

2024

# ANNUAL REPORT & FINANCIAL STATEMENTS



**PREGNANT  
THEN SCREWED**

Reg charity number: 1188643

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# LEGAL AND ADMINISTRATIVE INFORMATION

## Charity Details

Chief Executive Officer	Joeli Brearley
Charity Registration Number	1188643
Board of Trustees	Sam Smethers (Chair) Akeela Ahmed Amy Lockwood (Joined 22nd October 2024) Anneka Ruff Beth Hazon (Resigned 31st December 2024) Heather Taylor (Treasurer) Kizzy Gardiner (Resigned 8th July 2024) Matthew Collins (Joined 22nd October 2024) Molly Rowan Nicola Hurley (Joined 22nd October 2024) Rebecca Langton (Joined 22nd October 2024)
Registered Name	The Motherhood Plan
Other Known Name	Pregnant Then Screwed
Principle Office Address	8 St. Aelreds Mews, York, North Yorkshire, YO31 0RW (up until November 2024)  86-90 Paul Street, London, EC2A 4NE (from November 2024)
Accounts Preparation	Equilibrium Accountants Ltd 48 Goodramgate, York, YO1 7LF
Banker	Lloyds Bank PLC 25 Gresham Street, London, EC2V 7HN Unity Trust Bank; 4 Brindleyplace, Birmingham, England, B1 2JB



# LEGAL AND ADMINISTRATIVE INFORMATION

## Structure, Governance and Management

The Motherhood Plan is a Charitable Incorporated Organisation (CIO) governed by a memorandum and articles of association, which incorporated the organisation in December 2016, when the charity operated as a Community Interest Company (CIC). The Motherhood Plan converted to a CIO on 19th March 2020 and a new memorandum of association was drafted and agreed by the board of trustees as a result.

Trustees are recruited following a skills audit of Board members to ensure that the Board has the right mix of skills and experience. Trustees are enrolled onto the board for an initial period of two years and can be voted back in for another period of three years. There is an induction process in place to support new Trustees. The Board meets quarterly. A scheme of delegation is in place and day-to-day responsibility for ensuring the charity delivers on its aims and objectives is delegated to the Chief Executive.

The Trustees are responsible for staff pay, benefits and terms and conditions. Remuneration is reviewed annually. Salaries reflect the roles and responsibilities of each postholder. Salaries are set at an appropriate level to retain excellent staff, while also making a comparison with rates of pay in the charity sector for similar roles and size of charity. In addition to pay we also provide annual leave and pension contributions above the legal minimum.

Major risks are reviewed quarterly by the full Board. The Board monitors impact, probability, mitigations taken and identifies any additional action required.



# LEGAL AND ADMINISTRATIVE INFORMATION

## Public Benefit Statement, Vision, Mission



### Public Benefit Statement

The Trustees confirm they have complied with their duty in section 4 of the 2011 Charities Act to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties.

### Our Vision

A society where care is valued and in which pregnant women and mothers in all their diversity are enabled to fulfil their potential; creating a stronger, happier, better future for us all.



### Our Mission

We are the voice of working mothers in the UK.

We have a strong and deep connection with our beneficiaries.

We provide world-class advice and support to mothers to help them improve their confidence and wellbeing, to give them the tools they need to challenge discrimination in the workplace, and to support them to find work that works for them.

We advocate for change and raise awareness of the specific challenges faced by working mothers. We challenge deeply entrenched stereotypes about the role of mothers in society.

We work with employers, politicians, women and men to make change happen.

We publish compelling research to educate, inform and lead the debate.

### **1) The promotion of equality and diversity for the public benefit by:**

- a) The elimination of discrimination on the grounds of gender
- b) Advancing education and raising awareness in gender equality
- c) Conducting or commissioning research on equality and diversity issues and publishing the results to the public
- d) Cultivating a sentiment in favour of gender equality
- e) Obtaining redress for the victims of gender inequality
- f) International advocacy of gender equality
- g) Providing technical advice to government and others on gender equality
- h) Commenting on proposed gender equality legislation

### **2) The relief of financial hardship by the provision of free legal advice and assistance to persons who, through lack of means, would otherwise be unable to obtain such advice**



# LEGAL AND ADMINISTRATIVE INFORMATION

## Our Principles

We want radical change	Constantly striving for an overhaul of the way we live and work - we don't believe small tweaks work. We will work with politicians, employers, collaborators and the public to achieve this.
We translate complexity and make it simple	Ensuring our beneficiaries understand complex legal language, policy, data, research and legislation that could impact them both positively and negatively
We believe in the power of hunches and will actively look for data to understand those hunches	Leaving ourselves room to be reactive to issues, opportunities and campaigns as they arise. We will then gather data to better understand whether that hunch is correct.
Create and nurture a deep and strong connection with our beneficiaries/ community	Not only supporting our beneficiaries but ensuring we include them in every element of our work. Ensuring PTS feels like a friend and confidant, and makes our beneficiaries feel as though they are part of the team.
To be the voice of working mothers we need to listen, always	Being willing to adapt and iterate based on feedback from our beneficiaries. We always listen no matter how uncomfortable it may be. We don't think we always know best!
We are not afraid to be provocative	Not being afraid to show our anger. We believe anger is a mechanism for change. We will, on occasion, campaign on and talk about the issues that others are too nervous to discuss.



# LEGAL AND ADMINISTRATIVE INFORMATION

## Our Staff Team, Volunteers and Members

### Our Staff Team

The Charity is managed on a day-to-day basis by our Chief Executive Officer, Joeli Brearly. In 2024, PTS had a team of twelve staff (10 FTEs). Most staff work part-time, and all staff work flexibly.



### Volunteers and Members

We recognise that we simply could not achieve everything we do without our volunteers. Our support services were mainly delivered by over 92 volunteers over the year. We express our gratitude to each and every one of them. And to those other individuals and organisations who have donated their skills, expertise, time and platforms in support of our work.

In 2024, we welcomed 284 new members to Pregnant Then Screwed. And look forward to developing our member offer for greater influence over our advocacy, campaigning, strategy and access to events.

# 2024 REFLECTIONS

## Message From Our Chair

As we approach Pregnant Then Screwed's 10th anniversary, I find myself reflecting on just how far the organisation has come—and how much further we are determined to go.

Our mission remains as bold and unapologetic as the day it was conceived: to end the motherhood penalty once and for all. We have spent the last decade building momentum, amplifying voices of those who have been pushed out, passed over, and penalised simply for becoming mothers. Through relentless campaigning, and tireless advocacy, we have transformed individual stories of injustice into a collective demand for change. This year marks a leadership transition for us, as our founder, Joeli steps down as our CEO. She is a formidable and unique campaigner who has driven PTS forwards. Her vision and fearlessness have been the bedrock of this organisation, and we want to say a huge thank you to her for all she has done for pregnant women, and parents.

But at PTS our work is far from finished. We know that affordable childcare remains out of reach for too many families, and that flexible working is still treated as a privilege rather than a right. These injustices are unacceptable, and at Pregnant Then Screwed, we are committed to dismantling them—one campaign, one protest, one parent at a time. We are thrilled to welcome Rachel Grocott as our new CEO, whose experience in leading feminist organisations will drive us forward into this next chapter.

We know that PTS can only be such a formidable campaigning force because of our members and our supporters, our partners and funders, our staff and our volunteers. Thank you to each and every one of you for standing with us, for marching with us, and for believing in a fairer, more just society.

Together, we will continue to fight for change for mothers and parents in all their diversity.



Sam Smethers  
CHAIR, PREGNANT THEN SCREWED

# 2024 REFLECTIONS

## Message From Our CEO

2024 started with a bang as parents were invited to apply for codes to access their 15 hours of funded childcare for their eligible 2 year old from April. However, codes weren't arriving on time and the system kept crashing, leaving parents and providers stressed and confused. We collected data from over 7,000 parents to get a good picture of what was happening on the ground and then used that information to push the Department for Education (DfE) for amendments to the scheme. The DfE created a number of work arounds following our alerts, and a few weeks later all parents had a solution to the code crisis - this potentially saved parents hundreds of pounds and helped to reduce their ever increasing stress levels.

Through our regular communication mechanisms with the DfE we were able to secure real time updates to the scheme and secure answers to complicated questions from our community. Our information videos about the new scheme were viewed by over half a million people.

In February, we published our 'State of the Nation' data which found that the number of parents getting into debt to pay for childcare costs had increased by 30% since last year and more than half of those who had an abortion said childcare costs were the primary reason they terminated their pregnancy. This was picked up by much of the national press, including Channel 4 News.

March brought International Women's Day (IWD) and the Spring budget. We were delighted the Treasury consulted with us on a promise to index funding rates to national living wage increases and inflation before announcing this in the budget. And for IWD we published our new analysis of ONS data which found that mums earn £4.44 less per hour than dads - meaning the pay gap between mothers and fathers has grown by £1 since 2020. We also received extensive coverage across the BBC for our paternity leave campaign for 6 weeks paternity leave at 90% of salary. This was in response to the Government's shared parental leave (SPL) review which simply suggested that enabling paternity leave to be split into 2 x 1 week chunks would solve many of the issues with the scheme - a solution we firmly believe will make zero difference to the very limited uptake of SPL.



In April it was time to celebrate. Two new laws we had campaigned for came into force - the right to request flexible working from the first day of employment, and the extension of redundancy protections for pregnant women and new mums. The legislation doesn't go as far as we would like it to but it is definitely a step in the right direction, and we were really proud to be mentioned in the final readings of both Bills in Parliament.

There was further cause to celebrate as Nicola Hinds won her case against Mitie, a FTSE 250 company with every resource at their disposal. We supported Nicola via both our advice line and mentor scheme. Nicola successfully challenged Mitie for constructive dismissal and sex discrimination and the case garnered a huge amount of press coverage across the national news.

# 2024 REFLECTIONS

## Message From Our CEO 2/3

In May, the new childcare code applications opened for parents of eligible children from 9 months old. Again, we sprang into action, answering questions and communicating relevant information out to our community. We also staged a protest outside the Royal Courts of Justice to ban the use of NDAs in cases of discrimination and harassment. Our new research found that 435,293 mothers have been silenced by NDAs. Working with our friends at Can't Buy My Silence we encouraged women to stand with us outside the court wearing gags across their mouths. This was covered by Good Morning Britain and Wera Hobhouse MP raised the issue in the House of Commons on our behalf.

Later in May, there was an unexpected turn of events as the General Election was announced. Thankfully we were ready. Our priority was to ensure the issues we campaign on were top of the discussion during this period and so we set about organising interviews with a high profile political candidates drawn from across the political parties to ask them what they would do for parents should they achieve power. The video interviews with politicians including: Angela Rayner MP, Bridget Phillipson MP, Munira Wilson MP, Maria Caulfield MP and Catherine Rowett MEP were viewed over half a million times. We also translated manifestos into digestible articles covering what each party had pledged to do on the issues we campaign on. The election triggered a mixture of turbulence and hope as seats changed hands creating a whole new wave of MPs to connect with. We swiftly recalibrated our campaigning work to focus our attention on the commitments made in the manifesto by the Labour Government to ensure we are able to hold them to account on delivering those promises.

The King's speech was a joy to behold, covering flexible working, parental leave, extending the time limit to raise a tribunal claim and stronger maternity discrimination laws. All areas we have campaigned on.

By August, we had identified a new issue with the funded hours childcare benefit. A quarter of new mums told us they felt they had no choice but to return to work from maternity leave before they were ready to fit in with the scheme. As you can only access the scheme quarterly, many mothers were left to choose between paying full price for childcare and returning when they want to, or fitting in with the scheme's timescales. Our research gathered coverage but there was no solution posed by the Department for Education (DfE).

September brought with it renewed vigour in the paternity leave campaign as DadShift strapped babies in slings to statues across the UK gaining international coverage for the fact that dads and partners get such a paltry offer when they become parents. We also headed out to the Labour Party Conference where we had the opportunity to speak at a number of high profile events, including LWN conference, and connected with MPs, journalists and funders.

In October, we published our long anticipated report exploring how the Government fulfills their commitment to make flexible working the default way of working. The paper was developed with partners Fawcett Society, Primas Law, Kingannon Law and Osborne & Wise. We published this online and shared with MPs, Ministers and civil servants. Later that month the Employment Rights Bill landed reiterating the Government's commitment to making flexible working the default, making parental leave a day 1 right, improving redundancy protections for new mums and pregnant women, and gender pay gap reporting. There's a long way to go before the Bill becomes law and a lot of detail is missing, but we were elated to see such significant potential change on the horizon.



# 2024 REFLECTIONS

## Message From Our CEO 3/3

Sadly the Autumn budget brought with it less good news - the projected increases in national living wage and NICS are expected to increase childcare costs further, whilst other providers who are unable to absorb these new costs will need to close thereby reducing capacity. This is exactly the opposite of what is needed as we head towards the new funding model which is due to roll out in September 2025 offering all eligible children from 9 months old 30 hours of funded childcare. Research by the Early Years Alliance found that 95% of childcare providers say they will now have to increase their costs. At the time of writing this report there is still no solution to this issue.

In November, we were invited to give evidence in Parliament on the new Employment Bill. Evidence included pushing the Government on an advertising duty for flexible working, better paid maternity leave and longer paternity leave, to abolish NDAs but only in cases where the claimant wants them to be implemented, an extension to the 3 month time limit and gender pay gap reporting to cover policies on fertility treatment, pregnancy loss and job retention after maternity leave. The session was transcribed and can be reviewed [here](#).

Following this, Justin Madders MP laid legislation to extend the tribunal time limit from 3 months to 6 months. This was the first campaign we ever worked on at PTS and it finally looks as though it may come to fruition!

Finally, by the time you read this, I will no longer be PTS's CEO. In September, I decided my time had come to step down from the position as CEO of PTS after founding it almost 10 years ago. I am so deeply proud of everything we have achieved over the last decade. Starting PTS from my kitchen table (whilst bouncing my first born on my knee) then taking it to a globally recognised charity and campaigns which have won awards, changed laws and supported hundreds of thousands of mothers with free legal advice and support. I will remain involved as an Ambassador for the organisation and I look forward to supporting PTS as it continues to hold the government to account on delivering their manifesto commitments.

Thank you to everyone who has supported PTS in its journey. Cheers to the future!

Joeli Brearley  
CEO, PREGNANT THEN SCREWED






# ABOUT PTS

## The Problem

According to the 2016 Equality and Human Rights Commission ([EHRC report](#)), around one in nine mothers (11%) felt they had to leave their job (if scaled up to the general population this could mean as many as 54,000 mothers a year) simply for getting pregnant. That's a woman every 10 minutes in the UK. In addition, 390,000 new working mums (that's 77% of them) experience negative and potentially discriminatory treatment at work each year. These numbers almost doubled in a decade (from 2006 - 2016). Far from improving, the situation for working mums is rapidly deteriorating.

Pregnant women and new mums have limited access to justice, demonstrated by the fact that fewer than 1% of those who experience discrimination raise a tribunal claim. Discrimination has a negative impact on a woman's confidence, mental health and earning potential and it is a direct contributor to the gender pay gap. In addition to pregnancy and maternity discrimination, women encounter a multitude of barriers when trying to have children and a career including being reliant on one of the world's most expensive, dysfunctional childcare systems, a lack of access to good quality flexible working, and a parental leave system that entrenches gender inequality from the outset. We know that by the time a woman's first child is 12 years old, her hourly pay rate is 33% less than a man's.

Child poverty is rising, in part due to the significant barriers mothers encounter when trying to have children and earn a living. Children are not poor by themselves, they are poor because their mothers are poor. There is little point in Ministers stating that the only way out of poverty is work when many mothers cannot afford to work and experience discrimination at every turn. Pregnant Then Screwed exists to remove these barriers whilst supporting mothers who experience discrimination and disadvantage.



Thank you so much for the work you do! It has been a lifeline in a very challenging situation. I felt listened to and legal terminology was clearly explained. Processes and timeframes were clearly discussed, to ensure I felt informed.

-Advice line service user



# PREGNANT THEN SCREWED

## Core Activities

### **LISTEN, SUPPORT AND LEARN**

Our HR Advice Line is run by trained HR professionals who care deeply about tackling pregnant, maternity and parental discrimination in the workplace. When you call our Advice Line, you can expect an empathetic ear, well informed HR advice and information about your employment rights, and signposting to further support. Our active online communities and members also share experiences and feedback on emerging issues.

We listen, support, and learn.



### **CONDUCT RESEARCH**

Our evidence-based approach drives our campaigns and informs policy recommendations. We:

- gather real-life stories and statistical evidence to highlight the scale of discrimination
- develop reports that expose systemic inequalities and make recommendations to policymakers.

Our research ensures that decision-makers understand the impact of discrimination on women, families, and the economy. We also provide information through factsheets on our website.

### **RAISE AWARENESS, CAMPAIGN & ADVOCATE**

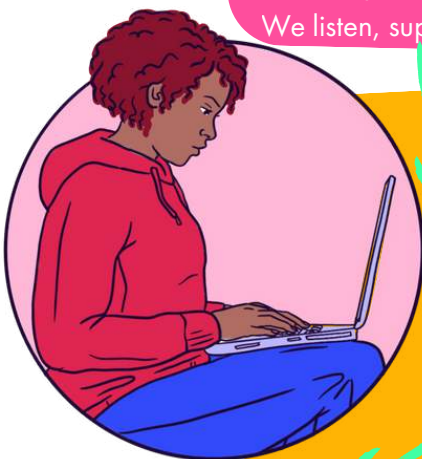
Once we know an issue well, it's time to shout from the rooftops. We raise awareness, campaign and advocate through social media and press work, information share, hold and attend events etc- so that parents cannot be ignored.



### **MOBILISE FOR CHANGE**

Pregnant Then Screwed have been influential in policy change over the last ten years, and it's because we've mobilised thousands of people! Our high-profile campaigns have shifted the national conversation and driven changes in government policy, including 30 hours free childcare expansion, extension of redundancy protections for pregnant women and the abolition of employment tribunal fees.

We know that together - we are stronger!



# 2024

## Impact Highlights



### Support Services

In total, we reached over 53,000 people with free information, advice and support, provided 3703 support interventions, and made 408 referrals for legal advice and support. 85% said the call to our advice line had a positive impact on their wellbeing.

### Campaigns, Advocacy and Policy Influencing

We drove over 7000 people to sign a letter to Keir Starmer calling for better paternity leave. Held a protest outside Downing Street against NDA gagging. We were invited to Downing Street during the first 100 days of the Labour Government.



### Press and Social Media

We secured over 6.2k of press and media coverage, with our largest ever campaign. Our General Election series was viewed almost half a million times.



### Pregnant Then Screwed Scotland

Our online following has more than doubled to over 6000. We launched our petition calling for an independent review of childcare. We held a reception in the Scottish Parliament.



# 2024 Support Services Highlights

85% said the call to our advice line had a positive impact on their wellbeing

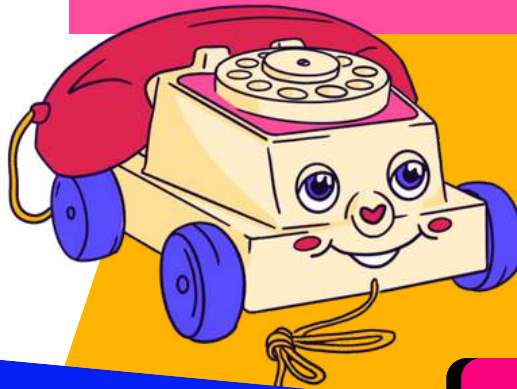


408 referrals were made to receive legal advice and support.



We reached over 53,000 people, with free information, advice and support on everything from legal rights at work, to benefits and mental health support.

We experienced a 73% increase in calls to our advice line compared to 2023.



We provided 3703 support interventions. This includes advice line calls, advice line emails, individual mentoring, individual coaching, specific benefits advice and focussed mental health support.



# OUR SUPPORT SERVICES

## An Overview

After launching a number of pilot programmes in 2023, and with ever increasing demand for advice through our HR Advice Line, it was clear that our capacity and resources were stretched, leading to some inconsistencies in how our Support Services were being delivered. And so 2024 was a year of evaluation and learning for Support Services—we recruited our first Head of Support Services who led a complete audit of services, gathering feedback and data from our service users, volunteers and staff. We focused our limited resources on the advice line, email advice, and signposting to legal advice, while also signposting to other sources of benefits advice, mental health support and coaching.

We also worked with SocialQual to complete an impact evaluation. The evaluation highlighted the empathetic support and high quality advice our volunteers have consistently shown, as well as increased confidence in confronting discrimination after accessing our services. It also gave us lots of feedback to build on, and so we have continued to look at ways we can better support our volunteers and make our services more accessible. Throughout the evaluation we discovered that there is a desire for more community and connection as part of our services, with 49% of people surveyed expressing this.

Our Advice Line continued to offer HR advice to mothers and parents experiencing challenges and discrimination at work. In 2023 incoming calls to the Advice Line increased by 80% to 10,466—this increase in demand continued into 2024 with calls rising by 73% to 18,154. Our brilliant team of volunteer HR Advisors supported 2933 callers, giving their time and expertise every week to help support people experiencing pregnancy and maternity discrimination. However, we know that the demand for the Advice Line continues to greatly outweigh our capacity, and so in 2025 we will be using the feedback and insights gathered in 2024 to help us develop more accessible and consistent advice and support.



I am at a loss for words to express how very I grateful I am for [the volunteer's] help and advice. I'm in a stronger position with my redundancy process during my maternity leave as a result of all of your help.

-Advice line service user (2024)





# OUR SUPPORT SERVICES

## The Year in Numbers

	2024	2023	2022	2021
Advice line calls	2933	6346	4462	3452
Legal Advice Received following Referral	224	399	511	803
Mentor Programme	31	45	55	51
Email Advice	461	2371		
Benefits Advice	-	128		
Career Coaching	-	49		
Referrals to Mental Health Support	-	8		
Total	3649*	9346	5,028	4,306

\*In 2024, we focused our limited resources on the advice line, email advice, and signposting to legal advice, while also signposting to other sources of benefits advice, mental health support and coaching.

## IN 2024:

99% said that the Advice Line helped them understand their issue and the steps needed to resolve it.

92% felt more confident or capable of dealing with their issue after speaking with our volunteers.

74% said that their issue has now been resolved.

85% said the call to our advice line had a positive impact on their wellbeing.



# OUR SUPPORT SERVICES

The Difference We Make



Melissa reached out to the helpline during a challenging time, facing redundancy shortly after fertility treatment and a miscarriage.

"We just stood in the kitchen, crying. Then, making that call [to PTS], having someone say, 'No, you're being wronged here,' changed everything. It helped our moods. We had a mission then."

The Advice Line equipped Melissa with the terminology and confidence to advocate for herself effectively:

"They gave me the phrases I needed to walk into those conversations. Phrases like 'implied mutual trust and confidence'...That phrase I wrote down so that I would get the wording right. It gave me the strength I needed. They [PTS] gave me credibility."

-2024 Advice line service user



# 2024 Campaign and Research Highlights

We drove over 7000 people to sign a letter to Keir Starmer calling for better paternity leave in collaboration with the Dad Shift & delivered the letter to 11 MPs and Ministers.



The Treasury consulted us ahead of the Spring Statement on proposed increases to childcare spending.

We were invited to Downing Street during the first 100 days of the Labour Government

Secured 25 mentions of our work in Westminster Parliament.

We worked with Stella Creasy MP and Dad Shift on the PAPA amendment to the Employment Rights Bill.



Held a protest outside Downing Street against NDA gagging.

We gathered over 78,000 survey responses from parents on issues such as childcare, parental leave, maternity and pregnancy discrimination.

### Research Report

In July 2024, we released new research in collaboration with the New Economics Foundation, funded by Oxfam Cymru exploring the effects of introducing a cap on childcare costs for families with 0-4 year old children in Wales.

The research revealed how the current childcare offer in Wales has been insufficient in supporting families in Wales - especially those who are surviving on low incomes.

Key findings include:

- Parents in the richest fifth of the population are more than five times more likely to be eligible for funded childcare than those in the poorest fifth.
- Just 15% of families in the poorest fifth of the population earn enough to be eligible for funded childcare, compared with 83% of the richest fifth of families.
- For a family using 40 hours of childcare over four years (aged 0-4), the total estimated cost of £45,215 per child.

The modelling proposed a new childcare model for Wales: A 'Family Childcare Promise' which would introduce a 'childcare cap' where costs would be capped at a percentage of family earnings. The report investigated the impact of a Family Childcare Promise at each quintile of the income distribution, the costs of the different childcare systems for specific Welsh family types, initial estimates of the costs and economic benefits of a new system and the scope and administration of the new system.



Crucially, a new Family Childcare Promise would:

- Save those in the poorest 20% approximately £7,361 in childcare costs while being able to secure more hours of support.
- Save families in the richest 20% approximately £1,467 in childcare costs.

Other research projects included:

- Analysing ONS data that uncovered the difference in earnings per hour between mothers and fathers, this research was raised in The House of Lords.
- In collaboration with The Fawcett Society and our legal friends Osborne & Wise, Primas Law and Kilgannon Law, launched a report on how the Government could better legislate for flexible working as the default. The report was shared with senior civil servants in the Department for Business and Trade, and the Women and Equalities team.

### Surveys

In 2024, we conducted surveys into the following topics, collecting a total of 78,229 responses:

- Investigating the impact that rising Employer National Insurance Contributions would have on families and their childcare arrangements.
- Maternity leave and returning to work.
- Childcare benefit changes and returning prematurely from maternity leave.
- Requests for flexible working arrangements and the disparity between mothers and fathers.
- The impact of the introduction of 15 funded hours for 2 year olds.
- Scotland wide childcare survey.
- Paternity leave
- Childcare affordability and the impact on work retention.
- The Childcare code system.

Notable findings include:

- A quarter of parents say they will need to leave the workforce if childcare costs rise by 10% - in response to rising employers NICs
- 4 in 10 mothers took just 12 weeks or less maternity leave in the UK
- A quarter of new mothers are returning to work earlier than they want to because of the new childcare benefit (started September 2024).
- Mothers are twice as likely as fathers to ask for flexible working after parental leave.
- Over 430k mothers have been legally gagged in the UK following workplace discrimination, harassment or bullying.
- 4 in 10 women terminating a pregnancy in Scotland say the cost of childcare influenced their decision.
- 70% of dads who didn't take their full paternity leave entitlement had to cut it short due to cost.
- 1 in 10 parents were eligible to secure a code to access the new Government childcare scheme in January.

Full breakdowns of the above research, surveys and supplementary analysis is available to view on our website.





### Campaigns & Advocacy

Pregnant Then Screwed continued to be a key player in campaigning and advocacy work in Westminster, particularly as the Employment Rights Bill progressed, and ahead of the General Election. In 2024 we:

- Successfully campaigned for an extension to the time limit to bring an employment tribunal case from 3 to 6 months - a longstanding PTS campaign.
- Staged a stunt outside of the Royal Courts of Justice to raise awareness of the misuse of NDAs and launched a new petition to ban them in cases of discrimination and harassment.
- Attended the Labour Party Conference meeting with multiple MPs to discuss supporting our campaigning work.
- Launched our [‘Campaigning to save your nursery toolkit’](#) for parents to be the driving force of change at local level.
- By mobilising our community, we successfully pressured to fix the childcare code system.
- Drove 7000 people to sign a letter to Keir Starmer calling for better paternity leave in collaboration with The Dad Shift.
- Hosted a General Election series in June, interviewing prominent candidates from Labour, The Liberal Democrats, The Green Party, Scottish Labour and The SNP - which was played almost half a million times.
- Collaborated with The Dad Shift and Stella Creasy MP on her amendment to the Employment Rights Bill which would require the UK Government to review the paternity and other parent leave within six months of the bill passing.



### Policy Influencing

- Our work was mentioned 25 times in Westminster Parliament and 4 times in the Scottish Parliament.
- Our 2023 State of The Nation research was mentioned in the House of Lords.
- We met with the Department of Education about our childcare codes findings.
- Met with the Devolved Nations Lead for Joseph Rowntree Foundation, and the Head of Oxfam Cymru to discuss long term campaigning needs for childcare reform in Wales.
- Met with Stephen Morgan - the Parliamentary Under-Secretary of State (Minister for Education)
- Signed an open letter with the TUC against the reintroduction of employment tribunal fees.
- Signed two open letters asking the Government to favour investment in public services over tax cuts in the Spring Statement.
- Met with Bridget Phillipson to discuss our research on the Family Childcare Promise for Wales with The New Economics Foundation.
- Met with the Directors of the Department for Education to understand post election priorities, and this led to meeting Minister Stephen Morgan.
- We were invited to Downing Street within the first 100 days of the new Labour Government.



# RESEARCH AND CAMPAIGNS

## Consultations, Evidence Submissions and Events

### Consultations and Evidence Submissions

- Submitted evidence to the Women and Equalities Committee regarding parental leave reform.
- Submitted evidence to Parliament on the Employment Rights Bill.
- Gave evidence to the Inquiry for extending childcare entitlements to working parents in England.
- The Treasury consulted us ahead of the Spring Statement on proposed increases to childcare spending. This included indexing funding to increases in inflation.

### Events

- Spoke on a panel for the Labour Women's Network.
- Attended a roundtable on closing the gender, disability and ethnicity pay gaps at the Labour Party conference.
- Joeli spoke at International Women's Day events for TP Bennet, Women in Data, The Financial Times and Visa, and spoke at HR Heroes and Aviva.
- Lauren and Joeli attended a 50:50 Parliament event to celebrate and meet the new intake of female MPs in July.

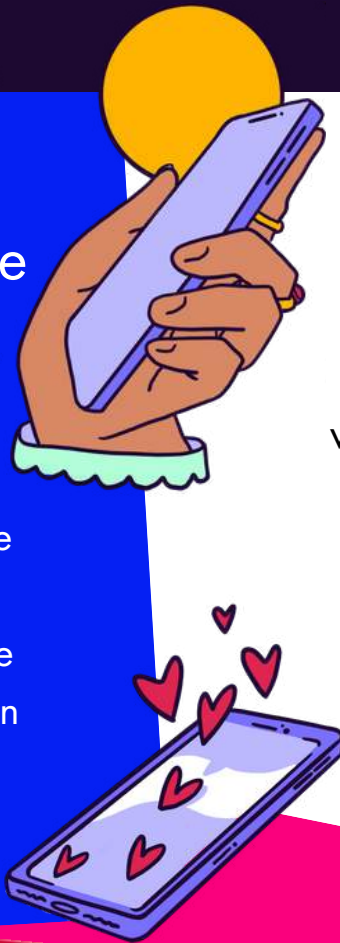




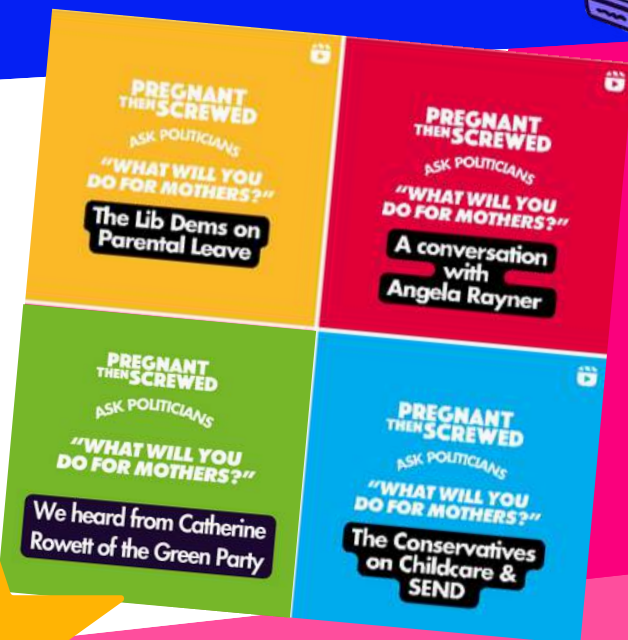
# 2024 Press and Social Media Highlights

We secured over 6.2k of press and media coverage

We secured our largest ever BBC exclusive campaign when launching our Paternity Leave findings with the story going out on BBC News twice in the same day and all BBC regional and national radio stations multiple times throughout the day including over an hour of coverage on BBC 5Live and an extended segment on BBC 1 Newsbeat.



Our most viewed instagram post was viewed by 465,809 people, reached 290,921 accounts, and was interacted with 12,395 times.



Our General Election series on social media was viewed almost half a million times.

We received a Highly Commended trophy for In-House Team of The Year at the PR Week Awards, and won Silver at the Creative Circle Awards for our 'A Cry for Help' campaign.



# PRESS AND SOCIAL MEDIA

## Press Coverage, Recognition and Awards

### Press

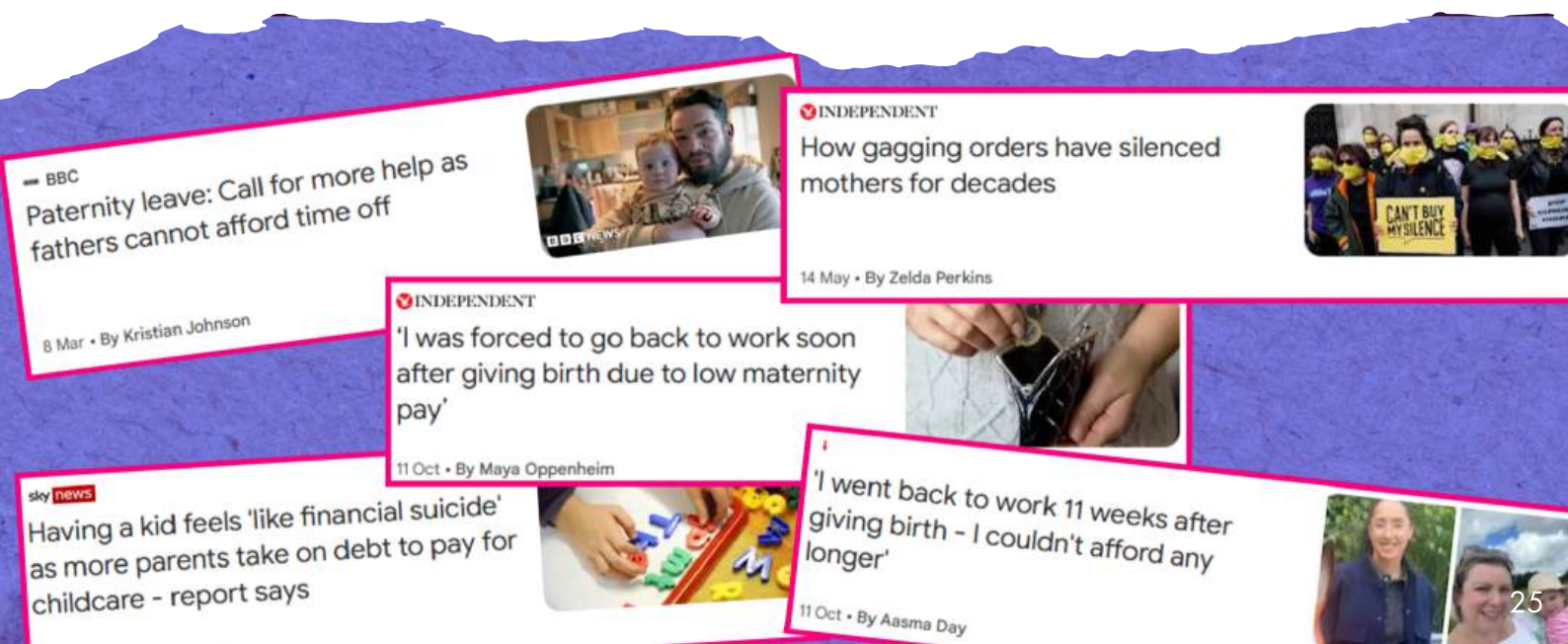
In 2024, we secured over 6.2k pieces of press coverage, including coverage on every major news channel and in every major broadsheet and tabloid.

Including BBC News, ITV News, Channel 4 News, Channel 5 News, Sky News, STV, GB News, LBC, The Guardian, The Financial Times, The Telegraph, The Times, The Independent, The Daily Mail, The Sun, The Mirror, Metro, The National, The Big Issue, Evening Standard, The New Statesman, Politico, I News, Grazia, Stylist, Glamour and Women's Hour.

We also secured our largest ever BBC exclusive campaign when launching our Paternity Leave findings with the story going out on BBC News twice in the same day and all BBC regional and national radio stations multiple times throughout the day including over an hour of coverage on BBC 5Live and an extended segment on BBC 1 Newsbeat.

### Recognition and Awards

- For our General Election series on social media, we received a Highly Commended trophy for In-House Team of The Year at the PR Week Awards.
- We won Silver at the Creative Circle Awards for our 'A Cry for Help' campaign.
- Joeli received an MBE at the new year's honours list for 2024/25
- Joeli was named as one of the Women in Westminster 100.





# PRESS AND SOCIAL MEDIA

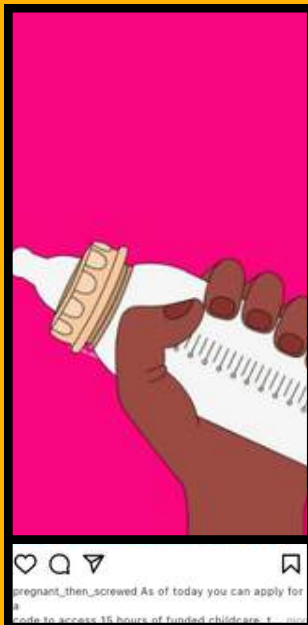
## Social Media

### Social Media

In 2024, Pregnant Then Screwed's social media followings have continued to grow. This year, we hosted a General Election series where we interviewed key candidates from The Labour Party, The Green Party, The Liberal Democrats, Scottish Labour and the SNP. Our series was played almost half a million times, and we won In-house Comms Team of The Year at the PR awards.

The highest performing posts of 2024:

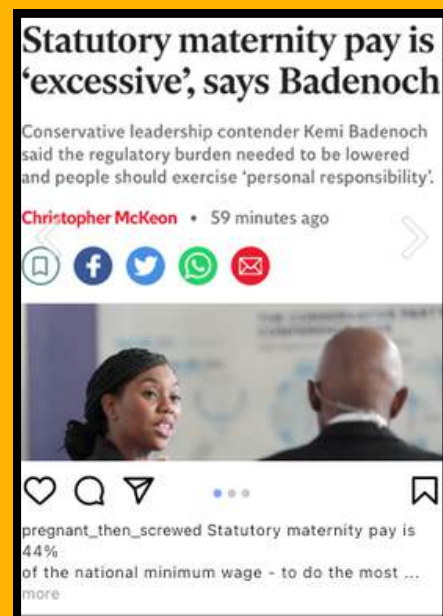
#### Highest reach\*



On the 2<sup>nd</sup> January 2024 we shared a video notifying parents of the childcare code system that would allow parents to access 15 funded hours.

The post reached 323,416 accounts, made 363,541 impressions, brought 17,609 interactions, and 2.1k followers.

#### Most viewed\*



On the 29th September 2024, we shared Kemi Badenoch's comments about maternity pay being 'excessive'.

The post was viewed by 465,809 people, reached 290,921 accounts, and was interacted with 12,395 times.

Facebook

@maternitydiscrimination

LinkedIn

Pregnant Then Screwed

Instagram

@Pregnant\_Then\_Screwed

\*Engagement refers to the post with the highest count of likes and reactions.

\*Reach count refers to the post that has been viewed by individual accounts. Reach count is another way of saying this post was presented to this many accounts.

\*Viewer count refers to the number of times the content has appeared on a screen.

## Work with Employers

As part of the 'Women in the Workplace' programme that was supported by The Voluntary, Community and Social Enterprise (VCSE) Health and Wellbeing Fund, Pregnant Then Screwed delivered training to SMEs to improve managers confidence and ability to support employees experiencing reproductive health issues at work, flexible working and supporting returners to work after parental leave.

- A total of 44 SMEs participated in the accreditation process across 2 cohorts.
- To achieve accreditation, 80% of managers at the SME had to complete the training.
- Twenty-five 25 SMEs were accredited.
- In total 314 people with line management responsibilities from 25 SMEs completed the training.

The evaluation conducted from the the employer training, by SocialQual demonstrated that the training had significantly contributed to improved workplace practices by equipping employers with both the knowledge and tools to support women and parents. It has led to some workplace policy changes and more effective communication strategies, although some operational barriers to sustaining workplace change remain. (See case study below.)

Our grant partners, Best Beginnings worked with parents to produce new content for expectant and new parents. The aim was to build parents' knowledge and confidence in their home lives and in the workplace. This new content was primarily shared through the Baby Buddy app and YouTube.

In September , PTS hosted the 'Expecting Equality event', held in Leeds to support employers as part of the programme. We were joined by a panel of speakers including Danielle Ayres, Charlotte Speak and Laura-Rose Thorogood, hosted by Jessica Fostekew. A breakout session followed the panel discussion and this gave an opportunity for all attendees to gather in groups and discuss our six topics included in the Empowered Foundations training.





**Case Study: A startup are inspired to improve their parental leave policies**  
A small but rapidly growing tech startup participated in cohort 1. Over 50% of the workforce were parents, with several employees currently on parental leave.

A senior leader at the company said:

"We were really warmly receptive to this accreditation. It was so timely for us as a company with a growing number of parents on the team."

The training content resonated deeply with the team. As one line manager noted, "We were really impressed with the quality of the material. It covered things we thought we knew well, but presented them in a new, really helpful way."

The practical guidance on navigating difficult conversations and supporting employees' needs was particularly valuable.

Following the training the start up developed a "Parents Hub" on the company's internal wiki site. This resource includes detailed policies around parental leave, fertility support and pregnancy loss - ensuring all employees had clear information and guidance: "It's a one-stop-shop so everyone knows what to expect and what support is available."

The team also formalised their performance review and salary adjustment processes to ensure no employees on parental leave were excluded. As one co-founder praised: "Including people on leave in salary reviews is incredibly unique. It's role model behavior that shouldn't be special, but is."

The journey hasn't been without its challenges. One manager acknowledged the tension of "maintaining a culture of trust while also meeting legal responsibilities" as the company scales.

"We know there's still so much more we can do. But this training has been a catalyst for us to get a lot of important things in place."



\*From project evaluation conducted by Social Qual

# PROJECTS

## Hearing Marginalised Voices

It has been two years since PTS started working with parents to find out how we can improve on the work we do for parents, particularly parents who are disproportionately impacted by discrimination.

Over the past two years we have;

Held 11 focus groups

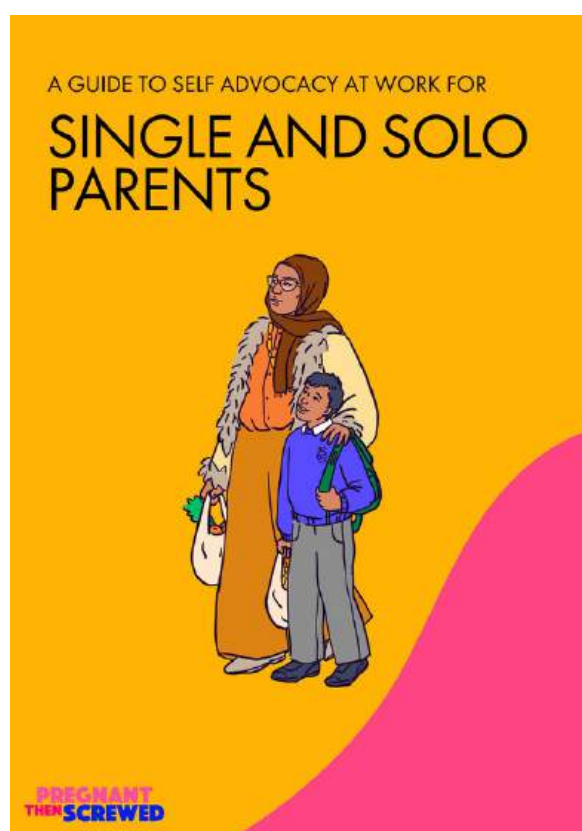
Spent 13hrs chatting to parents

Asked 60 questions

Our focus groups have included single and solo parents, young mothers (under 25), parents of children who are deaf, disabled, neurodivergent or have a long term illness, global majority parents, LGBTQ+ parents and parents who are Deaf, Disabled, Neurodivergent or have a long term illness.

As part of a grant received from the Highway One Trust, we worked with single parents in our community to tell us more about their lived experiences, and their specific needs as single parents navigating systems and policies often based on two-parent family assumptions.

We carried out a series of focus groups, and then worked with with a contributor who is both an experienced HR professional and a single parent, to develop a toolkit to support single parents to assert their rights in the workplace. We worked with single and solo parents in our community via a focus group to ensure that the resources met their needs.



# PROJECTS

## University of Chester Collaboration

Over the past year, student volunteers from Chester Community Law Project (a student-led project run from the University of Chester's School of Law and Social Justice) have worked hard to update PTS's online advice pages. They have revised twelve legal factsheets originally produced for us in 2023 – ranging from rights on return to work to discrimination claims - to reflect the latest changes in the law. They have also researched and produced five brand new factsheets which provide step by step guidance on bringing a grievance at work and take us through the various stages of bringing an employment tribunal claim.

Under the leadership of student project manager Helen Williams, and supervised by solicitor Aisling Foley, an associate at leading Cheshire law firm SAS Daniels, the team of Law students (Katie Barlow; Lizzy Powell-Heyworth; Tamunoibim Christine Halliday; and Annabel Owen) worked hard to create a portfolio of factsheets designed to empower those accessing our website to know their rights and to be able to advocate for themselves in the workplace. Thank you for your time and expertise!

Associate Professor Andrea Todd, Director of Pro Bono and Community Engagement, commented:



Our students have worked so hard again this year alongside their studies, paid work - and in some cases, parenthood - to produce these factsheets which have been accessed over 100,000 times since they were first published. We are so proud to partner with PTS and look forward to continuing our collaboration for years to come.



School of Law  
and Social Justice



University of  
Chester



# 2024 Pregnant Then Screwed Scotland Highlights

Our instagram following more than doubled to over 6000



We held a reception in the Scottish Parliament, hosted by Monica Lennon MSP.

We hosted two 'Pregnant Then Brewed' events in Stornoway and East Lothian which were attended by over 80 parents, local and national politicians, and helped to mobilise parents to campaign for childcare change in their local area.



We launched a petition to call on the Scottish Government to commission an independent review of childcare affordability and accessibility in Scotland.



We encouraged 828 parents to use our letter template to write to their local councillors about budget decisions and the impact on Early Learning and Childcare.

We surveyed over 1500 parents about childcare issues across Scotland.

# PREGNANT THEN SCREWED SCOTLAND

## An Overview



Since launching Pregnant Then Screwed Scotland in October 2023, we have grown from strength to strength. Over the past year, we've seen rapid and organic growth—particularly within our online community, with our Instagram following more than doubling since launch week.

We hit the ground running in 2024. We've attended key events across Scotland, hosted our own Pregnant Then Screwed sessions—bringing parents together to share their childcare experiences in local communities—and took these stories directly to decision-makers. Our petition for an independent review of childcare in Scotland was launched this year and gained significant support, marking a powerful call for urgent reform.

We held our first event in the Scottish Parliament: a reception where we brought the stories and experiences of parents directly to decision makers. The stories shared there, and at every stage of our journey so far, are a stark reminder that the current childcare system is not working—and parents are being left to pay the price.

In October, one became two when we expanded our team to include Murrin Wilding, our Community Manager who plays a crucial role in growing, harnessing and nurturing our online community, and bringing their voices into the mainstream.

Looking ahead, 2025 will be a critical year. With the Scottish Parliament election approaching, it will be the first time we actively campaign for manifesto commitments on childcare in Scotland.

We'll be working with the New Economics Foundation to explore the potential for a new, revolutionary childcare model—one that reflects the reality of modern family life and the needs of our economy.

We will not stop until parents' voices are not only heard, but acted upon. The childcare crisis in Scotland is real, and it's getting worse—but together, we're building the movement that will drive the change we need.



Carole Erskine  
HEAD OF POLICY AND CAMPAIGNS, SCOTLAND



# PREGNANT THEN SCREWED SCOTLAND

## Research and Surveys

Conducting research has remained a core activity for Pregnant Then Screwed Scotland in 2024, and beyond. We launched our State of the Nation survey in Scotland in January which saw 2658 people take part. By regularly surveying Scottish parents, we have been able to use our findings to expand our community, better understand the landscape of childcare in Scotland, raise awareness and advocate for change at local and Scottish Government, and UK Parliament level.

In 2024, we conducted 7 surveys with a total of 1585 responses on the following issues:

- The State of the Nation.
- Childcare arrangements.
- Wellbeing impacts of childcare struggles in West Lothian.
- The impact that rising Employer National Insurance Contributions would have on childcare, and subsequently household spending and work life.
- Parental opinion on the adequacy of the childcare system in Scotland.
- Nursery closures in West Lothian.
- Pregnant Then Screwed Event feedback.

Key findings include:

- 4 in 10 women in Scotland who have terminated a pregnancy say the cost of childcare was the primary reason behind their decision.
- 4 in 5 mothers say they often feel childcare costs are the same or more than their income.
- 94% of parents do not believe that the government is doing enough to support parents with childcare in Scotland.
- 41.9% of parents say they are spending more than a quarter of their entire household income on childcare, rising to over half of their household income for 15% of parents.

Full breakdowns of the above research, surveys and supplementary analysis is available to view on our website.





# PREGNANT THEN SCREWED SCOTLAND

## Campaigns and Advocacy

The majority of our campaigning work in Scotland has been centred around childcare reform due to the unique policy landscape that Scotland holds as a devolved nation. However, in 2024 we have moved beyond only focussing on childcare, and started to campaign in collaboration with wider Pregnant Then Screwed campaigns.

As part of our campaigning work this year:

- We became a member of The Poverty Alliance, advocating for the role of affordable childcare in parental employment and poverty alleviation.
- Carole attended The Labour Party conference in Liverpool alongside Joeli and Lauren.
- We hosted two 'Pregnant Then Brewed' events in Stornoway and East Lothian which were attended by over 80 parents, local and national politicians, and helped to mobilise parents to campaign for childcare change in their local area.
- We met with Childminding Scotland on childcare issues related to rural areas.
- Carole continues to be on the advisory board for One Parent Family Scotland, Fife Gingerbread and the IPPR project on child maintenance.
- Carole joined the advisory board for A Scotland That Cares campaign.
- We held our own General Election series, where Carole interviewed Kirsten Oswald from the SNP, and Ian Murray from Scottish Labour. The Scottish Conservatives were invited but did not respond to our request.
- We campaigned alongside parents against Edinburgh City Council's decision to change their rules on cross boundary funded childcare places. Carole did several media interviews about this proposal and met with parents and providers to discuss the impact.
- We encouraged 828 parents to use our letter template to write to their local councillors about budget decisions and the impact on ELC. We showcased the responses on our instagram page.



# PREGNANT THEN SCREWED SCOTLAND

## Policy Influencing

As our profile in Scotland continues to grow, we have managed to secure a higher presence within the Scottish Parliament in 2024. We have continued to influence policy decisions and discussions in Scotland as evidenced by:

- Having our work mentioned a total of 4 times in the Scottish Parliament including in a debate on addressing child poverty through parental employment, the 2024/25 Programme for Government, our petition to the Citizens Participation and Public Petitions Committee and a debate on the impact of the National Insurance increase on public services.
- Meeting with MSPs from all Scottish political parties to discuss our campaigns and highlight the challenges parents were telling us about childcare affordability and accessibility.
- Launching a petition to call on the Scottish Government to commission an independent review of childcare affordability and accessibility in Scotland.
- Holding a reception in the Scottish Parliament in March, hosted by Monica Lennon MSP. Civil servants, MSPs and other charities and organisations attended and were also given the chance to learn more about the work Pregnant Then Screwed had carried out in England.
- Attended the SNP conference in Edinburgh and the Labour Party conference in Liverpool.





# PREGNANT THEN SCREWED SCOTLAND

## Events and Press Coverage

In 2024, Pregnant Then Screwed Scotland hosted and attended several events. Most notably, with funding from Cattanach, we hosted two Pregnant Then Brewed events in Stornoway and East Lothian. In Stornoway we invited local councillors, MSPs and MP to attend and hear directly from parents. This proved a very effective way to allow parents to have their voices heard. In East Lothian we invited parents to attend a mediated discussion about the shortage of local childcare places and inflexibility of funded hours. Both events were attended by over 40 parents and served to empower and champion parents to campaign for change in their local area.

Pregnant Then Screwed Scotland also attended the following events in 2024:

- Dad's playgroup in Edinburgh, organised by Dads Rock, to talk about our work and campaign around improved paternity leave.
- The Labour Party Conference in Liverpool and SNP Conference in Edinburgh.
- The Scottish Women's Convention on 'What should childcare look like in Scotland?'
- A roundtable discussion with Joseph Rowntree Foundation Scotland on their Early Learning and Childcare project.
- Held an Instagram Live with Flexibility Works to explain how to make a flexible working request in the workplace.
- The Good Work, Childcare and Poverty events organised by First Coast Capital.
- Save The Children's events around their project on Changing the Story on Child Poverty.

PTS Scotland have achieved outstanding levels of media coverage, including: BBC Scotland TV, radio and online; STV News, Daily Record, The Scotsman, The Herald, LBC, Scottish Sun, The National.



Carole Erskine with Thomas Lynch from Dads Rock

# PREGNANT THEN SCREWED SCOTLAND

## Social Media

Pregnant Then Screwed Scotland's Instagram following has seen rapid and organic growth since we launched in October 2023. In 2024, we more than doubled our following to over 6000, with the support of our new Community Manager, Murrin.

Our top performing posts were:

### Highest Engagement



On the 28<sup>th</sup> October 2024, we posted some of our community's thoughts about the childcare system in Scotland, to support our petition. The post collected 1.4k interactions, with 1.1k likes and reactions, 31 comments and 179 shares.

The post was viewed 42,003 times, and reached 26,063 accounts.

### Highest Reach & Most Viewed



On the 20<sup>th</sup> November 2024, we posted for Equal Pay Day, signifying the day women in the UK stop being paid compared to men. The post was viewed 44,612 times and reached 32,041 accounts.

Our instagram handle:

@Pregnant\_Then\_Screwed\_Scotland

# LOOKING FORWARD

## Strategic Priorities For 2025

2024 has been a year of transition and resilience for Pregnant Then Screwed. As we approach our 10th anniversary, we are also at a significant moment in our history with our founder Joeli Brearley stepping down, and PTS welcoming our new CEO Rachel Grocott.



"I've long admired Pregnant Then Screwed – it's fierce, fearless and deeply committed to justice. Joeli and her incredible team of staff, volunteers and supporters have built something extraordinary, and it's an honour to continue this fight after her. We need a system working for parents, not against them, and I'm here to build something better for everyone."



Over the coming year PTS will continue our core activities and actively review our strategy so that we may build on the foundations of the last decade, and to set our sights on how we sustain our impact.

In Scotland, our priority for 2025 is to focus on our campaigning ahead of the 2026 Scottish Parliament elections. We have secured funding from Oxfam Scotland and the Joseph Rowntree Foundation to work with the New Economics Foundation on modelling work for expanded funded childcare. We look forward to continuing to grow our community and working with parents across Scotland.

Founder Joeli Brearley with PTS's New CEO; Rachel Grocott



# FINANCES

## Financial Accounts and Funders

The members of the Board who act as Directors of the charity, for the purposes of the Companies Act, and Trustees for charity law purposes, submit their annual report and the financial statements of The Motherhood Plan for the 2024 financial year. The Board confirms that the annual report and financial statements of the charity comply with the Charities Act 2011, the Companies Act 2006, the Articles of Association, and the Accounting and Reporting by Charities - Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102).

### Funders

We would like to thank our funders. Without them everything we have achieved in 2024 would not have been possible. Particular thanks must go to:

Access to Justice  
Best Beginnings  
Cattanach  
Esmée Fairbairn Foundation  
Foundation Scotland  
Garfield Weston  
Global Giving  
Joseph Rowntree Foundation  
Kiawah Trust  
Oxfam  
Oxfam Scotland  
The Big Give  
The Charity Service  
Robertson Trust

We are equally grateful to our members, many of whom give monthly or contribute through fundraising events.

To our corporate donors, thank you for choosing to align your business with a movement for justice and equality. Your donations, sponsorship, and employee-led fundraising efforts have helped amplify our reach and increase our capacity.





# FINANCES

## Trustee Responsibility Statement

### Trustees Responsibility Statement

The trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources for the charity for that period.

### Reserves Policy

The Trustees aim to maintain free reserves in unrestricted funds at a level that equates to approximately 3-6 months of unrestricted charitable expenditure. The Trustees consider that this level will provide sufficient funds to ensure the organisation can continue to operate whilst new sources of funding are realised. The Trustees consider that a level of six months is sufficient given that the team will be continuously working on sourcing new funding for the organisation.

The balance held as unrestricted funds as at 31 December 2024 was £379,157 all of which is regarded as free reserves, after allowing for funds tied up in tangible fixed assets and funds ear-marked by the Trustees for future projects. Basic core costs for running the organisation are expected to average £54,600 per month in 2025. The current level of reserves is deemed to be reasonably sufficient.

The charity also holds £36,083 in restricted reserves.





# FINANCES

## Trustee Responsibility Statement

In preparing these accounts, the trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP) effective from 1 January 2019
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for maintaining proper adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the accounts comply with the Charities Act 2011, the Charity Regulations 2008 and the provision of the trust deed and constitution. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the persons who is a trustee at the date of approval of this report confirms that:

- So far as each trustee is aware, there is no relevant information of which the auditor is unaware
- Each trustee has taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant financial information that may have a material impact on the financial reports and to establish that the charities auditors are aware of that information.

Signed on behalf of the Board of Trustees:



Sam Smethers (Chair)

Date: 12 August 2025

# FINANCES

## Independent Auditor's Report

TO THE TRUSTEES OF THE MOTHERHOOD PLAN (KNOWN AS 'PREGNANT THEN SCREWED')

### Opinion

We have audited the financial statements of The Motherhood Plan (Known as 'Pregnant then screwed') (the 'charity') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2024, and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the Report of the Charity Trustees, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

### Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under Section 145 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management and those charged with governance about actual and potential litigation or claims and the identification of non-compliance with laws and regulations.
- Reviewing minutes of meetings of those charged with governance.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, and assessing whether the judgements made in making accounting estimates are indicative of a potential bias.
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- Professional scepticism in course of the audit and with audit sampling in material audit areas.



Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Kevin Fisher BA FCA CTA (Senior Statutory Auditor)  
For and on behalf of Kingston Burrowes Audit Ltd  
Statutory Auditors  
308 Ewell Road, Surbiton,  
Surrey, United Kingdom,  
KT6 7AL

12 August 2025

# FINANCES

## Statement of Financial Activities 2024

	Notes	Restricted Funds	Unrestricted Funds	Year to	Year to
		£	£	31-Dec-24	31-Dec-23
				Total	Total
				£	£
INCOME					
Incoming and endowments from:					
Donations and legacies	2	-	102,066	102,066	246,839
Charitable activities	3	344,464	296,077	640,541	500,091
Other trading activities	4	-	21,714	21,714	22,877
Investments		-	-	-	-
Other income		-	-	-	-
Total incoming resources		344,464	419,857	764,321	769,807
EXPENDITURE					
Expenditure on:					
Raising funds	5	27,816	56,636	84,452	79,748
Charitable activities	6,7	279,009	313,203	592,212	460,876
Other	8	8,543	12,799	21,342	12,152
Total resources expended		315,368	382,638	698,006	552,776
Net income / (expenditure) for the year	9	29,096	37,219	66,315	217,031
RECONCILIATION OF FUNDS					
Total funds brought forward as at 1 Jan 24		6,987	341,938	348,925	131,894
Total funds carried forward as at 31 Dec 24		36,083	379,157	415,240	348,925

A statement of Total Recognised Gains and Losses is not required as all gains and losses are included in the Statement of Financial Activities. There is no difference between the net income / (expenditure) for the year above and the historical cost equivalent. All activities are continuing.

The notes on pages 51-63 form a part of these financial statements.

# FINANCES

## Balance Sheet for the Year Ended 31 December 2024

	Notes	£	As at 31-Dec-24 £	£	As at 31-Dec-23 £
FIXED ASSETS					
Tangible assets	15		8,912		11,027
CURRENT ASSETS					
Stocks		-		-	
Debtors	16	36,326		12,818	
Cash at bank and in hand		472,309		348,452	
		508,635		361,270	
Creditors: Amounts falling due within one year	17		(102,307)		(23,372)
Net Current Assets / (Liabilities)			406,328		337,898
Total Assets less Current Liabilities	18		415,240		348,925
Creditors: Amounts falling due after more than one year			-		-
Net Assets			415,240		348,925
FUNDS	19/20				
Unrestricted funds			379,157		341,938
Restricted funds	21		36,083		6,987
Total Funds			415,240		348,925

The notes on pages 51-63 form a part of these financial statements.

# FINANCES

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## Balance Sheet for the Year Ended 31 December 2024

Trustee benefits: advances, credit and guarantees

During the year no benefits, in the form of advances, credit and guarantees, were conferred upon the trustees of the charity.

Guarantees and other financial commitments

During the year no guarantees or other financial commitments were made.

The financial statements have been prepared in accordance with the Charities Act 2011, with respect to accounting records and the preparation of accounts.

These financial statements were approved by the Board of Trustees and signed on its behalf by:



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Sam Smethers (Chair)

Date: 12 August 2025



# FINANCES

## Statement of Cash Flows for the Year Ended 31 December 2024

	Notes	As at 31-Dec-24 £	As at 31-Dec-23 £
CASH FLOWS FROM OPERATING ACTIVITIES		127,379	223,460
CASH FLOW FROM INVESTING ACTIVITIES			
Payments to acquire tangible fixed assets		(3,522)	(11,369)
Interest received		-	-
Net cash flow from investing activities		(3,522)	(11,369)
Net increase / (decrease) in cash and cash equivalents		123,857	212,091
Cash and cash equivalents at 1 January 2024		348,452	136,361
Cash and cash equivalents at 31 December 2024		472,309	348,452
Cash and cash equivalents consists of:			
Cash at bank and in hand		472,309	348,452
Cash and cash equivalents at 31 December 2024		472,309	348,452

# FINANCES

## Statement of Cash Flows for the Year Ended 31 December 2024

	Notes	As at	As at
		31-Dec-24	31-Dec-23
		£	£
Net income / (expenditure) for the year		66,315	217,031
Interest receivable		-	-
Depreciation and impairment of tangible fixed assets		5,637	5,181
(Increase) / decrease in debtors		(23,508)	(9,054)
(Decrease) / increase in creditors		78,935	10,302
Net cash flow from operating activities		127,379	227,708

# FINANCES

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## Notes to the Accounts for the Year Ended 31 December 2024

### 1. Accounting Policies

#### a) Statutory Information

The Motherhood Plan is a charity, operating as a Charitable Incorporated Organisation, in the UK that is registered with the Charities Commission, registration number 1188643

#### b) Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention and on the receipts and payments basis. The financial statements are prepared in sterling, which is the functional currency of the charity. The principal accounting policies, which have been applied consistently in the year, are set out below.

#### c) Compliance with accounting standards

The financial statements have been prepared in accordance with the Charities Act 2011, the Accounting and Reporting by Charities for Small Entities: Statement of Recommended Practice applicable in the UK and Republic of Ireland (FRS 102) (effective January 2019) – (Charities 'SORP' FRS 102)): the provision of FRS 102 Section 1A – Small Entities and other applicable accounting standards in the United Kingdom

#### d) Funds Structure

Earmarked funds, as shown in the notes to the accounts, represent funds set aside by the Trustees for use on specific projects. Amounts shown as Restricted Funds, on the Statement of Financial Activities and the Balance Sheet, present funds donated for specific projects in accordance with the Charities Act definition.

#### e) Income recognition

Income is recognised in respect of non-government, non-exchange transactions, donations and funds received for goods and services supplied during the financial period on a receipt basis. Grants which are restrictive in nature or are allocated by the Board for specific purposes are recognised using the accrual model.

#### f) Trustee's remuneration and expenses

During the year the trustees received £502 (2023: £608) for reimbursement of out-of-pocket expenses.

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### g) Refunds of tax from gift aid donations

Refunds of taxation received as a result of claims made relating to donations given under Gift Aid are treated as Unrestricted Income. An additional income of £35,407 (2023: £32,314) was received through gift aided donations during the year.

### h) Reduced Disclosure Exemptions

The charity has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102.

### i) Going Concern

The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

## 2. Donations and Legacies

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Income from Donations	-	102,066	102,066	246,839
	-	102,066	102,066	246,839

## 3. Charitable Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Access for Justice	108,513	-	108,513	78,591
Best Beginnings	71,063	-	71,063	113,875
Cattanach	101,780	-	101,780	95,960
Highway one	-	-	-	10,000
Oxfam	10,000	-	10,000	-
Robertson	53,108	-	53,108	-
Other Grants	-	296,077	296,077	201,665
	344,464	296,077	640,541	500,091



# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 4. Other Trading Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Book Income	-	-	-	403
Consultancy and training	-	-	-	16,695
Sale of Product Income	-	153	153	195
Speaker / Writer Fees	-	21,561	21,561	42,960
Ticket Sales	-	-	-	-
	-	21,714	21,714	22,877

### 5. Expenditure on Raising Funds

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Donation Processing Fees	-	7,780	7,780	8,461
Fundraising Staff Costs	-	46,416	46,416	28,280
Payment Processing Fees	-	20	20	47
Marketing	27,816	2,420	30,236	42,960
	27,816	56,636	84,452	79,748

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 6. Expenditure on Charitable Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Advice Line	12,222	-	12,222	10,879
Beacon	7,768	-	7,768	-
Other Events	8,935	615	9,550	15,875
Freelancers	7,010	25,323	32,333	47,674
Membership Costs	120	3,202	3,322	-
Research	9,900	-	9,900	-
Administrative Costs	13,932	5,671	19,603	17,963
Legal and Professional Costs	8,228	3,642	11,870	18,312
Equipment Expensed	35	548	583	780
Rent	732	6,734	7,466	2,957
Repairs & Maintenance	-	487	487	-
Staff Costs	197,435	252,775	450,210	309,344
Travel Costs	12,692	14,206	26,898	37,092
	279,009	313,203	592,212	460,876

\* Includes small overspends on the Esmée Fairbairn Foundation and Highway One expenditure were covered by general funds.

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 7. Expenditure on Charitable Activities by Project

	Staff Costs	Direct Costs	Support Costs	Year to	Year to
				31-Dec-24	31-Dec-23
				Total	Total
	£	£	£	£	£
Access for Justice	75,436	4,951	1,979	82,366	76,591
Best Beginnings	15,640	26,544	10,846	53,030	100,393
Cattanach	72,103	2,132	22,794	97,029	84,803
Education Development Fund	-	-	-	-	7,000
Esmée Fairbairn Foundation	1,187	-	-	1,187	3,113
Highway One	4,100	-	-	4,100	4,200
Oxfam	-	9,900	-	9,900	
Rosa Fund	-	-	-	-	7,540
Robertson	28,969	2,428	-	31,397	
General Expenditure	252,775	29,140	31,288	313,203	177,236
	450,210	75,095	66,907	592,212	460,876

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 8. Other

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Accountancy	8,166	7,336	15,502	6,751
Bank Charges	2	201	203	220
Depreciation	375	5,262	5,637	5,181
	8,543	12,799	21,342	12,152

### 9. Net Income

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Accountancy	8,166	7,336	15,502	6,751
Depreciation	375	5,262	5,637	5,181
	8,541	12,598	21,139	11,932



# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 10. Staff Costs

The total staff costs and employee benefits was as follows:

			Year to	Year to
	Restricted	Unrestricted	31-Dec-24	31-Dec-23
	Funds	Funds	Total	Total
	£	£	£	£
Salaries	168,589	247,280	415,869	257,324
Tax and Social Security	12,629	24,589	37,218	23,269
Pension	4,639	8,704	13,343	8,450
Gifts and Entertainment	-	1,913	1,913	2,213
Training	11,578	8,560	20,138	17,008
Recruitment	-	8,145	8,145	1,080
	197,435	299,191	496,626	309,344

The rest of the key management personnel are trustees and received no remuneration for their work. Only out-of-pocket expenses were reimbursed for attendance at Board meetings.

The following number of employees received a gross salary between the below bands during the year:

Band	Year to	Year to
	31-Dec-24	31-Dec-23
	Total	Total
	£	£
£60,000 - £69,999	1	1

# FINANCES

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## Notes to the Accounts for the Year Ended 31 December 2024

The charity considers its key management personnel comprises of the Chief Executive Officer, The Chair and Vice Chair of the Board and the Treasurer.

One member of the key management personnel is employed and received employee benefits in 2024 – the Chief Executive Officer. The total amount of employee benefits received by the Chief Executive Officer was £79,637 (2023: £72,136). Under FRS 102, employee benefits includes gross salary, benefits in kind, employer's national insurance and employer's pension contributions.

The rest of the key management personnel are trustees and received no remuneration for their work.

The average number of employees during the year, calculated on the basis of full-time equivalents, was 10 (2023: 9)

### 11. Related Parties

There were no related party transactions in the current and prior year.

### 12. Indemnity Insurance

During the year, £246 (2023: £220) indemnity insurance was paid to protect the charity from loss arising from the neglect or defaults of its trustees or agents, and to indemnify the trustees and other officers against the consequences of neglect or default on their part.

### 13. Operating Lease Commitments

There were no operating lease commitments in the current and prior year.

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 14. Contingent Assets

Total grant funding awarded as at 31 December 2024 but not yet recognised as income due to the recognition criteria not being met amounts to £208,929.

### 15. Tangible Fixed Assets

	Plant & Equipment	Computer Equipment	Total
	£	£	£
<b>COST</b>			
As at 1 Jan 2024	353	21,865	22,218
Additions	299	3,223	3,522
Disposals	-	-	-
As at 31 December 2024	652	25,088	25,740
<b>ACCUMULATED DEPRECIATION</b>			
As at 1 Jan 2024	148	11,043	11,191
Charge for the year	163	5,474	5,637
Disposals	-	-	-
As at 31 December 2024	311	16,517	16,828
<b>NET BOOK VALUE</b>			
As at 31 December 2024	341	8,571	8,912
As at 1 Jan 2024	205	10,822	11,027

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 16. Debtors

	Restricted Funds	Unrestricted Funds	Year to	Year to
			31-Dec-24	31-Dec-23
			Total	Total
			£	£
Trade Debtors	-	238	238	287
Deposits	-	345	345	375
Accrued Income	32,063	-	32,063	19
Prepayments	-	3,680	3,680	12,137
	32,063	4,263	36,326	12,818

### 17. Creditors: Amounts Falling Due in One Year

	Restricted Funds	Unrestricted Funds	Year to	Year to
			31-Dec-24	31-Dec-23
			Total	Total
			£	£
Trade Creditors	-	8,803	8,803	10,062
Deferred Income	70,650	-	70,650	-
Accruals	-	10,295	10,295	1,434
Other Creditors	-	12,559	12,559	11,876
	70,650	31,657	102,307	12,372



# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 18. Analysis of Net Assets Between Funds

			Year to	Year to
	Restricted Funds	Unrestricted	31-Dec-24	31-Dec-23
	£	Funds	Total	Total
		£	£	£
Fund balance at 31 December 2024 are represented by:				
Fixed Assets	750	8,162	8,912	11,027
Current Assets	105,983	402,652	508,635	361,270
Creditors: amounts falling due within one year	(70,650)	(31,657)	(102,307)	(23,372)
	36,083	379,157	415,240	348,925

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 19. Statement of Funds

	As at			Transfers and investments	As at
	1-Jan-24	Income	Expenditure	£	31-Dec-24
	£	£	£		Total
					£
GENERAL FUNDS	341,938	419,857	(382,638)	-	379,157
RESTRICTED FUNDS					
Access for Justice	-	108,513	(95,443)	-	13,070
Best Beginnings	-	71,063	(69,761)	-	1,302
Cattanach	-	101,780	(101,780)	-	-
Esmée Fairbairn Foundation	1,187	-	(1,187)	-	-
Highway One	5,800	-	(5,800)	-	-
Oxfam	-	10,000	(10,000)	-	-
Robertson	-	53,108	(31,397)	-	21,711
Total Restricted Funds	6,987	344,464	(315,358)		36,083
TOTAL FUNDS	348,925	764,321	(698,006)		415,240

# FINANCES

## Notes to the Accounts for the Year Ended 31 December 2024

### 20. Funds

	Restricted Funds	Unrestricted Funds	Year to	Year to
			31-Dec-24	31-Dec-23
			Total	Total
			£	£
UNRESTRICTED FUND				
General	-	379,157	379,157	341,938
Ear-marked	-	-	-	-
RESTRICTED FUND				
Access to Justice	13,070	-	13,070	
Best Beginnings	1,302	-	1,302	
Esmée Fairbairn Foundation				1,187
Highway One				5,800
Robertson	21,711	-	21,711	-
TOTAL FUNDS	36,083	379,157	415,240	348,925

### 21. Restricted Fund Reconciliation

	Incoming resources	Outgoing resources	Capital	Balance at	Balance at
				31-Dec-24	31-Dec-23
				Total	Total
				£	£
Restricted Fund	344,464	(315,368)	-	36,083	6,987
	344,464	(315,368)	-	36,083	6,987

