

THE DOG, DUCK AND CAT TRUST

England & Wales · Charity number 1177187

Details

Status Registered

Legal form CIO

Registered 2018-02-16

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

Contact

Address The Dog
Duck and Cat Trust
26 Castle Hill
Dudley
West Midlands

Phone 07909916471

Email info@dogduckandcat.co.uk

Website www.dogduckandcat.co.uk

Activities

Objects: THE ADVANCEMENT OF HEALTH AND THE SAVING OF LIVES AMONG CHILDREN AGED 0-9 BY THE PROVISION OF INFORMATION RELATING TO ACCIDENT PREVENTION TO CHILDREN, THEIR PARENTS/CARERS/GUARDIANS AND PROFESSIONALS WHO MAY WORK WITH THEM WHICH IS DESIGNED TO EDUCATE AND BUILD RESILIENCE AMONG CHILDREN AND PROMOTE THEIR DEVELOPMENT AND POSITIVE EMOTIONAL WELL-BEING.

Activities: The Trust provides educational and harm minimisation stories and resources for children aged 0 - 9 years with a focus on safeguarding, promoting safety and developing a child's resilience. The Dog, Duck and Cat characters are utilised, in story form, to help adults educate children about a range of different subjects in a fun but informative way. We currently work in the West Midlands.

Classification

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

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,150	£3,058	-	-
2024-03-31	£19,590	£22,005	-	-
2023-03-31	£35,130	£36,778	-	-
2022-03-31	£68,016	£68,400	-	-
2021-03-31	£30,436	£37,435	-	-

Trustees

Name	Role	Appointed
DEBORAH GAIL BROWN	Chair	2018-02-16
Jessica Anne Charlotte Saunders-Brown		2025-05-17
REBECCA JAYNE COOKE		2018-02-16

THE DOG, DUCK AND CAT TRUST

England & Wales - Charity number 1177187

Accounts



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

The trustees of the Dog, Duck and Cat Trust (DDCT) are pleased to present their annual report and financial statement for monitoring period ending 31st March 2025. The DDCT is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees one of whom is new to the DDCT and was appointed following an existing trustee needing to resign due to family commitments.

The board of Trustees come from a range of professional backgrounds relevant to the DDCT objectives. The new trustee is a school teacher and new mother, so she brings professional and life experience into her role with the DDCT.

The Trustees met at least quarterly, and four formal meetings were held during the period 1st April 2024 to 31st March 2025; Finance meetings were also held quarterly. Informal meetings also took place as and when needed to discuss day to day matters.

Aims of the DDCT

- For children to learn about staying safe in a way that is fun and age appropriate
- For children to learn about topics and subjects relevant to their day to day lives at home and in the wider world
- To address, and educate on, subjects that affect a child's mental health and emotional well being
- To promote 'safety first' thinking, both inside the home and in the community
- To ensure children receive consistent safeguarding messages to prevent accidents and incidents
- To assist Parents and Carers (P&C) in building rapport with their children
- To provide resources to facilitate Quality time taking place between P&C and their children, to build a child's resilience
- To ensure children know, and they believe and understanding, that they have a person in their life that they trust and can talk to, if they are ever worried or scared about anything, no matter how awful or small their concern may be



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

About the DDCT

The DDCT provides educational, preventative, harm minimisation resources for young people, aged 0 to 11 years of age, with a focus on safeguarding, promoting safety and developing a child's resilience.

The approach is simple yet effective. Stories, animations and activities have been and are created to help adults educate children about a range of different subjects. The resources have also been created to allow older children to use them for themselves, thus increasing opportunities for the messages to be delivered to our audience.

The resources are available online, but the DDCT endeavour to make printed resources available whenever possible.

For the DDCT to be able to reach its audience partnership working is essential. We work with professionals in the community in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDCT resources.

Bespoke educational programmes, aligned to the statutory Department for Education's (DfE) RSHE (Relationships, Sex, and Health Education) framework, have been created for use by those working in educational settings, but also have been developed to suit the needs of specific professionals in the community, such as health visitors, midwives, and for use in libraries and other venues.

The DDCT also provides a full set of Dog, Duck and Cat (DDC) story resources for Parents and Carers (P&C) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. P&C and the local community are vital partners for the DDCT, to omit them would vastly diminish the chances of DDCT achieving its aims.

For P&C we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care to spend some fun-time interacting with those children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, preventing violence towards women and girls, and each other, and a range of other subjects are now being addressed by the DDCT resources.



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

Activities and Achievement's in 2024/25

Partnership with Connex Education Academy (CEA)

As with many other charities in the UK the DDCT has found income generation more challenging than ever before since the COVID pandemic.

The DDCT began conversations in late 2023 with Connex Education Academy (CEA), part of Connex Education Partnership (CEP), about entering into a Memorandum of Understanding (MoU) to begin on April 1st, 2024.

CEA had approached the DDCT as they wanted to use the existing DDCT schools' resources, invest in them, develop new resources, and then market all of these resources to schools for sale, or to enhance the CEA offer for the schools they worked with.

The DDCT CEO and trustees discussed this at some length, looking into the validity of this approach and proposed the following MoU to CEA which they accepted.

The MoU agreed that CEA would:

- Continue to fund the free to access web site, www.dogduckandcat.co.uk, containing all existing DDC stories for members of the public to use
- Fund the creation of new resources and enhance existing DDC resources
- Ensure all newly created DDC stories, for use in schools, are placed on www.dogduckandcat.co.uk ensuring new content now and in the future for the public to use free of charge
- Continue to provide a small range of free to access resources for schools featuring the DDC characters – minimum 5 resources
- Access for all Dudley and Sandwell schools to the full range of DDCT/CEA educational resources, existing and new, until 31st August 2026.

Essentially the MoU states that CEA will fund the goals and objectives of the DDCT charity, in perpetuity, and this will essentially be the ongoing MoU 'fee' to CEA.

The DDCT will monitor the MoU from April 1st, 2024, to ensure it is being upheld. The DDCT CEO will also be working with CEA on a full-time basis, beginning 1st April 2024, for the duration of the MoU to ensure it's goals are followed and achieved.

A planning meeting between CEA and DDCT was held in April 2024 to decide what new resources would be completed and created in 2024/25. The following was agreed:

Auntie Duck – air quality resource

This piece of work began in September 2023 when the Trust were successful in gaining funding from Sandwell Public Health (SPH).



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

Working with SPH partners it was identified that air quality was an issue worrying children and adults that work and live with them. The quality of the air we breath is impacted by a number of factors, and it was decided to highlight these, and what could be done about them, as the focus of the work.

This resource was completed in summer 2024 and then became part of the resources portfolio that was free of charge to access for schools.

Miss PennyBea – Mental Health and Emotional Wellbeing (EWB) resource for Key stage 1

Schools and professionals had long requested an EWB resource for key stage 1. This was created in the spring and summer of 2024 and was launched at the beginning of academic year 2024/25 in September/October 2024.

Schools have used this resource and feedback has been positive.

Animations for all DDC stories

It was agreed that all DDC stories should have an animation to sit alongside the electronic storybook's that existed and would be created. About 50% of the existing stories in April 2024 had an animation so the task of recording and creating the animations for the other 50% began.

CEA's in house creative team were worked with and all animations were completed by February 2025 and have been live for anyone to use since then.

All animations can be used by professionals, but also by P&C and children, who have stated that it is nice to be able to just 'put a story on to play, listen to, and enjoy'.

Everyone deserves a friend – neurodiversity partnership project with Barnardo's

Barnardo's, the national charity, approached the DDCT/CEA in August 2024 about creating a new DDC story about neurodiversity, aimed at children in years 3 and 4 as part of their PINS (Promoting Inclusion and Neurodiversity in Schools) project in the Black Country.

Coproduction on this piece of work began in September 2024 with the DDCT/CEA devising the story and resources and Barnardo's staff then taking that content and trialling it with primary schools across the Black Country.

The feedback received was invaluable and greatly enhanced the resources; in short, the resources became bigger and more comprehensive following the extensive piloting.

The impact in the schools was also very positive and provided 'bridges' for children with and without neurodiversity to talk about themselves and the things going on for them.



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

The resources were launched in March 2025 and will be included in the free to access set of resources moving in to monitoring year 2025/26.

Ant and Us – PSHE/RSHE scheme of work for upper key stage 2 (years 5 and 6)

Up until the 1st April 2024 the DDCT had created resources for children aged 9 and under, essentially year 4 and below.

With the new partnership with CEA, it was decided to also create resources for upper key stage 2, so that the DDCT/CEA offer would be for all children in primary school and not stop at year 4.

After discussion with all key partners, including children themselves, it was decided that using the Dog, Duck and Cat characters would not be appropriate for years 5 and 6. With this in mind a new character, called Ant, was created.

After initial piloting of Ant, it was felt that they were an appropriate character, but not in a story format. Again, the audience were consulted with, and it was decided to use animations at the start of each topic rather than a story, to set the scene and start the conversation off in an engaging way.

8 subject areas were identified for upper key stage 2 and work began on developing the resources. Titles for resources were then created and materials were devised for:

1. What is emotional wellbeing and resilience?
2. Why do people take risks?
3. How can being online not be safe?
4. What is consent?
5. What are human relationships and families like?
6. What is equality?
7. The wrap up – knowledge consolidation from the first 6 subject areas
8. How can humans stay healthy and well?

Resources went live in December 2024 and have been available since then.

Feedback, especially on the misogyny resources in 'What is equality?', has been very positive with teaching staff commenting on how much the children have learnt but also that they enjoyed the style of the 'Ant and Us' resources.

Pollinators Patch Challenge – importance of pollination coproduction project with Bee1 Community

Bee1 Community, an organisation based in Wales, had been working with CEA for a while before DDCT joined. Some resources had been developed but it was felt that they needed some polishing.

After initial meetings and conversations DDCT/CEA and Bee1 agreed to create a resource that highlighted the importance of pollination and to aim this resource at children in years 2 to 4.



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

Development of the resources began in October of 2024, and development was still taking place in March 2025 with an expected rollout of May 2025.

Teacher tracking and planning resources

Whilst classroom delivery resources had always been provided by DDCT it was also identified by teaching staff that some assistance for them would be greatly appreciated with planning, demonstrating success and evidencing learning outcomes.

DDCT/CEA worked together with school partners and certain key areas were identified to develop some support materials for classroom staff to use:

- Policy Devising
- Procedure and Delivery
- Monitoring of outcomes

The on this project began in January 2025 with an expected completion in June/July 2025.

Puberty Packages – for years 4 to 6

As part of the statutory DfE curriculum requirements it was identified that puberty resources would need to be created for pupils in years 4 and above.

Work began on creating the resources in January 2025 with an expected completion in June 2025.

Linking to existing good practice

Whilst the new partnership between DDCT and CEA gave all parties significantly more opportunities to devise and create resources a decision was also made not just to create things for the sake of it.

The former CEO of DDCT, now working for the DDCT/CEA partnership as the Director of Citizenship (DoC), spent time identifying best practice resources that could be linked to the DDCT/CEA resource portfolio to save having to create the resource(s) from scratch.

DECCA, the young persons alcohol and drug service in Sandwell, were initially identified as a potential partner. The DoC worked with DECCA to identify and fill any gaps they had in their resources, which led to the creation of a vaping resource for years 3 and 4. In turn DECCA agreed for DDCT/CEA to use their resources.

This partnership began in November 2024 and will be reviewed in November 2025.



The Dog, Duck and Cat Trust (DDCT) – Annual Report 2024-25

Dudley Public Health (DPH), Sandwell Metropolitan Borough Council (SMBC) and Wolverhampton Metropolitan Borough Council (WMBC) access

SMBC and DPH began free of charge access to all DDCT/CEA resources in September 2024. Approx. 78% of Sandwell schools and approx. 80% of Dudley schools were registered to use the DDCT/CEA resources in March 2025.

WMBC again paid for universal access for all Wolverhampton schools so they could have open access to all the DDCT/CEA resources.

DDCT/CEA has worked extensively with school colleagues across the Black Country to ensure they are able to deliver its resources to the best of their abilities.

The DoC continues to carry out a great many teacher training events, school staff meetings and school events to show the resources and how to use them, and attended larger professionals events to promote the DDCT/CEA partnership and get people involved and accessing the resources.

The DoC is also working with a more diverse group of professionals in the community. Links have been made with school health nursing services, family hubs, SEND providers and other community groups, to further advertise the resources and to encourage people to engage.

Finances

Please see attached report for a full financial breakdown for the trust for 2024 - 25.

Accounts

DDC - The Dog, Duck and Cat Trust
3 St Johns Road Oldbury B68 9RP

Money In

DATE	ACCOUNT	DESCRIPTION
4/8/2024	DDC	Emergency loan
4/10/2024	DDC	Sandwell Public Health - payment one of two; air quality project
4/29/2024	DDC	Donation - Charities Trust
5/30/2024	DDC	Donation - Charities Trust
6/28/2024	DDC	Donation - Charities Trust
7/31/2024	DDC	Donation - Charities Trust
8/29/2024	DDC	Donation - Charities Trust
9/30/2024	DDC	Donation - Charities Trust
10/30/2024	DDC	Donation - Charities Trust
11/28/2024	DDC	Donation - Charities Trust
12/24/2024	DDC	Donation - Charities Trust
1/30/2025	DDC	Donation - Charities Trust
2/27/2025	DDC	Donation - Charities Trust
3/28/2025	DDC	Donation - Charities Trust
Total		

Category	Amount
Money In	1000
Money Out	1000

DATE	ACCOUNT	DESCRIPTION
4/8/2024	DDC	Cowens/Markel Insurance - Monthly payment
4/8/2024	DDC	Microsoft - email accounts
4/9/2024	DDC	Krystal Hosting - web site hosting
4/10/2024	DDC	Repayment of emergency transfer from CEO
4/11/2024	DDC	Social Media - February postings
4/11/2024	DDC	Highfields accountants - accounts for 2022-23
4/11/2024	DDC	Illustrator - see invoice
4/22/2024	DDC	Screencast-O-Matic annual subscription fee
5/7/2024	DDC	Cowens/Markel Insurance - Monthly payment
5/8/2024	DDC	Microsoft - email accounts
5/9/2024	DDC	Krystal Hosting - web site hosting

[illegible]

Money In	£3,150.00
Money Out	£3,058.24
Bank Balance	£91.76

£3,150.00

Money Out

£3,058.24

Bank Balance

£91.76

Holly Layton

Treasurer

PROJECT	AMOUNT	TOTAL

All	67.61	£67.61	
All	23.52	£23.52	
All	13.2	£13.20	
All	50	£50.00	
All	250	£250.00	
All	120	£120.00	
All	1770	£1,770.00	
All	16.42	£16.42	
All	67.61	£67.61	
All	23.52	£23.52	
All	13.2	£13.20	

[illegible]

Balance brought forward	£78.19
Money In	£3,150.00
Money Out	£3,058.24
Balance to carry forward	£169.95

[illegible]

[illegible]

THE DOG, DUCK AND CAT TRUST

England & Wales - Charity number 1177187

Accounts



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
The Dog, Duck and Cat (DDC) Trust

On accounts for the year
ended

31st March 2024

Charity no
(if any)

1177187

Set out on pages

8

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2022.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

Date:

10/01/2025

Name:

Rachel Gowman

Relevant professional
qualification(s) or body
(if any):

ACCA

Address:

102 Tettenhall Road

Wolverhampton

WV6 0BW

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023 – 24

Finances

Income

	Year Ended 31 st March 2024	Year Ended 31 st March 2023
Income type	Amount	Amount
Grants	£2,495.00	£17,000.00
Commissions	£14,545.00	£13,695.00
Donations	£2,550.00	£4,435.00
Total	£19,590.00	£35,130.00

Expenditure

Expenditure type	Amount	Amount
Consultancy – including all development and illustrating	£19,346.50	£35,522.60
Printing & Stationery	£428.00	£0.00
Operating costs – IT and insurances	£2,230.52	£1,255.75
Transport	£0.00	£0.00
Equipment	£0.00	£0.00
Total	£22,005.02	£36,778.35

Surplus/(Deficit) for the year	(£2,415.02)	(£1,648.35)
Bank B/fwd	£2,493.21	£4,141.56
Bank C/fwd	£78.19	£2,493.21



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023-24

The trustees of the DDC Trust are pleased to present their annual report and financial statement for period year ending 31st March 2024. The DDC Trust is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees who were re-appointed at beginning of this monitoring period.

The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees met at least quarterly, and 4 formal meetings were held during the period 1st April 2023 to 31st March 2024; Finance meetings were also held quarterly. Informal meetings also took place as and when needed to discuss day to day matters.

Aims of the DDC Trust

- For children to learn about staying safe, in a way that is fun and age appropriate, in their day to day lives and in their local community
- To address, and educate on, subjects that affect a child's mental health and emotional well being
- To promote 'safety first' thinking, both inside the home and in the community
- To ensure children receive consistent safeguarding messages to prevent household accidents and incidents
- To assist Parents, Carers and Guardians (PCG) in building rapport with their children
- To promote Quality Time, between PCGs and their children, to build a child's resilience
- To provide resources to facilitate Quality time taking place
- To ensure children know, and they believe, that they have a person in their life, that they trust and can talk to, if they are ever worried or scared about anything, no matter how awful or small their concern may be



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023-24

About the DDC Trust

The trust provides educational, preventative, harm minimisation resources for young people, aged 0 to 9 years of age, with a focus on safeguarding, promoting safety and developing a child's resilience.

The approach is simple yet effective. The Dog, Duck and Cat characters are utilised, in story form, to help adults educate children about a range of different subjects. The resources have also been created to allow older children to use them for themselves, thus increasing opportunities for the messages to be delivered to our audience.

The resources are available online, but the trust endeavour to make printed resources available whenever possible, as children have told us they 'like having the story books and activities to play with'.

For the trust to be able to reach the children, partnership working is essential. We work with professionals, in the community, in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDC resources.

All the stories are supported by lesson plans and classroom activities, for use by those working in educational settings, and bespoke programmes have been developed to suit the needs of specific professionals, such as health visitors, midwives, libraries and others.

The trust also provides a full set of story resources for Parents, Carers and Guardians (PCG) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. PCG's and the local community are vital partners for the trust, to omit them would vastly diminish the chances of us achieving our aims.

For PCG's we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care, to 'put down the phone' and spend some fun-time with their children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, and a range of other subjects, are now being addressed by DDC resources.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023-24

Activities and Achievement's in 2023/24

Dudley Public Health (DPH), Sandwell Metropolitan Borough Council (SMBC) and Wolverhampton Metropolitan Borough Council (WMBC) commissions

DPH again commissioned the Trust so that all Dudley schools could have open access to all DDC stories, lesson plans and resources. Approx. 80% of Dudley schools are now registered to use DDC resources.

SMBC continue to receive free of charge access to all Trust resources. Approx. 78% of Sandwell schools are registered to use these resources.

WMBC also commissioned the Trust so that all Wolverhampton schools could have open access to all DDC stories, lesson plans and resources. Complimentary access began in summer term 2022-23 with formal access beginning at the start of academic year 2023-24.

The Trust has worked extensively with school colleagues across the Black Country to ensure they are able to deliver Trust resources to the best of their abilities.

The Trust CEO continues to carry out a great many teacher training events, school staff meetings and school events to show the resources and how to use them, and attended larger professionals events to promote the Trust and get people involved and accessing Trust resources.

The Trust are also working with a more diverse group of professionals in the community. Links have been made with school health nursing services, family hubs, SEND providers and other community groups, to further advertise the Trust resources and to encourage people to engage with us.

Partnership with Connex Education Academy

As with many other charities in the UK the trust has found income generation more challenging than ever before.

The Trust began conversations with Connex Education Academy (CEA) about entering into a Memorandum of Understanding (MoU) to begin on April 1st 2024.

CEA had approached the trust as they wanted to use the existing DDC schools' resources, invest in them, develop new DDC schools resources, and then market them to schools for sale.

The trust CEO and trustees discussed this at some length, looked into the validity of this approach and proposed the following to CEA.

The MoU would agree that CEA would fund:



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023-24

- A free of charge to access DDC web site containing all existing DDC stories for members of the public with a focus on Parents and carers of children aged 9 and below.
- All newly created stories for schools would also be replicated for this web site ensuring new content now and in the future.
- Free of charge health education resources for schools featuring the DDC characters for children aged 9 and under.
- A number of free of charge education resources, covering various subjects, for schools featuring the DDC characters for children aged 9 and under.
- Access for all Dudley and Sandwell schools to the full range of DDC educational resources until 31st August 2026.

Essentially the MoU states that CEA have will fund the goals and objectives of the Dog, Duck and Cat Trust charity, in perpetuity, and this will essentially be the 'fee' to CEA.

The trust will monitor the MoU from April 1st 2024 to ensure it is being upheld.

Moggy's New Medicine – Asthma awareness project

In October 2022 a conversation began between The Black Country Integrated Care Board (ICB) and the Trust to work together to create a resource on asthma awareness. A number of ideas were discussed, and a plan was devised that resulted in funding being received in April 2023.

It was decided that a story would be created covering asthma, what is it and how it can be successfully managed, which would then be backed up with lesson plans for schools to use.

The story and resources were created in partnership with ICB, with their expertise and knowledge being invaluable. A Dudley primary school became a key partner in the development with staff and pupils all contributing to the development of the resource thus ensuring it's coproduction.

When shared wider feedback was immediately very positive, with primary schools especially complimentary about the simplicity of the resource and how accessible it was for the children to use.

This resource was still in development as of 31st March 2024 but when completed will be free of charge to access as part of the health education DDC schools resources.

Auntie Duck – air quality resource

This piece of work began in September 2023 and the Trust were successful in gaining funding from Sandwell Public Health (SPH).

Working with SPH partners it was identified that air quality was an issue worrying children and adults that work and live with them. The quality of the air we breath is



The Dog, Duck and Cat (DDC) Trust – Annual Report 2023-24

impacted by a number of factors, and it was decided to highlight these, and what could be done about them, as the focus of the work.

This resource will be completed in summer 2024 and then be part of the DDC health education portfolio that will be free of charge to access.

Broadening the reach - social media

The Trust has active social media accounts and continues to develop this element of the business.

Regular posts are made and links to national awareness days are utilised wherever possible to ensure Trust resources are used effectively by partners who need them.

Finances

Please see attached report for a full financial breakdown for the trust for 2023 - 24.

THE DOG, DUCK AND CAT TRUST

England & Wales - Charity number 1177187

Accounts



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

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The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees met at least quarterly, and 4 formal meetings were held during the period 1st April 2022 to 31st March 2023; Finance meetings were also held quarterly. Informal meetings also took place as and when needed to discuss day to day matters.

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- To promote Quality Time, between PCGs and their children, to build a child's resilience
- To provide resources to facilitate Quality time taking place
- To ensure children know, and they believe, that they have a person in their life, that they trust and can talk to, if they are ever worried or scared about anything, no matter how awful or small their concern may be

About the DDC Trust

The trust provides educational, preventative, harm minimisation resources for young people, aged 0 to 9 years of age, with a focus on safeguarding, promoting safety and developing a child's resilience.

The approach is simple yet effective. The Dog, Duck and Cat characters are utilised, in story form, to help adults educate children about a range of different subjects. The resources have also been created to allow older children to use them for themselves, thus increasing opportunities for the messages to be delivered to our audience.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

The resources are available online, but the trust endeavour to make printed resources available whenever possible, as children have told us they 'like having the story books and activities to play with'.

For the trust to be able to reach the children, partnership working is essential. We work with professionals, in the community, in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDC resources.

All the stories are supported by lesson plans and classroom activities, for use by those working in educational settings, and bespoke programmes have been developed to suit the needs of specific professionals, such as health visitors, midwives, libraries and others.

The trust also provides a full set of story resources for Parents, Carers and Guardians (PCG) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. PCG's and the local community are vital partners for the trust, to omit them would vastly diminish the chances of us achieving our aims.

For PCG's we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care, to 'put down the phone' and spend some fun-time with their children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, and a range of other subjects, are now being addressed by DDC resources.

Activities and Achievement's in 2022/23

Dudley Public Health (DPH), Sandwell Metropolitan Borough Council (SMBC) and Wolverhampton Metropolitan Borough Council (WMBC) commissions

DPH again commissioned the Trust so that all Dudley schools could have open access to all DDC stories, lesson plans and resources. Approx. 70% of Dudley schools are now registered to use DDC resources.

SMBC continue to receive free of charge access to all Trust resources. Approx. 78% of Sandwell schools are now registered to use these resources.

WMBC also commissioned the Trust so that all Wolverhampton schools could have open access to all DDC stories, lesson plans and resources. This took place in March of 2023 and access for all Wolverhampton schools will begin in summer term 2022-23.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

The Trust has worked extensively with school colleagues across the Black Country to ensure they are able to deliver Trust resources to the best of their abilities.

The Trust CEO carried out a great many teacher training events, school staff meetings and school events to show the resources and how to use them, and attended larger professionals events to promote the Trust and get people involved and accessing Trust resources. This activity has led to an increased number of schools using Trust resources so this activity will continue in 2023-24.

The Trust are also working with a more diverse group of professionals in the community. Links have been made with school health nursing services, family hubs, SEND providers and other community groups, to further advertise the Trust resources and to encourage people to engage with us.

The Ask Project

In August 2022 the Violence Reduction Partnership (VRP) and the Trust began conversations on how they could work together to prevent violence against women and girls (VAWG).

It was decided that a series of stories would be created, each covering a theme that contributes towards VAWG, with the aim of educating children so VAWG does not occur as they mature into adulthood.

The age the resources were to be used with presented an interesting challenge for the Trust. VRP colleagues wanted to target upper nursery aged children, through to year one children, so an age range of 3 to 6 years old. The Trust liaised with key partners, including a specialist in Early Years education, whilst creating the resources to ensure they were fit for purpose and in line with national and local educational requirements.

The Ask Series, named as we wanted to encourage children to ask questions and ask for support if they needed it, was launched in January 2023. The four stories were created for use with children aged 3-5, and then amended slightly for use with children aged 5-6, so essentially 8 stories created to ensure they were at the right level for the learners.

Feedback was immediately very positive, with primary schools especially complimentary as these were subjects they needed to address, but lacked resources as 'no one creates anything for the little ones!!!', a common quote we received at the time.

This resource is now part of the DDC portfolio and has free of charge access until August 2024.

How to be a responsible digital citizen

This piece of work began in February 2022 and the Trust were successful in gaining bid funding from West Midlands Police (WMP).



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

Working with WMP partners it was identified that grooming whilst gaming was a current issue and so this became the focus of the story and resources. Extensive work took place with partners to identify the key issues and outside expertise was purchased in to ensure the resources were fit for purpose and relevant. After piloting it was decided the resources did hit the mark and they were released in April 2022 under the title of 'What happened to me!'.

This resource is now part of the DDC portfolio and has free of charge access up until January 2024.

Broadening the reach - social media

The Trust has active social media accounts and continues to develop this element of the business.

Regular posts are made and links to national awareness days are utilised wherever possible to ensure Trust resources are used effectively by partners who need them.

Finances

Please see below for a full financial breakdown for the trust.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

Income

	Year Ended 31 st March 2023	Year Ended 31 st March 2022
Income type	Amount	Amount
Grants	£17,000.00	£43,260.00
Commissions	£13,695.00	£22,150.00
Donations	£4,435.00	£2,606.22
Total	£35,130.00	£68,016.22

Expenditure

Expenditure type	Amount	Amount
Consultancy – including all development and illustrating	£35,522.60	£56,570.49
Printing & Stationery	£0.00	£2,261.40
Operating costs – IT and insurances	£1,255.75	£7,859.23
Transport	£0.00	£656.40
Equipment	£0.00	£1,052.00
Total	£36,778.35	£68,399.52

Surplus/(Deficit) for the year	(£1,648.35)	(£383.30)
Bank B/fwd	£4,141.56	£4,524.86
Bank C/fwd	£2,493.21	£4,141.56



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

The Dog, Duck and Cat (DDC) Trust

**On accounts for the year
ended**

31st March 2023

**Charity no
(if any)**

1177187

Set out on pages

7

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2022.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

15/01/2024

Name:

Rachel Gowman

**Relevant professional
qualification(s) or body
(if any):**

ACCA

Address:

102 Tettenhall Road

Wolverhampton

WV6 0BW

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

THE DOG, DUCK AND CAT TRUST

England & Wales - Charity number 1177187

Accounts



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

The Dog, Duck and Cat (DDC) Trust

**On accounts for the year
ended**

31st March 2022

**Charity no
(if any)**

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examiner's statement**

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- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

23/01/2023

Name:

Rachel Gowman

**Relevant professional
qualification(s) or body
(if any):**

ACCA

Address:

102 Tettenhall Road

Wolverhampton

WV6 0BW

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2021-22

The trustees of the DDC Trust are pleased to present their annual report and financial statement for period year ending 31st March 2022. The DDC Trust is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees who were re-appointed at beginning of this monitoring period.

The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees met at least quarterly, and 4 formal meetings were held during the period 1st April 2021 to 31st March 2022; Finance meetings were also held quarterly. Informal meetings also took place as and when needed to discuss day to day matters.

Aims of the DDC Trust

- For children to learn about staying safe, in a way that is fun and age appropriate, in their day to day lives and in their local community
- To address, and educate on, subjects that affect a child's mental health and emotional well being
- To promote 'safety first' thinking, both inside the home and in the community
- To ensure children receive consistent safeguarding messages to prevent household accidents and incidents
- To assist Parents, Carers and Guardians (PCG) in building rapport with their children
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About the DDC Trust

The trust provides educational, preventative, harm minimisation resources for young people, aged 0 to 9 years of age, with a focus on safeguarding, promoting safety and developing a child's resilience.

The approach is simple yet effective. The Dog, Duck and Cat characters are utilised, in story form, to help adults educate children about a range of different subjects. The resources have also been created to allow older children to use them for themselves, thus increasing opportunities for the messages to be delivered to our audience.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2021-22

The resources are available online, but the trust endeavour to make printed resources available whenever possible, as children have told us they 'like having the story books and activities to play with'.

For the trust to be able to reach the children, partnership working is essential. We work with professionals, in the community, in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDC resources.

All the stories are supported by lesson plans and classroom activities, for use by those working in educational settings, and bespoke programmes have been developed to suit the needs of specific professionals, such as health visitors, midwives, libraries and others.

The trust also provides a full set of story resources for Parents, Carers and Guardians (PCG) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. PCG's and the local community are vital partners for the trust, to omit them would vastly diminish the chances of us achieving our aims.

For PCG's we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care, to 'put down the phone' and spend some fun-time with their children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, and a range of other subjects, are now being addressed by DDC resources.

Activities and Achievement's in 2021/22

Dudley Public Health (PH) commission

Dudley PH again commissioned the Trust so that all their schools could have open access to all DDC stories, lesson plans and resources. Approx. 59% of Dudley schools are now registered to use DDC resources.

Movement, Food and Fun (MFF) Project

The DDC Trust were successful in gaining Holiday Activity and Food (HAF) funding from Sandwell MBC.

Support was given to nearly 40 families who live in the Sandwell area over the summer 6-week, October half term and Xmas holidays. Families that registered were given



The Dog, Duck and Cat (DDC) Trust – Annual Report 2021-22

support with food parcels, recipes, and face to face support to help them eat well and learn a little more about staying healthy.

The families also engaged with a fitness programme, based on martial arts fitness, that they could utilise face to face or online depending on their personal wishes.

Part of the bid also allowed open access to all DDC resources for Sandwell professionals to continue.

The project went very well with very positive feedback given. The Trust was able to link the families to wider HAF provision when the DDC element ended ensuring ongoing support for the families.

Enhanced the existing bereavement resource – Ducks Fish

Dudley PH contacted the Trust to discuss the bereavement resource we had created, Ducks Fish. They wanted to be able to explain to parents, carers etc how best to talk to children about death and make them aware of the issues that can arise if this is not done or done incorrectly.

Discussions took place and it was decided that the Trust would enhance their existing resource and expand on it to create the 'Talking to your child about bereavement' resource.

The original Ducks Fish story led the resource, with additional information included about how to talk about death with a child, some dos and don'ts and about planning to deal with things in the immediacy but also moving forwards.

This resource is now part of the DDC portfolio.

Hamster needs our help – SEND resource

As part of the ongoing Dudley PH contract the Trust started to work with Special Educational Needs and Disabilities (SEND) providers.

After much discussion an issue was identified that they were struggling to provide answers for; equipping their students to leave their school with practical safety skills in place.

A project was created, following many sessions with staff and pupils, that looked at trust, why healthy scepticism towards 'new' people is essential in safeguarding ourselves, and what appropriate touch is and isn't, and who is ok to touch us.

The Hamster needs our help project was very well received by pupils and staff and is now part of the schools ongoing commitment to transitioning their students when they leave their school.

The project will become part of the DDC portfolio in 2022-23 as the Trust are awaiting final confirmation that the project is best practice.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2021-22

Dad's bonding with their baby's resource

Following the resources that were designed to give moms advice and guidance about bonding with their babies it was decided to create a dad's version.

The trust worked with NHS colleagues to create this, using experiential knowledge and best practice guidance, and by piloting with dads who had recently become fathers.

The resource is now part of the DDC portfolio.

Equality, Responsibility and Friendship (ERF) Project

Equality and misogyny are issues that unfortunately affect the society we live in. They have also been identified as issues children face as they grow older, and for this reason the Trust wanted to try and assist professionals and Parents, carers etc in dealing with it.

The trust was asked by professionals and the community if they could create resources to address this, so we once again teamed up with West Midlands Police Counter Terrorism Unit (WMPCTU). A bid was submitted and WMP agreed to fund 50% of the project.

This led to the creation of the ERF project. The project is the largest resource the Trust has created up to now. Two new stories were created, with 6 lesson plans and their resources to accompany them.

Piloting was very successful, but also gave a new slant on the work the trust does. Several schools used ERF to address actual incident in school between pupils. This was done on a small group basis with intensive support from in school staff. The feedback was amazing with all that tried the approach reporting that the issues had been dealt with, but more importantly, the children had learned why what they had done was not appropriate, and an understanding as to why this behaviour will not be tolerated in future.

These resources are now part of the DDC portfolio.

How to be a responsible digital citizen

This piece of work began in February 2022 so a full update will be given in the report for next year.

Broadening the reach - social media

The Trust has active social media accounts and continues to develop this element of the business.

Finances

Please see attached spreadsheet for a full financial breakdown for the trust.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2021 - 22

Finances

Income

	Year Ended 31 st March 2022	Year Ended 31 st March 2021
Income type	Amount	Amount
Grants	£43,260.00	£26,218
Commissions	£22,150.00	£0.00
Donations	£2,606.22	£4,218.66
Total	£68,016.22	£30,436.66

Expenditure

Expenditure type	Amount	Amount
Consultancy – including all development and illustrating	£56,570.49	£32,825.41
Printing & Stationery	£2,261.40	£342.00
Operating costs – IT and insurances	£7,859.23	£3,479.18
Transport	£656.40	£0.00
Equipment	£1,052.00	£789.00
Total	£68,399.52	£37,435.59

Surplus/(Deficit) for the year	(£383.30)	(£6,998.93)
Bank B/fwd	£4,524.86	£11,523.79
Bank C/fwd	£4,141.56	£4,524.86

THE DOG, DUCK AND CAT TRUST

England & Wales - Charity number 1177187

Accounts

**Section A****Independent Examiner's Report****Report to the trustees/
members of**

The Dog, Duck and Cat (DDC) Trust

**On accounts for the year
ended**31st March 2021**Charity no
(if any)**

1177187

Set out on pages

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I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2021.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

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**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

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** Please delete the words in the brackets if they do not apply.*

Signed:**Date:**

31/01/2022

Name:

Rachel Gowman

**Relevant professional
qualification(s) or body
(if any):**

ACCA

Address:

102 Tettenhall Road

Wolverhampton

WV6 0BW

Section B**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2020 - 21

Finances

Income

	Year Ended 31 st March 2021	Year Ended 31 st March 2020
Income type	Amount	Amount
Grants	£26,218.00	£18,000.00
Commissions	£0.00	£8,000.00
Donations	£4,218.66	£2,162.40
Total	£30,436.66	£28,162.40

Expenditure

Expenditure type	Amount	Amount
Consultancy – including all development and illustrating	£32,825.41	£16,870.00
Printing	£342.00	£1,465.00
Operating costs – IT and insurances	£3,479.18	£624.23
Transport	£0.00	£0.00
Equipment	£789.00	£0.00
Total	£37,435.59	£18,959.23

Surplus/(Deficit) for the year	(£6,998.93)	£9,203.17
Bank B/fwd	£11,523.79	£2,320.62
Bank C/fwd	£4,524.86	£11,523.79



The Dog, Duck and Cat (DDC) Trust – Annual Report 2020 - 21

The trustees of the DDC Trust are pleased to present their annual report and financial statement for period year ending 31st March 2021. The DDC Trust is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees who were re-appointed at beginning of this monitoring period.

The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees met at least quarterly, and 4 formal meetings were held during the period 1st April 2020 and 31st March 2021. Informal meetings also took place, as and when needed, to address Covid issues as they arose.

Aims of the DDC Trust

- For children to learn about staying safe, in a way that is fun and age appropriate, in their day to day lives and in their local community
- To address, and educate on, subjects that affect a child's mental health and emotional well being
- To promote 'safety first' thinking, both inside the home and in the community
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The resources are available online, but the trust endeavour to make printed resources available whenever possible, as children have told us they 'like having the story books and activities to play with'.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2020 - 21

For the trust to be able to reach the children, partnership working is essential. We work with professionals, in the community, in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDC resources.

All the stories are supported by lesson plans and classroom activities, for use by those working in educational settings, and bespoke programmes have been developed to suit the needs of specific professionals, such as health visitors, midwives, libraries and others.

The trust also provides a full set of story resources for Parents, Carers and Guardians (PCG) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. PCG's and the local community are vital partners for the trust, to omit them would vastly diminish the chances of us achieving our aims.

For PCG's we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care, to 'put down the phone' and spend some fun-time with their children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, and a range of other subjects, are now being addressed by DDC resources.

Activities and Achievement's in 2020/21

Dudley Public Health (PH) commission

Dudley Public Health again commissioned the Trust so that all their schools could have free access to all DDC stories, lesson plans and resources. Approx. 50% of Dudley schools are now registered to use DDC resources.

Fun together, Learn Together

Whilst in the first UK COVID lockdown the Trust were asked to bid for funding to work with the Handsworth Association of Schools (HAOS). The bid was to assist HAOS in implementing home studying for the children that would normally access their schools. HAOS also asked for support around emotional wellbeing as this had been raised as a potential concern by some parents. The trust then created a story and resource booklet that was printed and distributed to over 5000 children and their families in Handsworth and its surrounding areas.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2020 - 21

What's up Duck?

This is a project that the trust had recognised for some time was needed. The emotional wellbeing issue flagged by HAOS essentially provided the funding, so this then led to the creation of the 'What's up Duck?' resources.

The resources looked at what feelings and emotions are, how they can affect us in positive and not so positive ways and more importantly, managing difficult emotions and feelings and having techniques to do this.

Due to the lockdowns piloting was a challenge, but we were still able to, and we launched the resources in Summer 2020.

You are great, as you are

Racism, prejudice and intolerance are issues that are unfortunately faced by children and adults. The trust felt they could create resources to address this, so once again teamed up with West Midlands Police Counter Terrorism Unit (WMPCTU). A bid was submitted and WMP CTU agreed to fund 50% of the project.

The resources look at how stereotyping can lead to people forming negative views of others that are just not accurate. It also covers what to do if you are being treated in a prejudicial way, as no one deserves to be spoken to or treated in a discriminatory way.

Due to the lockdowns piloting was a challenge, but we were still able to, and we launched the resources in autumn 2021.

Cat the Pirate

Knife and sharp object awareness was raised by schools as an issue that they wanted to cover but were lacking age-appropriate resources to do this. The trust teamed with the West Midlands Violence Reduction Unit (WMVRU) and several local partners and submitted a bid to create a new resource. The bid was successful, and the resources were created.

They look at raising awareness that knives and sharp objects are not toys and can be dangerous if used for anything other than the purpose they are intended for. Adult supervision is essential when using knives and sharp objects and this is another essential element of the programme.

Due to the lockdowns piloting was a challenge, but we were still able to, and we launched the resources in winter 2021.

What happened to me?

The age of children being groomed online has sadly fallen and is now affecting primary aged children.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2020 - 21

The trust was asked if they could create resources to address this, so once again teamed up with West Midlands Police Counter Terrorism Unit (WMPCTU). A bid was submitted and WMP CTU agreed to fund 50% of the project.

The resource had a particular focus around grooming via gaming, as this is the main route of coercive behaviour used by perpetrators with children of this age.

Due to the lockdowns piloting has been challenge, but this again has been successfully addressed, and we plan to launch the resources in summer term 2021.

Broadening the reach

Social Media

The Trust has active social media accounts and continues to develop this element of the business.

COVID 19

On the 23rd March 2020 the UK became subject to a national lockdown. The Trust liaised with key Black Country partners to ensure schools and the local community were made aware of the DDC offer, and how they could access the resources. This liaison continued in to 2020 – 21 with the Trust helping to support young people, adults, and the communities they live in.

Finances

Please see attached spreadsheet for a full financial breakdown for the trust.