027	17,776	87,803	*66,691*	*17,081*	*83,772*
Support and governance costs are allocated to Cost of Raising Funds and Charitable Activities in proportion to the staff time spent on those activities.							
Fundraising		6,736	1,710	8,446	*6,838*	*1,751*	*8,589*
Charitable activities		63,291	16,066	79,357	*59,853*	*15,330*	*75,183*
		70,027	17,776	87,803	*66,691*	*17,081*	*83,772*

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2022 £	*2021 £*
Depreciation	6,250	*4,712*
Operating lease rentals:		
Property	49,500	–
Auditor's remuneration - audit fees	4,000	*3,600*
Auditor's remuneration - accountancy fees	1,750	*1,200*

11. Staff costs

Staff costs during the year were as follows:	2022 £	*2021 £*
Wages and salaries	1,069,565	*612,024*
Social security costs	89,792	*41,571*
Pension costs	20,366	*12,173*
	1,179,723	665,768
Allocated as follows:		
Cost of raising funds	106,137	*61,303*
Charitable activities	997,260	*536,587*
Support costs	64,300	*55,597*
Governance costs	12,026	*12,281*
	1,179,723	*665,768*

Employees receiving employment benefits > £60,000	2022 £	*2021 £*
In the band of £60,000 - £70,000	1	-

In addition, a termination payment of £54,000 was made to an employee as part of a settlement agreement during the year.

The average number of staff employed during the period was 47 (2021: 33).

The average full time equivalent number of staff employed during the period was 31 (2021: 18).

The key management personnel of the charity comprise the Trustees, the Chief Executive Officer and the senior management team. The total employee benefits of the key management personnel of the charity were £257,097 excluding the one-off termination payment (2021: £235,204).

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

12. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2021: Nil).

Aggregate donations from related parties were £60,580 (2021: £2,825).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2021: nil).

13. Government grants

The government grants recognised in the accounts were as follows:	2022 £	*2021 £*
The National Lottery Community Fund	325,000	*493,125*
HS2 Camden Fund	16,667	*33,333*
Wandsworth Borough Council	5,000	*4,680*
Ark / Department for Digital, Culture, Media and Sport	-	*67,847*
Coronavirus Job Retention Scheme	-	*2,113*
DWP Access To Work	12,357	*13,611*
Greater London Authority - Advice In Community	56,512	*5,231*
Haringey Council	-	*9,950*
	415,536	*629,890*

There were no unfulfilled conditions and contingencies attaching to the grants.

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part II of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

15. Fixed assets: tangible assets

Cost	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2022	45,810	9,374	2,684	57,868
At 31 December 2022	45,810	9,374	2,684	57,868
Depreciation				
At 1 January 2022	3,436	1,583	2,684	7,703
Charge for the year	4,581	1,669	-	6,250
At 31 December 2022	8,017	3,252	2,684	13,953
Net book value				
At 31 December 2022	37,793	6,122	-	43,915
At 31 December 2021	*42,374*	*7,791*	-	*50,165*

16. Stock

	2022 £	*2021 £*
New items donated	41,580	*24,100*
New items purchased	24,890	*17,195*
	66,470	*41,295*

Stock items comprise mattresses, toiletries, bottle teats and nappies.

17. Debtors

	2022 £	*2021 £*
Trade debtors	2,070	-
Other debtors	13,750	*590*
Prepayments and accrued income	84,909	*65,298*
	100,729	*65,888*

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

18. Cash at bank and in hand

	2022 £	2021 £
Short term deposits	427,828	*405,471*
Cash at bank and in hand	1,559,325	*1,356,382*
	1,987,153	*1,761,853*

19. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	37,140	*13,866*
Other creditors and accruals	129,094	*15,743*
Taxation and social security costs	30,866	*16,263*
	197,100	*45,872*

20. Deferred income

	2022 £	2021 £
Deferred grant brought forward	-	*91,581*
Released to income from charitable activities	-	*(91,581)*
Deferred grant carried forward	-	-

21. Analysis of movements in restricted funds

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2022 £
All sites					
The National Lottery Community Fund	117	325,000	(325,117)	-	-
Anonymous donor 4	-	2,000	(2,000)	-	-
Belvedere Trust	-	23,500	(13,500)	-	10,000
Tides Foundation / BlackRock	3,670	17,285	(13,270)	-	7,685
Greater London Authority - Advice In Community	-	56,512	(52,748)	-	3,764
Anonymous donor 5	-	5,000	(5,000)	-	-
The Hollyhock Charitable Foundation	668	92,916	(93,584)	-	-
The Joseph Rowntree Foundation	30	40,000	(40,030)	-	-
Donations					
Powerscourt Estate	28	-	(28)	-	-
Goldman Sachs Giving	-	75,000	(75,000)	-	-
Anonymous donor 6	-	1,620	(1,620)	-	-
Anonymous donor 3	30,000	-	(30,000)	-	-
Camden Site					
HS2 Camden Fund	15,841	16,667	(32,508)	-	-
The Morris Charitable Trust	948	-	(948)	-	-
Anonymous donor 7	-	10,000	(10,000)	-	-
Wandsworth Site					
Anonymous donor 8	-	23,000	(23,000)	-	-
Wandsworth Borough Council	-	6,290	(6,290)	-	-
Total	**51,302**	**694,790**	**(724,643)**	**-**	**21,449**

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Comparative period

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2021 £
All sites					
The National Lottery Community Fund	22,317	493,125	(514,333)	(992)	117
Ark / Department for Digital, Culture, Media and Sport	701	67,847	(68,548)	-	-
Anonymous donor 1	5,698	121,500	(106,255)	(20,943)	-
Anonymous donor 2	5,698	121,500	(106,255)	(20,943)	-
Tides Foundation / BlackRock	5,830	3,671	(5,831)	-	3,670
Greater London Authority - Advice In Community	-	5,230	(7,916)	2,686	-
Global's Make Some Noise (Global Charities)	-	30,000	(30,000)	-	-
Haringey Council	-	9,950	(9,950)	-	-
The Elba Charitable Foundation	-	125,000	(125,000)	-	-
The Hollyhock Charitable Foundation	-	30,000	(29,332)	-	668
The Joseph Rowntree Foundation	-	40,000	(39,970)	-	30
The Peter Stebbings Memorial Charity	-	5,000	(5,000)	-	-
Donations					
Powerscourt Estate	-	300	(272)	-	28
Blevin Franks	-	1,275	(1,275)	-	-
Anonymous donor 3	-	30,000	-	-	30,000
Camden Site					
HS2 Camden Fund	16,526	33,333	(34,018)	-	15,841
Two Magpies Fund	8,185	-	(8,185)	-	-
The Morris Charitable Trust	-	2,240	(1,292)	-	948
The Regents Place Community Foundation	-	9,077	(9,077)	-	-
Southwark Site					
Southwark Borough Council - Common Purpose	1,250	-	(1,250)	-	-
Wimbledon / Eastwood Site					
London Borough of Wandsworth	1,839	4,680	(6,519)	-	-
Total	**68,044**	**1,133,728**	**(1,110,278)**	**(40,192)**	**51,302**

Note concerning transfers between funds in 2021

The transfers are mainly related to spending restricted funds on lease improvements. The costs have been capitalised and are amortised over the 10 year lease period.

Name of restricted fund	Description, nature and purposes of the fund
All sites	
The National Lottery Community Fund	grant for staff costs at all sites and specific other costs at HQ
Anonymous donor 4	grant for nappies and sanitary products
Ark / Department for Digital, Culture, Media and Sport	support 2500 children - provisions needed to keep them clean, clothed and warm
Belvedere Trust	grant for mattresses and nappies
Greater London Authority - Advice In Community	funding for signposting programme
Global's Make Some Noise (Global Charities)	warehouse development, satellite sites and hubs, support core costs/overheads
Goldman Sachs Giving	to support "Best Start for Newborns Programme"
Haringey Council	provision of hygiene essentials and kit
Anonymous donor 6	donation for mother/baby items
The Elba Charitable Foundation	providing emergency supplies and pre-loved kit for babies and young children across London
The Hollyhock Charitable Foundation	organisational costs for supporting newborns
Anonymous donor 1	operation and development of Little Village
Anonymous donor 2	operation and development of Little Village
Anonymous donor 5	grant for books
The Joseph Rowntree Foundation	funding for advocacy programme
The Peter Stebbings Memorial Charity	organisational costs for supporting newborns
Tides Foundation / BlackRock	towards Virtual Village project
Powerscourt Estate	funding for Facebook adverts
Blevin Franks	for mattresses
Anonymous donor 3	for the "Young Mums" project
Camden Site	
HS2 Camden Fund	restricted to Camden, support communities during HS2 development and strengthen sense of place
Two Magpies Fund	towards Volunteer Development Manager post (Camden)
The Morris Charitable Trust	for safe sleeping solutions for families in Islington
The Regents Place Community Foundation	Core grant to help support the organisation to recover from the pandemic, funding restricted to Camden Little Village
Anonymous donor 7	to go towards the Camden site rent costs
Southwark Site	
Southwark Borough Council - Common Purpose	grant for projects which support healthier and more engaged communities
Wandsworth Site	
Anonymous donor 8	grant for fit out and set up of new Tooting site
Wandsworth Borough Council	grant to be used in Tooting and wider Wandsworth area
Wimbledon/Eastwood Site	
Wandsworth Borough Council	towards costs for Eastwood Satellite operation

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

22. Analysis of movements in unrestricted funds

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2022 £
General fund	1,172,027	2,850,695	(2,043,004)	(750,000)	1,229,718
Designated fund (premises and IT)	150,000	-	(150,000)	250,000	250,000
Designated fund (staff costs)	500,000	-	(500,000)	500,000	500,000
	1,822,027	2,850,695	(2,693,004)	-	1,979,718

Comparative period

	Balance at 1 January 2021 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2021 £*
General fund	*688,426*	*1,694,330*	*(750,921)*	*(459,808)*	*1,172,027*
Designated fund (premises and IT)	*150,000*	-	-	-	*150,000*
Designated fund (staff costs)	-	-	-	*500,000*	*500,000*
	838,426	*1,694,330*	*(750,921)*	*40,192*	*1,822,027*

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund	- To upgrade premises and IT infrastructure - To safeguard staff costs

23. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Tangible fixed assets	43,915	-	-	43,915
Net current assets/(liabilities)	1,185,803	750,000	21,449	1,957,252
Total	1,229,718	750,000	21,449	2,001,167

Comparative period

	General fund £	*Designated funds £*	*Restricted funds £*	*Total 2021 £*
Tangible fixed assets	*50,165*	-	-	*50,165*
Net current assets/(liabilities)	*1,121,862*	*650,000*	*51,302*	*1,823,164*
Total	*1,172,027*	*650,000*	*51,302*	*1,873,329*

24. Operating lease commitments

The charity holds two leases at a peppercorn rent of £1 each, a ten year lease for its Brent site entered into in 2021, and a 19 months lease for its Hounslow site which ends on 31 December 2023. In 2022 the charity entered into a new 5-year lease for its Tooting site. The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property 2022 £	Property 2021 £
Less than one year	55,000	-
One to five years	165,000	-
	220,000	-

25. Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	*2021 £*
Net income/(expenditure) for the year	127,838	*966,859*
Adjustments for:		
Depreciation charge	6,250	*4,712*
Dividends, interest and rents from investments	(24,305)	*(2,303)*
Decrease/(increase) in stock	(25,175)	*(41,295)*
Decrease/(increase) in debtors	(34,841)	*(29,823)*
Increase/(decrease) in creditors	151,228	*(86,228)*
Net cash provided by/(used in) operating activities	200,995	*811,922*

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

Reference and administrative information

Reference and administrative information

Charity number	1169735
Registered office and operational address	144-146 Tooting High Street, London SW17 0RT
Trustees	The Trustees who served during the year and up to the date of this report were as follows: Olivia Gillan-Bower, Chair Geraldine Wright, Treasurer Helen Murphy, Secretary Caley Eldred Marcia Holmes Kate Husselbee (appointed 12th June 2023) Alan Lally-Francis Jennie Lucas (resigned 29th March 2023) Jacqui Penalver (appointed 12th June 2023) Katharine Sacks-Jones Helena Simpson (appointed 28th September 2022)
Bankers	Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ
Statutory Auditors	Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d



Design and typesetting
Tom Hampson, reforma.london

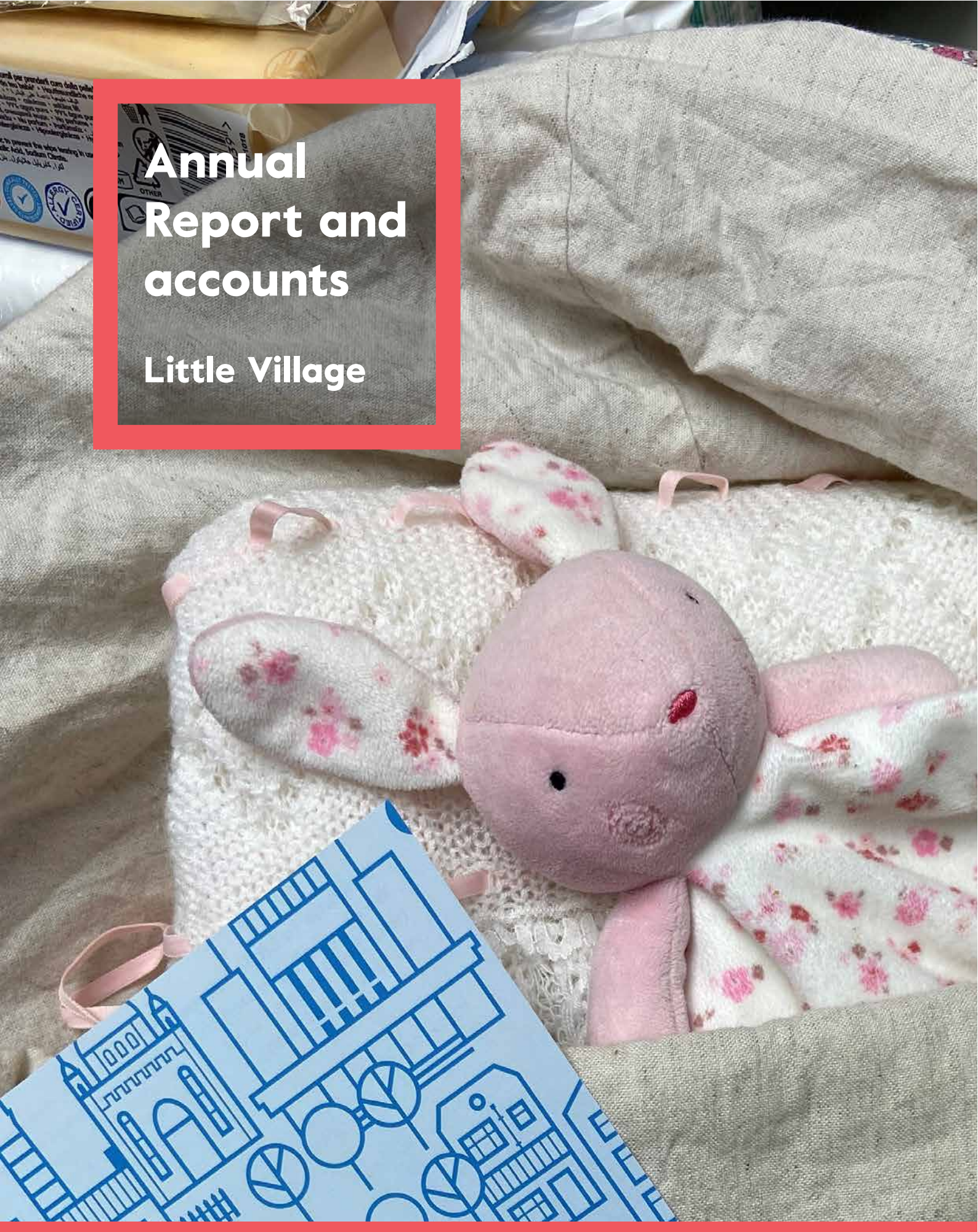
Little Village

Doc ID: b5c1d4effbfbc3d007d3ddd8c35fb555d3d7276d

LITTLE VILLAGE

England & Wales - Charity number 1169735

Accounts



Annual Report and accounts

Little Village

2021

Little Village

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Contents

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Contents

Welcome	4
About Little Village	6
Achievements of the year	12
Financial review	18
Structure, governance and management	22
Thank you	26
Statement of Trustees' responsibilities	29
Financial statements	32
Reference and administrative information	58

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Welcome

Welcome from our Chair

I'm very proud to present the Little Village annual report and accounts for the year ended 31 December 2021.

2021 marked a significant transition for Little Village, with the departure in February of our much-loved and inspirational founder, Sophia Parker. The highly experienced Sophie Livingstone took over as CEO and it has given me great pleasure to see how she has been able to take the organisation from strength to strength.

The external context in 2021 has again been very challenging, for us as a charity, but most importantly, for the families we support. The amazing Little Village team has responded with commitment, passion and innovation. During the year, we opened a major new site in Brent, a new satellite in Roehampton and a warehouse space in Watford – enabling us to trial new ways of reaching families. We continued to develop our family liaison programme, providing more support and guidance to families. And we have worked hard to raise the profile of the enormous challenges faced by low-income families, with the highlight being the launch of our 'It Takes a Village' report with the Joseph Rowntree Foundation.

"The amazing Little Village team has responded with commitment, passion and innovation."



None of this would have been possible without the support of all the different members of the Little Village family – our generous funders, our committed staff and volunteers, the families who we have worked with and all those who have kindly donated their kit, their time and their expertise.

Thank you all.

Olivia Gillan-Bower

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Welcome from our CEO

Looking back on 2021, we have seen another year of growth for Little Village as we have responded to increasing need from families. As ever, individual families turn to us for a variety of reasons, but for many the impact of the pandemic continues to loom large, compounded more recently by the increased cost of living and cuts to Universal Credit.

Our response has been to redouble our efforts, expand our work, and give families a platform to talk about their experiences of being trapped in poverty.

We've only been able do that through growing our 'village' of families, volunteers, donors, supporters and staff. We're so grateful to them all for standing up to the continued growth of child poverty.

"...we have responded to increasing need from families."

I'm particularly proud of the way in which our whole team responded to the arrival of Afghan refugees at the end of the summer. On top of our ongoing work, we helped support 800 children in the space of three weeks and played a leading role in the pan-London response to support families with children under five.

We know that the challenge is even greater in 2022 and we hope that many more of you will join us as we tackle it head on.

Sophie Livingstone MBE



The Trustees present their annual report and the audited financial statements for the year ended 31 December 2021. Included within the Trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 59 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



About Little Village

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Who we are

Our vision

Our vision is of thriving communities where families share their pre-loved kit and every child under five has the start in life they deserve.

Our mission

We have three:

1. To ensure families on low incomes with children under five have the support and essentials they need;
2. To work together with parents to fix the systems that trap families in poverty;
3. To inspire families to choose and share pre-loved children's clothes and kit.

What we do

We're a village of support and solidarity for families with children under five in London. We offer preloved kids' clothes, baby essentials and links to key services to families in challenging circumstances such as homelessness, unemployment, low wages or domestic abuse. And we campaign alongside parents to change the systems that create those challenges.

We operate out of four main centres in London (in the boroughs of Wandsworth, Camden, Brent and Southwark), as well as a warehouse situated in Watford. We are powered by an incredible group of over 600 committed volunteers. We've grown to be one of the largest 'baby banks' in the UK, supporting over 17,000 children between our

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

About Little Village

launch in 2016 and the end of 2021, including over 6,400 children in 2021 alone.

The families who come to Little Village are referred to us by a network of nearly 2,000 professionals from more than 500 organisations, such as midwives, health visitors, social workers and children's centres.

Families can receive items from us either by having them delivered to their homes, or by coming into one of our centres. When clothing and kit are being delivered, our family liaison team will first speak to families over the phone to understand their needs – from what kind of toys their kids like to play with, to what type of buggy might work best for them. Volunteers in our centres use this information to carefully pack delivery boxes with clean and pressed clothes and personally selected items.

When families come into one of our centres, they are welcomed with love and kindness and treated with dignity. Volunteers help them choose the items they need from our extensive stock of high-quality donated clothes, toys, buggies, beds and more. Families can receive new items every three months, as their needs evolve, and are encouraged to donate back to Little Village any items that they have finished using.

Although we call ourselves a 'baby bank', we provide so much more than just high-quality kit to families – at the core of what we do is a desire to build connections across communities and to create opportunities for people to thrive.

We have always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We are committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

How we work

We believe in the power of **solidarity**, bringing people together to support each other. We create spaces where everyone can **thrive** – families and their children, our volunteers, our team. We have a passion for **sustainability** and at the heart of everything is the belief that **love** is a force for change in a world where so many of us have to fight for the basics.

The need we respond to

As the cost-of-living crisis hits in the UK, more families than ever before are struggling to make ends meet. Our research in 2021 supported by the Joseph Rowntree Foundation and updated this year showed how 1.3m of the 4.2m children living in poverty in the UK are under five. Half of all children living in poverty have a child under five in the household reflecting the additional costs and constraints young children place on family budgets. This is a situation that is set to get worse: the Resolution Foundation predicts that by 2023/2024, 5.2 million children – an additional 1.1 million – will be living in poverty.

The impact of poverty on the early years is well documented, creating adverse

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

impacts on physical and mental health, family relationships and attachment, and educational attainment. These impacts have life-long consequences. For the parents of young children, poverty is time consuming, and parents tell us of the complex decisions they have to make to pay essential bills or purchase necessities. Mental health is adversely affected, and vital time that should be spent bonding and supporting young children is stolen by the demands of balancing budgets. Worry about meeting basic needs is often coupled with feelings of isolation and loneliness.

Our work meets three key needs. The kit we provide meets fundamental physiological needs – a safe place to sleep; clothes to keep children warm and dry; hygienic means to feed. It enables both parents and children to thrive by providing stimulus (through toys and books) and through access (a buggy enables a child to access a nursery or children's centre, or enables a parent to get out to meet others and share experiences). And finally, the solidarity, dignity and respect that sit at the heart of how we deliver our services help parents feel that they are not alone, and that they can face some of the challenges of living on a low income.

It is the important combination of not just *what* we provide, but *how* we provide it that makes Little Village's service unique in how it supports families.

Everyone has times in life when they need help, and times in life when they're able to offer help. That's what Little Village is there for.



Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

About Little Village



Our strategic objectives

Helping more children
We want to help more children living in poverty by opening more centres (either major hubs or smaller satellites) so that we can serve families right across London.

Offering families broader support
We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and, if necessary, referrals to other organisations.

Building our volunteer programme
Volunteers are at the heart of Little Village and our volunteer programme offers people from all back-grounds the opportunity to grow and thrive. We have an explicit focus on developing skills and helping people back into the labour market when this is what they want.

Being a force for change
We believe that every child deserves the best possible start in life. Our focus is on changing unhelpful and damaging attitudes and beliefs towards child poverty as well as campaigning for policy change.

Building a resilient organisation
It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development, and robust financial and operational systems.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Our values

Solidarity
We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.

Sustainability
We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.

Love
We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.

Thriving
This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Achievements of the year

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Achievements of the year

Helping more children

We supported 6,463 children in 2021, responding to a total of 4,862 requests for support from 4,042 families. In 2020, as part of our response to Covid, we introduced a hygiene pack offer to support families who were struggling to source such items themselves: we provided 2,151 such packs, representing over one third of the requests we handled in 2020, with the remainder being our traditional 'kit and clothing' fulfilments. In 2021, we have reduced our provision of hygiene packs (1,040 in total) but have fulfilled a larger number of full 'kit and clothing' requests (3,834 in 2021 by comparison with 3,619 in 2020). This work was achieved by operating out of existing centres in Kings Cross (Camden), Battersea, Balham and Southwark. We opened our first satellite site in Roehampton, co-locating with a children's centre, and we launched a new centre in Wembley, the first baby bank in the borough of Brent.

We were also gifted a temporary warehouse space in Watford, something that has long been on our wish list, and which has enabled us to remove 'big kit' such as buggies and cots from our other locations, freeing up much-needed space, as well as to receive large donations of items such as nappies from corporate donors.

In addition to our core work we also responded to the arrival of 16,000 Afghan refugees in August and September under the ARAP programme. We worked as part of the Voluntary and Communities

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Achievements of the year

Sector Emergency Partnership (VCSEP) with organisations such as Red Cross and RE:ACT to co-ordinate London's response. During a three-week period we supplied items for 800 children, including clothes, nappies, toiletries, activity packs, travel cots and buggies. This required a seven day a week operation from our sites and complex liaison with local councils and other support charities across London to ensure families in hotels across the capital were adequately supported. There was a huge community reaction meaning we had a high level of stock donated and were able to run a short-term fundraising campaign to cover additional financial expenditure such as transport and staff overtime. We were subsequently asked to become a permanent partner member of VCSEP and our involvement has helped us build our capacity and learnings for responding to crisis events in future.

Offering families broader support

Over 5,000 calls were made to families in 2021. These calls enable us to ensure the support requested is exactly what the family needs and offer a moment of personal connection and solidarity. It is during these calls that we identify additional needs and signpost on to further resources where needed. We made 274 external referrals to other family support organisations, the Citizen's Advice Bureau, and food banks. Thanks to funding from the Mayor of London, we were able to launch a Signposting and Advice Service in November 2021, putting in place more bespoke support for families as part of our offer.



Above Shelley, a member of our signposting and guidance team.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

We have also begun to welcome families into our Roehampton satellite and our new Wembley Hub (which has been fitted out as a retail space, thanks to support from Selfridges staff, provided pro bono).

Building our volunteer programme

What we have achieved this year wouldn't have been possible without our incredible volunteers. During the year, 629 volunteers donated over 16,000 hours of their time, a significant increase on 2020, despite challenges such as the end of the furlough scheme leading to the loss of some of our regular volunteers.

We were also really pleased to be able to open a creche at our Kings Cross site on Fridays during the autumn of 2021, enabling people with young children to volunteer with us. We are hoping to expand this to other sites in 2022.

Being a force for change

Alongside our operational work, we've done a lot to raise the profile of the challenges faced by low-income families.

The Duchess of Cambridge took part in a Zoom call with two of our families to mark our fifth anniversary which was featured in a wide range of publications from The Express to Hello magazine.

Our 'It Takes a Village' report, published in February 2021 with the Joseph Rowntree Foundation, was covered as the lead item on Newsnight and the report's findings were



Above Staff member and supported mum Vicky talks to the Duchess of Cambridge about our work.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

raised by SNP leader Ian Blackford at Prime Minister's Questions the following day.

Our emergency support for newly arrived Afghan refugees in September was featured in The Times, The One Show on BBC 1 and BBC London News and radio.

Building a resilient organisation

People

We have strengthened our central staff team, appointing Heads of Fundraising and Advocacy and Communications. We reviewed our operational model in order to reflect on the lessons learned from the Covid operations and the need for a more permanent operational structure. As a result, we restructured our operations staff team at the end of 2021.

Fundraising

Our new Chief Executive and Head of Fundraising led our fundraising work in 2021, supported by a new Fundraising Manager who joined in June. This increased capacity enabled us to build varied and stable funding streams, capitalise on the amazing opportunities we are presented with, and to create and deliver a long term fundraising plan. We ran two successful online giving campaigns using the Big Give platform, helping us to build our individual supporter base, with donations from 864 individuals. Our specific fundraising objectives for 2021 centred on securing new donations from a mixture of trusts and foundations, corporate donors, and high-net-worth individuals, with a focus on multi-year gifts so that we can better forecast our income, build organisational stability and enable the network to further plan ahead.

We are enormously grateful to all those who have supported us in 2021.

Processes and technology

We continue to work hard to ensure our management processes (for example, project planning, objective setting and review meetings) have kept pace with our organisational growth. We were grateful for the pro-bono support of Bain Consulting during the summer of 2021 to help us review our operating model in the light of both what we learned through Covid and our continued growth. We have continued our technology project which is focused on ensuring that our use of the Salesforce system makes our operations as smooth and efficient as possible.

Governance

We embarked on a journey to diversify our board, launching a process of wider recruitment for new trustees and reviewing our culture and behaviours as a team. We will be continuing the process with more trustee recruitment during 2022 to further diversify and add to our skills base.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Our impact

6,463 children supported	**£2.2m** worth of gifts (value as new)*	**4,862** requests for support
5,000 delivery journeys	**1,659** beds	**2,423** coats
721 buggies	**11,764** toiletry packs	**6,737** packs of nappies
629 volunteers	**17,135** volunteer hours	**1,977** individual referral partners

* This represents the 'as new' value of the donated items gifted to families as well as the value of new items bought such as mattresses and hygiene products. This shows what it would have cost families to buy this kit new. The financial statements show the second-hand value of donated goods in line with the Charities SORP.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Financial review

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Review of the year

Income and expenditure

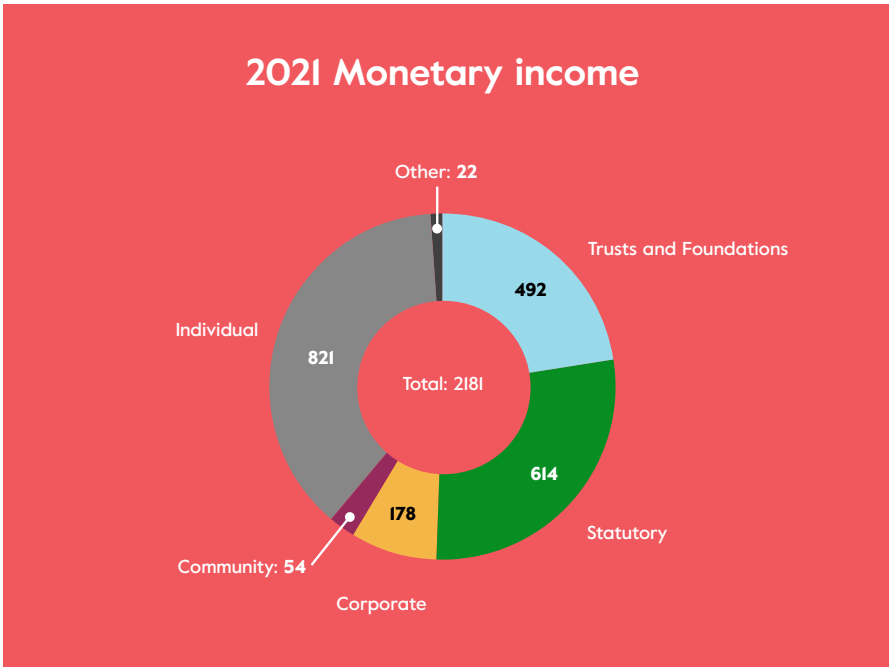
The charity's income during 2021 in the form of grants and monetary donations was £2.2m (2020: £1.6m). The single largest source of grant income in 2021 was The National Lottery Community Fund, from whom Little Village received £493k. This grant funds core salary costs in our main sites to deliver our baby bank operations. The majority of the remaining income was received from other grant-making organisations (including trusts and foundations), statutory bodies, corporate donors and individuals.

Total expenditure for the year was £1.3m (2020: £914k), excluding the value of donated goods which were passed on to our beneficiary families. Staff costs continued to be our most significant expense at £666k (2020: £437k) and these increased as we added to our staff count (with an increase from 12 to 18 on an FTE basis) as our operations expanded. Other costs associated with our growth included an increase in accommodation expenses which stood at £159k (2020: £62k) and IT consultancy at £53k which funded further work on our Salesforce database to aid operational logistics (2020: nil).

The four-year trend shown below summarises total income and expenditure, including restricted and unrestricted funds. The value of donated goods that Little Village has passed to families is excluded (refer to 'Donations in kind' below for further information). The value of donated services is also excluded.

Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods given out during the year is also included in these accounts. Specifically, they are recognised in both income and expenditure, at the same amount, when they are distributed to beneficiary families rather than when they are received by Little Village. No balance sheet value is assigned to any second-hand donated items that are held at the year-end. Where goods have been donated to Little Village as brand new, items held at the year-end are reflected as stock on the balance sheet to the extent that the value is material.



£'000	2018	2019	2020	2021
Income (excluding donated goods/services)	340	394	1,636	2,181
Expenditure (excluding donated goods)	(212)	(398)	(914)	(1,311)
Surplus/(deficit)	128	(4)	722	967
Total reserves (unrestricted and restricted)	188	184	906	1,873

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Financial review

At 31 December 2021, brand new donated items amounting to £24,100 were included in stock on the balance sheet (refer to note 16 to the accounts).

To value second-hand donated goods for the purposes of the income and expenditure disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families. Brand new items donated to Little Village are reflected in income and expenditure based on the 'as new' value.

Donated services are recognised in our accounts as income and expenditure where they are services we would have needed to procure anyway. Where donated services are of a higher quality (and therefore higher value) than we would have ordinarily paid for, we have accounted for them at the value we would have been willing to pay. Services such as the consultancy support we received from Bain Consulting (mentioned below) are not reflected in the accounts because we would have been unable to pay for an equivalent service unless it had been given pro-bono.

Significant events affecting financial performance and financial position during the year

The Covid 19 pandemic and restrictions continued to influence Little Village's operations during 2021, with our delivery-based model continuing for the year in most of our sites. This has meant costs such as delivery and essential toiletries have continued in 2021. Delivery costs made up £47k of our expenditure (2020: £39k) and toiletries £88k (2020: £158k). However, with restrictions easing during the second half of the year, we were able to take advantage of support from Bain Consulting to reflect on the lessons learned from this temporary operating model, as well as surveying families to ascertain what support model they would prefer from Little Village (i.e. delivery or in-person choice of items). The response was a mixture of the two, and so our strategy and operating model have been adapted in response to this feedback.

Reserves

The Trustees continually monitor the charity's financial position and specifically review its required level of reserves each year. This review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

At the end of 2020, the Trustees agreed to designate a portion (£150k) of the charity's unrestricted reserves towards the costs of upgrading our premises and IT infrastructure. However, our expenditure on premises and systems during 2021 was met without needing to access this designated fund, and the Trustees have agreed that it should be retained at the end of 2021 to support our continuing requirements in these areas.

The Trustees have also decided to designate a further portion of the charity's unrestricted reserves at the end of 2021 for the purpose of meeting staff costs for the roles that are critical to our provision of front-line services. As noted elsewhere in this report, Little Village has strengthened its staff team through recruitment, and payroll costs have increased by more than 50% year-on-year. We are mindful that the fundraising environment is likely to become increasingly challenging at a time when more families look to us for help. The Trustees therefore believe that allocating £500k as a new designated fund to support staff costs is an appropriate way to help safeguard Little Village's services.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our fixed and variable costs for a period of between three and six months (amounting to between £483k and £967k). As at 31 December 2021, general unrestricted reserves, excluding the designated funds, stood at £1,172k. Held within this figure is the target minimum balance described above. The Trustees are comfortable with holding reserves above our minimum level in the context of

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

a challenging economic and fundraising environment. It is our intention that the surplus amount will enable us to invest in our capacity to support more families over the coming years.

Movements on unrestricted and restricted reserves for the financial year are summarised below. Further analyses can be found in notes 21 to 23 of the financial statements.

Going concern

The social and economic repercussions of the Covid-19 pandemic will continue to be felt for some time to come, meaning that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the level of income needed to support the ever-increasing number of families who seek our help. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity's funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

A broader discussion on the risks and uncertainties that Little Village faces, and the management of those risks, is set out below in the next section 'Structure, governance and management'.

Investment policy

In addition to the balance held in the charity's current accounts, cash is placed in short and medium term interest-bearing deposits with UK incorporated banks, in order to maximise the charity's interest income while at the same time diversifying its exposure to individual institutions. The maturity of deposits is determined having regard to the charity's predicted level and timing of outgoings. The Trustees currently do not consider other forms of investment to be appropriate.

£'000	Unrestricted funds		Restricted funds	Total
	General	Designated		
Brought forward 1 January 2021	688	150	68	906
Net income/(expenditure) for the year	944	-	23	967
Transfer between funds (see note 21)	40		(40)	
Transfer to Designated Fund	(500)	500		
Carried forward 31 December 2021	1,172	650	51	1,873

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Structure, governance and management

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Structure, governance and management

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18 October 2016.

The charity was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

In the event of winding-up, members of the charity have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering with Little Village at least once a quarter so that they have a good understanding of the work that the charity does.

In 2020, the Board decided there was a need to recruit new Trustees with more diverse backgrounds and with lived experience of childhood poverty. A Trustee recruitment process was launched in the first quarter of 2021 and three new trustees were appointed in June, bringing a range of skills as well as lived experience to the Board. The Trustee induction process was reviewed along with other aspects of the charity's general governance arrangements, making it more comprehensive and suitable for Trustees who have no prior Board experience. Trustees took part in two board culture sessions focused on building an inclusive board culture.

All Board members participate in an annual review and objective setting process, led by the Chair of Trustees. Trustees are appointed for a three-year term with the option to renew for one further three-year term.

Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive. The Chief Executive leads the senior management team to develop plans, policies and processes following the Board's advice and approval. As at 31 December 2021, the rest of the senior management team comprised a Head of Programmes, a Head of Operations, a Head of People, a Head of Finance, a Head of Fundraising and a Head of Advocacy and Communications.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review progress and to ensure the charity is on track to meet its objectives. The Board has two sub-committees: Finance and Fundraising and a Remuneration committee (these meet quarterly and annually, respectively).

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities. The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Structure, governance and management

Equity, diversity and inclusion

We are working towards a goal where our staff team, volunteers and Trustees fully reflect and are representative of the diversity and difference in the lived experiences of the families we support and where individual differences and contributions are truly recognised and valued.

When recruiting for a new staff role, we continue to follow two commitments, namely to disclose the salary and not to require a university degree. We are committed to removing bias within the recruitment process and we continue to trial new approaches in pursuit of this objective.

We remain committed to flexible working and a majority of our staff work part time. In 2021 we experimented with advertising roles as either part- or full-time in order to maximise the appeal of working at Little Village to the broadest possible range of candidates, which has led to the appointment of some full-time staff members to our team.

Building on our work with the Board, during 2022 we will review our current EDI practices and create a vision and action plan for the future.

Volunteers

The Trustees are grateful for the enormous contribution made by Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families). The charity is truly powered by its incredible volunteers and they are one of Little Village's most critical and valuable assets. There were 629 active volunteers during 2021.

Fundraising

Fundraising was led by the Head of Fundraising with significant involvement from the Chief Executive. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing processes if needed. We are a member of the Fundraising Regulator and our Head of Fundraising has reviewed our fundraising policy, with a new Ethical Fundraising Policy being approved by the Board in December 2021. We understand our duty to protect vulnerable people and people's privacy and do not engage in any intrusive methods of raising funds.

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key risks facing Little Village:

- A breach of the charity's safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of volunteering sessions;
- A shortfall in income. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year so that mitigating measures can be put in place, if needed;
- Loss of key staff or Trustees. This is mitigated by having a clear business continuity plan for each key area to include deputies for key roles/ areas and by developing a People Strategy which includes performance management and development. A Trustee review programme is also in place;
- The impact of any adverse external events which would have an impact on the ability to deliver the service;
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has sufficient capacity and flexibility at other sites to provide temporary cover if needed.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest,

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

finance and fraud. Policies are reviewed annually and approved by the board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Related parties

We work in partnership with a wide range of organisations, such as Citizen's Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities. We have no related parties or related party transactions.

Our plans for the future

It is clear that the need for Little Village's work is not going to diminish during 2022. Families have told us that due to the rising cost of living, together with the removal of the Universal Credit uplift in autumn 2021 and continued high housing and childcare costs, 2022 is looking even more challenging.

Following feedback from families we've supported, we will retain direct deliveries to people unable to travel to us due to distance or circumstances, but we are also keen to start welcoming families back into our hubs more regularly, enabling them to receive the warm Little Village interaction that so many have appreciated over the past five years, along with the ability to choose items for their children themselves.

During 2022 we will open a new Little Village hub in Tooting, South London, replacing our temporary Battersea operation, and a new operation in Hackney, in partnership with Guinness Partnership, the Boiler House Spaces community organisation, and Sal's Shoes.

We will also continue to draw attention, alongside families affected, to the challenges faced when living in poverty with young children, particularly in the context of a growing cost of living crisis. This will include gathering evidence from baby banks across the UK, enabling us collectively to tell a national story about the impact of child poverty and the needs that baby banks are meeting. We will also explore baby banks' interest in creating a more formal national network.



Above Stock in our Battersea hub, ready to be packed for families.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Thank you

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Above Mayor of London, Sadiq Khan, and Tooting MP Dr Rosena Allin Khan visit our Balham hub.

Thank you

It takes a village

It really does take a village to make our work happen – families, volunteers, referral partners, donors of baby kit, financial supporters and our incredible staff team – all working together to ensure children and their families have what they need to thrive.

We are so grateful to everyone who has helped us make an incredibly challenging year one of our most impactful to date. That has only been possible through an extraordinary collective effort. We look forward to growing our village in 2022 and beyond.

We would be lost without the 629 volunteers who kindly gave us 17,135 hours of their time in 2021. Powered by this amazing team, they sort, pack, bundle, deliver and call and help us with all manner of challenges.

Thank you to our 1,977 referral partners who work tirelessly to make sure families get the support they need and take the time to complete our referral form. Although not in our hubs, there are many consultants and companies who volunteer their expertise pro bono or at a very friendly charity rate. This year we would like to thank Ark, Bain Consulting, BYM Capital, Big Yellow Storage, BusinessPAYE, Herbert Smith Freehills, Savills, and Selfridges.

We would also like to thank those companies that have supported with donations from their own profits or

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Thank you

donated and/or gifted us beautiful stock so incredibly generously this year, including Pampers and Milton, and many other small businesses who pass on special items for us to gift on. If you have ever visited one of our hubs, you will understand why we are so grateful to our lovely landlords, building managers and cleaners. Thank you, Somers Town Community Associations, BYM Capital, Eastwood Children's Centre in Roehampton, Realstar, Uncle, and St Marks United Reform Church.

Thank you to all the existing and new trust, foundations and statutory partnerships who have supported us with core and project funding and made introductions to new organisations. As a group you bring long term stability to the organisation. Special thanks to AKO Foundation, Ajaz.com, Ark, Belvedere Trust, Christopher A. Holder, Department for Digital, Culture, Media and Sport's Community Match Challenge, Edward Gosling Foundation, Greater London Authority, Haringey Council, Joseph Rowntree Foundation, Mr. Wissam Al Mana, Peter Stebbings Memorial Charity, Regents Place Community Fund and The National Lottery Community Fund. We were particularly proud to have been awarded funding by a community panel of residents with experience of Camden's inequality through Camden Giving's participatory funding model.

From start-ups to established powerhouses, all shapes and sizes of companies have supported Little Village this year. Some have donated a percentage of their profit, others donated some of their incredible stock, volunteered, ran donation drives, chose us as their charity of the year and rallied behind our appeals. Special thanks to Brotherton Real Estate, Raise Your Hands and Sam Knows.

Every year the children and their parents at the schools that support us always astound us with a new brilliant fundraising event and we are bowled over by their energy and enthusiasm. This year we were also the very lucky beneficiaries of a charity partnership at Thomas's and Rocket productions who have kept up the fundraising momentum and many have also come to our hubs and volunteered – thank you.

Thank you to those people and organisations who have helped us share the story of the families we've supported with respect and care. Special thanks to Bounty and our friends at the Joseph Rowntree Foundation including Grace Hetherington, Carla Cebula and Joseph Elliott. And then finally, an enormous thank you to the huge number of individuals that made donations ranging from £10 to £200k or raised funds through a hardcore personal challenge. We heavily rely on your regular and one-off donations and we know that often you are also someone who has volunteered or donated kit as well. Although we aren't able to name you all here, you know who you are and so do we and every single one of you has made a difference this year.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Statement of Trustees' responsibilities

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Statement of Trustees' responsibilities

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

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the 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 UK Accounting Standards and statements of recommended practice 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 charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

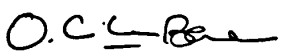
Statement of Trustees' responsibilities

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were re-appointed as the charity's auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees' annual report has been approved by the Trustees and signed on their behalf by



17 / 06 / 2022

Olivia Gillan-Bower, Chair

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Financial statements

Year ended 31 December 2021
Little Village
Charity number 1169735

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Independent auditor's report

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 29, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the group and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the area in which the charity operates, and we

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRSIO2, and the Charities Act 20II.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and training records;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

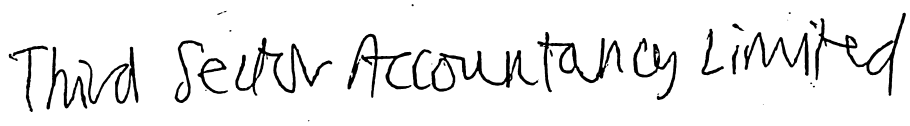
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/ auditorsresponsibilities. This description forms part of our auditor's report.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Use of the audit report

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. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body for our audit work, for this report, or for the opinions we have formed.



17 / 06 / 2022

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Statement of financial activities

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2021

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	*Unrestricted funds £*	*Restricted funds £*	*Total funds 2020 £*
Income from:							
Donations and legacies	3	1,044,002	1,065,881	2,109,883	*755,608*	*815,612*	*1,571,220*
Donated goods for beneficiaries	3	574,319	-	574,319	*514,476*	-	*514,476*
Donated services	3	72,423	-	72,423	-	-	-
Charitable activities	4	-	67,847	67,847	-	*63,904*	*63,904*
Other trading activities	5	1,283	-	1,283	*282*	-	*282*
Investments	6	2,303	-	2,303	*1,086*	-	*1,086*
Total income		1,694,330	1,133,728	2,828,058	*1,271,452*	*879,516*	*2,150,968*
Expenditure on:							
Raising funds	7	20,850	81,921	102,771	*8,799*	*57,524*	*66,323*
Charitable activities	8	730,071	1,028,357	1,758,428	*581,616*	*780,552*	*1,362,168*
Total expenditure		750,921	1,110,278	1,861,199	*590,415*	*838,076*	*1,428,491*
Net income/ (expenditure) for the year	10	943,409	23,450	966,859	*681,037*	*41,440*	*722,477*
Transfer between funds	21	40,192	(40,192)	-	-	-	-
Net movement in funds for the year		983,601	(16,724)	966,859	*681,037*	*41,440*	*722,477*
Reconciliation of funds							
Total funds brought forward		838,426	68,044	906,470	*157,389*	*26,604*	*183,993*
Total funds carried forward		1,822,027	51,302	1,873,329	*838,426*	*68,044*	*906,470*

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

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Balance sheet as at 31 December 2021

	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	15		50,165		*720*
Total fixed assets			50,165		*720*
Current assets					
Stock	16	41,295		–	
Debtors	17	65,888		*36,065*	
Cash at bank and in hand	18	1,761,853		*1,001,785*	
Total current assets		1,869,036		*1,037,850*	
Liabilities					
Creditors: amounts falling due in less than one year	19	(45,872)		*(132,100)*	
Net current assets			1,823,164		*905,750*
Total assets less current liabilities			1,873,329		*906,470*
Net assets			1,873,329		*906,470*
The funds of the charity:					
Restricted income funds	21		51,302		*68,044*
Unrestricted income funds	22		1,822,027		*838,426*
Total charity funds			1,873,329		*906,470*

The notes on pages 41 to 57 form part of these accounts.

Approved by the Trustees and signed on their behalf by:

Olivia Gillan-Bower (Chair)

17 / 06 / 2022

Geraldine Wright (Treasurer)

17 / 06 / 2022

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Statement of cash flows

Statement of Cash Flows for the year ending 31 December 2021

	Note	2021	*2020*
		£	*£*
Cash provided by/(used in) operating activities	25	811,922	*811,295*
Cash flows from investing activities:			
Dividends, interest, and rents from investments		2,303	*1,086*
Purchase of tangible fixed assets		(54,157)	-
Cash provided by/(used in) investing activities		(51,854)	*1,086*
Increase/(decrease) in cash and cash equivalents in the year		760,068	*812,381*
Cash and cash equivalents at the beginning of the year		1,001,785	*189,404*
Cash and cash equivalents at the end of the year		1,761,853	*1,001,785*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts for the year ended 31 December 2021

1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The financial statements have been prepared in accordance with *Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102)* issued in October 2019 ("Charities SORP (FRS 102)"), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Little Village meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b. Judgments and estimates

The Trustees have made no key judgments which have a significant effect on the accounts.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c. Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. Having successfully adapted the operation to incorporate Covid restrictions the charity is able to continue to support and serve the needs of its beneficiaries at an even enhanced level. The budgeted income and expenditure is sufficient with the level of reserves of the charity to be able to continue as a going concern. Please refer to further comments in the trustees' annual report.

d. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

e. Donated services, facilities, and goods

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' Annual Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value recorded

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

both as income (£574,319) and expenditure (£550,219) in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.

- Expenditure on charitable activities includes the costs of operating baby and young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.

- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

i. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

j. Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

k. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Leasehold improvements	over 10 years
Furniture, fixtures and fittings	20% – 33%
Computer equipment	33%

l. Stock

Stock is included at cost. In general, cost is determined on a first in, first out basis. Provision is made where necessary for obsolete, slow moving, and defective stocks. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

m. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

n. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a range of fixed term deposits up to 12 months only.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

o. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

p. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

q. Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 11. Outstanding contributions at the year end were £7,017 which were paid in full by 7th February 2022. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 59.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2021 £	*Unrestricted £*	*Restricted £*	*Total 2020 £*
Donations and grants	1,044,002	1,065,881	2,109,883	*755,608*	*815,612*	*1,571,220*
Donated goods for beneficiaries	574,319	-	574,319	*514,476*	-	*514,476*
Donated services	72,423	-	72,423	-	-	-
Total	1,690,744	1,065,881	2,756,625	*1,270,084*	*815,612*	*2,085,696*

Please see the Trustees Annual Report for detail on the donated services.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2021 £	*Unrestricted £*	*Restricted £*	*Total 2020 £*
Ark / Department for Digital, Culture, Media and Sport	-	67,847	67,847	-	*57,154*	*57,154*
Camden Giving Covid-19 Emergency Fund	-	-	-	-	*6,000*	*6,000*
The Hampstead Wells & Campden Trust	-	-	-	-	*750*	*750*
Total	-	67,847	67,847	-	*63,904*	*63,904*

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2021 £	*Unrestricted £*	*Restricted £*	*Total 2020 £*
Clothes recycling	1,283	-	1,283	*282*	-	*282*
Total	1,283	-	1,283	*282*	-	*282*

6. Investment income

	Unrestricted £	Restricted £	Total 2021 £	*Unrestricted £*	*Restricted £*	*Total 2020 £*
Income from bank deposits	2,303	-	2,303	*1,086*	-	*1,086*
	2,303	-	2,303	*1,086*	-	*1,086*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2021 £	*Unrestricted £*	*Restricted £*	*Total 2020 £*
Staff costs	-	61,303	61,303	-	*14,599*	*14,599*
Fundraiser's fees	2,100	11,375	13,475	-	*29,433*	*29,433*
Donation/online fees	5,432	-	5,432	*4,967*	*627*	*5,594*
Sponsored event costs	3,018	-	3,018	*1,727*	-	*1,727*
Marketing	5,385	1,281	6,666	*897*	*56*	*953*
Website costs	2,567	720	3,287	*721*	*10,848*	*11,569*
Investment management costs	1,001	-	1,001	*350*	-	*350*
Governance costs (see note 9)	595	1,156	1,751	-	*488*	*488*
Support costs (see note 9)	752	6,086	6,838	*137*	*1,473*	*1,610*
	20,850	81,921	102,771	*8,799*	*57,524*	*66,323*

8. Analysis of expenditure on charitable activities

	Total 2021 £	*Total 2020 £*
Staff costs	536,587	*383,298*
Other staff costs	14,639	*6,133*
Volunteer costs	442	*790*
Accommodation	158,716	*61,594*
Donated goods for beneficiaries	550,219	*514,476*
Bought goods for beneficiaries	185,850	*247,379*
Consumables	17,096	*16,719*
Consulting and freelance	52,383	*17,226*
Insurance	2,306	*2,009*
Legal expenses	13,423	-
IT Consultancy	52,911	-
Delivery and collection costs	46,761	*39,230*
Travel	687	*377*
Depreciation	4,712	*1,237*
Sundry costs	46,513	*16,619*
Governance costs (see note 9)	15,330	*12,821*
Support costs (see note 9)	59,853	*42,260*
	1,758,428	*1,362,168*
Restricted expenditure	1,028,357	*780,552*
Unrestricted expenditure	730,071	*581,616*
	1,758,428	*1,362,168*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

9. Analysis of governance and support costs

	Basis of apportionment	Support £	Governance £	Total 2021 £	*Support £*	*Governance £*	*Total 2020 £*
Staff costs	Staff costs	55,597	12,281	67,878	*31,660*	*7,050*	*38,710*
Subscriptions	Staff costs	6,113	-	6,113	*2,038*	-	*2,038*
Consulting/Freelance	Staff costs	-	-	-	*5,836*	*1,459*	*7,295*
Database expense	Staff costs	4,981	-	4,981	*4,096*	-	*4,096*
Audit fees	Staff costs	-	3,600	3,600	-	*3,600*	*3,600*
Accountancy services	Staff costs	-	1,200	1,200	*240*	*1,200*	*1,440*
		66,691	17,081	83,772	*43,870*	*13,309*	*57,179*

Support and governance costs are allocated to Cost of Raising Funds and Charitable Activities in proportion to the staff time spent on those activities.

Fundraising	6,838	1,751	8,589	*1,610*	*488*	*2,098*
Charitable activities	59,853	15,330	75,183	*42,260*	*12,821*	*55,081*
	66,691	17,081	83,772	*43,870*	*13,309*	*57,179*

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2021 £	*2020 £*
Depreciation	4,712	*1,237*
Auditor's remuneration - audit fees	3,600	*3,600*
Auditor's remuneration - accountancy fees	1,200	*1,440*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

11. Staff costs

Staff costs during the year were as follows:	2021 £	2020 £
Wages and salaries	612,024	402,023
Social security costs	41,571	26,660
Pension costs	12,173	7,924
	665,768	436,607
Allocated as follows:		
Cost of raising funds	61,303	14,599
Charitable activities	536,587	383,298
Support costs	55,597	31,660
Governance costs	12,281	7,050
	665,768	436,607

No employees received employee benefits in excess of £60,000 (2020: Nil).

The average number of staff employed during the period was 33 (2020: 24).

The average full time equivalent number of staff employed during the period was 18 (2020: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer, Head of Programmes, Head of Operations, Head of Finance, Head of People, Head of Fundraising and Head of Advocacy and Communications. The total employee benefits of the key management personnel of the charity were £235,204 (2020: £149,734).

12. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2020: Nil).

Aggregate donations from related parties were £2,825 (2020: £2,500).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: nil).

13. Government grants

The government grants recognised in the accounts were as follows:	**2021 £**	***2020 £***
The National Lottery Community Fund	493,125	*493,125*
HS2 Camden fund	33,333	*33,333*
Southwark Borough Council - Common Purpose	-	*1,250*
Wandsworth Borough Council	4,680	*4,680*
Ark / Department for Digital, Culture, Media and Sport	67,847	*57,154*
Coronavirus Job Retention Scheme	2,113	*9,560*
DWP Access To Work	13,611	-
Greater London Authority - Advice In Community	5,231	-
Haringey Council	9,950	-
	629,890	*599,102*

There were no unfulfilled conditions and contingencies attaching to the grants.

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part II of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

15. Fixed assets: tangible assets

Cost	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2021	-	1,027	2,684	3,711
Additions	45,810	8,347	-	54,157
At 31 December 2021	45,810	9,374	2,684	57,868
Depreciation				
At 1 January 2021	-	770	2,221	2,991
Charge for the year	3,436	813	463	4,712
At 31 December 2021	3,436	1,583	2,684	7,703
Net book value				
At 31 December 2021	42,374	7,791	-	50,165
At 31 December 2020	-	*257*	*463*	720

16. Stock

	2021 £	*2020 £*
New items donated	24,100	-
New items purchased	17,195	-
	41,295	-

Stock items comprise mattresses, toiletries and nappies.

17. Debtors

	2021 £	*2020 £*
Grants receivable	-	*21,527*
Other debtors	590	*126*
Prepayments and accrued income	65,298	*14,412*
	65,888	*36,065*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

18. Cash at bank and in hand

	2021 £	2020 £
Short term deposits	405,471	404,909
Cash at bank and in hand	1,356,382	596,876
	1,761,853	1,001,785

19. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	13,866	22,771
Other creditors and accruals	15,743	9,127
Deferred income	-	91,581
Taxation and social security costs	16,263	8,621
	45,872	132,100

20. Deferred income

	2021 £	2020 £
Deferred grant brought forward	91,581	-
Grant received	-	91,581
Released to income from charitable activities	(91,581)	-
Deferred grant carried forward	-	91,581

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

21. Analysis of movements in restricted funds

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2021 £
All sites					
The National Lottery Community Fund	22,317	493,125	(514,333)	(992)	117
Ark / Department for Digital, Culture, Media and Sport	701	67,847	(68,548)	-	-
Anonymous donor 1	5,698	121,500	(106,255)	(20,943)	-
Anonymous donor 2	5,698	121,500	(106,255)	(20,943)	-
Tides Foundation / BlackRock	5,830	3,671	(5,831)	-	3,670
Greater London Authority - Advice In Community	-	5,230	(7,916)	2,686	-
Global's Make Some Noise (Global Charities)	-	30,000	(30,000)	-	-
Haringey Council	-	9,950	(9,950)	-	-
The Elba Charitable Foundation	-	125,000	(125,000)	-	-
The Hollyhock Charitable Foundation	-	30,000	(29,332)	-	668
The Joseph Rowntree Foundation	-	40,000	(39,970)	-	30
The Peter Stebbings Memorial Charity	-	5,000	(5,000)	-	-
Donations					
Powerscourt Estate	-	300	(272)	-	28
Blevin Franks	-	1,275	(1,275)	-	-
Anonymous donor 3	-	30,000	-	-	30,000
Camden Site					
HS2 Camden Fund	16,526	33,333	(34,018)	-	15,841
Two Magpies Fund	8,185	-	(8,185)	-	-
The Morris Charitable Trust	-	2,240	(1,292)	-	948
The Regents Place Community Foundation	-	9,077	(9,077)	-	-
Southwark Site					
Southwark Borough Council - Common Purpose	1,250	-	(1,250)	-	-
Wimbledon / Eastwood Site					
London Borough of Wandsworth	1,839	4,680	(6,519)	-	-
Total	**68,044**	**1,133,728**	**(1,110,278)**	**(40,192)**	**51,302**

Note concerning transfers between funds

The transfers are mainly related to spending restricted funds on lease improvements. The costs have been capitalised and are amortised over the 10 year lease period.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

Comparative period

	Balance at 1 January 2020 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2020 £*
All sites					
The National Lottery Community Fund	-	*493,125*	*(470,808)*	-	*22,317*
Ark / Department for Digital, Culture, Media and Sport	-	*57,154*	*(56,453)*	-	*701*
Global's Make Some Noise (Global Charities)	-	*20,000*	*(20,000)*	-	-
Anonymous donor 1	-	*68,500*	*(62,802)*	-	*5,698*
Anonymous donor 2	-	*68,500*	*(62,802)*	-	*5,698*
The Joseph Rowntree Foundation	-	*31,549*	*(31,549)*	-	-
Tides Foundation / BlackRock	-	*8,987*	*(3,157)*	-	*5,830*
Easho Wishlist	-	*14,933*	*(14,933)*	-	-
Xmas 2020 campaign	-	*53,765*	*(53,765)*	-	-
Camden Site					
Camden Giving	*3,882*	*1,989*	*(5,871)*	-	-
HS2 Camden Fund	*16,667*	*33,334*	*(33,475)*	-	*16,526*
Crick Community Chest, The Francis Crick Institute	*1,055*	-	*(1,055)*	-	-
Camden Giving Covid-19 Emergency Fund	-	*6,000*	*(6,000)*	-	-
Two Magpies Fund	-	*15,000*	*(6,815)*	-	*8,185*
The Hampstead Wells & Campden Trust	-	*750*	*(750)*	-	-
Southwark Site					
Southwark Borough Council - Common Purpose	-	*1,250*	-	-	*1,250*
Wimbledon / Eastwood Site					
Wimbledon Foundation Community Fund	*5,000*	-	*(5,000)*	-	-
London Borough of Wandsworth	-	*4,680*	*(2,841)*	-	*1,839*
Total	***26,604***	***879,516***	***(838,076)***	***-***	***68,044***

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Name of restricted fund	Description, nature and purposes of the fund
All sites	
The National Lottery Community Fund	Grant for staff costs at all sites and specific other costs at HQ.
Ark / Department for Digital, Culture, Media and Sport	Support 2500 children - provisions needed to keep them clean, clothed and warm.
Greater London Authority - Advice In Community	Funding for signposting programme.
Global's Make Some Noise (Global Charities)	Warehouse development, satellite sites and hubs, support core costs/overheads.
Haringey Council	Provision of hygiene essentials and kit.
The Elba Charitable Foundation	Providing emergency supplies and pre-loved kit for babies and young children across London.
The Hollyhock Charitable	Organisational costs for supporting newborns.
Anonymous donor 1	Operation and development of Little Village.
Anonymous donor 2	Operation and development of Little Village.
The Joseph Rowntree Foundation	Funding for advocacy programme.
The Peter Stebbings Memorial Charity	Organisational costs for supporting newborns.
Tides Foundation / BlackRock	Towards Virtual Village project.
Powerscourt Estate	Funding for Facebook adverts.
Blevin Franks	For mattresses.
Anonymous donor 3	For the "Young Mums" project.
Camden Site	
HS2 Camden Fund	Restricted to Camden, support communities during HS2 development and strengthen sense of place.
Two Magpies Fund	Towards Volunteer Development Manager post (Camden).
The Morris Charitable Trust	For safe sleeping solutions for families in Islington.
The Regents Place Community Foundation	Core grant to help support the organisation to recover from the pandemic, funding restricted to Camden Little Village.
Southwark Site	
Southwark Borough Council - Common Purpose	Grant for projects which support healthier and more engaged communities.
Wimbledon/Eastwood Site Wandsworth Borough Council	Towards costs for Eastwood Satellite operation.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Notes to the accounts

22. Analysis of movements in unrestricted funds

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2021 £
General fund	688,426	1,694,330	(750,921)	(459,808)	1,172,027
Designated fund (premises and IT)	150,000	-	-	-	150,000
Designated fund (staff costs)	-	-	-	500,000	500,000
	838,426	1,694,330	(750,921)	40,192	1,822,027

Transfers comprise £40,192 transferred from restricted to unrestricted funds (please refer to note 21) and £500,000 allocated to designated funds.

Comparative period

	Balance at 1 January 2020 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2020 £*
General fund	*157,389*	*1,301,048*	*(620,011)*	*(150,000)*	*688,426*
Designated fund	–	–	–	*150,000*	*150,000*
	157,389	*1,301,048*	*(620,011)*	-	*838,426*

Name of unrestricted fund	**Description, nature and purposes of the fund**
General fund	The free reserves after allowing for all designated funds
Designated fund	- To upgrade premises and IT infrastructure (£150k) - To safeguard staff costs (£500k)

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

23. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2021 £
Tangible fixed assets	50,165	-	-	50,165
Net current assets/(liabilities)	1,121,862	650,000	51,302	1,823,164
Total	1,172,027	650,000	51,302	1,873,329

Comparative period

	General fund £	*Designated funds £*	*Restricted funds £*	*Total 2020 £*
Tangible fixed assets	*720*	-	-	*720*
Net current assets/(liabilities)	*687,706*	*150,000*	*68,044*	*905,750*
Total	*688,426*	*150,000*	*68,044*	*906,470*

24. Operating lease commitments

During the year the charity entered into a 10 year premises lease for its Brent site. There was no premium payable and the annual rental payment is £1.

25. Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	*2020 £*
Net income/(expenditure) for the year	966,859	*722,477*
Adjustments for:		
Depreciation charge	4,712	*1,237*
Dividends, interest and rents from investments	(2,303)	*(1,086)*
Decrease/(increase) in stock	(41,295)	-
Decrease/(increase) in debtors	(29,823)	*(32,733)*
Increase/(decrease) in creditors	(86,228)	*121,400*
Net cash provided by/(used in) operating activities	811,922	*811,295*

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Reference and administrative information

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

Reference and administrative information

Charity number	1169735
Registered office and operational address	144-146 Tooting High Street, London SW17 0RT
Trustees	The Trustees who served during the year and up to the date of this report were as follows: Olivia Gillan-Bower, Chair Geraldine Wright, Treasurer Helen Murphy, Secretary Caley Eldred Marcia Holmes (appointed 21 June 2021) Nijma Khan (resigned 22 September 2021) Mary Kuhn (resigned 24 March 2021) Alan Lally Francis (appointed 21 June 2021) Jennie Lucas Katharine Sacks-Jones (appointed 21 June 2021)
Key management	Sophia Parker, Chief Executive (resigned 12 February 2021) Sophie Livingstone MBE, Chief Executive (appointed 8 February 2021) Rebecca Wilson, Head of Programmes Emily Compston, Head of Operations Clare Hill, Head of People Aniq Read, Head of Finance Nadine Adamski, Head of Fundraising (appointed 15 March 2021, resigned 12 May 2022) Sophia Moreau, Head of Advocacy and Communications (appointed 21 June 2021)
Bankers	Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ
Auditors	Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f



Design and typesetting
Tom Hampson, reforma.london

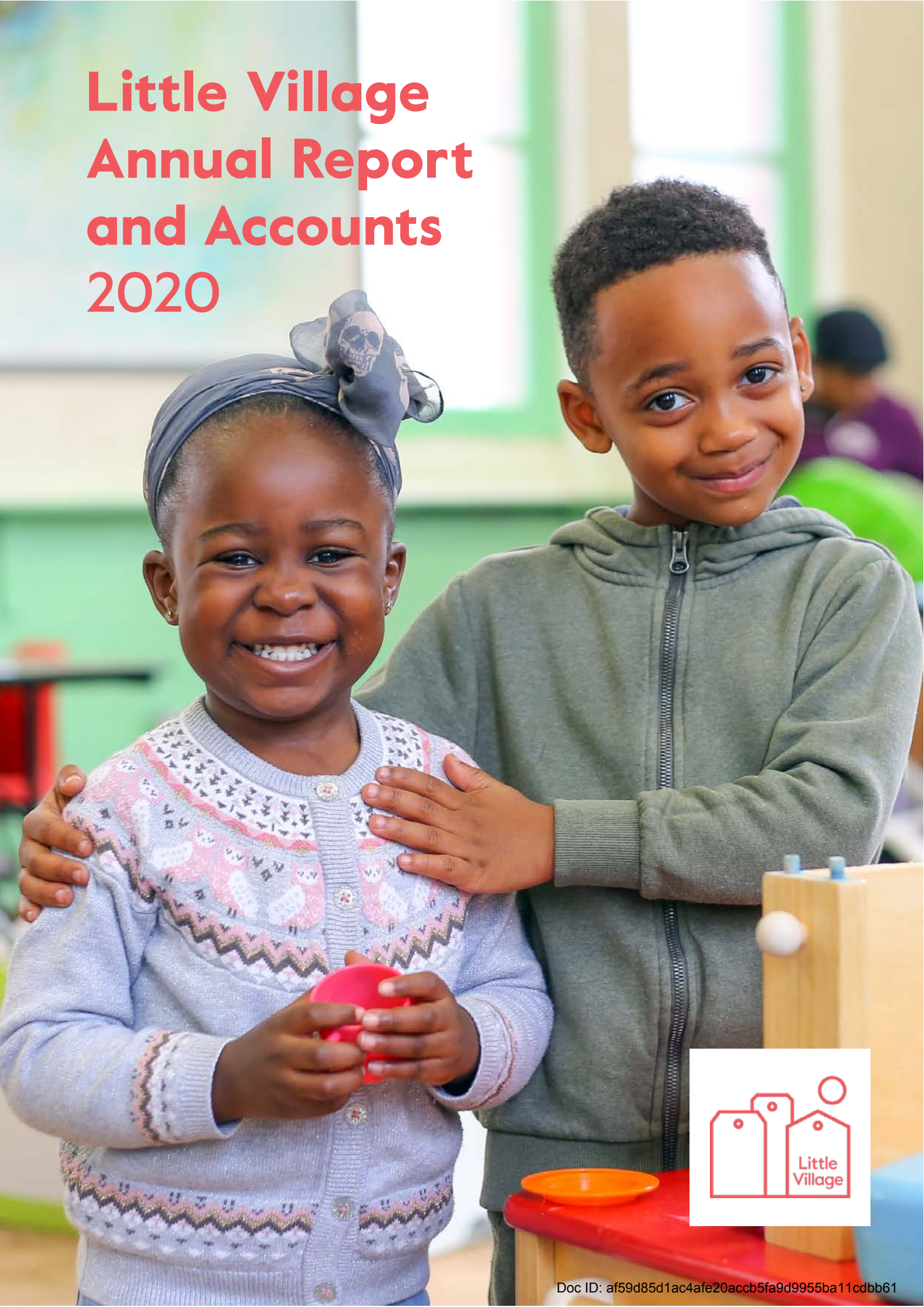
Doc ID: 8a42424f8bc61cbe6db759f3db36a8c7a76ce35f

LITTLE VILLAGE

England & Wales - Charity number 1169735

Accounts

Little Village Annual Report and Accounts 2020



Little Village

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61



Contents

Welcome	4
About Little Village	6
Achievements of the year	10
Our impact	20
Financial review	30
Structure, governance and management	34
Our plans for the future	38
Thank you	40
Statement of Trustees' responsibilities	44
Financial statements	47
Reference and administrative information	73

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

A word from our Founder

As I write this, it is almost two months since I stood down from the CEO role at Little Village. Even with a bit of distance, I could not be more proud of our work in 2020. This report shows what a difference we made to thousands of families across London. The Little Village community – our staff, volunteers, donors, and financial supporters – together have shown what love in action looks like; it has been an enormous privilege to lead that journey for five years.



It's fair to say that 2020 was not the year we expected or planned for. You'll read here how we had to completely redesign the support we offered to families. I want to acknowledge the extraordinarily challenging circumstances in which we were working. Yes, the logistics were tough, but really what I'm referring to here is the disproportionate and unfair way in which the pandemic landed on the families we were supporting. These are families who were already living on the edge. The emotional, economic and social toll on them has been profound and we saw that at first hand.

"I'm so excited to watch Little Village continue to grow under Sophie's brilliant leadership."

As 2021 unfolds, we need to see a lot more action to protect and build up families with babies and young children. We may be emerging from the worst of the public health crisis, but with unemployment only due to peak in the autumn, the economic crisis is continuing to diminish the lives of many families in poverty. Of course, Little Village will carry on doing everything we can to support families through providing everything parents need – from cots to socks – for the babies and toddlers. But this work alone will not solve poverty.

I'm so excited to watch Little Village continue to grow under Sophie's brilliant leadership. She brings so much to the table, but most importantly, she shares our fundamental belief that every child deserves the best possible start in life. There's no room for compromise here, and you'll see from our plans for 2021 and beyond that we will be redoubling our work to act as a force for change, as well as continuing to support families across London.

Sophia Parker

Welcome from our CEO

2020 has demonstrated the incredible power of the movement that has grown up around Little Village, through the way that the whole organisation pivoted during the pandemic to a 'Virtual Village' delivery model, while supporting more families than ever before.



We are incredibly grateful to all the volunteers, donors and supporters who have been part of reaching a record number of families this year.

We know we're just a sticking plaster if we only focus on practical help without also looking at the reasons that have led people to us. We believe that child poverty can and must be eradicated.

During 2020, Little Village has also enabled families we've supported to make that case powerfully in the media, drawing attention to the fact that Covid-19 has made an already difficult situation much, much worse for so many families with young children.

As we move out of lockdown restrictions, we know that these families will still be facing significant struggles and our work to meet those needs will continue during 2021 and beyond.

I am so honoured to have been given the opportunity to step into Sophia's (very big) shoes to lead this vital work and I'm really looking forward to working alongside many more supporters, volunteers and donors to grow our Village and deepen our impact.

Sophie Livingstone MBE

The Trustees present their Annual Report and the audited financial statements for the year ended 31 December 2020. Included within the Trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 74 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

About Little Village

Who we are

Our vision

Our dream is that every child in the capital has the essential things they need to thrive, and that everyone can play a part in achieving that goal.

Our mission

Our mission is to make it as easy as possible for families to help each other to thrive.

What we do

Little Village is like a food bank, but for clothes, toys and equipment for babies and children up to the age of five. We accept donations of excellent condition, pre-loved items, which are passed on to families who need support. The items are a gift, given with love, from one family to another.

We operate out of three main centres in London (in the boroughs of Wandsworth, Camden and Southwark) and are powered by an incredible group of around 500 committed volunteers. We've grown to be one of the largest 'baby banks' in the UK, supporting over 11,000 children since we launched in 2016 – including 7,281 children in 2020 alone.

The families who come to Little Village are referred to us by a network of 1,825 professionals from more than 500 organisations, such as midwives, social workers, and children's centres. When families come into one of our centres, they are welcomed with love and kindness and treated with dignity. Volunteers help them choose the items they need from our

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

extensive stock of high-quality donated clothes, toys, buggies, beds and more. Families are able to return every three months, as their needs evolve, and are encouraged to donate back to Little Village any items that they have finished using.

Although we call ourselves a 'baby bank', we provide so much more than just high-quality kit to families – at the core of what we do is a desire to build connections across communities, and to create opportunities for people to thrive.

We've always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We're committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

The need we respond to

Little Village recently commissioned research, supported by the Joseph Rowntree Foundation, into the rates, persistence and depth of poverty in families with young children. The analysis revealed that of the 4.2 million children living in poverty in the UK, 1.3 million are under the age of five. This means that 34% of children living in families with at least one child under five now live in poverty – and this rate is even higher in London, where it stands at 43%. Our analysis found that some households with young children are at much higher risk of poverty – with poverty rates of over 50% for children in lone parent families, black and minority ethnic families and those with parents aged under 25.

Our research also found that London has the deepest poverty rate of anywhere in the UK. The average family income for children in poverty is 66% of the poverty line - this equates to an average weekly income after housing costs of £248 for a couple with two children under five or £173 for a single parent with two children under five.

These levels of poverty translate into parents not being able to afford essentials such as nappies and wipes for their babies. We surveyed over 50 baby banks in 2020 and found that 8 in 10 said that the Covid crisis was leaving families without the basics, with a similar number worrying that children in poverty will go hungry. We know that the early years are critical to a child's wellbeing and development. Living in this kind of poverty has long-term implications – 88% of our referral partners that we surveyed worry that children in poverty will fall behind in developmental and educational terms.

Yet a feature of London is that alongside deep levels of poverty, there is also vast wealth, with rich and poor families living cheek by jowl. And many people want to find ways of supporting other local families whilst also ensuring that all the baby/toddler items that they have accumulated do not end up in landfill. Little Village was created to respond to this fundamental need.

What started as a 'baby bank', collecting and gifting high quality kit to local families experiencing tough times, has become

so much more. People come to us with material needs, but through the Little Village community we're able to meet an additional set of universal needs: the need for connection, for confidence and for a sense of belonging. Little Village helps alleviate material poverty, but it also builds community and gives people opportunities to thrive. We believe that everyone has times in life when they need help, and times in life when they're able to offer help. That's what Little Village is there for.

Our Strategic Objectives for 2020-24

Helping more children

We want to help more children living in poverty by opening more centres (either major hubs or smaller satellites) so that we can serve families right across London.

Offering families broader support

We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and if necessary, referrals to other organisations.

Building our volunteer programme

Volunteers are at the heart of Little Village and our volunteer programme offers people from all backgrounds opportunities to grow and thrive. We have an explicit focus on developing skills and helping people back to the labour market when this is what they want.

Being a force for change

We believe that every child deserves the best possible start in life. Our focus is on changing unhelpful and damaging attitudes and beliefs towards child poverty as well as campaigning for policy change.

Building a resilient organisation

It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development and robust financial and operational systems.

Our values

Solidarity

We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.

Love

Everything we pass on to families is a gift, not a handout. We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.

Sustainability

We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.

Thriving

This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Achievements of the year

Helping more children

In a time of increased need, we were proud to be able to help more families than ever before by changing the way we worked. We were unable to work from our Southwark site for much of the year due to social distancing constraints, and in our remaining sites had to work with a much-reduced volunteer team. Our move to a delivery model meant we had to put limits on which boroughs we could support families from; something we had never done before. We were only able to deliver to inner London boroughs and those boroughs bordering our sites. Despite all of these constraints, we answered 3,614 requests for support with kit and clothing (compared to 3,236 in 2019).

In order to still provide support to families in outer London, and help those in inner London who were struggling to access core essentials, we launched a new offer of "Hygiene Essentials". A box of one month's supply of hygiene and household products plus nappies, enough for every member of the family, was delivered directly to the family's door. This enabled us to answer a further 2,151 requests for support.

Between these two strands of activity, we responded to 5,765 requests for support, an increase of 78% on 2019. We sent out 7,281 packs to children – of either Hygiene Essentials (toiletries and nappies), or full deliveries of clothing and kit as well as toiletries and nappies.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

We had planned to open our first ever satellite site in Roehampton during 2020, co-locating with a children's centre, but the Covid-19 pandemic forced us to postpone this. This will now open in early 2021.

We also started planning the opening of a new centre in Wembley which will enable us to support many more families in north west London. A site has been identified and we have begun to develop a strategy for engaging and collaborating with the local community.

Offering families broader support

Our centres are designed to be somewhere that families can come to pick up clothing and kit, but also to act as a place for support – this can mean just a cup of tea and a chat or directing families towards other agencies who can offer additional help. The decision to close our centres to external visitors in March 2020 was therefore a devastating one for us to have to make.

Whilst we knew that we would be able to get parcels out to families, we worried that it would be difficult to maintain the connection we have with them. We decided to start offering support over the phone. Over 7,300 calls were made to families in 2020. Having a chat at a time of high anxiety and social isolation proved to be a crucial part of the help we could provide. We made 129 onward referrals to other agencies including other family support organisations, the Citizen's Advice Bureau and food banks.



Above The Duchess of Cambridge meets our founder Sophia, as part of the Supporting Baby Banks initiative.

Building our volunteer programme

What we have achieved this year wouldn't have been possible without our incredible volunteers. They're the lifeblood of Little Village and we worked hard to keep our volunteer programme running throughout the pandemic. During the year, 499 volunteers donated over 12,000 hours of their time. We are proud of the fact that we were able to increase volunteer numbers above 2019 and that we didn't see any real decrease in the number of volunteering hours.

In 2020, we weren't able to develop and deepen our volunteer programme as much as we hoped we might. Nevertheless, we took care to design a wide range of volunteering roles which could accommodate the different circumstances people found themselves in during periods of lockdown - on-site, at home and on the road. We were also very grateful to the volunteers who stepped up to support us with organisational support for communications, design and transport logistics.

Being a force for change

Alongside our operational work, we've done a lot to raise the profile of the disproportionate impact Covid-19 has had on low-income families who were already living on the edge before the pandemic took hold. For example, our survey of referral partners formed the basis of an extended report on Channel 4 News about these issues, and was



Above An example of hygiene products gifted to families during the height of the pandemic.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

also covered in newspapers such as *The Sun*, *The Guardian* and *The Sunday Mirror*.

We also conducted a new survey of more than 50 baby banks across the UK which formed the basis of a campaign we worked on with the Duchess of Cambridge and two other baby banks. As well as extensive profile-raising work for the issue of child poverty, this initiative has so far secured well over £100,000 of brand-new donations of essential kit from British brands such as Boden, John Lewis and Marks and Spencer.

At the heart of our advocacy work is a desire to provide an opportunity for the families we've helped to tell their own stories. We created an Ambassador group of mums we've previously supported and were very proud to be able to introduce two of them, Ella-Mae and Amy, to the Duchess of Cambridge during a Zoom call also involving our Chief Executive. The conversation covered getting babies to sleep, the challenges of weaning and what it feels like to want the best for your children while struggling to get by on a very low income.



Above Volunteers from the Ahmadiyya Muslim Youth Association delivering emergency supplies to families.

Building a resilient organisation

People

During the third and fourth quarters, we ran a recruitment process to find a replacement for our Chief Executive and Founder, Sophia Parker. We received over 100 high quality applications for the role and conducted a very comprehensive and thorough assessment process. Sophie Livingstone MBE was offered the role and started as Chief Executive in February 2021.

Membership of the senior management team was formalised to include a Chief Executive, a Head of Programmes, a Head of Operations, a Head of Finance and a Head of People - with Heads of Fundraising and Advocacy and Communications being recruited in 2021. All team members have six- and twelve-month objectives with a formal review and development process being developed.

We launched a full programme of work on how to become an anti-racist organisation, including a staff survey, the provision of educational resources and a development workshop led by an external facilitator. We created two working groups focused on reviewing our culture and working practices and these will continue to meet during 2021.

Fundraising

2020 was a highly successful year for Little Village's fundraising - despite very limited resources, we were able to beat our fundraising target for the year and successfully diversify our sources of income. Our Chief Executive, supported by an external fundraising consultant, was successful in securing additional Covid emergency funding from The National Lottery Community Fund and also managed to secure donations from new supporters to Little Village. These included a mix of trusts and foundations, corporates and High Net Worth Individuals. We were also successful in securing a large number of individual donations, with over 1,400 individuals donating to our Virtual Village and Merry Little Christmas campaigns. We are enormously grateful to all those who have supported our work in 2020.

At the end of 2020, we launched a successful search for a Head of Fundraising who joined us in March 2021.

Processes and technology

We've worked hard to ensure our management processes (for example, project planning, objective setting and review meetings) have kept pace with our organisational growth.

We launched a technology project to ensure our use of the Salesforce system makes our operations as smooth and efficient as possible. It will support fundraising, volunteer management and referral management.

Governance

During the third quarter, we initiated a review of our governance and a project team was created, with members of the Board working alongside staff. The objective of the project was to review Little Village's governance arrangements to ensure they follow best

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

practice and to add strategic and operational decision-making processes. The review has identified the need to increase diversity within the Board, and for Trustees to develop a deeper understanding of the charity. This review underlined an organisational commitment to the involvement of a broader range of stakeholders (such as families supported and volunteers) in the decision-making processes. The project team will continue to work on this during 2021.

A focus on Covid-19 and Virtual Village

The challenges we faced

- Increasing need: as the pandemic hit, it was obvious that more families than ever would be relying on our support. The impact on the self-employed or those working in certain sectors of the economy was immediate and many families found themselves requiring our help for the very first time. There was a particular need for nappies and hygiene products, which were either out of stock in supermarkets due to stockpiling in early lockdown, or prohibitively priced in local shops.
- Volunteers and staff: a high proportion of our staff and volunteers are parents of nursery or primary school aged children. When the pandemic started, Little Village was therefore greatly impacted by schools closing and the need to provide childcare. A number of staff members and volunteers also needed to shield due to their age or pre-existing medical conditions.
- Keeping everyone safe: our centres are usually busy, vibrant places filled with families, children, staff and volunteers. The need for social distancing made it impossible to run any sessions with families and severely curtailed the number of staff and volunteers we could have on site at any one time.
- Securing donations: we usually rely on people bringing donations of clothing, toys and kit directly to our centres. This became impossible given lockdown guidance and social distancing requirements. We also initially struggled to secure a stock of essentials such as nappies and wipes given supermarket shortages.
- Offering broad support to families: being more than just a baby bank is key to Little Village's identity. But when we closed our sites, we lost the ability to interact with families face to face and to offer them wider support.

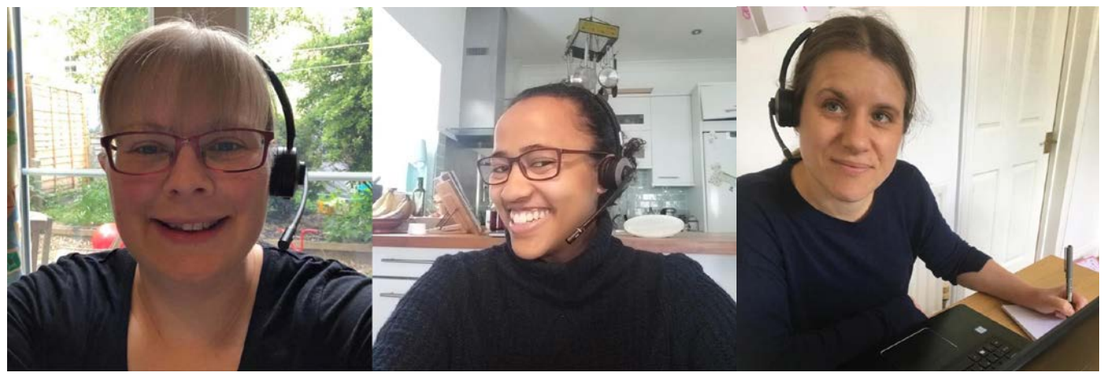
Our response

Having made the very difficult decision to close our centres to families in March 2020, the Little Village team mobilised to develop an alternative model, and Virtual Village was born. We succeeded in totally reinventing our delivery model whilst meeting increased demand and staying true to our values.

Achievements of the year

Key changes included:

- Referrals: we worked closely with our referral partners to prioritise and focus our efforts on families who most urgently needed our support. This narrowed our referral criteria for clothing and kit supplies to newborn babies (women 30 weeks pregnant and babies up to three months old) and those with nothing (often recent migrants or those escaping domestic violence). Due to the move to a delivery model, we also had to limit the boroughs we were able to serve to inner London boroughs plus those neighbouring our sites.
- Donations: to avoid people coming into our centres with donations, we created 17 community donation points across London. Volunteers gave up space in their houses to take in donations and took care of cleaning, sorting and organising.
- Sorting and preparing parcels for families: we secured pro-bono warehouse space to make it possible to keep operations going while observing social distancing. Across all our sites, we created team bubbles, introduced PPE and increased cleaning to make volunteering with us safe.
- Hygiene Essentials packs: to address the need for essential toiletries and nappies we set up a partnership with Easho, a third-party distributor. This enabled us to support an increased number of families without putting undue pressure on our existing sites, and to continue to provide some level of support to families who either did not meet our tighter referral criteria or who lived outside the boroughs we were able to deliver to. We delivered hygiene packs which included a month's supply of toiletries and nappies for every member of the immediate family, by Parcelforce direct to the family home.



Above Our family liaison team have been making 100 phone calls a week, to offer support to families.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

- Deliveries: we built a network of drivers to deliver all our clothing and kit parcels to families and pick up larger donations such as cots. These included bikers at Pedal Me, volunteers from the British Red Cross, companies such as Central Moves who were unable to do their usual removals work, and a network of volunteers driving Zip Vans.
- Supporting families: we set up a totally new support system for families over the phone - training our at-home team of volunteers to call families, check on what items they needed and see whether we could support them through onward referrals to other organisations.
- None of this would have been possible without the determination and hard work of the staff team and the incredible support of our volunteers. Staff roles were completely redesigned to take account of those who needed to be at home and those who had to juggle additional caring responsibilities. Volunteers also demonstrated enormous flexibility by trading in their usual responsibilities for acting as donation hubs, making deliveries or supporting families over the phone.



Above Long-standing volunteer Philippa, sorting through stock at our Battersea hub.

Achievements of the year

What we've learnt

The Covid-19 pandemic has brought significant challenges but has also been an opportunity for the organisation to learn. These are some of our initial conclusions:

- There's very broad support for our work. Little Village started off as a movement of parents against poverty. But since March 2020, we've attracted an entirely new demographic of volunteers beyond parents of young children, to include older people and younger workers on furlough. With this new realisation that so many people want to help, we need to focus on removing some of the barriers to their involvement.
- A delivery/pick up service is extremely popular. Families have really valued receiving items at home, particularly bulky ones such as buggies and cots. Being able to collect large items from families who are donating has also been very popular. We'll be reviewing how we can maintain a cost-effective delivery/pick-up service after the pandemic.
- Simple interventions work. We worried that complicated digital solutions for communicating with families wouldn't be inclusive, and so we relied instead on simple phone-calls. This enabled us to reach more families in a straightforward way.
- The topic of child poverty resonates. The Covid-19 pandemic has opened many people's eyes to the level of need that exists. However, there are still unhelpful perceptions around the causes of child poverty and a huge amount of work needs to be done to dispel them. We believe that we have a strong platform to engage people with these issues.
- We need to have the right spaces to serve high levels of demand. This past year has confirmed the huge levels of need that exist for our service right across London. We need to ensure we have sites that are large enough to service this demand, and flexible enough to accommodate both delivery-based and face-to-face models. We have also learnt that people really care about helping others in their local area and this underlines the need for us to have additional smaller satellite or co-located sites.
- We need to pace ourselves. Little Village is lucky to have hugely committed and highly motivated staff members and volunteers. The speed and flexibility demonstrated in the spring of 2020 was impressive and enabled us to support 60% more families in 2020 than we had done in 2019. However, there is no doubt that this left many employees and volunteers exhausted and drained, and it was clear that working at that pace was simply not sustainable. As the pandemic evolved, we have focused on nurturing our staff and ensuring that team members have enough time and space to connect with each other, despite working in different locations.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61



Our impact

Location of families supported by Little Village in 2020

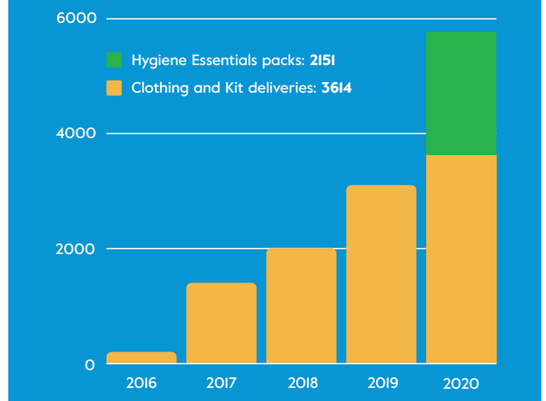
The introduction of Hygiene Essentials packs enabled us to support families across every London borough and significantly increase the number of families supported, despite the operational challenges of Covid and our focus on inner London boroughs for deliveries of kit and clothing.

The size of each red circle represents the number of people supported by Little Village in each London borough.

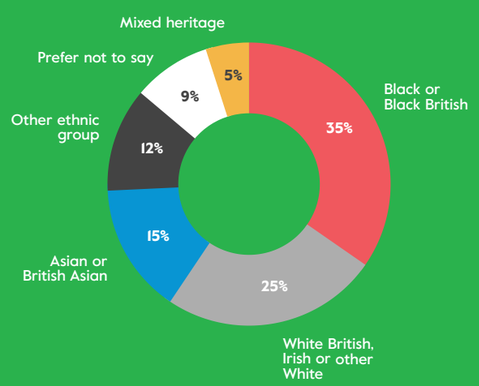
Who we supported

This year we supported more people than ever before – and a diverse cross-section of the community.

Requests for support fulfilled



Family ethnicity



Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

How we supported them

Families receiving kit and clothing received on average £850 worth of kit (if valued as new) with deliveries including record numbers of buggies to enable families to get out and about, safe places to sleep and clothes and shoes to keep children warm and dry. Our core offering of essential kit and clothing was augmented by toiletry packs supplied through the Hygiene Essentials programme supporting families with essential toiletry packs.

8,183 packs of nappies

2,391 coats

1,315 safe places to sleep

£2,054,983 worth of items gifted*

983 ways to get out and about

1,642 pairs of shoes

13,269 packs of toiletries

3,680 Christmas vouchers

4,733 packs of clothing

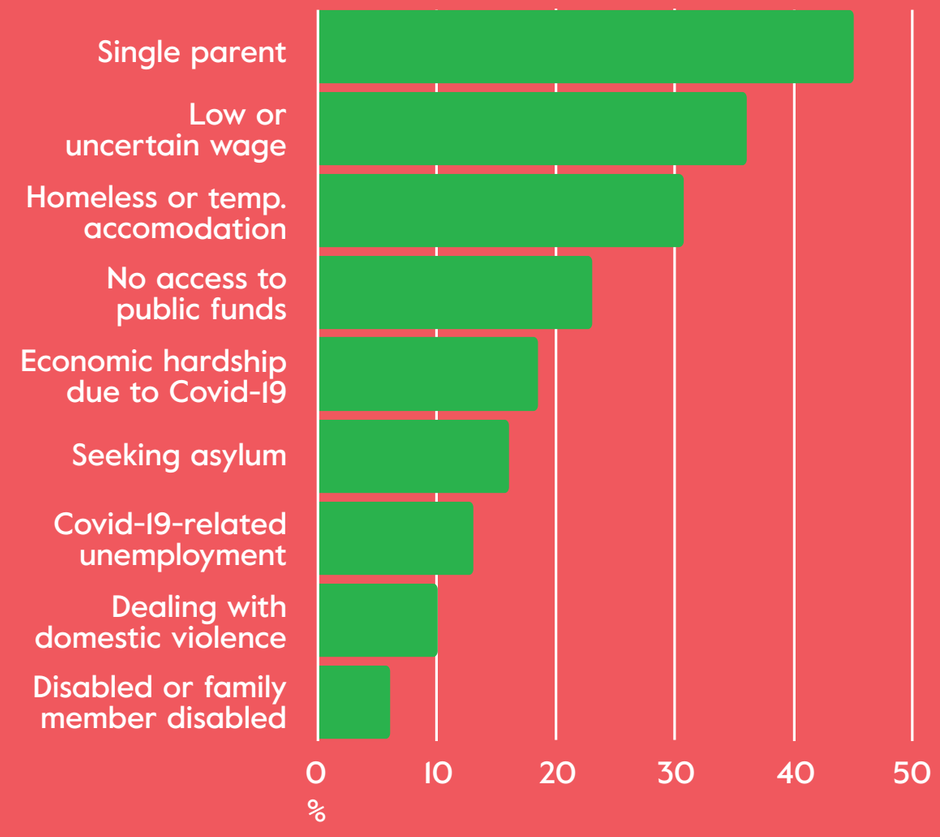
* This represents the 'as new' value of the donated items gifted to families as well as the value of new items bought such as mattresses and hygiene products. This shows what it would have cost families to buy this kit new. The financial statements show the second hand value of donated goods in line with the Charities SORP

Why we supported them

Whilst many factors stayed consistent year on year (single parent families, proportion homeless or in temporary accommodation), we saw a rise in those citing domestic violence as a reason for support and specific economic hardships relating to Covid-19. Those with no access to public funds continued to struggle, particularly as Covid-related unemployment hit sectors such as hospitality.

Reasons for referral

The percentage of people who mentioned a reason



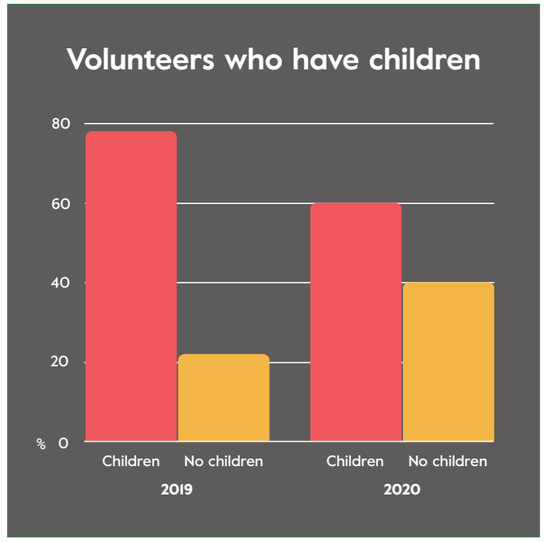
Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

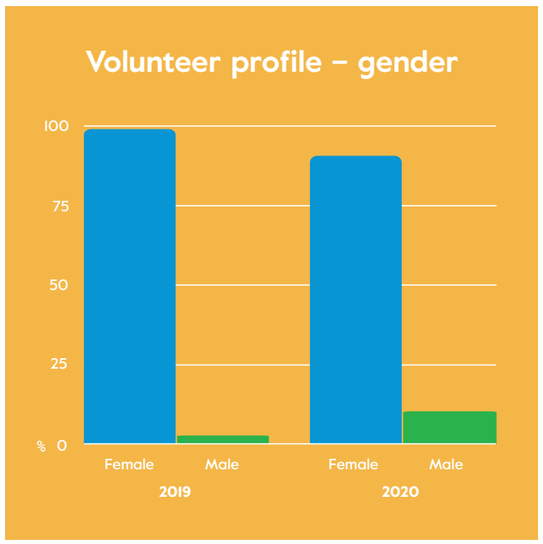
Our volunteers

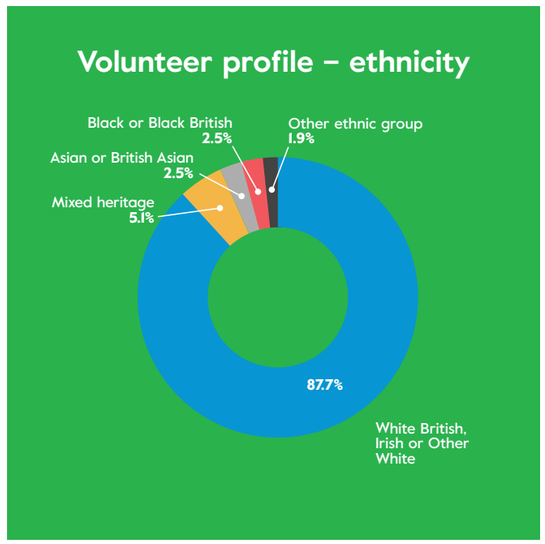
Whilst the impact of Covid-19 has given us the opportunity to diversify our volunteer pool in some respects, in others we still have a lot of work to do.

499
volunteers

12,206
volunteer hours







The impact we have...

...with our families...

Feedback from families shows there are four key benefits from our services:

1. The meeting of primary needs – a safe place to sleep, ways to feed hygienically, clothes to stay warm and dry;
2. The meeting of secondary needs – enabling families to get out and about to essential appointments or engage with their community;
3. Reducing difficult budget decisions – provision of these items can temporarily ease the hard choices about how to use limited budgets, for example mums not buying hygiene products for themselves to ensure they have budget for nappies for their children.
4. Creating 'head space' – the reduction in anxiety worrying about how to provide for children means parents have the space to think and plan for the future.

"Thanks a million for the Argos vouchers. I was able to buy two board games for my three-year-old that kept him busy and helped us bond together. I wrapped them up and put them under a mini Christmas tree. My son could not wait until Christmas and on Christmas day his first words were: 'Can I open my gifts, now?' I had never celebrated Christmas before with gifts under the Christmas tree but the voucher provided me with the impetus to do so and now I know that it will be part of our lives for years to come. So I want to thank you for helping us make this Christmas, a very special one. Wishing you and all the other members of Little Village a great year ahead!"

"I want to say thank you not just for (supporting me) but for listening to me. Tonight you listened to me and it's the first time I've spoken to anyone, not even my best friend. I try to be brave and the one who makes people laugh. Thank you for everything you and Little Village has done for me and my family. I am so grateful for everything you have done."

"Thank you for helping us give our children the start in life they deserve."

"My refuge worker told me about Little Village. I was embarrassed to ask for help but I soon realised there was absolutely no need to feel ashamed. They gave me absolutely everything: a pram, clothes, bottles, nappies... The day I came into Little Village was the first time anyone had ever made me a cup of tea. It makes me emotional now to think about it."

...with our referral partners

74% of our referral partners told us they wouldn't be able to obtain the items families receive from us from any other source.

"Thank you to you and your team for the amazing work you do. I refer to your service much more frequently than I'd like to - particularly this year - it makes such

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

a difference to vulnerable women and their families to know there is support like this available. Well done to your team for keeping these families supported through all the complications this year. "

"Thank you for everything that Little Village does. Your support has been so helpful for so many of the families we work with (who are destitute and not allowed to access the benefits system due to immigration status). Although it is angering that so many families are let down by the state, the existence of Little Village and similar organisations makes it possible for some families to meet their basic needs - we see so often how much of a difference this can make."

...with our volunteers

70% of our volunteers say that volunteering has a positive impact on their mental health

71% feel positive that they are making a difference to their local community

48% say they have grown in confidence from volunteering

82% say they get to mix with people from different backgrounds, which they would not ordinarily

And during Covid specifically:

76% said they that it helped that they felt like they were making a difference during the pandemic

"The volunteering experience (...) makes you put your own life into perspective too and in turn be very grateful for the basic things you take for granted each day e.g., having enough nappies each month or being able to clothe, clean and feed your children adequately.

Additionally it has improved the quality of my life in that it has given me much needed daily adult interaction (with my Little Village colleagues and the families we liaise with) and an opportunity to problem solve in complex situations, learn new skills and improve others (e.g., navigating a new database, finding out about services on offer, communication skills etc.).

And it's good to be part of a huge team... one of the many cogs in the Little Village machine that can make a world of difference to a family; sometimes the difference between sinking or swimming."

"When I was made redundant due to the Coronavirus pandemic in June, the opportunity to volunteer with Little Village really helped me cope with that situation. It provided some structure and a sense of purpose that redundancy had taken away from me, and being able to help families with young children, especially as a mother of a young child, really opened my eyes to the difficulties some families in London face, and the stark inequalities, and I am really glad to be able - in a very small way - try and use my skills and time to help."

Our impact in a nutshell

It costs £266 to answer a request for support, but that money does so much...

£266 gives:

- **A family liaison call, giving human connection**
- **Signposting to additional support services**
- **Delivery of £850 worth of kit (on average – this can rise to £1,100 for a family with a newborn) providing**
  - A safe place to sleep
  - The means to get out and about
  - Stimulus for play and growth
  - Warm and practical clothing
  - Hygienic means to feed
  - Essential toiletries and nappies
- **An improvement in mental wellbeing and reduced anxiety as parents feel better about being able to give their children the start in life that they deserve**
- **H2O & CO2 savings from the re-use and recycling of clothing and kit**
  - Reduced use of landfill
  - Reduced need for over-production
- **A volunteer placement giving personal growth**
  - Skills
  - Confidence
  - Network building
  - Community cohesion
- **A family's story the chance to be heard**
  - Educating communities on the impact of child poverty
  - Advocating for change

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Our impact

Our volunteers

Below are some of the roles our volunteers have played for us this year.

- Family packer
- Interpreting & translation
- eBay selling
- Sewing & mending
- Stock sorter
- Advice signposting
- Transport co-ordinating
- Christmas campaign packer
- Home stock sorter
- Driver
- Proof reading
- Fundraiser
- Home donation hub
- Buggy repairs
- Database procurement
- Tip runner
- Phone-based family liaison
- Cot checking and repairs
- Washing & ironing
- Team lead

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Financial review

Review of the year

Income and expenditure

Little Village relies on grants and donations to fund all of our work. The charity's income during 2020 in the form of grants and monetary donations was £1.6m, representing a very significant increase over the previous year, when the equivalent figure was £391k. The single largest source of grant income in 2020 was The National Lottery Community Fund, from whom Little Village received £493k, of which £22k remained unspent at the end of the year. The majority of the remaining income was received from other grant-making organisations (including trusts and foundations), corporate donors and individuals.

Total expenditure for the year was £914k (2019: £398k), excluding the value of donated goods which were passed on to our beneficiary families. Staff costs were our most significant expense (£437k) and increased as we added to our staff count (with an increase from 7 to 12 on an FTE basis) as our operations expanded. The Covid pandemic also led to an increase in certain operating costs as we shifted to the Virtual Village delivery-only model and began to distribute hygiene packs (whose contents are purchased rather than donated).

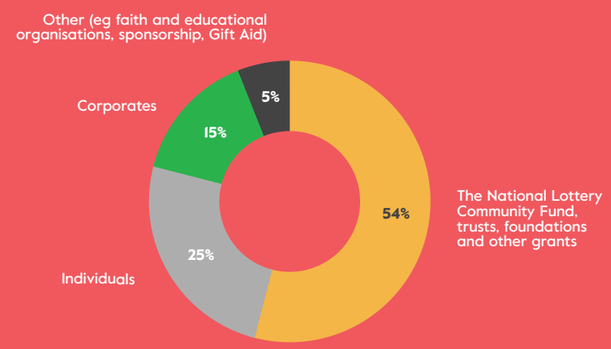
The four-year trend shown in the table below summarises total income and expenditure, including restricted and unrestricted funds. The value of donated goods that Little Village has passed to families is excluded (refer to 'Donations in kind' below for further information).

Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods given out during the year is also included in these accounts. Specifically, they are recognised in both income and expenditure, at the same amount, when they are distributed to beneficiary families rather than when they are received by Little Village. No balance sheet value is assigned to any items held at the year-end.

The total value of donated goods given out by Little Village in 2020 was £514k (2019: £471k), which is included in both income and expenditure. To value these donated goods for the purposes of the income and expenditure

Analysis of grants and donations



£'000	2017	2018	2019	2020
Income (excluding donated goods)	96	340	394	1,636
Expenditure (excluding donated goods)	(43)	(212)	(398)	(914)
Surplus/(deficit)	53	128	(4)	722
Total reserves (unrestricted and restricted)	60	188	184	906

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families.

Significant events affecting financial performance and financial position during the year

The Covid-19 pandemic and the associated restrictions and lockdowns had a profound effect on all aspects of Little Village's operations: our staff, volunteers, plans, operational model and, most importantly, the families whom we support. The temporary closure of our sites necessitated a rapid re-design of our operations, switching to a delivery-based model (known as Virtual Village). Recognising the dramatic increase in the need for the type of support that Little Village provides, we have seen an outpouring of generosity from a range of donors, both existing and new. This generosity continued throughout 2020 and into 2021, manifesting itself in a successful Christmas fundraising campaign, and in the response to the media coverage that Little Village received.

Whilst our plans for 2020 were significantly altered as we responded to the Covid-19 pandemic, we reached 2021 with strong finances and a renewed commitment to our strategy. While we have updated this strategy to reflect the lessons we have learned from Covid and our experience in operating Virtual Village, we believe the growth model and associated priorities are still leading us in the right direction.

Reserves

The Trustees continually monitor the charity's financial position and specifically review its required level of reserves each year. This review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

The Trustees have agreed to designate a portion of the charity's unrestricted reserves towards meeting the costs of upgrading our premises and IT infrastructure. A project to fit out our Wembley premises is planned for 2021, and we are seeking a new site in south London: ensuring that these premises are suitably configured and equipped not only enables the charity to function efficiently, but also creates a welcoming environment in which to receive the families whom we support. A planned enhancement to our IT systems will improve the way in which we manage referrals, handle larger items of stock and organise our volunteering resources. This new designated reserve represents £150k.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our fixed and variable costs for a period of between three and six months (amounting to between £270k and £540k). As at 31 December 2020, general unrestricted reserves, excluding the designated fund, stood at £688k. Held within this figure is the target minimum balance described above. The Trustees are comfortable with holding reserves above our minimum level in the context of continued uncertainty in the face of the Covid-19 pandemic and a challenging economic and fundraising environment. It is our intention that the surplus amount will enable us to invest in our capacity to support more families over the coming years.

Movements on unrestricted and restricted reserves for the financial year are summarised in the table on page 32. Consistent with the presentation of the income and expenditure analyses shown above, the value of donated goods passed to beneficiary families is excluded from both income and expenditure.

Going concern

The social and economic repercussions of the Covid-19 pandemic will continue to be felt for some time to come, meaning that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the level of income needed to support the ever-increasing number of families who seek our help. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity's funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

Investment policy

In addition to the balance held in the charity's current accounts, cash is placed in short and medium term interest-bearing deposits with UK incorporated banks, in order to maximise the charity's interest income while at the same time diversifying its exposure to individual institutions. The maturity of deposits is determined having regard to the charity's predicted level and timing of outgoings. The Trustees currently do not consider other forms of investment to be appropriate.

£'000	Unrestricted funds		Restricted funds	Total
	General	Designated		
Income (excluding donated goods)	757		879	1,636
Expenditure (excluding donated goods)	(76)		(838)	(914)
Surplus/(deficit)	681		41	722
Brought forward 1 January 2020	157	-	27	184
Transfer to Designated Fund	(150)	150		
Carried forward 31 December 2020	688	150	68	906

Financial review

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Structure, governance and management

Structure, governance and management

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18 October 2016.

The charity was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

In the event of winding-up, members of the charity have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering with Little Village at least once a quarter so that they have a good understanding of the work that the charity does.

In 2020, the Board decided there was a need to recruit new Trustees with more diverse backgrounds and with lived experience of childhood poverty. A Trustee recruitment process was launched in the first quarter of 2021, with support from Pari Dhillon of the Social Justice Collective. This has resulted in the successful appointment of three new Trustees, Marcia Holmes, Alan Lally Francis and Katharine Sacks Jones who joined the Board on 21 June 2021.

In 2020, the Chair introduced an annual review and objective setting process for all Board members. Trustees are appointed for a three-year term with the option to renew for one further three-year term.

Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive. The Chief Executive leads the senior management team to develop plans, policies and processes following the Board's advice and approval. As at 31st December 2020, the rest of the senior management team comprised a Head of Programmes, a Head of Operations, a Head of People and a Head of Finance. The charity has since recruited a Head of Fundraising who joined in March 2021 and a Head of Advocacy and Communications who started in June 2021.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review progress and to ensure the charity is on track to meet its objectives. The Board has one sub-committee, covering Finance and Fundraising, which also meets once a quarter.

During the summer of 2020, the charity's CEO, Sophia Parker, announced to the Board that she planned to resign. The then Chair of the Board, Sophie Livingstone, notified the board of her intention to apply for the role and she resigned from the Board of Trustees on 4th September 2020. The Board conducted a rigorous, open and transparent recruitment process led by the replacement Chair, Olivia Gillan-Bower. The role was openly advertised, the shortlisting of applications was done on an anonymised basis and two independent parties were involved in the selection process. Sophie Livingstone was found to be the strongest candidate and was offered the role of Chief Executive, starting in February 2021.

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities. The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation. During 2020, a salary benchmarking exercise was conducted and as a result, most staff received a 5% pay rise to bring salaries more into line with relevant benchmarks.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

All the charity's staff work part-time and Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Equity, diversity and inclusion

We are working towards a goal where our staff team, volunteers and Trustees fully reflect and are representative of the diversity and difference in the lived experiences of the families we support and where individual differences and contributions are truly recognised and valued.

We reviewed our recruitment practices in 2020 and this led to two commitments being made when recruiting for a new staff role, namely to disclose the salary and not to require a university degree. We are committed to removing bias within the recruitment process and we are trialling new approaches in pursuit of this objective.

At the end of 2020, Little Village established two working groups focusing on culture and organisational practices to identify additional changes which can be made to increase diversity and ensure inclusivity at the charity. One area which is being researched is whether offering only part-time roles is impeding our ability to attract more diverse candidates to Little Village.

Volunteers

The Trustees are grateful for the enormous contribution made by Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families). The charity is truly powered by its incredible volunteers and they are one of Little Village's most critical and valuable assets. There were 499 active volunteers during 2020.

Fundraising

Fundraising was led by the Chief Executive with support from an external fundraising consultant. Little Village understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate and we ensure we conduct our fundraising in an ethical way. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing processes if needed. Heading into 2021 we will be a member of the Fundraising Regulator and our new Head of Fundraising will be reviewing our existing fundraising policy for Board approval.

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key risks facing Little Village:

- A breach of the charity's safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of volunteering sessions;
- A shortfall in income leading to a breach of the reserves policy. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year so that mitigating measures can be put in place, if needed;
- Loss of key staff or Trustees. This is mitigated by having a clear business continuity plan for each key area to include deputies for key roles/ areas and by developing a People Strategy which includes performance management and development. A Trustee review programme has also been introduced;
- The impact of any adverse external events which would have an impact on the ability to deliver the service. A disaster and emergencies plan, built on Little Village's Covid-19 emergency plan, is being developed to mitigate this risk;
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has sufficient capacity and flexibility at other sites to provide temporary cover if needed.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest, finance and fraud. Policies are reviewed annually and approved by the board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Related parties

We work in partnership with a wide range of organisations, such as Citizen's Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities. We have no related parties or related party transactions.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61



Our plans for the future

Our plans for the future

It is clear that the need for Little Village is not going to diminish as we emerge from Covid-19 restrictions. We will continue to expand our support to families across London and to reflect on what we've learned during our Virtual Village Covid operations to continuously improve our model.

That is likely to include retaining direct deliveries to those families unable to travel to us due to distance or circumstances, but we are also keen to start welcoming families back into our hubs, enabling them to receive the warm Little Village interaction that so many have appreciated over the past five years, along with the ability to choose items for their children themselves.

Our new hub in Wembley will open during the second half of 2021, expanding our work to the borough of Brent as well as a new satellite operation opening in a children's centre based on the Alton Estate in Roehampton. We will be seeking new properties for stand-alone hubs and collaborative partnerships where we can co-locate additional 'satellites', with a focus on south and east London.

We will also be building on our work as a 'force for change' that has been so successful at highlighting the impact of child poverty during the pandemic, to draw attention, alongside those we've supported, to the continuing challenges faced by families with young children living in poverty. Our new Head of Advocacy and Communications will help develop this work. We will also continue to gather evidence from baby banks across the UK, enabling us to collectively tell a national story about the impact of child poverty and the needs baby banks are meeting.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61



Thank you

Thank you

It takes a village

It really does take a village to make our work happen – families, volunteers, referral partners, donors of baby kit, financial supporters and our incredible staff – all working together to ensure children have what they need to thrive.

We are so grateful to everyone who has helped us make an incredibly challenging year also our most impactful to date. That has only been possible through an extraordinary collective effort. We look forward to growing our village in 2021 and beyond.

Our volunteers, all 499 of them, who have donated 12,000 hours to endlessly bundle, sort, package up, clean, drive, and call families. You are all superheroes and the lifeblood of our work. Special thanks to Dee and Sunette.

Our 500+ referral partners and collaborators, who make us stronger, and who together with Little Village form a vital 'first line of defence' for families who are struggling. Special shout out to Shellie and the Happy Baby team, Debra Kroll, Kirsteen McDonagh, Jackie Reid Rodney, Estera Patrichi, Varsha Baburam, the team at Dad's House, Brenda Richardson, Keith Preddie, also our foodbank partners at Wandsworth, Norwood and Brixton, Square Mile. TALK Wandsworth, Citizens' Advice, Parent Champions, City Harvest. So many more, all those of you who have filled in our referral forms at the end of long shifts

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

and worked closely with us to get support to families who need it most.

The consultants and companies that quietly support us with their professional services, often pro-bono or at reduced charge, without whom we couldn't keep going. Carine Wallace, Sandy Gravette, Nicola Sweeney, Sunette Ramirez-Espain, Ark, Bravand, NannyPaye, Coyote, Big Yellow, Ian Shenstone, Glimpse, Box Move, Easho, ZipVan, PedalMe, Herman's Green Van, Care and Custody, The Kindness Offensive, the London Dog Walking Company, Onfleet, First Mile, LinkLaters, Third Sector Accounting, Sarah, Cheryl and the Be Good team.

Our lovely landlords, building managers, and cleaners. We know we are not the tidiest or most contained of tenants and we are so grateful for your patience and encouragement. Currently STCA and the Living Centre, Marstons, and Southwark Council, and soon to be Uncle.

The Trusts and Foundations who have so generously stepped in with core funding, and emergency funding, and project funding, to keep our doors open. Special thanks to The 29th May 1961 Charitable Trust, 52 Lives, The Aim Foundation, AKO Foundation, Christopher A. Holder, David Cock Foundation, Department for Digital, Culture, Media and Sport's Community Match Challenge, The Everest Trust, Global's Make Some Noise, The Grace Trust, The Hampstead Wells and Campden Trust, The Henhurst Charitable Trust, Lund Trust, a charitable fund of Lisbet Rausing and Peter Baldwin, Segelman Trust, South London Opportunity Fund, Southwark Council Common Purpose, Thrale Almshouse and Relief in Need Charity, Two Magpies Fund, True Colours Trust, The National Lottery Community Fund, Wandsworth Grant Fund, The Wimbledon Foundation. We were particularly proud to have been awarded funding by a community panel of residents with experience of Camden's inequality through Camden Giving's participatory funding model.

The businesses who have volunteered, donated from their own profits, or gifted us beautiful stock so incredibly generously this year. Not everyone wants to be publicly acknowledged, but here are a small handful of our wonderful supporters to whom we are so grateful: the wonderwoman CJ at Sals Shoes, lovely Karen at Pram Depot, Nicky's Crafting Crew, Wandsworth Dons, Micralite, Silver Cross, JoJo Maman, Bloom and Blossom, Marks and Spencers, Boden, Mamas and Papas, Bramley, Matalan, Green People, My Little Coco, Child's Farm, Sainsburys, Frugi, Tesco, The White Company, Trotters, Kit and Kin, Kokoso Baby, DHL Express, Auree Jewellery, Regents Place, Footlocker, Soles4Souls, Mackie PR, Recognised Store, Phoenix Court, Raise Your Hands, John Lewis Partnership, Katie's Pilates, Piccolo, Antipodream, Another Fox, Peas and Pod Boxes, Luca and Luca, Avery Row, Pop My Way, Olivia Rubin, Evolve Gym, Ivy T-shirts, The Hashtag Movement, Jamila at Free the Fro, Philips Avent.

Thank you

The companies who have fundraised and dug deep to help us: 3i Group plc, Ahren Innovation Capital LLP, Bank of America, BlackRock, Blevins Franks Charitable Foundation, CBRE Global Investors Limited, Cedar, Cosmedic Supplies, CVC, Devonshires Solicitors LLP, Euclid Transactional UK Limited, Evolve353, Fabrix, Fortress Investment Group LLC, The Francis Crick Institute, Just Imagine, Kennis Wiser (Ltd), Lionpoint Group (UK) Ltd, Prestbury Investment Holdings Limited, Prinova Europe Ltd, Raise Your Hands, Regent's Place Community Fund, Revcap, Ruder Finn UK Ltd, SamKnows and Savills Catering Ltd.

The schools and faith groups who have encouraged such generosity from within their own communities. Bertrum House, St Christopher's, The Village Prep School, Fircroft School, UCS, Grimsdell School, Dulwich College and DUCKS, Alleyns, JAGS, Dulwich College, Hornsby House, Harris East Dulwich Primary, Telferscot, St William of York, Dalmain Primary, Cavendish School, Marmalade Schools and Marmalade Cat nursery, St Michael's Church, Butterfly Lane Nursery, Rocket Productions, St Michael's Church Cobham Close, Church of St Mary and St John, St Luke's, BCS Brotherhood.

The journalists and media experts who have worked with us to tell the story of the families we've supported with respect and care. Katie Razzall, Jackie Long, Amy-Claire Martin, the whole team at On Road and of course our friends Sound Delivery for their tireless championing of this work, and our friends at the Joseph Rowntree Foundation including Grace Hetherington, David Leese and Sarah Campbell.

And finally, well over 1,200 individuals have generously supported our work this year, with donations ranging from £5 to £70,000. Every single one of these contributions matters. We can't share all your names but if you were one of those people, thank you, from the bottom of our hearts.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Statement of Trustees' responsibilities

Statement of Trustees' responsibilities

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

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the 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 UK Accounting Standards and statements of recommended practice 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 charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

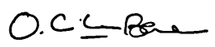
Statement of Trustees' responsibilities

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were appointed as the charity's auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees' Annual Report has been approved by the Trustees and signed on their behalf by



Olivia Gillan-Bower, Chair

11 / 08 / 2021

Financial statements

Year ended 31 December 2020
Little Village
Charity number 1169735

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2020 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Independent auditor's report

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 45, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the group and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the area in which the charity operates, and we

considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and training records;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Independent auditor's report

Use of the audit report

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. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body for our audit work, for this report, or for the opinions we have formed.

Third Sector Accountancy Limited

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

11 / 08 / 2021

Statement of financial activities

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2020

	Notes	Unrestricted funds £	Restricted funds £	Total funds 2020 £	*Unrestricted funds £*	*Restricted funds £*	*Total funds 2019 £*
Income from:							
Donations and legacies	3	1,268,716	815,612	2,084,328	*665,317*	*196,706*	*862,023*
Charitable activities	4	-	63,904	63,904	-	-	-
Other trading activities	5	1,650	-	1,650	*1,594*	-	*1,594*
Investments	6	1,086	-	1,086	*1,220*	-	*1,220*
Total income		1,271,452	879,516	2,150,968	*668,131*	*196,706*	*864,837*
Expenditure on:							
Raising funds	7	8,799	57,524	66,323	*20,253*	*17,699*	*37,952*
Charitable activities	8	581,616	780,552	1,362,168	*605,505*	*225,898*	*831,403*
Total expenditure		590,415	838,076	1,428,491	*625,758*	*243,597*	*869,355*
Net income/ (expenditure) for the year	10	681,037	41,440	722,477	*42,373*	*(46,891)*	*(4,518)*
Net movement in funds for the year		681,037	41,440	722,477	*42,373*	*(46,891)*	*(4,518)*
Reconciliation of funds							
Total funds brought forward		157,389	26,604	183,993	*115,016*	*73,495*	*188,511*
Total funds carried forward		838,426	68,044	906,470	*157,389*	*26,604*	*183,993*

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

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Balance sheet

Balance sheet as at 31 December 2020

	Note	2020 £	2020 £	*2019 £*	*2019 £*
Fixed assets					
Tangible assets	15		720		*1,957*
Total fixed assets			720		*1,957*
Current assets					
Debtors	16	36,065		*3,332*	
Cash at bank and in hand	17	1,001,785		*189,404*	
Total current assets		1,037,850		*192,736*	
Liabilities					
Creditors: amounts falling due in less than one year	18	(132,100)		*(10,700)*	
Net current assets			905,750		*182,036*
Total assets less current liabilities			906,470		*183,993*
Net assets			906,470		*183,993*
The funds of the charity:					
Restricted income funds	20		68,044		*26,604*
Unrestricted income funds	21		838,426		*157,389*
Total charity funds			906,470		*183,993*

The notes on pages 56 to 74 form part of these accounts.

Approved by the Trustees and signed on their behalf by:

Olivia Gillan-Bower (Chair)

Geraldine Wright (Treasurer)

11 / 08 / 2021

Statement of cash flows

Statement of Cash Flows for the year ending 31 December 2020

	Note	2020 £	*2019 £*
Cash provided by/(used in) operating activities	23	811,295	*(45,793)*
Cash flows from investing activities:			
Dividends, interest, and rents from investments		1,086	*1,220*
Cash provided by/(used in) investing activities		1,086	*1,220*
Increase/(decrease) in cash and cash equivalents in the year		812,381	*(44,573)*
Cash and cash equivalents at the beginning of the year		189,404	*233,977*
Cash and cash equivalents at the end of the year		1,001,785	*189,404*

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Notes to the accounts for the year ended 31 December 2020

1. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Little Village meets the definition of a public benefit entity under FRSI02. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b. Judgments and estimates

The Trustees have made no key judgments which have a significant effect on the accounts.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c. Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements and in particular the potential implications of the Coronavirus (COVID-19) pandemic. Changes have been made to the operations to enable the charity to continue to support and serve the needs of its beneficiaries at an even enhanced level. This is also due to the very positive and generous response of the general public, the charity's individual, corporate and trust supporters, and local authorities. The budgeted income and expenditure is sufficient with the level of reserves of the charity to be able to continue as a going concern. Please refer to further comments in the Trustees' Annual Report.

d. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

e. Donated services, facilities, and goods

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' Annual Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value of £514,476 and recorded both as income and expenditure in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.

- Expenditure on charitable activities includes the costs of operating baby and young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.

- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

j. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Furniture, fixtures and fittings	33%	(previously 10%)
Computer equipment	33%	

k. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a range of fixed term deposits up to 12 months only.

m. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

o. Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 11. Outstanding contributions at the year end were £4,262 which were paid in full by the end of February 2021. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 74.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £	*Unrestricted £*	*Restricted £*	*Total 2019 £*
Donations and grants	754,240	815,612	1,569,852	*194,094*	*196,706*	*390,800*
Donated goods for beneficiaries	514,476	-	514,476	*471,223*	-	*471,223*
Total	1,268,716	815,612	2,084,328	*665,317*	*196,706*	*862,023*

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2020 £	*Unrestricted £*	*Restricted £*	*Total 2019 £*
Ark / Department for Digital, Culture, Media and Sport	-	57,154	57,154	-	-	-
Camden Giving Covid-19 Emergency Fund	-	6,000	6,000	-	-	-
The Hampstead Wells & Campden Trust	-	750	750	-	-	-
Total	-	63,904	63,904	-	-	-

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2020 £	*Unrestricted £*	*Restricted £*	*Total 2019 £*
Course fees	1,368	-	1,368	*1,526*	-	*1,526*
Clothes recycling	282	-	282	*68*	-	*68*
Total	1,650	-	1,650	*1,594*	-	*1,594*

6. Investment income

	Unrestricted £	Restricted £	Total 2020 £	*Unrestricted £*	*Restricted £*	*Total 2019 £*
Income from bank deposits	1,086	-	1,086	*1,220*	-	*1,220*
	1,086	-	1,086	*1,220*	-	*1,220*

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2020 £	*Unrestricted £*	*Restricted £*	*Total 2019 £*
Staff costs	-	14,599	14,599	*12,320*	*-*	*12,320*
Fundraiser's fees	-	29,433	29,433	*-*	*17,500*	*17,500*
Donation/online fees	4,967	627	5,594	*2,125*	*-*	*2,125*
Sponsored event costs	1,727	-	1,727	*3,124*	*36*	*3,160*
Marketing	897	56	953	*654*	*-*	*654*
Website costs	721	10,848	11,569	*1,461*	*141*	*1,602*
Investment management costs	350	-	350	*-*	*-*	*-*
Governance costs (see note 9)	-	488	488	*103*	*22*	*125*
Support costs (see note 9)	137	1,473	1,610	*466*	*-*	*466*
	8,799	57,524	66,323	*20,253*	*17,699*	*37,952*

8. Analysis of expenditure on charitable activities

	Total 2020 £	*Total 2019 £*
Staff salary costs	383,298	*203,739*
Other staff costs	6,133	*4,406*
Volunteer costs	790	*467*
Accommodation	61,594	*41,977*
Donated goods for beneficiaries	514,476	*471,223*
Bought goods for beneficiaries	247,379	*27,431*
Consumables	16,719	*7,897*
Consulting and freelance	17,226	*28,147*
Insurance	2,009	*414*
Delivery and collection costs	39,230	*4,957*
Travel	377	*1,260*
Depreciation	1,237	*1,237*
Sundry costs	16,619	*13,500*
Governance costs (see note 9)	12,821	*5,230*
Support costs (see note 9)	42,260	*19,518*
	1,362,168	*831,403*
Restricted expenditure	780,552	*225,898*
Unrestricted expenditure	581,616	*605,505*
	1,362,168	*831,403*

9. Analysis of governance and support costs

	Support £	Governance £	Total 2020 £	*Support £*	*Governance £*	*Total 2019 £*
Staff costs	31,660	7,050	38,710	*11,417*	*4,155*	*15,572*
Subscriptions	2,038	-	2,038	*341*	*-*	*341*
Consulting/Freelance	5,836	1,459	7,295	*1,367*	*-*	*1,367*
Database expense	4,096	-	4,096	*6,859*	*-*	*6,859*
Independent examination	-	-	-	*-*	*960*	*960*
Accountancy services	240	4,800	5,040	*-*	*240*	*240*
	43,870	13,309	57,179	*19,984*	*5,355*	*25,339*

Support and governance costs are allocated to cost of raising funds and charitable activities in proportion to the staff time spent in those activities:

Fundraising	1,610	488	2,098	*466*	*125*	*591*
Charitable activities	42,260	12,821	55,081	*19,518*	*5,230*	*24,748*
	43,870	13,309	57,179	*19,984*	*5,355*	*25,339*

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2020 £	*2019 £*
Depreciation	1,237	*1,237*
Auditor's remuneration - audit fees	3,800	-
Auditor's remuneration - accountancy fees	1,240	-
Independent examiner's fee	-	*960*

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

11. Staff costs

Staff costs during the year were as follows:	2020 £	*2019 £*
Wages and salaries	402,023	*217,457*
Social security costs	26,660	*10,823*
Pension costs	7,924	*3,351*
	436,607	231,631
Allocated as follows:		
Cost of raising funds	14,599	*12,320*
Charitable activities	383,298	*203,739*
Support costs	31,660	*11,417*
Governance costs	7,050	*4,155*
	436,607	*231,631*

No employees received employee benefits in excess of £60,000 (2019: Nil).

The average number of staff employed during the period was 24 (2019: 16).

The average full time equivalent number of staff employed during the period was 12 (2019: 7).

The key management personnel of the charity comprise the Trustees and the Chief Executive Officer, Head of Programmes, Head of Operations, Head of Finance and Head of People. The total employee benefits of the key management personnel of the charity were £149,734 (2019: £76,698).

12. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2019: Nil).

Aggregate donations from related parties were £2,500 (2019: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2019: nil).

13. Government grants

There were no unfulfilled conditions and contingencies attaching to the grants.

The government grants recognised in the accounts were as follows:	2020 £	*2019 £*
The National Lottery Community Fund	493,125	*133,406*
HS2 Camden fund	33,333	*16,667*
Groundwork	-	*20,000*
Southwark Borough Council - Common Purpose	1,250	*3,750*
Wandsworth Borough Council	4,680	-
Ark / Department for Digital, Culture, Media and Sport	57,154	-
Coronavirus Job retention scheme grant	9,560	-
	599,102	*173,823*

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part II of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

15. Fixed assets: tangible assets

Cost	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2020	1,027	2,684	3,711
At 31 December 2020	1,027	2,684	3,711
Depreciation			
At 1 January 2020	428	1,326	1,754
Charge for the year	342	895	1,237
At 31 December 2020	770	2,221	2,991
Net book value			
At 31 December 2020	257	463	720
At 31 December 2019	*599*	*1,358*	*1,957*

16. Debtors

	2020 £	*2019 £*
Grants receivable	21,527	-
Other debtors	126	*186*
Prepayments and accrued income	14,412	*3,146*
	36,065	*3,332*

17. Cash at bank and in hand

	2020 £	*2019 £*
Short term deposits	404,909	-
Cash at bank and on hand	596,876	*189,404*
	1,001,785	*189,404*

18. Creditors: amounts falling due within one year

	2020 £	*2019 £*
Trade creditors	22,771	*4,951*
Other creditors and accruals	9,127	*2,758*
Deferred income	91,581	-
Taxation and social security costs	8,621	*2,991*
	132,100	*10,700*

19. Deferred income

	2020 £	*2019 £*
Deferred grant brought forward	-	*33,352*
Grant received	91,581	-
Released to income from charitable activities	-	*(33,352)*
Deferred grant carried forward	91,581	-

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

20. Analysis of movements in restricted funds

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2020 £
All sites					
The National Lottery Community Fund	-	493,125	(470,808)	-	22,317
Ark/Department for Digital, Culture, Media & Sport	-	57,154	(56,453)	-	701
Global's Make Some Noise (Global Charities)	-	20,000	(20,000)	-	-
Anonymous Donor 1	-	68,500	(62,802)	-	5,698
Anonymous Donor 2	-	68,500	(62,802)	-	5,698
The Joseph Rowntree Foundation	-	31,549	(31,549)	-	-
Tides Foundation/BlackRock	-	8,987	(3,157)	-	5,830
Easho Wishlist	-	14,933	(14,933)	-	-
Xmas 2020 Campaign	-	53,765	(53,765)	-	-
Camden Site	-				
Camden Giving	3,882	1,989	(5,871)	-	-
HS2 Camden Fund	16,667	33,334	(33,475)	-	16,526
Crick Community Chest, The Francis Crick Institute	1,055	-	(1,055)	-	-
Camden Giving Covid 19 Emergency Fund	-	6,000	(6,000)	-	-
Two Magpies Fund	-	15,000	(6,815)	-	8,185
The Hampstead Wells & Campden Trust	-	750	(750)	-	-
Southwark Site					
London Borough of Southwark – Common Purpose	-	1,250	-	-	1,250
Eastwood Site					
Wimbledon Foundation	-	-	-	-	-
Community Fund	5,000	-	(5,000)	-	-
London Borough of Wandsworth	-	4,680	(2,841)	-	1,839
Total	26,604	879,516	(838,076)	-	68,044

Comparative period

	Balance at 1 January 2019 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2019 £*
All sites					
The National Lottery Community Fund	*44,583*	*133,406*	*(177,989)*	-	-
Aviva 2018/2019	*227*	*5,000*	*(5,227)*	-	-
M&G	-	*2,501*	*(2,501)*	-	-
Camden Site				-	
Camden Delivery	*131*	-	*(131)*	-	-
Camden Giving	*1,560*	*7,597*	*(5,275)*	-	*3,882*
HWCT	*5,000*	-	*(5,000)*	-	-
HS2 Camden Fund	-	*16,667*	-	-	*16,667*
Crick Community Chest	-	*2,785*	*(1,730)*	-	*1,055*
Wandsworth Site					
QBE	*3,222*	-	*(3,222)*	-	-
The Co-op	*4,030*	-	*(4,030)*	-	-
Greggs Foundation	*1,965*	-	*(1,965)*	-	-
Groundwork	*730*	-	*(730)*	-	-
BPST	*5,000*	-	*(5,000)*	-	-
Groundwork	*5,000*	*20,000*	*(25,000)*	-	-
HQ					
The White Stuff	*22*	-	*(22)*	-	-
Big Lottery	*2,025*	-	*(2,025)*		-
Southwark Site				-	
Common Purpose	-	*3,750*	*(3,750)*	-	-
Eastwood Site				-	
Wimbledon FCF	-	*5,000*	-		*5,000*
Total	*73,495*	*196,706*	*(243,597)*	-	*26,604*

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Name of restricted fund	Description, nature and purposes of the fund
Camden Delivery	individual donor, to fund delivery costs at Camden site
QBE	donation for operation at Wandsworth site
The White Stuff	grant for story telling project at HQ
The Co-op	grant for operation at Wandsworth site
Big Lottery	grant for story telling project at HQ and Wandsworth sites
Big Lottery	grant for staff costs at all sites and specific other costs at HQ
Greggs Foundation	grant for Wandsworth outreach project
Groundwork	grant for Wandsworth outreach project
Aviva 2018	grant to fund purchase of new mattresses
Camden Giving	grant for Camden outreach project (Camden Green Points)
Hampstead Wells and Campden Trust	grant for fund charity co-ordinator post in Camden
Battersea Power Station Foundation	grant for operation at Wandsworth site
Groundwork	grant for operation at Wandsworth site
Wimbledon Foundation Community Fund	grant for operation at Wimbledon Eastwood site
Aviva 2019	grant to fund purchase of new mattresses
M&G	corporate donation for mattresses and buggy repairs
HS2 Camden Fund	restricted to Camden, supporting communities during HS2
Southwark Borough Council – Common Purpose	grant for projects which support healthier and more engaged communities
Crick Community Chest, The Francis Crick Institute	grant to move and expansion or Camden site
Ark/Department for Digital, Culture, Media and Sport	support 2500 children – provisions needed to keep them clean, clothed and warm
Global's Make Some Noise (Global Charities)	warehouse development, satellite sites and hubs, support core costs/ overheads
Easho Wishlist	family hygiene packs
Xmas 2020 Campaign	voucher sheme for families in need over Xmas
Anonymous Donor 1	operation and development of Little Village
Anonymous Donor 2	operation and development of Little Village
The Joseph Rowntree Foundation	to fund post of Head of Media and Communicatioons
Tides Foundation/BlackRock	towards Virtual Village project
Camden Giving Covid-19 Emergency Fund	towards 300 families in Camden, essential packages project, supplying one months' worth of essential sanitary supplies for babies and adults
Two Magpies Fund	towards Volunteer Development Manager post (Camden)
The Hampstead Wells & Campden Trust	15 hygiene packs for families in Hampstead Wells area
Wandsworth Borough Council	towards costs for Eastwood Satellite operation

21. Analysis of movements in unrestricted funds

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2020 £
General fund	157,389	1,301,048	(620,011)	(150,000)	688,426
Designated fund	-	-	-	150,000	150,000
	157,389	1,301,048	(620,011)	-	838,426

Comparative period

	Balance at 1 January 2019 £	*Income £*	*Expenditure £*	*Transfers £*	*Balance at 31 December 2019 £*
General fund	*115,016*	*668,130*	*(625,757)*	-	*157,389*
	115,016	*668,130*	*(625,757)*	-	*157,389*

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund	To upgrade premises and IT infrastructure

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Notes to the accounts

22. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2020 £
Tangible fixed assets	720	-	-	720
Net current assets/(liabilities)	687,706	150,000	68,044	905,750
Total	688,426	150,000	68,044	906,470

Comparative period

	General fund £	*Designated funds £*	*Restricted funds £*	*Total 2019 £*
Tangible fixed assets	*1,957*	-	-	*1,957*
Net current assets/(liabilities)	*155,432*	-	*26,604*	*182,036*
Total	*157,389*	-	*26,604*	*183,993*

23. Reconciliation of net movement in funds to net cash flow from operating activities

	2020 £	*2019 £*
Net income/(expenditure) for the year	722,477	*(4,518)*
Adjustments for:		
Depreciation charge	1,237	*1,237*
Dividends, interest and rents from investments	(1,086)	*(1,220)*
Decrease/(increase) in debtors	(32,733)	*(2,990)*
Increase/(decrease) in creditors	121,400	*(38,302)*
Net cash provided by/(used in) operating activities	811,295	*(45,793)*

Reference and administrative information

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61

Reference and administrative information

Charity number

1169735

Registered office and operational address

St Mark's Church, 53 Rowfant Road, London SW17 7AP

Trustees

The Trustees who served during the year and up to the date of this report were as follows:

Olivia Gillan-Bower, Chair (appointed 04/09/20)
Geraldine Wright, Treasurer (appointed 15/04/20)
Helen Murphy, Secretary
Caley Eldred
Marcia Holmes (appointed 21/06/21)
Nijma Khan
Mary Kuhn (resigned 24/03/21)
Alan Lally-Francis (appointed 21/06/21)
Sophie Livingstone MBE (resigned 04/09/20)
Jennie Lucas
Katharine Sacks-Jones (appointed 21/06/21)

Key management

Sophia Parker, Chief Executive (resigned 08/02/21)
Sophie Livingstone MBE, Chief Executive (appointed 08/02/21)
Nadine Adamski, Head of Fundraising (appointed 15/03/21)
Emily Compston, Head of Operations
Clare Hill, Head of People
Sophia Moreau, Head of Advocacy and Communications (appointed 21/06/21)
Aniq Read, Head of Finance
Rebecca Wilson, Head of Programmes

Bankers

HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ
Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB

Auditors

Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Photo credits
with thanks to Polly Braden, My London and Emma Gibbs.

Design and typesetting
Tom Hampson, reforma.london

Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61



Doc ID: af59d85d1ac4afe20accb5fa9d9955ba11cdbb61