

The Purple Elephant Project

**Trustees' annual report and
unaudited financial statements**

For the year ended
30 November 2021





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For the year ended 30 November 2021

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because children should be heard



A message from our Chair

It is my privilege to chair the Board of Trustees for a charity that is able to offer extensive therapeutic support and guidance for young people's mental health and wellbeing.

We serve a community where families desperately need high quality short and long term interventions...

We serve a community where families desperately need high quality short and long term interventions, and for some, it is only through our charitable work that they are able to afford access to these. We know that children must be heard and listening is at the core of everything we do. It is clear that the interventions provided by The Purple Elephant Project are having a very positive impact, and this is down to the skilled work of our CEO, COO, therapists and fundraisers who work hard and who have all played a crucial part in ensuring we continue to deliver excellent and valuable services.

The impact of the coronavirus pandemic on the mental health of young people has been well-documented, and we continue to see this in all areas of our work. We are determined to continue to extend the therapy and interventions we offer as we move forward, to ensure that young people become confident, resilient individuals who are able to move towards a brighter future.

Catherine Bridger

Chair of The Purple Elephant Project

Trustees' report

The trustees present their annual report and financial statements for the year ended 30 November 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's governing document, 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 (FRS 102) (effective 1 January 2019)"

Activities

Statutory declaration on public benefit

The trustees declare that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties and deciding what activities the Charity should undertake.

The Purple Elephant Project overview

The Purple Elephant Project is based in Greater London and provides complex, short and long-term therapeutic interventions for children and young people in need; helping to alleviate mental health distress by working through challenging and traumatic early life events, such as victims of domestic violence, neglect, or displaced families; as well as children in care, children who have been adopted and our community's hard to reach families. We provide these interventions via outreach in schools, and at our fully equipped therapeutic centre - our 'hub' - in Twickenham.

Our ethos is not only to look after the children we work with, but also to support the child's network; working closely with, and providing support to the child's parents/carers and other adults in their lives is an important and fundamental

aspect of our work.

As a nation, we are currently facing a mental health crisis; this is true of both adults and children alike. At the Purple Elephant Project we want to help as many children and families as possible within our community, and continue to offer free or subsidised interventions when funding permits. We support our community by providing a safe place for children with extremely complex needs to receive highly specialised one-to-one support.

Schools benefit significantly from our services, with many local schools receiving outreach support to help children with complex needs. We are currently working to identify children in need of support and areas of concern for children who have been affected by the pandemic, particularly younger children who missed key developmental milestones whilst away from school. Using various forms of creative and play-based therapies, our team of highly specialist therapists help children express themselves in response to mental-health related behaviours and symptoms, such as aggression, regression, school-refusal, acting-out, anxiety and disordered eating.

Achievements & performance

Our objective for 2021 was:

To become a strong and stable organisation, achieving significant growth in delivery of services by November 2021.

Our impact at a glance

In the year December 2020 - November 2021

26 *families received free interventions for their children*

2400 *individual therapy sessions delivered*

25 *schools received direct services*

107 *sessions delivered in our Therapy Garden*



Of parents/carers of children who have received therapeutic support

83% *rated the effectiveness of interventions as excellent*

94% *rated that they strongly agreed or agreed that their hopes for therapy had been fulfilled*

Of services users who have accessed our services

83% *rated the services provided as excellent*

Of children who accessed therapeutic support

87% *reported feeling very happy about the intervention they had received*



Summary of achievements

The Purple Elephant Project provides short and long-term, one-to-one support to children and young people experiencing mental health distress from life experiences, resulting in related behaviours such as anxiety, aggression, depression, low self-esteem and self-worth, lack of confidence, disordered eating, school-refusal, regression and much more.

This is achieved by:

- Providing free or subsidised therapeutic interventions when funding allows, to children and young people affected by life experience, such as trauma or developmental attachment issues
- Providing short and long-term, one-to-one services via outreach in schools, or within the Charity's fully equipped therapeutic hub
- Specifically, providing Play and Art Therapy, (forms of child Psychotherapy) alongside other forms of therapeutic support
- Providing training and support to teachers and schools
- Providing support and parent consultation services to adoptive parents
- Working with social services to reach vulnerable children in need
- Supporting parents, carers, and families
- Providing outdoor Play Therapy in the hub's newly renovated garden
- Working with other services, such as Refuge Centres, to develop suitable programmes of support for service users

By the end of this financial year we were seeing **90 children a week** for individual therapeutic support, our hub was at **72% capacity** and, despite many cancellations due to Covid-related absences, we had delivered **2400 therapy sessions**.

We increased our reach, building links with other organisations in the community and delivering services into **22 primary and three secondary schools** across the Boroughs of Richmond upon Thames, Hounslow, Hillingdon, Hammersmith and Fulham, Brent, Bexley, Ealing, Spelthorne, and Kingston upon Thames.

A major achievement this year was receiving a multi-year award from The National Lottery which has propelled us into a new position in terms of growth and stability. In addition to **supporting eight families a year** for the next three years, securing key core funding has enabled us to move to a PAYE structure of employment and increase our team. To achieve an award of this nature so early in the life of our organisation is significant and has allowed us to move to a stronger phase of development ahead of predictions.

Expansion and diversification

2021 has continued to be a challenging time for The Purple Elephant Project, navigating the demands of the ongoing Covid pandemic and the impact this has had on service delivery and our staff. But despite these unprecedented times, we have demonstrated both robustness and extraordinary growth through 2021. Led by a strong and passionate leadership team, the Charity has gone from strength to strength. We have continued to support children, families and schools in our community and have been there for them through these difficult times, demonstrating flexibility with online sessions when Covid impacted again, and ensuring children continued to feel seen and heard, even in those times when we could not meet face to face.

We continue to hold our values at the core of everything we do, particularly making time to listen to children and families. Our holistic approach to supporting our families ensures they feel looked after, seen and heard. Our hub continues to provide a place of refuge for many, where parents and carers are cared for, listened to and nurtured. The feedback from beneficiaries and professionals continues to be positive. It is clear we are making an impact on children and families in our community.

The ongoing impact of the pandemic undoubtedly resulted in a significant increase in the need for mental health support for children and young people. It is clear that our strongest achievement in 2021 was in expanding our service delivery to meet the growth in referral numbers and credit goes to our team of therapists who have worked relentlessly hard despite the ongoing challenges Covid has posed. The increase in delivery has provided financial stability which enabled us to expand our team and diversify service delivery.

A major achievement this year was receiving a multi-year award from The National Lottery which has propelled us into a new position in terms of growth and stability.

Family group programme

Following consultations and discussions with local primary schools, Special Educational Needs Coordinators (SENCOs) and Headteachers, we became increasingly aware of more desperate situations with children in the areas we serve, who were demonstrating increasingly alarming signs and symptoms of acute emotional distress.

As a result of the pandemic, children missed significant periods of schooling and development, especially at very crucial points in their early years; we have received reports of noticable and worrying behaviours in children, particularly those in Reception and Year One at Primary school. Reports suggested that many children were lacking in social behaviours such as knowing how to play, take turns, get along, communicate, etc. In some extreme cases, children were arriving in school in nappies, unable to feed themselves and unable to sit up correctly due to weakened core strength as a result of a lack of exercise.

As a direct result of this, we started developing a new family group programme, which we are looking forward to launching in 2022. These groups will offer support to six families per group (parents/carers and children), over six weeks, within school settings. The groups are aimed at improving parent/ child relationships and supporting children's development through play-based activities. This pilot activity will address many of the needs directly caused by the pandemic, while also providing a vital blueprint for similar courses moving forward, which we then anticipate we will deliver more widely to other schools in the local area.

Parent consultation services

A further area of growth this year has been the development of parent consultation services. Having established strong connections with local adoption support agencies, we identified a need for individual and personalised adoptive parent support, rather than more generic training traditionally offered.

Sessions focus on attachment theory and an understanding of developmental trauma, how this impacts these children and their presenting behaviours, in addition to exploring parents' own parenting styles and raising awareness of how this influences their responses.

The installation of sandtrays, chalk boards, sensory toys, a mud kitchen, a cave and a cocoon chair further enhanced the space; these allow children to express themselves while being surrounded by the feeling of nature.

Outdoor Therapy Garden

An exciting development this year saw the renovation of our outside space into a safe, calming, Therapy Garden. This project, supported by an award from The Local Area Fund in Richmond, allowed us to transform this space using screening and planting to not only provide privacy, but also give gentle, sensory experiences. The installation of sandtrays, chalk boards, sensory toys, a mud kitchen, a cave and a cocoon chair further enhanced the space; these allow children to express themselves while being surrounded by the feeling of nature.

This is proving to be particularly important for children on the autistic spectrum or those with complex mental health needs who may struggle in indoor settings due to artificial lighting and sensory overload, or those children who do not have access to a garden at home, and therefore have less opportunity to benefit from the mental-health advantages associated with time outdoors. We have been delighted with how frequently this space has been utilised since opening in September.





Feedback on our services

The Purple Elephant Project monitors and evaluates intervention progress on a case-by-case basis, depending on the needs of the child, using a range of monitoring tools including *strengths and difficulties questionnaires, goals-based evaluation tools* and *“Thinking about your child” monitoring forms* amongst others.

Overall feedback is sought from beneficiaries following the completion of interventions using service-user evaluation forms based on a Likert scale form of rating. We recognise that due to many of the ongoing restrictions of the pandemic, for example, parents still unable to go into schools, we have had to rely on online or postal systems, which, unfortunately, have been less-reliable methods of data collection in some instances.

Many of our interventions are long term, meaning that valuable evaluations and feedback are yet to be collected. Developing further ways in which to glean this information is an area we are keen to now strengthen over the coming year and we are looking at new systems and staff roles to allow more dedicated time for insightful data collection and analysis.

Some of the feedback received from professional service users:

‘Not a bad word to say about this service – they have been incredibly accommodating and supportive throughout – The Purple Elephant Project provides a safe, welcoming and friendly environment for families - wonderful centre, wonderful team – keep doing what you are doing! We need more services like you!’

Refuge centre support worker

“The team really work hard to support the children allocated – they always go the extra mile to ensure that the full team are aware of issues and that next steps are taken into account and thought through carefully. I don't think we could ask for more!”

Deputy Headteacher from school receiving free interventions funded by Thriving Communities award

Some of the feedback received from beneficiaries:

"The therapist at The Purple Elephant has been nothing short of amazing and she made such a marked difference in our daughter's life, we are forever most grateful for her work and care."

Parent of a child in therapy supported through the Thriving Communities Award

"It's completely different here. I'm listened to."

Parent of a child in therapy supported through the National Lottery Award

"It was lovely, just knowing that there was somebody else there and we weren't left alone again."

Parent in response to contact during lockdown

"Thank you so much for everything that you have done for [my child]. I wish you had come into his life years ago!"

Parent of a child in therapy supported through Midas Award

"Staff are so kind, caring and thoughtful. Never have I seen my child so positive and happy. His sessions are his weekly highlight and from session 1, it was clear to see that having that focused time, just for him, made him feel so special and important."

Parent of a child in therapy



The Herd

Leadership and staffing

In the early stages of our organisation, significant proportions of time were gifted in kind by senior leaders and this has continued through the past year. Due to their hard work, we have now reached a position where we can permanently employ staff. Our CEO has moved to a full-time contract and a Centre Coordinator has now been recruited. This has strengthened our organisation, allowing our CEO to concentrate on strategic development and enabling The Purple Elephant Project to achieve its planned next stages of growth.

We have continued to be supported by a part time Administrator, Kym Eley from KGH Office Management, and freelance fundraiser Anna Wall-Budden and are very grateful to them both for all their commitment and hard work. We were very sad to have to say goodbye to Anna at the end of the year and will forever be grateful for all she did in the initial stages of our Charity, constantly going the extra mile and ensuring some early financial stability for us.

We are always moved when people step forward to offer us help and this year, we were delighted to be contacted by Lynsay Chillery; creative designer of Clear Design Direction, and Lauryn Paull-Wills; social media expert of Lens Social, who got in touch following a Facebook appeal and offered pro bono support. Since then, we have been developing our marketing literature, producing branding guidelines, stationery, certificates, promotion cards and thank you cards, and are in the early stages of re-launching our social media presence.

Therapeutic team

The Purple Elephant Project has a significant level of collective experience and expertise through our team of highly qualified therapists. We have added three therapists to the team this year, including our first Art Therapist, making a team of 12 therapists.

Our therapists are registered with the British Association of Play Therapists (BAPT) or the British Association of Art Therapists (BAAT) and also have areas of further specialism, such as adoption support. This means we are best suited to support children with complex needs who cannot be adequately supported by other, statutory means, through child-led interventions.

In September we made the decision to support our growth by trialling our first student placement, supporting one second year Play Therapy student to deliver services to three children, while ensuring she was fully supported and integrated into our team. The success of this has led to further discussions with the University of Roehampton and we anticipate increasing our placement schemes over the coming year.

We continue to recognise the impact of working with high levels of trauma on our staff, and as such, provide a supportive network of mentoring, team meetings, supervision and training. Monthly group supervision meetings, led by our CEO, supported by an award from The Mrs Smith & Mount Trust, have ensured all our staff have time to reflect and feel supported in their work, while feeling valued in their role within the Charity.

Safeguarding

The Purple Elephant Project has a comprehensive Safeguarding Policy in place which is updated annually and modified further throughout the year as necessary (i.e. in line with the changes enforced by the pandemic and to keep in line with local safeguarding recommendations). Our Designated Safeguarding Lead is our CEO, Jenny Haylock and she is supported by Coleen Norman, COO. Credit goes to Coleen who ensures our rigorous safeguarding policies and training remain up to date. Our safeguarding processes are also overseen by our trustee with responsibility for safeguarding, Catherine Bridger.

The welfare of the children in our care is paramount. All children, regardless of age, gender, culture, language, race, ability, sexual identity or religion have equal rights to protection, safeguarding and opportunities. We recognise that all adults in our organisation have a full and active part to play in protecting children from harm and have an equal responsibility to act on any suspicion or disclosure that may suggest a child is at risk of harm. Our organisation is committed to providing an environment in which children and young people feel safe, secure, valued and respected and which promotes their social, physical and moral development. Children who come into contact with our organisation should feel confident to, and know how to, approach adults if they are in difficulties. Our safeguarding policy is used in conjunction with staff training and continued professional development to:

- Raise staff awareness of the need to safeguard children and their responsibilities in identifying and reporting possible concerns
- Provide a systematic means of monitoring children known or thought to be at risk of harm, and ensure we contribute to assessments of need and support packages for those children
- Emphasise the need for good levels of communication between all members of staff and develop and promote effective working relationships with other agencies, especially Achieving for Children (AfC) and the Police
- Develop a structured procedure within the organisation which will be followed by all members of the organisation in cases of suspected abuse; ensure that the structured procedure is followed by all staff and volunteers in cases of suspected abuse
- Ensure that children and staff involved in child protection issues will receive appropriate support



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Risk management

Risk is a necessary and key component of The Purple Elephant Project's activities.

The ultimate responsibility for the management of risk is the responsibility of the Board of Trustees which is then delegated to the CEO and other staff of the Charity. Understanding the risks to organisational strategy, day-to-day operations and projects means that we can better meet our objectives and the needs of our community.

All potential risks are identified and regularly reviewed by the trustees and senior management to determine how they can be mitigated, managed or accepted.

Risks are identified in the following key areas:

- Financial, particularly the level of unrestricted reserves
- Reputational
- Regulatory, legal and compliance
- Cyber related risks

We implement an active risk management strategy into the day- to-day running of The Purple Elephant Project based on having the right policies, procedures and controls in place within a structured risk management and compliant framework.

Throughout the year we continued to monitor our principal risks. Significantly and not unsurprisingly, these related to the impact of Covid on our staff wellbeing, operations, income and service provision. We were able to continue to work online when necessary to minimise disruption to our service delivery and we continued to support and develop all our staff as far as possible. We limited unnecessary expenditure to protect our small but growing level of reserves and also began to further develop our fundraising resource to attract more external funding.

It has been such a great relief to find such a brilliant therapist and an organisation, that truly gets to know the child, does not judge and works with the entire family.

Parent of a child in therapy



Future plans

We anticipate 2021-2022 to be another exciting year of measured growth and development and we intend to focus on four main areas as set out in our business strategy plan as we move 'beyond the intervention'.

Our overall aim for this period will be to deliver a holistic service beyond the initial intervention supporting children's well-being and development through a range of interventions with children, their parents/carers and teachers, while meeting increase in demand through a sustainable growth in capacity.

To ensure the financial security of the Charity as a whole, it is essential that income streams are increased and diversified, and investment in key personnel is prioritised; plans going forward include delegating more tasks to our Administrator and recruiting a Hub Coordinator.

Key to our success will be freeing up our CEO to spend more time on strategic growth and development. The securing of the National Lottery award has enabled this, through the full-time employment of the CEO and the planned part-time employment of a Centre Coordinator as well as an increased role for our Administrator.

The National Lottery award has undoubtedly put in motion a stronger phase of development in terms of ambitious growth, putting the Charity on a new and exciting trajectory. However, it is now essential that continued growth is achieved to ensure longevity of PAYE staff employment and this is a major consideration for our plans for the coming year.

Specific key activities for 2021-2022 include:

Increase activity

- To meet the current and anticipated demand for therapeutic services for children post Covid

Increase financial targets

- To support the development and financial security of the Charity
- To meet the current and anticipated demand for therapeutic services for children post Covid
- To allow for increased staffing levels

Increase staffing

- To allow CEO to focus on business and product development
- To support therapist recruitment and retention

Develop our governance model

- To increase stability of the Charity as a whole
- Fill gaps in governance, procedures, and monitoring risks



Financial review

Reserves position at 30 November 2021

2021 has been another year in which the Charity has had to continue to meet the significant challenges of the Covid pandemic. In spite of this the unrestricted reserves and the restricted reserves at 30 November 2021 are **£25,845** and **£12,053** respectively. This is an uplift of **£24,055** of unrestricted reserves from the previous year.

The trustees are committed to building the Charity's unrestricted reserves further to help create a position whereby:

- a) the financial viability of the Charity can be sustained in the longer term in the event of unforeseen and/or unavoidable circumstances, and
- b) enable the Charity, in the interests of meeting its objectives, to undertake from time to time, the setting up of new and innovative projects on a pilot basis to demonstrate the viability and potential benefits of such activities as a precursor to securing the external funding necessary to maintain such projects on an on-going basis.

Consequently, the Charity will target to generate and maintain unrestricted reserves which are at least 50% of its annual expenditure, as adjusted, whilst recognising that this is likely to take some time to achieve.

Notwithstanding the above the trustees are confident that the Charity's current income stream projections and cash resources are sufficient to meet its expenditure as it falls due.

Principal sources of funding and expenditure

Funding

Principal funds have been gained through a combination of major awards and contracted services through social care, adoption support, schools and private clients. These fully funded pieces of work are vital for the sustainability of the Charity and any surplus income arising through these contracts continues to contribute towards our overall running costs, allowing us to focus grant awards on intervention delivery.

Total incoming resources for this period was: **£316,961**

Of this, **£47,851** was restricted funding (some of which is still allocated for ongoing projects) and **£269,110** was unrestricted funding. Of the unrestricted funding, **£10,438** was generated through corporate fundraising events and donations, **£209,257** contracts for sale of services, and **£49,415** donated goods and services, mainly time gifted in kind by the CEO and COO.

Gift Aid is reclaimed on donations where the donor indicates that is their wish.

giftaid it



We would like to thank the following organisations who helped develop and deliver the essential services provided by The Purple Elephant Project with their very generous funding and support:

Trusts:



Postcode Society Trust

Award to support core costs of the Charity



Hounslow Thriving Communities

Award to cover outreach service delivery



The National Lottery Community Fund; RC London and South-East Region

Multi year award to cover core costs and hub-based service delivery



Local Area Fund

Award to cover renovation of outside space and first aid training



Midas Plus

Two awards to cover outreach service delivery



Heathrow Community Trust

Award to cover outreach service delivery



Mrs Smith and Mount Trust

Award to cover group supervision costs

Other supporters:



Softwire



Bullion Vault



Purple Dragon Play



Chase Bridge Primary School



Tsaretta Spice



Staines Rotary Club



Army and Navy Rugby Union



Babcock International

We are also grateful for the generosity and gifts received from individuals which have enabled us to continue our work.



Expenditure

The Purple Elephant Project's principal expenditure continues to be therapists' fees, senior staff fees, and premises expenses, all of which are fundamental aspects for delivering services and achieving our objectives.

Total expenses for this period were **£318,268**, of which the principal expenditure of **£185,938** was for therapist fees for delivery of services, **£84,908** were fees to senior staff (including **£49,415** on donated time gifted in kind by the CEO and COO) and premises expenses of **£18,034**.

Remuneration of trustees

All trustees act in a voluntary capacity and receive no remuneration or other material benefits from their services to the Charity.

Out-of-pocket expenses necessarily and reasonably incurred by trustees in promoting the purposes of the Charity are reimbursed at cost in line with our Expenses Policy.

Financial status

In spite of the challenges during these unprecedented times of the pandemic, with impacts on income generation due to cancelled sessions or therapists' absences due to Covid, the Charity's current income stream projections and cash resources are sufficient to meet its expenditure as it falls due. Senior staff have continued to volunteer a significant amount of time as the Charity becomes increasingly established and there are ongoing strategic fundraising plans to generate a pipeline of award applications to further boost our resources and increase our sustainability.

Statutory statements on liabilities

Particulars of any outstanding guarantee given by the Charity

The trustees declare that the Charity has given no guarantee where potential liability is outstanding at 30 November 2021.

Particulars of any outstanding debt

The trustees declare that the Charity has no outstanding debts which are secured by an express charge on any of the assets of the Charity at 30 November 2021.

For the second year running the trustees have recognised and accounted for the donated services provided to support the ongoing growth of the Charity, including the associated set up costs incurred by the founder which have not yet been reimbursed. (refer to related party transactions Note 16).

Charity details

Name: The Purple Elephant Project

Number: 1186434

Address: The School House, Chase Bridge Primary School,
Kneller Road, Twickenham, Middlesex, TW2 7DE



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Charity trustees

Name	Office	
Catherine Bridger	Chair, Safeguarding	
Alan Knowles	Trustee, Treasurer	
Wesley Cuell	Trustee	
Katie Lyall	Trustee	Appointed 26.07.21
Aysen Norton	Trustee	Appointed 15.02.22
Sue Thompson	Trustee	Resigned 26.07.21

Names & addresses of advisors

Role	Name	Address
Bank	Metrobank	64-66 Clarence Street Kingston KT1 1NP
Independent Examiner	Frances Wilde FCCA DChA	Warner Wilde, 4 Marigold Drive, Bisley, Surrey GU24 9SF

Names of senior consultants with delegated responsibilities

Name	Role
Jenny Haylock	Chief Executive
Coleen Norman	Chief Operations Officer



Structure governance & management

The Purple Elephant Project is a Charitable Incorporated Organisation, (herein referred to as CIO) registration No: 1186434, registered with the Charity Commission on 19 November 2019. The constitution is based on the Charity Commission's model governing document for Foundation Charitable Incorporated Organisations, ie: where the trustees are the only Members of the Charity.

Charitable objectives:

The Charity's objectives are as follows:
For the public benefit to preserve and protect good health among children and young people aged 0-16 resident in the Greater London area who have been affected by traumatic life experiences, attachment or developmental trauma, in particular but not exclusively, by providing subsidised Play Therapy and other therapeutic services, emotional support and training to parents, carers and school staff.

Trustee selection:

There must be at least three Charity trustees. If the number falls below this minimum, the remaining trustee or trustees may act only to call a meeting of the Charity trustees, or appoint a new Charity trustee. There is no maximum number of Charity trustees that may be appointed to the CIO. In accordance with the constitution, trustees are appointed or re-appointed by a resolution passed at a properly convened meeting of the Charity trustees.

In selecting individuals for appointment as Charity trustees, due consideration is given to ensuring that the trustees must have, between them, the skills, knowledge and experience needed for the effective administration and management of the CIO in accordance with Charity law.

I'm so grateful for all the support and kindness everyone at the centre has provided. This year has been the most difficult, made easier by yourselves – thank you.

Parent of a child in therapy

Declaration

This report was approved by trustees and signed on behalf of the board by:



Catherine Bridger

Chair of The Purple Elephant Project

Date: 14 June 2022



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Independent Examiner's report to the trustees of The Purple Elephant Project

I report to the trustees on my examination of the financial statements of The Purple Elephant Project (the Charity) for the year ended **30 November 2021**.

Responsibilities and Basis of Report

As the trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act). I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent Examiner's Statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

Your attention is drawn to the fact that the Charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 Charity as required by section 130 of the 2011 Act; or
- 2) The financial statements do not accord with those records; or
- 3) The financial statements do not comply with the applicable requirements concerning the form and content of 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 financial statements to be reached.

FJ Wilde

F J Wilde FCCA MBA DChA

Warner Wilde
4 Marigold Drive
Bisley
Surrey
GU24 9SF

Date: 15 June 2022



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Statement of financial activities including income and expenditure account

For the year ended 30 November 2021

Notes		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Income from:						
3	Donations and legacies	57,473	-	57,473	66,333	5,500	71,833
4	Charitable activities	209,257	47,851	257,108	67,298	64,193	131,491
5	Other trading activities	2,380	-	2,380	-	-	-
	Total income	269,110	47,851	316,961	133,631	69,693	203,324
	Expenditure on:						
6	Raising funds	8,023	1,039	9,062	1,526	376	1,902
7	Charitable activities	237,032	72,174	309,206	130,315	31,902	162,217
	Total resources expended	245,055	73,213	318,268	131,841	32,278	164,119
	Income/(expenditure) for the year/						
	Net movement in funds	24,055	(25,362)	(1,307)	1,790	37,415	39,205
	Fund balances at 1 December 2020	1,790	37,415	39,205	-	-	-
	Fund balances at 30 November 2021	25,845	12,053	37,898	1,790	37,415	39,205

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance sheet

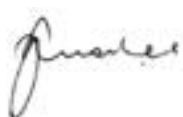
As at 30 November 2021

Notes		2021 £	2021 £	2020 £	2020 £
	Fixed assets:				
10	Tangible assets		1,590		2,476
	Current assets:				
11	Debtors	33,872		21,685	
12	Cash at bank and in hand	57,315		51,515	
		91,187		73,200	
	Creditors: amounts falling due within one year	(54,879)		(36,471)	
	Net current assets		36,308		36,729
	Total assets less current liabilities		37,898		39,205
	Income funds:				
14	Restricted funds		12,053		37,415
	Unrestricted funds		25,845		1,790
			37,898		39,205

The financial statements were approved by the trustees on 14 June 2022



Catherine Bridger
Trustee



Alan Knowles
Trustee

Notes to the financial statements

For the year ended 30 November 2021

1 Accounting policies

Charity information

The Purple Elephant Project is a Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, 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 (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

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

1.2 Going concern

At the time of approving the financial statements, 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 financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Liabilities and the resulting expenditure are recognised when either a legal or constructive obligation is recognised.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment	4 years straight line
Computers	3 years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Notes to the financial statements

For the year ended 30 November 2021 (continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.10 Donated goods and services

Donated goods and services are professional services and donated facilities which are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated goods and services are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the same period.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Unrestricted funds	Restricted funds	Total
	2021 £	2020 £	2020 £	2020 £
Donations and gifts	8,058	13,013	5,500	18,513
Donated goods and services	49,415	53,320	-	53,320

In the financial statements the value of donated goods and services is **£49,415 (2020: £53,320)** and is shown in Donations and Legacies in the table above. The corresponding costs are disclosed in Charitable Activities and Support Costs, in notes 7 and 8 of the financial statements respectively.

4 Charitable activities

	2021 £	2020 £
Sales within charitable activities	209,257	67,298
Performance related grants	47,851	64,193
	257,108	131,491

Analysis by fund:

Unrestricted funds	209,257	67,298
Restricted funds	47,851	64,193
	257,108	131,491

Performance related grants

National Lottery	10,885	38,455
London Community Response Fund	-	15,744
Thriving Communities Fund: Hounslow Response Fund	5,941	9,994
Midas Plus	2,986	-
Postcode Society Trust	14,290	-
Mrs Smith & Mount Trust	4,680	-
Heathrow Community Trust	4,074	-
Local Area Fund	4,995	-
	47,851	64,193

Notes to the financial statements (continued)

For the year ended 30 November 2021

5 Other trading activities

	Unrestricted funds	Total
	2021 £	2020 £
Fundraising events	2,380	-

6 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
Fundraising and publicity:	2021 £	2021 £	2021 £	2020 £	2020 £	2020 £
Fundraising consultants	6,901	1,039	7,940	-	-	-
Advertising	656	-	656	1,526	376	1,902
Other fundraising costs	466	-	466	-	-	-
	8,023	1,039	9,062	1,526	376	1,902

7 Charitable activities

	2021 £	2020 £
Depreciation and impairment	886	886
Subcontractors/Therapists	185,938	84,654
Subcontractors/Therapists expenses	221	1,105
Rent	15,583	14,686
Printing, postage and stationery	1,374	1,224
Toys and materials	6,696	2,163
Insurance	665	573
Centre set up costs	139	2,120
IT software and consumables	953	873
Telephone and internet	879	452
Staff training	1,145	916
Repairs, maintenance and small equipment	21	240
Travel	553	-
Sundry expenses	2,786	1,609
	217,839	111,501
Share of support costs (see note 8)	11,315	5,760
Share of governance costs (see note 8)	80,052	44,956
	309,206	162,217
Analysis by fund:		
Unrestricted funds	237,032	130,315
Restricted funds	72,174	31,902
	309,206	162,217

Notes to the financial statements (continued)

For the year ended 30 November 2021

	Support costs £	Governance costs £	2021 £	Support costs £	Governance costs £	2020 £
COO costs	11,315	-	11,315	5,760	-	5,760
Legal and professional	-	2,120	2,120	-	-	-
Independent Examiners fees	-	1,248	1,248	-	1,200	1,200
Accountancy	-	2,733	2,733	-	375	375
Bank and other finance charges	-	358	358	-	181	181
CEO costs	-	73,593	73,593	-	43,200	43,200
	11,315	80,052	91,367	5,760	44,956	50,716
Analysed between charitable activities						
	11,315	80,052	91,367	5,760	44,956	50,716

Support and governance costs in 2021 include the following donated time:

CEO costs	£44,435
COO costs	£ 2,860
Legal and professional	£ 2,120

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

10 Tangible fixed assets

Cost	Fixtures, fittings and equipment £	Computers £	Total £
At 1 December 2020	2,812	550	3,362
At 30 November 2021	2,812	550	3,362
Depreciation and impairment			
At 1 December 2020	703	183	886
Depreciation charged in the year	703	183	886
At 30 November 2021	1,406	366	1,772
Carrying amount			
At 30 November 2021	1,406	184	1,590
At 30 November 2020	2,109	367	2,476

11 Debtors

Amounts falling due within one year	2021 £	2020 £
Trade debtors	10,988	2,580
Other debtors	20,478	16,699
Prepayments	2,406	2,406
	33,872	21,685

12 Creditors

Amounts falling due within one year	2021 £	2020 £
Deferred income (see note 13)	16,134	-
Trade creditors	16,303	18,951
Other creditors	5,042	3,527
Accruals	17,400	13,993
	54,879	36,471

Notes to the financial statements (continued)

For the year ended 30 November 2021

13 Deferred income

	2021 £	2020 £
Other deferred income	16,134	-

Deferred income consists of grant income that is for use in subsequent periods of account.

14 Restricted funds

The income funds of the Charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			Balance at 30 November 2021
	Incoming resources	Resources expended	Balance at 1 December 2020	Incoming resources	Resources expended		
	£	£	£	£	£		£
Tesco	500	(246)	254	-	-		254
London Community Award	15,744	(14,208)	1,536	-	(1,536)		-
National Lottery	38,455	(11,301)	27,154	10,885	(32,307)		5,732
Thriving Communities Award	9,994	(3,625)	6,369	5,941	(12,310)		-
Screwfix	5,000	(2,898)	2,102	-	(1,615)		487
Midas Plus	-	-	-	2,986	(2,986)		-
Postcode Society Trust	-	-	-	14,290	(14,290)		-
Mr & Mrs Smith	-	-	-	4,680	(1,170)		3,510
Heathrow Community Trust	-	-	-	4,074	(2,004)		2,070
Local Area Fund	-	-	-	4,995	(4,995)		-
	69,693	(32,278)	37,415	47,851	(73,213)		12,053

14 Restricted funds (continued)

Tesco

To purchase additional resources (toys, storage, materials) ensuring children can have their own toy kit to comply with Covid safety guidelines

London Community Response Fund

To cover service adaptations in light of Covid pandemic and to design and deliver programme of short-term, therapeutic interventions, promoting children's positive mental health/wellbeing

National Lottery

Therapeutic support for children affected by the Covid pandemic

Thriving Communities Fund: Hounslow Response Fund

For improving emotional and mental wellbeing in children and young people affected by the Covid pandemic

Screwfix

To support the transformation of an ex-caretakers house from an office building into a welcoming and safe place for children, young people and their families to access vital therapeutic support. Addition: to support any additional work or resources required to ensure Covid guidelines/ safety

Midas Plus

Two awards supporting four children with a 12 week, outreach Play Therapy intervention

Postcode Society Trust

Support towards core overhead costs of maintaining our therapeutic 'hub' in Twickenham for six months; for rent, centre-based administration costs, and contribution towards Centre Coordinator salary

Mrs Smith and Mount Trust

Supporting the Purple Elephant Project to cover our therapists' supervision costs

Heathrow Community Trust

Four 20-week therapeutic interventions for children in the Hillingdon borough in need of mental health support following the Covid pandemic

Local Area Fund

Towards the costs of creating a Play Therapy garden to support children's mental health.

Notes to the financial statements (continued)

For the year ended 30 November 2021

15 Analysis of net assets between funds

Fund balances at 30 November 2021 are represented by:	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Tangible assets	1,103	487	1,590	1,746	730	2,476
Current assets/ (liabilities)	24,742	11,566	36,308	44	36,685	36,729
	25,845	12,053	37,898	1,790	37,415	39,205

16 Related party transactions

Transactions with related parties

During the year the Charity entered into the following transactions with related parties:

Sale of goods		
	2021 £	2020 £
Key management personnel	2,916	-
Services provided		
	2021 £	2020 £
Key management personnel	32,462	11,485
	32,462	11,485

The following amounts were outstanding at the reporting end date:

Amounts owed to related parties		
	2021 £	2020 £
Key management personnel	5,042	3,527

Key management personnel paid for various set up costs incurred prior to the Charity registration (2019) and sold some assets to the Charity (2021). These had not been fully reimbursed at the year end.

£2,127 was repaid shortly after the year end and the remaining balance will be settled by 30 November 2022.



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