

**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
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KT18 7PF

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

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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 Shakoor. 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:


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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		46,457	336,360	382,817	605,842
Net gains/(losses) on investments		27,578	-	27,578	(8,756)
NET INCOME/(EXPENDITURE)		252,481	(101,393)	151,088	(95,784)
Transfers between funds	15	(101,393)	101,393	-	-
Net movement in funds		151,088	-	151,088	(95,784)
RECONCILIATION OF FUNDS					
Total funds brought forward		468,639	-	468,639	564,423
TOTAL FUNDS CARRIED FORWARD		<u>619,727</u>	<u>-</u>	<u>619,727</u>	<u>468,639</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	<u>(89,074)</u>	<u>(60,341)</u>
NET CURRENT ASSETS		<u>479,186</u>	<u>353,528</u>
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>	<u>-</u>
		<u>619,727</u>	<u>468,639</u>
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>
		<hr/>	<hr/>
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>-</u>	<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	<u>6</u>	<u>6</u>
	<u>13</u>	<u>13</u>

	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

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	468,093	137,749	605,842
Net gains/(losses) on investments	(8,756)	-	(8,756)
NET INCOME/(EXPENDITURE)	(6,287)	(89,497)	(95,784)
Transfers between funds	(89,497)	89,497	-
Net movement in funds	(95,784)	-	(95,784)
RECONCILIATION OF FUNDS			
Total funds brought forward	564,423	-	564,423
TOTAL FUNDS CARRIED FORWARD	<u>468,639</u>	<u>-</u>	<u>468,639</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	-	2,148	2,148
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>785</u>	<u>785</u>
At 31 March 2020	<u>-</u>	<u>2,933</u>	<u>2,933</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	-	27,578	27,578
At 31 March 2021	100	139,656	139,756
NET BOOK VALUE			
At 31 March 2021	100	139,656	139,756
At 31 March 2020	100	112,078	112,178

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	100	139,656	139,756

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.