



POTENTIAL KIDS LIMITED

Annual Report & Financial Statements

Year Ended 31 August 2025

Potential Kids Limited

Report of the Trustees for the Year Ended 31st August 2025

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number: 10912345 (England and Wales)

Registered Charity number: 1182917

Registered office: The Old Management Suite
Comet Way
Hatfield
Hertfordshire
AL10 0XR

Directors and Trustees serving in the year:	Mrs S. A. Fitton	Chair
	Mr S. R. Taylor	Treasurer
	Mr T. P. Brandon	
	Mr B. J. Catchpole	Appointed 23.5.25
	Mrs C. J. Dillon	
	Mrs C. Shannon	

Independent Examiner Mr C. Rendell

GOVERNING DOCUMENT

The organisation is a charitable company incorporated on 11th August 2017 and registered as a Charity on 10th April 2019. The company was established under a Memorandum & Articles of Association which established the objects and powers of the charitable company.

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Objectives of the Charity

The objective of the charity is to support neurodivergent children and young people with Special Educational Needs and their families and siblings in order to preserve and protect their physical and mental health through the provision of recreational opportunities, education & life skills training.

Focus of our work

Potential Kids provides a wide range of activities for children with Special Educational Needs and Disabilities. The target groups are neurodivergent children and young people (CYP) aged 4yrs+ and specifically includes those with learning difficulties, mental health issues and physical difficulties.

Neurodivergence includes Autism, ADHD, Dyslexia, Dyspraxia and other related differences.

In addition to providing education, learning and training opportunities for children and young adults, PK also assists with the provision of support and mentoring for them, their siblings and families to promote social inclusion and fairness.

Potential Kids works collaboratively with an ever-increasing number of charities, statutory bodies and business service providers to support some of the most vulnerable members of the community.

We provide individual tuition, teaching and mental health and wellbeing support and family sessions in the Community and Learning Garden as well as the Hub.

Growth and Achievements

Over the past year, Potential Kids has continued to grow in both reach and impact thanks to the dedication of our volunteers, the commitment of our families, and the generous support of our funders and community partners. Together, we have delivered a wide range of inclusive, accessible activities that make a meaningful difference to neurodivergent children, young people, and their families.

Funding Support

This year we benefitted from the support of a wide range of charitable trusts, foundations, and community grant-makers. In addition, one of our parents undertook the London Marathon to raise funds for Potential Kids; an inspiring achievement that reinforced the strength of our community.

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Report of the Trustees for the Year Ended 31 August 2025

Service Delivery

Our programme has continued to expand, offering high quality, inclusive sessions across the year:

- We reached 548 individual beneficiaries and their families in 2024/25.
- Across all group sessions we recorded 1,891 bookings, excluding drop-ins and visitors.
- Bushcraft/STEM was our most popular activity, making up 15% of all bookings and demonstrating a strong demand for hands-on, outdoor learning.
- Trampolining and roller skating remained highly subscribed, offering accessible alternatives where mainstream sessions often present barriers.
- Youth Groups were the most popular Hub-based sessions, creating a welcoming space for young people to build friendships and explore shared interests.



Impact

We continue to place strong emphasis on listening to our families to ensure our work remains responsive and meaningful.

Based on our most recent feedback:

- 90% reported a significant or major improvement in engagement, such as the ability to leave the house.
- 88% noted significant improvements in mental health, including reduced anxiety and improved mood.
- When asked how likely they were to recommend Potential Kids, 93% rated us 10/10.

Families consistently praised the variety of venues and activities, highlighting the essential role of accessible outdoor spaces - particularly our Community & Learning Garden, which supports outdoor cooking, craft, Bushcraft/STEM and other sensory-friendly activities.

Several families requested:

- Continued variety across multiple venues
- Expanded Home Education sessions
- More carer only wellbeing events
- More holiday provision, especially outdoor cookery, crafts and new ideas such as cinema trips and music/drama activities

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Report of the Trustees for the Year Ended 31 August 2025

Special Events

This year we delivered several themed events that brought families together in fun and supportive ways, including:

- Easter celebrations, featuring garden-based crafts, cooking, food decorating and an Easter egg hunt
- Halloween sessions during half-term
- Crafty Christmas activities, creating a festive and inclusive environment for families and carers



Awards and Recognition

We were honoured to receive multiple awards this year, recognising the dedication of our volunteers, trustees, and team members. These included community and civic awards celebrating our contribution to sport, inclusion, and local impact.

Community Events

Potential Kids proudly represented our community at several public events, including:

- Local job fairs
- Autism Acceptance Day activities
- Health and wellbeing events
- Summer family days in the community



Community Outreach

Our commitment to wider community wellbeing continued through:

- Opening the Community & Learning Garden as part of the Welcome Space Project - offering warm spaces, energy and welfare advice, hot drinks, and social connection.
- Hosting SOS SEN at the Hub for monthly SEND advice sessions, improving access to vital support.

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Report of the Trustees for the Year Ended 31 August 2025

New and Expanded Activities

We were delighted to introduce several new opportunities this year, including:

- Ninja Warrior sessions
- Canal boat family day trips
- Launch of Potential Tracks Train Club Expanded water sports at Lee Valley, such as Kayaking and Water Wipe Out These additions have created even more pathways for families to connect, learn, and thrive.



Future Plans

Looking ahead, we are thrilled to announce that we have secured a lease for The Zone - a dedicated space designed specifically around the needs of neurodivergent children, young people, and families. This marks a major milestone for the charity, and we look forward to a Grand Opening next year alongside our community and supporters.

Growing Our Community Offer

With The Zone, we plan to expand our sessions to include:

- Early Years play and learning opportunities
- Wellbeing sessions, with a particular focus on parent/carers
- Youth Connection groups to nurture confidence, friendship, and independence
- Gaming sessions, such as Dungeons & Dragons and other interest-based social groups

To ensure our programme remains shaped by the community, we will run focus groups with beneficiaries to guide our planning.

Ensuring Long-Term Sustainability

We remain committed to building a diverse funding base to secure our long-term future. Strengthening relationships and exploring new funding opportunities will ensure The Zone becomes a vibrant, sustainable hub for years to come.

Exploring New Ideas Together

Feedback from families has highlighted several new opportunities we are excited to develop, including:

- Expanded holiday activities, particularly outdoor sessions in the garden
- Additional wellbeing support and respite opportunities for parent/carers
- Music and drama sessions, including exploring the possibility of a travelling theatre

As ever, our growth will continue to be guided by the voices of the community we serve.

Potential Kids Limited

Independent examiner's report to the trustees of Potential Kids Charitable Company **("the Company")**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

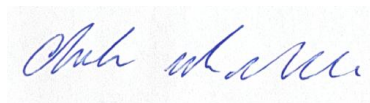
Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.

Signed



Name: Charles Rendell, FCA
Institute of Chartered Accountants in England and Wales

Address: 31 Harmer Green Lane, Welwyn, AL6 0AS

Date: 6 May 2026

Potential Kids Limited

Income & Expenditure Statement

for the year ended 31st August 2025

	2024 / 25			2023 / 24
	Restricted £	Unrestricted £	Total £	Total £
<u>INCOME</u>				
Grants & donations received	44,542	8,188	52,730	53,345
Event entry fees		13,711	13,711	15,715
Tutoring / Alternative educational provision		54,510	54,510	32,185
Sundry Income (including bank interest)		1,151	1,151	1,174
Total Charitable Income	44,542	77,560	122,102	102,419
<u>EXPENDITURE</u>				
Direct Costs	21,295	47,810	69,105	58,071
Administration costs & overheads				
Advertising & marketing		2,080	2,080	1,190
Administration support costs		865	865	2,676
Bank charges		10	10	0
General expenses		472	472	3,800
Insurance		895	895	887
IT Software & consumables		992	992	1,019
Premises costs (rent, repairs & maint.)		1,118	1,118	301
Printing & stationery		32	32	0
Phone, internet & web site costs		2,113	2,113	1,330
Salary costs	13,892	6,406	20,298	10,488
Small equipment purchases		7,102	7,102	1,723
Staff training & DBS checks		1,131	1,131	1,061
Subscriptions		220	220	129
Total administration & overheads	13,892	23,436	37,328	24,604
Total Expenditure	35,187	71,246	106,433	82,675
Net Surplus / (Deficit) for the year	9,355	6,314	15,669	19,744
Statement of Reserves	£	£	£	£
Opening Balance – 1 st September 2024	26,203	66,284	92,487	72,743
Net Movement in the year	9,355	6,314	15,669	19,744
Closing Balance – 31st August 2025	35,558	72,598	108,156	92,487

Potential Kids Limited

Balance Sheet

As at 31st August 2025

	31.8.25 Total Funds £	31.8.24 Total Funds £
Current Assets		
Cash at bank and in hand	109,122	93,361
Debtors falling due within one year	<u>0</u>	<u>0</u>
	109,122	93,361
Current Liabilities		
Creditors falling due within one year	<u>(966)</u>	<u>(874)</u>
Net Current Assets	<u>108,156</u>	<u>92,487</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>108,156</u>	<u>92,487</u>

DIRECTORS' STATEMENT

- i. For the year ended 31 August 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies
- ii. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476
- iii. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to its accounting records and preparation of the accounts
- iv. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

This report was approved by the board of directors:



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Simon Taylor, Charity Trustee

Date: 6th May 2026

Potential Kids Limited

Notes to the financial statements

for the year ended 31st August 2025

ACCOUNTING CONVENTION

These financial statements have been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to the charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

ACCOUNTING POLICIES

The financial statements have been prepared in sterling which is the functional currency of the Company.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below:

Going Concern

At the time of preparing the financial statements, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis of accounting in preparing the financial statements.

Income

Income is received from grants, event entry fees and donations and is recorded at the time of receipt.

Tangible fixed assets

The Company does not capitalise any fixed assets and writes off the value as incurred.

Employees

The company had 4 part-time employees in the year with a total cost of £20,298 (2024: 2 part-time employee £10,488)

The directors & trustees received no remuneration during the year (2024: £nil) and no mileage expenses (2024: nil).