



**ANNUAL
REPORT
AND
ACCOUNTS**

**2021
/22**

PUBLISHING INFLUENTIAL REPORT ON PORNOGRAPHY

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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

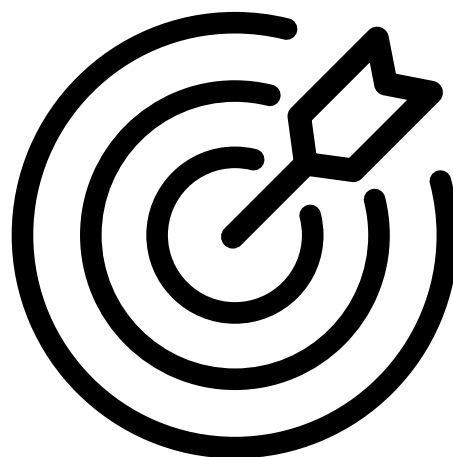
INDEPENDENT EXAMINER

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.



“

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.

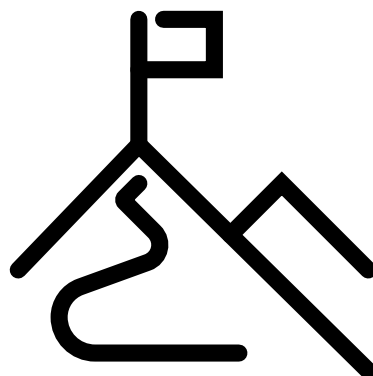
Equality

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 attract 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.

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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**



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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Financial Statement and Accounts

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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.

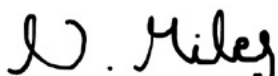
Recruitment and appointment of trustees

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").

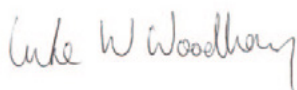
I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination. I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act

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

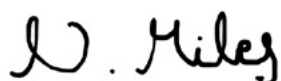
(Including Income and Expenditure Account)

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

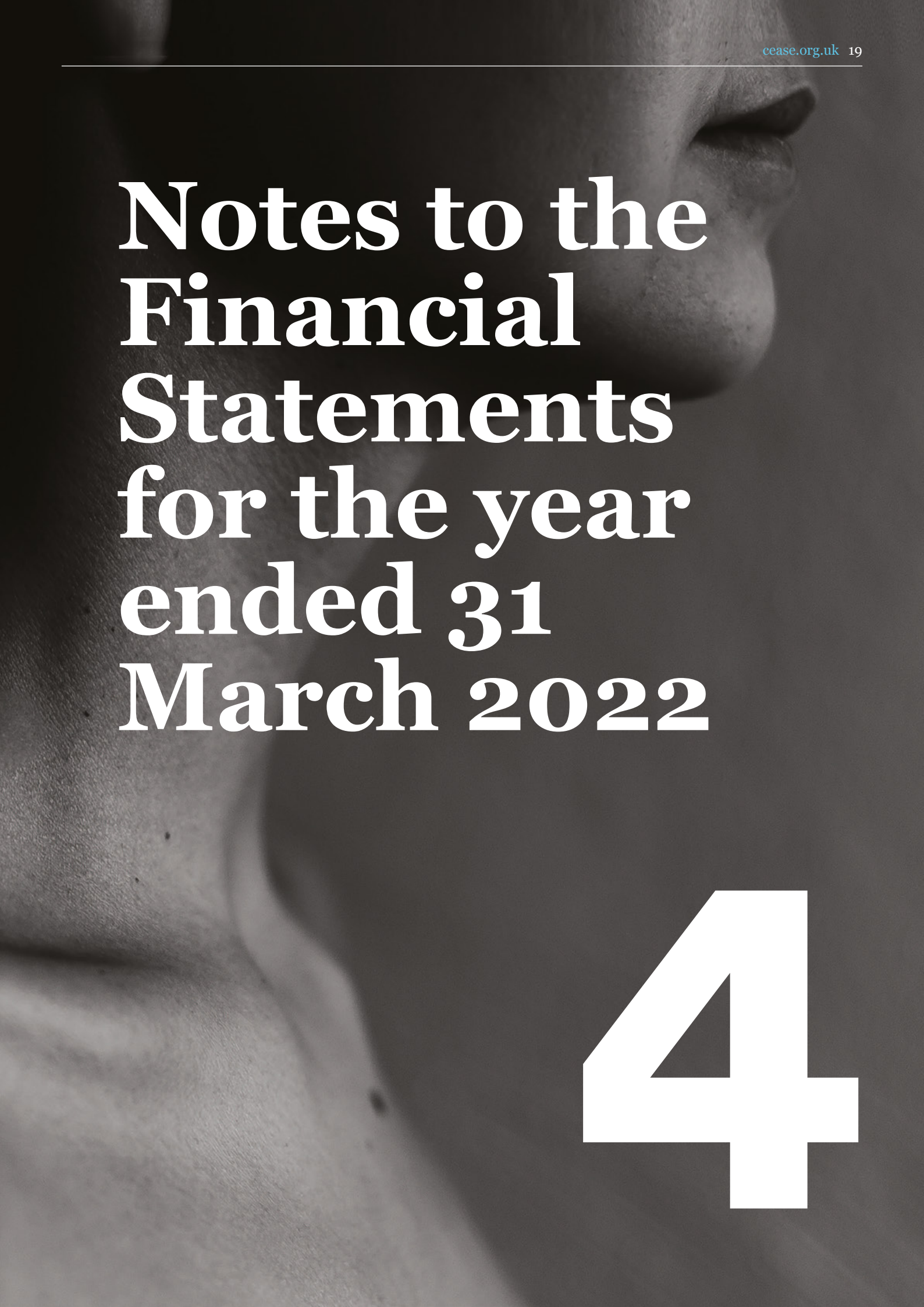
Balance Sheet as at 31 March 2022

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

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

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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.

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 £
Donations and legacies;				
Corporate donations	135,000	-	135,000	75,000
Donations from individuals	20,970	-	20,970	3,544
Other income – CJRS grants	-	-	-	8,171
	155,975	-	155,975	86,715

4 EXPENDITURE

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

5 ANALYSIS OF CHARITABLE COSTS

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

6 ANALYSIS OF SUPPORT COSTS

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

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	870	840

9 TAXATION

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

10 TANGIBLE FIXED ASSETS

	Furniture and Equipment £	Total £
Cost		
As 1 April 2021	730	730
Additions	387	387
As 31 March 2022	1,117	1,117
Depreciation		
As 1 April 2021	228	228
Charge for the year	239	239
As 31 March 2022	467	467
Net book value		
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
	8,778	6,918

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
Total funds	98,038	155,975	(162,730)	-	91,283

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.



CEASE UK
483 Green Lanes
London
N13 4BS

f @CEASEUK
t @CEASEORGUK
@ CEASEORGUK

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