



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)**

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:

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
- 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.



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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'.

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



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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.



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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.



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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

