

**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**

**Contents of the Financial Statements  
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**

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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**

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#### **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

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#### **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 are 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

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#### 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

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"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 Crisalys 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

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#### **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

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#### 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**

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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

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#### 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

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### 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**

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**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](http://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 £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	<u>143,719</u>	<u>147,101</u>	<u>290,820</u>	<u>506,327</u>
<b>EXPENDITURE ON</b>					
Raising funds	3	48,642	38,076	86,718	87,911
<b>Charitable activities</b>	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>-</u>	<u>48,800</u>	<u>48,800</u>	<u>-</u>
<b>Total</b>		<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>-</u>	<u>10,838</u>	<u>27,578</u>
<b>NET INCOME/(EXPENDITURE)</b>		17,456	(96,716)	(79,260)	151,088
<b>Transfers between funds</b>	14	<u>(96,716)</u>	<u>96,716</u>	<u>-</u>	<u>-</u>
<b>Net movement in funds</b>		(79,260)	-	(79,260)	151,088
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<u>619,727</u>	<u>-</u>	<u>619,727</u>	<u>468,639</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>540,467</u></u>	<u><u>-</u></u>	<u><u>540,467</u></u>	<u><u>619,727</u></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 £
<b>FIXED ASSETS</b>					
Tangible assets	10	-	-	-	785
Investments	11	<u>150,303</u>	<u>-</u>	<u>150,303</u>	<u>139,756</u>
		150,303	-	150,303	140,541
<b>CURRENT ASSETS</b>					
Debtors	12	15,614	-	15,614	18,282
Cash at bank		<u>388,465</u>	<u>-</u>	<u>388,465</u>	<u>549,978</u>
		404,079	-	404,079	568,260
<b>CREDITORS</b>					
Amounts falling due within one year	13	(13,915)	-	(13,915)	(89,074)
		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>NET CURRENT ASSETS</b>		<u>390,164</u>	<u>-</u>	<u>390,164</u>	<u>479,186</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>540,467</u>	<u>-</u>	<u>540,467</u>	<u>619,727</u>
<b>NET ASSETS</b>		<u>540,467</u>	<u>-</u>	<u>540,467</u>	<u>619,727</u>
<b>FUNDS</b>	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>
<b>TOTAL FUNDS</b>				<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 £
<b>Cash flows from operating activities</b>			
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>
		_____	_____
<b>Change in cash and cash equivalents in the reporting period</b>		(161,514)	153,191
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>549,978</u>	<u>396,787</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<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 £
<b>Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)</b>	(79,260)	151,088
<b>Adjustments for:</b>		
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>
<b>Net cash (used in)/provided by operations</b>	<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 £
<b>Net cash</b>			
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>
<b>Total</b>	<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	48,800	-	48,800
	<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
	£
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 £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	<u>271,360</u>	<u>234,967</u>	<u>506,327</u>
<b>EXPENDITURE ON</b>			
Raising funds	10,984	76,927	87,911
<b>Charitable activities</b>			
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>
<b>Total</b>	<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>
<b>NET INCOME/(EXPENDITURE)</b>	252,481	(101,393)	151,088
<b>Transfers between funds</b>	<u>(101,393)</u>	<u>101,393</u>	<u>-</u>
<b>Net movement in funds</b>	151,088	-	151,088
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	468,639	-	468,639
<b>TOTAL FUNDS CARRIED FORWARD</b>	<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 £
<b>COST</b>			
At 1 April 2021 and 31 March 2022	<u>13,534</u>	<u>40,992</u>	<u>54,526</u>
<b>DEPRECIATION</b>			
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>
<b>NET BOOK VALUE</b>			
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 £
<b>MARKET VALUE</b>			
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>
<b>NET BOOK VALUE</b>			
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>B/fwd</u> £	<u>Incoming</u> <u>resources</u> £	<u>Outgoing</u> <u>resources</u> £	<u>Transfer</u> <u>of funds</u> £	<u>Gains &amp;</u> <u>losses</u> £	<u>YE '22</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	619,727	290,820	(380,918)	-	10,838	540,467

**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**

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**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.