

REGISTERED COMPANY NUMBER: 12114074 (England and Wales)
REGISTERED CHARITY NUMBER: 1191685

EDUCATING KIDS OUTDOORS LIMITED
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2024

EDUCATING KIDS OUTDOORS LIMITED

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FOR THE YEAR ENDED 31 AUGUST 2024

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EDUCATING KIDS OUTDOORS LIMITED

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 AUGUST 2024

TRUSTEES	Ms A Holcroft Mr R Jackson Mr A Marsh Mrs C Downes
REGISTERED OFFICE	Astol Farmhouse Norton Shifnal TF11 9EW
REGISTERED COMPANY NUMBER	12114074 (England and Wales)
REGISTERED CHARITY NUMBER	1191685
INDEPENDENT EXAMINER	TCA (Shrewsbury) LLP Third Floor 21 St Mary's Street Shrewsbury Shropshire SY1 1ED

EDUCATING KIDS OUTDOORS LIMITED

TRUSTEES' REPORT **FOR THE YEAR ENDED 31 AUGUST 2024**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2024. The trustees have adopted the provisions of 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).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The charity's objects are to advance education for the public benefit by developing outdoor learning experiences.

Working closely with local community leaders and educators to ensure impact on key areas of need, EKO aims to enrich the life-long learning and wellbeing of young people and communities through high quality outdoor learning and nature connecting experiences and opportunities. These include forest school, bushcraft, healthy eating, creative art, environmental education, gardening, mindfulness and a wide variety of approaches to having fun outdoors, in all seasons and weathers, leading to positive outcomes on mental and physical health.

EKO's strapline is: LEARN: CONNECT: PROTECT

LEARN: Learning about ourselves, about others and respecting our differences through experiencing high quality outdoor learning activities involving teamwork and communication. We also learn about nature and notice seasonal changes.

CONNECT: Connecting with own emotions, and with other people, as we persevere with new experiences and develop new skills, as well as connecting with, and observing, nature by being outside in all seasons and in all weathers.

PROTECT: Developing resilience in our physical and mental health by participating in enriching and active outdoor experiences, alongside a caring nature towards others and an understanding of the importance of protecting our natural world.

Public benefit

At Educating Kids Outdoors, we believe that every child deserves the opportunity to explore, learn and thrive in the great outdoors. Our mission is simple yet profound: to provide transformative outdoor educational experiences that have a positive impact on young people's mental and physical health and inspire a lifelong love for, and appreciation of, nature.

In today's fast-paced digital age, children are spending more time indoors and on their screens than ever before, leading to a concerning trend known as "nature-deficit disorder". This disconnection from the natural world not only impacts their physical and mental health but also deprives them of invaluable opportunities for positive growth and discovery.

Through our programmes and activities, EKO aims to reverse this trend by offering hands-on outdoor learning experiences that spark curiosity, encourage exploration, embrace neuro-divergency, inspire mindfulness and instil a deep appreciation for the environment. Whether it is exploring woodlands, identifying flora and fauna, growing vegetables, getting creating, learning new skills, managing risk or learning about where our food comes from, our aim is to inspire a sense of wonder, awe and resilience in young minds to protect them for the future.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Details of the activities of the charity have been set out in the attached annual report.

FINANCIAL REVIEW

Financial position

A financial review of the year for the charity has been set out in the attached annual report.

EDUCATING KIDS OUTDOORS LIMITED

TRUSTEES' REPORT **FOR THE YEAR ENDED 31 AUGUST 2024**

FUTURE PLANS

The future plans of the charity have been set out in the attached annual report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity's Memorandum and Articles of Association are its governing documents. The charity is governed by a board of at least three Trustees, currently there are four. Each Trustee is appointed by a vote at a general meeting of the charity and is subject to re-election every third year. Every person appointed as a Trustee must also be willing to serve as a Director of the charity.

Organisational structure

The organisational structure of the charity has been set out in the attached annual report for the year.

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees (who are also the directors of Educating Kids Outdoors Limited for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the board of trustees on 28/05/2025 and signed on its behalf by:



.....
Ms A Holcroft - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
EDUCATING KIDS OUTDOORS LIMITED

Independent examiner's report to the trustees of Educating Kids Outdoors Limited ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2024.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C Moelwyn Williams

C Moelwyn-Williams FCA BSc

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

Date: *28th May 2025*

EDUCATING KIDS OUTDOORS LIMITED**STATEMENT OF FINANCIAL ACTIVITIES**
FOR THE YEAR ENDED 31 AUGUST 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	19,404	17,000	36,404	5,837
Charitable activities	4				
General		110,370	26,821	137,191	106,027
Investment income	3	<u>133</u>	<u>-</u>	<u>133</u>	<u>32</u>
Total		<u>129,907</u>	<u>43,821</u>	<u>173,728</u>	<u>111,896</u>
EXPENDITURE ON					
Charitable activities					
General		95,550	31,871	127,421	128,764
Other		<u>1,928</u>	<u>-</u>	<u>1,928</u>	<u>4,462</u>
Total		<u>97,478</u>	<u>31,871</u>	<u>129,349</u>	<u>133,226</u>
NET INCOME/(EXPENDITURE)		32,429	11,950	44,379	(21,330)
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>9,380</u>	<u>-</u>	<u>9,380</u>	<u>30,710</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>41,809</u></u>	<u><u>11,950</u></u>	<u><u>53,759</u></u>	<u><u>9,380</u></u>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

EDUCATING KIDS OUTDOORS LIMITED**STATEMENT OF FINANCIAL POSITION****31 AUGUST 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
CURRENT ASSETS					
Debtors	8	15,388	-	15,388	897
Cash in hand		<u>40,262</u>	<u>11,950</u>	<u>52,212</u>	<u>21,782</u>
		55,650	11,950	67,600	22,679
CREDITORS					
Amounts falling due within one year	9	(8,618)	-	(8,618)	(5,958)
		<u>47,032</u>	<u>11,950</u>	<u>58,982</u>	<u>16,721</u>
NET CURRENT ASSETS					
		<u>47,032</u>	<u>11,950</u>	<u>58,982</u>	<u>16,721</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		47,032	11,950	58,982	16,721
CREDITORS					
Amounts falling due after more than one year	10	(5,223)	-	(5,223)	(7,341)
		<u>41,809</u>	<u>11,950</u>	<u>53,759</u>	<u>9,380</u>
NET ASSETS					
		<u>41,809</u>	<u>11,950</u>	<u>53,759</u>	<u>9,380</u>
FUNDS	12				
Unrestricted funds				41,809	9,380
Restricted funds				<u>11,950</u>	<u>-</u>
TOTAL FUNDS				<u>53,759</u>	<u>9,380</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 August 2024.

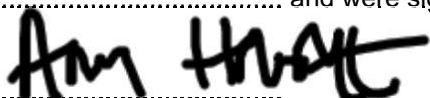
The members have not required the company to obtain an audit of its financial statements for the year ended 31 August 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 28/05/2025 and were signed on its behalf by:



Ms A Holcroft - Trustee

The notes form part of these financial statements

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 31 AUGUST 2024**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

1. ACCOUNTING POLICIES - continued

Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Debtors and Prepayments

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	18,069	-
Grants	<u>18,335</u>	<u>5,837</u>
	<u>36,404</u>	<u>5,837</u>

Grants received, included in the above, are as follows:

	2024	2023
	£	£
Other Grants	<u>18,335</u>	<u>5,837</u>

3. INVESTMENT INCOME

	2024	2023
	£	£
Interest receivable	<u>133</u>	<u>32</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2024	2023
		£	£
Fees	General	101,620	88,548
Camp Bestival	General	4,975	-
Grants	General	<u>30,596</u>	<u>17,479</u>
		<u>137,191</u>	<u>106,027</u>

Grants received, included in the above, are as follows:

	2024	2023
	£	£
Local Authority Grants	<u>30,596</u>	<u>-</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 August 2024 nor for the year ended 31 August 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 August 2024 nor for the year ended 31 August 2023.

6. STAFF COSTS

	2024 £	2023 £
Wages and salaries	66,961	50,149
Other pension costs	<u>2,459</u>	<u>4,066</u>
	<u>69,420</u>	<u>54,215</u>

The average monthly number of employees during the year was as follows:

	2024	2023
Average number of employees	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	5,837	-	5,837
Charitable activities			
General	106,027	-	106,027
Investment income	<u>32</u>	<u>-</u>	<u>32</u>
Total	<u>111,896</u>	<u>-</u>	<u>111,896</u>
EXPENDITURE ON			
Charitable activities			
General	128,764	-	128,764
Other	<u>4,462</u>	<u>-</u>	<u>4,462</u>
Total	<u>133,226</u>	<u>-</u>	<u>133,226</u>
NET INCOME/(EXPENDITURE)	(21,330)	-	(21,330)
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>30,710</u>	<u>-</u>	<u>30,710</u>
TOTAL FUNDS CARRIED FORWARD	<u>9,380</u>	<u>-</u>	<u>9,380</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	2024	2023
	£	£
Trade debtors	11,271	385
Prepayments and accrued income	<u>4,117</u>	<u>512</u>
	<u>15,388</u>	<u>897</u>
 9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	 2024	 2023
	£	£
Other loans (see note 11)	2,747	2,747
Trade creditors	3,011	-
Social security and other taxes	879	671
Other creditors	361	739
Accrued expenses	<u>1,620</u>	<u>1,801</u>
	<u>8,618</u>	<u>5,958</u>
 10. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR	 2024	 2023
	£	£
Other loans (see note 11)	<u>5,223</u>	<u>7,341</u>
 11. LOANS		
An analysis of the maturity of loans is given below:		
	2024	2023
	£	£
Amounts falling due within one year on demand:		
Other loans	<u>2,747</u>	<u>2,747</u>
 Amounts falling between one and two years:		
Other loans - 1-2 years	<u>5,223</u>	<u>7,341</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

12. MOVEMENT IN FUNDS

	At 1.9.23 £	Net movement in funds £	Transfers between funds £	At 31.8.24 £
Unrestricted funds				
General fund	9,380	32,429	(16,000)	25,809
Designated funds - Growth and Expansion of Charity	-	-	10,000	10,000
Designated funds - Countryside Connection	-	-	6,000	6,000
	9,380	32,429	-	41,809
Restricted funds				
The Mercers' Company	-	10,000	-	10,000
The Shropshire Good Food Partnership	-	1,950	-	1,950
	-	11,950	-	11,950
TOTAL FUNDS	<u>9,380</u>	<u>44,379</u>	<u>-</u>	<u>53,759</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	129,907	(97,478)	32,429
Restricted funds			
The Mercers' Company	10,000	-	10,000
Holiday activities and food programme (HAF)	26,821	(26,821)	-
The Walker Trust	3,750	(3,750)	-
The Arts Society, Wrekin	1,300	(1,300)	-
The Shropshire Good Food Partnership	1,950	-	1,950
	43,821	(31,871)	11,950
TOTAL FUNDS	<u>173,728</u>	<u>(129,349)</u>	<u>44,379</u>

Comparatives for movement in funds

	At 1.9.22 £	Net movement in funds £	At 31.8.23 £
Unrestricted funds			
General fund	30,710	(21,330)	9,380
TOTAL FUNDS	<u>30,710</u>	<u>(21,330)</u>	<u>9,380</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

12. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	111,896	(133,226)	(21,330)
TOTAL FUNDS	<u>111,896</u>	<u>(133,226)</u>	<u>(21,330)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.9.22 £	Net movement in funds £	Transfers between funds £	At 31.8.24 £
Unrestricted funds				
General fund	30,710	11,099	(16,000)	25,809
Designated funds - Growth and Expansion of Charity	-	-	10,000	10,000
Designated funds - Countryside Connection	-	-	<u>6,000</u>	<u>6,000</u>
	30,710	11,099	-	41,809
Restricted funds				
The Mercers' Company	-	10,000	-	10,000
The Shropshire Good Food Partnership	-	<u>1,950</u>	-	<u>1,950</u>
	-	<u>11,950</u>	-	<u>11,950</u>
TOTAL FUNDS	<u>30,710</u>	<u>23,049</u>	<u>-</u>	<u>53,759</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	241,803	(230,704)	11,099
Restricted funds			
The Mercers' Company	10,000	-	10,000
Holiday activities and food programme (HAF)	26,821	(26,821)	-
The Walker Trust	3,750	(3,750)	-
The Arts Society, Wrekin	1,300	(1,300)	-
The Shropshire Good Food Partnership	<u>1,950</u>	-	<u>1,950</u>
	<u>43,821</u>	<u>(31,871)</u>	<u>11,950</u>
TOTAL FUNDS	<u>285,624</u>	<u>(262,575)</u>	<u>23,049</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued **FOR THE YEAR ENDED 31 AUGUST 2024**

12. MOVEMENT IN FUNDS - continued

Designated Funds

Growth and Expansion of the Charity

The Trustees have designated £10,000 towards the growth and expansion of the Charity, and it is planned for these funds to be spent across 2024/25 and 2025/26. It is planned for these funds to be spent on a new website and marketing material, to help grow and raise awareness of the Charity.

Countryside Connection

In July 2024, EKO received a donation of £6,000 from Countryside Learning. The board have designated these funds to be used towards EKO's 'countryside connection' work with school children at Weston Park. The funds will be used towards funding school visits in the 2025/26 academic year, where children can learn about the countryside, meet the people who work in it and become more aware of rural career opportunities.

Restricted Funds

The Mercers' Company Grant

During the year, the charity received a grant of £10,000 towards the EKO@WestonPark "Good Growing Programme". This supports EKO's Health Eating Programme for children and will be spent in the next financial year.

Holiday activities and food programme (HAF)

The charity has received restricted funding from local authorities to support with the facilitation and running of clubs for disadvantaged children during the Easter, Summer and Christmas school holidays.

The Walker Trust

At the start of EKO's financial year, the charity received a grant of £3,750 to fund the development and implementation of an outdoor learning offer over the academic year in a primary school in Telford & Wrekin. This included school staff training, presentations to families, development of a forest school area and weekly outdoor learning sessions with pupils.

The Arts Society, Wrekin

The charity received a grant of £1,300 towards the EKO@WestonPark "Creative Art Programme". This match-funded Outdoor Art Programmes for several schools from Telford & Wrekin.

Shropshire Good Food Partnership

The charity received a grant of £1,950 to deliver a number of workshops to teachers and educators as part of SGFP's Schools Food Web supported by Let's Go Zero Fund. It will be spent in full in the next financial year. The overall objective of the project is to drive food education, learning and practical skills leading to de-carbonisation in schools through a climate-friendly food system.

13. EMPLOYEE BENEFIT OBLIGATIONS

The charity operates a defined contributions pension scheme. The pension cost charge represents contributions payable by the company to the fund and amounted to £2,459 (2023: £4,066). Contributions totalling £361 (2023: £739) were payable to the fund at the balance sheet date.

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2024

14. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 August 2024.



**Educating Kids Outdoors Limited
Trustees' Report
For the Year Ended 31 August 2024**



1. INTRODUCTION

Educating Kids Outdoors (EKO), registered charity (no. 1191685), was established in 2019, with the mission to support and enhance the learning and well-being of children and families through immersive, outdoor, educational experiences. Its aim is to foster deep connections with nature and nurture a love of learning through play-based outdoor activities. Through its work, EKO strives to help children develop a positive sense of self, increased confidence and resilience in today's challenging world.

Our approach is rooted in kindness, curiosity, creativity, and a commitment to looking after ourselves, others, and nature. We encourage children, families, and educators to embrace the outdoors, promoting the benefits of a childhood full of nature connection and unstructured outdoor play, especially in an age dominated by digital distractions.



EKO session participants having fun all year round at Weston Park. Almost 3000 children participated in our term-time and Holiday Club sessions at Weston Park over the year, engaging in fun, outdoor, educational activities.

“Well organised, engaging and full of fun learning” Lead Teacher, The Mosley Academy, Burton-on-Trent

“We can talk about these things in class and show lots of photos to them but actually experiencing it for themselves has a much greater impact. It really does connect them to the topic”. Lead Teacher, Woden Primary, Telford & Wrekin

“Thank you all for looking after A so well the last 2 days. She has had a ball and it was such a relief for her to come home so happy.”, Parent of Holiday Club child

2. OUR ACHIEVEMENTS IN 2023-2024

This year has been one of significant growth and impact both at our base at Weston Park and our work in schools and in the community. Much of our work takes place with those families living in some of the most disadvantaged areas of Telford & Wrekin. Feedback from School Leaders has been extremely positive with Pupil Voice reports showing the positive impact that EKO sessions have had on children's learning in the curriculum areas of science and creative writing but also on areas of well-being including resilience, self-confidence, problem solving and effective communication.

Some key outcomes and milestones for the year include:

- **Weekly EKO Sessions:** 65 children engaged in weekly EKO sessions throughout the year, either in school settings or at Weston Park, fostering a consistent connection to nature, a greater understanding of managing risk and other essential life skills, alongside support for SEN needs. We are aiming to double this number in the following year.

"I would like to thank EKO for the wonderful weekly sessions with a group of our students this year. From planning to delivering to evaluating our EKO Leader was professional and engaging. The students thoroughly enjoyed all the activities and the activities encouraged our students to work on their own initiative and as part of a team, the students grew in confidence and were excited to share their achievements with us". Lead Teacher, Mosely Park, Bilston

- **EKO@WestonPark:** 1,793 pupils were warmly welcomed to Weston Park for curriculum-linked school visits during the school term, either part or fully-funded, and 968 children aged 6-12 participated in our holiday clubs during the school holidays. 75% of our holiday club attendees are fully-funded through the national HAF (Holiday Activities and Food) programme for children in receipt of free school meals and EKO funds one 1:1 place for SEN children each day of our holiday club as we believe that inclusivity enriches our club.

"Inclusive to everyone's needs and interests. Children are given the opportunity to thrive in an outdoor environment whilst learning new skills linked to their topic learning in school." Lead Teacher, St Mary & St Chad First School, Staffordshire

- **Professional Development:** We provided 248 adults with professional development opportunities, offering Forest School training, outdoor first aid, and outdoor learning CPD courses at Weston Park and in schools; equipping teachers and individuals with the skills to support children's outdoor learning.

"It made me enthused by education again!" Teacher, Oakmeadow Primary, Shropshire

- **Expansion:** We began working at Chetwynd Deer Park near Newport, expanding our reach to even more schools and families in the West Midlands.
- **Pilot Program:** EKO launched its fully-funded "Good Growing" programme, thanks to grant funding, supporting and encouraging over 300 children to grow, taste, cook and eat healthy food, further reinforcing our commitment to well-being and sustainability.

"We loved the range of activities on offer and it was great to allow children to get their hands dirty. The cooking workshop was a particular highlight for most. The grounds were a perfect setting and the activities linked perfectly to our geography curriculum. Children tell me they enjoyed the composting - the whole day was fabulous, well organised and resourced. The staff were clearly well versed in

managing and catering for children. We had a lovely day and it was nice to see the children in a different context and to have a less intense day with them.” Lead Teacher, Kings Heath Primary School, Birmingham

- **Community Events:** EKO delivered outdoor learning and nature connecting activities for hundreds of children and families at a variety of urban settings across the West Midlands, working in partnership with local councils and community event organisers.
- **Grant Applications:** EKO was successful in a larger than expected number of funding applications. As a result we have ended the year with a higher than expected level of income. The majority of these funds are restricted and will be spent over the following year as we resource and deliver programmes in schools and at Weston Park.
- **Teacher Training Placements:** We continue to work with universities and colleges to inspire and embed the power of outdoor learning in the hearts and minds of the next generation of educators and curriculum developers.

“I was fortunate enough to do a placement with EKO as part of my BA (hons) Primary Education degree. The sessions allow children to learn an array of subjects in a multi-sensory way. All class teachers I spoke to commented that the weekly outdoor sessions improved both focus and attainment within the classroom too. I learnt so much about being creative when planning lessons and providing a learning environment that enables children to become independent. They are all so knowledgeable about the outdoors and how to link the environment with the National Curriculum to enhance learning.” Anna Lea, Student, Chester University

We are very proud of this year’s accomplishments, as our activities continue to demonstrate the profound impact of outdoor learning on children’s development, both socially and academically.



Teachers report improved engagement and behaviour from students participating in EKO activities.



Through our partnership with the Weston Park Foundation, EKO has expanded its reach, providing nature-based learning opportunities to children from a variety of background. For example, EKO's 'Good Growing Programme' empowers children to learn about growing, cooking and eating food in a practical, healthy and sustainable way.

3. PARTNERSHIPS AND COLLABORATIONS

EKO has long recognised the power of collaboration in maximising our impact. This year, we forged several new partnerships, and expanded others, that have helped us to grow and extend our services:

- **Weston Park Foundation:** Our partnership with the Weston Park Foundation has continued to thrive, with EKO providing regular outdoor learning sessions and activities at this Arts Council Accredited Museum and Historic House. We have expanded our offer to include nurture groups, SEMH children's weekly sessions, and enriching seasonal family activities. In recognition of our contribution, EKO@WestonPark received the prestigious Sandford Award for Heritage Education in 2022.
- **Chetwynd Deer Park:** We have formed a new partnership with Chetwynd Deer Park, a woodland site near Newport, running school sessions initially and working towards offering future holiday clubs there.
- **Urban Outdoor Learning:** We have broadened our training offer with Chris Wishart of Urban Outdoor Learning to provide Forest School Leader Training, School Staff Outdoor Learning CPD, Outdoor First Aid Training and regular Upskilling Share Sessions for outdoor learning leaders both at Weston Park and in-school settings.



Our training offer with Urban Outdoor Learning continues to support the training of educators in high-quality outdoor learning practices.

“Staff were very enthusiastic and have used several of the ideas already. Thanks so much” Deputy Head, Alexandra Junior School, Stoke-on-Trent

- **Creative Art Programme:** We are in our third year of partnership with The Arts Society, Wrekin offering schools the opportunity to visit the Rose Patterson Gallery at Weston Park and partake in a variety of Outdoor Creative Art Activities involving different material and methods. We then work with school Art Leads in school to develop entries for Weston Park's annual Schools Art Competition which culminates in a month long exhibition in the Rose Patterson Gallery which has free entry and is open every day of the year except Christmas Day.



“The sense of well-being and the relaxed approach presented by the pupils along with the feeling of being creative along with being at one with nature was super positive. Also the children articulating their thoughts and ideas and feelings in response to activities and art work was another positive. Most of all enjoying being creative in nature’s creation was the super positive. All of the pupils gained so much for their own self-esteem and worth. They gained valuable skills to use in their everyday lives.”

Lead Teacher, Old Park Primary School, Telford & Wrekin

- **Camp Bestival, Shropshire:** We collaborated with Camp Bestival for the first time to create a peaceful woodland area for families to rest and play from the hubbub of the main festival area which was very successful and much appreciated by parents.



Our EKO Woodland at Camp Bestival provided respite and peace for exhausted younger festival goers and their parents!

- **Shropshire Festivals:** We have worked with Shropshire Festivals to run activities at several community events in order to connect with local families and schools, encourage outdoor activities and communicate our offer.



Different nature activities at different events enabled us to connect with families in our local communities

- **Sustainability & CPD:** We are committed to supporting the government’s sustainability agenda for schools. Our CEO has completed Climate 180 Training through Learning Through Landscapes, and

we have worked with Shropshire Good Food's "School Food Web" to offer sustainability CPD for local schoolteachers.

These partnerships continue to amplify our mission and extend our reach, allowing us to create meaningful, long-lasting impacts on children's learning and well-being.

4. FINANCIAL REVIEW

EKO has experienced a successful fundraising year, which has contributed to an increase in our free reserves. The charity's free reserves as of 31 August 2024 are £25,809, up from £9,380 in 2023. This strong financial position will allow us to continue our operations and explore further opportunities for growth.

Our funding comes from a variety of sources, including:

- Local councils (including Shropshire, Staffordshire, and Telford & Wrekin) through the national HAF programme.
- Corporate donations and individual gifts.
- Private trusts and foundations.
- Schools and families paying for specific sessions or programmes.

We are committed to using these funds effectively, with plans to invest some of the unrestricted funds – around £10,000 - into communications efforts as part of the growth and expansion of the charity in order to raise awareness of our work, engage new supporters, and attract additional funding. This will include a new website and marketing material in order to ensure that we can scale our impact and reach even more children and families in the coming years.

We also require investment in our new outdoor classroom and storage area in Weston Park's Walled Garden to ensure that it is fit for purpose – i.e. warm and welcoming - including having the facilities to prepare a hot and nutritious lunch for our holiday club children as well as space to store all our equipment.

Total income for the year ended 31 August 2024 is £173,728, which is a substantial increase on the income achieved in 2023 of £111,896. The board wish to express their gratitude and thanks to all those who have donated during the year and would like to acknowledge the significant grant income awarded during the period, from funders including, but not limited to, Countryside Learning, The Walker Trust, The Arts Society, Wrekin and the Shropshire Good Food Partnership.

We know that seeking funding is becoming more and more challenging and we are committed to using all monies raised in the most effective and impactful way for children's life-long learning and well-being.

Reserves Policy

The charity aims to keep liquid reserves equivalent to 6 months running costs which equates to £54,805.

At the year end, the charity had free reserves of £25,809 (2023: £9,380) representing unrestricted funds, less designated funds and fixed assets held.

5. STRUCTURE, GOVERNANCE, AND MANAGEMENT

EKO operates under the governance of a Board of Trustees, who bring diverse expertise in education, business finance, strategy, school leadership, and legal frameworks. The charity's day-to-day operations

are overseen by our CEO, Natasha Branston, who is supported by a full-time Operations Manager, Amanda Yates, along with a small team of inspiring EKO Forest School Leaders (many of whom are ex-teachers) and other sub-contracted professionals.

The Trustees regularly meet to review EKO's activities, strategic direction, and financial health, ensuring we maintain effective oversight and governance. We also encourage a culture of learning and feedback, regularly seeking input from headteachers, local mental health professionals, parents, and participants to continuously improve our programmes.

The Chair of Trustees, Amy Holcroft, is a solicitor who specialises in data protection law and is currently the Chief Privacy Officer for the cloud communications company, Twilio, Inc. Amy is also trustee of the Sir Halley Stewart Trust.

Richard Jackson has over 40 years business management and finance experience both in industry and through running his own consultancy. Richard's voluntary work includes being Governor of 2 local schools, as well as a trustee and founder member the first Free School in Shropshire.

Adrian Marsh has worked within the education sector for nearly 50 years. Recent experience includes headship of a primary school, acting headship of a special school and chairman of governors at a local primary school. In all three of these settings, outside learning is a priority as a main focus for engaging children, of all abilities, in every aspect of the curriculum. Additional skills include working with educational budgets; addressing pupil and staff pastoral needs; holding colleagues to account and ensuring that children make good progress.

Clare Downes brings her marketing, business development, strategic and coaching skills to the board. Clare ran her own marketing communications agency for 18 years, working with innovative start-up brands and family businesses. Clare then re-trained in executive coaching and now works with Founders, c-suite and SLT within dynamic scaling businesses, across many different sectors. Clare supports and challenges these individuals as they navigate their approach to leadership and business growth.

Method of appointment or election of Trustees

The diversity and skills required by the Board are monitored by the Trustees and any identified under-representation that occurs may result in advertising and the recruitment of prospective Trustees that meet the specification.

6. GOING FORWARD

Looking ahead, EKO is committed to expanding our impact by:

- **Increasing In-School Offerings:** We aim to extend our in-school sessions, encouraging and supporting more schools to embed outdoor learning into their pedagogy in a sustainable way, benefiting students, staff and our natural environment.
- **Expanding EKO Holiday Clubs:** We plan to offer more EKO Holiday Clubs in new areas and continue supporting disadvantaged and SEMH children in particular.
- **Sustainability Initiatives:** EKO will continue to advocate for outdoor learning as a tool for environmental sustainability, working closely with schools and partners to ensure our programming aligns with government sustainability goals.

We are excited for the year ahead and remain focused on our mission to create enriching, nature-based educational experiences that support the well-being and development of all children and families.



7. ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to our supporters, volunteers, staff, and Trustees for their continued dedication and never ending support and, in particular, to our strong and impactful partnership with the Weston Park Foundation. Our success this year would not have been possible without their commitment to the vision of Educating Kids Outdoors.

Approved by the Board of Trustees on 28/05/2025

A handwritten signature in black ink, which appears to read "Amy Holcroft".

Amy Holcroft
Chair of Trustees