

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales · Charity number 326864

Details

Other names THE CHILD ASSAULT PREVENTION PROGRAMME

Status Registered

Legal form Other

Registered 1985-05-30

Register [View on the Charity Commission register](#)

Contact

Address 8-10 South Street
Epsom
Surrey
KT18 7PF

Phone 07841 024211

Email info@kidscape.org.uk

Website www.kidscape.org.uk

Activities

Objects: TO PRESERVE AND SAFEGUARD CHILDREN FROM SEXUAL AND OTHER ASSAULTS BY ADVANCING THEIR EDUCATION INTO THE PREVENTION OF SUCH ASSAULTS.

Activities: Helpline for parents of bullied children
Free anti-bullying courses, ZAP, for children and parent training for professionals
website, books, leaflets and other educational materials
information on child safety

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training
- **Who:** Children/young People, People With Disabilities

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£345,644	£463,502	-	-
2024-03-31	£270,478	£563,894	-	-
2023-03-31	£763,289	£464,358	£833,177	11
2022-03-31	£290,820	£380,918	-	-
2021-03-31	£533,905	£382,817	£619,727	13

Trustees

Name	Role	Appointed
Rebecca Gray	Chair	2024-06-18
JOHN HADJIPATERAS		1990-01-04
Jason Tait		2022-07-28
Kitty Poole		2019-03-27
Richard Bowyer		2019-03-27
Salvatore Petrone		2020-12-21

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales - Charity number 326864

Accounts

**Report of the Trustees and
Audited Financial Statements
for the Year Ended 31 March 2025
for
The Kidscape Campaign for Children's
Safety**

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

**The Kidscape Campaign for Children's
Safety**

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for the Year Ended 31 March 2025**

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The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

Introduction from the Chair

I am delighted to introduce the annual report for Kidscape for the financial year 2024-25.

The financial year 2024-25 involved much change at Kidscape – I joined the charity as Chair in the summer of 2024 as Ian Joseph stood down after 6 years leading the board. Paula Timms moved on as CEO at the close of the financial year. We wish both well and thank them for their service.

Though Kidscape is a small charity, we are unique in the anti-bullying sector in providing dedicated support to help children experiencing bullying, and unique in having a specialist telephone helpline for parents and carers. We continue to reach many thousands of children and young people through our bullying prevention courses in schools.

Our small size continues to provide challenges however as the financial climate affecting small charities gets tougher to navigate. We raised more funds in 2024-25 than in the year before but continue to have a deficit. The Board has given much thought to how to safeguard and develop our vital work and place it onto a sustainable footing into the future. The Board has agreed to the transfer of Kidscape's assets, work and personnel to Coram, the UK's oldest children's charity. This marks an exciting opportunity to embed our services within Coram's established and highly respected provision, enabling us to broaden and deepen the impact of our work while securing a safe and sustainable future for it. The transfer is expected to take place in the first half of 2026, and we very much look forward to seeing—and continuing to support—this important work as it grows in the years ahead.

Rebecca Gray, Chair Kidscape

The trustees present their report with the financial statements of the charity for the year ended 31 March 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).

The Kidscape Campaign for Children's Safety is a registered charity. Its trading subsidiary is Kidscape Trading Limited, profits from which are passed through to the charity.

OBJECTIVES AND ACTIVITIES

Trust Deed information

The charity's objects contained in the company's memorandum of association are to preserve and safeguard children from sexual and other assaults by advancing their education into the prevention of such assaults. Our vision is for all children to grow up in supportive communities safe from bullying and harm.

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives. The purpose of the Charity are, for the public benefit:

- to protect children and young people from bullying and other forms of harm, and to promote the wellbeing of children and young people, in particular (without limitation) by:
 - advancing the education of children and young people in relation to bullying and other forms of harm, by means including but not limited to community and school-based workshops.
 - promoting the building of communities of support to keep children safe from bullying and other forms of harm, by means including but not limited to providing training, resources, peer mentoring and other forms of support, in each case parents, carers, schools, sports clubs and organisations that have contact with children and families; and
 - to advance any other charitable purposes which the trustees may time to time think fit and which are in the opinion of the trustees complementary to the foregoing objects.

This report provides a summary of our objectives, activities, and the outcomes of our work in the accounting period, 1st April 2024 to 31 March 2025.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

Our main activities, achievements and performance.

Kidscape's strategy for 2021-24 'Hope and Help' was organised into three pillars:

1. **REACH** – making sure we are reaching the children and families who need us most and that we have a significant impact on their lives
2. **REPRESENT** – making sure staff and volunteers are representatives of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying
3. **RESPOND** – making sure we listen to children, families, schools and communities and work together to improve and develop programmes and services.

We aimed to reduce the impact of bullying and harm through programmes that:

- Build communities of support
- Reduce isolation and loneliness
- Promote positive relationships
- Support resilience and wellbeing
- Help children recognise and respond to bullying behaviour

During the course of 2024-2025, as our previous 3 year strategy drew to a close, we developed a new strategy, Keeping Children Safe from Bullying and Harm covering 2024-2030.

The Kidscape board of trustees and team would like to acknowledge our gratitude the contribution of previous CEO Paula Timms who left Kidscape in April 2025 and Ian Joseph who stepped down as chair of Kidscape after 6 years in June 2024.

Our performance

In the last year (2024-25) we directly supported **8,058 children and young people, 2,968 parents and carers and 2,747 professionals** across England and Wales, with a further 6,877 downloads of our online resources for parents and carers from our website. Kidscape's online Preventing Bullying Course accessed via TES's learning portal was completed 11,888 times in 2024-25.

Reach

We provided direct support to **8,058 children** via our training programmes such as Bullying Awareness Champions, Peer Mentoring for Young People, RISE and Youth Community Leader Programme. A key part of our work was also our ZAP Community workshops, which supported over **105 families**. These workshops offer targeted help to children and families affected by bullying. We also reached **3,734 children** through our ZAP in Schools workshops. This was supported by funding from the Youth Endowment Fund and our collaboration with the Anti-Bullying Alliance.

"I cannot express enough gratitude for the difference it's made to my son. Thank you, thank you, thank you."

ZAP Parent 2024

"Sometimes hope can be so hard to muster and the workshops this evening ignited that in all of us. We feel informed, empowered and grateful for the opportunity to connect with others, for our young person to connect with others, feel supported and not alone. We have practical strategies to move forward and many lifelines to pursue...which is very comforting. Thank you and keep doing what you are doing."

ZAP Parent 2025

"It was great to finally feel supported and not alone."

ZAP Parent 2024

ZAP online has significantly increased our ability to provide help and support when needed. Attendance rates are consistently higher, and the virtual format provides **a safer, more accessible space** for young people. We've also seen **a notable increase in participation from neurodiverse children**, highlighting the importance of the online model.

The other core plank of Kidscape's work is to support families of children who are experiencing bullying through our long-standing Parent Advice Line (PAL).

Over the past 12 months, we've had around 150 contacts, mostly during school term time. Our advisor works part-time (2.5 days a week), and as cases have become more complex, we have introduced a new online booking system, to help us provide more tailored advice and support. Our call-booking system allows parents and carers to choose a time that works for them.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

This system also helps us gather information in advance, enabling our advisor to provide more personalised and effective advice. The new system has been well received and now sits alongside our existing contact methods - phone, WhatsApp, and email.

PAL offers:

- Emotional Support – A safe space to share feelings and reduce stress
- Signposting – Referrals to local services like school nurses, counselling, and legal/SEND support
- Practical Advice – Guidance on school communication, escalation, and resources like workshops, template letters, and our e-book

We've also made improvements this year to data collection and feedback to our PAL services, helping us understand the impact and identify ways to improve. As part of this work, we recorded several family case studies, now featured on our website under Real Lives, Real Stories, which highlight the real-life experiences of those who have used our service.

Represent

Empowering children to take the lead in bullying prevention and response

This year, we upskilled over 2,200 primary-age children to become Bullying Awareness Champions. This significant increase in reach was made possible through targeted funding from Grosvenor to deliver the programme in Westminster schools.

Feedback from the young champions highlighted a need for continued support after the programme. In response, we launched the Champion Hub, a dedicated space filled with engaging assembly plans and classroom resources to help children lead anti-bullying initiatives in their schools.

In addition, 400 young people were trained as peer mentors, helping to foster safer and more inclusive school communities.

Respond

We have continued to collaborate and build partnerships to extend our reach and deepen our impact. This year's highlights include:

- Working with the Anti-Bullying Alliance on the United Against Bullying+ programme.
- Scoping a new youth social programme to be launched in the financial year 25-26, funded by JD Foundation.
- Delivering successful corporate workshops, including four sessions with Citibank, who have now booked three additional workshops with Kidscape.

As part of our strategy to build inclusivity of our work, we've supported a range of other charities and organisations, including BodyHappy.org, CLAPA (Cleft Lip and Palate Association), Words Matter, Autistica, the Muslim Mind Collaborative, Whizz-Kidz, Cruise Bereavement Charity, Kinship carers and many more.

Our team has also received valuable training in:

- Young Carer Awareness
- Eating Distress Awareness
- Autism Awareness

Building our volunteer base

- We continue to expand our volunteer network across England, now engaging over 41 volunteers, including dedicated Ambassadors. In addition to this, we benefit from a wide range of pro-bono support.
- We're proud to have recently become an approved volunteer placement for the University of Northampton, offering opportunities to Year 2 and Year 3 students who are required to complete 40 hours of volunteering. So far, we've worked with six student volunteers through this partnership.
- To help expand the PAL service, we are creating new volunteer roles which we hope to begin in 25-26. Recruiting volunteers will improve the availability of PAL and allow us to support more families.

Kidscape influencing change

Earlier this year we were invited to a stakeholder meeting with Education Minister Stephen Morgan and the Department for Education (DfE). This allowed us to share key insights from families who contacted PAL. We were also invited to a follow-up meeting with the DfE Anti-Bullying Team, where four families who had used PAL were able to speak directly about their experiences dealing with bullying.

We submitted evidence to the Children and Wellbeing Bill Committee Stage in February 2025

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

We continue to collaborate with Dr. Nathalie Noret from the University of York to raise awareness of bullying as a form of trauma. In September 2024, we co-hosted a successful webinar to present the findings from our joint research, helping to shape better understanding and responses to bullying.

FINANCIAL REVIEW

Financial position

Review of the charity's financial position at the end of the period

We ended the year with a deficit of £113,633, down from a deficit of £293,886 in 23/24, albeit that the 23/24 figures were skewed from the recognition of Jingle Jam income.

Income increased from £254,933 to £345,644. Primary source of funding remained grant income, accounting for 67% of total income. Training income decreased in the year, reflective of staffing changes at the Charity and marketing challenges.

Despite these challenges and decreases in income, careful monitoring of overheads ensured that costs didn't increase, and actually fell from £564,364 to £463,502. The largest overhead remains staff wages, as is common-place for non-for-profit organisations.

Financial procedures

There are robust financial procedures in place to monitor income and expenditure. These include daily checks of our online banking transactions, detailed cash flow reviews and monthly accounts produced by the Director of Finance and Administration. A board sub-committee meets with the CEO and Director of Finance and Administration to review income and expenditure, quarterly management accounts are prepared by our accountants with variance analysis, with finance reports provided each quarter to the full Board of Trustees.

Reserves policy

In 2019-2020 we reviewed our reserves policy in light of our reduced operating expenditure and the higher risks presented by the impact of the pandemic. We aim to hold six months' worth of planned future operating expenditure, plus £200,000 to address potential cash flow variability. This is to address the continued volatility of the financial climate in the United Kingdom, the impact of high inflation, and the increasing demand for our services. On 31 March 2025, we held unrestricted free reserves of £424,058.

The Board subsequently reviewed the reserves policy again in the financial year 2025-26, following detailed financial modelling on the reserves needed to meet all liabilities in the event of wind-down. The policy is now to hold at least 4 months running costs.

Investment Policy

£100,000 of Kidscape's reserves are invested in a Cazenove Multi-Asset Fund, established, and approved by the Charity Commission. The value of the fund at the close of the financial year was £163,853. The target return objective is inflation plus 4% over an economic cycle. The investment into this fund was made after extensive research by the Trustees and members of the senior management team. It was noted that the Fund is widely used among charities, of all sizes, provides an appropriate level of risk, and that funds are available for withdrawal at any time.

**The Kidscape Campaign for Children's
Safety**

**Report of the Trustees
for the Year Ended 31 March 2025**

STRUCTURE, GOVERNANCE AND MANAGEMENT

Trust Deed

The charity is governed by its Trust Deed. Legal responsibility for the management and stewardship of the charity is vested in the Board of Trustees. The CEO of the charity is responsible for the day-to-day management of the organisation and is responsible to the Board of Trustees.

Recruitment and Appointment of Trustees

In this financial year, we were supported by a team of 7 Trustees with a broad range of experience. The Trustee board includes designated roles of the Chair, Treasurer and Safeguarding Lead.

Rebecca Gray was appointed as chair of Kidscape in June 2024, following on from Ian Joseph who had served for 6 years on the Board of trustees.

Meetings of trustees and conduct of business

The Trust Deed requires Trustees to meet once a year, but they meet four times per year, and this was the case in the year to 31 March 2025 (with a mix of remote and face-to-face meetings). The board also held an away day with all staff to review strategy. There are two additional sub-committees to the board overseeing Finance, and Income Generation.

Issues of risk, planning and strategy are discussed in full board. While income increased in this financial year compared with last year and the deficit reduced, questions around long-term financial sustainability continued to be a real concern to the Board.

The Trustees continued efforts to pursue charity incorporation during the year. Despite the creation of the new charity, this was not progressed due to the challenging faced in persuading our long term bankers to set up a new account under the new charity name and number; this was unrelated to any concerns about the financial management of the Charity. As has been reported by the Charity Finance Group and the National Council for Voluntary Organisations among others, the challenges of setting up new accounts for long established charities is now a common problem.

**The Kidscape Campaign for Children's
Safety**

**Report of the Trustees
for the Year Ended 31 March 2025**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

John Hadjipateras
Calum Smyth (resigned 3/6/2024)
Sania Shakoor (resigned 8/1/2025)
Ian Joseph - Chairman (resigned 3/6/2024)
Kitty Poole
Richard Bowyer
Salvatore Petrone
Jason Tait
Rebecca Louise Gray Chairman (appointed 18/6/2024)

Principal Officers

Paula Timms - Chief Executive Officer (resigned 30/04/2025)
Sarah Teather - Interim Chief Executive Officer (appointed 01/04/2025)
Lisa Spencer - Director of Finance

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Solicitors

Stone King LLP
16 St John's Lane
London EC1M 4BS

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

**The Kidscape Campaign for Children's
Safety**

**Report of the Trustees
for the Year Ended 31 March 2025**

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity 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 charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

27 January 2026

Approved by order of the board of trustees on and signed on its behalf by:

Rebecca Gray

.....
Rebecca Louise Gray - Trustee

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Opinion

We have audited the financial statements of The Kidscape Campaign for Children's Safety (the 'charity') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2025 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The auditor's assessment of the susceptibility of the entity's financial statements to material misstatement, including how fraud might occur. ICAEW guidance relating to reporting on irregularities, November 2020, based on ISA 700 A39-1 to A39-5

- Enquiry of management, those charged with governance and the in-house legal team around actual and potential litigation and claims.
- Enquiry of entity staff in tax and compliance functions to identify any instances of non-compliance with laws and regulations.
- Reviewing minutes of meetings of those charged with governance.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the business rationale of significant transactions outside the normal course of business.

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 Report of the Independent Auditors.

Use of our report

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



for and on behalf of Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

27 January 2026

Date:

**The Kidscape Campaign for Children's
Safety**

**Statement of Financial Activities
for the Year Ended 31 March 2025**

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	<u>133,911</u>	<u>211,733</u>	<u>345,644</u>	<u>254,933</u>
EXPENDITURE ON					
Raising funds	3	66,427	8,097	74,524	104,812
Charitable activities	4				
ZAP		-	54,735	54,735	96,408
Parent Advice Line		-	62,234	62,234	26,940
Westminster Foundation (Grosvenor)		-	34,269	34,269	9,657
Training		-	46,743	46,743	58,124
Other general charitable activities		23,956	-	23,956	9,323
Support		-	41,652	41,652	44,505
RISE		-	-	-	785
School Sessions		3,857	-	3,857	5,643
Jingle Jam		-	2,067	2,067	191,230
The Mather Family Charitable Trust		-	1,560	1,560	7,920
Hollyhock Charitable Foundation		-	48,083	48,083	-
Youth Endowment Fund		-	40,038	40,038	8,547
British Orthodontics		414	-	414	470
JD Foundation		3,149	-	3,149	-
The Mercers' Company		-	7,830	7,830	-
Newport		-	1,686	1,686	-
Young Westminster Foundation		-	6,705	6,705	-
St James Place Charitable Foundation		-	5,000	5,000	-
The Margaret Davies Charity		-	5,000	5,000	-
Total		<u>97,803</u>	<u>365,699</u>	<u>463,502</u>	<u>564,364</u>
Net gains/(losses) on investments		<u>(37,427)</u>	<u>41,652</u>	<u>4,225</u>	<u>15,545</u>
NET INCOME/(EXPENDITURE)		(1,319)	(112,314)	(113,633)	(293,886)
Transfers between funds	14	<u>(113,914)</u>	<u>113,914</u>	<u>-</u>	<u>-</u>
Net movement in funds		(115,233)	1,600	(113,633)	(293,886)
RECONCILIATION OF FUNDS					
Total funds brought forward		539,291	-	539,291	833,177
TOTAL FUNDS CARRIED FORWARD		<u>424,058</u>	<u>1,600</u>	<u>425,658</u>	<u>539,291</u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Balance Sheet
31 March 2025**

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
FIXED ASSETS					
Tangible assets	10	3,149	-	3,149	3,963
Investments	11	<u>163,853</u>	<u>-</u>	<u>163,853</u>	<u>159,628</u>
		167,002	-	167,002	163,591
CURRENT ASSETS					
Debtors	12	8,064	-	8,064	12,643
Cash at bank		<u>283,355</u>	<u>1,600</u>	<u>284,955</u>	<u>412,783</u>
		291,419	1,600	293,019	425,426
CREDITORS					
Amounts falling due within one year	13	(34,363)	-	(34,363)	(49,726)
		<u>257,056</u>	<u>1,600</u>	<u>258,656</u>	<u>375,700</u>
NET CURRENT ASSETS					
		<u>424,058</u>	1,600	425,658	539,291
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>424,058</u>	<u>1,600</u>	<u>425,658</u>	<u>539,291</u>
FUNDS					
14					
Unrestricted funds:					
General fund				260,305	68,051
Designated fund - Parent advice line				-	7,271
Investment fund				163,753	459,818
Designated fund - Pilot Projects				<u>-</u>	<u>4,151</u>
				<u>424,058</u>	<u>539,291</u>
Restricted funds				<u>1,600</u>	<u>-</u>
TOTAL FUNDS					
				<u>425,658</u>	<u>539,291</u>

27 January 2026

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

Rebecca Gray

.....
Rebecca Louise Gray - Trustee

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Cash Flow Statement
for the Year Ended 31 March 2025**

	Notes	2025 £	2024 £
Cash flows from operating activities			
Cash generated from operations	1	<u>(127,828)</u>	<u>(270,190)</u>
Net cash used in operating activities		<u>(127,828)</u>	<u>(270,190)</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		<u>-</u>	<u>(4,068)</u>
Net cash provided by/(used in) investing activities		<u>-</u>	<u>(4,068)</u>
Change in cash and cash equivalents in the reporting period			
Cash and cash equivalents at the beginning of the reporting period		<u>412,783</u>	<u>687,041</u>
Cash and cash equivalents at the end of the reporting period		<u>284,955</u>	<u>412,783</u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Notes to the Cash Flow Statement
for the Year Ended 31 March 2025**

1.	RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES	2025	2024
		£	£
	Net expenditure for the reporting period (as per the Statement of Financial Activities)	(113,633)	(293,886)
	Adjustments for:		
	Depreciation charges	814	105
	Gain on investments	(4,225)	(15,545)
	Decrease in debtors	4,579	14,293
	(Decrease)/increase in creditors	<u>(15,363)</u>	<u>24,843</u>
	Net cash used in operations	<u>(127,828)</u>	<u>(270,190)</u>

2.	ANALYSIS OF CHANGES IN NET FUNDS	At 1.4.24	Cash flow	At 31.3.25
		£	£	£
	Net cash			
	Cash at bank	<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>
		<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>
	Total	<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements
for the Year Ended 31 March 2025**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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.

Governance costs

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Assets costing below £500 are not capitalised by the Charity.

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 report of the trustees.

Within general reserves an amount has been allocated as an investment fund to provide security and longevity to the funding of the charity.

Pension costs

In line with statutory requirements, the Charity provides a qualifying workplace pension scheme for eligible employees through the National Employment Savings Scheme (NEST).

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

2. DONATIONS AND LEGACIES

	2025	2024
	£	£
Donations	61,817	93,251
Training income	48,180	79,606
Grants	233,655	76,733
Legacies	<u>1,992</u>	<u>5,343</u>
	<u>345,644</u>	<u>254,933</u>

Grants Receivable:

	2025	2024
	£	£
<u>Restricted</u>		
Training income	46,940	79,606
Westminster Foundation (Grosvenor)	34,278	8,712
Bully Awareness Champions	1,634	-
The Mercers' Company	7,830	-
ProMo Cymru Ltd	4,800	-
St James Palace Charitable Foundation	5,000	-
The Margaret Davies Charity	5,000	-
Winifred Eileen Kemp Trust	1,000	-
Young Westminster Foundation	5,634	-
Other	8,416	-
ZAP	-	11,645
Hollyhock Charitable Foundation	<u>48,082</u>	<u>13,278</u>
Total	<u>160,198</u>	<u>108,260</u>

Unrestricted:

Included within unrestricted income were grants of £37,750 (2024: £37,023) from Raise Your Hands and D G Cox Charitable.

Training Income:

The Charity received £46,940 (2024: £79,606) in relation to training income completed. This is included within donations above.

3. RAISING FUNDS

Raising donations and legacies

	2025	2024
	£	£
Staff costs	21,947	40,850
Insurance	2,692	2,307
Telephone	5,228	3,677
Postage and stationery	727	1,045
Sundries	5,006	4,472
IT costs	3,838	18,550
Fundraising costs including marathon entry fees	28,694	18,757
Travel	893	1,962
Subscriptions	5,499	6,936
Accountancy	-	981
Legal & professional	<u>-</u>	<u>5,275</u>
Carried forward	74,524	104,812

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

3. RAISING FUNDS - continued

Raising donations and legacies - continued

	2025 £	2024 £
Brought forward	<u>74,524</u>	<u>104,812</u>
	<u>74,524</u>	<u>104,812</u>

4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
ZAP	54,735	-	54,735
Parent Advice Line	62,234	-	62,234
Westminster Foundation (Grosvenor)	34,269	-	34,269
Training	46,743	-	46,743
Other general charitable activities	1,881	22,075	23,956
Support	41,652	-	41,652
School Sessions	3,857	-	3,857
Jingle Jam	2,067	-	2,067
The Mather Family Charitable Trust	1,560	-	1,560
Hollyhock Charitable Foundation	48,083	-	48,083
Youth Endowment Fund	40,038	-	40,038
British Orthodontics	414	-	414
JD Foundation	3,149	-	3,149
The Mercers' Company	7,830	-	7,830
Newport	1,686	-	1,686
Young Westminster Foundation	6,705	-	6,705
St James Place Charitable Foundation	5,000	-	5,000
The Margaret Davies Charity	5,000	-	5,000
	<u>366,903</u>	<u>22,075</u>	<u>388,978</u>

5. SUPPORT COSTS

	Governance costs £
Other general charitable activities	<u>22,075</u>

Support Costs

The allocation of support costs has been based on estimated proportions of time costs of staff and the expenditure related to their activity. This is consistent with the allocation basis from the previous year.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

6. AUDITORS' REMUNERATION

Audit fees in the year were £4,500 (2023: £4,000). In addition fees of £14,000 (2023: £12,000) were paid to the auditors for provision of additional services including quarterly management accounts and preparation of the statutory accounts.

7. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

None of the trustees received any remuneration during the year (2024: £Nil).

The Charity has a de minimis policy in relation to trivial expenditure such as refreshments for Trustee's meetings which are not disclosed separately in the accounts.

8. STAFF COSTS

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

	2025	2024
Full-time	4	4
Part-time	<u>6</u>	<u>6</u>
	<u>10</u>	<u>10</u>

	2025 £	2024 £
Wages and salaries	308,025	318,889
Social security costs	26,100	26,962
Pension costs	12,784	14,686
Key management staff emoluments:		
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>146,673</u>	<u>108,260</u>	<u>254,933</u>
EXPENDITURE ON			
Raising funds	53,616	51,196	104,812
Charitable activities			
ZAP	-	96,408	96,408
Parent Advice Line	1,955	24,985	26,940
Westminster Foundation (Grosvenor)	945	8,712	9,657
Training	-	58,124	58,124
Other general charitable activities	9,323	-	9,323
Support	-	44,505	44,505
RISE	-	785	785

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
School Sessions	-	5,643	5,643
Jingle Jam	-	191,230	191,230
The Mather Family Charitable Trust	-	7,920	7,920
Youth Endowment Fund	-	8,547	8,547
British Orthodontics	-	470	470
Total	<u>65,839</u>	<u>498,525</u>	<u>564,364</u>
Net gains on investments	<u>15,545</u>	-	<u>15,545</u>
NET INCOME/(EXPENDITURE)	96,379	(390,265)	(293,886)
Transfers between funds	<u>(177,649)</u>	<u>177,649</u>	-
Net movement in funds	(81,270)	(212,616)	(293,886)
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>620,561</u>	<u>212,616</u>	<u>833,177</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>539,291</u></u>	<u><u>-</u></u>	<u><u>539,291</u></u>

10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2024 and 31 March 2025	<u>13,534</u>	<u>45,060</u>	<u>58,594</u>
DEPRECIATION			
At 1 April 2024	13,534	41,097	54,631
Charge for year	<u>-</u>	<u>814</u>	<u>814</u>
At 31 March 2025	<u>13,534</u>	<u>41,911</u>	<u>55,445</u>
NET BOOK VALUE			
At 31 March 2025	<u><u>-</u></u>	<u><u>3,149</u></u>	<u><u>3,149</u></u>
At 31 March 2024	<u><u>-</u></u>	<u><u>3,963</u></u>	<u><u>3,963</u></u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

11. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Listed investments £	Totals £
MARKET VALUE			
At 1 April 2024	100	159,528	159,628
Revaluations	<u>-</u>	<u>4,225</u>	<u>4,225</u>
At 31 March 2025	<u>100</u>	<u>163,753</u>	<u>163,853</u>
NET BOOK VALUE			
At 31 March 2025	<u>100</u>	<u>163,753</u>	<u>163,853</u>
At 31 March 2024	<u>100</u>	<u>159,528</u>	<u>159,628</u>

Shares in group undertakings represents the investment held in Kidscape Limited. Listed investments represents the balance held with Schoders Investments Funds.

There were no investment assets outside the UK.

Cost or valuation at 31 March 2025 is represented by:

	Shares in group undertakings £	Listed investments £	Totals £
Valuation in 2025	<u>100</u>	<u>163,753</u>	<u>163,853</u>

Share in Group Undertakings:

The Kidscape Campaign for Children's Safety owns all of the share capital of Kidscape Limited, and the profits of Kidscape Limited are distributed through Gift Aid to the Campaign. Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005. Disclosure of the investment at market value (per the Charities' SORP) is not considered appropriate, and the investment is shown at its nominal value. Results for the periods were:

	2025 £	2024 £
Turnover	19,513	27,101
Net Profit/(Loss)	240	128
Gross assets	13,135	14,025
Net assets	11,958	11,646

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade debtors	3,336	4,919
Amounts owed by subsidiary	1,177	2,378
Accrued income	3,552	5,346
Prepayments	<u>(1)</u>	<u>-</u>
	<u>8,064</u>	<u>12,643</u>

The amounts owed by the subsidiary undertaking represents funding provided out of gift aid payments previously made by the campaign.

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	(1)	-
Social security and other taxes	2,140	-
Other creditors	1,317	972
Accrued expenses	<u>30,907</u>	<u>48,754</u>
	<u>34,363</u>	<u>49,726</u>

14. MOVEMENT IN FUNDS

	At 1.4.24	Net movement in funds	Transfers between funds	At 31.3.25
	£	£	£	£
Unrestricted funds				
General fund	68,051	302,936	(110,682)	260,305
Designated fund - Parent advice line	7,271	-	(7,271)	-
Investment fund	459,818	(296,065)	-	163,753
School Sessions	-	(3,857)	3,857	-
Designated fund - Pilot Projects	4,151	-	(4,151)	-
British Orthodontics	-	(1,184)	1,184	-
JD Foundation	<u>-</u>	<u>(3,149)</u>	<u>3,149</u>	<u>-</u>
	539,291	(1,319)	(113,914)	424,058
Restricted funds				
ZAP	-	(48,977)	48,977	-
Parent Advice Line	-	(61,310)	61,310	-
Jingle Jam	-	(2,067)	2,067	-
The Mather Family Charitable Trust	-	(1,560)	1,560	-
Newport	-	600	-	600
Winifred Eileen Kemp Trust	<u>-</u>	<u>1,000</u>	<u>-</u>	<u>1,000</u>
	<u>-</u>	<u>(112,314)</u>	<u>113,914</u>	<u>1,600</u>
TOTAL FUNDS	<u>539,291</u>	<u>(113,633)</u>	<u>-</u>	<u>425,658</u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

14. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	132,278	(87,980)	258,638	302,936
Investment fund	-	-	(296,065)	(296,065)
School Sessions	-	(3,857)	-	(3,857)
Bullying Awareness Champions	1,634	(1,634)	-	-
British Orthodontics	(1)	(1,183)	-	(1,184)
JD Foundation	-	(3,149)	-	(3,149)
	<u>133,911</u>	<u>(97,803)</u>	<u>(37,427)</u>	<u>(1,319)</u>
Restricted funds				
ZAP	6,184	(55,161)	-	(48,977)
Parent Advice Line	1,001	(62,311)	-	(61,310)
Training	46,940	(46,940)	-	-
The Westminster Foundation (Grosvenor)	34,278	(34,278)	-	-
Hollyhock Charitable Foundation	48,083	(48,083)	-	-
Support	-	(41,652)	41,652	-
Jingle Jam	-	(2,067)	-	(2,067)
The Mather Family Charitable Trust	-	(1,560)	-	(1,560)
Youth Endowment Fund	40,046	(40,046)	-	-
The Margaret Davies Charity	5,000	(5,000)	-	-
The Mercers' Company	7,830	(7,830)	-	-
Newport	4,866	(4,266)	-	600
ProMo Cymru	4,800	(4,800)	-	-
St James Place Charitable Foundation	5,000	(5,000)	-	-
Winifred Eileen Kemp Trust	1,000	-	-	1,000
Young Westminster Foundations	6,705	(6,705)	-	-
	<u>211,733</u>	<u>(365,699)</u>	<u>41,652</u>	<u>(112,314)</u>
TOTAL FUNDS	<u>345,644</u>	<u>(463,502)</u>	<u>4,225</u>	<u>(113,633)</u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

14. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.24 £
Unrestricted funds				
General fund	63,923	75,619	(71,491)	68,051
Designated fund - Parent advice line	63,512	5,215	(61,456)	7,271
Investment fund	444,273	15,545	-	459,818
Designated fund - Pilot Projects	<u>48,853</u>	<u>-</u>	<u>(44,702)</u>	<u>4,151</u>
	620,561	96,379	(177,649)	539,291
Restricted funds				
ZAP	-	(93,283)	93,283	-
Parent Advice Line	-	(24,986)	24,986	-
RISE (R)	-	(785)	785	-
School Sessions	-	(5,643)	5,643	-
Support	-	(44,505)	44,505	-
Jingle Jam	212,616	(212,616)	-	-
The Mather Family Charitable Trust	-	(7,920)	7,920	-
Highway One Trust	-	(500)	500	-
Youth Endowment Fund	<u>-</u>	<u>(27)</u>	<u>27</u>	<u>-</u>
	<u>212,616</u>	<u>(390,265)</u>	<u>177,649</u>	<u>-</u>
TOTAL FUNDS	<u>833,177</u>	<u>(293,886)</u>	<u>-</u>	<u>539,291</u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

14. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	139,473	(63,854)	-	75,619
Designated fund - Parent advice line	7,200	(1,985)	-	5,215
Investment fund	-	-	15,545	15,545
	146,673	(65,839)	15,545	96,379
Restricted funds				
ZAP	3,126	(96,409)	-	(93,283)
Parent Advice Line	(1)	(24,985)	-	(24,986)
Training	74,624	(74,624)	-	-
The Westminster Foundation (Grosvenor)	8,712	(8,712)	-	-
RISE (R)	-	(785)	-	(785)
Hollyhock Charitable Foundation	13,278	(13,278)	-	-
School Sessions	-	(5,643)	-	(5,643)
Support	-	(44,505)	-	(44,505)
Jingle Jam	1	(212,617)	-	(212,616)
The Mather Family Charitable Trust	-	(7,920)	-	(7,920)
Highway One Trust	-	(500)	-	(500)
Youth Endowment Fund	8,520	(8,547)	-	(27)
	108,260	(498,525)	-	(390,265)
TOTAL FUNDS	<u>254,933</u>	<u>(564,364)</u>	<u>15,545</u>	<u>(293,886)</u>

15. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2025.

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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.

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

The Kidscape Campaign for Children's Safety has a wholly-owned trading subsidiary, Kidscape Limited. The company is registered in England and operates within the UK. For further details, see note 10 to these accounts.

During the year the Limited company made total gift aid donations to the Charity of £26,500 (2023: £41,500). The inter company balance at the year end was £2,378 (2023: £10,877).

Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005.

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales - Charity number 326864

Accounts

**Report of the Trustees and
Audited Financial Statements
for the Year Ended 31 March 2024
for
The Kidscape Campaign for Children's
Safety**

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

The Kidscape Campaign for Children's Safety

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for the Year Ended 31 March 2024**

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The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

The trustees present their report with the financial statements of the charity for the year ended 31 March 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).

The Kidscape Campaign for Children's Safety is a registered charity. Its trading subsidiary is Kidscape Trading Limited, profits from which are passed through to the charity.

This report is created in addition to an easy read Annual Impact Review available on the kidscape website www.kidscape.org.uk

OBJECTIVES AND ACTIVITIES

Trust Deed information

The charity's objects contained in the company's memorandum of association are to preserve and safeguard children from sexual and other assaults by advancing their education into the prevention of such assaults.

Our vision is for all children to grow up in supportive communities safe from bullying and harm.

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.

The purpose of the Charity are, for the public benefit:

- to protect children and young people from bullying and other forms of harm, and to promote the wellbeing of children and young people, in particular (without limitation) by:
- advancing the education of children and young people in relation to bullying and other forms of harm, by means including but not limited to community and school-based workshops.
- promoting the building of communities of support to keep children safe from bullying and other forms of harm, by means including but not limited to providing training, resources, peer mentoring and other forms of support, in each case parents, carers, schools, sports clubs and organisations that have contact with children and families; and
- to advance any other charitable purposes which the trustees may time to time think fit and which are in the opinion of the trustees complementary to the foregoing objects.

This report provides a summary of our objectives, activities, and the outcomes of our work in the accounting period, 1st April 2023 to 31 March 2024.

Our main activities, achievements and performance.

In the last year (2023-24) we directly supported **8,228 children and young people**, **2,065 parents and carers** and **1,139 professionals** across England and Wales.

Kidscape's strategy for 2021-24 'Hope and Help' was organised into three pillars:

1. REACH – making sure we are reaching the children and families who need us most and that we have a Significant impact on their lives
2. REPRESENT – making sure staff and volunteers are representatives of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying
3. RESPOND – making sure we listen to children, families, schools and communities and work together to Improve and develop programmes and services.

The Kidscape board of trustees and team would like to acknowledge our gratitude the contribution of previous CEO Lauren Seager-Smith, in particular for leading on the development and deliver of Hope and Help Strategy 2021-24

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

We aimed to reduce the impact of bullying and harm through programmes that:

- Build communities of support
- Reduce isolation and loneliness
- Promote positive relationships
- Support resilience and wellbeing
- Help children recognise and respond to bullying behaviour

Our performance

REACH

We have developed a new website to provide easier navigation and support. Kidscape provides a wealth of free resources and tools for professionals, parents/carers and children and young people to navigate bullying situations or deliver bullying awareness and prevention work.

Children and young people are searching for “friendships” “making friends” on our website and wanting support to manage conflicts in relationships.

Significant growth has been seen across digital platforms such as Facebook and Instagram, for example Instagram followers have increased by 14% and LinkedIn by 70%. We have 132,000 website users and 79,293 people receive our newsletter.

REPRESENT

We have developed a Welsh Language Policy and have begun to develop and deliver communications across social media in Welsh Language.

Top tips translations

[Now available on the website in 15 languages](#), including Ukrainian and Russian, plus an accessible version intended for readers with a sight loss or who are using a screen reader. We have also put together a multilingual poster sign-posting readers to the Top Tips, which can be displayed in libraries or other community spaces.

We have improved the diversity of children and families attending ZAP online workshops which now represents:

- Free School Meals (42%)
- Children with a disability (43%)
- Autistic Spectrum Disorder (32%)

RESPOND

We have worked in partnership to create an adapted ZAP programme to be delivered to children with autism.

We have piloted a Trauma Informed counselling provision to children referred for support from our Parent Advice Line.

Internal changes, staffing, patrons and ambassadors

Kidscape is a small and agile team of seven staff (March 2024) who are home-based across England and Wales, following the closure of our London office during the pandemic.

Kidscape experienced strategic leadership changes during 2023. Lauren Seager-Smith, previous CEO moved onto a new role in Spring 2023. Her departure was followed by a period of interim arrangements covered by Directors.

The trustee board appoint Paula Timms in September 2023 and a key element of her role was to undertake a review and refresh of the existing strategy 2021-24.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

Departmental overview

Digital

A priority this year has been investing in digital resources, following a successful brand review and significant growth across social media platforms. Kidscape appointed a Head of Digital Services in 2023 to lead on the development of a new website, with financial support from the Jingle Jam fund. The website formally launched in 2024 helping to increase brand awareness as the charity providing practical support to children and families experiencing bullying.

Training and programmes

Our in-school workshops are delivered face to face, providing rich learning experiences for both pupils and staff. The local place-based model continues to be an effective way to implement whole school and community change with the aim of creating safer communities.

Following the closure of our London office we have successfully adapted to an agile working arrangement giving us more opportunity to deliver our programmes and training online.

We are pleased to continue to offer our successful ZAP assertiveness workshops to young people aged 9-16 years, and for their parents and carers, approximately once a month. These sessions are delivered online and accessible to families throughout England and Wales.

Our training courses for the childcare workforce, including Bullying Awareness; Safeguarding Children and Adults and Online Safety, continue to be well attended. We are grateful to our team of associate trainers for making this possible.

Delivery to corporate parent/carer networks has increased in popularity, and we have delivered to corporates including Hoares Bank, Vodafone, HSBC and Citi Bank. We have recently added new courses to the portfolio, including "RISE, moving up to secondary with confidence".

Parent Advice Line

Our Parent Advice Line is a unique offering within the anti-bullying sector. During 2023-24 we moved to a freephone helpline number to increase accessibility, security and call quality.

We regularly receive calls from parents reporting their children are self-harming or have suicidal thoughts because of bullying, therefore showing a clear correlation between bullying and impact on mental health. We have been extremely fortunate to be able to fund therapy for a small proportion of these young people, thanks to the generosity of the Mather Family Charity Trust. The therapy has been provided by [Service Six](#), a Midlands based youth support and counselling charity and evaluated by [Nathalie Noret](#) from the University of York. The literature review and evaluation were completed in 2024 and will be published formally in the Autumn.

Achievement Highlights

National Safeguarding Standards Award

The Safeguarding Standards Awards is a first-of-its-kind accreditation scheme for safeguarding launched by the safeguarding charity Thirtyone:eight, enabling UK-based organisations to independently verify and evidence their commitment to creating safer places for all. The process involved an intense nine-month audit and charity assessment. We were independently assessed against ten Safeguarding Standards, including governance, culture, policy and responding to concerns. The assessment provided valuable insight into our safeguarding practices. It helped us to identify our current strengths and areas where we can improve to further embed safeguarding within Kidscape's culture and identity.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

Charity Film Award Winners

Our partnership film with Giants Live 'What does strong mean to you?' won the Bronze Award in our category at the charity film awards.

Jingle Jam Funding Award 2023

Funding is increasingly difficult across the charity sector, not least the anti-bullying sector as support for bullying is not recognised in statutory funding routes. Kidscape were absolutely delighted to receive funding via Jingle Jam, during 22-23 amounting to £240,816. This enabled our digital services and development investment.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

FINANCIAL REVIEW

Financial position

Review of the charity's financial position at the end of the period

We ended the year with a deficit of £293,416 against a budgeted deficit of £227,546. Kidscape has a robust fundraising strategy, and benefits from a diverse portfolio of income streams. At the end of the year the total income was £254,933. Expenditure was £563,894, this was below budgeted costs of £632,396 for the year. This year the charity received £93,251 from donations. The charity also raised over £79,606 through traded income, principally through the delivery of training to schools and the corporate sector.

2023/24 was largely funded by Jingle Jam funds, which were recognised in the 22/23 accounts. This fund has now been fully spent.

Financial procedures

There are robust financial procedures in place to monitor income and expenditure. These include daily checks of our online banking transactions, detailed cash flow reviews and monthly accounts produced by the Director of Finance and Administration. A board sub-committee meets with the CEO and Director of Finance and Administration each quarter to review income and expenditure, quarterly management accounts are prepared by our accountants with variance analysis, with finance reports provided each quarter to the full Board of Trustees.

Reserves policy

In 2019-2020 we reviewed our reserves policy in light of our reduced operating expenditure and the higher risks presented by the impact of the pandemic. We now aim to hold six months' worth of planned future operating expenditure, plus £200,000 to address potential cash flow variability. This is to address the continued volatility of the financial climate in the United Kingdom, the impact of high inflation, and the increasing demand for our services. On 31 March 2024, we held unrestricted free reserves of £539,291. Our forecast expenditure for 2024-2025 is £627,666.

Investment Policy

£100,000 of Kidscape's reserves are invested in a Cazenove Multi-Asset Fund, established, and approved by the Charity Commission. The value of the fund at the close of the financial year was £159,528. The target return objective is inflation plus 4% over an economic cycle. The investment into this fund was made after extensive research by the Trustees and members of the senior management team. It was noted that the Fund is widely used among charities, of all sizes, provides an appropriate level of risk, and that funds are available for withdrawal at any time.

Incorporation

Kidscape is going through an incorporation process and has set up a new charity as a company limited by guarantee with the name 'Kidscape' (company number 12363125) and registered charity number (1189243). As part of this process, the current charity's whole undertaking, including all its assets, liabilities, and functions, will be transferred to the new charity. This also includes staff and Trustees. The incorporation process faced ongoing delay due to the continued challenge of opening a new bank account. We have given advanced notice to funders where appropriate and will notify any funders where grant agreements will need to transfer from Kidscape Campaign for Children's Safety (charity number 326864) to Kidscape (charity number 1189243). We have received full legal support for the process from Bates Wells.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Structure, Governance and Management

Trust Deed

The charity is governed by its Trust Deed. Legal responsibility for the management and stewardship of the charity is vested in the Board of Trustees. The CEO of the charity is responsible for the day-to-day management of the organisation and is responsible to the Board of Trustees.

Recruitment and Appointment of Trustees

In this financial year, we were supported by a team of 10 Trustees with a broad range of experience. 8 Trustees are male and 2 are female. One trustee resigned due to external commitments. The Trustee board includes designated roles of the Chair, Treasurer and Safeguarding Lead.

The Trust Deed requires Trustees to meet once a year, but they meet four times per year, and this was the case in the year to 31 March 2024 (with a mix of remote and face-to-face meetings). There are three additional sub-committees to the board which include Finance, Risk and Governance, Income Generation, and Service Provision.

Trustee Induction and Training

Kidscape practices safer recruitment of staff and volunteers. Trustees are appointed through a robust selection process which includes an application process, interviews with the Chair and a panel of Trustees, provision of references, and relevant clearance.

Trustees are provided with a full induction that includes:

- Kidscape Trustee Role Description and Person Specification
- The main documents that set out the operational framework for Kidscape including the Constitution
- The latest published accounts
- The latest business plans
- The latest annual review
- The Kidscape Safeguarding Policy (including the code of conduct for staff and volunteers)
- The essential trustee: what you need to know, what you need to do (CC3)
- The Charity Governance code for smaller charities

Trustees are provided with training in bullying awareness and child protection and are offered trustee induction training with NCVO.

Trustees are kept up to date on key charity governance directives, training and publications by the Chair and the CEO. Trustees are in contact with the CEO and staff on a regular basis. The Chair of Trustees holds formal supervision with each Trustee on an annual basis. The Trustees have regard for the Charity Commission's guidance on charitable purposes and public benefit when reviewing Kidscape's aims and objectives and plans for future activities.

Risk Management

Members of the Board of Trustees acknowledge their responsibility for the management of risk, and work with senior staff to identify and manage any risks, which Kidscape might face. The risk register is updated quarterly and circulated to the board of trustees.

Where risk is identified, systems and procedures are put in place to mitigate the level of risk to the charity. Internal control risks are minimised through procedures for authorisation that are reviewed at least on an annual basis. The charity has undergone a thorough health and safety assessment and has invested in ongoing support through Citation. In 2018 the charity commissioned an external finance review to assess Kidscape's internal financial control environment, having regard to Charity Commission guidance (CC8: Internal financial controls for charities) to ensure we are benefitting from the most effective management information to support staff and trustees. In 2022 we commissioned Thirtyone:eight to conduct an external audit of our safeguarding policy and procedures. This was concluded in Spring 2023, and we responded to a number of recommendations, including an update of the Kidscape Safeguarding Policy and the production of an Annual Safeguarding Report to the Board of Trustees. We achieved the Safeguarding Award in 2023.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2024

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address (accountants)

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

John Hadjipateras
Ian Joseph - Chairman (resigned 03/06/2024)
Calum Smyth (resigned 03/06/2024)
Elliott Rae (resigned 18/09/2023)
Sania Shakoor
Kitty Poole
Richard Bowyer
Salvatore Petrone
Joe Plumb (deceased 12/12/2023)
Jason Tait

The following Trustees were appointed after the balance sheet date:
Rebecca Gray – Chairman (appointed 18/06/2024)

Principal Officers

Paula Timms - Chief Executive
Lisa Spencer - Directors of Finance

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

Williams & Co Epsom LLP, Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Solicitors

Stone King LLP
16 St John's Lane
London EC1M 4BS

The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2024**

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity 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 charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

04 October 2024

Approved by order of the board of trustees on and signed on its behalf by:

.....
Rebecca Gray- Chairman - Trustee

Salvatore Petrone

.....
Salvatore Petrone – Treasurer - Trustee

Report of the Independent Auditors to the Trustees of The Kidscape Campaign for Children's Safety

Opinion

We have audited the financial statements of The Kidscape Campaign for Children's Safety (the 'charity') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

Report of the Independent Auditors to the Trustees of The Kidscape Campaign for Children's Safety

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The auditor's assessment of the susceptibility of the entity's financial statements to material misstatement, including how fraud might occur. ICAEW guidance relating to reporting on irregularities, November 2020, based on ISA 700 A39-1 to A39-5

- Enquiry of management, those charged with governance and the in-house legal team around actual and potential litigation and claims.
- Enquiry of entity staff in tax and compliance functions to identify any instances of non-compliance with laws and regulations.
- Reviewing minutes of meetings of those charged with governance.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the business rationale of significant transactions outside the normal course of business.

ICAEW guidance relating to reporting on irregularities, November 2020, based on ISA 700 A39-1 to A39-5
A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

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 Report of the Independent Auditors.

Use of our report

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



for and on behalf of Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

11 October 2024

Date:

The Kidscape Campaign for Children's Safety

Statement of Financial Activities for the Year Ended 31 March 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	<u>146,673</u>	<u>108,260</u>	<u>254,933</u>	<u>763,289</u>
EXPENDITURE ON					
Raising funds	3	53,616	51,196	104,812	100,928
Charitable activities					
ZAP	4	-	96,408	96,408	56,144
Parent Advice Line		1,955	24,985	26,940	23,506
The Westminster Foundation (Grosvenor)		945	8,712	9,657	-
Training		-	58,124	58,124	-
Other general charitable activities		9,323	-	9,323	124,287
Support		-	44,505	44,505	44,699
RISE		-	785	785	16,974
School Sessions		-	5,643	5,643	24,377
RRE programme (Welsh Government)		-	-	-	9,341
Gemini Foundation		-	-	-	5,400
Pilot Projects		-	-	-	426
Jingle Jam		-	191,230	191,230	17,452
Mather		-	7,920	7,920	7,200
Lawson		-	-	-	1,179
Hollyhock		-	-	-	32,445
Youth Endowment Fund		<u>-</u>	<u>8,547</u>	<u>8,547</u>	<u>-</u>
Total		<u>65,839</u>	<u>498,055</u>	<u>563,894</u>	<u>464,358</u>
Net gains/(losses) on investments		<u>15,545</u>	<u>-</u>	<u>15,545</u>	<u>(6,221)</u>
NET INCOME/(EXPENDITURE)		96,379	(389,795)	(293,416)	292,710
Transfers between funds	14	<u>(177,649)</u>	<u>177,649</u>	<u>-</u>	<u>-</u>
Net movement in funds		(81,270)	(212,146)	(293,416)	292,710
RECONCILIATION OF FUNDS					
Total funds brought forward		620,561	212,616	833,177	540,467
TOTAL FUNDS CARRIED FORWARD		<u>539,291</u>	<u>470</u>	<u>539,761</u>	<u>833,177</u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Balance Sheet 31 March 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	10	3,963	-	3,963	-
Investments	11	<u>159,628</u>	-	<u>159,628</u>	<u>144,083</u>
		163,591	-	163,591	144,083
CURRENT ASSETS					
Debtors	12	12,643	-	12,643	26,936
Cash at bank		<u>412,783</u>	-	<u>412,783</u>	<u>687,041</u>
		425,426	-	425,426	713,977
CREDITORS					
Amounts falling due within one year	13	(49,726)	-	(49,726)	(24,883)
		<u>375,700</u>	-	<u>375,700</u>	<u>689,094</u>
NET CURRENT ASSETS					
		<u>539,291</u>	-	<u>539,291</u>	<u>833,177</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>539,291</u>	-	<u>539,291</u>	<u>833,177</u>
NET ASSETS					
		<u>539,291</u>	-	<u>539,291</u>	<u>833,177</u>
FUNDS					
	14				
Unrestricted funds:					
General fund				68,051	63,923
Designated fund - Parent advice line				7,271	63,512
Investment fund				459,818	444,273
Designated fund - Pilot Projects				<u>4,151</u>	<u>48,853</u>
				<u>539,291</u>	<u>620,561</u>
Restricted funds				-	<u>212,616</u>
TOTAL FUNDS					
				<u>539,291</u>	<u>833,177</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 04 October 2024 and were signed on its behalf by:



Rebecca Gray - Chairman - Trustee



Salvatore Petrone - Trustee

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Cash Flow Statement for the Year Ended 31 March 2024

Notes	2024 £	2023 £
Cash flows from operating activities		
Cash generated from operations 1	<u>(270,190)</u>	<u>298,576</u>
Net cash (used in)/provided by operating activities	<u>(270,190)</u>	<u>298,576</u>
Cash flows from investing activities		
Purchase of tangible fixed assets	<u>(4,068)</u>	<u>-</u>
Net cash (used in)/provided by investing activities	<u>(4,068)</u>	<u>-</u>
Change in cash and cash equivalents in the reporting period		
	(274,258)	298,576
Cash and cash equivalents at the beginning of the reporting period	<u>687,041</u>	<u>388,465</u>
Cash and cash equivalents at the end of the reporting period	<u>412,783</u>	<u>687,041</u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Notes to the Cash Flow Statement
for the Year Ended 31 March 2024**1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2024 £	2023 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(293,886)	292,710
Adjustments for:		
Depreciation charges	105	-
(Gain)/losses on investments	(15,545)	6,221
Decrease/(increase) in debtors	14,293	(11,323)
Increase in creditors	<u>24,843</u>	<u>10,968</u>
Net cash (used in)/provided by operations	<u>(270,190)</u>	<u>298,576</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.23 £	Cash flow £	At 31.3.24 £
Net cash			
Cash at bank	<u>687,041</u>	<u>(274,258)</u>	<u>412,783</u>
	<u>687,041</u>	<u>(274,258)</u>	<u>412,783</u>
Total	<u>687,041</u>	<u>(274,258)</u>	<u>412,783</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements for the Year Ended 31 March 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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.

Governance costs

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Assets costing below £500 are not capitalised by the Charity.

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 report of the trustees.

Within general reserves an amount has been allocated as an investment fund to provide security and longevity to the funding of the charity.

Pension costs

The charity operates a stakeholder pension scheme which is available to all staff.

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued for the Year Ended 31 March 2024

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	93,251	79,374
Training income	79,606	100,508
Grants	76,733	408,161
Legacies	<u>5,343</u>	<u>175,246</u>
	<u>254,933</u>	<u>763,289</u>

Grants Receivable:

	2024	2023
	£	£
<u>Restricted</u>		
Training income	79,606	46,305
The Westminster Foundation (Grosvenor)	8,712	-
Gemini Foundation	-	5,200
RRE programme (Welsh Government)	-	9,491
Jingle Jam	-	240,816
Mather	-	7,200
ZAP	11,645	21,376
Hollyhock	<u>13,278</u>	<u>32,445</u>
Total	<u>108,260</u>	<u>362,834</u>

Unrestricted

Included within unrestricted income was a grant of £37,023 (2023: £45,000) from Raise Your Hands and D G Cox Charitable.

Training Income:

The Charity received £79,606 (2023: £100,509) in relation to training income completed by Kidscape Limited. This is included within donations above. The total level of training income generated by the Charity and Limited company combined was £79,606 (2023: £100,509).

3. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Staff costs	40,850	39,184
Insurance	2,307	286
Telephone	3,677	1,015
Postage and stationery	1,045	2,733
Sundries	4,472	5,070
IT costs	18,550	4,446
Fundraising costs including marathon entry fees	18,757	27,880
Travel	1,962	257
Subscriptions	6,936	1,118
Accountancy	981	873
Legal & professional	<u>5,275</u>	<u>18,066</u>
	<u>104,812</u>	<u>100,928</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued for the Year Ended 31 March 2024

4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
ZAP	96,408	-	96,408
Parent Advice Line	26,940	-	26,940
The Westminster Foundation (Grosvenor)	9,657	-	9,657
Training	58,124	-	58,124
Other general charitable activities	(10,992)	20,315	9,323
Support	44,505	-	44,505
RISE	785	-	785
School Sessions	5,643	-	5,643
Jingle Jam	191,230	-	191,230
Mather	7,920	-	7,920
Youth Endowment Fund	<u>8,547</u>	<u>-</u>	<u>8,547</u>
	<u>438,767</u>	<u>20,315</u>	<u>459,082</u>

5. SUPPORT COSTS

	Governance costs £
Other general charitable activities	<u>20,315</u>

Support Costs

The allocation of support costs has been based on estimated proportions of time costs of staff and the expenditure related to their activity. This is consistent with the allocation basis from the previous year.

6. AUDITORS' REMUNERATION

Audit fees in the year were £4,500 (2023: £4,000). In addition fees of £14,000 (2023: £12,000) were paid to the auditors for provision of additional services including quarterly management accounts and preparation of the statutory accounts.

7. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

None of the trustees received any remuneration during the year (2023: £Nil).

The Charity has a de minimis policy in relation to trivial expenditure such as refreshments for Trustee's meetings which are not disclosed separately in the accounts.

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued for the Year Ended 31 March 2024

8. STAFF COSTS

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

	2024	2023
Full-time	4	4
Part-time	<u>6</u>	<u>7</u>
	<u>10</u>	<u>11</u>
	2024	2023
	£	£
Wages and salaries	318,889	279,141
Social security costs	26,962	25,109
Pension costs	14,686	12,110

Key management staff emoluments:

£60,001 - £70,000	1	1
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9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>400,457</u>	<u>362,832</u>	<u>763,289</u>
EXPENDITURE ON			
Raising funds	88,175	12,753	100,928
Charitable activities			
ZAP	-	56,144	56,144
Parent Advice Line	23,506	-	23,506
Other general charitable activities	79,556	44,731	124,287
Support	-	44,699	44,699
RISE	-	16,974	16,974
School Sessions	-	24,377	24,377
RRE programme (Welsh Government)	-	9,341	9,341
Gemini Foundation	-	5,400	5,400
Pilot Projects	426	-	426
Jingle Jam	-	17,452	17,452
Mather	-	7,200	7,200
Lawson	-	1,179	1,179
Hollyhock	<u>-</u>	<u>32,445</u>	<u>32,445</u>
Total	<u>191,663</u>	<u>272,695</u>	<u>464,358</u>
Net gains/(losses) on investments	<u>(6,221)</u>	<u>-</u>	<u>(6,221)</u>
NET INCOME	202,573	90,137	292,710
Transfers between funds	<u>(122,478)</u>	<u>122,478</u>	<u>-</u>
Net movement in funds	80,095	212,615	292,710
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>540,467</u>	<u>-</u>	<u>540,467</u>
TOTAL FUNDS CARRIED FORWARD	<u>620,562</u>	<u>212,615</u>	<u>833,177</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued for the Year Ended 31 March 2024

10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2023	13,534	40,992	54,526
Additions	<u>-</u>	<u>4,068</u>	<u>4,068</u>
At 31 March 2024	<u>13,534</u>	<u>45,060</u>	<u>58,594</u>
DEPRECIATION			
At 1 April 2023	13,534	40,992	54,526
Charge for year	<u>-</u>	<u>105</u>	<u>105</u>
At 31 March 2024	<u>13,534</u>	<u>41,097</u>	<u>54,631</u>
NET BOOK VALUE			
At 31 March 2024	<u>-</u>	<u>3,963</u>	<u>3,963</u>
At 31 March 2023	<u>-</u>	<u>-</u>	<u>-</u>

11. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Listed investments £	Total £
MARKET VALUE			
At 1 April 2023	100	143,983	144,083
Revaluations	<u>-</u>	<u>15,545</u>	<u>15,545</u>
At 31 March 2024	<u>100</u>	<u>159,528</u>	<u>159,628</u>
NET BOOK VALUE			
At 31 March 2024	<u>100</u>	<u>159,528</u>	<u>159,628</u>
At 31 March 2023	<u>100</u>	<u>143,983</u>	<u>144,083</u>

Shares in group undertakings represents the investment held in Kidscape Limited. Listed investments represents the balance held with Schoders Investments Funds.

There were no investment assets outside the UK.

Cost or valuation at 31 March 2024 is represented by:

	Shares in group undertakings £	Listed investments £	Total £
Valuation in 2024	100	159,528	159,628

The Kidscape Campaign for Children's Safety

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2024**

11. FIXED ASSET INVESTMENTS - continued

Share in Group Undertakings:

The Kidscape Campaign for Children's Safety owns all of the share capital of Kidscape Limited, and the profits of Kidscape Limited are distributed through Gift Aid to the Campaign. Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005. Disclosure of the investment at market value (per the Charities' SORP) is not considered appropriate, and the investment is shown at its nominal value. Results for the periods were:

	2024	2023
	£	£
Turnover	27,101	41,751
Net Profit/(Loss)	128	(178)
Gross assets	14,025	20,124
Net assets	11,646	11,518

Fixed Asset Investments:

The Charity invested £100,000 in Schrodgers Investment Funds in March 2015. The carrying value of the portfolio as at 31 March 2024 was £159,528 (2023: £143,983).

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	4,919	5,537
Amounts owed by subsidiary	2,378	10,877
Accrued income	<u>5,346</u>	<u>10,522</u>
	<u>12,643</u>	<u>26,936</u>

The amounts owed by the subsidiary undertaking represents funding provided out of gift aid payments previously made by the campaign.

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Other creditors	972	-
Accrued expenses	<u>48,754</u>	<u>24,883</u>
	<u>49,726</u>	<u>24,883</u>

The Kidscape Campaign for Children's Safety

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2024**

14. MOVEMENT IN FUNDS

	At 1.4.23 £	Net movement in funds £	Transfers between funds £	At 31.3.24 £
Unrestricted funds				
General fund	63,923	75,619	(71,491)	68,051
Designated fund - Parent advice line	63,512	5,215	(61,456)	7,271
Investment fund	444,273	15,545	-	459,818
Designated fund - Pilot Projects	<u>48,853</u>	<u>-</u>	<u>(44,702)</u>	<u>4,151</u>
	620,561	96,379	(177,649)	539,291
Restricted funds				
ZAP	-	(93,283)	93,283	-
Parent Advice Line	-	(24,986)	24,986	-
RISE (R)	-	(785)	785	-
School Sessions	-	(5,643)	5,643	-
Support	-	(44,505)	44,505	-
Jingle Jam	212,616	(212,616)	-	-
Mather	-	(7,920)	7,920	-
Highway One Trust	-	(500)	500	-
Youth Endowment Fund	<u>-</u>	<u>(27)</u>	<u>27</u>	<u>-</u>
	<u>212,616</u>	<u>(390,265)</u>	<u>177,649</u>	<u>-</u>
TOTAL FUNDS	<u><u>833,177</u></u>	<u><u>(293,886)</u></u>	<u><u>-</u></u>	<u><u>539,291</u></u>

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	139,473	(63,854)	-	75,619
Designated fund - Parent advice line	7,200	(1,985)	-	5,215
Investment fund	<u>-</u>	<u>-</u>	<u>15,545</u>	<u>15,545</u>
	146,673	(65,839)	15,545	96,379
Restricted funds				
ZAP	3,126	(96,409)	-	(93,283)
Parent Advice Line	(1)	(24,985)	-	(24,986)
Training	74,624	(74,624)	-	-
The Westminster Foundation (Grosvenor)	8,712	(8,712)	-	-
RISE (R)	-	(785)	-	(785)
Hollyhock	13,278	(13,278)	-	-
School Sessions	-	(5,643)	-	(5,643)
Support	-	(44,505)	-	(44,505)
Jingle Jam	1	(212,617)	-	(212,616)
Mather	-	(7,920)	-	(7,920)
Highway One Trust	-	(500)	-	(500)
Youth Endowment Fund	<u>8,520</u>	<u>(8,547)</u>	<u>-</u>	<u>(27)</u>
	<u>108,260</u>	<u>(498,525)</u>	<u>-</u>	<u>(390,265)</u>
TOTAL FUNDS	<u><u>254,933</u></u>	<u><u>(564,364)</u></u>	<u><u>15,545</u></u>	<u><u>(293,886)</u></u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued for the Year Ended 31 March 2024

14. MOVEMENT IN FUNDS - continued Comparatives for movement in funds

	At 1.4.22 £	Net movement in funds £	Transfers between funds £	At 31.3.23 £
Unrestricted funds				
General fund	(47,086)	233,486	(122,477)	63,923
Designated fund - Parent advice line	87,251	(23,738)	(1)	63,512
Investment fund	450,494	(6,221)	-	444,273
Designated fund - Pilot Projects	<u>49,808</u>	<u>(955)</u>	<u>-</u>	<u>48,853</u>
	540,467	202,572	(122,478)	620,561
Restricted funds				
ZAP	-	(35,049)	35,049	-
RISE (R)	-	(16,974)	16,974	-
School Sessions	-	(24,377)	24,377	-
Support	-	(44,699)	44,699	-
Gemini Foundation	-	(200)	200	-
Jingle Jam	-	212,616	-	212,616
Lawson	<u>-</u>	<u>(1,179)</u>	<u>1,179</u>	<u>-</u>
	<u>-</u>	<u>90,138</u>	<u>122,478</u>	<u>212,616</u>
TOTAL FUNDS	<u><u>540,467</u></u>	<u><u>292,710</u></u>	<u><u>-</u></u>	<u><u>833,177</u></u>

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	400,456	(166,970)	-	233,486
Designated fund - Parent advice line	1	(23,739)	-	(23,738)
Investment fund	-	-	(6,221)	(6,221)
Designated fund - Pilot Projects	<u>-</u>	<u>(955)</u>	<u>-</u>	<u>(955)</u>
	400,457	(191,664)	(6,221)	202,572
Restricted funds				
ZAP	21,376	(56,425)	-	(35,049)
Training	46,305	(46,305)	-	-
RISE (R)	-	(16,974)	-	(16,974)
Welsh Government	9,491	(9,491)	-	-
Hollyhock	32,445	(32,445)	-	-
School Sessions	-	(24,377)	-	(24,377)
Support	-	(44,699)	-	(44,699)
Gemini Foundation	5,200	(5,400)	-	(200)
Jingle Jam	240,815	(28,199)	-	212,616
Mather	7,200	(7,200)	-	-
Lawson	<u>-</u>	<u>(1,179)</u>	<u>-</u>	<u>(1,179)</u>
	<u>362,832</u>	<u>(272,694)</u>	<u>-</u>	<u>90,138</u>
TOTAL FUNDS	<u><u>763,289</u></u>	<u><u>(464,358)</u></u>	<u><u>(6,221)</u></u>	<u><u>292,710</u></u>

The Kidscape Campaign for Children's Safety**Notes to the Financial Statements - continued
for the Year Ended 31 March 2024****14. MOVEMENT IN FUNDS - continued****Pilot projects**

The board have agreed to designate funds to support consultation, development, and growth of pilot projects identified through the strategic review process while we seek further funding. These include development of trauma informed therapeutic services for children, consultation on the development of a youth support hub, and funding for a community leader and youth engagement coordinator to increase our reach into diverse communities and further enhance youth consultation and leadership within the charity.

ZAP (Schools and Community)/ Parent Advice Line

ZAP bullying awareness and resilience workshops (delivered both in the community and in schools), and the Parent Advice Line are vital services that Kidscape provides to children and families. The board have agreed to designate funds for these services to secure a foundational level of delivery, on which we will seek further funds to expand, over the next three years.

15. RELATED PARTY DISCLOSURES

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

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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.

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

The Kidscape Campaign for Children's Safety has a wholly-owned trading subsidiary, Kidscape Limited. The company is registered in England and operates within the UK. For further details, see note 10 to these accounts.

During the year the Limited company made total gift aid donations to the Charity of £26,500 (2023: £41,500). The intercompany balance at the year-end was £2,378 (2023: £10,877).

Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005.

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales - Charity number 326864

Accounts

**Report of the Trustees and
Audited Financial Statements
for the Year Ended 31 March 2023
for
The Kidscape Campaign for Children's
Safety**

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

The Kidscape Campaign for Children's Safety

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for the Year Ended 31 March 2023**

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The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

The trustees present their report with the financial statements of the charity for the year ended 31 March 2023. 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).

The trustees present their report with the financial statements of the charity for the year ended 31 March 2023. 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).

The Kidscape Campaign for Children's Safety is a registered charity. Its trading subsidiary is Kidscape Trading Limited, profits from which are passed through to the charity.

Our Aim and Objectives

The charity's objects contained in the company's memorandum of association are to preserve and safeguard children from sexual and other assaults by advancing their education into the prevention of such assaults.

Our vision is for all children to grow up in supportive communities safe from bullying and harm.

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.

This report looks at our objectives, activities, and the outcomes of our work in the accounting period, 1st April 2022 to 31 March 2023.

Summary of main activities

From 2022-2023 we provided direct support to children and families impacted by bullying through our ZAP workshops, Parent Advice Line, and the delivery of therapeutic support for children severely impacted by bullying. We sought to build supportive communities safe from bullying and harm through delivery of training in safeguarding and bullying awareness to school staff, sports staff and other adults working with children and young people throughout England and Wales, as well as the provision of peer mentoring training to young people.

We benefit from the combination of a highly committed staff team, working with freelance staff and volunteers, in the exercising of our duties throughout England and Wales. Volunteers make up 50% of our workforce, including support for core duties including fundraising, communications and HR, and help with direct delivery to children and families.

This report looks at our objectives, activities, and performance in the accounting period, 1st April 2022 to 31 March 2023. In the exercising of our duties, Trustees have had regard to the guidance issued by the Charity Commission on public benefit (PB1).

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

Activities and Performance

Strategic Plan 2021-2024

We want all children in England and Wales to grow up in supportive communities safe from bullying and harm. Bullying is a complex issue which requires a multi-faceted response. There are many factors that influence behaviour - both in schools, the communities and online. We are fortunate that there is wealth of research both in the UK and internationally related to bullying, and we are guided by a range of theoretical approaches, including work with children at an individual and peer group level, family support, work with schools and societal influence.

We are highly regarded as the charity that is on the ground, giving practical support to children, families, schools, and communities.

'You do great work on the frontline.'

The strategy for 2021-2024 includes three key pillars for future growth:

- 1) Reach - make sure we are reaching the children and families that need us most and that we have a significant impact on young lives.
- 2) Represent - make sure our staff and volunteers are representative of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying (e.g., disabled children and those with additional needs, young carers, LGBT+ young people, ethnic minorities and children living in poverty).
- 3) Respond - make sure we listen to children, families, schools, and communities and work together to improve and develop programmes and services.

Activities and Performance 2022-2023

Reach

Direct support to children and families We worked directly with 4266 children, supported over 8000 parents and carers with advice and guidance, and provided training to over 14,000 professionals to help prevent bullying and keep children safe. This included supporting over 80 families through our ZAP Community workshops that provide direct support to children and families impacted by bullying, reaching over 2000 children through our ZAP in Schools bullying awareness workshops, and giving support to 278 families through the Parent Advice line, an increase of 45% contacts on the previous year.

'Would recommend to anyone I know who goes through what my (child) has... thank the people that are behind this, it's helped way more than you can possibly think.' (Parent)

'Crucial training for any parent or individual who has nieces / nephews / god children - helps with understanding language used, what kids are going through, how to engage with kids, what resources are available to help. Provides confidence to understand an area that might otherwise be difficult to navigate.' (Participant in Online Safety and Cyberbullying Awareness Training for Parents and Carers)

Increased reach through our digital platforms We saw a significant rise in reach through Instagram, Twitter and LinkedIn this year. We have benefited from a number of high-profile collaborations including working in partnership with Giants Live to produce the film 'What does strong mean to you?', winning bronze in the Charity Film of the Year awards. Our top tips documents for children and parents are now available through the website in 17 languages, and we saw a 50% increase in visits, with over 14,000 visits.

'I keep seeing Kidscape everywhere' (Stella from 'Storiboard')

Partnership work We have continued to collaborate and partner with others to increase our reach and impact. Highlights this year include working in partnership with Governors for Schools, with sponsorship from Allen & Ovary, to develop and deliver anti-bullying training to over 300 governors in England. We also worked in partnership with Arsenal FC to develop and deliver ZAP in Sports workshops to children in their football academy, teaching key skills in bullying awareness and response. This year has also seen a significant uptake in our workshops for parent and carer networks in businesses throughout the UK, including delivery to staff in Network Rail, Channel4 and Vodafone.

Growing our volunteer base We continue to grow our volunteer base throughout England and Wales, with over thirty-eight volunteers. We also benefit from a range of pro-bono support including human resources support from the Office of National Statistics in the development and delivery of staff training, support from the Salesforce team with updating of our CMS system, and support from Persuasion PR for press activity, including coverage during Anti-Bullying Week. This included securing a first-person piece in the Metro.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

Represent

Empowering children to take the lead in bullying prevention and response.

We upskilled over 300 primary-age children to become bullying awareness champions, and 800 young people to become peer mentors in their school communities. We also secured a grant from fashion retailer Size? to develop our participation strategy in 2023. This will include consulting with children and young people in the redevelopment of our website, to be launched in Autumn 2023.

'I pledge to be kind to everyone and treat people with respect and equally. To be a great champion in my school.'

'I pledge to protect others in my school and look out for bullying.'

'I pledge to always be kind and make sure I listen to others.' (Bullying Awareness Champions)

Launch of guide for parents and carers of autistic children

We continued to partner with Lynn McCann from Reachout ASC to develop resources for autistic children and their families. This included the launch of a guide to bullying for parents and carers of autistic children. Lynn has also been working with Kidscape, through support from The Gemini Foundation, to develop a modular version of our ZAP workshops, which will be piloted with autistic children in Autumn 2023.

Raising awareness of Islamophobia in schools and the wider community

Kidscape is an active member of the Muslim Mind Collaborative (MMC). During this year we supported a campaign to raise awareness of Islamophobia during Anti-Bullying Week (led by MMC) and Kidscape Trustee Dr Sania Shakoor, gave a keynote presentation at a roundtable to look at support for Muslim mental health in schools.

Supporting young carers in collaboration with Imago

Kidscape worked in collaboration with Imago to provide ZAP workshops to young carers in Kent. In addition to this, the Kidscape team benefitted from receiving training in supporting young carers from the Imago team.

Awarded the Hate Crime Award by Victim Support Wales

Kidscape was awarded the Hate Crime Award by Victim Support Wales in recognition of services that support the Hate Crime Charter in Wales. This includes championing the right to be treated with respect, the right to make a complaint, the right to be heard, the right to report hate crime, the right to privacy, the right to information and the right to free and confidential support.

Respond

Secured funding for interventions with children who display bullying behaviour.

We worked in partnership with the Anti-Bullying Bullying Alliance to secure a grant from the Youth Endowment Fund to develop and train staff in the delivery of interventions with children who display bullying behaviour. These interventions will be piloted as part of the United Against Bullying Plus, programme of support to schools, from 2023-2025.

Delivery of trauma-informed therapeutic support

We worked with Service Six to provide trauma-informed therapeutic support to seventeen families during the year and will be publishing the University of York evaluation of the pilot in the Autumn of 2023.

I really don't know whether (our child) would still be living with us, or even alive, if we had not received the timely support that we did from this project. During what was without a doubt the worst year of all our lives, this project was the only place we could access help and support, despite numerous attempts to contact many other agencies. We can't thank you enough.' (Parent)

The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2023**

Key priorities for 23/24

Reach

Aim to reach 15,000 children, 5000 parents and carers and 15,000 professionals from 2021- 2024.

This will include the continuation of strategic partnerships with others who share our vision and can help expand our reach. Planned highlights include working with The Scout Association to update their anti-bullying policies and procedures and partnering with the Anti-Bullying Alliance on the United Against Bullying Plus programme to pilot a combination of the ABA whole-school approach to bullying, with Kidscape targeted interventions in 15 schools.

Deliver the digital transformation of the charity.

The Jingle Jam fundraising campaign secured funds for Kidscape to invest in the digital transformation of the charity in 2023. This will include a new website, informed by the needs of children, parents and carers. The key aim of this transformation is to reach more children and families who need our support

Represent

Pilot modular ZAP for autistic children

In Autumn 2023 we will work with Reachout ASC to pilot the delivery of modular ZAP workshops with autistic children.

Respond

Share the evaluation of our therapeutic support pilot.

In 2023 we look forward to sharing the University of York evaluation of our therapeutic support pilot and developing and delivering training for the children's workforce to raise awareness of the need for a trauma-informed approach to bullying response.

Develop interventions with children who display bullying behaviour.

We will work with the Anti-Bullying Alliance to develop interventions for use with children who display bullying behaviour. These interventions will be developed in 2023 and rolled out to 15 schools participating in the pilot from 2024.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

FINANCIAL REVIEW

Financial position

Financial Review

Review of the charity's financial position at the end of the period

We ended the year with a significant surplus of £298,932 against a budgeted deficit of £85,409. Kidscape has a robust fundraising strategy, and benefits from a diverse portfolio of income streams. This year the charity received substantial legacy funding and received over £240,000 as beneficiaries of the Jingle Jam fundraising campaign. The charity also raised over £100,000 through traded income, principally through the delivery of training to schools and the corporate sector. Funds raised this year will support the digital transformation of the charity. A primary focus will be direct engagement with children and young people, consulting with children on what they need from the charity, the ways in which they access content, and working with them to reach significantly more children in years to come.

Financial procedures

There are robust financial procedures in place to monitor income and expenditure. These include daily checks of our online banking transactions, detailed cash flow reviews and monthly accounts produced by the Head of Finance and Administration. A board sub-committee meets with the CEO and Head of Finance and Administration each month to review income and expenditure, quarterly management accounts are prepared by our accountants with variance analysis, with finance reports provided each quarter to the full Board of Trustees.

Reserves policy

In 2019-2020 we reviewed our reserves policy in light of our reduced operating expenditure and the higher risks presented by the impact of the pandemic. Trustees continue to keep this policy under review. We aim to hold six months' worth of planned future operating expenditure, plus £200,000 to address potential cash flow variability. This is to address the continued volatility of the financial climate in the United Kingdom, the impact of high inflation, and the increasing demand for our services. On 31 March 2023, we held unrestricted free reserves of £620,562. Our forecast expenditure for 2023-2024 is £632,396.

Investment Policy

£100,000 of Kidscape's reserves are invested in a Cazenove Multi-Asset Fund, established, and approved by the Charity Commission. The value of the fund at the close of the financial year was £144,083. The target return objective is inflation plus 4% over an economic cycle. The investment into this fund was made after extensive research by the Trustees and members of the senior management team. It was noted that the Fund is widely used among charities, of all sizes, provides an appropriate level of risk, and that funds are available for withdrawal at any time.

Incorporation

Kidscape is going through an incorporation process and has set up a new charity as a company limited by guarantee with the name 'Kidscape' (company number 12363125) and registered charity number (1189243). As part of this process, the current charity's whole undertaking, including all its assets, liabilities, and functions, will be transferred to the new charity. This also includes staff and Trustees. The incorporation process was due to be completed but has faced ongoing delay due to the continued challenge of opening a new bank account. We have given advanced notice to funders where appropriate and will notify any funders where grant agreements will need to transfer from Kidscape Campaign for Children's Safety (charity number 326864) to Kidscape (charity number 1189243). We have received full legal support for the process from Bates Wells.

Structure, Governance and Management

Trust Deed

The charity is governed by its Trust Deed. Legal responsibility for the management and stewardship of the charity is vested in the Board of Trustees. The CEO of the charity is responsible for the day-to-day management of the organisation and is responsible to the Board of Trustees.

Recruitment and Appointment of Trustees

In this financial year, we were supported by a team of 11 Trustees with a broad range of experience. 50% of the board identify as minoritised ethnic groups. 30% are female, 70% male. The Trustee board includes designated roles of the Chair, Treasurer and Safeguarding Lead.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

The Trust Deed requires Trustees to meet once a year, but they meet four times per year, and this was the case in the year to 31 March 2023 (with a mix of remote and face-to-face meetings). There are three additional sub-committees to the board which include: Finance, Risk and Governance; Income Generation; and Service Provision.

Trustee Induction and Training

Kidscape practices safer recruitment of staff and volunteers. Trustees are appointed through a robust selection process which includes an application process, interviews with the Chair and a panel of Trustees, provision of references, and relevant clearance.

Trustees are provided with a full induction that includes:

- Kidscape Trustee Role Description and Person Specification
- The main documents that set out the operational framework for Kidscape including the Constitution
- The latest published accounts
- The latest business plans
- The latest annual review
- The Kidscape Safeguarding Policy (including the code of conduct for staff and volunteers)
- The essential trustee: what you need to know, what you need to do (CC3)
- The Charity Governance code for smaller charities

Trustees are provided with training in bullying awareness and child protection and are offered trustee induction training with NCVO.

Trustees are kept up to date on key charity governance directives, training and publications by the Chair and the CEO. Trustees are in contact with the CEO and staff on a regular basis. The Chair of Trustees holds formal supervision with each Trustee on an annual basis. The Trustees have regard for the Charity Commission's guidance on charitable purposes and public benefit when reviewing Kidscape's aims and objectives and plans for future activities.

Risk Management

Members of the Board of Trustees acknowledge their responsibility for the management of risk, and work with senior staff to identify and manage any risks, which Kidscape might face. The risk register is updated quarterly and circulated to the board of trustees.

Where risk is identified, systems and procedures are put in place to mitigate the level of risk to the charity. Internal control risks are minimised through procedures for authorisation that are reviewed at least on an annual basis. The charity has undergone a thorough health and safety assessment and has invested in ongoing support through Citation. In 2018 the charity commissioned an external finance review to assess Kidscape's internal financial control environment, having regard to Charity Commission guidance (CC8: Internal financial controls for charities) to ensure we are benefitting from the most effective management information to support staff and trustees.

In 2022 we commissioned Thirtyone:eight to conduct an external audit of our safeguarding policy and procedures. This was concluded in Spring 2023, and we responded to several recommendations, including an update of the Kidscape Safeguarding Policy and the production of an Annual Safeguarding Report to the Board of Trustees. We are now working with Thirtyone:eight to achieve the Safeguarding Award in 2023.

Chief Executive

In April 2023 after over 6 years' service Lauren Seager-Smith, left the charity to become CEO of another organisation. The charity thrived under her leadership and is in a stronger position to fulfil its objectives than it was when she joined. Following a thorough and open recruitment process, the charity has appointed Paula Timms to take over as CEO, and she started in September 2023. Paula is an experienced strategic leader within the children's sector across the UK. Paula was Interim Chief Executive Officer of Children in Wales, the national charity in Wales championing Children's Rights. Prior to joining Children in Wales, Paula worked for Barnardo's UK developing their health strategy and Merthyr Tydfil CBC leading on poverty prevention programmes. She is also a Trustee of the Professional Association for Childcare and Early Years (PACEY).

The Kidscape Campaign for Children's Safety

Report of the Trustees
for the Year Ended 31 March 2023

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

John Hadjipateras
Marco Das Neves Andre (resigned 23 May 2022)
Calum Smyth
Elliott Rae
Sania Shakoor
Ian Joseph – Chairman
Kitty Poole
Richard Bowyer
Annabel Koh Wilson (resigned 22 March 2023)
Salvatore Petrone – Treasurer
Joe Plumb (appointed 28 July 2022)

Principal Officers

Lauren Seager-Smith - Chief Executive Officer
Lisa Spencer - Head of Finance and Administration

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Solicitors

Bates Wells
10 Queen Street
London
EC4R 1BE

The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2023**

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

11.9.23.

Approved by order of the board of trustees on and signed on its behalf by:

Ian Joseph

.....
Ian Joseph - Chairman - Trustee

Report of the Independent Auditors to the Trustees of The Kidscape Campaign for Children's Safety

Opinion

We have audited the financial statements of The Kidscape Campaign for Children's Safety (the 'charity') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2023 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's Safety**

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatements due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing the risks of material misstatement in respect of irregularities, including fraud, the audit engagement team made enquiries of management, and those charged with governance, regarding the procedures relating to identifying, evaluating and complying with;

1. laws and regulations and whether they were aware of any instances of non-compliance;
2. detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud;
3. the internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations;

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, General Data Protection Regulations, Charities Act 2011 and the Charities Statement of Recommended Practice. We performed audit procedures to detect non-compliance, which may have a material impact on the financial statements. These included reviewing financial statement disclosures and evaluating advice received from external advisors. There were no significant laws and regulations we deemed as having an indirect impact on the financial statements.

The audit engagement team identified the risk of management override of controls as the area where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments and evaluating the rationale in relation to any significant, unusual transactions and transactions entered into outside of the normal course of business.

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 Report of the Independent Auditors.

Use of our report

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



for and on behalf of Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

11.09.2023

Date:

Williams & Co Epsom LLP are eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

The Kidscape Campaign for Children's Safety

Statement of Financial Activities
for the Year Ended 31 March 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	<u>400,457</u>	<u>362,832</u>	<u>763,289</u>	<u>290,820</u>
EXPENDITURE ON					
Raising funds	3	88,175	12,753	100,928	86,718
Charitable activities					
ZAP	4	-	56,144	56,144	51,860
Parent Advice Line		23,506	-	23,506	34,686
Other general charitable activities		79,556	44,731	124,287	49,029
Support		-	44,699	44,699	46,822
RISE		-	16,974	16,974	21,127
ZAP in schools		24,377	-	24,377	27,708
Help with Bullying (The Dulverton Trust)		-	-	-	10,000
Community Leaders		-	-	-	133
The Gemini Foundation		-	5,400	5,400	2,400
Pilot Projects		426	-	426	1,153
Jingle Jam		-	17,452	17,452	-
The Mather Family Charitable Trust		-	7,200	7,200	-
The Lawson Trust		-	1,179	1,179	-
Hollyhock Charitable Foundation		-	32,445	32,445	48,800
Total		<u>191,663</u>	<u>272,695</u>	<u>464,358</u>	<u>380,918</u>
Net gains/(losses) on investments		<u>(6,221)</u>	<u>-</u>	<u>(6,221)</u>	<u>10,838</u>
NET INCOME/(EXPENDITURE)		<u>202,573</u>	<u>90,137</u>	<u>292,710</u>	<u>(79,260)</u>
Transfers between funds	14	<u>(122,478)</u>	<u>122,478</u>	<u>-</u>	<u>-</u>
Net movement in funds		80,095	212,615	292,710	(79,260)
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>540,467</u>	<u>-</u>	<u>540,467</u>	<u>619,727</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>620,562</u></u>	<u><u>212,615</u></u>	<u><u>833,177</u></u>	<u><u>540,467</u></u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Balance Sheet
31 March 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Investments	11	144,083	-	144,083	150,303
CURRENT ASSETS					
Debtors	12	26,936	-	26,936	15,614
Cash at bank		<u>474,425</u>	<u>212,616</u>	<u>687,041</u>	<u>388,465</u>
		501,361	212,616	713,977	404,079
CREDITORS					
Amounts falling due within one year	13	<u>(24,883)</u>	-	<u>(24,883)</u>	<u>(13,915)</u>
NET CURRENT ASSETS		<u>476,478</u>	<u>212,616</u>	<u>689,094</u>	<u>390,164</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>620,561</u>	<u>212,616</u>	<u>833,177</u>	<u>540,467</u>
NET ASSETS		<u>620,561</u>	<u>212,616</u>	<u>833,177</u>	<u>540,467</u>
FUNDS	14				
Unrestricted funds:					
General fund				63,923	(47,086)
Designated fund - Parent advice line				63,512	87,251
Investment fund				444,273	450,494
Designated fund - Pilot Projects				<u>48,853</u>	<u>49,808</u>
				<u>620,561</u>	<u>540,467</u>
Restricted funds				<u>212,616</u>	-
TOTAL FUNDS				<u>833,177</u>	<u>540,467</u>

11.9.23.

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

Ian Joseph

.....
Ian Joseph - Chairman - Trustee

Salvatore Petrone

.....
Salvatore Petrone - Trustee

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Cash Flow Statement
for the Year Ended 31 March 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	<u>298,576</u>	<u>(161,513)</u>
Net cash provided by/(used in) operating activities		<u>298,576</u>	<u>(161,513)</u>
Change in cash and cash equivalents in the reporting period			
Cash and cash equivalents at the beginning of the reporting period		<u>388,465</u>	<u>549,978</u>
Cash and cash equivalents at the end of the reporting period		<u>687,041</u>	<u>388,465</u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Notes to the Cash Flow Statement
for the Year Ended 31 March 2023**1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2023 £	2022 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	292,710	(79,260)
Adjustments for:		
Depreciation charges	-	785
Losses/(gain) on investments	6,221	(10,548)
(Increase)/decrease in debtors	(11,323)	2,669
Increase/(decrease) in creditors	<u>10,968</u>	<u>(75,159)</u>
Net cash provided by/(used in) operations	<u>298,576</u>	<u>(161,513)</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.22 £	Cash flow £	At 31.3.23 £
Net cash			
Cash at bank	<u>388,465</u>	<u>298,576</u>	<u>687,041</u>
	<u>388,465</u>	<u>298,576</u>	<u>687,041</u>
Total	<u>388,465</u>	<u>298,576</u>	<u>687,041</u>

The Kidscape Campaign for Children's Safety**Notes to the Financial Statements
for the Year Ended 31 March 2023****1. ACCOUNTING POLICIES****Basis of preparing the financial statements**

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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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.

Governance costs

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Assets costing below £500 are not capitalised by the Charity.

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 report of the trustees.

Within general reserves an amount has been allocated as an investment fund to provide security and longevity to the funding of the charity.

Pension costs

The charity operates a stakeholder pension scheme which is available to all staff.

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued
for the Year Ended 31 March 2023**2. DONATIONS AND LEGACIES**

	2023	2022
	£	£
Donations	79,374	84,369
Training income	100,508	65,669
Grants	408,161	140,719
Legacies	<u>175,246</u>	<u>63</u>
	<u>763,289</u>	<u>290,820</u>

Grants Receivable:

	2023	2022
	£	£
<u>Restricted</u>		
Training income	46,305	64,697
Help with Bullying Programme (The ScottishPower Foundation)	-	-
Help with Bullying Programme (The Dulverton Trust)	-	10,000
The Gemini Foundation	5,200	-
RRE programme (Welsh Government)	9,491	7,491
Jingle Jam	240,816	-
The Mather Family Charitable Trust	7,200	-
Community Leaders	-	2,697
ZAP	21,376	13,416
Hollyhock Charitable Foundation	<u>32,445</u>	<u>48,800</u>
Total	<u>362,834</u>	<u>143,101</u>

Unrestricted

Included within unrestricted income was a grant of £45,000 (2022: £21,700) from Raise Your Hands, The JD Foundation and D G Cox Charitable.

Training Income:

The total level of training income generated by the Charity and Limited company combined was £99,655 (2022: £63,608).

3. RAISING FUNDS**Raising donations and legacies**

	2023	2022
	£	£
Staff costs	39,184	49,455
Rent, rates and water	-	(311)
Insurance	286	2,657
Telephone	1,015	1,279
Postage and stationery	2,733	1,331
Advertising	-	550
Sundries	5,070	1,469
IT costs	4,446	7,660
Fundraising costs including marathon entry fees	27,880	20,013
Travel	257	445
Subscriptions	1,118	624
Accountancy	873	225
Legal & professional	18,066	678
Computer software	<u>-</u>	<u>643</u>
	<u>100,928</u>	<u>86,718</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements – continued
for the Year Ended 31 March 2023

4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
ZAP	56,144	-	56,144
Parent Advice Line	23,506	-	23,506
Other general charitable activities	113,094	11,193	124,287
Support	44,699	-	44,699
RISE	16,974	-	16,974
ZAP in schools	24,377	-	24,377
RRE programme (Welsh Government)	9,341	-	9,341
The Gemini Foundation	5,400	-	5,400
Pilot Projects	426	-	426
Jingle Jam	17,452	-	17,452
The Mather Family Charitable Foundation	7,200	-	7,200
The Lawson Trust	1,179	-	1,179
Hollyhock Charitable Foundation	<u>32,445</u>	<u>-</u>	<u>32,445</u>
	<u>352,237</u>	<u>11,193</u>	<u>363,430</u>

5. SUPPORT COSTS

	Governance costs £
Other general charitable activities	<u>11,193</u>

Support Costs

The allocation of support costs has been based on estimated proportions of time costs of staff and the expenditure related to their activity. This is consistent with the allocation basis from the previous year.

6. AUDITORS' REMUNERATION

Audit fees in the year were £4,000 (2022: £4,000). In addition fees of £12,000 (2022: £12,000) were paid to the auditors for provision of additional services including quarterly management accounts and preparation of the statutory accounts. Separate engagement teams work on the audit and accounts preparation, with the teams working on an independent assignments with Chinese walls in place to ensure no self-review threat and to ensure that the firm complies with Ethical Standards "Self-Review threat".

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

Trustees' expenses

None of the trustees received any remuneration during the year (2022: £Nil).

The Charity has a de minimis policy in relation to trivial expenditure such as refreshments for Trustee's meetings which are not disclosed separately in the accounts.

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued
for the Year Ended 31 March 2023**8. STAFF COSTS**

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

	2023	2022
Full-time	4	4
Part-time	<u>7</u>	<u>6</u>
	<u><u>11</u></u>	<u><u>10</u></u>

	2023 £	2022 £
Wages and salaries	279,141	256,181
Social security costs	25,109	20,218
Pension costs	12,110	4,076

Key management staff emoluments:
£60,001 - £70,000

1	1
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9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>143,719</u>	<u>147,101</u>	<u>290,820</u>
EXPENDITURE ON			
Raising funds	48,642	38,076	86,718
Charitable activities			
ZAP	-	51,860	51,860
Parent Advice Line	-	34,686	34,686
Other general charitable activities	12,776	36,253	49,029
Support	46,822	-	46,822
RISE	-	21,127	21,127
ZAP in schools	27,708	-	27,708
Help with Bullying (The Dulverton Trust)	-	10,000	10,000
Community Leaders	-	133	133
RRE programme (Welsh Government)	-	482	482
Gemini Foundation	-	2,400	2,400
Pilot Projects	1,153	-	1,153
Hollyhock Charitable Foundation	<u>-</u>	<u>48,800</u>	<u>48,800</u>
Total	<u><u>137,101</u></u>	<u><u>243,817</u></u>	<u><u>380,918</u></u>
Net gains on investments	<u>10,838</u>	<u>-</u>	<u>10,838</u>
NET INCOME/(EXPENDITURE)	17,456	(96,716)	(79,260)
Transfers between funds	<u>(96,716)</u>	<u>96,716</u>	<u>-</u>
Net movement in funds	(79,260)	-	(79,260)
RECONCILIATION OF FUNDS			
Total funds brought forward	619,727	-	619,727

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued
for the Year Ended 31 March 2023

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
TOTAL FUNDS CARRIED FORWARD	<u>540,467</u>	<u>-</u>	<u>540,467</u>

10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2022 and 31 March 2023	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
DEPRECIATION			
At 1 April 2022 and 31 March 2023	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
NET BOOK VALUE			
At 31 March 2023	<u>-</u>	<u>-</u>	<u>-</u>
At 31 March 2022	<u>-</u>	<u>-</u>	<u>-</u>

11. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Listed investments £	Totals £
MARKET VALUE			
At 1 April 2022	100	150,203	150,303
Revaluations	<u>-</u>	<u>(6,220)</u>	<u>(6,220)</u>
At 31 March 2023	<u>100</u>	<u>143,983</u>	<u>144,083</u>
NET BOOK VALUE			
At 31 March 2023	<u>100</u>	<u>143,983</u>	<u>144,083</u>
At 31 March 2022	<u>100</u>	<u>150,203</u>	<u>150,303</u>

Shares in group undertakings represents the investment held in Kidscape Limited. Listed investments represents the balance held with Schoders Investments Funds. There were no investment assets outside the UK.

Cost or valuation at 31 March 2023 is represented by:

	Shares in group undertakings £	Listed investments £	Totals £
Valuation in 2023	<u>100</u>	<u>143,983</u>	<u>144,083</u>

The Kidscape Campaign for Children's Safety

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2023**

11. FIXED ASSET INVESTMENTS - continued

Share in Group Undertakings:

The Kidscape Campaign for Children's Safety owns all of the share capital of Kidscape Limited, and the profits of Kidscape Limited are distributed through Gift Aid to the Campaign. Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005. Disclosure of the investment at market value (per the Charities' SORP) is not considered appropriate, and the investment is shown at its nominal value. Results for the periods were:

	2023	2022
	£	£
Turnover	41,751	29,140
Net Profit/(Loss)	(178)	1,090
Gross assets	20,124	18,082
Net assets	11,518	11,501

Fixed Asset Investments:

The Charity invested £100,000 in Schroders Investment Funds in March 2015. The carrying value of the portfolio as at 31 March 2023 was £143,983 (2022: £150,204).

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade debtors	5,537	2,911
Amounts owed by subsidiary	10,877	1,241
Accrued income	10,522	6,716
Prepayments	-	4,746
	<u>26,936</u>	<u>15,614</u>

The amounts owed by the subsidiary undertaking represents funding provided out of gift aid payments previously made by the campaign.

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Social security and other taxes	-	1
Accrued expenses	<u>24,883</u>	<u>13,914</u>
	<u>24,883</u>	<u>13,915</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued
for the Year Ended 31 March 2023

14. MOVEMENT IN FUNDS

	<u>YE '22</u> <u>B/fwd</u>	<u>Incoming</u> <u>resources</u>	<u>Outgoing</u> <u>resources</u>	<u>Transfer</u> <u>of funds</u>	<u>Gains &</u> <u>losses</u>	<u>YE '23</u> <u>C/fwd</u>
	£	£	£	£	£	£
<u>Restricted funds:</u>						
ZAP	-	21,376	(56,425)	35,049	-	0
Training	-	46,305	(46,305)	-	-	(0)
Support	-	-	(44,699)	44,699	-	-
RISE	-	-	(16,974)	16,974	-	-
ZAP in schools	-	-	(24,377)	24,377	-	-
Jingle Jam	-	240,816	(28,200)	-	-	212,616
The Gemini Foundation	-	5,200	(5,400)	200	-	-
The Mather Family Charitable Foundation	-	7,200	(7,200)	-	-	-
The Lawson Trust	-	-	(1,179)	1,179	-	-
Ammco	-	-	-	-	-	-
Hollyhock Charitable Foundation	-	32,445	(32,445)	-	-	-
Welsh Government	-	9,491	(9,491)	-	-	-
Total restricted funds	-	362,834	(272,695)	122,478	-	212,616
<u>Unrestricted funds:</u>						
General fund	(47,086)	400,455	(166,969)	(122,478)	-	63,923
Investment fund	450,494	-	-	-	(6,221)	444,273
Designated fund - Pilot Projects	49,808	-	(955)	-	-	48,853
Designated - Parent Advice	87,251	-	(23,738)	-	-	63,513
Total unrestricted funds	540,467	400,455	(191,662)	(122,477)	(6,221)	620,562
Total funds	540,467	763,289	(464,357)	-	(6,221)	833,178

ZAP (Schools and Community)/ Parent Advice Line

ZAP bullying awareness and resilience workshops (delivered both in the community and in schools), and the Parent Advice Line are vital services that Kidscape provides to children and families. The board have agreed to designate funds for these services to secure a foundational level of delivery, on which we will seek further funds to expand, over the next three years.

The Kidscape Campaign for Children's Safety

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2023**

15. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2023.

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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.

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

The Kidscape Campaign for Children's Safety has a wholly-owned trading subsidiary, Kidscape Limited. The company is registered in England and operates within the UK. For further details, see note 10 to these accounts.

During the year the Limited company made total gift aid donations to the Charity of £41,500 (2022: £27,695). The inter company balance at the year end was £10,877 (2022: £1,241).

Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005.

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales - Charity number 326864

Accounts

**Report of the Trustees and
Audited Financial Statements
for the Year Ended 31 March 2022**

for

**The Kidscape Campaign for Children's
Safety**

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

The Kidscape Campaign for Children's Safety

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for the Year Ended 31 March 2022**

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The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2022**

The trustees present their report with the financial statements of the charity for the year ended 31 March 2022. 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).

The trustees present their report with the financial statements of the charity for the year ended 31 March 2022. 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).

The Kidscape Campaign for Children's Safety is a registered charity. Its trading subsidiary is Kidscape Trading Limited, profits from which are passed through to the charity.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

OBJECTIVES AND ACTIVITIES

Our Aims and Objectives

The charity's objects contained in the company's memorandum of association are to preserve and safeguard children from sexual and other assaults by advancing their education into the prevention of such assaults.

Our vision is for all children to grow up in supportive communities safe from bullying and harm.

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.

This report looks at our objectives, activities, and the outcomes of our work in the accounting period, 1st April 2021 to 31 March 2022.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

Strategic Plan 2021-2024

At the end of 2020, considering the rapidly changing environment, the board of Trustees brought forward the strategic review process and the team began the review with sign off of a three-year plan in March 2021. The review involved over one hundred stakeholders including Trustees, staff, volunteers, freelancers, funders, parents and carers and children and young people, reflecting on our current position, strengths, and challenges across a range of focus areas, and soliciting recommendations.

We want all children in England and Wales to grow up in supportive communities safe from bullying and harm. Bullying is a complex issue with requires a multi-faceted response. There are many factors that influence behaviour - both in schools, the communities and online. We're fortunate that there is wealth of research both in the UK and internationally related to bullying, and we are guided by a range of theoretical approaches, including work with children at an individual and peer group level, family support, work with schools and societal influence.

We are highly regarded as the charity that is on the ground, giving practical support to children, families, schools, and communities.

'You do great work on the frontline'.

Three pillars

Through the strategic review we have identified three key pillars for future growth:

- 1) Reach - make sure we are reaching the children and families that need us most and that we have a significant impact on young lives.
- 2) Represent - make sure our staff and volunteers are representative of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying (e.g., disabled children and those with additional needs, young carers, LGBT+ young people, ethnic minorities and children living in poverty).
- 3) Respond - make sure we listen to children, families, schools, and communities and work together to improve and develop programmes and services.

Goals 2021-2024

Reach

- 1) Increase our reach to children and families through our digital platforms
- 2) Seek partners for development and delivery of programmes and services
- 3) Increase number of associates and volunteers

Summary

As we reflect on activity and impact over the last financial year, a significant achievement has been the increase in vulnerable children benefitting from our programmes and services. We have been working hard to improve accessibility, and we have seen a significant rise in children in receipt of free school meals, and disabled children (particularly autistic young people) accessing our ZAP workshops. In addition to this, the practical tools for autistic children developed with ReachoutASC have been extremely well received.

We are delighted that our top tips documents for children and for parents and carers are now available in fifteen languages and we have been sharing inclusive, practical, and helpful advice each month through our newsletters and social media channels. We are also delighted to have made contact with the team at Children Northeast who are doing amazing work helping to 'poverty-proof' schools and look forward to working together to reach children and families living in poverty who are significantly more likely to experience bullying. Developing our schools' marketing strategy has helped us think creatively about the diverse ways we can reach new audiences and we are working hard to target our editorial content, build new relationships and partnerships, and will invest reserves in future digital transformation.

We exceeded our target reach to children and young people during the year and have developed many new relationships and partnerships that will help us expand our reach to practitioners, parents, and carers. This includes relationships with Governors for Schools, the English Football League, the Muslim Mind Collaborative and the Victim Support Advisory Board in Wales.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

Reach

What difference do we want to make?

We set an ambitious target to reach a minimum of 15,000 children, 5,000 parents and carers and 15,000 professionals with practical support, advice, and training from 2021-2024. We are aiming for a community reach (i.e., empowering others to help children in their communities) of at least 150,000 children.

Highlights 2021-2022

1) Direct support to children and families We supported 5488 children, 11,000 parents and carers and trained over 2400 professionals to help prevent bullying and keep children safe. This included supporting 100 families through our ZAP Community workshops that provide direct support to children and families impacted by bullying, reaching over 3,900 children through our ZAP in Schools bullying awareness workshops, training over 270 children to be Young Community Leaders, and giving support to 135 families through the Parent Advice line.

"I've made new friends in my new school, and I'm putting the past behind me. Thank you for helping me when I was in a very dark place. I didn't talk much in the ZAP, but I was listening to everything, and it really helped me, it felt like a new armour." (ZAP Community Participant)

2) Empowering others to create supportive communities We had a community reach of over 60,000 children through empowering adults and young people with knowledge and skills to help keep children safe. This included delivery of our Community Leader, and Young Community Leader training, Peer Mentoring Train the Training programmes, and RISE transition Train the Trainer workshops to support children with key social skills as they move up to secondary school.

3) Increasing reach through our digital platforms We increased reach across our digital platforms with engaging and inclusive content. This included a 19% rise in followers on Instagram, benefiting from a number of high-profile collaborations including the Royal Horticultural Society and Giants Live. We created a range of content for Anti-Bullying Week and Friendship Friday, and worked in partnership with BounceTogether to provide a kindness survey which was accessed by over 4,000 schools. The results of the survey featured on BBC Newsround.

4) Partnership work We have continued to develop partnerships, where there is a shared vision, and it can help us meet our charitable objectives. Highlights included working with the Welsh Government to develop and deliver anti-bullying training to governors and developing a new relationship with the English Football League (EFL) to develop and deliver bullying awareness training to football clubs.

5) Growing our volunteer base We now have a team of 24 volunteers throughout England and Wales and benefit from pro-bono support from various agencies including Salesforce. For the first time, we trained volunteers to deliver our ZAP in schools programme, helping to expand our reach.

Represent

What difference do we want to make?

We want to reach children and families who are significantly more likely to experience bullying, increasing their access to and participation in our services by up to 50% over the next three years. We will prioritise the delivery of Kidscape community Leader training to young adults and adults in diverse communities, empowering leaders to create communities of safety. We will expand into mid and North Wales, and provide targeted support in the Midlands, Southwest and Southeast of England as well as London authorities.

Highlights 2021-2022

1) Launch of autism inclusion project

A key area of focus this year has been adapting our services to support greater inclusion from autistic children. In the last year, we have seen an increase of autistic children attending our ZAP community workshops, from 10% to 19% of participants. We also developed vital resources to support autistic children to communicate their school experiences.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

"A pupil in Year 8 was getting into a lot of trouble for shouting out and threatening another boy in the class. The other children were laughing at him, and he ended up with detention. I was asked to talk to him and knowing that he found it difficult to talk when he is upset, I used the visuals (created by Kidscape and Reachout ASC). He described how this other boy had been following him, whispering into his ear that he was [a SEND related insult] and that he would stab him when no-one was looking. The autistic pupil was so frightened when he saw the boy in his class that he lost it and shouted all kinds of things at him. The subject teacher had insisted that the autistic child had started it. Indeed, that's all he had seen. Thankfully, we were able to find out the truth and the visuals certainly helped. We are dealing with the other boy and his threats now and trying to make school safe again for the autistic pupil." Special Educational Needs Co-ordinator

2) Rise in number of children in receipt of free school meals attending the ZAP online workshops for children experiencing bullying

18% of children attending our ZAP online workshops were in receipt of free school meals (a rise of 12% on the previous year). We know that children living in poverty are significantly more likely to experience bullying and we have developed a relationship with Children Northeast who deliver the brilliant Poverty Proofing Schools programme. We look forward to collaborating with them in the coming year to improve school understanding and protection of children living in poverty.

3) Top tips translations

Our top tips for children and parents and carers are now available on the website in 15 languages, including Ukrainian and Russian, plus an accessible version intended for readers with sight loss or who are using a screen reader. We have also put together a multilingual poster for sign-posting readers to the Top Tips, which can be displayed in libraries or other community spaces.

"The refugee children and young people often get bullied in school and college and lack confidence and enough English to report it or communicate their feelings. These translated resources are incredibly useful - they learn what bullying is and how to deal with it - especially how and where to go when they need help and support." Refugee Council

Respond

What difference do we want to make?

We want to increase the length of engagement of children and families with Kidscape's services, reducing loneliness and isolation and increasing resilience and wellbeing. We will fill a significant gap in understanding how bullying impacts on trauma, providing therapeutic support to families, and developing training for teachers and other professionals. We will provide schools with an evidenced based approach to work with perpetrators of bullying which will reduce bullying behaviour and improve outcomes for those who are bullied, and those who bully others.

Highlights 2021-2022

1) Development of modular ZAP We worked with Reachout ASC to develop the content of our ZAP Community programme into a series of modules to support a longer-term relationship with children and young people. This is particularly important for autistic young people to help develop trust and explore new concepts and ideas.

2) Launch of trauma-informed therapeutic support We secured funding to pilot trauma-informed therapeutic support in partnership with the University of York, the Crystals Foundation and Service Six. The project includes a deep dive literature review to understand what research currently tells us about the relationship between bullying and trauma, and delivery of therapeutic support to up to twenty children severely impacted by bullying. The University of York will independently evaluate the therapeutic support to understand the impact on children's lives.

3) Development of funding bids for work with perpetrators in partnership with the Anti-Bullying Alliance We worked with the Anti-Bullying Alliance to develop a proposal for developing interventions for perpetrators of bullying. We are currently at the final stage of a major grant application for delivery to schools from 2023.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

Key priorities for 22/23

Reach

1) **Meet our ambitious targets to reach over 15,000 children, 5000 parents and carers and 15,000 professionals in the next three years.** This will include the development of strategic partnerships with others who share our vision and can help expand our reach. This includes a partnership with Governors for Schools to develop anti-bullying training for governors in England, and work with Arsenal FC to develop and deliver ZAP in Sports workshops for academy players.

2) **Invest in the digital transformation of the charity.** This includes updating the website, so it is more easily accessible to our different audiences, offers more online training and resources for professionals and families and the development of targeted content for 9-12-year-olds.

Represent

1) **Continue to improve our support for autistic children and their families.** This includes working on a new guide for parents and carers in association with Reachout ASC.

2) **Increase our accessibility to Muslim children and families.** We hope to collaborate with members of the Muslim Mind Collaborative to increase our understanding of the experiences and needs of Muslim young people. We want to see an increase in the number of Muslim children and families accessing our services.

Respond

1) **Develop the ZAP in Schools programme to support autistic children.** We will work with Reachout ASC to develop our ZAP in Schools programme to make sure it is accessible to autistic children, and pilot delivery of the workshops.

2) **Continue the delivery and evaluation of trauma-informed therapeutic support.** Our goal is to work with twenty families by the end of the project.

3) **Develop the Kidscape youth participation strategy.** This will require a costed plan for involving young people in all aspects of charity delivery, including governance, communications, and operations.

4) **Secure funds to develop interventions with perpetrators of bullying.** We are hopeful that we will have confirmation of funding to begin this work in the coming year.

Kidscape representation

Lauren Seager-Smith, CEO is a member of the Internet Matters Expert Advisory Panel and the UK Safer Internet Centre Board. Kidscape also has a place on the Charities Coalition on Internet Safety (CHIS) (CHIS) and was nominated to the Advisory Group of the Anti-Bullying Alliance by its members in 2021. Lauren is on the England Committee of Action for Children, and a Trustee of Children England. Kidscape is an active member of Children England, National Suicide Prevention Alliance and the Muslim Mind Collaborative.

Financial Review

We ended the year with a deficit of £78,611 against a budgeted deficit of £85,409. As predicted, this was a challenging financial year for the charity with the financial climate impacting all areas of income. We have invested in growing our traded services which have helped to mitigate the drop in other forms of income, and funding successes in 2020/2021 meant we were able to commit to our service delivery for children and families and move forward with new areas for growth identified through the strategic review. We are confident that continued investment in our traded services, a diverse portfolio of income streams and a highly committed fundraising team will see growth in the coming year.

Financial procedures

There are robust financial procedures in place to keep a close watch on our income and expenditure. These include daily checks of our online banking transactions, detailed cash flow reviews and monthly accounts produced by the Head of Finance and Administration. A board sub-committee meets with the CEO and Head of Finance and Administration each month to review income and expenditure, quarterly management accounts are prepared by our accountants with variance analysis, with finance reports provided each quarter to the full Board of Trustees.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

Reserves Policy

In 2019-2020 we reviewed our reserves policy in light of our reduced operating expenditure and the higher risks presented by the impact of the pandemic. We aim to hold six months' worth of planned future operating expenditure, plus £200,000 to address potential cash flow variability. This is to address the continued volatility of the fundraising environment and the increasing demand for our services. On 31 March 2022 we held unrestricted free reserves of £540,467. Our forecast expenditure for 2022-2023 is £448,900. The Trustees have created two new designated funds, to allocate resource to core activities over the coming years. The first designated fund is £87,251 in reserves to secure the delivery of our core services over the next three years, including ZAP workshops and the Parent Advice line. The Trustees have also committed £49,808 of reserves towards pilot projects including development of trauma informed practice and growth of the Community Leader programme. The Trustees also plan to invest additional reserves in the digital transformation of the charity over the next two years. This will include the development of the website and the youth support hub.

Investment Policy

£100,000 of Kidscape's reserves are invested in a Cazenove Multi-Asset Fund, established, and approved by the Charity Commission. The target return objective is inflation plus 4% over an economic cycle. The investment into this fund was made after extensive research by the Trustees and members of the senior management team. It was noted that the Fund is widely used among charities, of all sizes, provides an appropriate level of risk, and that funds are available for withdrawal at any time.

Incorporation

Kidscape is going through an incorporation process and has set up a new charity as a company limited by guarantee with the name 'Kidscape' (company number 12363125) and registered charity number (1189243). As part of this process, the current charity's whole undertaking, including all its assets, liabilities, and functions, will be transferred to the new charity. This also includes staff and Trustees. The incorporation process was due to be completed in 2020 but has faced ongoing delay into this financial year due to the continued challenge of opening a new bank account. This is currently in progress, and we hope to complete the process by the end of 2022. We have given advanced notice to funders where appropriate and will notify any funders where grant agreements will need to transfer from Kidscape Campaign for Children's Safety (charity number 326864) to Kidscape (charity number 1189243). We have received full legal support for the process from Bates Wells.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Trust Deed

The charity is governed by its Trust Deed. Legal responsibility for the management and stewardship of the charity is vested in the Board of Trustees. The CEO of the charity is responsible for the day-to-day management of the organisation and is responsible to the Board of Trustees.

Recruitment and Appointment of Trustees

Trustees are appointed by the Board of Trustees. We have a team of eleven Trustees with a broad range of experience. 50% of the board identify as minoritised ethnic groups. 30% are female, 70% male.

The Trust Deed requires Trustees to meet once a year, but they meet four times per year, and this was the case in the year to 31 March 2022 (with a mix of remote and face to face meetings). There are three additional sub-committees to the board which include Finance, Risk and Governance, Income Generation and Service Provision.

Trustee Induction and Training

New trustees are invited to meet the staff team, the Chair, and other members of the board. They are provided with a full induction that includes:

- Kidscape Trustee Role Description and Person Specification
- The main documents that set out the operational framework for Kidscape including the Constitution
- The latest published accounts
- The latest business plans
- The latest annual review
- The Kidscape Safeguarding Policy
- The essential trustee: what you need to know, what you need to do (CC3)
- The Charity Governance code for smaller charities

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2022

Trustees are provided with training in bullying awareness and child protection and are offered trustee induction training with NCVO.

Trustees are kept up to date on key charity governance directives, training and publications by the Chair and the CEO. Trustees are in contact with the CEO and staff on a regular basis. The Trustees have regard for the Charity Commission's guidance on charitable purposes and public benefit when reviewing Kidscape's aims and objectives and plans for future activities.

Risk Management

Members of the Board of Trustees acknowledge their responsibility for the management of risk, and work with senior staff to identify and manage any risks, which Kidscape might face. The risk register is updated quarterly and circulated to the board of trustees.

Where risk is identified, systems and procedures are put in place to mitigate the level of risk to the charity. Internal control risks are minimised through procedures for authorisation that are reviewed at least on an annual basis. The charity has undergone a thorough health and safety assessment and has invested in ongoing support through Citation. In 2018 the charity commissioned an external finance review to assess Kidscape's internal financial control environment, having regard to Charity Commission guidance (CC8: Internal financial controls for charities) to ensure we are benefitting from the most effective management information to support staff and trustees. In 2022 we will commission an external safeguarding audit and have appointed Jason Tait as safeguarding lead on the Board of Trustees.

The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2022**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

John Hadjipateras
Marco Das Neves Andre
Calum Smyth
Elliott Rae
Sania Shakoor
Ian Joseph - Chairman
Kitty Poole
Richard Bowyer
Annabel Koh Wilson
Salvatore Petrone – Treasurer

Principal Officers

Lauren Seager-
Smith - Chief Executive Officer
Lisa Spencer - Head of Finance and Administration

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Solicitors

Bates Wells
10 Queen Street Place
London
EC4R 1BE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The Kidscape Campaign for Children's Safety

**Report of the Trustees
for the Year Ended 31 March 2022**

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity 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 charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

15 December 2022

Approved by order of the board of trustees on and signed on its behalf by:

Ian Joseph

.....
Ian Joseph - Chairman - Trustee

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Opinion

We have audited the financial statements of The Kidscape Campaign for Children's Safety (the 'charity') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2022 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatement in respect of irregularities, including fraud.

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 Report of the Independent Auditors.

Use of our report

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



for and on behalf of Williams & Co Epsom LLP
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Date: 15 December 2022

The Kidscape Campaign for Children's Safety

**Statement of Financial Activities
for the Year Ended 31 March 2022**

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	<u>143,719</u>	<u>147,101</u>	<u>290,820</u>	<u>506,327</u>
EXPENDITURE ON					
Raising funds	3	48,642	38,076	86,718	87,911
Charitable activities	4				
ZAP		-	51,860	51,860	19,129
Parent Advice Line		-	34,686	34,686	18,025
The Westminster Foundation		-	-	-	29,592
Other general charitable activities		12,776	36,253	49,029	47,030
Support		46,822	-	46,822	46,987
RISE		-	21,127	21,127	30,500
School Sessions		27,708	-	27,708	18,849
Help with Bullying (The Dulverton Trust)		-	10,000	10,000	9,490
Help With Bullying Program (ScottishPower Foundation)		-	-	-	57,997
Community Leaders		-	133	133	72
RRE programme (Welsh Government)		-	482	482	17,235
Gemini Foundation		-	2,400	2,400	-
Pilot Projects		1,153	-	1,153	-
Hollyhock Charitable Foundation		-	<u>48,800</u>	<u>48,800</u>	-
Total		<u>137,101</u>	<u>243,817</u>	<u>380,918</u>	<u>382,817</u>
Net gains on investments		<u>10,838</u>	-	<u>10,838</u>	<u>27,578</u>
NET INCOME/(EXPENDITURE)		17,456	(96,716)	(79,260)	151,088
Transfers between funds	14	<u>(96,716)</u>	<u>96,716</u>	-	-
Net movement in funds		(79,260)	-	(79,260)	151,088
RECONCILIATION OF FUNDS					
Total funds brought forward		619,727	-	619,727	468,639
TOTAL FUNDS CARRIED FORWARD		<u>540,467</u>	-	<u>540,467</u>	<u>619,727</u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Balance Sheet
31 March 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	10	-	-	-	785
Investments	11	<u>150,303</u>	-	<u>150,303</u>	<u>139,756</u>
		150,303	-	150,303	140,541
CURRENT ASSETS					
Debtors	12	15,614	-	15,614	18,282
Cash at bank		<u>388,465</u>	-	<u>388,465</u>	<u>549,978</u>
		404,079	-	404,079	568,260
CREDITORS					
Amounts falling due within one year	13	(13,915)	-	(13,915)	(89,074)
		<u>390,164</u>	-	<u>390,164</u>	<u>479,186</u>
NET CURRENT ASSETS					
		540,467	-	540,467	619,727
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>540,467</u>	-	<u>540,467</u>	<u>619,727</u>
NET ASSETS					
		<u>540,467</u>	-	<u>540,467</u>	<u>619,727</u>
FUNDS	14				
Unrestricted funds:					
General fund				(47,086)	43,012
Designated fund - Parent advice line				87,251	87,251
Investment fund				450,494	439,656
Designated fund - Pilot Projects				<u>49,808</u>	<u>49,808</u>
				<u>540,467</u>	<u>619,727</u>
TOTAL FUNDS				<u>540,467</u>	<u>619,727</u>

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

Ian Joseph

.....
Ian Joseph - Chairman - Trustee

Salvatore Petrone

.....
Salvatore Petrone – Treasurer - Trustee

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

**Cash Flow Statement
for the Year Ended 31 March 2022**

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	1	<u>(161,514)</u>	<u>153,191</u>
Net cash (used in)/provided by operating activities		<u>(161,514)</u>	<u>153,191</u>
Change in cash and cash equivalents in the reporting period			
Cash and cash equivalents at the beginning of the reporting period		<u>549,978</u>	<u>396,787</u>
Cash and cash equivalents at the end of the reporting period		<u>388,465</u>	<u>549,978</u>

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

**Notes to the Cash Flow Statement
for the Year Ended 31 March 2022**

1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022 £	2021 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(79,260)	151,088
Adjustments for:		
Depreciation charges	785	2,148
Gain on investments	(10,548)	(27,578)
Decrease/(increase) in debtors	2,668	(1,200)
(Decrease)/increase in creditors	<u>(75,159)</u>	<u>28,733</u>
Net cash (used in)/provided by operations	<u>(161,514)</u>	<u>153,191</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.21 £	Cash flow £	At 31.3.22 £
Net cash			
Cash at bank	<u>549,978</u>	<u>(161,513)</u>	<u>388,465</u>
	<u>549,978</u>	<u>(161,513)</u>	<u>388,465</u>
Total	<u>549,978</u>	<u>(161,513)</u>	<u>388,465</u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements for the Year Ended 31 March 2022

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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.

Governance costs

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Assets costing below £500 are not capitalised by the Charity.

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 report of the trustees.

Within general reserves an amount has been allocated as an investment fund to provide security and longevity to the funding of the charity.

Pension costs

The charity operates a stakeholder pension scheme which is available to all staff.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

2. DONATIONS AND LEGACIES

	2022 £	2021 £
Gifts	-	(2)
Donations	84,369	75,565
Training income	65,669	48,797
Grants	140,719	370,195
Legacies	<u>63</u>	<u>11,772</u>
	<u>290,820</u>	<u>506,327</u>

Grants Receivable:

	2022 £	2021 £
<u>Restricted</u>		
Training income	64,697	-
Help with Bullying Programme (The ScottishPower Foundation)	-	89,670
Help with Bullying Programme (The Dulverton Trust)	10,000	33,062
RISE	-	30,000
RRE programme (Welsh Government)	7,491	17,235
IT	-	15,078
Parent Advice Line	-	1,650
Community Leaders	2,697	1,000
ZAP	13,416	-
The Hollyhock Foundation	<u>48,800</u>	<u>-</u>
Total	<u>143,719</u>	<u>187,695</u>

Unrestricted

Included within unrestricted income was a grant of £21,700 from Raise Your Hands and D G Cox Charitable.

Training Income:

The Charity received £63,808 (2021: £46,772) in relation to training income completed by Kidscape Limited. This is included within donations above. The total level of training income generated by the Charity and Limited company combined was £63,808 (2021: £46,772).

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

3. RAISING FUNDS

Raising donations and legacies

	2022	2021
	£	£
Staff costs	49,455	50,724
Rent, rates and water	(311)	6,267
Insurance	2,657	896
Telephone	1,279	2,944
Postage and stationery	1,331	8,210
Advertising	550	-
Sundries	1,469	2,569
IT costs	7,660	6,712
Fundraising costs including marathon entry fees	20,013	13,954
Travel	445	9
Subscriptions	624	489
Accountancy	225	137
Legal & professional	678	(5,000)
Computer software	643	-
	<u>86,718</u>	<u>87,911</u>

4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
ZAP	51,860	-	51,860
Parent Advice Line	34,686	-	34,686
Other general charitable activities	33,664	15,365	12,776
Support	46,822	-	46,822
RISE	21,127	-	21,127
School Sessions	27,708	-	27,708
Help with Bullying (The Dulverton Trust)	10,000	-	10,000
Community Leaders	133	-	133
RRE programme (Welsh Government)	482	-	482
The Gemini Foundation	2,400	-	2,400
Pilot Projects	1,153	-	1,153
The Hollyhock Charitable Foundation	<u>48,800</u>	<u>-</u>	<u>48,800</u>
	<u>278,835</u>	<u>15,365</u>	<u>294,200</u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

5. SUPPORT COSTS

	Governance costs £ <u>15,365</u>
Other general charitable activities	<u>15,365</u>

Support Costs

The allocation of support costs has been based on estimated proportions of time costs of staff and the expenditure related to their activity. This is consistent with the allocation basis from the previous year.

6. AUDITORS' REMUNERATION

Audit fees in the year were £4,000 (2021: £4,000). In addition fees of £12,000 (2021: £12,137) were paid to the auditors for provision of additional services including quarterly management accounts and preparation of the statutory accounts.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2022 nor for the year ended 31 March 2021.

Trustees' expenses

None of the trustees received any remuneration during the year (2021: £Nil). Travelling and other expenses of the trustees are not reimbursed by the charity.

The Charity has a de minimis policy in relation to trivial expenditure such as refreshments for Trustee's meetings which are not disclosed separately in the accounts.

8. STAFF COSTS

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

	2022	2021
Full-time	4	7
Part-time	<u>6</u>	<u>6</u>
	<u>10</u>	<u>13</u>

	2022 £	2021 £
Wages and salaries	256,181	232,366
Social security costs	20,218	17,864
Pension costs	4,076	3,530
Key management staff emoluments: £60,001 - £70,000	1	1

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>271,360</u>	<u>234,967</u>	<u>506,327</u>
EXPENDITURE ON			
Raising funds	10,984	76,927	87,911
Charitable activities			
ZAP	-	19,129	19,129
Parent Advice Line	-	18,025	18,025
The Westminster Foundation	-	29,592	29,592
Other general charitable activities	35,473	11,557	47,030
Support	-	46,987	46,987
RISE	-	30,500	30,500
School Sessions	-	18,849	18,849
Help with Bullying (The Dulverton Trust)	-	9,490	9,490
Help With Bullying Program (ScottishPower Foundation)	-	57,997	57,997
Community Leaders	-	72	72
RRE programme (Welsh Government)	<u>-</u>	<u>17,235</u>	<u>17,235</u>
Total	<u>46,457</u>	<u>336,360</u>	<u>382,817</u>
Net gains on investments	<u>27,578</u>	<u>-</u>	<u>27,578</u>
NET INCOME/(EXPENDITURE)	252,481	(101,393)	151,088
Transfers between funds	<u>(101,393)</u>	<u>101,393</u>	<u>-</u>
Net movement in funds	151,088	-	151,088
RECONCILIATION OF FUNDS			
Total funds brought forward	468,639	-	468,639
TOTAL FUNDS CARRIED FORWARD	<u><u>619,727</u></u>	<u><u>-</u></u>	<u><u>619,727</u></u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2021 and 31 March 2022	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
DEPRECIATION			
At 1 April 2021	13,534	40,207	53,741
Charge for year	<u>-</u>	<u>785</u>	<u>785</u>
At 31 March 2022	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
NET BOOK VALUE			
At 31 March 2022	<u>-</u>	<u>-</u>	<u>-</u>
At 31 March 2021	<u>-</u>	<u>785</u>	<u>785</u>

11. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Listed investments £	Totals £
MARKET VALUE			
At 1 April 2021	100	139,655	139,755
Revaluations	<u>-</u>	<u>10,548</u>	<u>10,548</u>
At 31 March 2022	<u>100</u>	<u>150,203</u>	<u>150,303</u>
NET BOOK VALUE			
At 31 March 2022	<u>100</u>	<u>150,203</u>	<u>150,303</u>
At 31 March 2021	<u>100</u>	<u>139,655</u>	<u>139,755</u>

Shares in group undertakings represents the investment held in Kidscape Limited. Listed investments represents the balance held with Schoders Investments Funds.

There were no investment assets outside the UK.

Cost or valuation at 31 March 2022 is represented by:

	Shares in group undertakings £	Listed investments £	Totals £
Valuation in 2022	100	150,204	150,304

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

11. FIXED ASSET INVESTMENTS - continued

Share in Group Undertakings:

The Kidscape Campaign for Children's Safety owns all of the share capital of Kidscape Limited, and the profits of Kidscape Limited are distributed through Gift Aid to the Campaign. Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005. Disclosure of the investment at market value (per the Charities' SORP) is not considered appropriate, and the investment is shown at its nominal value. Results for the periods were:

	2022	2021
	£	£
Turnover	29,140	33,930
Net Profit/(Loss)	1,090	951
Gross assets	18,082	26,603
Net assets	11,501	10,956

Fixed Asset Investments:

The Charity invested £100,000 in Schroders Investment Funds in March 2015. The carrying value of the portfolio as at 31 March 2022 was £150,204 (2021: £139,656).

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade debtors	2,911	2,635
Other debtors	-	3,776
Amounts owed by subsidiary	1,241	9,397
Accrued income	6,716	2,474
Prepayments	4,746	-
	<u>15,614</u>	<u>18,282</u>

The amounts owed by the subsidiary undertaking represents funding provided out of gift aid payments previously made by the campaign.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Social security and other taxes	1	596
Accrued expenses	<u>13,914</u>	<u>88,478</u>
	<u>13,915</u>	<u>89,074</u>

14. MOVEMENT IN FUNDS

	<u>YE '21</u>	<u>Incoming</u>	<u>Outgoing</u>	<u>Transfer</u>	<u>Gains &</u>	<u>YE '22</u>
	<u>B/fwd</u>	<u>resources</u>	<u>resources</u>	<u>of funds</u>	<u>losses</u>	<u>C/fwd</u>
	£	£	£	£	£	£
<u>Restricted funds:</u>						
ZAP	-	13,416	(51,880)	38,464	-	-
Parent Advice Line	-	-	(34,725)	34,725	-	-
Training	-	64,697	(64,696)	-	-	-
Support	-	-	(46,823)	46,823	-	-
RISE	-	-	(21,127)	21,127	-	-
School sessions	-	-	(27,708)	27,708	-	-
Dulverton "Help with Bullying" Program	-	10,000	(10,000)	-	-	-
Scottish Power "Help With Bullying" Program	-	-	-	-	-	-
Community Leaders	-	2,697	(2,697)	-	-	-
IT Fund	-	-	-	-	-	-
Pilot Projects	-	-	(1,193)	1,193	-	-
Welsh Government	-	7,491	(7,491)	-	-	-
The Gemini Foundation	-	-	(2,400)	2,400	-	-
The Hollyhock Foundation	-	48,800	(48,800)	-	-	-
Total restricted funds	-	147,101	(319,540)	172,439	-	-
<u>Unrestricted funds:</u>						
General fund	43,012	143,719	(61,378)	(172,439)	-	(47,086)
Investment fund	439,656	-	-	-	10,838	450,494
Designated fund - Pilot Projects	49,808	-	-	-	-	49,808
Designated fund - ZAP (Schools & Community)/ Parent Advice Line	87,251	-	-	-	-	87,251
Total unrestricted funds	619,727	143,719	(61,378)	(172,439)	10,838	540,467
Total funds	<u>619,727</u>	<u>290,820</u>	<u>(380,918)</u>	<u>-</u>	<u>10,838</u>	<u>540,467</u>

Pilot projects

The board have agreed to designate funds to support consultation, development, and growth of pilot projects identified through the strategic review process while we seek further funding. These include development of trauma informed therapeutic services for children, consultation on the development of a youth support hub, and funding for a community leader and youth engagement coordinator to increase our reach into diverse communities and further enhance youth consultation and leadership within the charity.

ZAP (Schools and Community)/ Parent Advice Line

ZAP bullying awareness and resilience workshops (delivered both in the community and in schools), and the Parent Advice Line are vital services that Kidscape provides to children and families. The board have agreed to designate funds for these services to secure a foundational level of delivery, on which we will seek further funds to expand, over the next three years.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2022**

15. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2022.

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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.

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

The Kidscape Campaign for Children's Safety has a wholly-owned trading subsidiary, Kidscape Limited. The company is registered in England and operates within the UK. For further details, see note 10 to these accounts.

During the year the Limited company made total gift aid donations to the Charity of £27,695 (2021: £33,017). The inter company balance at the year end was £1,241 (2021: £9,397).

Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005.

KIDSCAPE CAMPAIGN FOR CHILDREN'S SAFETY

England & Wales - Charity number 326864

Accounts

**Report of the Trustees and
Audited Financial Statements
for the Year Ended 31 March 2021
for
The Kidscape Campaign for Children's
Safety**

Williams & Co
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

**The Kidscape Campaign for Children's
Safety**

**Contents of the Financial Statements
for the Year Ended 31 March 2021**

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**The Kidscape Campaign for Children's
Safety**

**Report of the Trustees
for the Year Ended 31 March 2021**

The trustees present their report with the financial statements of the charity for the year ended 31 March 2021. 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).

The Kidscape Campaign for Children's Safety is a registered charity. Its trading subsidiary is Kidscape Limited, profits from which are passed through to the charity.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Our Aims and Objectives

The charity's objects contained in the company's memorandum of association are to preserve and safeguard children from sexual and other assaults by advancing their education into the prevention of such assaults. Our vision is for all children to grow up in supportive communities safe from bullying and harm.

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.

This report looks at our objectives, activities, and the outcomes of our work in the accounting period, 1st April 2020 to 31 March 2021.

Activities and outcomes 2020-2021

Impact of the COVID pandemic

Like all charities we had to adapt to the impact of the COVID pandemic. We were fortunate in that we already had flexible working arrangements in place, with staff working at least some of the week from home. This meant we were able to quickly adapt to become a remote workforce. We served notice on the London office representing a significant cost saving and received funding from the City Bridge Trust to provide staff with additional technical support. This included the migration of all operating and financial systems online. Although children were out of school for long periods of time, there was still a demand for our ZAP workshops, and we quickly adapted these for online delivery. We also adapted our staff training for online delivery and were able to continue with delivery throughout the year. There was a growing interest in our RISE transition programme to support children with both moving up to secondary school and the return to school post lockdown, and we secured funding from the Lottery and DCMS to deliver this to schools in the Southwest of England. Once the schools started to reopen, we conducted full risk assessments and staff were able to offer different types of delivery according to need, including remote and face to face. We consulted with staff on their personal needs during this time, held weekly online staff meetings, with one staff member placed on the furlough scheme.

This was a year like no other but with a dedicated team of staff, Trustees, volunteers and freelancers and incredible support from our supporters and funders we were able to press on with helping children, families, and school staff on the front-line, alongside developing our strategic plans for the future.

Key highlights

- Providing help and advice to 4,961 children over 11,000 parents and carers in England and Wales.
- Continued support for parents and carers through our Parent Advice Line and online parent support groups
- Raising awareness of Kidscape and sharing information and advice through our digital platforms and partnership approach
- Provision of training, advice, and resources to over 5000 adults with a duty of care for children and young people, including staff from 80 schools throughout England and Wales
- Protection of young lives through policy and campaign work with government, charity partners, business partners and schools to improve the response to child safety in England and Wales.

Measuring Impact

In 2019 we reviewed our current impact measurements across all areas of programme and service delivery and updated the Kidscape Theory of Change. This was supported by a sub-committee of the Board of Trustees, Chaired by Dr Sania Shakoore. The review led to the identification of five areas against which we seek to measure our impact as a charity:

- Building communities of support
- Reducing isolation and loneliness
- Promoting positive relationships
- Supporting resilience and wellbeing
- Helping children recognise and respond to bullying behaviour.

These areas of impact are fundamental to current programme delivery and form the basis for any new or developing areas of work.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Working with children, families, and schools

Delivery of ZAP online workshops

Kidscape ZAP workshops support children who are going through a bullying situation with practical skills (the 'ZAP tools') that help to build confidence and resilience. The workshops also provide an opportunity for parents and carers to share their experiences, to learn from one another, to learn the tools that they can then reinforce with their children, and to receive support on how best to communicate with schools to resolve a bullying situation. While these workshops are usually delivered face to face, over the course of a day, in response to the pandemic we took the workshops online - offering separate sessions for children and for parents and carers. We delivered a total of 15 workshops to 78 families. This meant we had to reduce the content of the workshop from a day down to a two-hour session.

About the children and families

The children ranged from 8 to 15 years of age with the majority aged 10-11 years old. 61% identified as male, 39% as female. 27% of the children identified as disabled or with an additional need (with 12% on the autistic spectrum). 30% of the parents had a disability or a health condition. We received ethnic monitoring data from a third of participants with 87% identifying as White, 87% White, 9% Mixed Ethnic and 4% Black British.

Of the children who attended, 35% said bullying had led to time out of school, 88% said bullying had impacted their physical and mental health.

82% of children had experienced verbal bullying, 90% emotional bullying, 59% physical bullying, 14% cyberbullying, 14% racist bullying, 8% sexual or sexist bullying, 14% homophobic, biphobic or transphobic bullying and 24% disablist bullying.

Impact of the workshop

One of the challenges of online delivery proved to be collection of evaluation data. With the face-to-face workshops we are able to collect data on the day from children and from parents and carers. With the online workshops we were reliant on parents and carers completing an evaluation survey after delivery. We received a response from a third of participating parents and carers:

- 80% said their child was now more confident
- 55% said their child was now more assertive
- 70% felt their child was now feeling better about themselves
- 65% said their child now seemed less stressed
- 79% of parents said they now felt more able to support their child
- 84% of parents said they now felt less alone

The benefits that parents and carers shared in the open comments included feeling part of a community and talking to other parents and carers, learning practical strategies, children being able to attend a group session rather than just one to one's (e.g., with a psychologist), meeting other children going through the same situation, not feeling alone, and knowing that there is help out there.

"To all team at the Kidscape - tremendous thank you. I am indebted for being there for us at the time when the only thing possible was to wrap bubble my child and just hope the things would change, when in reality both my child and i needed to make the change. And then we met Kidscape...thank you"

Learning

Parents shared with us that while they found the online workshop helpful, they would also like the chance to meet face to face. They also asked for more ongoing support which reflects the recommendations made by families as part of the strategic review. Parents also suggested it may be better to separate out the age groups, and this is action we hope to be able to take moving forward.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Next steps

There has been tremendous learning from taking the ZAP workshops online. The benefits include being able to reach children and families anywhere in the country, and we received feedback from two families of autistic children that they felt more comfortable with the online environment. It also represents significant cost savings as there are no accommodation or travel costs. In light of this we are going to continue to deliver a monthly online workshop but will explore how we can develop the requirement for more ongoing support through a modular offer. We will also reinstate the face-to-face day workshops when families and staff are confident to travel as the feedback data suggests they have more of a profound impact in the short and long term.

Digital Safety for Parents and Carers

Through support from the ScottishPower Foundation we were able to deliver ten online workshops in digital safety to 194 families. 100% of participants said they would recommend the training to other parents, 100% rated the workshop as excellent or good.

Programme delivery in schools

Direct delivery of ZAP in Schools and RISE transition support

Our usual delivery into schools was severely impacted by the pandemic but we were able to deliver a combination of online and face to face delivery. Through funding from the ScottishPower Foundation and The Dulverton Trust we delivered the ZAP in Schools programme which helps children understand and respond to bullying in two schools to over 580 children. We delivered the RISE transition programme to help children with key social skills as they move up to secondary school directly to children in eight schools, reaching 366 children. Through funding from the Lottery and DCMS we were able to develop the RISE transition programme to a Train the Trainer model that we could deliver online to school staff. We delivered a total of ten workshops to 64 staff from across 59 schools. Of those that attended 85% said they now felt very confident in planning for transition support and using the RISE programme materials and all participants said they would recommend the programme to others.

"The tried and tested content is really good. It is difficult to know from a primary school perspective what will be most helpful, so having all this laid out is wonderful."

In addition to this we received a small amount of funding to distribute our RISE transition guide for children and young people to primary schools throughout Manchester.

Peer Mentoring Training

We secured funding from Wiltshire County Council to deliver peer mentoring training to schools in Wiltshire from September 2019 for two years. We adapted our training for virtual delivery, training 22 staff from 19 schools and two voluntary organisations.

"I just wanted to send you a quick e-mail to thank you for your fantastic Kidscape Peer Mentoring training. I have 'attended' several Zoom training sessions on various subjects and topics and I can honestly say this is the best one I have been on. It is clear to see that you are passionate and enthusiastic, and I think that definitely rubbed off on me. You were engaging, fun to listen to, knowledgeable and I left the session feeling excited to get stuck in with the programme rather than a deflated 'this is going to be way too much' feeling that I often get when leaving training. I really appreciated you emphasizing the support that you would be able to provide after the session too - in short, you are amazing!"

Rights, Respect, Equality Training for school leaders and governors in Wales

The Welsh Government funded Kidscape to develop and deliver training for school leaders and governors in Wales to help embed the new statutory anti-bullying guidance for schools. We delivered a total of 12 online workshops (10 in English, 2 in Welsh) to over 300 participants. 100% of participants said that since attending the webinar they had a better understanding of the key actions required under Rights, respect, equality: Statutory guidance for governing bodies of maintained schools (2020) and 98% said they now felt more confident about developing or updating their anti-bullying strategy and anti-bullying policy.

"All of it was extremely helpful. I loved the way you highlighted proactive rather than reactive. You made very clear links between school community and governors. The research facts and figures highlighted the extent of bullying in our schools and was sadly shocking."

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Programmes in the local community

Community Leader training

In 2020, with support from the ScottishPower Foundation we developed and launched the Kidscape Community Leader Programme. The programme is inspired by our vision for all children to grow up in supportive communities safe from bullying and harm. The aim of the programme is to empower adults and young adults working in the community with children and young people to recognise and take action to challenge bullying behaviour. We had planned to deliver these workshops face to face, but again quickly adapted to virtual delivery. We had a target to train 40 Community Leaders over the year and were delighted that through virtual delivery we were able to deliver 19 workshops, training 81 Young Community Leaders and 241 Adult Community Leaders. Of those who participated:

- 89% felt more equipped with practical strategies to handle bullying situations
- 96% felt more knowledgeable about the causes and impact of bullying
- 83% felt more aware of how the local community can help keep children safe
- 87% felt they had more understanding of who, when and where to signpost families to additional support

We were able to reach diverse communities through the Community Leader programme including working with Young Farmers, coaches from Newport County Football Club, staff from Queensway Orthodontics, the Gypsy, Roma, Traveller Community, and a partnership with Jewish Child's Day to train youth workers and school staff from the Jewish community.

Next steps will be to recruit a Community Leader Coordinator to support the growing network of Community Leaders, to develop new training and resources for young community leaders, to develop a new model of leadership for younger age children and to continue to build partnerships with diverse communities.

Support for parents and carers through the Parent Advice Line (PAL)

Kidscape has operated a Parent Advice Line since 2016 in response to a lack of support for parents and carers struggling with bullying issues at a local level. The Parent Advice Line offers parents and carers a safe space to share worries and concerns, to access advice on law and policy relating to bullying, navigating school complaints processes, supporting their child with bullying related concerns, and signposting to other sources of support.

As the schools were closed for a significant amount of time during this period, we experienced a smaller than average number of calls to the advice line but found that the calls picked up when children returned to school after the lockdown.

From April 2020 to April 2021, we supported 69 families through the advice line service. Where the information was disclosed by the caller, 34% were regarding bullying primary schools, 66% in secondary schools; 64% were concerning girls, 37% boys, the children targeted were between 5 and 16 years of age with majority of cases involving 8-10-year-olds and 11-13-year-olds. 14% of children had special educational needs. The majority of bullying involved a combination of emotional, verbal, and physical bullying and eight contacts gave rise to serious safeguarding concerns.

Of the parents and carers who chose to evaluate the service:

- 96% said the adviser was helpful
- 96% the adviser was knowledgeable
- 92% now felt more confident to address the bullying situation with the school
- 92% would recommend the service to others

"I feel listened to, not judged and empowered. I was feeling defeated and hopeless prior to call."

During this year we successfully applied for membership of the Helpline Partnership to assist with ongoing support and development for the service. Kat Fuller our Parent Support Manager also completed Advisory Centre for Education (ACE) Step by Step Training.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Training adults to help keep children safe

Training adults to keep children safe is central to the mission of Kidscape. We quickly adapted our training for online delivery, delivering 32 workshops to over 400 participants, with 96% attendees rating our training as excellent or good. We deliver training in advanced and basic safeguarding, bullying awareness, online safety, and peer mentoring. Basic safeguarding and peer mentoring proved to be our most popular courses this year. Our courses are CPD accredited, and we deliver our training through a team of Freelance Trainers working throughout England and Wales. Most of our training is delivered to school staff though we also deliver to the charity sector and to the private sector (through the Limited Company).

Next steps for training

We are developing new courses in Adult Safeguarding and Sexual violence in schools and will be delivering training to football clubs through a partnership with the England Football League (EFL).

Raising awareness of Kidscape: sharing information and advice

Friendship Friday campaign

Kidscape encourages schools to take part in Friendship Friday each November as a way of promoting positive relationships, signposting to our services, and encouraging schools to raise funds for our work. We were delighted to once again partner with Andersen Press and Elmer the Patchwork Elephant with a focus on kindness in the early years so that children have a positive start to their school journey. Staff from over 3000 nurseries and preschools downloaded the activity pack (an increase of 50% on the previous year) and we were delighted to see such a colourful range of activity across our social media channels. We also benefited from support from Kidscape Ambassador George Rainsford whose bedtime reading of Elmer had over 900 views.

Anti-Bullying Week

Kidscape as active members of the Anti-Bullying Alliance support Anti-Bullying Week each November. Kidscape drafted the official parent pack in support of the week which had over 8000 downloads and were delighted to take part in a Facebook Live event for parents and carers with over 600 participants.

Back to School campaign

To support the return of children to school after lockdown, we launched the September Back to School campaign, aimed at children in Years 5-7. The campaign materials included practical guidance and support for transitioning back after lockdown and the summer break. This included exploration of how young people can connect with their thoughts and feelings, managing change maintaining positive relationships and building new ones. We had over 1000 downloads of the campaign materials.

Media engagement

We have continued to engage with national and local press to raise awareness of bullying and the practical support we can give, and to comment on bullying related issues. This included coverage on the BBC and in The Telegraph.

Working in partnership with others

Kidscape was delighted to work in collaboration with many different partners during the year. Highlights included:

- Elmer the Elephant - working together to provide families of younger children with a Family Fun plan to support positive activities during the lockdown period.
- The Sleep Charity - working together to provide shared guidance on bullying and sleep, 'Top Tips for Troubled Sleep'
- Indieflix - supporting a screening of the film 'Angst' through participating in the expert
- Universal and Trolls - partnership on the Trolls Month of Positivity through providing positive resources for children with over 500 downloads.
- Qustodio - supporting a live Q and A on family digital safety

Changing young lives through policy and campaign work

We continue to work closely with government and other partners on policy and campaign initiatives to prevent bullying and safeguard children and young people.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

Response to Black Lives Matter

Staff and Trustees worked together on our commitments going forward and we have shared these on the website and through our social media platforms. Staff have participated in external training to explore diversity and inclusion and will continue to participate in development and learning in the coming year.

Kidscape representation

Lauren Seager-Smith, CEO is a member of the Internet Matters Expert Advisory Panel and the UK Safer Internet Centre Board. Kidscape also has a place on the CHIS and was nominated to the Advisory Group of the Anti-Bullying Alliance by its members in 2019. Lauren is also on the England Committee of Action for Children. Kidscape is an active member of Children England and the National Suicide Prevention Alliance.

Note on the impact of Covid-19

The pandemic had an immediate impact on how we deliver our programmes and services with a temporary suspension of school-based programme work and a migration to online delivery wherever possible. With schools closed there was a reduction in families seeking support for bullying during lockdown periods but we saw a steep increase in referrals with children returning to school. We worked closely with our funders throughout the year to adapt our delivery goals and targets and to defer delivery where appropriate (particularly with school-based work). We had already taken significant action in the previous financial year to reduce our expenditure, and this meant that we were in a strong position going into the financial year. The decision to give up the office in London represented a significant cost saving, we made a small saving through one staff member participating in the Government Job Retention Scheme, and we benefited from successful bids for funding to support small charities as they respond to the impact of the pandemic. This meant that we ended the financial year in a much stronger position than forecast and are optimistic going into the next financial year about our ability to meet our funding targets and implement our goals from the strategic review.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

FINANCIAL REVIEW

We ended the year with a surplus of £151, 088. This was due to a high level of success in applications to Trusts and Foundations and steps we have taken over the last two years to significantly reduce expenditure in order to secure the long-term sustainability of the charity.

Financial procedures

In order to monitor Kidscape's financial position there are several financial procedures in place. These were not impacted by the pandemic, and we continued with daily checks of our online banking transactions, detailed cash flow reviews and monthly accounts produced by the Head of Finance and Administration. We also made sure we kept the board up to date with the impact of the pandemic, consulting on decision making such as serving notice on the London office. A board sub-committee meets with the CEO and Head of Finance and Administration each month to review income and expenditure, quarterly management accounts are prepared by our accountants with variance analysis, with finance reports each quarter to the full Board of Trustees.

Reserves Policy

In 2019-2020 we reviewed our reserves policy in light of our reduced operating expenditure and the higher risks presented by the coronavirus, which became clear towards the end of the financial year. We aim to hold six months' worth of planned future operating expenditure, plus £200,000 to address potential cash flow variability. This is to address the continued volatility of the fundraising environment and the high demand for our services. Our forecasted expenditure for 2021-2022 is £402,888. The Trustees have created two new designated funds, to allocate resource to core activities over the coming years. The first designated fund is £87,251 in reserves to secure the delivery of our core services over the next three years, including ZAP workshops and the Parent Advice line. The Trustees have also committed £49,808 of reserves towards pilot projects including development of trauma informed practice, growth of the Community Leader programme, and development of a youth support hub. On 31 March 2021 we held free reserves of £619,727. Which when we allow for delegated support for core services and the investment in pilot projects is within our reserves policy.

Investment Policy

£100,000 of Kidscape's designated reserves have been invested in a Cazenove Multi-Asset Fund, established, and approved by the Charity Commission. The target return objective is inflation plus 4% over an economic cycle. The investment into this fund was made after extensive research by the Trustees and members of the senior management team. It was noted that the Fund is widely used among charities, of all sizes, provides an appropriate level of risk, and that funds are available for withdrawal at any time. The closing investment valuation was £139,756.

Incorporation

Kidscape is going through an incorporation process and has set up a new charity as a company limited by guarantee with the name 'Kidscape' (company number 12363125) and registered charity number (1189243). As part of this process, the current charity's whole undertaking, including all its assets, liabilities, and functions, will be transferred to the new charity. This also includes staff and Trustees. The incorporation process was due to be completed in this financial year but has been delayed due to the challenges of opening a new bank account during the lockdown period. This is currently in progress, and we hope to complete the process by the end of 2021. We have given advanced notice to funders where appropriate and will notify any funders where grant agreements will need to transfer from Kidscape Campaign for Children's Safety (charity number 326864) to Kidscape (charity number 1189243). We have received full legal support for the process from Bates Wells Braithwaite. We aim to have the new entity fully operational in 21/22.

Plans

Strategic Plan 2021-2024

At the end of 2020, considering the rapidly changing environment, the board of Trustees brought forward the strategic review process and the team began the review with sign off of a three-year plan in March 2021. The review involved over one hundred stakeholders including Trustees, staff, volunteers, freelancers, funders, parents and carers and children and young people, reflecting on our current position, strengths, and challenges across a range of focus areas, and soliciting recommendations.

We want all children in England and Wales to grow up in supportive communities safe from bullying and harm. Bullying is a complex issue with requires a multi-faceted response. There are many factors that influence behaviour - both in schools, the communities and online. We're fortunate that there is wealth of research both in the UK and internationally related to bullying, and we are guided by a range of theoretical approaches, including work with children at an individual and peer group level, family support, work with schools and societal influence.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

We are highly regarded as the charity that is on the ground, giving practical support to children, families, schools, and communities.

'You do great work on the frontline'.

Three pillars

Through the strategic review we have identified three key pillars for future growth:

- 1) Reach - make sure we are reaching the children and families that need us most and that we have a significant impact on young lives.
- 2) Represent - make sure our staff and volunteers are representative of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying (e.g., disabled children and those with additional needs, young carers, LGBT+ young people, ethnic minorities and children living in poverty).
- 3) Respond - make sure we listen to children, families, schools, and communities and work together to improve and develop programmes and services.

Goals 2021-2024

Reach

- 1) Increase our reach to children and families through our digital platforms
- 2) Seek partners for development and delivery of programmes and services
- 3) Increase number of associates and volunteers

What difference will we make?

We have set an ambitious target to reach a minimum of 15,000 children, 5000 parents and carers and 15,000 professionals with practical support, advice, and training over the next three years. We will aim for a community reach (i.e. empowering others to reach children in their communities) of at least 150,000 children.

Represent

- 1) Conduct an accessibility audit of our website and programmes and services and make changes to ensure we can reach all children and families who need our help.
- 2) Staff training in diversity and inclusion - provide staff training and development opportunities in different aspects of diversity and inclusion. Apply this learning to our programmes and services.
- 3) Identify key regions for delivery. We know we have a fully remote workforce with staff, freelancers and volunteers throughout England and Wales. This means we can prioritise the areas most in need of targeted support. We will use the data that is available to identify regions where children experience high levels of bullying and social deprivation and target our fundraising activity to secure delivery in these areas.

What difference will we make?

We will reach children and families who are significantly more likely to experience bullying, increasing their access to and participation in our services by up to 50% over the next three years. We will prioritise the delivery of Kidscape community Leader training to young adults and adults in diverse communities, empowering leaders to create communities of safety. We will expand into mid and North Wales, and provide targeted support in the Midlands, Southwest and Southeast of England as well as London authorities.

Respond

We will take forward key recommendations from the strategic review for programme and service development. This includes:

- 1) Development of modular ZAP workshops. Children and families have told us that while they find the current ZAP workshops a great help, they would value a longer-term offer which goes into greater detail. We will develop the workshop so it can be delivered in modular form, exploring different methods for delivery.
- 2) Youth support hub. Children and families have told us they want a safe space where children can mix socially with other children impacted by bullying. We will consult in detail with young people to make sure the offer we develop is fit for purpose, safe, accessible, and financially sustainable.
- 3) Trauma informed therapeutic support. 80% of children who access our ZAP workshops have mental ill health. We will work in partnership with the Crysaly Foundation to develop a programme of therapeutic support for children and families most severely impacted by bullying.
- 4) Work with perpetrators. There is a significant lack of practical support for children who bully others in schools with schools often resorting to disciplinary measures which fail to address the root causes of bullying behaviour. We will work in partnership with the Anti-Bullying Alliance to develop a robust programme of support that can be adopted by schools throughout England and Wales.

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2021

What difference will we make?

We will increase the length of engagement of children and families with Kidscape's services, reducing loneliness and isolation and increasing resilience and wellbeing. We will fill a significant gap in understanding how bullying impacts on trauma, providing therapeutic support to families, and developing training for teachers and other professionals. We will provide schools with an evidenced based approach to work with perpetrators of bullying which will reduce bullying behaviour and improve outcomes for those who are bullied, and those who bully others.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Structure, Governance and Management

Trust Deed

The charity is governed by its Trust Deed. Legal responsibility for the management and stewardship of the charity is vested in the Board of Trustees. The CEO of the charity is responsible for the day-to-day management of the organisation and is responsible to the Board of Trustees.

Recruitment and Appointment of Trustees

Trustees are appointed by the Board of Trustees. We currently have a team of ten Trustees with a broad range of experience.

The Trust Deed requires Trustees to meet once a year, but they meet four times per year, and this was the case in the year to 31 March 2021 (albeit remotely). There are three additional sub-committees to the board which include general purposes to review monthly accounts, fundraising, and monitoring and evaluation.

Trustee Induction and Training

New trustees are invited to meet the staff team, the Chair, and other members of the board. They are provided with a full induction that includes:

- Kidscape Trustee Job Description and Person Specification
- The main documents that set out the operational framework for Kidscape including the Constitution
- The latest published accounts
- The latest business plans
- The latest annual review
- The Kidscape Safeguarding Policy
- The essential trustee: what you need to know, what you need to do (CC3)
- The Charity Governance code for smaller charities

Trustees are provided with training in bullying awareness and child protection and are offered trustee induction training with NCVO.

Trustees are kept up to date on key charity governance directives, training and publications by the Chairman and the CEO. Trustees are in contact with the CEO and staff on a regular basis. The Trustees have regard for the Charity Commission's guidance on charitable purposes and public benefit when reviewing Kidscape's aims and objectives and plans for future activities.

Risk Management

Members of the Board of Trustees acknowledge their responsibility for the management of risk, and work with senior staff to identify and manage any risks, which Kidscape might face. The risk register is updated quarterly and circulated to the board of trustees.

Where risk is identified, systems and procedures are put in place to mitigate the level of risk to the charity. The greatest current concern is charity income generation which is being overseen by the fundraising sub-committee. Internal control risks are minimised through procedures for authorisation that are reviewed at least on an annual basis. The charity has undergone a thorough health and safety assessment and has invested in ongoing support through Citation. In 2018 the charity also commissioned an external finance review to assess Kidscape's internal financial control environment, having regard to Charity Commission guidance (CC8: Internal financial controls for charities) to ensure we are benefitting from the most effective management information to support staff and trustees.

**The Kidscape Campaign for Children's
Safety**

**Report of the Trustees
for the Year Ended 31 March 2021**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

John Hadjipateras
Jonathan Bell (resigned 21/12/2020)
Marco Andre
Calum Smyth
Elliott Rae
Sania Shakoor
Ian Joseph - Chair
Kitty Poole
Richard Bowyer
Annabel Koh Wilson
Salvatore Petrone (appointed 21/12/2020)

Principal Officers

Lauren Seager-Smith - Chief Executive Officer
Lisa Spencer - Head of Finance and Administration

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

Williams & Co
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

Solicitors

Bates Wells
10 Queen St Pl
London
EC4R 1BE

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The Kidscape Campaign for Children's
Safety

Report of the Trustees
for the Year Ended 31 March 2021

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity 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 charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

Approved by order of the board of trustees on 6.12.21 and signed on its behalf by:


.....
Ian Joseph - Chair - Trustee

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Opinion

We have audited the financial statements of The Kidscape Campaign for Children's Safety (the 'charity') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2021 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of entity staff in compliance functions to identify an instances of non-compliance with laws and regulations;
- Performing audit work over the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing samples of restricted and unrestricted funds to ensure income and expenditure is allocated per the funding requests and
- Reviewing financial statement disclosure and testing to supporting documentation to assess compliance with applicable laws and regulations.

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

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

**Report of the Independent Auditors to the Trustees of
The Kidscape Campaign for Children's
Safety**

Use of our report

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



for and on behalf of Williams & Co
Statutory Auditors
8-10 South Street
Epsom
Surrey
KT18 7PF

6 December 2021

**The Kidscape Campaign for Children's
Safety**

**Statement of Financial Activities
for the Year Ended 31 March 2021**

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	271,360	234,967	506,327	518,814
EXPENDITURE ON					
Raising funds	3	10,984	76,927	87,911	146,964
Charitable activities	4				
ZAP		-	19,129	19,129	81,407
Parent Advice Line		-	18,025	18,025	26,944
Training		-	29,592	29,592	72,460
The Westminster Foundation		-	-	-	25,018
Other general charitable activities		35,473	11,557	47,030	141,174
Support		-	46,987	46,987	58,470
RISE		-	14,504	14,504	27,538
School Sessions		-	18,849	18,849	22,081
Peer Mentoring		-	-	-	780
Help with Bullying (The Dulverton Trust)		-	9,490	9,490	3,006
Help With Bullying Program (ScottishPower Foundation)		-	57,997	57,997	-
Community Leaders		-	72	72	-
RRE programme (Welsh Government)		-	17,235	17,235	-
Total		<u>46,457</u>	<u>336,360</u>	<u>382,817</u>	<u>605,842</u>
Net gains/(losses) on investments		<u>27,578</u>	<u>-</u>	<u>27,578</u>	<u>(8,756)</u>
NET INCOME/(EXPENDITURE)		252,481	(101,393)	151,088	(95,784)
Transfers between funds	15	<u>(101,393)</u>	<u>101,393</u>	<u>-</u>	<u>-</u>
Net movement in funds		151,088	-	151,088	(95,784)
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>468,639</u>	<u>-</u>	<u>468,639</u>	<u>564,423</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>619,727</u></u>	<u><u>-</u></u>	<u><u>619,727</u></u>	<u><u>468,639</u></u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Balance Sheet
31 March 2021**

	Notes	2021 £	2020 £
FIXED ASSETS			
Tangible assets	10	785	2,933
Investments	11	<u>139,756</u>	<u>112,178</u>
		140,541	115,111
CURRENT ASSETS			
Debtors	12	18,282	17,082
Cash at bank		<u>549,978</u>	<u>396,787</u>
		568,260	413,869
CREDITORS			
Amounts falling due within one year	13	(89,074)	(60,341)
		<u>479,186</u>	<u>353,528</u>
NET CURRENT ASSETS			
		619,727	468,639
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>619,727</u>	<u>468,639</u>
NET ASSETS			
		<u>619,727</u>	<u>468,639</u>
FUNDS	15		
Unrestricted funds:			
General fund		43,012	56,561
Investment fund		439,656	412,078
Designated fund - ZAP (Schools and Community)/ Parent Advice Line		87,251	-
Designated fund - Pilot Projects		<u>49,808</u>	-
		619,727	468,639
TOTAL FUNDS		<u>619,727</u>	<u>468,639</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 6.12.21 and were signed on its behalf by:


 Ian Joseph - Chairman - Trustee


 Salvatore Petrone - Trustee

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Cash Flow Statement
for the Year Ended 31 March 2021**

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	1	<u>153,191</u>	<u>1,854</u>
Net cash provided by operating activities		<u>153,191</u>	<u>1,854</u>
		—————	—————
Change in cash and cash equivalents in the reporting period		153,191	1,854
Cash and cash equivalents at the beginning of the reporting period		<u>396,787</u>	<u>394,933</u>
Cash and cash equivalents at the end of the reporting period		<u>549,978</u>	<u>396,787</u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
Safety**

**Notes to the Cash Flow Statement
for the Year Ended 31 March 2021**

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	151,088	(95,784)
Adjustments for:		
Depreciation charges	2,148	2,038
(Gain)/losses on investments	(27,578)	8,756
(Increase)/decrease in debtors	(1,200)	36,868
Increase in creditors	<u>28,733</u>	<u>49,976</u>
Net cash provided by operations	<u><u>153,191</u></u>	<u><u>1,854</u></u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.20 £	Cash flow £	At 31.3.21 £
Net cash			
Cash at bank	<u>396,787</u>	<u>153,191</u>	<u>549,978</u>
	<u>396,787</u>	<u>153,191</u>	<u>549,978</u>
Total	<u><u>396,787</u></u>	<u><u>153,191</u></u>	<u><u>549,978</u></u>

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements for the Year Ended 31 March 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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.

Governance costs

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 20% on reducing balance
Computer equipment	- 20% on cost

Assets costing below £500 are not capitalised by the Charity.

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 report of the trustees.

Within general reserves an amount has been allocated as an investment fund to provide security and longevity to the funding of the charity.

Pension costs

The charity operates a stakeholder pension scheme which is available to all staff.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

2. DONATIONS AND LEGACIES

	2021 £	2020 £
Gifts	(2)	(2)
Donations	75,565	272,186
Training income	48,797	92,622
Grants	370,195	75,577
Legacies	<u>11,772</u>	<u>78,431</u>
	<u>506,327</u>	<u>518,814</u>

Grants Receivable:

	2021 £	2020 £
<u>Restricted</u>		
Help with Bullying Programme (The ScottishPower Foundation)	89,670	-
Help with Bullying Programme (The Dulverton Trust)	33,062	3,006
RISE	30,000	11,230
RRE programme (Welsh Government)	17,235	-
IT Parent Advice	15,078	-
Parent Advice Line	1,650	-
Community Leaders	1,000	-
ZAP	-	9,000
The Westminster Foundation	-	<u>25,018</u>
Total	<u>187,695</u>	<u>48,254</u>

Unrestricted

Included within unrestricted income was a grant of £175,500 from The Julia and Hans Rausing Trust. This unrestricted grant was in relation to core costs.

Training Income:

The Charity received £46,772 (2020: £32,648) in relation to training income completed by Kidscape Limited. This is included within donations above. The total level of training income generated by the Charity and Limited company combined was £46,772 (2020: £92,896).

3. RAISING FUNDS

Raising donations and legacies

	2021 £	2020 £
Staff costs	50,724	82,018
Rent, rates and water	6,267	18,486
Insurance	896	2,103
Telephone	2,944	11,451
Postage and stationery	8,210	3,466
Sundries	2,569	1,840
IT costs	6,712	12,424
Fundraising costs including marathon entry fees	13,954	13,821
Travel	9	324
Subscriptions	489	-
Accountancy	<u>137</u>	<u>25</u>
Carried forward	92,911	145,958

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

3. RAISING FUNDS - continued

Raising donations and legacies - continued

	2021 £	2020 £
Brought forward	92,911	145,958
Legal & professional	(5,000)	-
Computer software	-	1,006
	<u>87,911</u>	<u>146,964</u>

4. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 5) £	Totals £
ZAP	19,129	-	19,129
Parent Advice Line	18,025	-	18,025
Training	29,592	-	29,592
Other general charitable activities	29,592	15,317	47,030
Support	46,987	-	46,987
RISE	30,500	-	30,500
School Sessions	18,849	-	18,849
Help with Bullying (The Dulverton Trust)	9,490	-	9,490
Help With Bullying Program (ScottishPower Foundation)	57,997	-	57,997
Community Leaders	72	-	72
RRE programme (Welsh Government)	<u>17,235</u>	<u>-</u>	<u>17,235</u>
	<u>279,589</u>	<u>15,317</u>	<u>294,906</u>

5. SUPPORT COSTS

	Governance costs £
Other general charitable activities	<u>15,317</u>

Support Costs

The allocation of support costs has been based on estimated proportions of time costs of staff and the expenditure related to their activity. This is consistent with the allocation basis from the previous year.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

6. AUDITORS' REMUNERATION

Audit fees in the year were £4,000 (2020: £4,617). In addition fees of £12,137 (2020: £11,383) were paid to the auditors for provision of additional services including quarterly management accounts and preparation of the statutory accounts.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

Trustees' expenses

None of the trustees received any remuneration during the year (2020: £Nil). Travelling and other expenses of the trustees are not reimbursed by the charity.

The Charity has a de minimis policy in relation to trivial expenditure such as refreshments for Trustee's meetings which are not disclosed separately in the accounts.

8. STAFF COSTS

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

	2021	2020
Full-time	7	7
Part-time	6	6
	13	13

	2021 £	2020 £
Wages and salaries	232,366	300,576
Social security costs	17,864	26,921
Pension costs	3,530	4,601

Key management staff emoluments: £60,001 - £70,000	1	1
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9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	470,562	48,252	518,814
 EXPENDITURE ON			
Raising funds	146,964	-	146,964
Charitable activities			
ZAP	-	81,407	81,407
Parent Advice Line	26,944	-	26,944
Training	72,460	-	72,460
The Westminster Foundation	-	25,018	25,018
Other general charitable activities	141,174	-	141,174
Support	58,470	-	58,470
RISE	-	27,538	27,538
School Sessions	22,081	-	22,081

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
Peer Mentoring	-	780	780
Help with Bullying (The Dulverton Trust)	-	3,006	3,006
Total	<u>468,093</u>	<u>137,749</u>	<u>605,842</u>
Net gains/(losses) on investments	<u>(8,756)</u>	<u>-</u>	<u>(8,756)</u>
NET INCOME/(EXPENDITURE)	<u>(6,287)</u>	<u>(89,497)</u>	<u>(95,784)</u>
Transfers between funds	<u>(89,497)</u>	<u>89,497</u>	<u>-</u>
Net movement in funds	<u>(95,784)</u>	<u>-</u>	<u>(95,784)</u>
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>564,423</u>	<u>-</u>	<u>564,423</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>468,639</u></u>	<u><u>-</u></u>	<u><u>468,639</u></u>

10. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2020 and 31 March 2021	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
DEPRECIATION			
At 1 April 2020	13,534	38,059	51,593
Charge for year	<u>-</u>	<u>2,148</u>	<u>2,148</u>
At 31 March 2021	<u>13,534</u>	<u>40,207</u>	<u>53,741</u>
NET BOOK VALUE			
At 31 March 2021	<u><u>-</u></u>	<u><u>785</u></u>	<u><u>785</u></u>
At 31 March 2020	<u><u>-</u></u>	<u><u>2,933</u></u>	<u><u>2,933</u></u>

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

11. FIXED ASSET INVESTMENTS

	Shares in group undertakings £	Listed investments £	Totals £
MARKET VALUE			
At 1 April 2020	100	112,078	112,178
Revaluations	<u>-</u>	<u>27,578</u>	<u>27,578</u>
At 31 March 2021	<u>100</u>	<u>139,656</u>	<u>139,756</u>
NET BOOK VALUE			
At 31 March 2021	<u>100</u>	<u>139,656</u>	<u>139,756</u>
At 31 March 2020	<u>100</u>	<u>112,078</u>	<u>112,178</u>

Shares in group undertakings represents the investment held in Kidscape Limited. Listed investments represents the balance held with Schoders Investments Funds.

There were no investment assets outside the UK.

Cost or valuation at 31 March 2021 is represented by:

	Shares in group undertakings £	Listed investments £	Totals £
Valuation in 2021	<u>100</u>	<u>139,656</u>	<u>139,756</u>

Share in Group Undertakings:

The Kidscape Campaign for Children's Safety owns all of the share capital of Kidscape Limited, and the profits of Kidscape Limited are distributed through Gift Aid to the Campaign. Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005. Disclosure of the investment at market value (per the Charities' SORP) is not considered appropriate, and the investment is shown at its nominal value. Results for the periods were:

	2021 £	2020 £
Turnover	33,930	32,415
Net Profit/(Loss)	951	(238)
Gross assets	26,603	44,019
Net assets	10,956	13,469

Fixed Asset Investments:

The Charity invested £100,000 in Schoders Investment Funds in March 2015. The carrying value of the portfolio as at 31 March 2021 was £139,656 (2020: £112,078).

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade debtors	2,635	6,723
Other debtors	3,776	3,776
Amounts owed by subsidiary	9,397	4,142
Accrued income	<u>2,474</u>	<u>2,441</u>
	<u>18,282</u>	<u>17,082</u>

The amounts owed by the subsidiary undertaking represents funding provided out of gift aid payments previously made by the campaign.

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Social security and other taxes	596	5,428
Deferred income	-	33,061
Accrued expenses	<u>88,478</u>	<u>21,852</u>
	<u>89,074</u>	<u>60,341</u>

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Fixed assets	785	-	785	2,933
Investments	139,756	-	139,756	112,178
Current assets	519,460	48,800	568,260	413,869
Current liabilities	<u>(40,274)</u>	<u>(48,800)</u>	<u>(89,074)</u>	<u>(60,341)</u>
	<u>619,727</u>	<u>-</u>	<u>619,727</u>	<u>468,639</u>

In the year we received £48,800 from The Hollyhock Foundation (ZAP). This income has been deferred as no work had been done in delivering the project as at 31 March 2021.

The balance is disclosed as restricted in the net asset note, shown as a restricted bank balance held (representing funds received in advance). This is offset by the deferred income for the same amount.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

15. MOVEMENT IN FUNDS

	<u>YE '20</u> <u>B/fwd</u> <u>£</u>	<u>Incoming</u> <u>resources</u> <u>£</u>	<u>Outgoing</u> <u>resources</u> <u>£</u>	<u>Transfer</u> <u>of funds</u> <u>£</u>	<u>Gains &</u> <u>losses</u> <u>£</u>	<u>YE '21</u> <u>C/fwd</u> <u>£</u>
<u>Restricted funds:</u>						
ZAP	-	-	(19,180)	19,180	-	-
Parent Advice Line	-	1,650	(18,025)	16,375	-	-
Training	-	46,772	(46,772)	-	-	-
Support	-	-	(46,987)	46,987	-	-
RISE	-	30,500	(30,500)	-	-	-
School sessions	-	-	(18,850)	18,850	-	-
Dulverton "Help with Bullying" Program	-	33,062	(33,062)	-	-	-
Scottish Power "Help With Bullying" Program	-	89,670	(89,670)	-	-	-
Community Leaders	-	1,000	(1,000)	-	-	-
IT Fund	-	15,078	(15,078)	-	-	-
Welsh Government	-	17,235	(17,235)	-	-	-
Total restricted funds	-	234,967	(336,360)	101,393	-	-
<u>Unrestricted funds:</u>						
General fund	56,561	271,360	(46,457)	(238,452)	-	43,012
Investment fund	412,078	-	-	-	27,578	439,656
Designated fund - Pilot Projects	-	-	-	49,808	-	49,808
Designated fund - ZAP (Schools and Community)/ Parent Advice Line	-	-	-	87,251	-	87,251
Total unrestricted funds	468,639	271,361	(46,457)	(101,393)	27,578	619,727
Total funds	468,639	506,327	(382,817)	-	27,578	619,727

Designated Funds:

Pilot projects

The board have agreed to designate funds to support consultation, development, and growth of pilot projects identified through the strategic review process while we seek further funding. These include development of trauma informed therapeutic services for children, consultation on the development of a youth support hub, and funding for a community leader and youth engagement coordinator to increase our reach into diverse communities and further enhance youth consultation and leadership within the charity.

ZAP (Schools and Community)/ Parent Advice Line

ZAP bullying awareness and resilience workshops (delivered both in the community and in schools), and the Parent Advice Line are vital services that Kidscape provides to children and families. The board have agreed to designate funds for these services to secure a foundational level of delivery, on which we will seek further funds to expand, over the next three years.

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2021.

17. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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.

18. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

**The Kidscape Campaign for Children's
Safety**

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2021**

19. CONNECTED UNDERTAKINGS

The Kidscape Campaign for Children's Safety has a wholly-owned trading subsidiary, Kidscape Limited. The company is registered in England and operates within the UK. For further details, see note 10 to these accounts.

During the year the Limited company made total gift aid donations to the Charity of £33,017 (2020: £32,648). The inter company balance at the year end was £9,397 (2020: £4,142).

Consolidated financial statements have not been prepared as the Trustees feel that the results of the subsidiary are not material to the results of the group under s383(c) SORP 2005.