

# The Child Accident Prevention Trust

Annual report and accounts for  
the year ended 31 March 2021



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## **Chair's foreword**

The year in review was another quite remarkable year for the Child Accident Prevention Trust and I take great pleasure in recording my admiration of the whole team for what was achieved.

Not only did we need to adapt our entire *modus operandi* to deal with the COVID-19 pandemic but there was also an urgency in managing this change rapidly and successfully because the ensuing lockdowns increased children's exposure to accidental injury in the home. There was also the challenge of ensuring we delivered what we had committed to our funders but in a new, dynamic, and impactful way.

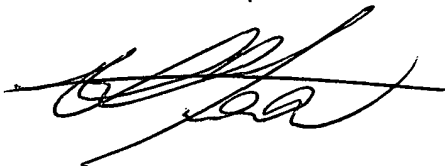
Our executive team, under the stewardship of our Chief Executive, Katrina Phillips, expedited this change to amazing effect.

We reached more children, parents, and carers than before. We had some degree of fortune in having decided, some years previously, to move out of an office base and to remote working in order to spend as much of our funding as possible on our beneficiaries. I am pleased to report that over 90% of our funding continues to be spent on direct charitable activities. What is more, the greater recognition of the need for our work, when viewed under the spotlight of lockdown, was such that we enlarged our funder base and were able, for a third consecutive year, to produce a small surplus in our financial results.

Our active Trustee Board has not only provided strong governance but has helped to inspire this delivery through the generous provision of time, expertise, positivity, advice, and encouragement.

It is, therefore, with a high degree of pride and much gratitude and respect to those who preceded us, that we celebrate our 40<sup>th</sup> anniversary year in a vein of positivity, in these uncertain times, knowing that we continue to make a positive impact to the lives of children and families all across the United Kingdom.

There is still much to achieve, and this is only possible through the much-needed funding we receive from trusts, foundations, public sector bodies, private donors, and corporate benefactors. I would therefore urge you, in whatever capacity you are in, to support us, join us, follow us on social media, donate to us, invite us to speak to you and be a part of this crucial success story in stopping death and serious injury to children from preventable accidents.



**Paul J Leggat**  
December 2021

**The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to our children from avoidable accidents.**

## **Why we exist**

***"Everyone in the burns unit was there because of an accident. None of them were born that way and they hadn't developed a disease to make them disfigured. In a split second their whole life changed."***

*Mother of a 10-month-old who suffered life-changing burns*

Every week, healthy children are killed, disabled or disfigured in accidents that are completely preventable. Accidental injury is one of the biggest killers of children in the UK and a leading cause of hospital admissions and acquired disability. The poorest children are at greatest risk. They are 13 times more likely to die in preventable accidents and three times more likely to be admitted to hospital with serious injuries.

While parents believe their homes are the safest place for their child, in fact, in England alone, 55 under-fives die due to accidents in the home each year and 40,000 are admitted to hospital. The emergency hospital admission rate is 40% higher for children from the most deprived communities.

52 children died on UK roads last year and almost 10,500 were injured in road accidents. Children living in the most deprived areas are three times more likely to be killed or seriously injured as a pedestrian and six times more likely to be killed or seriously injured as a cyclist.

The personal consequences of an accident can be devastating, including years of painful skin grafts or permanent brain damage. Serious injuries can impair a child's education, employment prospects and mental health and put family relationships under serious strain.

***"My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face."***

*Young man who fell into scalding bathwater aged 18 months*

On top of these human costs, there are high financial costs for the NHS. The Chief Medical Officer estimates that, every year, it costs £9 million to treat childhood accidents in A&E and another £87 million to treat children who stay in hospital. The cumulative costs of preventable accidents are even higher. In just one year, children who suffer serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

The Child Accident Prevention Trust is the only UK charity to focus on preventing death and serious injury to our children from avoidable accidents. Our vision is a world where all children lead active, healthy lives, safe from the disabling effects of serious accidental injury.

## **Our work**

We focus on the three pillars of accident prevention: empowerment, education and influence. We enable parents to make sense of safety advice and nurture happy, healthy families. We provide educational resources, advice and training for everyone working with children and families. We use our expertise to advise businesses and government.

We empower families to keep children safe from harm, spreading knowledge, building confidence and supporting changes in behaviour. While our work benefits all children and their parents, we target disadvantaged communities where families have least access to opportunities to learn about safety and children are at greatest risk of serious harm.

We take our expertise to the frontline of family support, mobilising our network of 23,235 local staff and volunteers who work with parents and children in communities UK-wide. We enable them to act as local child safety advocates, equipping them with engaging educational programmes and campaigns to deliver direct to families, and providing them with expert advice via newsletters, training events and our website.

***"The children now hold hands, stay close to the pushchair,  
look both ways when we cross the road, no running."***

*Registered Childminder*

***"We held discussions and demonstrations on many areas of child safety.  
Many of the mothers told me they didn't realise how dangerous things could be.  
I like empowering the mothers, so they have all the information they need  
to become the best parents possible."***

*Young Parents' Support Worker*

Finally, we provide a trusted, expert voice on a complex issue. We work with the NHS and public sector, companies, trade associations, standards bodies and government, raising the profile of child accident prevention and using our specialist knowledge to secure positive changes to products and services, helping to keep children safe from serious harm.

## **Our approach**

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents seen as somehow negligent. But there is a real lack of knowledge about child safety among both parents and the frontline staff who support them.

For example, few parents know that the concentrated detergent in washing capsules can cause breathing difficulties, eye damage or caustic burns if their baby bites into one, or that a hot drink can still burn a young child 15 minutes after it has been made. And even experienced parents can be taken by surprise by what their child can do next, including opening a blister pack of tablets they had assumed was child-proof.

We use recognisable scenarios to bring safety advice to life, share surprising facts that parents and professionals want to pass on, tackle common questions and misconceptions and explain consequences without scaremongering. Our advice is relatable and non-judgemental, offering simple, practical solutions, motivating busy parents to take action and empowering the poorest parents whose children are at greatest risk.

***"Parents were surprised by the facts around the time hot drinks  
can still burn and also drowning in shallow water.  
Parents took information home to share with their extended family."***

*Children's Centre*

***"I realised the importance of not just 'telling' parents but engaging them  
through questioning and visual props and local news."***

*Community Nursery Nurse who attended our training*

We recognise that experimenting and risk-taking are a natural and proper part of growing up, and do not advocate 'wrapping our children up in cotton wool'. Instead, we support families and frontline staff in understanding the real risks to children's safety and in gaining skills in managing and minimising those risks.

Evidence-based learning informs everything that we do. We review data sources, maintain active links with clinicians and the research community, and provide an authoritative source of information for everyone with a concern for child accident prevention.

Partnership working is in our DNA. We understand that we cannot achieve our mission alone. So we develop strong relationships with partners who share our objectives in the corporate, public and voluntary sectors, helping to amplify our voice and reach more children and families with vital, life-saving information. We also highlight the benefits of collaboration to our local stakeholders, encouraging them to work together to keep more children safe.

## Our impact

The death or serious injury of a child in an avoidable accident is devastating for families.

The main beneficiaries of our work are children and young people, especially those from the poorest families, who are far more likely to be admitted to hospital with serious injuries or to die in avoidable accidents. Parents, grandparents and carers also benefit from our work. We help them to build confidence, knowledge and skills – and to avoid the lifetime of guilt that often accompanies a serious accident to a child.

***“I learnt that the things I would have done could have put my baby in danger.”***

*Young mother*

***“It got my brain thinking and told me what to do if there’s a real fire.”***

*Paul, 10*

***“There was stuff I hadn’t thought about. Now I’m telling other parents.  
The ones that look like a jelly (washing capsules) are dangerous.”***

*Mother participating in Staying Safe with Sam*

***“It really helped my daughter to understand the dangers.”***

*Father participating in Staying Safe with Sam*

In the year under review:

- We rolled out Staying Safe with Sam, our innovative educational programme for schools, across two areas with above average hospital admissions from poisoning, reaching 15,150 reception-age children and 26,800 parents, a 20% increase on the previous year.
- We sent out over 50,000 copies of our printed educational resources to frontline staff to give to families across England, Wales, Scotland and Northern Ireland. This included almost 23,000 copies of our acclaimed picture-based booklets for parents with poor literacy, benefiting 40,460 of the poorest parents and their children.
- Through our social channels, we reached 13.5 million people UK-wide with safety advice during our Child Safety Week educational campaign, and there were 16,000 downloads from our website, including our safety fact sheets and parent pack.
- We translated five of our safety fact sheets into Urdu, Bengali and Somali, and distributed printed fact sheets to 2,525 families with English as a second language living in areas of multiple deprivation.
- We supported our network of 23,235 local partners through the challenges of the pandemic, equipping them with evidence-based advice and enabling them to cascade accurate safety messages to families UK-wide. In a recent survey, they told us:

***“I don’t know what we’d do without CAPT.”***

***“All of your resources were brilliant, really useful for our families.”***

***“Just keep up the great work that you do – our families really appreciate it!”***

# Review of the year

The trustees of the charity submit their report and accounts for the year ended 31 March 2021. The trustees who served during the period are disclosed on page 17 of this report.

The trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the activities undertaken by the charity. All our charitable activities focus on the prevention of death and serious injury to children from accidents and are undertaken to further our charitable purposes for the public benefit (see page 17).

The work we do to address serious childhood accidents prioritises three core activities:

- Spreading knowledge and changing behaviour.
- Supporting frontline staff working in local communities.
- Providing a centre of specialist knowledge and influencing for change.

This review of the year looks at the impact of each of our three core activities in turn and the benefits they have brought to the children and families we were set up to help.

## SPREADING KNOWLEDGE AND CHANGING BEHAVIOUR

We create compelling and emotionally engaging educational campaigns and resources that bring safety messages to life. Our work is evidence-based and data-driven, ensuring parents and professionals focus on the real risks to children and what works to keep children safe.

Wherever possible, we build strong relationships with diverse partners in the charitable, public and corporate sectors to amplify the reach of our safety messages to children and families UK-wide.

During the year under review, our educational work included:

- Rolling out Staying Safe with Sam, our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.
- Running Child Safety Week 2020, our flagship community education initiative, which acts as a catalyst for thousands of family-friendly safety activities UK-wide.
- Developing our educational campaign on button battery safety, helping parents and practitioners to understand the hidden risks in many everyday household products and keep young children safe from life-altering injury or even death.
- Supporting National Burn Awareness Day and two Office for Product Safety and Standards consumer awareness campaigns on fireworks and Christmas safety.
- Using digital channels to reach parents directly, including via our [website](#), [Twitter](#), [Facebook](#) and [YouTube](#) channels. During the peak of the pandemic, when the UK was in total lockdown, our website received almost 210,000 unique page views as parents searched for advice on how to keep children safe during such challenging times.
- Providing a wide range of colourful, engaging educational materials for families, including our acclaimed picture booklets for the poorest parents who struggle with reading.

***"Many of the parents we support do not read very well. So short, easy-read information with illustrations helps them to access important safety messages."***

*Charity offering family support*

## **Staying Safe with Sam**

While laundry and cleaning products make adults' lives easier, in the hands of unsuspecting young children they can cause serious harm such as caustic burns to eyes, throat or skin. In addition, when small children swallow harmful products, they are more likely to suffer serious consequences as they have faster metabolic rates and their bodies are less capable of neutralising harmful chemicals. The poorest children are 3.5 times more likely to be admitted to hospital, linked to overcrowding and a lack of suitable storage facilities for such products.

Staying Safe with Sam is our innovative educational programme for schools, designed to help reception-age children learn how to stay safe around laundry and cleaning products and to support their parents to make their homes safer.

Over four weeks, teachers use our lesson plans and extension activities to bring our oversized story book to life, focusing on a different safety scenario each week. They also send home our family pack with a story book for parents to read with their child, an activity sheet and song for the child and an engaging safety fact sheet for parents. 90% of teachers report that the programme is effective in teaching children how to stay safe:

***"The story book was good, very focused. The children would say  
'You mustn't drink any of those'."***

The programme also improves parents' knowledge and behaviour, with 53% of parents learning something new and 45% prompted to change how they keep their children safe:

***"Usually I put cleaning products under the sink. I've stopped doing that since reading the book with him. Now I put them on the top cupboard they can't reach."***

In 2020-21, we rolled out Staying Safe with Sam across Manchester and East Sussex, and targeted accident hot spots in Warwickshire. All have significantly higher than average hospital admission rates from accidental poisoning, particularly in deprived areas. A total of 528 reception classes received a free teacher's pack, while 15,150 children received a free family pack to take home, reaching 26,800 parents.

Feedback has been very positive, with teachers agreeing that the programme supports early learning and the early years curriculum, engages children and parents in learning, enhances children's understanding of safety concepts, is effective in teaching children how to stay safe around laundry and cleaning products and helps parents keep their children safe.

***"The children were completely engaged by the characters, story and rhymes. They could be heard repeating the refrains/messages in their play, which was simply wonderful, showing how powerful the resource was and how well they had taken the learning."***

***"The parents welcomed such clear and engaging materials to use at home and their children were able to 'teach them' what they had learnt at school. Several parents commented on how the resource had helped them make different and safer choices at home."***

Of parents who made changes at home, 48% had moved laundry and cleaning products so they were stored out of children's reach, 48% now put products away as soon as they had used them, while 23% had fitted safety locks to cupboards.

Parents also reported that the programme taught their child to stay safe, with 73% stating their child was more aware of possible dangers and 67% that their child understood and remembered the safety lessons they had received in the classroom.



## Child Safety Week 2020

Held annually in the first full week of June, Child Safety Week has been running successfully for more than two decades. Interactive and experiential, it acts as a catalyst for thousands of community-based safety conversations, activities and events where children, parents and grandparents UK-wide can get involved in hands-on learning.

The pandemic fundamentally altered our plans for Child Safety Week 2020, as it became clear that lockdown and social distancing would prevent our local organisers from running face-to-face activities and events. Many of our stakeholders were instead using social media, video calls and phone calls to maintain contact with parents.

We therefore reshaped our work programme to respond to changing needs, equipping our local partners to engage effectively with families via digital channels and developing an online hub of free downloadable resources to share. These included seven safety fact sheets, images for social media and a parent pack with top tips, quizzes and activities.

We also developed shareable articles for our local partners on pandemic-related safety risks, with practical advice for families on keeping children safe during lockdown. Scottish TV presenter Jean Johansson fronted a campaign highlighting increased dangers to young children in the home during lockdown, securing coverage in The Herald and Daily Record.

In addition, we worked with partners nationally to share safety advice with families and the frontline staff who support them. This included blogs and articles for TheSchoolRun.com, Children in Scotland, Building Safer Communities and the Institute of Health Visiting.

The estimated reach of our Facebook activity for Child Safety Week 2020 was 582,780, an increase of almost 150% on 2019. There were 11,405 Facebook page likes, an increase of 20%. The estimated reach for our Twitter activity was 12,938,120, with a total of 121,000 Tweet impressions. There were over 43,500 unique page views of Child Safety Week content on our website from over 34,800 unique users, with over 16,000 downloads.

Our local Child Safety Week organisers told us:

***"The content was just right for families. Easy to understand and to the point."***

***"All of the resources were brilliant. The social media images were really useful. So it's hard to improve, just keep on doing the same."***

### Inclusive safety advice for families living in poverty

Children in poverty are far more likely to be killed or seriously injured in avoidable accidents than their better-off counterparts, so we prioritise reaching their families. This means recognising barriers to effective advice sharing, such as poor literacy, digital exclusion and English as a second language, and developing effective, inclusive educational resources.

While the pandemic pushed digital communications to the fore, many of the poorest parents rely on pay-as-you go data services or lack smartphones or internet access. Our frontline partners told us: *"A large proportion of my clients don't use the internet and definitely not smartphones"* and *"We need doorstep delivery with physical copies. This enables families with no access to a laptop, wi-fi or social media to access safety content"*.

Conscious of this growing digital divide, we sought to increase the distribution of our printed resources, targeting deprived communities with high child accident rates. This included picture-based booklets for parents with poor literacy and translated fact sheets.

8 million adults in the UK have serious literacy problems. The poorest parents are six times more likely to struggle to read and so misunderstand or simply miss the advice other parents take for granted. Vulnerable parents who lack confidence in their parenting also need encouragement to work out safe options and make safe choices about everyday routines.

Our innovative picture-based resources make safety advice accessible to the parents who need it most. In our booklets, babies and children introduce the accidents by which they are most likely to be badly hurt and explain in simple, non-judgemental language how parents can keep them safe. Colourful illustrations bring their advice to life.

In 2020-21, we distributed almost 23,000 of our picture-based booklets. This included 18,580 booklets targeting five areas with high levels of deprivation and hospital admissions for accidental injury to young children – Manchester, Coventry, Sunderland, Hull and Bradford – benefiting 32,870 of the poorest parents and their children.

Frontline staff working with parents reported that the picture books were: helpful for parents with poor literacy (100% of survey respondents); helpful for parents with English as an additional language (80%); and helped parents to: learn about accidents to children (100%); recognise when their child may be at risk (100%); understand the links between accidents and child development (80%); and keep their children safe (100%).

***“We always make sure we have these booklets on hand because they’re so useful. Very pictorial and creates discussion with young parents who can’t read / have low reading ability. Pictures really speak to them.” Family Nurse***

***“Feedback was very good, pictorial was easy to read, colourful pictures. Overcame language barrier. Loved it.” Project supporting BAME women***

We also received positive feedback on the booklets from the parents we surveyed: 97% felt more informed about safety risks while 72% had made changes at home since receiving the booklets. These changes included: keeping blind cords tied away; moving furniture to stop climbing; strapping their child into their highchair; putting cold water into the bath first; keeping pans at the back of the cooker; keeping harmful things out of reach of babies and toddlers; and fitting safety equipment such as window catches or safety gates.

Some of our local partners also raised the need for advice in translation, in order to meet the needs of parents with English as a second language. One family support manager from a charity in London told us: *“Unfortunately, it is really difficult to find helpful translated information to support parenting. But parents require this information, as emergency hospital attendance and lack of understanding of the risks to young children in and around the home is prevalent in these communities.”*

We responded by translating five of our safety fact sheets into Urdu, Bengali and Somali and distributing printed fact sheets to 2,525 families with English as a second language. We received a positive response to providing advice in translation, with requests for both more languages and for other forms of support for vulnerable parents with little or no English.

In addition to our picture booklets and safety fact sheets, we produce a range of other user-friendly leaflets, flyers, booklets and posters for parents and carers. All our resources are based on data about the most common and serious preventable accidents to children at different ages and stages of development. They are driven by evidence about what works in supporting behaviour change to keep children safe from harm, and are regularly updated to ensure our advice stays abreast of the latest developments in child safety.

***“Very user-friendly resources deliver messages in a way that parents find interesting, enjoyable and non-threatening” Home-Start project***

## **Button battery safety**

***"It turns out this is one of the most damaging and dangerous things that my beautiful boy could have ever swallowed. They cause deep and extremely fast corrosion burns into soft human tissue. It does not get much worse than this."***

*Mother whose son swallowed a lithium button battery*

Button batteries, especially big, powerful lithium coin cell batteries, can seriously hurt or even kill a child if they are swallowed and get stuck in the food pipe. Their electrical charge reacts with saliva to create caustic soda – the same chemical used to clear blocked drains.

Working in partnership with trade body the British and Irish Portable Battery Association (BIPBA), we extended our educational work on button battery safety for another year. With lockdown and the pandemic emphasising digital communications, we developed a comprehensive suite of safety advice on our website, complemented by downloadable educational resources, images and videos for frontline staff to share with parents.

We then launched a 'Button Battery Treasure Hunt' in summer 2020. We recruited a number of professionals to film themselves searching for lithium coin cell batteries in their own homes, with the aim of encouraging parents to search their homes for batteries and put them safely out of reach of small children.

One of the participating paediatricians then contacted Dr Ranj, who talked about button batteries during his slot on ITV's This Morning, reaching as many as 1.5 million people. There was considerable traction for the treasure hunt on social media, with 527,000 unique impressions for the campaign hashtag #BatteryHunt. Our Facebook posts had a total reach of 176,815 and the treasure hunt videos were viewed for over 223 hours.

## **Supporting partners' safety campaigns**

Building strong relationships with diverse national partners helps to amplify the reach of our safety messages to children and families UK-wide.

Very few parents know that a baby's skin is 15 times thinner than that of an adult or that a hot drink can still burn a young child 15 minutes after it has been made. Knowledge of good first aid is also lacking. As a result, too many babies, toddlers and young children suffer disfiguring burns. We have continued to deepen our relationship with the Children's Burns Trust, including through supporting National Burn Awareness Day.

We also continued to partner with the Office for Product Safety and Standards (OPSS – the government body tasked with protecting UK consumers), supporting two OPSS consumer awareness campaigns on fireworks and Christmas. Our emphasis was on bringing the issues to life in a relatable way and offering practical safety tips for busy parents.

This was the first Bonfire Night held during the pandemic. Organised public displays were cancelled and many parents were going it alone with fireworks at home for the first time. Sellers were also offloading powerful fireworks designed for public displays onto unsuspecting consumers at bargain prices. To help mitigate these risks, we shared insights with parents and local partners, providing downloadable advice to share.

For the Christmas campaign, our objective was to empower parents to buy safely, especially when buying toys online. However, we remained sensitive to the financial pressures that many families were facing due to furlough and job losses. We worked to reach parents direct and to mobilise staff who support families in local communities UK-wide.

We built on our close relationship with Great Ormond Street Hospital by including advice from our Chief Executive in their Christmas news release. This secured coverage in three national newspapers, four digital channels and 235 local and regional media outlets UK-wide, reaching over 13 million families. We also supported a Christmas toy safety campaign led by the British Association of Paediatric Surgeons.

The British Toy and Hobby Association gave us copyright-free photos of dangerous toys to share. We also created two short videos explaining the risks of buying toys and gifts from online marketplaces, including toys with easily accessible button batteries. These proved very popular, and were viewed for over 113 hours.

## **SUPPORT FOR FRONTLINE PROFESSIONALS**

We work alongside our network of 23,235 partners – mostly frontline staff who work with children and parents in local communities – equipping them with evidence-based advice and resources and supporting them to cascade accurate safety messages to families UK-wide.

Partners include health visitors, community nursery nurses, family nurses, children's centre staff, teachers, childminders, nursery staff, road and fire safety officers, family support and community workers, as well as public health consultants, early years managers, and managers of Safeguarding Children Boards and Child Death Overview Panels.

A number of our local partners provide services to families in poverty including parents who are long-term unemployed, vulnerable younger parents, families fleeing domestic abuse, BAME and refugee families and homeless or poorly housed families. They include Family Nurse Partnership staff, Home-Start volunteers supporting vulnerable families in their homes and health visitors targeting the most disadvantaged parents with intensive support.

Hard-pressed local organisations lack funds to develop effective educational materials and campaigns or distil new data and research. They rely on us as trusted experts to advise them on priorities and provide them with the tools they need to prevent life-changing injuries. As can be seen on pages 6 to 9, we equip them with engaging educational materials and actively support them to participate in our educational programmes and campaigns.

We work closely with national membership charities such as Children in Scotland and with professional associations such as the Institute of Health Visiting, signposting useful resources, providing articles and blogs and encouraging involvement in our work. We also provide a limited information service to individual professionals who contact us for advice.

We also offer training to help frontline staff understand more about the links between child development and children's accidents, the main causes of serious childhood accidents and what works in preventing them, and how to engage effectively with families on a topic often viewed as difficult to discuss. With time at a premium, it is designed to help them integrate child accident prevention into their routine work with families, making every contact count.

***"I have learnt some really good ways of explaining things and great practical ideas to help some of our vulnerable families engage with child safety, without using written information which they struggle with."***

*Family Support Worker who attended CAPT training*

In the year under review, we delivered 2 days face-to-face training. As a consequence of the changes wrought by the pandemic, we started development work to enable us deliver our training in a virtual setting, while retaining the interactivity for which our courses are known.

## **SPECIALIST KNOWLEDGE AND INFLUENCING FOR CHANGE**

We are the leading authority on child accident prevention in the UK, offering a trusted, independent voice on a complex and nuanced issue. Our team brings over 50 years' combined expertise in child safety. We work with the NHS, public sector, companies, trade associations and standards bodies, using our specialist knowledge to secure positive changes to services, products and packaging, keeping children safe from serious harm.

### **"If I can buy it, it must be safe"**

We are growing increasingly concerned about dangerous goods available from online marketplaces. It has never been easier to buy whatever we want direct from anywhere in the world. Unfortunately, the things we can buy may not meet UK safety standards. Discount stores and temporary shops also unknowingly sell illegal imports and unsafe products sourced in the same way. Yet most parents still think that "if I can buy it, it must be safe".

In addition to the educational work outlined earlier, we are working at a national level to improve product safety for children:

- We are active contributors to BSI's Consumer Safety Forum, advising BSI on areas of concern alongside UK consumer bodies such as Citizens Advice and Which?
- We supported the British Toy and Hobby Association with its work to highlight sales of dangerous toys on online marketplaces, providing a quote for its news release and report, and a video for its virtual launch event.
- We continue to focus on button battery safety. OPSS commissioned BSI to develop a fast-track safety standard (called a PAS) on button batteries. We were active participants in the steering group for the PAS, working with industry, retailers, government and product safety experts, and providing a voice for the concerns of families.

The fast-track standard was launched in spring 2021 and our focus has since shifted to supporting compliance with the recommendations.

## Future plans

***"These five weeks have been absolute torture. I feel so lost. And all through a button battery that we didn't know the dangers of."***

*Mother whose two-year-old daughter died after swallowing a lithium button battery*

The unexpected death or serious injury of a child in an avoidable accident is devastating for families. In our 40th anniversary year, we are aiming to reach even more children and parents with our life-saving work, continuing our focus on children from disadvantaged backgrounds who are at greatest risk of avoidable death, disability or disfigurement.

We will continue to address the three pillars of accident prevention – empowerment, education and influence. We will enable parents to make sense of safety advice and nurture happy, healthy families; provide educational resources, advice and training for everyone working with families; and use our expertise to advise businesses and government.

We want to seize the digital opportunities precipitated by the pandemic to: engage directly with parents as a trusted source of advice, creating compelling, shareable digital content; equip our local stakeholders to engage effectively with families via digital channels, developing hubs of shareable resources; and develop online learning to scale our training offer, reaching staff and volunteers UK-wide.

Conscious of the digital divide, we want to meet the needs of the poorest parents who rely on pay-as-you go data services or lack the smartphones or internet access to connect to digital advice. We plan to distribute printed copies of our picture-based advice booklets for parents with poor literacy, targeting deprived communities with high child accident rates.

Frontline feedback highlights a growing need for safety advice in translation among deprived BAME parents who speak English as a second language. We plan to extend the translation of our safety advice into more community languages, working with BAME groups to ensure that our advice is relatable and culturally relevant.

We want to provide more schools with our Staying Safe with Sam educational programme, designed to empower reception-age children to keep themselves safe around cleaning products and support their parents to make their homes safer, targeting areas across the UK where hospital admissions are particularly high.

The tragic death of a two-year-old girl who swallowed a button battery will see us redoubling our efforts to change awareness of the risks and save children from these devastating injuries, working in collaboration with partners UK-wide.

Finally, over 7,140 Scottish children were admitted to hospital in an emergency following an accident. So, during our 40<sup>th</sup> anniversary year, our ambition is to amplify the reach of our safety messages to families across Scotland, developing content to reach parents directly, equipping our 1,990 local partners, deepening relationships with national partners and supporting the work of Building Safer Communities in the Scottish Government.

## Financial review

CAPT concludes the year with an overall surplus of £11,861 for the year ended 31 March 2021. This compares to a surplus of £10,077 for the year ended 31 March 2020.

Net assets have risen from £31,395 to £43,796, in line with our plans to build back our reserves to the desired level of six months forward unrestricted expenditure.

Total income decreased by 5% in the year to £276,032, down from £291,357 in 2019-20. The main changes in the charity's income streams were as follows:

- An increase in donations and legacies, which rose by 538% to £111,797, compared with £17,524 in 2019-20, linked to securing two new corporate donations.
- A decrease in project and contract income, which fell by 41% to £139,852, down from £237,441 in 2019-20. This was primarily due to the known ending of grants for three projects plus the impact of the pandemic, which resulted in fewer contracts.
- A decrease in other income, which fell by 31% to £24,376, down from £35,217 in 2019-20. This was mostly due to reductions in sales of publications, which have been falling for some time.

Total expenditure fell by 8% in the year to £251,294, down from £281,280 in 2019-20:

- This was primarily due to decreased costs for both projects and contracts, down 10% to £190,990, and publications, down 47% to £10,220, in line with decreased income.
- Expenditure on fundraising increased by 29%, totalling £24,738 in 2020-21. This reflects an increased investment in fundraising as part of our plans for financial sustainability. However, over 90p in every £1 received is still spent on our charitable activities.

### The impact of the Covid-19 pandemic

We have been fortunate in weathering the storms of the pandemic better than many charities. We had moved to remote working during 2017-18, so suffered none of the disruption or costs of those who had been working from office premises.

In addition, our choice of a small lean operating model, with the ability to scale up quickly to meet new opportunities, meant none of our staff team was furloughed. As a result, we were able to move quickly to meet increased demands from our stakeholders and beneficiaries.

Of course, some funding was initially lost or delayed, as funders reassessed their giving in the light of the pandemic. In anticipation of such delays, we successfully applied for a £50,000 loan from the Bounce Back Loan Scheme via our bankers, the Co-operative Bank.

We were then fortunate to receive a grant from the Charities Aid Foundation Coronavirus Emergency Fund, which helped us deliver much needed support to communities at a time when other funding streams were paused, a donation from The Capital Group towards our ongoing costs and a generous, one-off, pandemic-related corporate donation from Reckitt.

We also secured grants from the Garfield Weston Foundation, so as to deliver our core educational work in deprived communities with high child accident rates, and from the VTCT Foundation's New Ways of Working programme, which is enabling the charity to build digital capability and capacity. We continued to receive welcome support from the Department for Transport, Building Safer Communities in the Scottish Government, Origin Pharma Packaging, Bitrex and the British and Irish Portable Battery Association.

## **Fundraising plans**

Historically the charity relied on grants from government departments and sales of our resources and services to the public sector. Cuts in public sector spending meant we needed to develop a new approach. The charity has therefore been pursuing an ambitious programme of work designed to build financial and organisational resilience. This has included recruiting an experienced fundraiser – initially funded by the Charities Aid Foundation Resilience Programme with match funding from the VTCT Foundation – and trustees with extensive commercial experience.

We have developed a robust fundraising strategy across diverse income streams that is flexible enough to adapt to changing circumstances. This includes identifying like-minded trusts and foundations to build a pipeline of applications, and developing our corporate proposition, enabling companies to demonstrate their commitment to child safety, fund our life-saving work and amplify vital safety messages. We plan to build on strong partnerships and grow new relationships, overcoming challenges with tenacity and innovation.

## **Risk assessment**

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the volatility of the funding environment in which the charity operates. Systems and procedures are in place to manage and reduce these risks, and the trustees monitor these systems and procedures using an established management information framework.

## **Going concern**

The charity made an overall surplus of £11,861 and has net assets of £43,796 at year end. In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have prepared detailed financial forecasts and, based on the cashflow forecasts, are confident that there will be sufficient cash available to meet the liabilities as they fall due.

On this basis, the trustees believe that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

## **Reserves policy**

It is the long-term aim of the trustees to maintain free reserves in the range three to nine months forward unrestricted expenditure, where six months forward unrestricted expenditure is the desired level. This is to act as a financial safety net during times of uncertainty.

Free reserves now stand at £43,796, while unrestricted expenditure for the first six months of 2021-22 is projected to be £102,868. The free reserves are therefore below the desired level stated in the reserves policy. The depletion of the charity's reserves occurred some years ago when planned cost savings did not keep pace with sudden reductions in income.

As in previous years, we aim to hold a designated fund so that, in extremis, the charity can meet its legal obligations to staff and third parties should it need to close. Following the move to remote working in 2017-18, there are no longer costs relating to lease terminations. The designated fund for closure costs has increased from £22,383 at the end of March 2020 to £24,736 at the end of March 2021.



## **Investment policy**

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity.

## **Staffing**

Our small national charity has a huge impact and reach in comparison to our size. This is partly due to the breadth and depth of our knowledge – our expert team has over 50 years' combined expertise in child safety – and partly due to the effectiveness of our UK-wide network and our partnerships with other charities and the public and corporate sectors.

Our approach is to retain a lean core staff team, with minimal back-office functions, and buy in additional specialist skills as needed. This gives us much greater flexibility to respond to opportunities, enabling us to scale up quickly to meet new demands. It also minimises our fixed costs, overheads and ongoing liabilities, enabling a much greater proportion of our funding to be spent on work for our beneficiaries.

### **Core staff**

Katrina Phillips	Chief Executive
Lou Arnold	Head of Fundraising (October 2019 to March 2021)
Helen Evans	Head of Fundraising (from March 2021)
Ian Evans	Training and Consultancy Manager
Natalie Kwan	Finance Officer
Pam Prentice	Campaigns and Resources Manager

### **Freelance staff**

Henrietta Bond	Projects Co-ordinator (to September 2021)
Laura Harris	Inclusive safety advice project (from December 2020)
Kevin Lowe	Associate Consultant (from April 2021)
Kirsty Stephenson	Digital Manager

### **Decision making**

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

# **Governance**

The directors of the charitable company (the charity) are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

## **Charitable objects and powers**

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

## **Constitution**

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The registered charity number in England and Wales is now 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

In November 2021, the charity registered with the Office of the Scottish Charity Regulator. The registered charity number in Scotland is SC051312.

The guarantors of the company are the trustees named below. The liability in respect of the guarantee, as set out in the memorandum, is limited to £1 per member of the company.

## **Trustees**

Paul Leggat	(Chair)
James Scott-Gatty	BA ACA (Treasurer)
Helen Bunting	
Sarah Cawthra	
Ian Gethin	
Rob Manning	
Jo Moore	
Randy Weeks	

The skills and experience required by the Board are regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. New trustees receive copies of key documents e.g. the charity's governing instrument, annual report and accounts and recent trustee minutes. Trustees receive updates on their roles and responsibilities as required.

### **Company secretary**

Katrina Phillips (Chief Executive)

### **Registered office**

c/o PKF Littlejohn LLP  
15 Westferry Circus  
London E14 4HD

### **Postal address**

PO Box 74189  
London E14 1SQ

### **Independent examiner**

Richard F Hopper, Chartered Accountant  
4 Rhodfa Clawdd Offa  
Denbigh, Denbighshire LL16 4RJ

### **Statement of Trustees' responsibilities**

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

Company and charity law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, for the year. 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 Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- 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 adequate and sufficient accounting records that are sufficient to show and explain the charity's transactions, and disclose with reasonable accuracy at any time, the financial position of the charitable company and enable them to ensure that the financial statements comply with the Charities Act 2011 and regulations made thereunder and with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**The report was approved by the Board of Trustees on 15 December 2021 and signed on behalf of the Board by**



**Paul Leggat, Chair**

# Independent Examiner's Report to the Trustees of The Child Accident Prevention Trust

I report to the trustees on my examination of the financial statements of The Child Accident Prevention Trust (the charity) for the year ended 31 March 2021.

## Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

## Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 386 of the Companies Act 2006; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Richard F Hopper

Chartered Accountant  
4 Rhodfa Clawdd Offa  
Denbigh  
Denbighshire LL16 4RJ

Dated: 21 December 2021

**Statement of Financial Activities**  
(Including Income & Expenditure Account)  
for the year ended 31 March 2021

	Note	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
<b>Income</b>					
Donations and Legacies	2	111,797	0	111,797	17,524
Income from Charitable Activities					
Project income	3	19,990	119,862	139,852	237,441
Other income	4	24,376	-	24,376	35,217
Income from Investments		7	-	7	1
Income from other Trading Activities		-	-	-	1,174
<b>Total Income &amp; Endowments</b>		<b>156,170</b>	<b>119,862</b>	<b>276,032</b>	<b>291,357</b>
<b>Expenditure</b>					
Expenditure on Raising Funds		(24,738)	-	(24,738)	(17,616)
<b>Net incoming resources available for charitable application</b>		<b>131,432</b>	<b>119,862</b>	<b>251,294</b>	<b>273,741</b>
Expenditure on Charitable Activities	5	(119,571)	(119,862)	(239,433)	(263,664)
<b>Total resources expended</b>	7	<b>(144,308)</b>	<b>(119,862)</b>	<b>(264,170)</b>	<b>(281,280)</b>
<b>Net Income/(Expenditure)</b>		<b>11,861</b>	<b>-</b>	<b>11,861</b>	<b>10,077</b>
Transfer between funds	15	-	-	-	-
<b>Reconciliation of Funds</b>		<b>11,861</b>	<b>-</b>	<b>11,861</b>	<b>10,077</b>
<b>Total funds brought forward</b>		<b>31,935</b>	<b>-</b>	<b>31,935</b>	<b>21,858</b>
<b>Total funds carried forward</b>	15	<b>43,796</b>	<b>-</b>	<b>43,796</b>	<b>31,935</b>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure are derived from continuing activities.

The notes on pages 23 to 33 form an integral part of these accounts.

**Balance sheet**  
as at 31 March 2021  
(Company registration number: 03147845)

		2021	2020
	Notes	£	£
<b>Fixed assets</b>			
Tangible assets	9	-	-
Investment in subsidiary	10	100	100
		<u>100</u>	<u>100</u>
<b>Current assets</b>			
Stock		5,330	10,531
Debtors and prepayments	11	20,126	20,303
Cash at bank and in hand		206,211	54,545
		<u>231,667</u>	<u>85,379</u>
<b>Liabilities</b>			
Creditors: Amount falling due within 1 year	12	(144,282)	(53,544)
<b>Net current assets</b>		<u>87,385</u>	<u>31,835</u>
<b>Total assets less current liabilities</b>		<u>87,485</u>	<u>31,935</u>
<b>Non-current liabilities</b>			
Creditors: amounts falling due after more than one year	13	(43,689)	-
<b>Total assets less total liabilities</b>		<u>43,796</u>	<u>31,935</u>
<b>Charity Funds</b>			
Designated funds	15	24,736	22,383
General funds	15	19,060	9,552
<b>Total funds</b>	15	<u>43,796</u>	<u>31,935</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts.

The Financial Statements are prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.


The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 15 December 2021

James Scott-Gatty



) Trustees

Paul Leggat



**Statement of Cashflow**  
for the year ended 31 March 2021

	Notes	2021 £	2020 £
<b>Net cash generated by operating activities</b>	<b>16</b>	<b>151,659</b>	<b>804</b>
<b>Cash provided by financing activities:</b>			
Interest received		7	1
<b>Increase/(Decrease) in cash in the year</b>		<b>151,666</b>	<b>805</b>
 <b>Cash &amp; cash equivalents at the beginning of the year</b>		 <b>54,545</b>	 <b>53,740</b>
 <b>Total cash &amp; cash equivalents at the end of the year</b>		 <b>206,211</b>	 <b>54,545</b>

## **Notes on the accounts**

### **for the year ended 31 March 2021**

#### **1. Accounting Policies**

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

##### **a) Basis of preparation**

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.

The Child Accident Prevention Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

##### **b) Preparation of the accounts on a going concern basis**

In assessing the going concern position for the Child Accident Prevention Trust for the twelve months from the date of approval of the accounts, the trustees have considered the financial performance of the charitable company in the year ended 31 March 2021 and the charitable company's financial position as at that date. The charity made an overall surplus of £11,861 and has net assets of £43,796 at the year end.

The trustees have prepared detailed financial and cashflow forecasts which show that the charitable company will continue to be in a position to meet its liabilities as they fall due if the forecast amount of grant, sponsorship, contract and trading income is received. We intend to ensure to the best of our ability that the charity has sufficient funds to meet its financial commitments for at least the next twelve months. Bearing in mind amounts of income which can reasonably be anticipated and the current tight control of costs, we expect the charity to continue in operation for at least the next twelve months.

The trustees are confident that the preparation of the financial statements on a going concern basis is appropriate and the financial statements do not include the adjustments that would result if the charity was unable to continue as a going concern.

The subsidiary undertaking Child Safety Services Ltd has been dormant for the year ended 31 March 2021. This is the reason for not preparing consolidated financial statements.

##### **c) Income**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.



## **Notes on the accounts (continued)**

### **for the year ended 31 March 2021**

Income received in advance of the provision of other specified service is deferred until the criteria for income recognition are met.

General funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Trust.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

The designated funds are funds set aside at the discretion of the trustees for a particular purpose and carry no restrictions.

All income and expenditure is shown in the Statement of Financial Activities.

#### **Incoming resources**

- **Grants receivable**

Grants are credited to incoming resources on a receivable basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

- **Project income**

Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

- **Gifts in Kind**

The value of gifts in kind are recognised when received. The value is calculated on the most appropriate basis for the type of gift received e.g. an individual's salary costs.

- **Other income**

Other income mainly consists of Publication Sales, which are recognised within the SOFA, where the organisation is entitled to the income, it is probable that the resource will be received, and the resource can be quantified with reasonable accuracy.

- **Donations and voluntary income**

Donations and voluntary income are recognised on receipt or accrued as income as soon as it is practicable and prudent to do so.

- **Investment income**

Investment income is earned through holding assets for investment purposes such as shares and property. It includes dividends, interest and rent. Interest income is recognised and dividend and rent income is recognised as the charity's right to receive payment is established.

## **Notes on the accounts (continued)**

### **for the year ended 31 March 2021**

#### **d) Expenditure recognition**

All expenditure is accounted for on an accruals basis. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds
- Expenditure on charitable activities
- Other expenditure represents those items not falling into the categories

Irrecoverable VAT is charged as an expense against the activity for which expenditure arose.

#### **e) Support costs allocation**

Charitable expenditure comprises expenditure related to the furtherance of CAPT's charitable objectives and the governance of the charity. Costs of generating funds include costs relating to fundraising.

Where costs cannot be directly attributed, they have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) full cost recovery model. We have allocated salary and other overhead costs using the bases of allocation recommended by ACEVO, thereby ensuring the accuracy of the true full cost of each activity. This model provides the most appropriate way of allocating costs in accordance with an accepted standard of good practice within the charity sector.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. The analysis of these costs is included in note 7.

#### **f) Tangible fixed assets**

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended. Items costing £750 or more intended to be of ongoing use to CAPT in carrying out its activities are capitalised as tangible fixed assets.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Office furniture and equipment:	15/20% per annum straight line basis
Computer equipment:	25% per annum straight line basis
Computer software:	33% per annum straight line basis

All fixed assets are fully depreciated.

#### **g) Investments**

Investments are measured at cost less impairment.

## **Notes on the accounts (continued)**

### **for the year ended 31 March 2021**

#### **h) Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing stock to its present location and condition. Cost is calculated using the first-in, first-out formula. Provision is made for damaged, obsolete and slow-moving stock where appropriate.

#### **i) Debtors and creditors receivable/ payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

#### **j) Provisions**

Provisions are recognised when the charity has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

#### **k) Leases**

Rentals payable and receivable under operating leases are charged to the SOFA on a straight line basis over the period of the lease.

#### **l) Employee benefits**

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

The charity operates a defined contribution plan for the benefit of its employees. Contributions are expensed as they become payable.

#### **m) Tax**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010. It therefore meets the definition of a charitable company for UK corporation tax purposes.

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

<b>2. Donations and legacies</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Donations	83,807	1,159
Corporate fundraising	27,990	16,365
	<b>111,797</b>	<b>17,524</b>

In the current year £111,797 of income from donations was credited to unrestricted funds (2020: £17,524) and £0 was credited to restricted funds (2020: £0).

<b>3. Project income</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b><u>Restricted Income</u></b>		
Child Safety Week	71,000	82,280
Department for Transport - Making the Link		21,350
CAF Coronavirus Emergency Fund	5,000	-
Garfield Weston	13,333	-
Staying Safe With Sam	-	17,730
CAF Resilience Programme	14,945	50,152
VTCT Burns and Scalds	12,026	11,622
VTCT New Ways of Working	3,558	-
<b>Total Restricted Income</b>	<b>119,862</b>	<b>183,134</b>
<b><u>Unrestricted Income</u></b>		
Child Safety Week	-	-
Office for Product Safety and Standards	19,990	47,980
Mattel Firework Safety	-	6,327
<b>Total Unrestricted Income</b>	<b>19,990</b>	<b>54,307</b>
<b>Total Project Income</b>	<b>139,852</b>	<b>237,441</b>

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

	2021	2020
	£	£
<b>4 Other income</b>		
Publication sales	13,721	29,809
Consultancy	-	-
Training	2,100	2,358
Miscellaneous income	8,555	3,050
	<u>24,376</u>	<u>35,217</u>

In the current year £24,376 of income from other income was credited to unrestricted funds (2020: £35,217) and £0 was credited to restricted funds (2020: £0).

	2021	2020
	£	£
<b>5 Expenditure on Charitable Activities</b>		
Project costs	119,862	183,134
Contract costs	71,128	29,228
Publication costs	10,220	19,235
Consultancy costs	-	-
Training costs	936	1,303
Education and information services	31,820	24,523
	<u>233,966</u>	<u>257,423</u>
Governance	5,467	6,241
	<u>239,433</u>	<u>263,664</u>

In the current year £119,571 of expenditure on charitable activities was debited from unrestricted funds (2020: £80,530) and £119,862 was debited from restricted funds (2020: £183,134)

Governance costs are comprised of:

	2021	2020
	£	£
Governance & Trustee Expenses	153	2,243
Audit & Accountancy	4,208	2,966
Legal & Professional	1,106	1,032
	<u>5,467</u>	<u>6,241</u>

<b>6 Net incoming/(outgoing) resources is stated after charging:</b>		
	2021	2020
	£	£
Independent examiner's remuneration	1,250	900

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

**7 Total resources expended**

	Direct Staff Costs £	Other Direct Costs £	Apportioned Costs £	2021 Total £	2020 Total £
Project and contract costs	125,201	45,883	19,906	190,990	212,362
Publishing	1,705	8,244	271	10,220	19,235
Consultancy	-	-	-	-	-
Training	669	161	106	936	1,303
Education and information services	21,780	6,577	3,463	31,820	24,523
Fundraising	20,993	407	3,338	24,738	17,616
Governance	4,686	35	745	5,466	6,241
	<b>175,034</b>	<b>61,307</b>	<b>27,829</b>	<b>264,170</b>	<b>281,280</b>

Indirect costs are apportioned in line with the respective amounts of direct staff costs

	2021 £	2020 £
<b>Analysis of other direct costs:</b>		
Direct project costs	45,883	71,929
Printing	-	7,200
Miscellaneous	15,424	25,120
	<b>61,307</b>	<b>104,249</b>

	2021 £	2020 £
<b>Analysis of apportioned costs:</b>		
Support Services staff costs	10,230	20,431
Insurance	2,792	2,635
Equipment	-	-
Irrecoverable VAT	4,229	3,881
Post, phones, fax	2,366	2,310
Office stationery	304	306
Computer software & renewals	5,329	4,124
Staff training and expenses	360	1,115
Independent examination	1,250	900
Legal & professional	329	313
Miscellaneous	640	568
	<b>27,829</b>	<b>36,583</b>

	2021 £	2020 £
<b>Staff costs</b>		
Wages and salaries	170,889	147,602
Social security costs	8,492	8,148
Pension costs	5,884	5,128
	<b>185,265</b>	<b>160,878</b>

No employee earned over £60,000 during the year (2020: none).

The total amount of employee benefits received by key management personnel during the year was £69,426 (2020: £67,209). The Trust considers its key management personnel to comprise the Chief Executive.

The average number of employees on a full time equivalent basis, analysed by function was:

	2021 Number	2020 Number
Direct charitable work	3	3
	<b>3</b>	<b>3</b>

**Trustees**

The trustees neither received nor waived any emoluments during the year.

Travel expenses were reimbursed to 0 trustee (2020: 0)

2021 £	2020 £
-	-

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

**8 Taxation**

The company is a charity within the meaning of Paragraph 1 Schedule 6 Finance Act 2010. Accordingly, the company is potentially exempt from taxation in respect of income within categories covered by Chapter 3 of Part II of the Corporation Tax Act 2010, to the extent that such income is applied exclusively for charitable purposes. No tax charge arose in the period.

**9 Tangible fixed assets**

	Equipment £	Computers £	Total £
<b>Cost</b>			
At 01/04/2020	13,802	8,012	21,814
Additions	-	-	-
Disposals	(13,802)	(8,012)	(21,814)
<b>At 31/03/2021</b>	-	-	-
<b>Depreciation</b>			
At 01/04/2020	13,802	8,012	21,814
Charge for year	-	-	-
Disposals	(13,802)	(8,012)	(21,814)
<b>At 31/03/2021</b>	-	-	-
<b>Net book value</b>			
<b>At 31/03/2021</b>	-	-	-
At 31/03/2020	-	-	-

**10 Fixed asset investments**

The Trust beneficially owns the whole of the issued share capital of Child Safety Services Limited, a company registered in England.

There were no activities during the year. This is the reason for not preparing consolidated financial statements.

Investment in the Trading Company is represented by:	<b>2021</b> £	<b>2020</b> £
Net current assets	100	100
Funds (representing 100 ordinary shares of £1 each)	100	100

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

**11 Debtors**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade debtors	131	8,754
Other Debtors	377	1,526
Accrued Income & Prepayments	19,618	10,023
	<b>20,126</b>	<b>20,303</b>

**12 Creditors: amount falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	2,621	2,286
Other creditors including taxation & social security	11,867	4,484
Accruals	23,805	6,348
Deferred income	105,989	40,426
	<b>144,282</b>	<b>53,544</b>

All amounts included in deferred income in 2020 have been released in 2021, apart from East Sussex training of £4,900 which was released in 2022

**13 Bounce Back Loan**

In July 2020 the company borrowed £50,000 under HM Government's Bounce Back Loan Scheme for a term of 6 years. Under this scheme HM Government guarantees 100% of the loan, the interest rate is fixed at 2.5% per annum and HM Government pays the first years interest and any associated fees



**Notes to the accounts (continued)**  
for the year ended 31 March 2021

**14a Analysis of net assets between funds for the year ended 31 March 2021**

	Unrestricted funds	Restricted funds	Total 2021
	£	£	£
Tangible fixed assets	100	-	100
Net current assets	87,385	-	87,385
<b>Net assets</b>	<b>87,485</b>	<b>-</b>	<b>87,485</b>

**14b Analysis of net assets between funds for the year ended 31 March 2020**

	Unrestricted funds	Restricted funds	Total 2020
	£	£	£
Tangible fixed assets	100	-	100
Net current assets	31,835	-	31,835
<b>Net assets</b>	<b>31,935</b>	<b>-</b>	<b>31,935</b>

**15a Statement of funds for the year ended 31 March 2021**

	Balance 01/04/2020	Income	Expenditure	Transfer between funds	Balance 31/03/2021
	£	£	£	£	£
<b>Restricted funds</b>					
Child Safety Week	-	71,000	(71,000)	-	-
CAF Coronavirus Emergency Fund	-	5,000	(5,000)	-	-
Garfield Weston Foundation	-	13,333	(13,333)	-	-
CAF Resilience Programme	-	14,945	(14,945)	-	-
VTCT Burns and Scalds	-	12,026	(12,026)	-	-
VTCT New Ways of Working	-	3,558	(3,558)	-	-
<b>Total restricted funds</b>	<b>-</b>	<b>119,862</b>	<b>(119,862)</b>	<b>-</b>	<b>-</b>
<b>Unrestricted funds</b>					
General funds	9,552	156,170	(144,308)	(2,353)	19,060
<b>Designated funds</b>					
Closure Costs	22,383	-	-	2,353	24,736
<b>Total unrestricted funds</b>	<b>31,935</b>	<b>156,170</b>	<b>(144,308)</b>	<b>-</b>	<b>43,796</b>
<b>Total funds</b>	<b>31,934.97</b>	<b>276,032</b>	<b>(264,170)</b>	<b>-</b>	<b>43,796</b>

**15b Statement of funds for the year ended 31 March 2020**

	Balance 01/04/2019	Income	Expenditure	Transfer between funds	Balance 31/03/2020
	£	£	£	£	£
<b>Restricted funds</b>					
Dept for Transport - Making the Link	-	21,350	(21,350)	-	-
Child Safety Week	-	82,280	(82,280)	-	-
Staying Safe With Sam	-	17,730	(17,730)	-	-
CAF Resilience Programme	-	50,152	(50,152)	-	-
VTCT Burns and Scalds	-	11,622	(11,622)	-	-
<b>Total restricted funds</b>	<b>-</b>	<b>183,134</b>	<b>(183,134)</b>	<b>-</b>	<b>-</b>
<b>Unrestricted funds</b>					
General funds	1,396	108,223	(98,146)	(1,921)	9,552
<b>Designated funds</b>					
Closure Costs	20,462	-	-	1,921	22,383
<b>Total unrestricted funds</b>	<b>21,858</b>	<b>108,223</b>	<b>(98,146)</b>	<b>-</b>	<b>31,935</b>
<b>Total funds</b>	<b>21,858</b>	<b>291,357</b>	<b>(281,280)</b>	<b>-</b>	<b>31,935</b>

**Child Safety Week**

Funds from the Department for Transport's Road Safety Partnership Grant Scheme, Building Safer Communities in the Scottish Government, and Macfarlan Smith during the year ended 31 March 2021 supported Child Safety Week.

**CAF Resilience Programme**

Funds from the Charities Aid Foundation Resilience Programme supported work to strengthen the charity's long-term organisational health

**VTCT Foundation**

During the year ended 31 March 2021, funds from the VTCT Foundation supported the charity to achieve greater reach and impact, with a focus on our educational work to prevent disfigurement from burns and scalds. Further funds from VTCT's New Ways of Working programme then enabled the charity to start exploring how to build digital capability and virtual capacity in a very different

**CAF Coronavirus Emergency Fund**

Funds from the CAF Coronavirus Emergency Fund helped the charity to deliver much needed support to communities across the UK, at a time when many other funding streams had been paused due to the pandemic.

**Garfield Weston Foundation**

Funds from the Garfield Weston Foundation during the year ended March 2021 supported the charity's core educational work in deprived communities with high child accident rates, focused on two educational projects: A Picture of Safety and Staying Safe with Sam.

**Notes to the accounts (continued)**  
for the year ended 31 March 2021

**16 Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Net movement in funds	11,861	10,077
Interest income	(7)	(1)
shown in investing activities		
Depreciation		1
Decrease / (increase) in stock	5,201	3,987
Decrease / (increase) in debtors	177	8,635
Increase / (decrease) in creditors	134,427	(21,896)
<b>Net cash generated by operating activities</b>	<b>151,659</b>	<b>804</b>