

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 2025

EDUCATING KIDS OUTDOORS LIMITED

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FOR THE YEAR ENDED 31 AUGUST 2025

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EDUCATING KIDS OUTDOORS LIMITED

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 AUGUST 2025

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 2025**

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 2025. 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.

ACHIEVEMENTS 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 2025

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. Under that law, the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law).

Under company law the trustees must not approve the financial statements unless they are satisfied that they 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 Charities 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.

24/06/2026

Approved by order of the board of trustees on.....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 2025.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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 FCA BSc

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

Date: 24th June 2026

EDUCATING KIDS OUTDOORS LIMITED**STATEMENT OF FINANCIAL ACTIVITIES**
FOR THE YEAR ENDED 31 AUGUST 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	6,313	6,400	12,713	36,404
Charitable activities					
General	4	101,766	27,911	129,677	137,191
Investment income	3	146	-	146	133
Total		<u>108,225</u>	<u>34,311</u>	<u>142,536</u>	<u>173,728</u>
EXPENDITURE ON					
Charitable activities					
General		115,383	43,761	159,144	127,421
Other		-	-	-	1,928
Total		<u>115,383</u>	<u>43,761</u>	<u>159,144</u>	<u>129,349</u>
NET INCOME/(EXPENDITURE)		(7,158)	(9,450)	(16,608)	44,379
RECONCILIATION OF FUNDS					
Total funds brought forward		41,809	11,950	53,759	9,380
TOTAL FUNDS CARRIED FORWARD		<u>34,651</u>	<u>2,500</u>	<u>37,151</u>	<u>53,759</u>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

EDUCATING KIDS OUTDOORS LIMITED**STATEMENT OF FINANCIAL POSITION****31 AUGUST 2025**

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
CURRENT ASSETS					
Debtors	8	9,879	-	9,879	15,388
Cash in hand		36,233	2,500	38,733	52,212
		<u>46,112</u>	<u>2,500</u>	<u>48,612</u>	<u>67,600</u>
CREDITORS					
Amounts falling due within one year	9	(8,298)	-	(8,298)	(8,618)
		<u>37,814</u>	<u>2,500</u>	<u>40,314</u>	<u>58,982</u>
NET CURRENT ASSETS					
		<u>37,814</u>	<u>2,500</u>	<u>40,314</u>	<u>58,982</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		37,814	2,500	40,314	58,982
CREDITORS					
Amounts falling due after more than one year	10	(3,163)	-	(3,163)	(5,223)
		<u>34,651</u>	<u>2,500</u>	<u>37,151</u>	<u>53,759</u>
NET ASSETS					
		<u>34,651</u>	<u>2,500</u>	<u>37,151</u>	<u>53,759</u>
FUNDS	12				
Unrestricted funds				34,651	41,809
Restricted funds				2,500	11,950
TOTAL FUNDS				<u>37,151</u>	<u>53,759</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 August 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 August 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

The notes form part of these financial statements

EDUCATING KIDS OUTDOORS LIMITED

STATEMENT OF FINANCIAL POSITION - continued
31 AUGUST 2025

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 24/06/2026 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read 'Amy Holcroft', written over a dotted line.

Ms A Holcroft - Trustee

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 31 AUGUST 2025**

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.

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

1. ACCOUNTING POLICIES - continued

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.

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

	2025	2024
	£	£
Donations	1,188	18,069
Grants	11,525	18,335
	<u>12,713</u>	<u>36,404</u>

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

	2025	2024
	£	£
Other Grants	<u>11,525</u>	<u>18,335</u>

3. INVESTMENT INCOME

	2025	2024
	£	£
Interest receivable	<u>146</u>	<u>133</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

4. INCOME FROM CHARITABLE ACTIVITIES

	2025	2024
	£	£
Fees	101,766	101,620
Camp Bestival	-	4,975
Grants	27,911	30,596
	<u>129,677</u>	<u>137,191</u>

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

	2025	2024
	£	£
Local Authority Grants	<u>27,911</u>	<u>30,596</u>

Included within grant income is £27,911 (2024: £30,596) received from Telford & Wrekin Council, Staffordshire County Council, Shropshire Council, and Oakengates Town Council; funding received from the Government and Local Authorities during the year. Apart from the employment allowance credit against Employers National Insurance, the charity has received no other financial assistance from the government.

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 August 2025 nor for the year ended 31 August 2024.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 August 2025 nor for the year ended 31 August 2024.

6. STAFF COSTS

	2025	2024
	£	£
Wages and salaries	92,759	66,961
Social security costs	2,586	-
Other pension costs	2,097	2,459
	<u>97,442</u>	<u>69,420</u>

The Key management personnel of the charity to whom the Trustees delegate the day-to-day running of the organisation are the Directors. The total employee benefit of the key management personnel of the charity for the year ended 31 August 2025 were £64,957 (2024: £51,300).

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

	2025	2024
Average number of employees	<u>4</u>	<u>3</u>

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

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	19,404	17,000	36,404
Charitable activities			
General	110,370	26,821	137,191
Investment income	133	-	133
Total	<u>129,907</u>	<u>43,821</u>	<u>173,728</u>
EXPENDITURE ON			
Charitable activities			
General	95,550	31,871	127,421
Other	1,928	-	1,928
Total	<u>97,478</u>	<u>31,871</u>	<u>129,349</u>
NET INCOME	32,429	11,950	44,379
RECONCILIATION OF FUNDS			
Total funds brought forward	9,380	-	9,380
TOTAL FUNDS CARRIED FORWARD	<u>41,809</u>	<u>11,950</u>	<u>53,759</u>

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Trade debtors	3,200	11,271
Prepayments and accrued income	6,679	4,117
	<u>9,879</u>	<u>15,388</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Other loans (see note 11)	2,280	2,747
Trade creditors	-	3,011
Social security and other taxes	(158)	879
Other creditors	382	361
Accrued expenses	5,794	1,620
	<u>8,298</u>	<u>8,618</u>

10. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2025	2024
	£	£
Other loans (see note 11)	<u>3,163</u>	<u>5,223</u>

11. LOANS

An analysis of the maturity of loans is given below:

	2025	2024
	£	£
Amounts falling due within one year on demand:		
Other loans	<u>2,280</u>	<u>2,747</u>
Amounts falling between one and two years:		
Other loans - 1-2 years	<u>3,163</u>	<u>5,223</u>

12. MOVEMENT IN FUNDS

	At 1.9.24	Net movement in funds	At 31.8.25
	£	£	£
Unrestricted funds			
General fund	25,809	(7,158)	18,651
Designated funds - Growth and Expansion of Charity	10,000	-	10,000
Designated funds - Countryside Connection	6,000	-	6,000
	<u>41,809</u>	<u>(7,158)</u>	<u>34,651</u>
Restricted funds			
The Mercers' Company	10,000	(10,000)	-
The Shropshire Good Food Partnership	1,950	(1,950)	-
The Wynn Foundation	-	2,500	2,500
	<u>11,950</u>	<u>(9,450)</u>	<u>2,500</u>
TOTAL FUNDS	<u>53,759</u>	<u>(16,608)</u>	<u>37,151</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

12. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	108,225	(115,383)	(7,158)
Restricted funds			
The Mercers' Company	-	(10,000)	(10,000)
Holiday activities and food programme (HAF)	27,911	(27,911)	-
The Walker Trust	3,900	(3,900)	-
The Shropshire Good Food Partnership	-	(1,950)	(1,950)
The Wynn Foundation	2,500	-	2,500
	<u>34,311</u>	<u>(43,761)</u>	<u>(9,450)</u>
TOTAL FUNDS	<u>142,536</u>	<u>(159,144)</u>	<u>(16,608)</u>

Comparatives for 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
	<u>9,380</u>	<u>32,429</u>	<u>-</u>	<u>41,809</u>
Restricted funds				
The Mercers' Company	-	10,000	-	10,000
The Shropshire Good Food Partnership	-	1,950	-	1,950
	<u>-</u>	<u>11,950</u>	<u>-</u>	<u>11,950</u>
TOTAL FUNDS	<u>9,380</u>	<u>44,379</u>	<u>-</u>	<u>53,759</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

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	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
	<u>43,821</u>	<u>(31,871)</u>	<u>11,950</u>
TOTAL FUNDS	<u>173,728</u>	<u>(129,349)</u>	<u>44,379</u>

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

	At 1.9.23 £	Net movement in funds £	Transfers between funds £	At 31.8.25 £
Unrestricted funds				
General fund	9,380	25,271	(16,000)	18,651
Designated funds - Growth and Expansion of Charity	-	-	10,000	10,000
Designated funds - Countryside Connection	-	-	6,000	6,000
	<u>9,380</u>	<u>25,271</u>	<u>-</u>	<u>34,651</u>
Restricted funds				
The Wynn Foundation	-	2,500	-	2,500
	<u>9,380</u>	<u>27,771</u>	<u>-</u>	<u>37,151</u>
TOTAL FUNDS	<u>9,380</u>	<u>27,771</u>	<u>-</u>	<u>37,151</u>

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

12. MOVEMENT IN FUNDS - continued

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	238,132	(212,861)	25,271
Restricted funds			
The Mercers' Company	10,000	(10,000)	-
Holiday activities and food programme (HAF)	54,732	(54,732)	-
The Walker Trust	7,650	(7,650)	-
The Arts Society, Wrekin	1,300	(1,300)	-
The Shropshire Good Food Partnership	1,950	(1,950)	-
The Wynn Foundation	2,500	-	2,500
	<u>78,132</u>	<u>(75,632)</u>	<u>2,500</u>
TOTAL FUNDS	<u>316,264</u>	<u>(288,493)</u>	<u>27,771</u>

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

Last 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 was fully spent in the 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 which has been fully spent in the financial year.

The Walker Trust

During the year, the charity received a grant of £3,900 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 pupil and was fully spent in the financial year.

EDUCATING KIDS OUTDOORS LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 AUGUST 2025

12. MOVEMENT IN FUNDS - continued

Shropshire Good Food Partnership

Last year 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 which was fully spent in the 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.

The Wynn Foundation

The charity received £2,500 in August 2025 restricted income for coach travel costs for the next 3 years. The charity plans to spend these funds over the next 3 financial years.

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 £2,097 (2024: £2,459). Contributions totalling £382 (2024: £361) were payable to the fund at the balance sheet date.

14. RELATED PARTY DISCLOSURES

During the year £5,912 (2024: £5,832) has been paid to Barrow Associates Limited, of which Trustee R Jackson is the Director.



**Educating Kids Outdoors Limited
Trustees' Report
For the Year Ended 31 August 2025**



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, enriching 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.

2. OUR ACHIEVEMENTS IN 2024-2025



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

“The children loved Going on a Bear Hunt through the maze at Weston. The props used to bring the story alive really captured their interest and allowed them to recall the story. They could use their prior knowledge during the story stick activity, this also allowed some

individuality to shine through and they loved bringing something home. They loved every minute.” School staff

“For staff, it was very well run. Timings were spot on and it felt very relaxed and safe, which meant we could enjoy it too!.” School staff

“All the staff / volunteers were so friendly and welcoming and clearly put a lot of effort into running the day.” School staff

EKO continues to engage with more schools across the West Midlands who are seeking to improve and extend their outdoor learning offer in schools. We offer consultancy advice, training for staff, presentations to families, development of outdoor learning site, weekly in-school curriculum linked outdoor learning sessions with pupils, after school clubs, high quality curriculum-linked school visits to Weston Park as well as bespoke one-off theme linked days.

Some key outcomes and milestones for the year include:

- **Weekly EKO Sessions:** 330 children engaged in weekly EKO sessions throughout the year, either in their school settings or at Weston Park, (an increase of over 500% from last year!). These sessions aim to support the learning in the classroom, foster a connection to nature, improve awareness in managing risk, as well as other essential life skills including communication and resilience.
- **EKO@WestonPark:** 724 pupils were warmly welcomed to Weston Park for curriculum-linked school visits during the school term, either part or fully-funded. This was slightly lower than last year and so we are reviewing our costing strategy, seeking funding and moving to a per head price to ensure that we remain accessible. Increased travel costs have had an impact on school trips too.

“Everyone came home happy and enthusiastic. Staff did not feel exhausted, which can often be the case after a trip. It was a lovely culmination of our learning and a super end to the half term.”

- **EKO Holiday Clubs:** We have increased our age range to up to 16 years due to requests from councils and families. Over 1000 children aged 6-16 participated in our holiday clubs at Weston Park this year. 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.

“We are incredibly lucky to have EKO Holiday Club. You all have such an impact on Max’s life and growth.” Parent of 1:1 Holiday Club child

- **Professional Development:** We provided over 300 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
- **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.



3. PARTNERSHIPS AND COLLABORATIONS

EKO has long recognised the power of collaboration in maximising our impact and helping 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.
- **Urban Outdoor Learning:** Our training offer in partnership with Chris Wishart of Urban Outdoor Learning continues to provide high quality 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.

“Really positive – staff commented on how wholesome and calming the day felt.”

- **Creative Art Programme:** We are in our fourth 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.

4. FINANCIAL REVIEW

Unfortunately EKO has achieved lower than expected income from donations this year due to the current UK economic situation as well as personnel issues. Our reserves have ensured that we are able to move forward sustainably but in response to this we are developing a robust fundraising strategy for 25/26 which includes a large fundraising event.

Our funding continues 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 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 £68,784.

At the year end, the charity had free reserves of £18,651 (2024: £25,809) 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 Creative Director, 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.

6. GOING FORWARD

Looking ahead to 25/26, EKO is committed to expanding our impact by:

- **Increasing our Donation income** through running effective fundraising events.
- **Increasing In-School Offerings:** We are looking to develop a new school staff training programme around curriculum-linked sessions as schools struggle to include pure Forest School sessions i.e. child-led undirected outdoor learning in their timetables

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

As always, 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 24/06/2026

A handwritten signature in black ink, appearing to read 'Amy Holcroft', written in a cursive style.

Amy Holcroft
Chair of Trustees