

# CEASE UK

England & Wales · Charity number 1182515

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2019-03-18

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

## Contact

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**Address** Cease UK  
483 Green Lanes  
London  
N13 4BS

**Phone** 07938860867

**Email** [contact@cease.org.uk](mailto:contact@cease.org.uk)

**Website** [www.cease.org.uk](http://www.cease.org.uk)

## Activities

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**Objects:** For the public benefit to: (1) raise awareness and to promote public support of human rights as set out in the Universal Declaration of Human Rights and subsequent international and domestic legal frameworks in relation to sexual exploitation and to encourage action to prevent such exploitation; (2) to advance the education of the general public and decision makers about sexual exploitation, including, but not limited to, via communications campaigns, policy and advocacy work, and wider stakeholder engagement. In furtherance of the charity's objects the trustees have the power: to engage in political activity and legal actions provided the trustees are satisfied that the proposed activities and actions will further the purposes of the charity to an extent justified by the resources committed and that any political activity is not the dominant means by which the charity carries out its objects.

**Activities:** CEASE UK's activities are all centred on educating the general public and decision makers about sexual exploitation: in particular, the links between different forms, and how the commercial sex industry, hypersexualisation and the underlying cultural norms drive sexual abuse and exacerbate vulnerability.

## Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£689,949	-	£351,299	6
2024-03-31	£235,921	£194,181	-	-
2023-03-31	£166,682	£172,006	-	-
2022-03-31	£155,975	£162,730	-	-
2021-03-31	£86,715	£81,425	-	-

## Trustees

Name	Role	Appointed
Grace Bolaji		2026-01-19
Jennifer Heys		2021-12-06
Katie Smith		2022-12-12
Lord James Bethell		2026-01-19
Megan Brooks		2026-01-19

**CEASE UK**

England & Wales - Charity number 1182515

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# Accounts

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# ANNUAL REPORT

2024-2025

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# FOREWORD

## Naomi Miles, Founder of **CEASE**

Chair, April - November 2025;  
Acting CEO, November 2024-March 2025



This year has been one of profound significance for **CEASE**; a year of achievement, sorrow, and a **renewed vision for the future**.

We marked six years since **CEASE** was founded. What began as a determined response to the pervasive and systemic nature of sexual exploitation has grown into a powerful and respected national voice for change. Over these past twelve months, we have pressed on with our political engagement, deepened our strategy and analysis, and built up the infrastructure necessary to facilitate our growth in both scale and influence.

Alongside this steady work, we have also taken advantage of many important opportunities to shape the growing national conversation on the harms of the sex industry.

One of the year's defining moments was the publication of the Government's Independent Review into Pornography, led by Baroness Bertin and commissioned in the wake of the Online Safety Act.

**CEASE** played a leading role, not only by giving evidence but also by working closely with diverse allies to propose concrete recommendations for regulation.

The inquiry provided an important opportunity to expose publicly the scale and nature of online pornography's harms and to bring about real-world change.

We were also encouraged by Ofcom's plans to implement age verification for online pornography, a vital step in turning the legislation that we have championed for so long into a crucial, real-world safeguard for children and young people.

These milestones are testament to the power of sustained advocacy and the unyielding will to challenge entrenched systems of harm. However, alongside these gains, we have also experienced deep loss. In late 2024, we were devastated by the sudden passing of our Chief Executive, Dr Lucie Moore.

Lucie brought vision, brilliance, and boundless compassion to her leadership. She led with integrity, purpose, and an unwavering belief that we can make a difference in the fight against sexual exploitation. Her absence is felt every day, but so too is her legacy, which continues to shape our work and inspire our team.



**As we look ahead, we do so with steady hope and determination.**

We are laying down deep roots to remain grounded and courageous in the face of resistance. At the same time, we are building an engine of change fuelled by evidence, analysis, deep partnerships, and powerful stories yet unheard.

**The momentum may take time to gather, but once in motion, it will be unstoppable.**

To every supporter, partner, and ally- thank you. You are part of a growing movement that refuses to look away. Together, we are not only exposing all forms of sexual exploitation but working to dismantle the systems and narratives that sustain it.



# OUR CHARITABLE OBJECTIVES

## For the public benefit to:

**(1)** raise awareness and to promote public support of human rights as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations in relation to sexual exploitation and to encourage action to prevent such exploitation;

**(2)** to advance the education of the general public and decision makers about sexual exploitation, including, but not limited to, via communications campaigns, policy and advocacy work, and wider stakeholder engagement.

“In furtherance of the charity’s objects the trustees have the power: to engage in political activity and legal actions provided the trustees are satisfied that the proposed activities and actions will further the purposes of the charity to an extent justified by the resources committed and that any political activity is not the dominant means by which the charity carries out its objects.”



## Public Benefit

The objectives and activities undertaken by the charity are set with the public benefit in mind. The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

**Charity number: 1182515**

**CEASE** is the working name of **CEASE UK:**  
CENTRE TO END ALL SEXUAL EXPLOITATION





**“ CEASE exists to confront the difficult truths...”**

# ABOUT US

## **CEASE (the Centre to End All Sexual Exploitation) is a national human rights charity.**

Our mission is to expose and dismantle the cultural and commercial drivers of sexual exploitation in all its forms. We recognise that sexual exploitation does not happen in isolation, but is rooted in a wider context of harmful norms, distorted narratives, and profit-driven industries. Without addressing these deeper systems, meaningful and lasting change will remain out of reach.

At **CEASE**, we connect the dots between our hypersexualised, pornified culture and the attitudes and behaviours that shape how sex, power, and consent are understood in society:

- We highlight how the widespread consumption of online pornography, much of which depicts the humiliation, degradation, and violation of women and children, has real-world impacts on individuals, relationships, and society as a whole.
- We expose the harm and exploitation embedded in commercial sex industries, which too often operate with impunity while undermining the dignity and rights of those most vulnerable.

We are not aligned with any single religious or ideological agenda. Instead, **CEASE** brings together a broad and diverse alliance of individuals, organisations, and communities who share a common commitment to uprooting the cultural and commercial systems and narratives that enable sexual exploitation to flourish.

Our work is grounded in peer-reviewed research, robust analysis, and the lived experiences of survivors. We engage in public education, strategic campaigning, grass-roots activism, lobbying and advocacy all designed to raise awareness and influence change at every level, from cultural norms to government policy.

**CEASE** exists to confront difficult truths, challenge complacency, and resist the treatment of people as sexual objects. The treatment of individuals as sexual objects.

**We imagine a future where no one is sexually exploited for someone else's gain, but where every person is recognised in their full humanity.**



# OUR VALUES

## 1. OPTIMISM

We believe meaningful, lasting change is possible. We stand against the fatalism that treats sexual exploitation as inevitable. We work with hope, courage and resilience, convinced the tide is beginning to turn.

## 2. EQUALITY

We believe in the equal worth and dignity of all people. We stand against objectification and commodification, which reduce human value to something conditional and market driven. Our work is rooted in compassion, seeking to raise up those who have been shamed, silenced, or oppressed.

## 3. INTEGRATION

We believe sexuality should be integrated with personhood, relationships, and wider social values. We stand against industries that strip sexuality from this context and set individual desires against social responsibility and universal rights. We work by always looking at the bigger picture and identifying the deeper drivers of exploitation.

## 4. INTEGRITY

We believe human rights and shared values must apply across the board. We stand against the double standards that blind society to the harms of the sex industry and its consumers. We aim to act with honesty and compassion, refusing to write anyone off, and staying clear, consistent, and values-driven in all we do.

## 5. COLLABORATION

We believe change comes through working together around shared human values. We stand against silos and divisive ideologies that pit groups against each other. We build consensus across political, cultural, and demographic lines, fostering interdependence and shared responsibility.

# LOOKING BACK

2024-2025

## OUR VISION

**We want to see a world without sexual exploitation”.**





**IN MEMORY**

**OF DR LUCIE**



**It is with deep sadness and profound love that we remember our Chief Executive, Dr Lucie Moore, who passed away suddenly and unexpectedly in November 2024.**

Lucie joined **CEASE** in September 2023 and, in just over a year, left an indelible mark on all of us. She was a dynamic, passionate, and deeply intelligent leader, full of conviction, warmth and compassion. Her advocacy for survivors and victims of sexual exploitation was unwavering, and she brought a rare ability to speak the truth with clarity, while connecting with others through kindness and empathy.

Lucie didn't just lead **CEASE** - she inspired it, shaped it, and elevated it. She was a fierce light in a space often overshadowed by darkness. Whether engaging with policymakers, listening to survivors or planning a new campaign, Lucie radiated purpose and integrity. Her intellect could cut through the layers of harm and denial that surround the sex industry, while her humour and humanity made the hardest conversations bearable and often transformative.

Lucie's sudden death shook us to our core. The grief and shock were deeply felt across the organisation, and staff understandably struggled to come to terms with her loss. To support the team during this time, we implemented a staff wellbeing programme offering dedicated space for processing, reflection and care. Time has eased some of the rawness, but the loss is still felt - as is our shared commitment to continue the work Lucie began.

We are determined not to let her death derail the vital mission she so wholeheartedly championed. In honour of her legacy, we press on with even greater resolve, deeply grateful for the privilege of having known and worked alongside her.

Though her time with us was heartbreakingly short, the legacy she leaves is rich and enduring.



# NEW

# APPOINTMENTS

**This year we strengthened our digital and policy capacity with several key hires across the team.**

Our new Digital Content Officer has broadened our reach and sharpened how we communicate complex issues online, helping us connect with wider audiences and present our work with greater clarity and impact.

On the policy side, the appointment of a Policy Officer and a Policy Intern has increased our ability to track legislative developments, develop organisational positions, and contribute to national debates on sexual exploitation.

Together, these roles have helped us work more clearly and confidently across our core areas.





# OUR OPERATIONS

This year was marked by the steady influence of our Chief Executive, Dr Lucie Moore, who dedicated herself to strengthening **CEASE** from the inside out.

She laid down and refined internal systems and processes, introducing regular reviews, evaluations and rhythms that brought clarity and consistency to our work. She set a high bar for professional excellence, insisting that everything we did remained firmly rooted in our values and centred on people.

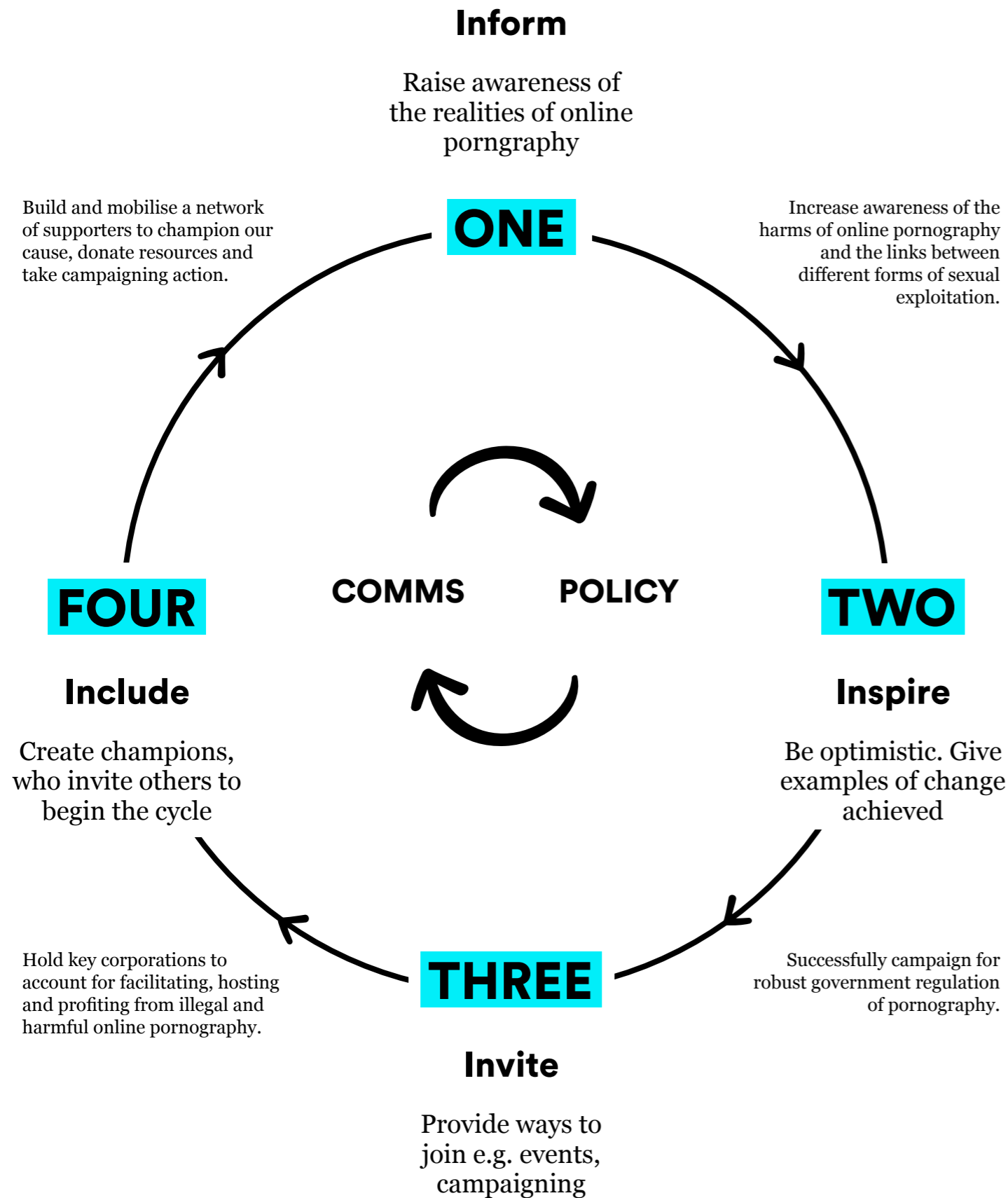
Lucie invested heavily in building a healthy team culture. She created spaces for reflection and self-care, brought in external support where needed, and fostered an environment where everyone felt heard, safe and valued.

She also ensured that operations were aligned with **CEASE's** future sustainability, one example of which is her development of our long-term fundraising strategy. This maps out options to strengthen **CEASE's** financial health and resilience and will help to secure the resources it needs to deliver on our mission in the years ahead.

Lucie also worked to expand **CEASE's** profile and network, vital groundwork for our stronger influence in the years to come. Alongside this outward-facing work, she engaged in 'blue-sky thinking' that has left a lasting mark on **CEASE's** direction. She developed a model built around the '**four I's (Inform, Inspire, Include, Invite)**' which has since become the foundation of our new theory of change, shaping how we guide supporters from awareness into meaningful action and ultimately, to real-world change.



# THE FOUR I'S



## SETTING THE BAR FOR PROFESSIONAL EXCELLENCE, ROOTED IN VALUES & CENTRED ON PEOPLE

During this time, our founder and Chair, Naomi Miles, was less visible in day-to-day operations following the birth of her child in February. In this quieter season, she undertook the development of **CEASE's** Foundational Documents, which provide **CEASE's** 'helicopter view', setting out our long-term mission, aims and objectives, and explaining the rationale behind them.

The Foundational Documents act as the organisation's roots, safeguarding **CEASE** against mission drift and ensuring alignment between its principles and operations. They also place **CEASE** in its wider context: clarifying how we can be the most strategic and impactful. They express **CEASE's** ambition to build a broad, diverse movement, united by shared values and human rights and seeking to avoid culture-war polarisation. Together, these contributions have laid down deep and lasting foundations, embedding resilience, clarity and coherence across every aspect of our work.



# POLICY + A LANDMARK YEAR!!! PUBLIC AFFAIRS

**This year has been a landmark one for CEASE's Policy and Public Affairs Team. We have led and coordinated significant national and international efforts to ensure that the harms of pornography and sexual exploitation remain high on the political and public agenda.**

One of our key achievements was convening and leading the Pornography Review Coalition, which brings together a wide range of organisations, including Barnardo's, Rape Crisis England and Wales, Internet Matters, Marie Collins Foundation, Internet Watch Foundation, and UK Feminista. The coalition exists to coordinate intelligence and research, ensure a united voice, and provide a strong evidence base to shape the Independent Pornography Review led by Baroness Bertin.

Together, we hosted an event in the Houses of Parliament, co-sponsored by Tonia Antoniazzi MP and Lord Bethell, ensuring cross-party attention on this critical issue. A briefing paper produced by the Pornography Review Coalition for the event highlighted the urgent need for parity between online and offline regulation of pornographic content.

We warmly welcomed Baroness Bertin's Independent Pornography Review, which reflected many of CEASE's own recommendations. These include banning violent and degrading pornography such as non-fatal strangulation, criminalising non-consensual intimate image abuse (including deepfakes), investigating links between pornography and human trafficking, and holding pornography companies to robust safety and consent standards. The Review presents a workable regulatory framework that, if implemented, would help to curb some of the most harmful aspects of online pornography to protect adults and children alike. We now urge the government to act without delay and deliver on its pledge to halve violence against women and girls within the next decade.

Alongside this, CEASE has contributed to national and international policy forums. Our Head of Policy and Public Affairs gave evidence to the UK's All Party Parliamentary Group for Commercial Sexual Exploitation on age verification, submitted evidence to Australia's Joint Select Committee inquiry into social media, and spoke twice at the United Nations in New York. At the UN Commission on the Status of Women, she addressed the rise of gender-based cyberviolence, and while at an event hosted by the French Senate, she set out the societal



**We now urge the government to act without delay!**

harms of pornography. We also launched the Not For Sale campaign with UK Feminista at the Labour Party Conference, spotlighting the urgent need for prostitution law reform. The campaign drew high-profile support with speeches at the launch event from the UN Special Rapporteur on Violence Against Women and Girls, Jess Phillips MP, and Tonia Antoniazzi MP.

Our relationship-building work has been equally significant, strengthening ties with Baroness Bertin, the Anti-Slavery Commissioner, Reuters, and international allies such as Collective Shout. We also established the OnlyFans Working Group, uniting partners to explore systemic interventions against exploitation on the platform.

Finally, CEASE represented the UK at NCOSE's child sexual exploitation summit in Washington DC, furthering our global influence in the fight to end sexual exploitation.



# COMMUNICATIONS

This year has been a transformative one for **CEASE's** communications, with a focus on clarity, strategy, and deeper audience understanding.

We have redeveloped the **CEASE** brand, ensuring a more coherent visual and narrative identity across all platforms and materials. This refreshed branding not only strengthens our recognition but also reinforces our message in every interaction with stakeholders, partners, and the public.

Recognising the power and reach of digital channels, we took a more strategic approach to social media by appointing a dedicated social media lead. This has allowed us to run targeted and timely campaigns, such as our "OnlyFans Myth Busting" series, which challenged misinformation and encouraged critical discussion on the realities of online sexual exploitation.

Our webinar programme continued to provide an accessible space for learning and dialogue, covering key issues including escalation pathways, the dark reality of OnlyFans, and reforms to prostitution legislation. These events have helped us reach new audiences, equip advocates with evidence-based knowledge, and create space for difficult but essential conversations.

To strengthen our public presence, key members of staff undertook media

training, ensuring that **CEASE's** voice remains authoritative, clear, and impactful in interviews and press engagements.

We also commissioned a user experience (UX) research project to deepen our understanding of how different audiences engage with our cause.

The findings are guiding us in evidence-led communications, recognising that conversations about sexual exploitation can be deeply personal and, for some, difficult to engage with. This nuanced insight will help us meet people where they are, fostering trust and building more effective, compassionate outreach.

Through these developments, **CEASE's** communications have become more strategic, more resonant, and better equipped to challenge the systems and narratives that enable sexual exploitation.



## SPOTLIGHT



In the summer of 2024, **CEASE** published **Profits Before People: a hard-hitting examination of the pornography industry, written by our Head of Policy and Public Affairs, Gemma Kelly.**

Drawing on peer-reviewed research, survivor testimonies, investigative journalism, and evidence from frontline organisations, the report exposes the individual, relational, and societal harms caused by the commercial sex industry.

The report details how pornography fuels abuse and exploitation, often linked to trafficking and coercion, and distorts sexual norms for both adults and children. Profits Before People

# PROFITS BEFORE PEOPLE REPORT



shows how the pornography industry normalises violence against women and girls, contributes to child-on-child sexual abuse, and can escalate users' consumption towards more violent and deviant material, including child sexual abuse content, with some viewers going on to commit abuse online and offline.

Emerging threats are also highlighted, including image-based sexual abuse, deepfake pornography, immersive virtual reality sexual content, and the growing risks posed by AI to the safety of women and children.

Profits Before People makes clear that the pornography industry thrives by putting profit above the safety, dignity, and wellbeing of women and children. **CEASE** continues to call for robust regulation, corporate accountability, and cultural change to end this exploitation.

**Read more at:**  
<https://cease.org.uk/profits-before-people/>



# LOOKING AHEAD

2025-2026

We have achieved a great deal in the six years since **CEASE** began but our work is far from over. Sexual exploitation continues to evolve, driven by powerful online and offline forces, and we remain focused on dismantling the systems that enable it.

In 2025–26, our Policy and Public Affairs work will continue to push for legislative and regulatory change. This includes reviewing and evaluating our current three-year Policy and Public Affairs strategy and feeding into the development of a new long term **CEASE** strategy. We will maintain pressure on the Government to act on the harms of pornography and prostitution, supporting key amendments to the Crime and Policing Bill, and continuing our leadership in coalitions focused on online/offline disparities and OnlyFans.

We will engage with Ofcom as it begins implementing age verification requirements for pornography platforms and remain active members of the Online Safety Act Network. Through our joint Not For Sale campaign with UK Feminista, we'll work with parliamentarians, frontline services and key stakeholders to highlight the realities of commercial sexual exploitation and influence forthcoming legislation. We will also expand our international engagement, contributing to global conversations, research, and collaborations on pornography policy.

Evidence will remain at the heart of our approach. We'll continue developing our internal position papers and an evidence bank, while strengthening relationships with researchers, survivors, and allied organisations across sectors. Meanwhile, our communications strategy will focus on growth, reach, and clarity. We will review and renew our three-year strategy, refine our messaging, particularly around pornography, and develop new campaigns tailored to teachers, parents, and students. Our digital and media work will be underpinned by insights from UX research and analytics, with a refreshed website and brand, a new webinar plan, and more structured engagement with journalists and online audiences.

None of this work happens in isolation. Our ability to influence change relies on strong collaboration, cultural momentum, and public support. In the year ahead, we remain committed to building partnerships, amplifying survivor voices, and holding power to account.

You can find out more about **CEASE** and our work at [www.CEASE.org.uk](http://www.CEASE.org.uk)



# TRUSTEES REPORT

2024-2025

## + Reference and administrative details

**Charity Name:** CEASE UK: Centre to End All Sexual Exploitation (working name: CEASE)  
**Charity Number:** 1182515  
**Registered Address:** 483 Green Lanes, LONDON, N13 4BS.  
**Website:** <https://cease.org.uk/>

## + Trustees during the year

Naomi Miles (Chair), Jen Hayes (Vice Chair), Joe Miles, Katie Smith, Oliver Scutt

## + Key Management Personnel

**Lucie Moore** - Chief Executive (from April until November 20th, 2024)  
**Naomi Miles** - Active Chief Executive (from November 20th, 2024)  
**Gemma Kelly** - Head of Policy and Public Affairs  
**Jo Black** - Head of Communications  
**Anne McCann** - Head of Finance

## + Principal Advisers

**Bankers:** HSBC, Wise and Cambridge and Counties Bank  
**Independent Examiner:** David Cooke, David Cooke & Co  
Legal Advice sought as required.

## + Structure, Governance and Management

**CEASE UK** is a charitable company limited by guarantee, governed by its Articles of Association and registered with the Charity Commission for England and Wales. The charity is overseen by a Board of Trustees responsible for setting the strategic direction, safeguarding the charity's values, and ensuring good governance and legal compliance.

Trustees are appointed through an open recruitment process and receive an induction that includes **CEASE's** governing documents, policies, and strategic framework. Day-to-day leadership is delegated to a small senior team comprising the Chief Executive and two Heads of Department. Together, they form **CEASE's** senior leadership team, working collaboratively to ensure the charity's strategic objectives are effectively delivered.

The trustees maintain oversight through regular board meetings, financial reporting, and performance reviews. They work closely with senior staff to balance innovation and risk, ensuring that **CEASE** remains both ambitious and responsible in pursuing its charitable aims. The charity does not have any subsidiary entities or related undertakings.

## + Risk Management

The trustees recognise that **CEASE's** work carries inherent operational, reputational, and

financial risks. A risk register is maintained and reviewed regularly by the senior leadership and trustees, focusing on:

- **Financial sustainability:** managed through prudent budgeting, diversified funding streams, and a reserves policy.
- **Reputational risk:** mitigated through clear messaging, robust safeguarding, and consistent adherence to **CEASE's** values.
- **Staff wellbeing:** supported through reflective supervision, external wellbeing provision, and structured team rhythms.
- **Data and compliance:** managed through GDPR-compliant systems and regular policy reviews.

The trustees are satisfied that appropriate systems are in place to monitor and manage these and other key risks.

## + Financial Review

During the financial year April 2024- March 2025, **CEASE** generated total income of **£689,949** and incurred expenditure of **£466, 227** resulting in a net surplus of **£223,722**. The majority of **CEASE's** income came from major philanthropic or corporate donations, with additional income from individual supporter donations. Expenditure focused on staff costs, programme delivery and operational infrastructure to support long-term sustainability.

## + Reserves Policy

The trustees aim to maintain unrestricted reserves equivalent to at least three months' core operating costs, to ensure financial stability and flexibility in responding to opportunities or challenges. At year end, unrestricted reserves stood at **£223,227** which the trustees consider above target for the organisation's size and stage of development. The trustees confirm that **CEASE** remains a going concern, with a

clear strategy for financial sustainability and growth.

## + Funds Held as Custodian Trustee

The charity does not hold any funds as a custodian trustee on behalf of others.

**Statement of Trustees' Responsibilities**  
The trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and the Charities SORP (FRS 102). Company and charity law require the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities and of its financial position at the end of the year. In preparing the financial statements, the trustees must:

- select suitable accounting policies and apply them consistently;
- make reasonable and prudent judgements and estimates;
- state whether applicable accounting standards have been followed; and
- prepare the accounts on a going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy the financial position of the charity and ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and taking reasonable steps to prevent and detect fraud or other irregularities.

This report was approved by the trustees on 28th October, 2025 and signed on their behalf by:

*J. Heys*

**Jennifer Heys**  
**Chair of Trustees**  
Date: 11.11.25



## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025

### Including Income & Expenditure Account

	Note	Unrestricted General Funds (£)	Restricted Funds (£)	Total (£) 2025	Total (£) 2024
<b>Income</b>					
Donations	2	489,949	-	489,949	235,689
Grants received		-	200,000	200,000	-
Other Income		-	-	-	232
<b>Total Income</b>		489,949	200,000	689,949	235,921
<b>Expenditure</b>					
Fundraising		570	-	570	3,847
Charitable Activities	3	255,521	200,000	455,521	181,195
Support Activities	4	10,258	-	10,258	9,139
<b>Total Expenditure</b>		266,349	200,000	466,349	194,181
<b>Net Income/ (Expenditure)</b>		223,600	-	223,600	41,740
Transfers Between Funds		-	-	-	-
<b>Net Movement In Funds</b>		223,600	-	223,600	41,740
<b>Total Funds Brought Forward</b>		127,699	-	127,699	85,959
<b>Total Funds Carried Forward</b>		351,299	-	351,299	127,699

## BALANCE SHEET AS AT 31 MARCH 2025

	Note	Unrestricted Funds (£)	Designated Funds (£)	Total (£) 2025	Total (£) 2024
<b>Fixed Assets</b>					
Tangible Assets	5	2,609	-	2,609	1,543
<b>Current Assets</b>					
Debtors	6	392	-	392	406
Cash at Bank and In Hand		360,804	-	360,804	131,510
		361,196	-	361,196	131,916
<b>Creditors: Amounts Falling Due Within One Year</b>	7	12,506	-	12,506	5,760
<b>Net Current Assets/ (Liabilities)</b>		384,690	-	348,690	126,156
<b>Net Assets</b>		351,299	-	351,299	127,699
<b>Financed by:</b>					
<b>Unrestricted Funds</b>		351,299	-	351,299	127,699

## NOTE TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

### 1. Accounting Policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

**(a) Basis of accounting:** The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes; and 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 (FRS102)" (as amended for accounting periods commencing from 1 January 2016) and the Charities Act 2011. **CEASE** is a Public Benefit Entity as defined by FRS102.

**(b) Going concern:** At the time of approving the accounts, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the accounts.

**(c) Incoming Resources:** Donations represent cash received during the year, including tax repayments received. Charitable Activities income comprises income from various activities furthering the charity's aims. Investment income comprises interest received from money in deposit accounts.

**(d) Resources Expended:** The cost of generating funds are costs incurred in promoting the charity and its work. Charitable Activities Expenditure comprises all expenditure directly related to the charity's objects. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them, including support and governance costs.

**(f) Tangible Fixed Assets and Depreciation:** Fixed assets below an original cost of £250 are not capitalised. Depreciation is provided on all other fixed assets in order to write off the cost less estimated residual value, on a straight line basis, over their expected useful lives, namely:

Computer & office equipment	2-4 years
Motor vehicles	4 years

**(g) Taxation:** **CEASE** is a registered charity, and is therefore exempt from income and corporation tax. It is not registered for VAT; expenditure is therefore recorded at the VAT-inclusive cost.



**NOTE TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025 (continued)**

	Unrestricted Funds (£)	Designated Funds (£)	Total (£) 2025	Total (£) 2024
<b>2. Income From Donations &amp; Legacies</b>				
Corporate Donations	150,000	-	150,000	200,018
Donations from Individuals	339,949	-	339,949	35,671
	489,949	-	489,949	235,689
<b>3. Charitable Activities Expenditure</b>				
Grants made	-	200,000	200,000	-
Consulting	22,938	-	22,938	1,460
Marketing & Communications	10,079	-	10,079	19,390
Wages & Other Staff Costs	199,865	-	199,865	145,589
Travel & Subsistence	11,583	-	11,583	5,536
Hospitality	-	-	-	177
Event Attendance	626	-	626	-
Staff Training	4,844	-	4,844	596
Policy & Public Affairs Campaigns	5,586	-	5,586	8,447
	255,521	20,000	455,521	181,195
<b>4. Support Costs</b>				
Accountancy & Bookkeeping	784	-	764	1,298
Independent Examination Fees	1,050	-	1,050	900
General Office Expenditure	3,406	-	3,406	3,448
IT Costs	2,303	-	2,303	895
Subscriptions	962	-	962	1,158
Insurance	747	-	747	420
Depreciation	904	-	904	332
Loss on Disposal of Fixed Assets	122	-	122	-
Legal Expenses	-	-	-	688
	10,258	-	10,258	9,139

**NOTE TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025 (continued)**

	Computers & Equipment (£)	Total (£) 2025	Total (£) 2024
<b>5. Tangible Fixed Assets</b>			
<b>Cost</b>			
As at 1 April 2024	2,151	2,151	
Additions	2,092	2,092	
Disposals	(418)	(418)	
As at 31 March 2025	3,825	3,825	
<b>Depreciation</b>			
As at 1 April 2024	608	608	
Charge For The Year	904	904	
Written Back on Disposals	(296)	(296)	
As at 31 March 2025	1,216	1,216	
<b>Net Book Value</b>			
As at 1 March 2025	2,609	2,609	
As at 31 March 2024	1,543	1,543	
<b>6. Debtors</b>			
Prepayments	392	-	392
Other	-	-	-
	392	-	392
<b>7. Creditors: Amounts Falling Due Within 1 Year</b>			
Trade Creditors	7,624	-	7,624
Tax & Social Security	3,226	-	3,226
Pension scheme	656	-	656
Accruals	1,000	-	1,000
	12,506	-	12,506



	<b>Brought Forward</b>	<b>Received</b>	<b>Paid</b>	<b>Transfers</b>	<b>Carried Forward</b>
<b>8. Fund Analysis</b>					
Unrestricted General Fund	77,699	489,949	(266,349)	-	301,299
Unrestricted Designated Fund:	50,000	-	-	-	50,000
Reserve fund	-	200,000	(200,000)	-	-
Restricted fund					
	<b>127,699</b>	<b>689,949</b>	<b>(466,349)</b>	<b>-</b>	<b>351,299</b>

### 9. Transactions with Trustees

During the year the trustees received no remuneration. One trustee was reimbursed £501 (2024: one trustee, £562) for travel and other expenses during the year. The charity received donations totalling £600 from one trustee (2024, £nil). No trustees have received any benefits from the charity during the year.

### 10. Related Party Transactions

During the year, the charity received donations totalling £nil (2024, £75,000) from XIBO Group Ltd, a company of which Mr J Miles, a trustee, is a director.

There were no other related party transactions. Ltd, a company of which Mr J Miles, a trustee, is a director.

There were no other related party transactions.

### CONTACT US

[contact@cease.org.uk](mailto:contact@cease.org.uk)

**CEASE UK**  
483 Green Lanes  
LONDON  
N13 4BS





**CEASE UK**

England & Wales - Charity number 1182515

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# Accounts

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# ANNUAL REPORT

**2023-2024**

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# FOREWORD

**Naomi Miles,  
Founder and Chair of CEASE**



In this, **CEASE's** fifth year, we have seen our years of campaigning come to fruition. The past year has been marked by landmark achievements and new growth.

In the spring, we said a grateful farewell to our first Chief Executive, Vanessa Morse, and were pleased to welcome Dr Lucie Moore to the post in September. The interim period was a natural time for reflection, deepening our roots, and strengthening our operations in preparation for the season ahead.

In the summer, we celebrated the incredible news that after years of hard work, a series of our proposed amendments to the Online Safety Bill were accepted by the government. As a result, the now Online Safety Act requires pornography websites, social media sites and other services to use the most stringent form of age verification to prevent children accessing pornography, and face consequences if they do not. It appears that society is finally waking up to the harms of pornography and the necessity of robust age verification as a fundamental child protection measure.

The fact that our amendments received wide, cross-party support no doubt played a part in the government's decision to commission an independent Pornography Review.

This has given us the rare and valuable opportunity to lay out a strong case for the tighter regulation of online pornography in line with its offline equivalent. All of this has given us hope that the pornography

industry's apparent immunity from scrutiny and regulation is coming to an end.

However, the battle continues and to meet the steep challenges ahead, change must come from both the top down and the bottom up. That's why we launched our webinar series, which has given us valuable space to share and engage with the public. We also held our first reception event with Lord Bethell, which was a wonderful opportunity to connect with our donors and supporters, sharing more about our work in Westminster and our vision for building a world free from sexual exploitation.

On the back of this event, we were thrilled to receive significant grants from new donors which are enabling us to recruit two new members of staff, who will help us to expand the scope and impact of our work.

Our first intern has just completed a six-month internship in the Policy and Public Affairs Team, and has sharpened our awareness of the huge benefit this new team members can bring.



**We have much to be grateful for, so much to be excited about”.**

**On behalf of the trustees, I wish to extend a huge thank you to all of you who make this work possible!**

**NR Miles  
Founder and Chair of Trustees**



# OUR CHARITABLE OBJECTIVES

## For the public benefit to:

(1) raise awareness and to promote public support of human rights as set out in the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations in relation to sexual exploitation and to encourage action to prevent such exploitation;

(2) to advance the education of the general public and decision makers about sexual exploitation, including, but not limited to, via communications campaigns, policy and advocacy work, and wider stakeholder engagement.

“In furtherance of the charity’s objects the trustees have the power: to engage in political activity and legal actions provided the trustees are satisfied that the proposed activities and actions will further the purposes of the charity to an extent justified by the resources committed and that any political activity is not the dominant means by which the charity carries out its objects.”



## Public Benefit

The objectives and activities undertaken by the charity are set with the public benefit in mind. The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

**Charity number: 1182515**

**CEASE** is the working name of **CEASE UK:**  
CENTRE TO END ALL SEXUAL EXPLOITATION



# THE STATS

14

organisations brought together to campaign for reform through the Age Verification Coalition and the Pornography Review Coalition, co-chaired with Barnardo's

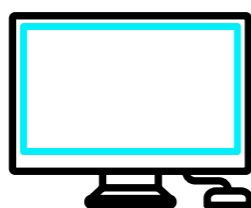


27

cross-party peers spoke in favour of our amendment to the Online Safety Act, introducing age verification for websites hosting pornography

118

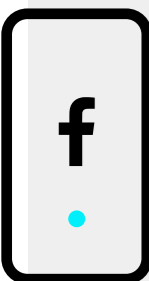
people mobilised to send a letter to their MP asking them to support the government's Pornography Review and bring the regulation of online pornographic content in line with offline content



4



open letters signed to the government, regulators and industry on protecting children from accessing online pornography, and three coalitions joined: the Online Safety Act Network, the Children's Coalition for Online Safety, and the International Pornography Policy think-tank led by NCOSE in the US



680

new followers on social media, and a combined audience of over 4,200 people seeing and sharing our messages



679

supporters who received regular updates on our work

Over

£20k

given from new donors



8



## ABOUT US

**CEASE** (the Centre to End All Sexual Exploitation) is a national human rights charity. Our mission is to expose and dismantle the cultural and commercial forces driving all forms of sexual exploitation in the UK. Sexual exploitation does not occur in a vacuum, and only by addressing the wider context can we hope for real, lasting change.

As a charity, we join the dots between our hypersexualised, objectifying, pornified culture and public attitudes and behaviours towards sex:

- We demonstrate how the mass consumption of online pornography depicting the humiliation, violation and degradation of women and children has real-world consequences
- We shine a light on the widespread exploitation and harm caused by commercial sex industries that undermine our human rights

We are neither a religious nor an ideologically driven charity but seek to bring together a broad alliance of groups from many backgrounds around a common stance. **CEASE's** work is based on peer reviewed research and survivors' accounts; it takes the form of advocacy, awareness-raising campaigns, events, lobbying and other strategic actions.

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# OUR VALUES

## 1. OPTIMISM

Although the work is hard, the tide is beginning to turn. We are absolutely confident we'll see and be part of significant change in the coming years. Though issues we work on will not be solved today or tomorrow, we work with hope and courage, and have the stamina to stay the course for as long as it takes.

## 3. OPENNESS

We welcome anyone to the movement to end sexual exploitation regardless of age, sex, sexuality, gender, ethnicity, class, belief or ability. We partner with organisations and individuals who share our stance on sexual exploitation, regardless of their background. We build bridges across political, ideological, religious, national and cultural lines, to create a stronger collective call for change.

## 5. INTEGRATION

We always place sexual exploitation within the widest possible cultural and commercial contexts. We look at what is causing sexual exploitation, following the path upstream until we identify the largest, most powerful drivers.

## 2. EQUALITY

We believe in the essential dignity and value of every person. That means we strive to amplify the voices of those who are most impacted by sexual exploitation, who are often also the least heard. We aim to hear and understand perspectives of people who disagree with us and engage with them thoughtfully.

## 4. INTEGRITY

What you see is what you get with us. As people and as an organisation, we act with integrity in everything we do.

Working with **CEASE** over the last four years has completely changed my life. This courageous, trustworthy team has encouraged me through life's extreme challenges due to the repercussions from my experiences of sexual exploitation.

**CEASE** has continued to encourage my giftings in public speaking to pursue monumental, positive changes in government and parliament. As a team we've made eye opening changes in the UK to protect adults and children from the harms of pornography. There is still work to be done. I know **CEASE** and myself will not give up the fight. They've made me feel safe to do so. Partnering with **CEASE** is empowering and I encourage others to join the fight."

Kate, International Advocate,  
Campaigner and Survivor of Sexual Exploitation



# CEASE STRATEGY

2023-2025

## 1. OUR VISION

**We want to see a world without sexual exploitation”.**

## 2. OUR MISSION

We expose and dismantle the cultural and commercial driving forces behind all forms of sexual exploitation in the UK.

## 3. OUR VALUES

OPTIMISM      OPENNESS      INTEGRITY      EQUALITY      INTEGRATION

## 4. OUR STRATEGIC PRIORITIES

### Expose the harms of online pornography and pornified culture

- Educate on direct/indirect harms of pornography
- Raise awareness of harms of pornography
- Gather and amplify voices
- Show people how pornography and sexual exploitation are linked

### Disrupt the business model of the online pornography industry

- Legislative advocacy to bring regulation
- Convene and collaborate with experts
- Engage those who facilitate, host and profit from online pornography
- Strategic legal action

### Strengthen CEASE to become a leading national charity

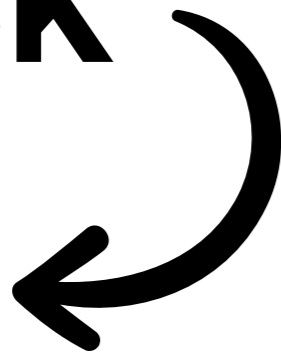
- Expand income streams
- Develop our board and strengthen our governance
- Develop strategic partnerships
- Base work on practice, research, and insights of those with lived experience

## 5. OUR ENABLERS FOR SUCCESS

- Harnessing current cultural momentum in order to amplify the harms of pornography to an increasingly receptive society
- Building our credibility, visibility and trustworthiness among our stakeholders
- Gathering and amplifying the voices and stories of survivors of sexual exploitation



# LOOKING BACK



**2023-2024**



We couldn't be prouder of everything that **CEASE** has achieved this past year. As one of the only national charities working specifically to expose the harms of pornography – for children, adults and society alike – this has been a year of capitalising on the political and professional relationships we have forged in order to bring about seminal cultural change through legislation and education.

Here are our highlights. We hope you can see yourself in these achievements. Without the support of our allies and supporters, none of this would be possible.

Thank you all!



I decided to support **CEASE** after meeting a survivor of sex trafficking and hearing her story.

I also have three teenage boys and was quite disturbed to hear how widespread pornography is, especially among young boys, and the devastating impact it can have on their brain development and ability to have normal relationships. I believe what **CEASE** does to fight this issue at government policy level is invaluable and I want to do all I can to support them in it.”

Kelly, monthly donor to CEASE



# ONE

## We know:

That there is **poor awareness of the direct and indirect harms of pornography** and a pornified culture to children, adults and society as a whole.

## That's why we:

- (1) Hosted a screening of Exodus Cry's documentary, Barely Legal, chaired by Baroness Floella Benjamin OM, DBE, DL, and attended by peers and sector stakeholders
- (2) Gave evidence to the All Party Parliamentary Group on a Fit and Healthy Childhood
- (3) Spoke at the UK premiere of Magic Lantern Pictures' documentary 'Buying Her'
- (4) Presented to over 500 people at a multi-agency conference on the discrepancy in regulation of online and offline pornographic content
- (5) Launched a series of free webinars for our followers and supporters to raise awareness of the many cultural and commercial drivers of sexual exploitation

## This means:

Public servants, politicians, supporters and other stakeholders grow in their awareness of the issue, and are equipped with the knowledge they need to join the movement to fight sexual exploitation

# TWO

## We know:

That the harms of pornography **are not reported accurately** by key institutional stakeholders.

## That's why we:

- (1) Commissioned new research with More in Common on the British public's attitudes to, and knowledge of the harms of, online pornography
- (2) Met with the Government's Pornography Review team to share our knowledge and expertise
- (3) Gave training to Devon and Cornwall Police Force on pornography as a form of violence against women and girls

## This means:

- (1) All those fighting sexual exploitation can target their communication more effectively to the public
- (2) Government and police are more informed about the realities of pornography and its harms

# THREE

## We know:

That those **harmed by pornography** are rarely heard or listened to.

## That's why we:

- (1) Launched our Expose The Harm website to collect accounts of the scale and severity of the harms of pornography, and created a short film of the testimonies to share on social media and at events
- (2) Continued to engage with survivors of the pornography industry and facilitated them sharing their experiences with parliamentarians and key decision makers

## This means:

The voices and experiences of survivors are heard, amplified, and influence policy-making at the highest level

# FOUR

## We know:

That **prostitution is fundamentally exploitative** and does not belong in a world free from sexual exploitation.

## That's why we:

Met with the UN Special Rapporteur on Violence Against Women and Girls to the Human Rights Council, as part of her country visit to the UK and Northern Ireland and submitted a response to the UN Special Rapporteur's consultation on prostitution and violence against women and girls

## This means:

The UN Special Rapporteur has used her country report to highlight the devastating consequences of prostitution and the need to adopt the Nordic Model

# FIVE

## We know:

That there is an **urgent need for robust governmental regulation** of pornography.

## That's why we:

- (1) Developed and co-chaired a coalition of charities and individuals to draft amendments to the Online Safety Act which gained cross-party support
- (2) Created an open letter, signed by over 75 individuals and organisation, calling for the government to support these amendments, and achieved three significant changes to the legislation
- (3) Created two new multi-agency coalitions to co-ordinate responses to the UK government's pornography review, and collated our own significant submission

## This means:

The Online Safety Act now contains provisions to regulate pornography sites and social media platforms, to protect the next generation



# WHAT DOES THE BRITISH PUBLIC THINK ABOUT PORNOGRAPHY?

I've been on the **CEASE** mailing list for nearly two years now and the more I read, the more outraged I become. Basic human rights – like making sure children don't have easy access to porn – shouldn't have to be fought for so hard by the likes of **CEASE**. These should be no-brainers.”

Helen, CEASE mailing list subscriber

In March 2024, we published the findings of our new polling report, **British Public Attitudes Towards Pornography**.

Over 2,000 adults were asked a range of questions on their understanding and awareness of online pornography.

Our key findings were:

- The public are clear that pornography is harmful to children and young people, but parents are talking about it too little and too late. The burden of protecting children online should not lie solely with parents. We need effective age verification immediately.
- Those who are most porn-critical are young adults and women who are also more likely to have vulnerabilities when it comes to online pornography. We should listen to them and their experiences
- Most people are not aware of the range of illegal and harmful pornography that is easily available online for free. We need to come to terms with the reality of online pornography if we want to change it

You can find the full report at:  
[www.CEASE.org.uk](http://www.CEASE.org.uk)



# 5 YEARS OF CEASE



In March 2024 we celebrated the fifth anniversary of the creation of **CEASE**.

Looking back on all that we have managed to achieve has galvanised us and we are looking forward to the next five years with determination and dedication to fight for a world free from sexual exploitation.

## + 2019

The first ever **CEASE** conference is held

## + 2020

We represent the UK in the global Trafficking Hub protests

## + 2021

Expose Big Porn report is published

## + 2022

Expose the Harm is launched

## + 2023

Our amendments are included in the Online Safety Act

## GOVERNMENT INVESTIGATING EXPLOITATION IN PORNOGRAPHY

In December 2023, the UK government announced an independent review into exploitation and abuse within the online pornography industry. The Pornography Review, chaired by Baroness Gabby Bertin, called for evidence of harms from experts including **CEASE**.

As well as submitting a detailed response to the consultation around evidence of exploitation and harm, we also met with the review team numerous times, provided training to the review's engagement leads, and facilitated a meeting between Baroness Bertin and a survivor to discuss the long-lasting physical and psychological damage of being trafficked into the pornography industry.

The review is due to report in autumn 2024.



# AGE VERIFICATION

The Long Journey To Reality

**+ 2015**

Conservative manifesto promises to protect children from accessing online pornography.

**+ 2017**

Parliament approves Part 3 of the Digital Economy Act which prevents commercial websites from allowing under 18s to access pornography.

**+ 2019**

The government decides not to enact Part 3 of the Digital Economy Act in favour of including the provisions in the forthcoming Online Safety Bill.

**+ 2021**

The first draft of the Online Safety Bill is released containing no mention of online pornography.

**+ Feb 2022**

The government confirms that the Online Safety Bill will introduce age verification regulations for pornography.

**+ Nov 2022**

The Government agrees amendments to the bill which would criminalise people who share deep-fake pornography and commit image-based sexual abuse ('revenge porn'). The government also proposes to remove regulations on 'legal but harmful' content for adults.

**22**



**The online safety act gains royal assent!**

**+ Feb 2023**

At its second reading in the House of Lords, 27 peers call on the government to bring in robust age verification measures for online pornography. Unanimous support during a debate like this is almost unheard of.

**+ Jun 2023**

The government amends the Online Safety Bill to include age verification for all online pornographic content.

**+ Oct 2023**

The Online Safety Act gains royal assent. Ofcom begins consultations on the implementation of age verification legislation.



## What the Online Safety Act (2023) legislates for:

- Pornography websites, social media sites and other services will be required to use the most stringent form of age verification to explicitly ensure children cannot access pornography
- Websites and social media platforms must therefore prevent children from accessing pornography or face the consequences of non-compliance
- Pornography sites will be required to produce a public written record outlining how they are preventing children from accessing their content, thus providing an extra layer of accountability

**23**



# LOOKING AHEAD

**CEASE** is one of the few national charities with a specific focus on holding the pornography industry to account. For too long we have allowed multinational technology and social media companies to determine what is and isn't acceptable for our children to view. I work with **CEASE** because, like me, they believe that meaningful and lasting cultural change comes from legislation, education and challenging the commercial interests of those who put profits before people."

Lord Bethell, Campaigner and Member of the House of Lords

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We have achieved a lot in the five years since **CEASE** began, but there is still more to do. And we can't achieve this change without cultural momentum from the public and professional bodies. That's why our focus will be on campaigning for greater regulation of the pornography industry, and greater awareness of the harms of pornography among the general public.

In the coming year, our priorities for policy and public affairs will be centred on:

- Ensuring the robust implementation of age verification for any site carrying pornographic content, as mandated in the Online Safety Act
- Engaging with the government's pornography review, and its recommendations
- Exploring whether a judicial review should be undertaken to hold the regulator, Ofcom, to account to ensure the highest standard of age verification is implemented
- Collaborating with experts from law, technology, academia and other fields to address the harms associated with sites like OnlyFans
- Supporting the Not For Sale coalition as it campaigns for amendments to the forthcoming Criminal Justice Bill which would make explicit the links between trafficking and prostitution

Our communications priorities for the coming year will focus on:

- Understanding our professional and public audiences better by conducting more research to ensure our messaging resonates well
- Educating the media and the public on the realities of online pornography and the harm being done to individuals, relationships and society by the normalisation of objectification and sexual violence
- Working behind the scenes to improve the **CEASE** brand through the website and social media to make us a one stop shop for people who would like to understand more about sexual exploitation, whatever their level of knowledge
- Identifying more speaking and media opportunities to increase our visibility and credibility, and make the case for a world free from sexual exploitation

You can find out more about **CEASE** and our work at [www.CEASE.org.uk](http://www.CEASE.org.uk)

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**In year 9 I remember a boy was sitting next to me in class and he was watching porn on his phone. He showed it to me and laughed but it made me feel really uncomfortable and I moved away from him.**

**No-one said anything about it because it was just an every-day thing but I found it weird.**

**Me and my friends would talk about boys we liked but there was always a worry that we would be expected to do things they'd seen in porn if they were more experienced than us.**

**It's literally everywhere and so normalised and the expectation was for us to just be happy being treated like an object."**

Emma, Student,  
Collected from [www.exposetheharm.com](http://www.exposetheharm.com)

# TRUSTEES REPORT

2023-2024

## Reference and administrative details

The trustees present the annual report together with the financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out on page 31 and comply with the Charity's trust deed, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

## Trustees

N R Miles, J C Miles, J Heys  
O Scutt , K Smith

## Chief executive officer

L Moore

## Charity registration number

1182515

## Bankers

HSBC Bank PLC, 56 Queen Street,  
Cardiff , CF10 2PX

## Independent examiner

D C S, Cooke MA (Oxon) FCA FCIE,  
David Cooke & Co,  
Chartered Accountants  
5 Briar Close, Banbury,  
Oxfordshire, OX16 9DS



# TRUSTEES REPORT CONTINUED...

## + FINANCIAL REVIEW

The total income for the year was **£235,921 (2023: £166,682)** of which **£235,689** were donations. At the end of the year **CEASE UK** had total reserves of **£127,699**. This comprised **£50,000** as Designated Reserves, and **£77,699** as General (Unrestricted) Reserves.

## + RESERVES

The trustees have ringfenced **£50,000** as a Designated Reserve Fund which is set aside for unforeseen expenditure and specific costs, and which equates to three months of operational activity. There were no restricted funds during or at the end of the year. The General (Unrestricted) Reserves will be used for general administrative charity expenditure. All of the reserves were available in the bank balance at the year end.

## + STRUCTURE, GOVERNANCE AND MANAGEMENT


### + Nature of governing document

**CEASE UK** is a charitable incorporated organisation governed by its Constitution dated 15 March 2019 and administered by its trustees. It is registered with the Charity Commission.

### + Recruitment and appointment of trustees

The trustees meet or search out new trustees from the public and inform the Board of Trustees who then meet and interview the prospective member. The trustee must have the skills, knowledge and experience needed for the effective administration of the CIO.

The annual report was approved by the trustees of the charity on 10th July 2024 and signed on its behalf by:



NR Miles, Chair and Trustee.

# INDEPENDENT EXAMINERS REPORT

to the  
Trustees of  
**CEASE UK**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2024.

## Responsibilities and basis of report

As the charity's trustees 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 Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination. I have followed all 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 in connection with the examination which gives me reasonable cause to believe that in any material respect:

- The accounting records were not kept in accordance with section 130 of the Charities Act; or
- The accounts did not accord with the accounting records; or
- The accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

D C S Cooke MA (Oxon) FCA FCIE, David Cooke & Co  
Chartered Accountants, 5 Briar Close, Banbury, Oxon. OX16 9DS



## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024

### Including Income & Expenditure Account

	Note	Unrestricted General Funds (£)	Designated Funds (£)	Total (£) 2024	Total (£) 2023
<b>Income</b>					
Donations	2	235,689	-	235,689	166,682
Other Income		232	-	232	-
<b>Total Income</b>		<b>235,921</b>	-	<b>235,921</b>	166,682
<b>Expenditure</b>					
Fundraising		3,847	-	3,847	3,413
Charitable Activities	3	181,195	-	181,195	157,073
Support Activities	4	9,139	-	9,139	11,520
<b>Total Expenditure</b>		<b>194,181</b>	-	<b>194,181</b>	172,006
<b>Net Income/ (Expenditure)</b>		41,740	-	<b>41,740</b>	(5,324)
Transfers Between Funds		-	-	-	-
<b>Net Movement In Funds</b>		41,740	-	<b>41,740</b>	(5,324)
<b>Total Funds Brought Forward</b>		85,959	-	<b>85,959</b>	91,283
<b>Total Funds Carried Forward</b>		<b>127,699</b>	-	<b>127,699</b>	85,959

## BALANCE SHEET AS AT 31 MARCH 2024

	Note	Unrestricted General Funds (£)	Designated Funds (£)	Total (£) 2024	Total (£) 2023
<b>Fixed Assets</b>					
Tangible Assets	5	1,543	-	1,543	1,001
<b>Current Assets</b>					
Debtors	6	406	-	406	1,392
Cash at Bank and In Hand		131,150	-	131,510	91,084
		131,916	-	131,916	92,476
<b>Creditors: Amounts Falling Due Within One Year</b>	7	5,760	-	5,760	7,518
Net Current Assets/ (Liabilities)		126,156	-	126,156	84,958
Net Assets		127,699	-	127,699	85,959
<b>Financed by:</b>					
Unrestricted Funds		127,699	-	127,699	85,959

Approved on: 10th July 2024

*N. R. Miles*

N R Miles, Chair & Trustee

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## NOTE TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

### 1. Accounting Policies

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

**(a) Basis of accounting:** The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes; and 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 (FRS102)" (as amended for accounting periods commencing from 1 January 2016) and the Charities Act 2011. **CEASE** is a Public Benefit Entity as defined by FRS102.

**(b) Going concern:** At the time of approving the accounts, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the accounts.

**(c) Incoming Resources:** Donations represent cash received during the year, including tax repayments received. Charitable Activities income comprises income from various activities furthering the charity's aims. Investment income comprises interest received from money in deposit accounts.

**(d) Resources Expended:** The cost of generating funds are costs incurred in promoting the charity and its work. Charitable Activities Expenditure comprises all expenditure directly related to the charity's objects. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them, including support and governance costs.

**(f) Tangible Fixed Assets and Depreciation:** Fixed assets below an original cost of £250 are not capitalised. Depreciation is provided on all other fixed assets in order to write off the cost less estimated residual value, on a straight line basis, over their expected useful lives, at the following annual rates:

Fixtures & Fittings	25%
Motor vehicles	25%

**(g) Taxation:** **CEASE** is a registered charity, and is therefore exempt from income and corporation tax. It is not registered for VAT; expenditure is therefore recorded at the VAT-inclusive cost.

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**NOTE TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024 (continued)**

	Unrestricted General Funds (£)	Designated Funds (£)	Total (£) 2024	Total (£) 2023
<b>2. Income From Donations &amp; Legacies</b>				
Corporate Donations	200,018	-	<b>200,018</b>	130,255
Donations from Individuals	35,671	-	<b>35,671</b>	36,427
	<b>235,689</b>	-	<b>235,689</b>	166,682
<b>3. Charitable Activities Expenditure</b>				
Consulting	1,460	-	<b>1,460</b>	5,035
Marketing & Communications	19,390	-	<b>19,390</b>	2,577
Wages & Other Staff Costs	145,589	-	<b>145,589</b>	129,190
Travel & Subsistence	5,536	-	<b>5,536</b>	6,450
Hospitality	177	-	<b>177</b>	680
Event Attendance	-	-	-	110
Staff Training	596	-	<b>596</b>	1,769
Communications Campaigns	-	-	-	6,036
Policy & Public Affairs Campaigns	8,447	-	<b>8,447</b>	5,226
	<b>181,195</b>	-	<b>181,195</b>	157,073
<b>4. Support Costs</b>				
Accountancy & Bookkeeping	1,298	-	<b>1,298</b>	1,053
Independent Examination Fees	900	-	<b>900</b>	900
General Office Expenditure	3,448	-	<b>3,448</b>	4,346
IT Costs	895	-	<b>895</b>	411
Subscriptions	1,158	-	<b>1,158</b>	1,273
Insurance	420	-	<b>420</b>	793
Depreciation	332	-	<b>332</b>	417
Fines Paid	-	-	-	35
Legal Expenses	688	-	<b>688</b>	2,292
	<b>9,139</b>	-	<b>9,139</b>	11,520

**NOTE TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024 (continued)**

	Furniture & Equipment (£)	Total (£) 2024	Total (£) 2023
<b>5. Tangible Fixed Assets</b>			
<b>Cost</b>			
As at 1 April 2023	1,885	<b>1,885</b>	
Additions	996	<b>996</b>	
Disposals	(730)	<b>(730)</b>	
As at 31 March 2024	<b>2,151</b>	<b>2,151</b>	
<b>Depreciation</b>			
As at 1 April 2023	884	<b>884</b>	
Charge For The Year	332	<b>332</b>	
Written Back on Disposals	(608)	<b>(608)</b>	
As at 31 March 2024	<b>608</b>	<b>608</b>	
<b>Net Book Value</b>			
As at 1 March 2024	<b>1,543</b>	<b>1,543</b>	
As at 31 March 2023	<b>1,001</b>	<b>1,001</b>	
<b>6. Debtors</b>			
Prepayments	406	-	1,142
Other	-	-	250
	<b>406</b>	-	<b>1,392</b>
<b>7. Creditors: Amounts Falling Due Within 1 Year</b>			
Trade Creditors	1,989	-	1,786
Tax & Social Security	2,871	-	4,712
Accruals	900	-	1,020
	<b>5,760</b>	-	<b>7,518</b>



	<b>Brought Forward</b>	<b>Received</b>	<b>Paid</b>	<b>Transfers</b>	<b>Carried Forward</b>
<b>8. Fund Analysis</b>					
Unrestricted General Fund	35,959	235,921	(194,181)	-	77,699
Unrestricted Designated Fund: Reserve fund	50,000	-	-	-	50,000
	<b>85,959</b>	<b>235,921</b>	<b>(194,181)</b>	<b>-</b>	<b>127,699</b>

### 9. Transactions with Trustees

During the year the trustees received no remuneration. One trustee was reimbursed £562 (2023: £183) for travel and other expenses during the year. No trustees have received any benefits from the charity during the year.

### 10. Related Party Transactions

During the year, the charity received donations totalling £75,000 (2023, £25,000) from XIBO Group Ltd, a company of which Mr J Miles, a trustee, is a director.

### CONTACT US

[contact@cease.org.uk](mailto:contact@cease.org.uk)

**CEASE UK**  
483 Green Lanes  
LONDON  
N13 4BS





ANNUNCI

**CEASE UK**

England & Wales - Charity number 1182515

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# Accounts

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**ANNUAL  
REPORT AND  
ACCOUNTS  
2022/23**

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CEASE is the working name of CEASE UK  
Charity registration number: 1182515

*Imagery: stock images posed by models for illustrative purposes only.*







# FOREWORD

**by the Chair of Trustees,  
Naomi Miles**

It has been a joy this year to see how CEASE has come into its own. We have been perfectly placed to lobby the government during the Online Safety Bill's passage through parliament on the issue of online pornography.

This Bill represents a once-in-a-lifetime opportunity to bring about effective regulation to the online pornography industry, which has largely escaped public scrutiny in the UK. Our focus has been the demand for robust age verification measures to prevent children's free and easy access to pornography on both dedicated websites and on social media. We have also been campaigning for more effective processes to prevent the proliferation of illegal and harmful content (such as child sexual abuse material, image-based sexual abuse and other non-consensual material), as well as highlighting the discrepancy in the regulation of online and offline pornography.

We had the privilege of leading a small coalition of expert individuals and charities committed to the swift introduction of age verification measures for pornography sites. Holding the government to account is a crucial part of what we do.

Over the course of several months, we have been able to scrutinise the Online Safety Bill, giving feedback and making recommendations for improvement to the pre-legislative scrutiny committee.

Working in collaboration with Barnardo's and with the help of CARE and other experts, we crafted numerous amendments to the Bill and were pleased that each one was tabled by MPs and mentioned in debates.

We are painfully aware that the experiences we have heard from survivors about the harms of pornography are only the tip of the iceberg. Some stories are scattered in forums across the internet and others have not yet been told. That is why we set up a new website, Expose the Harm: a forum that gathers the stories of all those who have been negatively impacted by pornography in some way. It is high time that society woke up to the physical, psychological and relational damage being done by online pornography and that governments and policy makers acknowledge and act upon the urgent need for intervention and industry regulation.

The battle is ongoing. Too many people remain under the illusion that pornography is "harmless fun", blind to the ways in which it drives sexual exploitation and abuse. With so few organisations representing this issue, we are acutely aware that we carry a huge weight of responsibility. Thank you for sharing that load with us.

**Naomi Miles,  
Founder and Chair of CEASE**

# TRUSTEES REPORT



# ABOUT US



## OUR VISION

We want to see a world without sexual exploitation.



## OUR MISSION

To expose and dismantle the cultural and commercial driving forces behind all forms of sexual exploitation in the UK.



## OUR VALUES

### We work with:

#### Optimism

Although the work is hard, the tide is beginning to turn. We are absolutely confident we'll see and be part of significant change in the coming years. Though issues we work on will not be solved today or tomorrow, we work with hope and courage, and have the stamina to stay the course for as long as it takes.

#### Openness

We welcome anyone to the movement to end sexual exploitation regardless of age, sex, sexuality, gender, ethnicity, class, belief or ability. We partner with organisations and individuals who share our stance on sexual exploitation, regardless of their background. We build bridges across political, ideological, religious, national and cultural lines, to create a stronger collective call for change.

#### Integrity

What you see is what you get with us. As people and as an organisation, we act with integrity in everything we do.

#### Equality

We believe in the essential dignity and value of every person. That means we strive to amplify the voices of those who are most impacted by sexual exploitation, who are often also the least heard. We aim to hear and understand perspectives of people who disagree with us and engage with them thoughtfully.

#### Integration

We always place sexual exploitation within the widest possible cultural and commercial contexts. We look at what is causing sexual exploitation, following the path upstream until we identify the largest, most powerful drivers.

## PUBLIC BENEFIT

The objectives and activities undertaken by the charity are set with the public benefit in mind. The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

# ACHIEVEMENTS

## This year we...

**1** Shaped legislation through our campaigning work on the Online Safety Bill

**2** Evidenced the damage done by pornography through launching Exposétheharm.com

**3** Strengthened CEASE by creating two senior roles in policy and communications

## SHAPING LEGISLATION

### Open letter

In the summer of 2022, in the wake of Boris Johnson’s resignation as Prime Minister and the ensuing delay to the Online Safety Bill, we wrote an open letter to the government urging them to prioritise work on the Bill once the new prime minister was in place. The letter gathered over 150 diverse signatories from peers, academics, campaigners, survivors, charities and individuals all sharing our conviction that children must be protected from online pornography. We also created template letters for the public to email their MP asking them to show their support for the Bill.

### Parliamentary event

In November 2022, CEASE and Barnardo’s held an event at the House of Lords called ‘Pornography and the Online Safety Bill: Is the OSB doing enough to protect children from the harms of online pornography?’ The event, sponsored by Lord Bethell, was attended by MPs, peers, and various other stakeholders such as Ofcom, the BBFC and the Children’s Commissioner’s Office. Evidence from the panel of experts was preceded by the testimony of a man who had encountered pornography at the age of 10 and had become addicted. Talking about a particularly troubling incident, he shared:

“

*The video seemed to depict two women being raped. No, it hadn’t depicted rape. I think they were raped. I think I knew this at the time deep down. I remember the horror in their faces. They cried. They looked broken. And I’d watched it.*

*I’m still processing the event now and the effects of it aren’t yet fully clear to me. But this is not a video that anyone – let alone a thirteen-year-old – should have been able to stumble across. In any filmed material, a viewer can feel as though they’re immersed in what’s going on. Did I? And if so as a perpetrator or as a victim? Or even simply as a by-stander who couldn’t look away or stop what was happening?*

*When I look at myself in the mirror and feel an acute sense of embarrassment, guilt and shame, is this why? It seems logical that this event has at least contributed to that. It’s not a good place for any person to be in.*

*In April [2022], the Children’s Commissioner said that ‘we’ll look back in 20 years and be absolutely stunned that our children were exposed to so much harm online’. We don’t need to wait that long – I stand before you as a living, breathing example.*

*I can, to an extent, forgive the responsible adults and lawmakers who were running the show as I was growing up – the internet was exploding rapidly and there were lots of changes to contend and catch-up with.*

*I am, however, slightly more reluctant to forgive those in the present day – the dangers have been clear for a long time now and action has been too slow.”*

## Drafting amendments

Following the House of Lords event, we convened a coalition of like-minded organisations and individual experts to re-draft Part 5 of the Online Safety Bill which would create more robust, speedier regulations on age verification for online pornography and bring parity to the regulation on online and offline pornographic content. This was tabled by Lord Bethell during the second reading of the Bill in the House of Lords where 27 peers spoke on the need for age verification for pornography and supported our amendments.

## SHOWING THE SCALE OF THE PROBLEM

In June 2022 we launched a new website for people to share, safely and anonymously, how pornography has harmed them. Expose The Harm gives a voice to the thousands of men, women and children whose lives have been negatively impacted either directly or indirectly.

More and more people are waking up to the impact of pornography on their physical and mental health and relationships. These harms are increasingly hard to deny and include:

- Sexual health practitioners and GPs are reporting increasing rates of young men seeking help for pornography and sex addiction and pornography-induced erectile dysfunction (PIED).
- Charities such as Barnardo's are identifying pornography as both driving children's harmful sexual behaviour and increasing vulnerability to abuse.
- Police and child sexual abuse experts are noting the increasing trend for young men to acquire an interest in child sexual abuse material via the route of mainstream pornography.
- In its 2021 review, Ofsted described the prevalence of sexual harassment and violence in English schools, which are often so normalised that pupils fail to report it.
- The website Everyone's Invited has collected over 50,000 stories from girls and young women who have experienced "rape culture" at schools and universities.

**[www.ExposeTheHarm.com](http://www.ExposeTheHarm.com)**

## RECOGNISED AS EXPERTS

In May 2022, the National Centre on Sexual Exploitation (NCOSE) hosted a symposium in Washington DC, USA, on 'Child Sexual Abuse, Sex Trafficking, and the Pornography Industry: Toxic Online Criminality'. CEASE was invited to give an insight into our work campaigning for the inclusion of age verification in the Online Safety Bill.

In June 2022, as part of the UK government's inquiry into pornography and its impact on violence against women and girls, our Chief Executive, Vanessa Morse, was invited to give evidence to the Women and Equalities Committee on the links between pornography and harmful sexual attitudes and behaviours.

## STRENGTHENING CEASE

We recruited two new members of staff into senior leadership roles. Jo Black became our Head of Communications leading on brand and reputation, digital and social media presence, media relations, and marketing. Gemma Kelly became our Head of Policy and Public Affairs leading on political engagement, legislative advocacy and campaigning.

Our three-year organisational strategy was developed and signed off by the CEASE board and is underpinned by three-year strategies for communications and policy and public affairs.

# STRATEGY 2023-2025: AT A GLANCE

<b>Our vision:</b>	We want to see a world without sexual exploitation.		
<b>Our mission:</b>	We expose and dismantle the cultural and commercial driving forces behind all forms of sexual exploitation in the UK.		
<b>Our values:</b>	Optimism   Openness   Integrity   Equality   Integration		
<b>Our strategic priorities:</b>	<ol style="list-style-type: none"> <li>1. Expose the harms of online pornography and pornified culture</li> </ol>	<ol style="list-style-type: none"> <li>2. Disrupt the business model of the online pornography industry</li> </ol>	<ol style="list-style-type: none"> <li>3. Strengthen CEASE to become a leading national charity in the fight against sexual exploitation</li> </ol>
<b>Our strategic objectives:</b>	<ol style="list-style-type: none"> <li>1. Educate on direct/indirect harms of pornography of me/them/us</li> <li>2. Raise awareness of harms of pornography</li> <li>3. Gather and amplify voices</li> <li>4. SE 101: Show people how pornography and sexual exploitation are linked</li> </ol>	<ol style="list-style-type: none"> <li>1. Legislative advocacy to bring regulation</li> <li>2. Convene and collaborate with experts</li> <li>3. Engage those who facilitate, host and profit from online pornography</li> <li>4. Strategic legal action</li> </ol>	<ol style="list-style-type: none"> <li>1. Expand income streams</li> <li>2. Develop our Board and strengthen our Governance</li> <li>3. Develop strategic partnerships</li> <li>4. Base work on current and comprehensive practice, research, insights and lived experience of sexual exploitation</li> </ol>
<b>Our enablers:</b>	<p>We will enable success by:</p> <ul style="list-style-type: none"> <li>• harnessing current cultural momentum in order to amplify the harms of pornography to an increasingly receptive society.</li> <li>• building our credibility, visibility and trustworthiness among our stakeholders.</li> <li>• gathering and amplifying the voices and stories of survivors of sexual exploitation.</li> </ul>		



## Reference and Administrative Details

The trustees present the annual report together with the financial statements for the year ended 31 March 2023. The financial statements have been prepared in accordance with the accounting policies set out on page 11 and comply with the Charity's trust deed, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

### Trustees

N R Miles  
J C Miles  
J Heys  
O Scutt  
K Smith (nee Edwards) (appointed 12/12/22)

### Chief Executive Officer

V Morse

### Charity Registration Number

1182515

### Bankers

HSBC Bank PLC  
56 Queen Street  
Cardiff  
CF10 2PX

### Independent Examiner

D C S Cooke MA (Oxon) FCA FCIE  
David Cooke & Co  
Chartered Accountants  
5 Briar Close  
Banbury  
Oxfordshire  
OX16 9DS

# FINANCIAL STATEMENT AND ACCOUNTS



## FINANCIAL REVIEW

The total income for the year was £166,682 (2022: £155,975) of which all £166,682 were donations. At the end of the year CEASE UK had net assets of £85,959 including £50,000 designated by the Trustees as General (Unrestricted) Reserves.

## RESERVES

The trustees have designated funds from unrestricted funds which are set aside for unforeseen expenditure and specific costs. There were no restricted funds during or at the end of the year. The unrestricted general fund will be used for charitable expenditure and general administrative charity expenditure. All of the reserves were available in the bank balance at the year end.

## STRUCTURE, GOVERNANCE AND MANAGEMENT

### **Nature of governing document**

CEASE UK is a charitable incorporated organisation governed by its Constitution dated 15 March 2019 and administered by its trustees. It is registered with the Charity Commission.

### **Recruitment and appointment of trustees**

The trustees meet or search out new trustees from the public and inform the Board of Trustees who then meet and interview the prospective member. The trustee must have the skills, knowledge and experience needed for the effective administration of the CIO.

## FUNDS HELD AS CUSTODIAN TRUSTEE

The charity and trustees did not act as custodian trustees in the year.

**The annual report was approved by the trustees of the charity on 20 November 2023 and signed on its behalf by:**



**NR Miles**

Chair and Trustee

# INDEPENDENT EXAMINER'S REPORT

## to the Trustees of CEASE UK

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2023.

### **Responsibilities and basis of report**

As the charity's trustees 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 Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination. I have followed all 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 in connection with the examination which gives me reasonable cause to believe that in any material respect:

- The accounting records were not kept in accordance with section 130 of the Charities Act; or
- The accounts did not accord with the accounting records; or
- The accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

D C S Cooke MA (Oxon) FCA FCIE  
David Cooke & Co  
Chartered Accountants  
5 Briar Close  
Banbury  
Oxon  
OX16 9DS

*D C S Cooke*

Date: 12 December 2023



# STATEMENT OF FINANCIAL ACTIVITIES

**for the Year Ended 31 March 2023**  
(Including Income and Expenditure Account)

	Notes	Unrestricted General Funds £	Designated Funds £	Total 2023 £	Total 2022 £
<b>Income</b>					
Donations	2	166,682	-	<b>166,682</b>	155,975
Other income		-	-	-	-
<b>Total income</b>		<b>166,682</b>	<b>-</b>	<b>166,682</b>	<b>155,975</b>
<b>Expenditure</b>					
Fundraising		3,413	-	<b>3,413</b>	-
Charitable Activities	3	157,073	-	<b>157,073</b>	152,797
Support Activities	4	11,520	-	<b>11,520</b>	9,933
<b>Total Expenditure</b>		<b>172,006</b>	<b>-</b>	<b>172,006</b>	<b>162,730</b>
<b>Net income/(expenditure)</b>		<b>(5,324)</b>	<b>-</b>	<b>(5,324)</b>	<b>(6,755)</b>
Transfers between Funds		-	-	-	-
<b>Net movement in funds</b>		<b>(5,324)</b>	<b>-</b>	<b>(5,324)</b>	<b>(6,755)</b>
<b>Total Funds brought forward</b>		<b>91,283</b>	<b>-</b>	<b>91,283</b>	<b>98,038</b>
<b>Total Funds carried forward</b>		<b>85,959</b>	<b>-</b>	<b>85,959</b>	<b>91,283</b>

# BALANCE SHEET

as at 31 March 2023

	Notes	Unrestricted General Funds £	Designated Funds £	Total 2023 £	Total 2022 £
<b>Fixed Assets</b>					
Tangible assets	5	1,001	-	<b>1,001</b>	650
<b>Current Assets</b>					
Debtors	6	1,392	-	<b>1,392</b>	1,148
Cash at bank and in hand		91,084	-	<b>91,084</b>	98,263
		92,476	-	<b>92,476</b>	99,411
<b>Creditors:</b> Amounts falling due within one year	7	7,518	-	7,518	8,778
Net current assets/(liabilities)		84,958	-	<b>84,958</b>	90,633
<b>Net assets</b>		85,959	-	<b>85,959</b>	91,283
Financed by:					
Unrestricted Funds		85,959	-	<b>85,959</b>	91,283

Approved on 1st December 2023



**NR Miles**  
Chair and Trustee



# NOTES TO THE FINANCIAL STATEMENTS

## for the Year Ended 31 March 2023

### 1. ACCOUNTING POLICIES

The following accounting policies have been used consistently in dealing with items which are considered material in relation to the charity's financial statements.

#### (a) Basis of accounting

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes; and 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 (FRS102)" (as amended for accounting periods commencing from 1 January 2016) and the Charities Act 2011. CEASE is a Public Benefit Entity as defined by FRS102.

#### (b) Going concern

At the time of approving the accounts, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the accounts.

#### (c) Incoming Resources

Donations represent cash received during the year, including tax repayments received.

Charitable Activities income comprises income from various activities furthering the charity's aims. Investment income comprises interest received from money in deposit accounts.

#### (d) Resources Expended

The cost of generating funds are costs incurred in promoting the charity and its work.

Charitable Activities Expenditure comprises all expenditure directly related to the charity's objects. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them, including support and governance costs.

#### (f) Tangible Fixed Assets and Depreciation

Fixed assets below an original cost of £1,000 are not capitalised. Depreciation is provided on all other fixed assets in order to write off the cost less estimated residual value, on a reducing balance basis, over their expected useful lives, at the following annual rates:

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Fixtures & Fittings: 25%

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Motor vehicles: 25%

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#### (g) Taxation

CEASE is a registered charity, and is therefore exempt from income and corporation tax. It is not registered for VAT; expenditure is therefore recorded at the VAT-inclusive cost.

## 2. INCOME FROM DONATIONS & LEGACIES

	<b>Unrestricted General Funds</b>	<b>Designated Funds</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Debtors	130,255	-	<b>130,255</b>	135,005
Cash at bank and in hand	36,427	-	<b>36,427</b>	20,970
	<b>166,682</b>	-	<b>166,682</b>	155,975

## 3. CHARITABLE ACTIVITIES EXPENDITURE

	<b>Unrestricted General Funds</b>	<b>Designated Funds</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Consulting	5,035	-	<b>5,035</b>	43,999
Marketing and communications	2,577	-	<b>2,577</b>	5,281
Wages & other staff costs	129,190	-	<b>129,190</b>	81,856
Travel & subsistence	6,450	-	<b>6,450</b>	2,343
Grants & donations	-	-	-	500
Hospitality	680	-	<b>680</b>	160
Event attendance	110	-	<b>110</b>	377
Staff training	1,769	-	<b>1,769</b>	5,281
Communications campaigns	6,036	-	<b>6,036</b>	8,328
Policy & public affairs campaigns	5,226	-	<b>5,226</b>	4,672
	<b>157,073</b>	-	<b>157,073</b>	152,797

## 4. SUPPORT COSTS

	<b>Unrestricted General Funds</b>	<b>Designated Funds</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Accountancy fees	1,053	-	<b>1,053</b>	1,372
Independent examination fees	900	-	<b>900</b>	840
General office expenditure	4,757	-	<b>4,757</b>	1,987
Subscriptions	1,273	-	<b>1,273</b>	832
Insurance	793	-	<b>793</b>	497
Depreciation	417	-	<b>417</b>	239
Fines paid	35	-	<b>35</b>	1,646
Legal expenses	2,292	-	<b>2,292</b>	2,520
	<b>11,520</b>	-	<b>11,520</b>	9,933

## 5. TANGIBLE FIXED ASSETS

	<b>Furniture &amp; Equipment</b>	<b>Total 2023</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
As at 1 April 2022	1,117	<b>1,117</b>
Additions	768	<b>768</b>
As at 31 March 2023	1,885	<b>1,885</b>
<b>Depreciation</b>		
As at 1 April 2022	467	<b>467</b>
Charge for the year	417	<b>417</b>
As at 31 March 2023	884	<b>884</b>
<b>Net Book Value</b>		
As at 31 March 2022	1,001	1,001
As at 31 March 2022	650	650

## 6. DEBTORS

	<b>Unrestricted General Funds</b>	<b>Designated Funds</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Prepayments	1,142	-	<b>1,142</b>	1,148
Other	250	-	<b>250</b>	-
	1,392	-	<b>1,392</b>	1,148

## 7. CREDITORS: AMOUNTS FALLING DUE WITHIN 1 YEAR

	<b>Unrestricted General Funds</b>	<b>Designated Funds</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Trade creditors	1,786	-	<b>1,786</b>	6,345
Tax & social security	4,712	-	<b>4,712</b>	1,563
Accruals	1,020	-	<b>1,020</b>	870
	7,518	-	<b>7,518</b>	8,778

## 8. FUNDS ANALYSIS

	<b>Brought Forward</b>	<b>Received</b>	<b>Paid</b>	<b>Transfers</b>	<b>Carried Forward</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted General Fund	41,283	166,682	(172,006)	-	35,959
<b>Unrestricted Designated Fund</b>					
Reserve Fund	50,000	-	-	-	50,000
	91,283	166,682	(172,006)	-	85,959

## 9. TRANSACTIONS WITH TRUSTEES

During the year the trustees received no remuneration. One trustee was reimbursed £183 (2022: £252) for travel and other expenses during the year. No trustees have received any benefits from the charity during the year.

## 10. RELATED PARTY TRANSACTIONS

There were no related party transactions in the year.



**CEASE UK**  
483 Green Lanes  
London  
N13 4BS

**f @CEASEUK**  
**t @CEASEORGUK**  
**@ CEASEORGUK**

**CONTACT@CEASE.ORG.UK**  
**CEASE.ORG.UK**

**CEASE UK**

England & Wales - Charity number 1182515

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# Accounts

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**ANNUAL  
REPORT  
AND  
ACCOUNTS**

**2021  
/22**

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## 1

# Opening Word from the Chair of Trustees



CEASE emerged from the pandemic with a clearer grasp of the unique opportunity facing us as a human rights charity working against sexual exploitation. As a board and executive, we adopted a new strategy in 2021 focused on developing the charity from a start up into an established leader in the UK's anti-sexual exploitation sector. Our governance, operational model and income generation – all vital building blocks for a stronger, more effective CEASE - are actively under development.

Our activity levels have built steadily throughout this period, most notably as we have engaged with the ground-breaking Online Safety Bill during its ongoing passage through UK Parliament. This Bill represents a once-in-a-lifetime opportunity to bring effective regulation from within the UK's jurisdiction to the online pornography industry, which has largely escaped government and public scrutiny for 20 years. Our demands are for robust age verification measures on pornography websites, preventing children's free and easy access, and for more effective processes to prevent the proliferation of illegal and harmful content.

This year we had the privilege of leading a small coalition of expert individuals and charities committed to the swift introduction of age verification measures for pornography sites. As a coalition, we published an open

letter to the the-then Prime Minister Boris Johnson which received over 40 signatures from organisations within the women's and children's sector, academics, survivors and MPs.

In July 2021 we were proud to publish our first report "Expose Big Porn", so named in order to draw attention to the porn industry's similarities with other harmful commodity industries. This lays out the principal ways in which pornography sites profit from unlawful, high-risk business practices, provides in-depth analysis of the online harms it drives and gives our regulatory recommendations. It has been a valuable resource for raising awareness among the media and general public as well as among sector professionals, decision makers and MPs.

The battle is ongoing and we are well aware that our society has a long way to go in fully recognising and addressing the harms of pornography. With so few organisations representing this issue, we are acutely aware of the weight responsibility we carry.

I would like to extend my heartfelt thanks to the trustees, to the Chief Executive, Vanessa Morse, and to the whole team for all their hard work and dedication. We look to the future with optimism and anticipation.

**Naomi Miles, Chair of Trustees, CEASE**

# Trustees' Report



## REFERENCE AND ADMINISTRATIVE DETAILS

The trustees present the annual report together with the financial statements for the year ended 31 March 2022. The financial statements have been prepared in accordance with the accounting policies set out on page 11 and comply with the Charity's trust deed, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

### TRUSTEES

N R Miles  
J C Miles  
M Hayes (Resigned 15 May 2021)  
J Heys (Appointed 6 December 2021)  
J C Black (Resigned 21 March 2022)  
O Scutt (Appointed 14 March 2022)

### CHIEF EXECUTIVE OFFICER

V Morse

### CHARITY REGISTRATION NUMBER

1182515

### BANKERS

HSBC Bank PLC  
56 Queen Street  
South Glamorgan  
CF10 2PX  
Cardiff

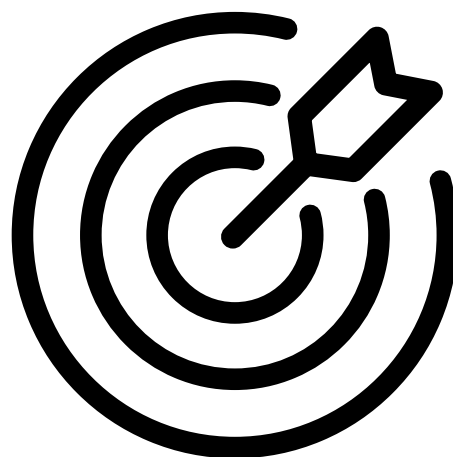
### INDEPENDENT EXAMINER

L W Woodhams FCCA  
TN6 Ltd  
Pine Grove Enterprise Centre  
Pine Grove  
Crowborough  
East Sussex  
TN6 1DH



# OUR VISION

A world  
without sexual  
exploitation



---

## OUR MISSION

To expose and dismantle the cultural and commercial driving forces behind all forms of sexual exploitation in the UK.



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“

**OUR DEMANDS ARE FOR ROBUST AGE VERIFICATION MEASURES ON PORNOGRAPHY WEBSITES, PREVENTING CHILDREN'S FREE AND EASY ACCESS, AND FOR MORE EFFECTIVE PROCESSES TO PREVENT THE PROLIFERATION OF ILLEGAL AND HARMFUL CONTENT.**

# OUR VALUES



## **Optimism**

Although the work is hard, the tide is beginning to turn. We are absolutely confident we'll see and be part of significant change in the coming years. Though issues we work on will not be solved today or tomorrow, we work with hope and courage, and have the stamina to stay the course for as long as it takes.

## **Openness**

We welcome anyone to the movement to end sexual exploitation regardless of age, sex, sexuality, gender, ethnicity, class, belief or ability. We partner with organisations and individuals who share our stance on sexual exploitation, regardless of their background. We build bridges across political, ideological, religious, national and cultural lines, to create a stronger collective call for change.

## **Integrity**

What you see is what you get with us. As people and as an organisation, we act with integrity in everything we do.

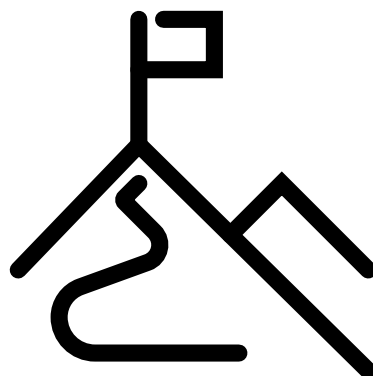
## **Equality**

We believe in the essential dignity and value of every person. That means we strive to amplify the voices of those who are most impacted by sexual exploitation, who are often also the least heard. We aim to hear and understand perspectives of people who disagree with us, and engage with them thoughtfully.

## **Integration**

We always place sexual exploitation within the widest possible cultural and commercial contexts. We look at what is causing sexual exploitation, following the path upstream until we identify the largest, most powerful drivers.

# OUR AIMS



**To expose the inherent exploitation, harm and destructive cultural influence of the commercial online pornography and sex industries.**

**We achieve this by:**

- Mounting public awareness campaigns around key issues, rigorously fact-based and survivor-centred.
- Engaging the public and key stakeholders through online content and other means to expose the realities of prostitution and pornography.
- Demonstrating the impact of harmful cultural norms such as hypersexualisation and objectification.

**To dismantle the commercial and cultural forces which fuel sexual exploitation and drive systemic change at a national level.**

**We achieve this by:**

- Advocating for legislative change, including the introduction of Equality Model legislation and regulation of the pornography industry.
- Mounting projects and campaigns to put targeted pressure on UK based corporates to cut business ties with pornography businesses, in order to weaken and undermine the industry.
- Empowering public bodies and institutions to play a positive role in raising awareness of the harms of pornography and the sex industries.

**Raise awareness of the links between different forms of sexual exploitation among key public sector bodies and charities.**

**We achieve this by:**

- Informing key sector professionals of the connections between all forms of sexual exploitation especially porn, prostitution, trafficking and child sexual exploitation.
- Dismantling artificial barriers within policy and practice.
- Making our voice heard in these key sectors through media, events, new research.
- Catalysing policy change within key sectors through advocacy work.

**Unify, strengthen and resource the anti-sexual exploitation sector in order to amplify a powerful, collective voice.**

**We achieve this by:**

- Running events which attracts diverse attendees and build a coherent movement against sexual exploitation in the UK.
- Galvanising our sector to support specific campaigns and projects in order to increase their impact.
- Informing the sector about relevant developments, research and stories.
- Leading and joining coalitions to build a collective movement for change.

## PUBLIC BENEFIT

The objectives and activities undertaken by the charity are set with the public benefit in mind. The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

# 2

# Our Achievements and Performance

80% of the UK public would support strict new laws to regulate the power of Big Porn.

---

# 80%

## **INFLUENCING LEGISLATION**

In May 2021, the first draft of the government's Online Safety Bill was published with no mention of online pornography at all. So CEASE set to work to rectify this dangerous omission. We formed a coalition of like-minded internet and child safety experts to lobby the government.

Consequently, in March 2022, the government amended part 5 of the Online Safety Bill to require certain types of pornography websites to put age verification measures in place to prevent children's access.

## **PUBLISHING INFLUENTIAL REPORT ON PORNOGRAPHY**

In July 2021, we published the Expose Big Porn report which shone a light on the predatory online pornography industry that consistently puts profit over people. 147 people shared the report with their MP and called on them to support more robust regulation of the online pornography industry through the Online Safety Bill.

As part of the research stage of the report, we also commissioned a survey into public attitudes to pornography with 1,000 people taking part. Our survey found that 80% of the UK public would support strict new laws to regulate the power of Big Porn.

## **SHARING OUR EXPERTISE WITH THE GOVERNMENT**

In September 2021, CEASE submitted evidence to the Joint Committee on the Online Safety Bill, the committee tasked with early scrutiny of this complex Bill. 274 people wrote to their MP to ask them to call for the harms of pornography to be addressed in the draft Online Safety Bill.

In February 2022, our Chief Executive, Vanessa Morse, provided evidence to the All-Party Parliamentary Group on Commercial Sexual Exploitation Inquiry into Pornography. She began by outlining the harms of pornography particularly to children and young people, before going on to stress the importance of regulation of this uniquely high-risk industry.

## DEVELOPING A NEW STRATEGY

In December 2021, trustees approved a new strategic approach for 2022. This approach acknowledged that CEASE was ready to move out of the ‘start up’ charity phase and into a more established charity; one which is ready and able to deliver its ambitious aims. Trustees approved:

- Establishing the ‘strategic pillars’ of CEASE’s activity: policy and communications (awareness raising)
- Introducing a clear operational model, including restructuring the existing team and recruiting two senior managers to oversee the strategic pillars
- Strengthening our governance, including recruitment of new trustees with key skills and connections
- Developing an income generation strategy to sustain growth and give us the ability to expand further.
- Developing a business plan for 2023/4 for Trustee approval

## STRENGTHENING OUR GOVERNANCE

CEASE was delighted to welcome two new trustees to the Board: Oliver Scutt who brings significant charity law expertise and policy experience; and Jennifer Heys, an experienced non-profit leader in the anti-trafficking arena, with specialism in HR, policy and governance.

To learn more about our work visit [www.CEASE.org.uk](http://www.CEASE.org.uk)



274 people wrote to their MP to ask them to call for the harms of pornography to be addressed in the draft Online Safety Bill.

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# 274

# Financial Statement and Accounts

3

## FINANCIAL REVIEW

Total income for the year was £155,975 (2021: £86,715) of which all £155,975 (2021: £78,544) were donations. At the end of the year CEASE UK had £91,283 (2021: £98,038) in Unrestricted reserves of which £15,000 (2021: £17,000) has been designated by the trustees for specific purposes.

## RESERVES

The trustees have designated funds from unrestricted funds which are set aside for unforeseen expenditure and specific costs. There were no restricted funds during or at the end of the year. The unrestricted general fund will be used for charitable expenditure and general administrative charity expenditure. All of the reserves were available in the bank balance at the year end.

## STRUCTURE, GOVERNANCE AND MANAGEMENT

### Nature of governing document

CEASE UK is a charitable incorporated organisation governed by its Constitution dated 15 March 2019 and administered by its trustees. It is registered with the Charity Commission.

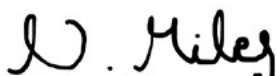
### Recruitment and appointment of trustees

The trustees meet or search out new trustees from the public, and inform the Board of Trustees who then meet and interview the prospective member. The trustee must have the skills, knowledge and experience needed for the effective administration of the CIO.

## FUNDS HELD AS CUSTODIAN TRUSTEE

The charity and trustees did not act as custodian trustees in the year.

**The annual report was approved by the trustees of the charity on 24 October 2022 and signed on its behalf by:**



NR Miles, Chair and Trustee

# Independent Examiner's Report to the Trustees of CEASE UK

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2022.

## Responsibilities and basis of report

As the charity's trustees 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 Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination. I have followed all 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 in connection with the examination which gives me reasonable cause to believe that in any material respect:

- The accounting records were not kept in accordance with section 130 of the Charities Act; or
- The accounts did not accord with the accounting records; or
- The accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

---



Luke W Woodhams FCCA

TN6 Ltd  
Pine Grove Enterprise Centre  
Pine Grove  
Crowborough  
East Sussex  
TN6 1DH

Date: 24 October 2022

# Statement of Financial Activities for the Year Ended 31 March 2022

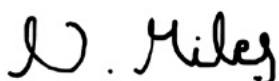
(Including Income and Expenditure Account)

		Unrestricted general funds	Designated Funds	Total 2022	Total 2021
	Note	£	£	£	£
<b>Income:</b>	<b>3</b>				
Donations		155,975	-	<b>155,975</b>	78,544
Other income		-	-	-	8,171
<b>Total income</b>		155,975		<b>155,975</b>	86,715
<b>Expenditure on:</b>					
Charitable activities	<b>5</b>	152,797	-		77,004
Support activities	<b>6</b>	9,933	-	<b>9,933</b>	4,421
<b>Total expenditure</b>		162,730	-	<b>162,730</b>	81,425
Net income/(expenditure)		(6,755)	-	<b>(6,755)</b>	5,290
Transfers between funds		(33,000)	33,000	-	-
Net movement in funds		(39,755)	33,000	<b>(6,755)</b>	5,290
<b>Reconciliation of funds</b>					
Total funds brought forward		81,038	17,000	<b>98,038</b>	92,748
Total funds carried forward	<b>13</b>	<b>41,283</b>	<b>50,000</b>	<b>91,283</b>	<b>98,038</b>

# Balance Sheet as at 31 March 2022

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	10	650	502
<b>Current assets</b>			
Debtors	11	1,148	259
Cash at bank and in hand		98,263	104,195
		<b>99,411</b>	104,454
<b>Creditors: Amounts falling due within one year</b>			
	12	8,778	6,918
Net current (liabilities)/assets		<b>90,633</b>	97,536
Net assets		<b>91,283</b>	98,038
Funds of the charity:			
Unrestricted general funds		41,283	81,038
Unrestricted designated funds		50,000	17,000
<b>Total funds</b>	<b>13</b>	<b>91,283</b>	<b>98,038</b>

The financial statements were approved by the trustees, and authorised for issue on 24 October 2022 and signed on their behalf by



N R Miles, Chair and Trustee

**Notes to the  
Financial  
Statements  
for the year  
ended 31  
March 2022**

**4**

## Notes to the Financial Statements for the year ended 31 March 2022

### 1 CHARITY STATUS

The charity is a Charitable Incorporated Organisation which was formed on 18 March 2019.

The address of its registered office is:

CEASE UK  
483 Green Lanes  
London  
N13 4BS

These financial statements were authorised for issue by the trustees on 24 October 2022.

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### 2 ACCOUNTING POLICIES

#### Basis of preparation

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes. The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) - (Charities SORP - FRS102) and the Charities Act 2011.

CEASE UK meets the definition of a public benefit entity, its assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

#### Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of the income receivable can be measured reliably.

#### Donations

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that these conditions will be fulfilled in the reporting period.

#### Investment income

Investment income is recognised when receivable.

#### Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregates similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources.

#### Raising funds

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

#### Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

### Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources.

### Governance costs

These include the costs attributable to the Charity's compliance with constitutional and statutory requirements, including independent examination, strategic management and trustees' meetings and reimbursed expenses.

### Taxation

The charity is a registered charity and is therefore exempt from taxation.

### Tangible fixed assets

Individual fixed assets costing £250 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

### Depreciation and amortisation

Depreciation is provided on tangible fixed assets to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Office equipment	25% straight line

### Fund Structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

## 3 INCOME FROM DONATIONS AND LEGACIES

	Unrestricted Funds £	Designated Funds £	Total 2022 £	Total 2021 £
<b>Donations and legacies;</b>				
Corporate donations	135,000	-	<b>135,000</b>	75,000
Donations from individuals	20,970	-	<b>20,970</b>	3,544
Other income – CJRS grants	-	-	-	8,171
	<b>155,975</b>	-	<b>155,975</b>	<b>86,715</b>

## 4 EXPENDITURE

	Note	Unrestricted Funds £	Designated Funds £	Total 2022 £	Total 2021 £
Charitable expenditure	<b>5</b>	152,797	-	<b>152,797</b>	77,004
Support costs	<b>6</b>	9,933	-	<b>9,933</b>	4,421
		<b>162,730</b>	-	<b>162,730</b>	<b>81,425</b>

## 5 ANALYSIS OF CHARITABLE COSTS

	Unrestricted Funds £	Designated Funds £	Total 2022 £	Total 2021 £
Consulting	43,999	-	<b>43,999</b>	35,532
Marketing and communications	5,281	-	<b>5,281</b>	6,606
Wages and other staff costs	81,856	-	<b>81,856</b>	30,870
Travel and subsistence	2,343	-	<b>2,343</b>	939
Grants/Donations	500	-	<b>500</b>	1,115
Hospitality including gifts to volunteers	160	-	<b>160</b>	137
Event attendance	377	-	<b>377</b>	623
Staff training	5,281	-	<b>5,281</b>	1,182
Communications campaigns	8,328	-	<b>8,328</b>	-
Policy and public affairs campaigns	4,672	-	<b>4,672</b>	-
	<b>152,797</b>	-	<b>152,797</b>	<b>77,004</b>

## 6 ANALYSIS OF SUPPORT COSTS

	Unrestricted Funds £	Designated Funds £	Total 2022 £	Total 2021 £
Accountancy fees	2,212	-	<b>2,212</b>	944
Independent examination fees	-	-	-	840
General office expenditure	2,819	-	<b>2,819</b>	570
Insurance	497	-	<b>497</b>	287
Recruitment costs	-	-	-	926
Membership fees	-	-	-	672
Depreciation expense	239	-	<b>239</b>	182
Fines Paid	1,649	-	<b>1,649</b>	-
Legal expenses	2,520	-	<b>2,520</b>	-
	<b>9,933</b>	-	<b>9,933</b>	<b>4,421</b>

## 7 TRANSACTIONS WITH TRUSTEES

During the year, the trustees received no remuneration. One trustee was reimbursed £252 (2021: £75) for travel and other expenses incurred during the year. No trustees have received any benefits from the charity during the year.

## 8 INDEPENDENT EXAMINER'S REMUNERATION

	2022 £	2021 £
Examination of the financial statements	<b>870</b>	840

## 9 TAXATION

The charity is a registered charity and is therefore exempt from taxation

## 10 TANGIBLE FIXED ASSETS

	Furniture and Equipment £	Total £
<b>Cost</b>		
As 1 April 2021	730	730
Additions	387	387
As 31 March 2022	1,117	1,117
<b>Depreciation</b>		
As 1 April 2021	228	228
Charge for the year	239	239
As 31 March 2022	467	467
<b>Net book value</b>		
As 31 March 2022	650	650
As 31 March 2021	502	502

## 11 DEBTORS

	2022 £	2021 £
Prepayments	1,148	259

## 12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade Creditors	6,345	3,761
Tax and social security	1,563	1,237
Accruals	870	1,920
	<b>8,778</b>	<b>6,918</b>

## 13 FUNDS

	Balance at 1 April 2021 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2022 £
Unrestricted general funds	81,038	155,975	(162,730)	(33,000)	41,283
Unrestricted designated funds					
Set aside for unforeseen opportunities	10,000	-	-	(10,000)	-
Web Redevelopment Project	7,000	-	-	(7,000)	-
Reserve fund	-	-	-	50,000	50,000
<b>Total funds</b>	<b>98,038</b>	<b>155,975</b>	<b>(162,730)</b>	<b>-</b>	<b>91,283</b>

## 14 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds £	Designated funds £	Total funds £
Tangible fixed assets	650	-	650
Current assets	49,411	50,000	99,411
Current liabilities	(8,778)	-	(8,778)
Total net assets	41,283	50,000	91,283

## 15 RELATED PARTY TRANSACTIONS

There were no related party transactions in the year.



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