

REGISTERED CHARITY NUMBER: 326864

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

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

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

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for the Year Ended 31 March 2025**

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The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

Introduction from the Chair

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

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

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

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

Rebecca Gray, Chair Kidscape

The trustees present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

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

OBJECTIVES AND ACTIVITIES

Trust Deed information

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

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

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

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

Our main activities, achievements and performance.

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

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

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

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

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

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

Our performance

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

Reach

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

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

ZAP Parent 2024

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

ZAP Parent 2025

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

ZAP Parent 2024

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

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

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

The Kidscape Campaign for Children's Safety

Report of the Trustees for the Year Ended 31 March 2025

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

PAL offers:

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

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

Represent

Empowering children to take the lead in bullying prevention and response

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

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

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

Respond

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

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

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

Our team has also received valuable training in:

- Young Carer Awareness
- Eating Distress Awareness
- Autism Awareness

Building our volunteer base

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

Kidscape influencing change

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

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

**The Kidscape Campaign for Children's
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**Report of the Trustees
for the Year Ended 31 March 2025**

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

FINANCIAL REVIEW

Financial position

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

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

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

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

Financial procedures

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

Reserves policy

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

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

Investment Policy

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

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

Trust Deed

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

Recruitment and Appointment of Trustees

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

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

Meetings of trustees and conduct of business

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

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

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

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

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

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

326864

Principal address

8-10 South Street
Epsom
Surrey
KT18 7PF

Trustees

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

Principal Officers

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

Bankers

Lloyds Bank
4 West Street
Havant
Hants PO9 1PE

Auditors

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

Solicitors

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

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

The Kidscape Campaign for Children's
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Report of the Trustees
for the Year Ended 31 March 2025

STATEMENT OF TRUSTEES' RESPONSIBILITIES - continued

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

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

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

27 January 2026

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

Rebecca Gray

.....
Rebecca Louise Gray - Trustee

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

Opinion

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

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

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

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

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

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

Our responsibilities for the audit of the financial statements

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

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

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

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

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

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

Use of our report

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



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

27 January 2026

Date:

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

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

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

The notes form part of these financial statements

**The Kidscape Campaign for Children's
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**Balance Sheet
31 March 2025**

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

27 January 2026

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

Rebecca Gray

.....
Rebecca Louise Gray - Trustee

The notes form part of these financial statements

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

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

	Notes	2025 £	2024 £
Cash flows from operating activities			
Cash generated from operations	1	<u>(127,828)</u>	<u>(270,190)</u>
Net cash used in operating activities		<u>(127,828)</u>	<u>(270,190)</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		<u>-</u>	<u>(4,068)</u>
Net cash provided by/(used in) investing activities		<u>-</u>	<u>(4,068)</u>
		<u>-</u>	<u>-</u>
Change in cash and cash equivalents in the reporting period		<u>(127,828)</u>	<u>(274,258)</u>
Cash and cash equivalents at the beginning of the reporting period		<u>412,783</u>	<u>687,041</u>
Cash and cash equivalents at the end of the reporting period		<u><u>284,955</u></u>	<u><u>412,783</u></u>

The notes form part of these financial statements

**The Kidscape Campaign for Children's
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**Notes to the Cash Flow Statement
for the Year Ended 31 March 2025**

1. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES

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

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.24 £	Cash flow £	At 31.3.25 £
Net cash			
Cash at bank	<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>
	<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>
Total	<u>412,783</u>	<u>(127,828)</u>	<u>284,955</u>

The notes form part of these financial statements

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

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

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Income

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

Expenditure

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

Governance costs

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

Allocation and apportionment of costs

Costs are allocated to projects including attributable overhead.

Tangible fixed assets

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

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

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

Taxation

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

Fund accounting

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

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

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

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

Pension costs

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

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

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

2. DONATIONS AND LEGACIES

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

Grants Receivable:

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

Unrestricted:

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

Training Income:

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

3. RAISING FUNDS

Raising donations and legacies

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

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

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

3. RAISING FUNDS - continued

Raising donations and legacies - continued

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

4. CHARITABLE ACTIVITIES COSTS

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

5. SUPPORT COSTS

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

Support Costs

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

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

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

6. AUDITORS' REMUNERATION

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

7. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

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

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

8. STAFF COSTS

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

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

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

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

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

**The Kidscape Campaign for Children's
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**Notes to the Financial Statements - continued
for the Year Ended 31 March 2025**

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

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

10. TANGIBLE FIXED ASSETS

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

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

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

11. FIXED ASSET INVESTMENTS

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

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

There were no investment assets outside the UK.

Cost or valuation at 31 March 2025 is represented by:

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

Share in Group Undertakings:

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

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

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

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

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

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

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

14. MOVEMENT IN FUNDS

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

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

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

14. MOVEMENT IN FUNDS - continued

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

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

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

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

14. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

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

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

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

14. MOVEMENT IN FUNDS - continued

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

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

15. RELATED PARTY DISCLOSURES

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

16. FRC ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

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

17. ULTIMATE CONTROLLING PARTY

The Charity is under the control of the Trustees.

18. CONNECTED UNDERTAKINGS

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

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

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