

CONTENTS AND COMPANY INFORMATION

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DIRECTORS: E Andrews D Hebron (appointed 6th March 2024 resigned 2nd April 2025)
 R Luff
 T Hyatt
 N Akehurst
 C Magee
 L McKay

SECRETARY: A Jarrett

REGISTERED OFFICE: Y Plas
 Machynlleth
 Powys
 SY20 8ER

REGISTRATION NUMBER: 1112242

CHARITY NUMBER: 266446

BANKERS:	The Co-operative Bank PO Box 200 Delf House Southway Skelmersdale WN8 6GH	Triodos Bank UK Ltd Deanery Road Bristol BS1 5AS
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AUDITORS: Prentis & Co LLP
 Chartered Accountants
 & Statutory Auditors
 115c Milton Road
 Cambridge
 CB4 1XE

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

REPORT OF THE DIRECTORS

The directors present their report and the financial statements for the year ended 31st December 2024.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1st January 2019).

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is constituted as a company limited by guarantee, and is therefore governed by a Memorandum and Articles of Association. It is registered as a charity with the Charity Commission. In the event of the company being wound up the liability of the members is limited to £1. On 28th February 2020 the Articles of Association were updated to bring them into line with the Companies Act 2006 and allow for remote meetings.

APPOINTMENT OF DIRECTORS

The Board of Directors has the power to appoint additional members.

DIRECTORS TRAINING

Directors of the charity keep their knowledge of the charity sector up to date as necessary. The company secretary briefs them at regular intervals on activity.

In the event of new directors being admitted the charity, the directors would ensure that they had a suitable induction process.

ORGANISATION

The Charity is organised so that the directors meet when required (currently on a quarterly basis) to oversee the administration of the Charity. The objects are attained with the services of six part time project staff and researchers who utilise the funds as needed to carry out planned research. There have been no changes in the policies adopted to achieve the charitable objectives during the year.

RISK

The directors keep the areas of risk under review and it is on the agenda for their meetings.

OBJECTS AND ACTIVITIES

The Charity's object is to research the organisation and activity of government, industry, business, trade, the professions and the services and to assess their impact on the environment and life of the community and to make the result of such research available to and for the benefit of the public. Its policies in carrying out the objects remain unchanged.

ACHIEVEMENTS, PERFORMANCE AND FUTURE DEVELOPMENTS

In 2024 we have continued to support those working on climate, social, racial and economic justice to research and strengthen the stories that unite us. This year we continued with our new cross-issue movement-building narrative strategy.

Strategy

Building our Narrative Power: In 2024 we ran the first iteration of Building Our Narrative Power (BONP), a year-long cross-issue leadership development and research programme for 16 communicators with lived experience of the issues they are working on.

Throughout 2024, via two week long residencies and online seminars, we delivered workshops covering narrative mapping, audience theory & strategy, messaging basics, narrative strategy creation including research & practical applications, and how to engage with audiences outside of one's regular supporter base. In collaboration with strategic narrative experts at FrameWorks Institute, we looked into societal beliefs and mindsets.

The programme continues into 2025 with mentoring and support for the participants as they apply the knowledge in their own areas.

Democratising Narrative Training: We began work on the first one-stop-shop resource library of narrative and framing resources in the UK and created and ran two narrative change online courses.

Online training: We published and prepared a new iteration of our online course, Getting Started with Narrative Change on a new education platform. The course will run in early 2025.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

REPORT OF THE DIRECTORS CONT.....

Evaluation & Learning: Work continued with external consultants, Liverpool World Centre, who were present throughout the 2024 Building our Narrative Power program. They will report in early 2025 and we will integrate their findings into the next stage of our strategy.

Partnership Development and Community

We integrate network building into all of our programmes.

We continued to work with Joseph Rowntree Foundation's (JRF) Narrative Power programme. The programme connected us more closely with narrative organisations in the UK including Heard, Inter-Narratives, Common Cause, New Economy Foundation and RadComms. We are working to advocate for a bolder form of change, creating a collective narrative about narrative work, building narrative change infrastructure, and influencing funders to take a radically different approach to funding narrative work. A new fund from JRF is planned to be launched in 2025 drawing on this work.

Projects and Workshops

Framing Modern Slavery: A large framing project, in collaboration with The British Institute of International and Comparative Law, researching the narratives around Modern Slavery, began in October 2023 and continued into 2024 with the publication of the final report in June 2024.

Staff Changes: We appointed a new fundraiser in September 2024.

FINANCIAL REVIEW

During the year expenditure exceeded income by £67,045, prior year income exceeded expenditure by £122,321.

RESERVES

The directors try to ensure that the Charity has sufficient cash reserves to meet three months running costs, as funding is generally provided quarterly.

DIRECTORS

All directors of the charitable company are also Trustees of the Charity, and there are no other Trustees. All of the Trustees named below served throughout the year except as shown below. The Board has power to appoint additional Trustees as it considers fit to do

S Zlotowitz (resigned 6th March 2024)	J Beswick (resigned 13th June 2024)	N Akehurst
E Andrews	R Luff	C Magee
E Baker (resigned 13th June 2024)	T Hyatt	L McKay (appointed 6th March 2024)
		D Hebron (appointed 6th March 2024 and resigned 2nd April 2025)

KEY PERSONNEL AND PAY POLICY

The directors consider the Board of Directors as comprising the key management personnel of the Charity in charge of directing and controlling the Charity and running and operating the Charity on a day to day basis. All directors give their time freely.

POTENTIAL IMPACT OF LEAVING THE EUROPEAN UNION

The directors have considered the impact of leaving the European Union and have concluded that the event has not significantly impacted the Charity's activities.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company and Charity law require the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the year then ended.

In preparing those financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles of the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

REPORT OF THE DIRECTORS CONT.....

- prepare the financial statements on the going concern basis unless it is inappropriate to assume the Charity will continue on that basis.

The directors are responsible for maintaining 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, Charities Act 2011 and the Charity (Accounts and Reports) Regulations.

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.


The directors in office at the date the Directors' Report is approved confirm that:

- so far as each director is aware, there is no relevant audit information of which the charity's auditor is aware; and
- the directors have taken all steps that they ought to have taken as directors to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

AUDITORS

The Auditors, Prentis & Co LLP, will be proposed for re-appointment in accordance with Section 485 of the Companies Act 2006.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006. It was approved by the board on 22/09/2025 and signed on its behalf.


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R LUFF
DIRECTOR

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PUBLIC INTEREST RESEARCH CENTRE LIMITED

We have audited the financial statements of Public Interest Research Centre Limited for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows, and the related notes on pages 10 to 15. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standards 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice), as applicable to financial statements prepared in accordance with the small companies regime of the Companies Act 2006.

OPINION

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure 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 Companies Act 2006.

BASIS OF 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 charitable company in accordance with ethical requirements that are relevant to the audit of the financial statements in the UK, including FRC's Ethical Standard, and we have fulfilled our 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 directors 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 charitable company'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 directors with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The directors are responsible for the other information. The other information comprises the information included in the Directors' Report other than the financial statements and our Auditor's report therein. 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.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' report has been prepared in accordance with applicable legal requirements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PUBLIC INTEREST RESEARCH CENTRE LIMITED Continued

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Report of the Directors.

RESPONSIBILITIES OF THE DIRECTORS

As explained more fully in the Statement of Directors' Responsibilities statement set out on page 3 the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they 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 directors are responsible for assessing the charitable company'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 directors either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

OUR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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 it 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.

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. This description forms part of our Auditor's report.

IDENTIFYING AND ASSESSING POTENTIAL RISKS RELATED TO IRREGULARITIES

Irregularities, including fraud, are instances of non-compliance with laws and regulations. The primary responsibility for the prevention and detection of irregularities including fraud rests with both the management and those charged with governance of the charitable company. We designed 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:

We have considered the nature of the industry and sector, control environment, laws and regulations and business performance of the charitable company, including its remuneration policies. Laws and regulations considered included, but were not limited to, the Companies Act 2006, Charities Act 2011, Charity SORP and FRS102.

We have enquired with management in regards to their own assessment of the risks of irregularities, including fraud. We also enquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

We have obtained relevant documentation and representations in order to form an opinion on potential irregularities, including fraud.

We considered the opportunities and incentives that may exist within the organisation for fraud.

Based on this understanding, we designed specific audit procedures to identify instances of non-compliance with laws and regulations, including obtaining corroborative evidence as required. Examples of procedures included reviewing large and unusual transactions, reviewing large and unexpected variances, reviewing journal entries and reviewing legal correspondence.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

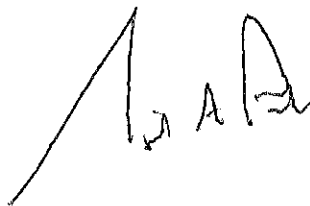
REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PUBLIC INTEREST RESEARCH CENTRE LIMITED Continued

There are inherent limitations in the audit procedures described above, not least as sampling is used under International Auditing Standards, therefore not all transactions are reviewed. This means there is a risk we will not detect all irregularities including those leading to a material misstatement in the financial statements or non-compliance with regulations. The risk of not detecting a material misstatement due to fraud is also higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, collusion, omission or intentional misrepresentation.

Relevant identified laws and regulations were communicated within the engagement team so they remained alert throughout the audit for indications of fraud or non-compliance.

USE OF OUR REPORT

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in a 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 charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



NIGEL PRENTIS FCA (SENIOR STATUTORY AUDITOR)
FOR AND ON BEHALF OF:
PRENTIS & CO LLP
CHARTERED ACCOUNTANTS
& STATUTORY AUDITORS

115c Milton Road
Cambridge
CB4 1XE

25th September 2015

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds	Restricted Funds	2024 Total	Unrestricted Funds	Restricted Funds	2023 Total
INCOME		£	£	£	£	£	£
Grants and donations	2	222,318	50,000	272,318	254,912	117,450	372,362
Charitable activities	3	42,011	-	42,011	17,713	-	17,713
Investment income		2,081	-	2,081	581	-	581
TOTAL INCOME		266,410	50,000	316,410	273,206	117,450	390,656
EXPENDITURE							
Charitable activities:							
Research work and other charitable activity		324,403	59,052	383,455	199,874	68,461	268,335
TOTAL EXPENDITURE	4	324,403	59,052	383,455	199,874	68,461	268,335
NET INCOME AND NET MOVEMENT IN FUNDS FOR THE YEAR	5	(57,993)	(9,052)	(67,045)	73,332	48,989	122,321
Total funds brought forward		156,604	59,052	215,656	83,272	10,063	93,335
Total funds carried forward		98,611	50,000	148,611	156,604	59,052	215,656

None of the companies activities were acquired or discontinued during the year and there were no recognised gains or losses for 2024 or 2023 other than those included in the Statement of Financial Activities.

The notes on pages 10 to 15 form part of these financial statements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

BALANCE SHEET

	Notes	2024	2023
		£	£
FIXED ASSETS			
Tangible assets	7	1,461	1,943
CURRENT ASSETS			
Debtors	8	514	89,026
Cash at bank and in hand		159,247	137,307
Total Current Assets		<u>159,761</u>	<u>226,333</u>
LIABILITIES			
Creditors: amounts falling due within one year	9	12,611	12,620
Net Current Assets		<u>147,150</u>	<u>213,713</u>
NET ASSETS		<u>148,611</u>	<u>215,656</u>
THE FUNDS OF THE CHARITY			
Unrestricted Income funds	11	98,611	156,604
Restricted Income funds	12	50,000	59,052
TOTAL FUNDS		<u>148,611</u>	<u>215,656</u>

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006. It was approved by the board on 22/09/2025 and signed on its behalf.


 R LUFF
 DIRECTOR

The notes on pages 10 to 15 form part of these financial statements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

STATEMENT OF CASH FLOWS

	Notes	2024 £	2023 £
Cash flows from operating activities:			
Net cash provided by/(used by) operating activities	13	22,826	70,155
Cash flows from investing activities:			
Purchase of property, plant and equipment		(886)	(1,207)
Net cash provided by investing activities		<u>(886)</u>	<u>(1,207)</u>
Change in cash and cash equivalents in the reporting period		21,940	68,948
Cash and cash equivalents at the beginning of the reporting period		137,307	68,359
Cash and cash equivalents at the end of the reporting period		<u>159,247</u>	<u>137,307</u>

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

(a) BASIS OF PREPARATION

The financial statements have been prepared in accordance with 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Public Interest Research Centre Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes. The financial statements are stated in sterling which is the functional currency of the charity.

(b) INCOME RECOGNITION

Grants and donations are recognised when there is entitlement.

(c) EXPENDITURE RECOGNITION

Expenditure includes all costs directly incurred on charitable projects being run by the Charity. It is recognised when it is incurred.

(d) VALUE ADDED TAX

Expenditure includes VAT where appropriate.

(e) TANGIBLE FIXED ASSETS AND DEPRECIATION

Tangible fixed assets are stated at cost less depreciation.

Depreciation is provided on all tangible assets at rates calculated to write-off the costs less estimated residual value of each asset over its expected useful life as follows:

Office equipment	- over 4 years
Computer equipment	- over 4 years
Fixtures and fittings	- over 8 years

(f) OPERATING LEASES

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor, are charged against profit as incurred.

(g) FOREIGN CURRENCIES

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange differences are taken into account in arriving at the movement of funds.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

NOTES TO THE FINANCIAL STATEMENTS

2.	GRANTS AND DONATIONS	Unrestricted	Restricted	Total
	- Current Year	2024	2024	2024
		£	£	£
	Grants received during the year			
	Jam Today	15,000	-	15,000
	Joseph Rowntree Charitable Trust	50,485	-	50,485
	Paul Hamlyn Foundation	35,000	-	35,000
	Esme Fairbairn Foundation	68,500	-	68,500
	Calouste Gulbenkian Foundation	-	20,000	20,000
	Nebula Fund	53,123	-	53,123
	Lankelly Chase Foundation	-	30,000	30,000
		222,108	50,000	272,108
	Donations received during the year	210	-	210
		222,318	50,000	272,318
	- Prior Year	Unrestricted	Restricted	Total
		2023	2023	2023
		£	£	£
	Grants received during the year			
	Jam Today	19,500	-	19,500
	Joseph Rowntree Charitable Trust	100,334	-	100,334
	Barrow Cadbury Trust	-	17,450	17,450
	Paul Hamlyn Foundation	75,000	-	75,000
	Esme Fairbairn Foundation	60,000	-	60,000
	Calouste Gulbenkian Foundation	-	30,000	30,000
	Lankelly Chase Foundation	-	30,000	30,000
	Lankelly Chase Foundation - "Embrace the Mess"	-	40,000	40,000
		254,834	117,450	372,284
	Donations received during the year	78	-	78
		254,912	117,450	372,362
3.	INCOME FROM CHARITABLE ACTIVITIES	Unrestricted	Restricted	Total
	- Current Year	2024	2024	2024
		£	£	£
	Commissioned work	41,773	-	41,773
	Book sales	47	-	47
	Miscellaneous income	191	-	191
		42,011	-	42,011
	- Prior Year	Unrestricted	Restricted	Total
		2023	2023	2023
		£	£	£
	Commissioned work	17,549	-	17,549
	Book sales	(15)	-	(15)
	Miscellaneous income	179	-	179
		17,713	-	17,713

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

NOTES TO THE FINANCIAL STATEMENTS

4.	EXPENDITURE ON CHARITABLE ACTIVITIES - Current Year	Unrestricted	Restricted	Total
		2024	2024	2024
		£	£	£
	Research salaries (note 6)	155,719	44,052	199,771
	Research costs	86,288	15,000	101,288
	Computer support	4,307	-	4,307
	Travelling expenses	9,916	-	9,916
	Telephone	802	-	802
	Office rent and utilities	8,331	-	8,331
	Stationery, office supplies and printing	1,556	-	1,556
	Subsistence and hospitality	4,934	-	4,934
	Postage	110	-	110
	Books, subscriptions etc.	334	-	334
	Bank charges	92	-	92
	Miscellaneous expenses	23,707	-	23,707
	Depreciation	1,368	-	1,368
	Seminar costs	21,125	-	21,125
	Training	483	-	483
		<u>319,072</u>	<u>59,052</u>	<u>378,124</u>
	GOVERNANCE COSTS			
	Auditors remuneration	5,331	-	5,331
		<u>324,403</u>	<u>59,052</u>	<u>383,455</u>
	EXPENDITURE ON CHARITABLE ACTIVITIES - Prior Year	Unrestricted 2023 £	Restricted 2023 £	Total 2023 £
	Research salaries (note 6)	132,963	43,461	176,424
	Research costs	26,526	25,000	51,526
	Computer support	2,883	-	2,883
	Travelling expenses	11,030	-	11,030
	Telephone	729	-	729
	Office rent and utilities	7,623	-	7,623
	Stationery, office supplies and printing	284	-	284
	Subsistence and hospitality	1,464	-	1,464
	Postage	79	-	79
	Books, subscriptions etc.	257	-	257
	Bank charges	246	-	246
	Miscellaneous expenses	2,467	-	2,467
	Depreciation	1,608	-	1,608
	Seminar costs	1,993	-	1,993
	Training	4,771	-	4,771
		<u>194,923</u>	<u>68,461</u>	<u>263,384</u>
	GOVERNANCE COSTS			
	Auditors remuneration	4,951	-	4,951
		<u>199,874</u>	<u>68,461</u>	<u>268,335</u>
5.	NET INCOME FOR THE YEAR		2024	2023
	The net income for the year is stated after charging:		£	£
	Depreciation of tangible fixed assets owned by the Charity		1,368	1,608
	Audit fee		<u>5,331</u>	<u>4,951</u>

MANAGEMENT THREAT IN RELATION TO NON-AUDIT SERVICES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

NOTES TO THE FINANCIAL STATEMENTS

6. STAFF COSTS

No remuneration was paid to directors during the year.

There were no amounts paid to directors for reimbursement of expenses within the year (2023: £Nil).

	2024	2023
	£	£
Salaries	182,447	163,019
Social security and pension costs	17,324	13,405
	<u>199,771</u>	<u>176,424</u>

The average weekly number of staff employed by the Charity during the year was:

	2024	2023
Direct charitable workers	<u>7</u>	<u>6</u>

The key management personnel of the charitable company comprise the Trustees.

No employee received remuneration of more than £60,000.

7. TANGIBLE FIXED ASSETS

Current Year

	Office Equipment £	Computer Equipment £	Fixtures and Fittings £	Total £
COST				
Balance at 1.1.24	8,981	13,367	3,698	26,046
Additions	-	886	-	886
Balance at 31.12.24	<u>8,981</u>	<u>14,253</u>	<u>3,698</u>	<u>26,932</u>
DEPRECIATION				
Balance at 1.1.24	8,687	11,718	3,698	24,103
Charge for the year	98	1,270	-	1,368
Balance at 31.12.24	<u>8,785</u>	<u>12,988</u>	<u>3,698</u>	<u>25,471</u>
NET BOOK VALUE at 31.12.24	<u>196</u>	<u>1,265</u>	<u>-</u>	<u>1,461</u>

- Prior Year

	Office Equipment £	Computer Equipment £	Fixtures and Fittings £	Total £
COST				
Balance at 1.1.23	8,589	12,552	3,698	24,839
Additions	392	815	-	1,207
Balance at 31.12.23	<u>8,981</u>	<u>13,367</u>	<u>3,698</u>	<u>26,046</u>
DEPRECIATION				
Balance at 1.1.23	8,443	10,354	3,698	22,495
Charge for the year	244	1,364	-	1,608
Balance at 31.12.23	<u>8,687</u>	<u>11,718</u>	<u>3,698</u>	<u>24,103</u>
NET BOOK VALUE at 31.12.23	<u>294</u>	<u>1,649</u>	<u>-</u>	<u>1,943</u>

8. DEBTORS

	2024	2023
	Due within one year £	Due within one year £
Trade debtors	-	249
Prepayments	-	1,875
Other debtors	514	86,902
	<u>514</u>	<u>89,026</u>

FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

NOTES TO THE FINANCIAL STATEMENTS

12. RESTRICTED FUNDS(continued)

Calouste Gulbenkian Foundation: Diversify, democratise, and deepen civil society's work on story, framing and narrative.

Lankelly Chase Foundation: Support the Building Narrative power training course.

Lankelly Chase Foundation - "Embrace the Mess": Pilot community organising course.

13. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net movement in funds	(67,045)	122,321
Add back depreciation	1,368	1,608
Decrease(increase) in debtors	88,512	(59,704)
Increase/(decrease) in creditors	(9)	5,930
Net cash provided/(used by) by operating activities	<u>22,826</u>	<u>70,155</u>