

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

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

The Kidscape Campaign for Children's Safety

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for the Year Ended 31 March 2023**

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The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

The trustees present their report with the financial statements of the charity for the year ended 31 March 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

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

Our Aim and Objectives

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

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

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

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

Summary of main activities

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

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

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

Activities and Performance

Strategic Plan 2021-2024

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

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

'You do great work on the frontline.'

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

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

Activities and Performance 2022-2023

Reach

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

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

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

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

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

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

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

Represent

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

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

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

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

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

Launch of guide for parents and carers of autistic children

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

Raising awareness of Islamophobia in schools and the wider community

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

Supporting young carers in collaboration with Imago

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

Awarded the Hate Crime Award by Victim Support Wales

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

Respond

Secured funding for interventions with children who display bullying behaviour.

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

Delivery of trauma-informed therapeutic support

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

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

Key priorities for 23/24

Reach

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

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

Deliver the digital transformation of the charity.

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

Represent

Pilot modular ZAP for autistic children

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

Respond

Share the evaluation of our therapeutic support pilot.

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

Develop interventions with children who display bullying behaviour.

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

FINANCIAL REVIEW

Financial position

Financial Review

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

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

Financial procedures

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

Reserves policy

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

Investment Policy

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

Incorporation

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

Structure, Governance and Management

Trust Deed

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

Recruitment and Appointment of Trustees

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2023

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

Trustee Induction and Training

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

Trustees are provided with a full induction that includes:

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

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

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

Risk Management

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

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

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

Chief Executive

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

The Kidscape Campaign for Children's Safety

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

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number
326864

Principal address
8-10 South Street
Epsom
Surrey
KT18 7PF

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

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

Bankers
Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

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

Solicitors
Bates Wells
10 Queen Street
London
EC4R 1BE

The Kidscape Campaign for Children's Safety

Report of the Trustees
for the Year Ended 31 March 2023

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

11.9.23.

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

Ian Joseph

.....
Ian Joseph - Chairman - Trustee

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

Opinion

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

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

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

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

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

Our responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

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

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

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

Use of our report

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



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

11.09.2023

Date:

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

The Kidscape Campaign for Children's Safety

Statement of Financial Activities
for the Year Ended 31 March 2023

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

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

Balance Sheet
31 March 2023

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

11.9.23.

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



.....
Ian Joseph - 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 2023

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

The notes form part of these financial statements

The Kidscape Campaign for Children's Safety

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

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

2. ANALYSIS OF CHANGES IN NET FUNDS

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

The Kidscape Campaign for Children's Safety

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

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Governance costs

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

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

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

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

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

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the report of the trustees.

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

Pension costs

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

The Kidscape Campaign for Children's Safety

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

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

Grants Receivable:

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

Unrestricted

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

Training Income:

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

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

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

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements – continued
for the Year Ended 31 March 2023**4. CHARITABLE ACTIVITIES COSTS**

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

5. SUPPORT COSTS

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

Support Costs

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

6. AUDITORS' REMUNERATION

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

7. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

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

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

The Kidscape Campaign for Children's Safety

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

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

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

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

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

1 1

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

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

The Kidscape Campaign for Children's Safety

Notes to the Financial Statements - continued
for the Year Ended 31 March 2023**9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

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

10. TANGIBLE FIXED ASSETS

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

11. FIXED ASSET INVESTMENTS

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

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

Cost or valuation at 31 March 2023 is represented by:

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

The Kidscape Campaign for Children's Safety

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

11. FIXED ASSET INVESTMENTS - continued

Share in Group Undertakings:

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

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

Fixed Asset Investments:

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

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

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

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

The Kidscape Campaign for Children's Safety

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

14. MOVEMENT IN FUNDS

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

ZAP (Schools and Community)/ Parent Advice Line

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

The Kidscape Campaign for Children's Safety

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

15. RELATED PARTY DISCLOSURES

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

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

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

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

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