

# The Purple Elephant Project

**Trustees' Annual Report and  
Unaudited Financial Statements**

to 30 November 2023







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*I feel honoured to head up this incredibly important charity. As child mental health continues to be such a significant problem in our society, I am frequently moved to hear about the positive transformations children can make when we have been able to offer them the help they have needed. I am continually grateful for the commitment of the team to make a positive difference to children's lives and am dedicated to do all I can to ensure more children are heard.*

**Jenny Haylock**  
CEO



because children should be heard



***Looking ahead to the coming year, our vision remains focused on expanding the therapy services we provide to support children and young people***

## **A message from our Chair**

It is with great pleasure that I present the annual review of The Purple Elephant Project. As we reflect on the previous year, it becomes evident that supporting children's mental health has never been more crucial. I am delighted to share the remarkable successes achieved by our charity during this time.

The choice of 'climate change' as the Children's Word of the Year, with 'war' ranking second, serves as a poignant reminder of the profound concerns young people face. The mental health landscape for children is shaped by multiple factors, including these existential issues, as well as rapid technological advancements and the complexities of our evolving social environment.

From the pervasive influence of social media to the pressures of academic expectations, these factors are having a profound influence on the growth and development of our children. We witness the ramifications in poor school attendance, which is yet to fully recover from the pandemic's impact. Moreover, we are only just beginning to comprehend the deeper, often hidden effects that need addressing.

At The Purple Elephant Project, we firmly believe that children's voices must be heard, and listening lies at the core of everything we do. The positive impact of our therapy services is evident, thanks to the skilled efforts of our Chief Executive Officer, Chief Operations Officer, therapists, fundraisers, and trustees. Each person has played a crucial role in enabling us to deliver excellent and highly valued services. We extend our heartfelt gratitude to all.

Looking ahead to the coming year, our vision remains focused on expanding the therapy services we provide to support children and young people. Our aim is to empower them, fostering confidence and resilience as they navigate their path towards a brighter future. Together, we will embrace the challenges that await us.

Your ongoing support makes our mission possible, and together, we can create a lasting impact in the lives of children and young people.

A handwritten signature in black ink, reading 'Ali Newman'.

**Ali Newman**

Chair of The Purple Elephant Project



## Trustees' report

The trustees present their annual report and financial statements for the year ending 30 November 2023.

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 CIO should undertake.

### An overview of The Purple Elephant Project

The Purple Elephant Project has demonstrated remarkable growth since its inception at the end of 2019. This year has been no exception. Throughout 2022-2023 we have continued to make significant achievements despite the ongoing challenges in the charity sector, the economy, and across child mental health services in general.

With a steady increase in the number of referrals for our services, we have broadened our reach. We have increased support for families who are unable to afford therapy, we have developed staffing structures, and we have raised awareness about our work in the local community.

Over 4,200 therapy sessions have been delivered this year alone, with over 30% of these being subsidized or award-funded. This is an incredible achievement for The Purple Elephant Project. It is a reflection of the growth we have experienced and the commitment from all the staff, therapists and trustees. However, in the last year a poll in schools has revealed that there are still many more children who would benefit from our services. At least eight percent of children who are in need of therapeutic support are still unable to access help.

Within our team and wider community there is a growing sense of support and collaboration, along with a shared enthusiasm to take the charity to its next stages of growth and development. In 2023 we held our first public event, a local sponsored walk, named, "The Purple Parade". We have also been fortunate to have been involved in other wonderful activities such as "The Big Help Out Day" in May. More details of these and other fundraising activities can be found later in this report.

This year, we have reflected further on the needs of families in our community. Our ambition is to increase the delivery of both subsidized and free interventions, to ensure costs are not a barrier for children accessing mental health support. We recognise that more children need to be heard. We have also continued to improve the quality of our listening by offering free continuous professional development (CPD) for our therapists. This enables our team to respond with increased understanding and skill in the areas of need and support each other to do so.

The introduction of our first three-year strategy plan reflects our dedication to meeting these needs and we remain committed to delivering our plans for 2023-2026 as follows:

- We will transform young lives through the delivery of high-quality therapeutic services to children and support for their families
- We will reach more children in need of mental health support
- We will further develop our integrated approach to child mental health to ensure sustainable outcomes for children.

## Objectives and activities

The Purple Elephant Project provides short-term and long-term therapy to children and young people. Using creative therapies such as play and art therapies, as well as offering a listening ear, understanding, and support to the child's family, we are dedicated to providing an individual approach to each child's needs.

We believe that every child has a right to be heard and we are committed to transforming their future, helping them to overcome difficulties such as lack of confidence or self-esteem, as well as coping with sadness or anxiety resulting from challenging life events or more complex traumas.

Throughout 2022-2023 we have successfully achieved many of our set objectives, reaching more children in need than ever before through both outreach work in local schools and services from our hub in Twickenham. The space at our hub continues to be an integral part of the support we offer, providing a sanctuary for parents and carers to rest and recharge whilst we work with their child.

We truly understand the importance of working with the adults around the child. This may involve taking time to listen to a parent or carer to help alleviate some of their stress or worries, sometimes signposting them to other specialist services, or sitting with a teacher to suggest tips and strategies to better support the child in their class. We know this leads to better overall outcomes for the child and we never underestimate the power of being available to simply listen.

***Our Mission:  
Our Mission at The Purple Elephant Project  
is to support children to transform their  
lives through the provision of high-quality,  
accessible and integrated therapy services.***





*The support we  
have received  
has been life  
changing.*

Parent of a child in Therapy



## Key services and activities this year include:

- Outreach and hub-based play and art therapy services
- Long term interventions as needed, tailored to the complexity of the referral
- Therapeutic Life Story Work services
- Theraplay services
- Parent/ carer support and advice
- Art Therapy groups
- Family groups
- Parent consultancy services
- School consultancy and supervision sessions
- School training sessions on understanding attachment and developmental trauma in children
- School training sessions on understanding the impact of bereavement
- Collaboration with Hampton and Hampton Hill Voluntary Care at The Greenwood Centre, and "Counselling Initiatives" who provide therapy services to adults
- Launch of Volunteer Programme
- Participation in Child Mental Health Week; raising awareness of The Purple Elephant Project with local parents and local Rotary Clubs
- Supporting a work experience placement for a young person
- Supporting five student Play Therapists to complete their placements with us, three of whom subsequently "joined the Herd"
- Participation in 'The Big Help Out Day' in May, supported by a team of volunteers from local Rotary clubs
- Launch of our first public event; The Purple Parade, a sponsored walk for families raising funds and awareness.



because children should be heard



4,278

therapy sessions  
delivered this year  
– an increase of  
24% from last year

313

families supported  
this year (many  
receiving long-term  
support) – an increase  
of 36% from last year

255

volunteer hours

## Achievements and performance

Our impact at a glance in the year December 2022 - November 2023

2

art therapy groups  
delivered (6 children  
attending each group)

1,062

visits to our hub –  
an increase of 18%  
from last year

1,304

subsidised/ free sessions – an  
increase of 86% from last year

32

hours teacher  
training

5

family groups delivered  
(6 families attending  
each group)

1,072

hours of therapist-led  
parent support through  
consultancy, training and  
review meetings



96%

parents/ carers rated that they strongly agreed or agreed that their hopes for therapy for their child had been fulfilled

96%

of referrers reported a reduction in the child's presenting behaviours following one of our interventions

94%

of parent/ carers reported a reduction in the child's presenting behaviours following one of our interventions

92%

of children experienced a reduction in emotional symptoms following one of our interventions

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.

***I didn't expect to feel so supported as a parent during this process. I am so grateful to the therapist for listening and showing such empathy to me and my family. Thank you so much.***

Parent of a child in Therapy

75%

of children experienced a reduction in behavioural symptoms following one of our interventions

79%

of children experienced a reduction in issues with peer relationships following one of our interventions

84%

of children experienced an improvement in social interactions with peers following one of our interventions

88%

of children had a reduction in overall impact of presenting symptoms on their lives following one of our interventions

## Feedback on our services

### Child/young person feedback:

*"Just to say thank you for getting me through and making me believe in myself"*

Child in therapy

*"She understood me. She helped me manage my emotions"*

Child talking about her therapist

### Professional service user feedback:

*"Thank you, the sessions are making such a difference"*

School Deputy Head Teacher

*"Heartfelt thanks"*

School Deputy Head Teacher

*"Thank you for all that you do for the children in this area - you are amazing!"*

Social Worker



***It is great to come over and feel relaxed and listened to by all the staff at the centre***

Parent of a child in Therapy



# A case study

## A case study

### - The importance of puppets; Emma's story \*

When Louise first contacted The Purple Elephant Project, she was really concerned about her eleven-year-old daughter, Emma who was coming to the end of an unhappy time in primary school.

Repeated difficulties with friendships and bullying had left Emma feeling low and vulnerable;

*"Towards the end of year six we felt very unsupported and decided we needed some sort of therapy for Emma. She'd had a lot of school-based trauma that needed to be addressed. She was very low and in a bad place at the time."*

The family were struggling to find any support available which would be suitable for Emma, who Louise described as being highly anxious, chewing her hair and the skin around her fingers, and feeling very lonely. At times this anxiety would present as "angry meltdowns", and sadly, Emma had begun self-harming too, as she tried to process all that was going on for her.

Emma described herself as feeling really alone and having no friends;

*"I just didn't like school any more. I started to feel really tired, and just started to hate it so much."*

It was through a friend, whose own child had benefitted from coming to The Purple Elephant Project, that Louise first found out about our support services.

Neither Louise nor Emma had ever heard of play therapy, but from the first call to the charity, they felt their needs were acknowledged and listened to;

*"The Purple Elephant Project felt very personal. It had a really personal touch to it..."*



***"I found the sessions really fun... at the beginning I still had lots of worries, but when we started the puppets, it made my worries go away..."***

## A case study... (continued)

The family was allocated to one of The Purple Elephant Project's play therapists, and following a detailed assessment to gain a wider understanding of Emma's needs, she began weekly therapy sessions which were held at her school.

Emma described herself as feeling nervous at first;

*"because it was basically meeting a stranger for the first time, but then I got into it"*

Soon Emma started to feel more relaxed in her sessions as she began to build a safe and trusting relationship with her therapist. She made good use of the toys and materials in the room, particularly the puppets, and soon started to feel some benefits:

*"I found the sessions really fun... at the beginning I still had lots of worries, but when we started the puppets, it made my worries go away". The therapy began to have an impact in other areas of Emma's life too. As her confidence and self-esteem grew, she started to enjoy school again and was also able to build her friendships;*

*"I didn't like the friend groups at school, but when I started play therapy, I don't know how, but I started to join in with this really lovely group which I am still in now".*

Emma is still receiving support through The Purple Elephant Project, but both Louise and her daughter feel she has made significant progress. Emma reports;

*"It makes me happy and now, although I have worries, I don't worry too much. I haven't been self-harming and I haven't been thinking about things too much, and even if I do I can brush it away more quickly. Even when I got a tooth removed from the dentist, I didn't cry! I'm braver now, I look forward to seeing my therapist each week. It's the main reason Wednesday is my favourite day, because I get to have play therapy!"*

Louise can also see the benefits and reports that Emma is now happy going to school;

*"To see her so happy – it's been amazing... I have noticed a massive, massive difference. From being in a really low place to being absolutely amazing and thriving – flourishing, self-confident, self-assured – It's brilliant!"*

***To see her so happy –  
it's been amazing... I  
have noticed a massive,  
massive difference.***





*I think she's a much happier and contented child. Her confidence had been knocked so much and she was in a very, very low and vulnerable place. She felt very unsupported. The therapist has really supported her in that growth mindset, and now she knows where she is and she feels confident in herself".*

When asked the impact on her own life, Louise stated:

*"It's so much better. Emma was very, very low and it would come out in anger and meltdowns at home. She's now coming back from school happy. It makes home life so much easier now to have this child who's happy again....to see her flourishing and coming back from school and telling me lovely stories – It's just really nice!*

*It's been life changing for our family as a whole – because we were really struggling. We didn't know where to turn to, or who to turn to. To have a charity that's local and could provide therapies which are not so direct, like Play Therapy, ....it was the perfect therapy for her to have. I think it's a wonderful charity that can offer support to the family as a whole and not just the child individually. It's brilliant!"*

Emma has made wonderful progress in her sessions and knows she will miss them, her therapist and the puppets when the therapy comes to an end. However, both she and her mum know they can always reach out to us for more support if they need to.

When Emma was asked what she would say to any other child who was finding things difficult, or to any family considering asking for help, Emma responded;

*"I would tell them to tell their parents to go to Purple Elephant and start to have sessions with a therapist and see how it goes for them. And I recommend the games I was playing – they've been really fun. It's really fun and it's changed most of my worries into happy thoughts".*



# The Herd

## Leadership and staffing

As always, we give our thanks to all the team for all their dedication to making a difference to the lives of so many children, young people, and their families.

Our therapists have continued to deliver highly professional services throughout the year, under the guidance of our dedicated, senior management team led by Jenny Haylock, CEO and founder of The Purple Elephant Project.

We would also like to acknowledge and thank our board of trustees who are committed to supporting us by providing advice and direction. Our particular thanks go to Ed Duncan and Alan Knowles, both of whom resigned during this accounting period, and Andrew King for stepping into the role of Interim Chair.

We would also especially like to mention and acknowledge the ongoing support received from Hank Williams and Jan Fishwick, both of whom dedicate their time and wisdom in an advisory and mentoring capacity to our CEO.

## A Spotlight on two members of our 'Herd'



### An interview with Rebecca:

Rebecca first joined The Purple Elephant Project in 2023 and is a highly valued member of our team in her role as centre co-ordinator.

In this interview, we find out a little more about her and hear about how rewarding her role is.

### What first interested you about joining The Purple Elephant Project?

Having started a course in counselling, I wanted to explore if this was going to suit me. I was looking for a role in a therapeutic setting where I could soak up the environment and experience what it was all like. I saw the job advertised and thought it was perfect!

### Tell us a little more about your role with us?

I generally run the hub and the administration side of things, but primarily my role is about supporting parents of children who come for therapy; making

them feel welcome, nurtured, and importantly, listening to them. In addition to this, I also support the therapists with anything they need for their sessions, sometimes just being there for them too. I am about to take on a new aspect of my role to develop our social media. It's exciting to be able to apply my previous business skills to The Purple Elephant Project. My mind is already buzzing!

### What is the most enjoyable aspect of your role?

I really enjoy listening to the parents and supporting them. I think it's because the hub is such a nice environment. What our CEO and the team have created feels like a very natural space in which to be able to provide this support. Even if it's just a for a chat, it's nice to be able to make someone a cuppa. Often, I have parents say they feel like they have had a therapy session themselves, just because they have been listened to. So many people come in here and they are tired and rushing around.

For them to come to the hub and be able to stop, and for me to be able to provide that time for them is really rewarding.

The biggest compliment for me was when one parent fell asleep whilst they were waiting. She felt so comfortable and safe that she was able to sleep. I felt that was something special. I found it really moving.

Having time and the right space for people also means that when a parent finds it harder to open up, they can simply relax. They might not say anything for a while, then suddenly they feel comfortable enough to talk. They feel safe in your presence and have built enough trust. It's the familiarity of coming here and feeling comfortable and safe which is so important and unique.

There's never a day which is the same. It's always varied. You can be at your desk one minute, talking to a parent the next,

or running a cake sale the next! There are never two days the same, which keeps it interesting.

**What would you say to anyone else who would be interested in joining The Purple Elephant Project – either as a volunteer or a member of staff?**

I love working here! I love learning from the therapists and being able to connect with the parents and see their journey as well. It's a really lovely place to work. The people that work here are lovely and it's such a nice environment. I think it's incredibly rewarding.

**If you are interested in joining our Herd as a volunteer, we would love to hear from you, so please do get in touch.  
E: [info@thepurpleelephantproject.org](mailto:info@thepurpleelephantproject.org)**

Meet our team...



because children should be heard



## A Spotlight... (continued)



### Interview with a therapist

Our therapists are an integral part of our Charity, delivering high quality, child centred therapy services for many children on a weekly basis. We sat down with one member of our Herd, Tracey Harrison, to find out a little more about her.

#### What first interested you about joining The Purple Elephant Project?

I joined The Purple Elephant Project in April 2022 and was excited about working with families in my local area. I knew from personal experience how challenging it can be to find appropriate support for your child's mental wellbeing. I have always believed early intervention is key to help a child to overcome their difficulties and make the most of their opportunities. The team were so friendly, and I wanted to be part of this warm and welcoming community who were so committed to helping vulnerable children and their families.

#### What is your role with The Purple Elephant Project?

I am primarily a play therapist but I am also a Theraplay-based practitioner as well as being trained to offer therapeutic life story work. I have the opportunity to work at the hub in Twickenham as well as supporting children in local schools.

#### What sort of children are you supporting in your role?

I support a variety of children who are all vulnerable in some way, experiencing a difficulty that is preventing them from living their life fully. For some this may be about learning to manage their feelings, so they do not become overwhelmed by

emotions such as anxiety and anger. I may be working with a family who are dealing with divorce, or the death of a loved one. I may be supporting a child to process adverse early life experiences or providing an opportunity to process a more recent difficult event or trauma.

#### What is the most enjoyable aspect of your role?

I enjoy making a relationship with a child and their family. I never tire of being alongside a child as we both learn more about the person they are, what motivates them, what their needs are, and how these needs can be expressed and met. I also enjoy being curious with the child and their carers and experiencing moments of insight into behaviour patterns.

#### Do you have a favourite toy or resource that you use?

This really differs with each child. It is more about the experiences I have with resources and how they are used. I really enjoy a variety of games and resources because of the connection they offer with a child.

#### What impacts do you see in the children you have worked with?

We always say we cannot guarantee the impact an intervention will have on a child, but I can honestly say I have never worked with a child who has not benefitted. Observing a child's growing confidence and self-belief is an amazing experience, as they work hard to overcome difficulties and gain in resilience and self-understanding. For some children it can be truly life changing. I love my job!

## Fundraising and Events over the year

Our main source of fundraised income continues to be grants from charitable trusts and foundations. We would like to thank the following organisations for their generosity in supporting the development and delivery of the vital services provided by The Purple Elephant Project:

### Trusts and foundations ongoing awards:



City Bridge Foundation Trust



Hampton fund



Postcode Society Trust



National Lottery's Reaching Community Fund



Kelly Family Charitable Trust



Thriving Communities Fund, Hounslow



Little lives UK

### Trusts and foundations new awards:



Richmond Parish Lands Charity



Edward Gostling Foundation

Theodore Maxxy Charitable Trust



Inspire Hounslow



London Borough of Richmond upon Thames  
Civic Pride Fund

***This project has made a HUGE difference to our lives, and we are the stronger because of it***

Parent of a child in Therapy

## Corporate, community and individual fundraising

We have been supported by a growing number of people in this last year and are incredibly grateful to them all for their time and their efforts to ensure our services are accessible to all families in need. Here are a few highlights from the year:



### Support from our Community

To mark the King's Coronation, "*The Big Help Out*" day in May saw thousands of people volunteering for local causes. We were delighted to welcome 21 volunteers from the **Rotary Clubs of Kew Gardens, Twickenham, Shepperton Aurora, Chertsey and Hounslow**. Between them they donated 99 hours of volunteering work, giving the centre a deep clean and sorting all our games and art supplies. They also worked wonders in our therapy garden, giving it a thorough tidy up to get it ready for use in the summer months.

In addition to "*The Big Help Out*", we are grateful to **John from Teddington Rotary Club** for his help with photography this year, and to the members of **Twickenham Rotary Club** for their fundraising.

### The Stragglers and The Cabbage Patch 10

The Stragglers running club selected The Purple Elephant Project as one of their beneficiaries for their annual Cabbage Patch 10 race, a significant fixture in the local running calendar. We were gifted guaranteed places in the run, and our amazing runners, **Kelly Pace, Ruth Choat and Steve Gaiger** raised an incredible **£3,694** between them. The Stragglers gave a further generous donation of **£2,500** and we look forward to working with them in further partnership next year.





*Thank you for helping my son feel more confident*

Parent of a child in Therapy



### The Purple Parade

In June we held our inaugural annual sponsored four-mile walk, and were joined by 25 walkers for this family-friendly event. It was a wonderful day, and it was lovely to meet some of our supporters in person. The day culminated with ice creams and a chance for families to relax in our garden and meet each other. Our walkers raised over £1,000 together and we look forward to a repeat of this event this year. (include some photos)

### The Ability to Choose

This year, long term supporter Hank Williams published his own book, "The Ability to Choose", a fascinating exploration of how we make choices and how we can control our choice making. Hank kindly pledged to donate income raised to two charities he is closely involved in: PACT and The Purple Elephant Project. So far he has raised an incredible £1,555 for us through book sales and we are very grateful for his ongoing support.



In addition to all of these, we would like to express our thanks to: **Bullion Vault, CAMRA Richmond and Hounslow Branch, Yuejia Peng, Cath Bates, Charlotte Cowley, Co-op Local Community Fund, Elements Hairdressers, Purple Dragon Play, and The St Margarets Fair Committee**, all of whom are generous regular donors, and of course to everyone who has made donations throughout the year.



## Future plans

The Purple Elephant Project continues to evidence that it is filling a gap for child mental health services in the local community. Demand for our services remains high and we continue to demonstrate growth and sustainable development. We remain committed to our overall vision;

*"For children to feel heard and supported towards happier lives",* and we are working to transform young lives through the delivery of high-quality therapy services. We uphold our ethos and USP, which we identify as follows:

We provide a safe space for families to seek support

We offer a personal, integrated and community-based approach

Our future plans for 2023-2024 are designed to closely align our activities with our ethos and strategic plan. Our aim is to **transform, reach and integrate**, whilst ensuring greater strength, stability, and efficiency across the organisation as a whole.

### Transform

We will transform young lives through the delivery of high-quality therapeutic services to children and support for their families.

By listening to our beneficiaries, we can continue to develop our systems, processes and provision to ensure that we deliver high-quality, therapeutic services and help transform the lives of the children and families we support.

### Reach

We will reach more children in need of mental health support.

By increasing our capacity to deliver low-cost therapeutic services, we will ensure that costs are not a barrier for children in need of mental health support.

### Integrate

We will integrate our approach to child mental health with strong family and community liaison to ensure sustainable outcomes for children.

By providing an integrated approach through training and collaboration with all who are connected to the care of the child. This will include our team, parents and carers, schools and any other agencies supporting the child. This will promote shared understanding of needs, and consistency in how the children are heard, understood and responded to, and thus ultimately leading to more qualitative and sustainable outcomes.

## Safeguarding

**The Purple Elephant Project recognises that safeguarding and child protection is everyone's responsibility and acknowledges its moral and statutory responsibility to safeguard and promote the welfare of all children.**

We believe that all children, regardless of age, gender, culture, language, race, ability, sexual identity, or religion have equal rights to protection, safeguarding and opportunities.

The Purple Elephant Project aims to ensure that:

- Appropriate action is taken in a timely manner to safeguard and promote children's welfare
- All staff, volunteers and trustees are aware of their statutory responsibilities with respect to safeguarding
- Staff, volunteers and trustees are properly trained in recognising and reporting safeguarding issues

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. The welfare of the children in our care is paramount and we are committed to providing a safe, welcoming and vigilant environment for children where they feel valued and are respected.

We have a comprehensive Safeguarding Policy in place which applies to all staff, volunteers and trustees in the charity. Our policy is updated annually and modified throughout the year as necessary, which is in line with local safeguarding board recommendations. Our Designated Safeguarding Lead is our CEO, Jenny Haylock. Our safeguarding processes are overseen by our Trustee Safeguarding lead, Andrew King. Safeguarding is a standing item at all trustee meetings. All staff, therapists, trustees and volunteers are DBS checked.

## Risk management

The Purple Elephant Project recognises the importance of understanding and monitoring any risks to our organisational strategy, our day-to-day operations and our projects. This ensures we can consistently meet our objectives and the needs of our community.

We therefore implement an active risk management strategy into the day-to-day running of The Purple Elephant Project. All our policies, procedures, and controls are in place within a structured risk management and compliant framework in line with the Charity Commission guidelines. Potential risks are identified and regularly reviewed by senior management and the trustees to determine how they can be mitigated, managed or accepted. Risks are monitored in the following key areas:

- Governance and Compliance
- Operational (including cyber related risks and reputational risks)
- Financial (including levels of unrestricted reserves)
- External

Throughout the year we have continued to monitor our principal risks. These relate to staff resources and wellbeing, operations, fundraising activities, income, and service provision. We strive to maintain limited expenditure where possible and have thus been able to protect our growing level of reserves.



because children should be heard





## Financial review

### Reserves position at 30 November 2023

The Charity's income has continued on a positive trajectory despite challenges within the fundraising sector and other national issues such as the cost-of-living crisis.

Unrestricted Reserves and the Restricted Reserves at 30 November 2023 are **£67,368** and **(£2,378)\*** respectively. This is an uplift of 67% 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
- b) In the interests of meeting the charity's evolving objectives, we can experiment with the setting up of innovative, small-scale pilot projects. By doing this, we can explore the viability and potential benefits of developing new service streams and gain an understanding of larger scale costs. This will provide important evidence and information when looking to secure the external funding necessary to continue or expand any such successful pilot schemes.

Consequently, the charity will continue to generate and maintain unrestricted reserves. Our target is to achieve reserves of at least 50% of our annual adjusted expenditure, although we recognise that this is likely to take some time to achieve.

Total incoming resources for this period was: **£518,045**. Of this, **£135,537** was Restricted funding (some of which is still allocated for ongoing projects) and **£382,508** was Unrestricted funding.

Of the Unrestricted funding, **£46,344** income was generated through corporate fundraising events and donations and **£329,477** contracts for sale of services.

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

*giftaid it*



***We just feel extremely lucky to have found out about The Purple Elephant Project, a first-class charity offering such important support. Everyone we have encountered has made us feel welcome***

Parent of a child in Therapy

\*due to retrospective payment of funding award

## Expenditure

The Purple Elephant Project's principal expenditure continues to be the payment of fees for the therapists and the senior staff, as well as expenses associated with the use of our premises. These are fundamental aspects for the delivery of services.

Total expenses for this period were **£497,622**, of which **£303,617** was for Therapist fees for delivery of services and **£80,244** were fees to senior staff.

All other administrative costs were minimal.

## 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 The Purple Elephant Project Expenses Policy.

## Financial status

The trustees are confident that the charity's current income stream projections and cash resources are sufficient to meet its expenditure as costs are due. Our ongoing strategic fundraising plans provide a positive outlook as they ensure a continual pipeline of award applications.

We have confidence in the future sustainability of the charity based on the evidence of consistent sales of our services.

## 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 the date of the statement of assets and liabilities.

### 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 the date of the statement of assets and liabilities.

The trustees have recognised and accounted for the donated services provided to support the ongoing growth of the charity (refer to Note 8).

# Reference and administration details

## Charity details

**Name:** The Purple Elephant Project  
**Number:** 1186434  
**Address:** The School House, Chase Bridge Primary School,  
Kneller Road, Twickenham, Middlesex, TW2 7DE

### Charity trustees

Name	Office	Appointed
Ali Newman	Chair	31.01.24
Andrew King	Interim Chair	17.05.22
Aysen Norton	Trustee	15.02.22
Yuejia Peng	Trustee	23.05.23
Jane Pickerden	Trustee	18.09.23
Kate Walker	Trustee	17.01.24
Ed Duncan	Chair	05.12.22 – Resigned 06.07.23
Alan Knowles	Trustee, Treasurer	23.10.23 – Resigned 23.10.23

We regularly conduct a trustee skills audit to ensure that the Board of Trustees maintains a broad mix of experience and skills relevant to the work of The Purple Elephant Project

### Advisors

Name	Role	Address
Frances Wilde FCCA DChA	Independent Examiner	Warner Wilde, 4 Marigold Drive, Bisley, Surrey GU24 9SF

### Bankers

Name	Address
Metro Bank	1 Southampton Row, London WC1B 5HA

### Senior staff and consultants

Name	Role
Jenny Haylock	Chief Executive
Anita Sheehan	Acting Chief Operations Officer



## Structure, governance and 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 board 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.

A trustee skills audit is regularly completed to ensure we retain a varied range of experience and skills on our board to support our work at The Purple Elephant Project.

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



### Ali Newman

Chair of The Purple Elephant Project

**Date: 03.06.2024**



because children should be heard

# 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 2023.

## 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

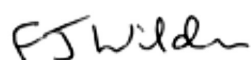
Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.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



**F J Wilde FCCA MBA DChA**

Warner Wilde  
4 Marigold Drive, Bisley, Surrey GU24 9SF  
**Date: 03.06.2024**

## Statement of financial activities including income and expenditure account

For the year ended 30 November 2023

Notes	Income from	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
3	Donations and legacies	46,344	-	46,344	42,528	-	42,528
4	Charitable activities	329,477	135,537	465,014	241,286	123,420	364,706
5	Other trading activities	6,687	-	6,687	1,574	-	1,574
	<b>Total income</b>	<b>382,508</b>	<b>135,537</b>	<b>518,045</b>	<b>285,388</b>	<b>123,420</b>	<b>408,808</b>
	<b>Expenditure on</b>						
6	Raising funds	29,517	6,339	35,856	20,285	7,212	27,497
7	Charitable activities	325,783	135,983	461,766	250,068	123,600	373,668
11	Other expenditure	-	-	-	974	-	974
	<b>Total expenditure</b>	<b>355,300</b>	<b>142,322</b>	<b>497,622</b>	<b>271,327</b>	<b>130,812</b>	<b>402,139</b>
	<b>Net income/ (expenditure)</b>	<b>27,208</b>	<b>(6,785)</b>	<b>20,423</b>	<b>14,061</b>	<b>(7,392)</b>	<b>6,669</b>
	Transfers between funds	-	-	-	254	(254)	-
	<b>Net movement in funds</b>	<b>27,208</b>	<b>(6,785)</b>	<b>20,423</b>	<b>14,315</b>	<b>(7,646)</b>	<b>6,669</b>
	<b>Reconciliation of funds:</b>						
	Fund balances at 1 December 2022	40,160	4,407	44,567	25,845	12,053	37,898
	<b>Fund balances at 30 November 2023</b>	<b>67,368</b>	<b>(2,378)</b>	<b>64,990</b>	<b>40,160</b>	<b>4,407</b>	<b>44,567</b>

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 2023

Notes	Fixed assets	2023 £	2023 £	2022 £	2022 £
13	Tangible assets		707		1,826
	<b>Current assets</b>				
14	Debtors	73,331		44,857	
	Cash at bank and in hand	31,342		39,207	
		<b>104,673</b>		<b>84,064</b>	
15	<b>Creditors: amounts falling due within one year</b>	<b>40,390</b>		<b>41,323</b>	
	Net current assets		64,283		42,741
	<b>Total assets less current liabilities</b>		<b>64,990</b>		<b>44,567</b>
	<b>The funds of the Charity</b>				
17	Restricted income funds		(2,378)		4,407
	Unrestricted funds		67,368		40,160
			<b>64,990</b>		<b>44,567</b>

The financial statements were approved by the trustees on 23.04.2024



**Ali Newman**  
Trustee

## Statement of cash flows

For the year ended 30 November 2023

Notes	Cash flows from operating activities	2023 £	2023 £	2022 £	2022 £
21	Cash absorbed by operations		(7,865)		(16,779)
	<b>Investing activities</b>				
	Purchase of tangible fixed assets	-		(1,329)	
	<b>Net cash used in investing activities</b>		-		(1,329)
	<b>Net cash used in financing activities</b>		-		-
	<b>Net decrease in cash and cash equivalents</b>		(7,865)		(18,108)
	Cash and cash equivalents at beginning of year		39,207		57,315
	<b>Cash and cash equivalents at end of year</b>		<b>31,342</b>		<b>39,207</b>

# Notes to the financial statements

For the year ended 30 November 2023

## 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, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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 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 (continued)

For the year ended 30 November 2023

## ***Basic financial liabilities***

Basic financial liabilities, including creditors and bank balances 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 Employee benefits**

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

### **1.11 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

### **1.12 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 2023 £	Unrestricted funds 2022 £
Donations and gifts	38,944	18,738
Grants	2,000	-
Donated goods and services	5,400	23,790
	<b>46,344</b>	<b>42,528</b>

In the financial statements the value of donated goods and services is £5,400 (2022: £23,790) as shown in Donations and Legacies in the table above. The corresponding costs are disclosed in Support Costs, in note 8 of the financial statements.



#### 4 Charitable activities

	2023 £	2022 £
Sale of goods	329,477	236,536
Performance related grants	135,537	123,420
Other income	-	4,750
	<b>465,014</b>	<b>364,706</b>

#### Analysis by fund

Unrestricted funds	329,477	241,286
Restricted funds	135,537	123,420
	<b>465,014</b>	<b>364,706</b>

#### Performance related grants

National Lottery's Reaching Communities Fund	43,543	43,879
National Lottery's Awards for All	-	9,600
Thriving Communities Fund, Hounslow	8,075	11,680
City Bridge Foundation Trust	22,667	6,000
Postcode Society Trust	7,860	11,063
Kelly Family Charitable Trust	1,668	3,333
Heathrow Community Trust	-	4,074
The Albert Hunt Trust	-	2,000
Hampton Fund	1,650	18,150
Inspire Hounslow	23,955	9,411
Edward Gostling Foundation	10,000	-
Richmond Parish Lands Charity	13,579	-
Theodore Maxxy Charitable Trust	1,000	-
London Borough of Richmond upon Thames Civic Pride Fund	1,185	-
Little Lives UK	355	-
Other (small grants under £1500)	-	4,230
	<b>135,537</b>	<b>123,420</b>

## Notes to the financial statements (continued)

For the year ended 30 November 2023

### 5 Income from other trading activities

Unrestricted funds		
	2023 £	2022 £
Fundraising events	6,687	1,574

### 6 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
Fundraising and publicity	2023 £	2023 £	2023 £	2022 £	2022 £	2022 £
Fundraising consultants	4,161	6,339	10,500	16,688	7,212	23,900
Advertising	1,677	-	1,677	1,826	-	1,826
Other fundraising costs	716	-	716	598	-	598
Staff costs	22,963	-	22,963	1,173	-	1,173
	<b>29,517</b>	<b>6,339</b>	<b>35,856</b>	<b>20,285</b>	<b>7,212</b>	<b>27,497</b>

# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 7 Expenditure on charitable activities

Direct costs	2023 £	2022 £
Staff costs	19,740	14,020
Depreciation and impairment	1,118	1,093
Subcontractors/Therapists	303,617	219,232
Rent	17,992	17,000
Printing, postage and stationery	936	1,314
Toys and materials	2,095	2,821
Insurance	1,239	1,052
Centre costs	3,709	1,944
IT software and consumables	2,261	1,387
Telephone and internet	1,325	841
Staff training and recruitment	5,198	8,873
Travel	321	75
Other staff expenses	890	3,017
Sundry expenses	596	1,333
	<b>361,037</b>	<b>274,002</b>
<b>Share of support and governance costs (see note 8)</b>		
Support	22,723	6,730
Governance	78,006	92,936
	<b>461,766</b>	<b>373,668</b>
<b>Analysis by fund</b>		
Unrestricted funds	325,783	250,068
Restricted funds	135,983	123,600
	<b>461,766</b>	<b>373,668</b>



## 8 Support costs

	Support costs £	Governance costs £	2023 £	Support costs £	Governance costs £	2022 £
Staff costs	22,723	62,921	85,644	-	79,277	79,277
COO costs	-	-	-	6,730	-	6,730
Legal and professional	-	-	-	-	2,756	2,756
Independent Examiners fees	--	1,398	1,398	-	1,392	1,392
Accountancy		13,418	13,418	-	9,238	9,238
Bank and other finance charges	-	269	269	-	273	273
	<b>22,723</b>	<b>78,006</b>	<b>100,729</b>	<b>6,730</b>	<b>92,936</b>	<b>99,666</b>

Analysed between charitable activities	Support costs £	Governance costs £	2023 £	Support costs £	Governance costs £	2022 £
	<b>22,723</b>	<b>78,006</b>	<b>100,729</b>	<b>6,730</b>	<b>92,936</b>	<b>99,666</b>

In 2022, COO costs were invoiced but in 2023, these were payrolled and are included in Staff costs. The above Staff costs figure also includes £5,400 donated HR Advisor time (2022: £23,790 donated CEO time).

## 9 Trustees

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

# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 10 Employees

The full-time equivalent average monthly number of employees during the year was:	2023	2022
	3	2
Employment costs:	£	£
Wages and salaries	120,520	92,625
Social security costs	5,424	376
Other pension costs	2,403	1,469
	<b>128,347</b>	<b>94,470</b>

There were no employees whose annual remuneration was more than **£60,000**.

### Remuneration of key management personnel

Key Management Personnel is defined as the CEO role. Total remuneration of Key Management Personnel in the year, including employer's pension and national insurance contributions, was £63,714 (2022: £55,394). In 2022, additional CEO support to the value of £23,790 was also donated as a gift in kind.

## 11 Other

Unrestricted funds	2023 £	2022 £
Bad debts	-	974
	<b>-</b>	<b>974</b>

## 12 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

## 13 Tangible fixed assets

<b>Cost:</b>	<b>Fixtures, fittings and equipment £</b>	<b>Computers £</b>	<b>Total £</b>
At 1 December 2022	3,151	1,540	4,691
At 30 November 2023	3,151	1,540	4,691
<b>Depreciation and impairment:</b>			
At 1 December 2022	2,151	715	2,866
Depreciation charged in the year	788	330	1,118
At 30 November 2023	2,939	1,045	3,984
<b>Carrying amount:</b>			
At 30 November 2023	212	495	707
At 30 November 2022	1,000	826	1,826

## Notes to the financial statements (continued)

For the year ended 30 November 2023

### 14 Debtors

Amounts falling due within one year:	2023 £	2022 £
Trade debtors	64,613	36,147
Other debtors	7,526	6,264
Prepayments	1,192	2,446
	<b>73,331</b>	<b>44,857</b>

### 15 Creditors

Amounts falling due within one year	2023 £	2022 £
Other taxation and social security	774	-
Deferred income	16,215	28,110
Trade creditors	10,413	6,394
Other creditors	1,716	358
Accruals	11,272	6,461
	<b>40,390</b>	<b>41,323</b>



**16 Deferred income**

	2023 £	2022 £
Other deferred income	16,215	28,110

Deferred income is included in the financial statements as follows:

Deferred income is included within:	2023 £	2022 £
Current liabilities	16,215	28,110

Movements in the year	2023 £	2022 £
Deferred income at 1 December 2022	28,110	16,134
Released from previous periods	(28,110)	(16,134)
Resources deferred in the year	16,215	28,110
<b>Deferred income at 30 November 2023</b>	<b>16,215</b>	<b>28,110</b>

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

# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 17. Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds			
	Balance at 1 December 2021 £	Incoming resources £	Resources expended £	Transfers
Tesco Community Grants	254	1,000	(78)	(254)
London Borough of Richmond upon Thames Civic Pride	-	-	-	-
National Lottery's Reaching Communities Fund	5,732	43,879	(46,634)	-
Thriving Communities Fund, Hounslow	-	11,680	(7,803)	-
The Screwfix Foundation	487	-	(243)	-
The Edward Gostling Foundation	-	-	-	-
Richmond Parish Lands Charity	-	-	-	-
Postcode Society Trust	-	11,063	(10,546)	-
The Mrs Smith & Mount Trust	3,510	-	(3,510)	-
Heathrow Community Trust	2,070	4,074	(5,239)	-
Theodore Maxxy Charitable Trust	-	-	-	-
The Albert Hunt Trust	-	2,000	(1,198)	-
Arnold Clark Community Fund	-	1,000	(1,000)	-
City Bridge Foundation Trust	-	6,000	(6,000)	-
Hampton Fund	-	18,150	(17,271)	-
Inspire Hounslow	-	9,411	(17,499)	-
Kelly Family Charitable Trust	-	3,333	(3,333)	-
Kew Fete	-	500	(228)	-
Little Lives UK	-	1,730	(1,730)	-
National Lottery 's Awards for All	-	9,600	(8,500)	-
	<b>12,053</b>	<b>123,420</b>	<b>(130,812)</b>	<b>(254)</b>

## 17. Restricted funds

	Movement in funds			
	Balance at 1 December 2022 £	Incoming resources £	Resources expended £	Balance at 30 November 2023 £
Tesco Community Grants	922	-	(922)	-
London Borough of Richmond upon Thames Civic Pride	-	1,185	(1,185)	-
National Lottery's Reaching Communities Fund	2,977	43,543	(43,377)	3,143
Thriving Communities Fund, Hounslow	3,877	8,075	(9,173)	2,779
The Screwfix Foundation	244	-	(244)	-
The Edward Gostling Foundation	-	10,000	(10,000)	-
Richmond Parish Lands Charity	-	13,579	(13,579)	-
Postcode Society Trust	517	7,860	(8,377)	-
The Mrs Smith & Mount Trust	-	-	-	-
Heathrow Community Trust	905	-	(415)	490
Theodore Maxxy Charitable Trust	-	1,000	(1,000)	-
The Albert Hunt Trust	802	-	(726)	76
Arnold Clark Community Fund	-	-	-	-
City Bridge Foundation Trust	-	22,667	(22,667)	-
Hampton Fund	879	1,650	(2,159)	370
Inspire Hounslow	(8,088)	23,955	(25,336)	(9,469)
Kelly Family Charitable Trust	-	1,668	(1,668)	-
Kew Fete	272	-	(43)	229
Little Lives UK	-	355	(351)	4
National Lottery's Awards for All	1,100	-	(1,100)	-
	<b>4,407</b>	<b>135,537</b>	<b>(142,322)</b>	<b>(2,378)</b>

# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 17. Restricted funds (continued)

**Tesco Community Grants:** Funding awarded for the development and maintenance of the therapy garden with equipment and resources

**National Lottery's Reaching Communities Fund:** For core costs including, wages, rent, materials and provision of 8 play therapy interventions.

**Thriving Communities Fund:** To support the delivery of 4 x family groups.

**National Lottery's Awards for All:** For 6 months rent at our centre and support to develop IT system for case record-keeping.

**Postcode Society Trust:** Payment for core costs, including wages and overheads.

**Kelly Family Charitable Trust:** A contribution to staff wages.

**Arnold Clark Community Fund:** For development of our therapy garden with equipment and resources.

**Heathrow Community Trust:** To deliver four 20-week therapeutic interventions for children in the Hillingdon borough in need of mental health support following the Covid-19 pandemic.

**City Bridge Foundation Trust:** For core costs and CEO salary.

**Little Lives UK:** To deliver 2 x art therapy groups.

**The Mrs Smith and Mount Trust:** Support to cover our therapists' supervision costs.

**The Screwfix Foundation:** 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.

**Midas Plus 1 and Midas Plus 2:** Supporting 2 children with a 12 week, outreach Play Therapy intervention.



**Hampton Fund:** For core costs, development and delivery of 2 x family group and 3 x Play Therapy interventions.

**The Albert Hunt Trust:** Contribution to our bursary pot to support subsidised interventions.

**Inspire Hounslow:** For delivery of Play and Art Therapy interventions. The fund is in deficit at the year end because the charity is required to deliver the project and provide evidence before funding is released retrospectively. The deficit balance is due to be reimbursed after the year-end.

**Kew Fete:** For materials and resources.

**London Borough of Richmond upon Thames Civic Pride Fund:** Funding towards the Big Help Out project to refresh the therapeutic hub and garden.

**Edward Gostling:** Funding for operating costs.

**Richmond Parish Lands Charity:** To provide play therapy interventions to children.

**Theodore Maxxy Charitable Trust:** Funding towards the rent of the therapeutic hub in Twickenham.

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# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	Movement in funds			Movement in funds	
	Balance at 1 December 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 30 November 2023 £
In memoriam	1,500	-	-	-	1,500
General funds	38,660	382,508	(355,300)	-	65,868
	<b>40,160</b>	<b>382,508</b>	<b>(355,300)</b>	<b>-</b>	<b>67,368</b>

	Balance at 1 December 2021 £	Incoming resources £	Resources expended £	Transfers £	Balance at 30 November 2022 £
In memoriam	-	1,500	-	-	1,500
General funds	25,845	283,888	(271,327)	254	38,660
	<b>25,845</b>	<b>285,388</b>	<b>(271,327)</b>	<b>(254)</b>	<b>40,160</b>

## 19 Analysis of net assets between funds

<b>Fund balances at 30 November are represented by:</b>	<b>Unrestricted funds 2023 £</b>	<b>Restricted funds 2023 £</b>	<b>Total 2023 £</b>	<b>Unrestricted funds 2022 £</b>	<b>Restricted funds 2022 £</b>	<b>Total 2022 £</b>
Tangible assets	217	490	707	460	1,366	1,826
Current assets/ (liabilities)	67,151	(2,868)	64,283	39,700	3,041	42,741
	<b>67,368</b>	<b>(2,378)</b>	<b>64,990</b>	<b>40,160</b>	<b>4,407</b>	<b>44,567</b>

# Notes to the financial statements (continued)

For the year ended 30 November 2023

## 20 Related party transactions

### Transactions with related parties

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

Reimbursement of equipment and resources	2023 £	2022 £
Key management personnel	-	5,402
	-	5,402

Services provided	2023 £	2022 £
Key management personnel	63,714	55,394
	63,714	55,394

The following amounts were outstanding at the reporting end date:

Amounts owed to related parties	2023 £	2022 £
	-	-



## 21 Cash generated from operations

	2023 £	2022 £
Surplus for the year	20,423	6,669
<b>Adjustments for:</b>		
Depreciation and impairment of tangible fixed assets	1,118	1,093
<b>Movements in working capital:</b>		
(Increase) in debtors	(28,473)	(10,985)
Increase/(decrease) in creditors	10,962	(25,532)
(Decrease)/increase in deferred income	(11,895)	11,976
<b>Cash absorbed by operations</b>	<b>(7,865)</b>	<b>(16,779)</b>

***It's been a privilege that my son was offered sessions and he has benefitted from them greatly. I wish The Purple Elephant Project would be available in all schools as so many children could benefit from this service. Thanks for all your help.***

Parent of a child in Therapy



because children should be heard





**Can you help us support more children and families in need?**

**Find out how you can help support our Herd**



**0208 744 1733**



**[info@thepurpleelephantproject.org](mailto:info@thepurpleelephantproject.org)**



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