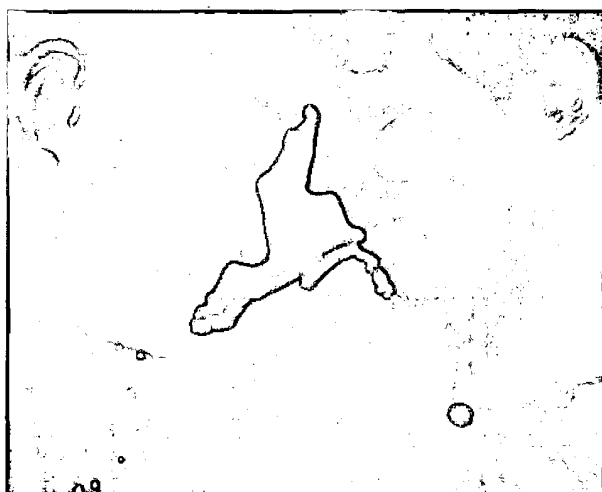
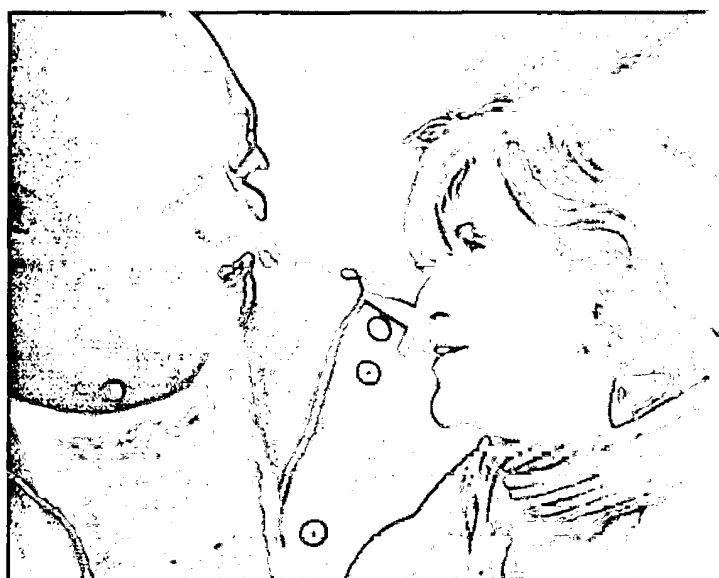




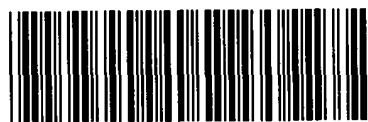
Annual Report and Accounts 2020-21

One Plus One Marriage & Partnership Research

Incorporating the report and financial statements
for the period ended 31 March 2021



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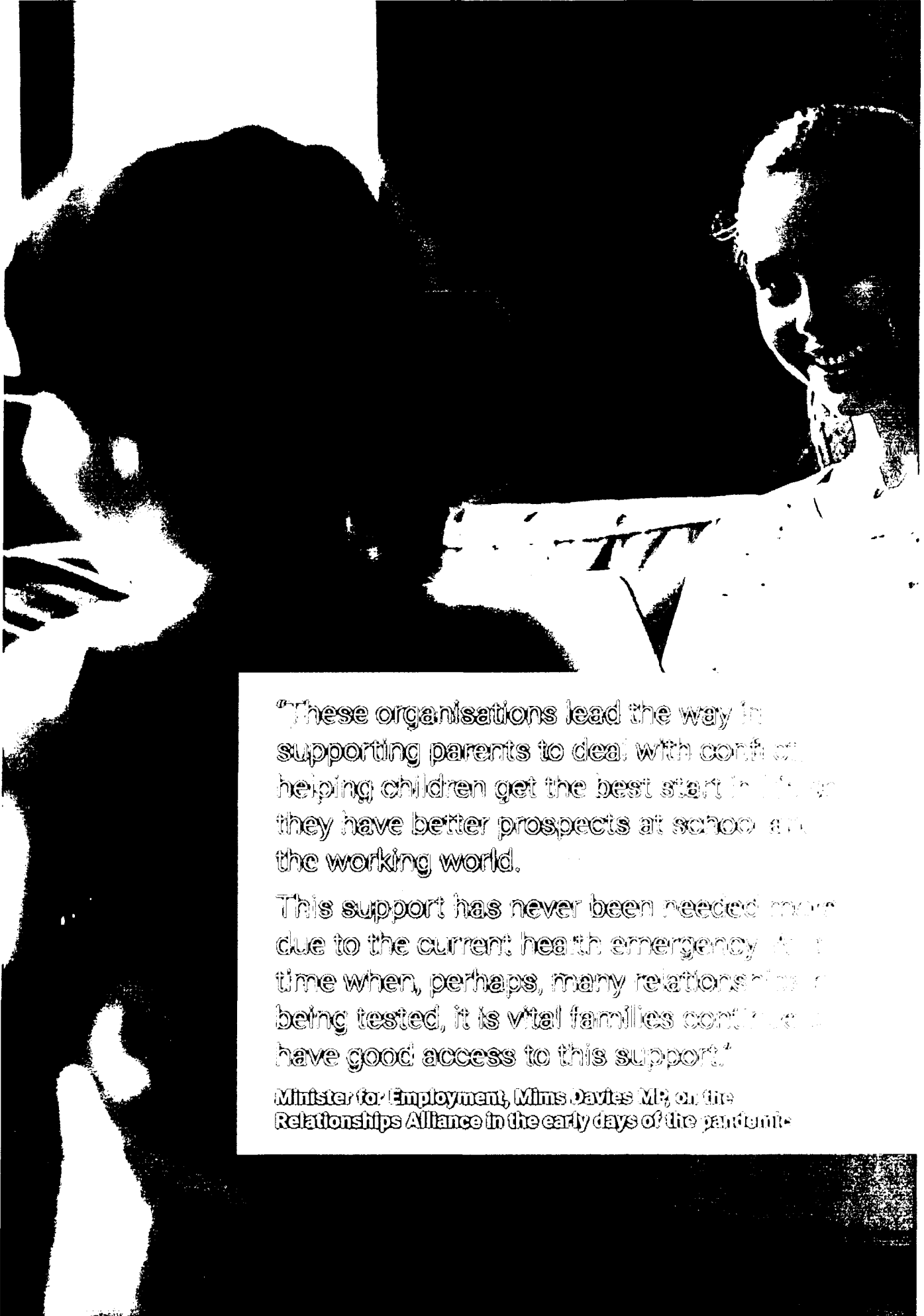
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"These organisations lead the way in supporting parents to deal with conflict, helping children get the best start in life so they have better prospects at school and the working world."

This support has never been needed more due to the current health emergency. At a time when, perhaps, many relationships are being tested, it is vital families continue to have good access to this support."

Minister for Employment, Mims Davies MP, on the Relationships Alliance in the early days of the pandemic

Foreword



An agile response to the rising needs of families and those in the frontline of support

Like many charities, our operating environment has changed enormously. Although experienced in working remotely and collaborating in co-production, we have had to adapt to an increased demand for our services from

both practitioners and parents. We have worked hard to maximise our outputs against our reduced resources to ensure that we can meet this need – collaborating with practitioners to deliver digital learning and rolling out interventions for parents to use with practitioner support.

Sharing learning has been an important element of this response. Having delivered digital resources to the public throughout the last decade, we have been able to offer support to other organisations to make the leap from face-to-face to digital delivery.

Innovation is in our DNA – investigating blended practice

We have adapted our training for practitioners to sit alongside our early intervention digital resources for parents. As an organisation with a central focus on testing and learning, this has been an opportunity to learn more about how a blended approach works in practice. Collaborating with practitioners enables us to ensure the resources we create fit the needs of the people we create them for – the practitioners and the parents they support.

Covid-19 has accelerated the use of digital technologies. As the coming year unfolds there will no doubt be discussion about the increased use of digital across health and social care, and the positives and negatives of this. We look forward to bringing our learning to the conversation, helping to apply the blended practice framework in a supportive way.

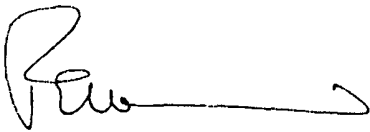
Discovering scalable solutions

As we emerge from the complexities of Covid-19, planning for the long term is a key driver. We have used this year to prepare ourselves for any opportunities as they arise, focusing on the development of a scalable solution for rolling out our digital resources in a strategic way in the coming year.

Each member of our team of staff and associates brings expertise and commitment, enabling us to reach more people who can benefit from our services. This has not been an easy year for any of us and we are proud to work with such a talented group of people.

Our Board of Trustees has provided expertise, engagement, challenge, and enthusiastic support throughout the year. Most importantly, they have not been afraid to get stuck in.

Looking ahead to the year of our 50th anniversary, we bring with us five decades of knowledge and understanding of what makes relationships work, and what leads to breakdown. Our focus will be in applying this learning and creating innovative solutions to the ongoing challenges faced by everyone in the unpredictable time we are living through.



Penny Mansfield
Co-director



Verity Glasgow
Co-director

Foreword



2020-2021 has confirmed – if we needed it confirming – the central importance of relational capability to our ability to live healthy, happy lives as fellow human beings on a finite planet. As soon as Covid-19 struck it was clear that people locked down in their homes needed more than just the meeting of their physical needs in the form of food and medication – they also needed to remain connected, to know that they were known, loved, and cared for. Families, friends, colleagues, and wider communities had to learn to connect relationally in more remote ways. Many of us have embraced what for some

has been an overload of Zoom or Teams. Others have rediscovered the telephone, letter writing, or the joy of meeting safely in an informal outdoor space. Loneliness has been talked about perhaps as never before.

We know that relationship stress has been experienced by many as we have muddled our way through our shared pandemic experience, and I am so pleased that OnePlusOne's expertise and interventions have been available – flexibly and digitally – for individuals, couples, and frontline practitioners to use. In these times of immense pressure on budgets it has been particularly exciting to see the strategic investment made by the Welsh Government: rolling out How to Argue Better training and digital products across all local authorities in the country as part of its approach to reducing parental conflict. We look forward to learning about the outcomes and impact.

OnePlusOne's pre-existing agile methods of working meant that our staff were well placed to respond to the extraordinary requirements of the pandemic, but they still deserve an almighty cheer for the determined and energetic way in which they have continued tenaciously to further the charity's aims over the past 12 months. During this time we have also renewed the Board of Trustees, adding fresh challenge, ideas, and vigorous sleeves-rolled-up support in the form of Simon, Gavin, Nell, and Jonty. For their work, and that of the other pre-existing Board members, I am also extremely grateful.

It hasn't been a year in which celebration has felt easy. But this is OnePlusOne's fiftieth year, and as Chair I invite all supporters to join me in marking what is a significant milestone for an extraordinary, punchy, and forward-looking charity. There is still much we have to do.

Ruth Kennedy
Chair

About us

OnePlusOne is a leading research and innovation charity with fifty years' experience in relationship science. We create evidence-based resources to help people learn relationship skills that will serve them throughout their lives.

To develop these innovative resources we combine evidence from a range of disciplines. Our inclusive co-design process involves the very people that the resources are designed to support, including parents and practitioners from communities all over the country.

It is never too late to learn the skills that can help you have happy and healthy relationships. Our research and evaluation contributes to the wider evidence base on how relationships work and their impact on individuals, families, and society.

For more information, see our websites
OnePlusOne.org.uk and ClickRelationships.org

How we work

We strengthen couple and family relationships by:

- Providing digital services and tools to support couples and co-parents through platforms such as Click, Thinkific, and See it Differently.
- Training frontline practitioners and volunteers to help families with relationship issues.
- Promoting a culture that recognises the benefits of family and relationship support at all stages of life.
- Building expert knowledge of how relationships are evolving, to inform and improve family policies and services.

Our mission and objectives

Relational capability for all

We envisage a world where everyone has the knowledge and skills to form, maintain, and strengthen relationships with the people in their lives. We empower people to do this through evidence-based training and digital resources.

Our objectives for the public benefit are:

- to advance the education of the public in all aspects of committed relationships;
- to safeguard and protect the mental, physical, emotional and psychological health of people involved in committed relationships and their dependents;
- to prevent and relieve poverty, hardship and distress caused by difficulties in or the breakdown of committed relationships for people involved in such relationships and their dependents; and
- to further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine that may assist those people who are in or who have been in committed relationships and their dependents;

Where 'committed relationship' means marriage, civil partnerships, or an enduring family relationship whether recognised in law or otherwise, and whether or not the relationship is conducted the same household.

The team

We are a small, nimble organisation with a unique expertise. Every member of the team is passionate about our mission and is encouraged to grow and develop with the organisation. Thank you to our core staff and associates.

Core staff

- Verity Glasgow, Co-director – operations and strategy
- Penny Mansfield CBE, Co-director – research, innovation, and policy
- Jonathan Devereux, Head of finance
- Tabitha Frangoullides, Communications manager
- Dr Shannon Hirst, Research associate
- Jolanta Kaczmarek, Senior project manager
- Jimi Odell, Content manager
- Chantal Savignon, Organisational operations and support manager
- Diane Wild, Content editor (joined May 2020, left December 2020)
- Dean Wilson, Senior UX and technical manager

Associates

- Claire Cooper, Trainer
- Dr Sarah Foley, Research associate
- Michelle Hayes, Trainer
- Dr Catherine Houlston, Research associate
- Dr Abigail Millings, Research associate
- Jan Mitcheson, Practice and innovation associate
- Kate Nicolle, Training associate
- Jenny Reynolds, Research associate
- Mark Weber, Digital associate

Placement students

- Tamara Almond-Lockett (joined January 2021, left March 2021)
- Adrian Minea (joined January 2021, left March 2021)

Report of the Trustees

OnePlusOne Marriage and Partnership Research – for the year ending 31 March 2021.

The trustees are pleased to represent their annual directors report together with the consolidated financial statements of the charity for the year ending 31 March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, The Memorandum and Articles of Association, and 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 (FRS102) (effective 1 January 2015).

Public benefit

All our charitable activities focus on providing a broad range of early interventions in support of relationships and are undertaken to further our charitable purposes for the public benefit. We work in partnership with other organisations and have established online services accessible to the general public. This allows us to greatly extend the reach of our services. The Trustees confirm that in exercising their powers and duties, they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission.

In preparing this report, the Trustees have taken advantage of the small company's exemptions provided by section 415A of the Companies Act 2006.

Looking forward

Aims for 2021-22

Aim 1

Developing our license model

Using learning and feedback from the rollout of our license model this year, we will develop a refined license model taking into account the varying needs of organisations we have worked with this year. Our model will be multi-layered with different approaches for different audiences. This will allow us to provide a more streamlined service externally and build efficiency and capacity internally.

Aim 2

Refine OnePlusOne's digital behaviour change methodology

Evidence-based innovation is the hallmark of our approach and we have taken the opportunities in the last year to understand what works in our digital behaviour change methodology. We want to refine and apply this learning to expand our resources to a wider audience, especially those who are vulnerable due to exclusion and low engagement. We will build on our experience of working in partnership with voluntary sector and community organisations to co-create innovative content. New and existing partners will help us build knowledge about and gain access to often underrepresented groups.

Aim 3

Extending our reach through blended practice

This year we had the opportunity to work with a variety of practitioners in understanding how they use digital in their practice, based on their service users' needs. We will use this learning to ensure that our digital products have built-in flexibility to allow practitioners to meet the range of needs that they will encounter in their practice. This will include practitioner training programmes for all of our digital products. Early intervention is a founding principal of OnePlusOne and focusing on blended practice in this way allows us to continue to reach people at the earliest point possible.

Aim 4

Expand and diversify OnePlusOne's digital community

We will renew our focus on OnePlusOne's digital community, working with partners to reach new audiences, raising awareness of OnePlusOne's content, and offering both expert and peer support direct to users.



“With many of us spending more time at home, this has put a strain on relationships across the country which is why it is vital that everyone is able to access support online. The materials have been co-designed with parents who too often experience barriers to finding trusted, accessible information on the internet. At Good Things Foundation, we believe that online support should be available for all.”

Dr Emma Stone, director of evidence and engagement at Good Things Foundation, talking at the [seeitdifferently.org](https://www.seeitdifferently.org) launch



Aims and achievements 2020-21

Changing behaviour

When Covid-19 hit, there was a scramble to move support over to digital environments. Having used digital behaviour change interventions for nearly 10 years, we were able to adapt quickly, maintaining continuity of service and responding to an increase in demand.

Our method of involving the target audience in the development process means we are able to keep our behaviour change services relevant and up to date. We work with real people to learn about their needs and experiences and later, through evaluation, we find out how effective the resources are at initiating behaviour change. Through this process, we have made important contributions to the evidence base on what works to reduce parental conflict, how to use behaviour change in a digital arena, and how practice is changing following the impact of Covid-19.

This year, we have enhanced three of our digital behaviour change interventions and developed one entirely new one. Of the four currently on offer, two are already proving to support people in making positive changes.

See it differently

See it differently is a video resource produced under grant funding from the Department for Work and Pensions. These short videos take an innovative approach to Behaviour Modelling Training, creating an engaging way for parents to reflect on how their behaviour might be affecting their children, and what they can do to improve things.

During the co-design process, we spoke with families about how they tend to find and share this kind of information and support. As a result, our early intervention strategy included promoting the videos through social media to generate word-of-mouth engagement between peers. Since the launch, the *See it differently* videos have been viewed over one million times, far exceeding our expectations.

Our evaluation of the resource showed that the videos had a sustained positive impact. Even during the early stages of the Covid-19 pandemic, parents were mindful of the ways conflict can affect their children and. They continued to work on skills like staying calm and talking about their feelings with their partner.



"When we get children involved in conflict ... it would be, 'Your dad said that didn't he? He's being so unreasonable.' It would be something like that. So, we know not to do that anymore. It's quite hard to adapt when it's a habit."

"And we just sit down and talk about it. Talk about your feelings. Like sometimes he won't agree with stuff that I say. Like he'll say, 'No, it's not like that'. And I go, 'But it's like that to me.'"

Our evaluation showed
that new parents who had
used Me, You and Baby
Too were arguing less and
were more satisfied with
their relationships.



Me, You and Baby Too

Me, You and Baby Too is a short course aimed at reducing couple conflict during the transition to parenthood. It was developed and evaluated in 2019-20 and enhanced this year. The course can be used universally – with parents working through it on their own – or targeted at more vulnerable audiences as part of existing support pathways.

Our evaluation showed that new parents who had used *Me, You and Baby Too* were arguing less and were more satisfied with their relationships.

We interviewed mothers who had completed the course to find out how they were using the skills. Everyone we spoke to felt that *Me, You and Baby Too* had helped them to understand the negative impact of couple conflict on their child's development.

“I have learnt to listen to my partner more and techniques to cope with stress for me and my partner.”

“It just... It made me realise how it actually affects a baby... Like, my emotions go to him, basically. The baby. It can cause stress on him.”

Parents who had been through the course learned new strategies for managing conflict, and picked up on the value of offering emotional support rather than just trying to problem-solve:

“He was saying, ‘Can I do this, that, or the other?’ And then he went, ‘Actually, sorry about that. I think what you really wanted was more of the emotional support.’”

New animations

Following evaluation and feedback, we had an opportunity to enhance *Me, You and Baby Too* with new content, designed to help parents learn conflict resolution skills.

The development phase took place during the national lockdown meaning all new content would have to be produced remotely. Having used animation successfully before, we recruited a trusted agency to develop two new animated clips – one on how to de-escalate arguments and one on practising listening skills.

We ran remote user testing sessions with small groups of parents to make sure we reflected the life experiences, language choices, and support needs of our target audience. The finished animations are not just evidence-based but user-led, teaching valuable skills at a time of increased pressure on families.



Practitioners who had used *Me, You and Baby Too* with parents told us that they liked the flexibility of the resource. They were able to use the whole course as a standalone, integrate it into existing pathways, or pick and choose individual elements to work with parents.

Me, You, and Baby Too improved outcomes for parents whether or not they worked with a practitioner, and whether or not they had high support needs. This shows how important it is to develop resources that can be used flexibly by practitioners and parents.

Arguing better

The course originally known as *Coping with stress and alcohol* is now called *Arguing better*. The new name offers a wider access point but the overall aim is the same – reducing parental conflict by supporting parents to cut down their drinking and deal with stress in healthier ways.

When the service was pitched at alcohol-related services, it was capturing users with more deeply entrenched issues. At this level, an early intervention stress management tool is less appropriate and the resource was not finding its intended audience. Thanks to a test-and-learn approach, we were able to tweak the language and re-pitch it to those earlier in their journey.

The rebranded resource was also enhanced with two new interactive elements. These use a click and drag system that generates personalised results, encouraging the user to reframe their behaviour and consider how they might make different choices in the future.



"We found that blending what we would usually do in face-to-face sessions addressing parental conflict with this digital resource helped to open up tricky conversations, empowering parents to recognise issues in their relationship and support them in developing the skills they need to deal with them."

**Hayley Donnelly, early help and support team leader,
Blackburn with Darwen Council, on Me, You and Baby Too**

Just the one? Avoiding alcohol in pregnancy

We created and launched one entirely new intervention this year. *Just the one? Avoiding alcohol in pregnancy* is targeted at pregnant people and their partners. It aims to raise awareness of the effects of drinking alcohol during pregnancy and reduce the risk of children being born with Foetal Alcohol Spectrum Disorder (FASD).

We spoke to pregnant women and new mothers – a mixture of those who had and hadn't used alcohol during their pregnancy – about the messaging they had received around drinking. It was clear from these conversations that parents tended to prefer peer support to expert advice, that they wanted to hear from relatable people with lived experience. This was backed up by the literature review.

This co-design process was then put into practise. In creating the new resource, we adapted elements of existing resources for the new audience. We recorded new voice-overs for our animations, replacing the expert narrator with a new mum character who delivers the message in the context of her own experience. We also interviewed real parents about their experiences and included audio from these interviews in the resource.

Looking ahead, we are engaging new partners to help promote this resource, as it is essential to capture families at the very start of their parenting journey.



Diversifying income

Like every charity, we have always sought to maintain a secure and diverse set of income streams. This year, we have established a subcommittee of Trustees to work with us on diversifying our income, reviewing our intellectual property, developing our marketing, and reaching out to a broader customer base.

Creating a license model

The subcommittee's first task was to help us establish a license model. With funding coming to an end for many of our behaviour change interventions, it was essential to find a way to make sure these resources remained available.

We identified Thinkific as a platform to host our interventions. Thinkific is a cloud-based "course builder" where we can host and modify our courses in a way that maintains the integrity of the original material. We are able to use a paywall, giving exclusive access to license holders and packaging our resources for appropriate audiences.

The platform can be accessed on desktop, tablet, and mobile devices and allows us to group user data for evaluation purposes. It has provided us with an affordable and adaptable way of packaging our resources for appropriate audiences and reaching as wide a user base as possible. Our branded Thinkific page can be found at skills.oneplusone.org.uk.

Implementing the license model

With the license model and hosting platform established, we are in a position to offer our digital resources to local authorities and other organisations. We initially worked with the Welsh Government to deliver a national programme of Reducing Parental Conflict. In response to their needs, we developed a package of three interventions aimed at different audiences, supported by a training programme and a digital practitioner guide.

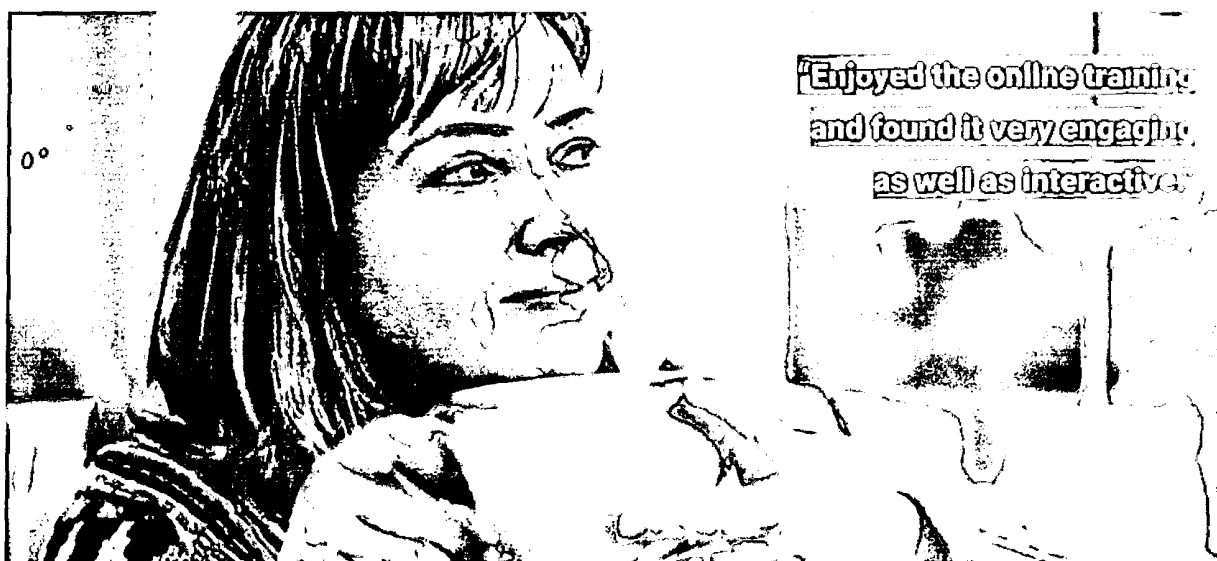
As part of this initiative, we trained 37 facilitators in the use of the digital interventions, with the goal of cascading skills down through local workforces and communities. The package is now licensed to every local authority in Wales, making the interventions available to parents and families across the country.

Evaluation of the facilitator training showed promising results with 100% of respondents saying they would recommend the training to others. Practitioners were overwhelmingly positive about the training and many noted that it was informative and easy to engage with:

"Really great trainers and kept everyone engaged in the sessions."

"They modelled good ways of using online training and engaging with participants in different ways."

We will continue to work with the Welsh Government into 2021-22, as well as promoting our behaviour change interventions for license to local authorities beyond Wales.



Extending our reach

Due to Covid-19 restrictions, many practitioners were unable to meet their clients face to face, leading to an increased demand for digital services and blended practice. OnePlusOne was in the fortunate position to be fully digital already, making us well placed to support the transition. During the first lockdown period, demand for our digital services increased by 200% and we worked with partners to ensure we were able to reach as wide an audience as possible.

Blended practice

In December 2020, we ran a webinar for 450 practitioners interested in learning more about Me, You and Baby Too. As a follow-up, we invited interested parties to join a working group to discuss the ongoing use of blended practice – how practitioners are combining face-to-face support with digital interventions. OnePlusOne has been supporting blended practice since 2011 and we wanted to find out more about how it is being used today.

We carried out four remote focus groups with 10 practitioners from local authorities across England whose roles ranged from training and development leads to service delivery and support workers. We wanted to explore the ways our resources can be incorporated into existing work, and how we can take practitioner's needs into consideration when developing resources in future.

Findings from these focus groups showed that it is vital to have flexible resources that can be used within existing pathways. Covid-19 has forced the hand of practitioners to use digital in their practice, but everyone we spoke to was positive about the use of a blended approach in future. We will maintain these relationships with development leads in local authorities and keep the conversation going as needs continue to evolve.

Partnerships

Meaningful partnerships are a crucial element of OnePlusOne's work. As well as combining knowledge and expertise, partnerships allow us to reach a wider and more diverse audience. This is important for development and co-creation, as well as distribution.

Our partnerships range from universities to local authorities to community organisations, reflecting the breadth of our work. Through these valuable connections, we have been able to access service users who represent important demographics for our resources, including BAME communities, vulnerable parents, and parents in conflict. We have also been able to seek funding to extend the work on important research projects like our emotional readiness measure.

We recruited two placement students to work with us on a short-term basis, as part of their studies. This gives us the opportunity to work with universities and to support the learning of young people who will be part of the next generation of relationship researchers and workers in this field. It also gives us an understanding of what is important for young people in relationship work.

“One of the most exciting features of this work is that we found considerable agreement between our brief scale and the expert opinion of qualified mediators. It suggests that our questions are tapping into something really meaningful, and something that is more predictive of co-parenting than simply asking, ‘How ready are you to make childcare arrangements with your ex?’”

Abi Millings, senior research fellow at Sheffield Hallam University,
on the publication of the Emotional Readiness report



Comms activity

OnePlusOne has continued to increase its profile and develop relationships across the sector and beyond. In the past year, we have built stronger communication links with many organisations who have an interest in our work and appreciate what we have to offer. We have combined this with a more active social media presence, using our collective communication channels to share information, widen our reach, and open opportunities for future collaborative work.

OnePlusOne's resources have been promoted in national press and television, and we have found a new audience through a podcast aimed at military families. We look forward to working with like-minded organisations over the coming period, with the aim of raising our own profile as a leading voice in the field of accessible early intervention support for families.



Digital services

Digital services are at the heart of our delivery. These services are broadly available through three main platforms:

1. Click, our community-facing universal relationship support service.
2. Skills.oneplusone.org.uk, our course platform.
3. The OnePlusOne website, with information for practitioners and commissioners.

Click

With our digital behaviour change interventions moving over to our new platform, Click's focus has shifted towards expert articles and community forums. We have published new articles on coping with lockdown and parenting issues, as well as guest posts from our two placement students. Over the year, Click was accessed by over 750,000 unique users and the demand for relationship-based content appears to have increased during the pandemic.

Many of the popular content themes like sex, affairs, and trust remained popular and we saw a significant increase to the content created for parents. The traffic driven to our 'Parenting together' section doubled, and we saw a sustained 25% increase to the 'Parenting apart' content. At a time when many parents were under extra strain from factors like lockdown, job losses, and school closures, we were pleased to be able to offer support and advice through Click.



At a time when many parents were under extra strain from factors like lockdown, job losses, and school closures, we were pleased to be able to offer support and advice through Click.

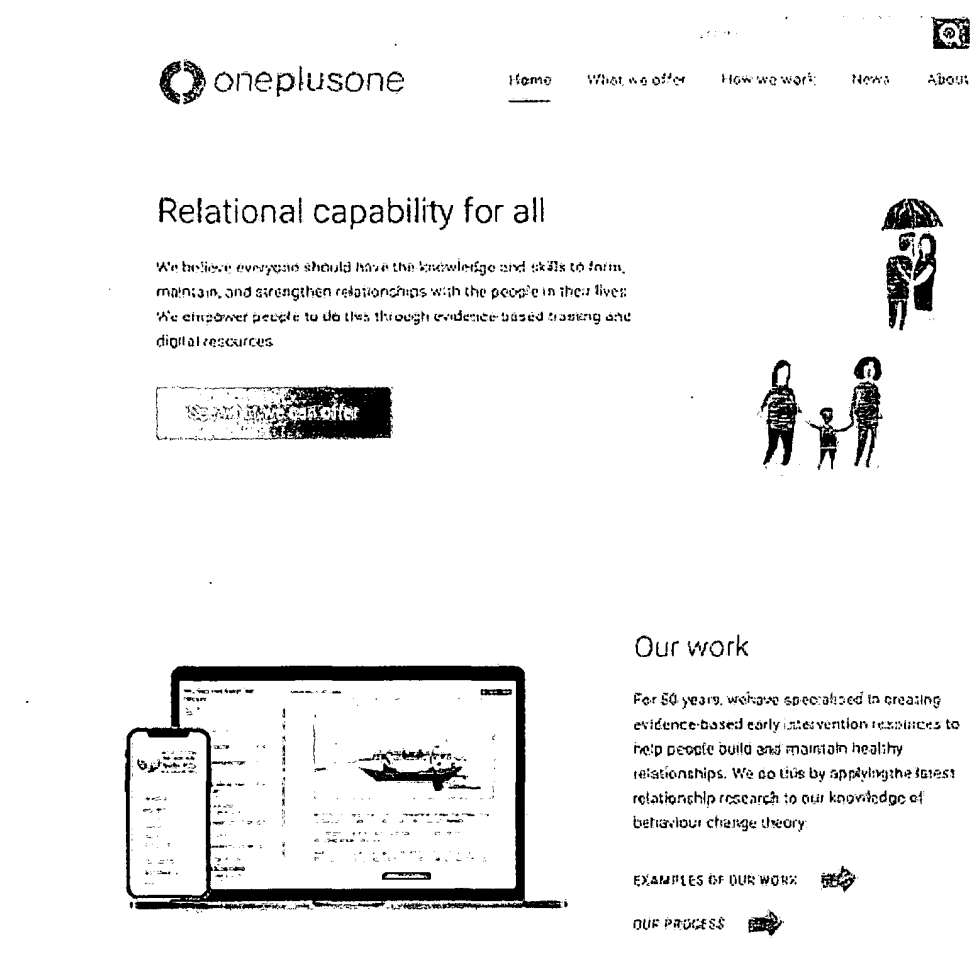
Skills

The Skills service was launched on Thinkific towards the end of the year, giving access for trial accounts, testing, and early promotional work. During the testing period the service was used by 2,500 people. Over the next year, we will analyse data from this service, which will inform further developments and planned expansions.

OnePlusOne

Our charity website was developed to tell people about who we are and what we do. Over the year, we made some improvements to the site and saw a 244% increase in traffic – from 5,000 users in 2019-20 to 18,000 in 2020-21.

Analytics showed improvements in every engagement metric, suggesting that we were connecting better with our audience of practitioners, researchers, commissioners, and others with an interest in relationship science.



Who we've worked with

0°

Best Beginnings

Blackburn with Darwen Borough Council

Good Things Foundation

Leicestershire County Council

London Borough of Richmond upon Thames

London Borough of Southwark

Race Equality Foundation

Rutland County Council

Sheffield City Council

Sheffield Hallam University

0°

Smartlyte

University of Bristol

West Sussex NHS Foundation Trust

0°

Governance, legal and administration

Governance

OnePlusOne Marriage and Partnership Research was originally registered as a charity in 1971. It is now a charitable private company limited by guarantee, incorporated on 29 December 2000 and registered as a charity on 13 August 2001. It commenced activities on 1 January 2002 with the transfer of operations from the unincorporated charity.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustees

The charity is governed by a board of Trustees, who are also directors under company law. The board consists of three to fifteen persons elected by the membership and up to five members co-opted by the Trustees. The charity has a policy that the members are all directors. The recruitment for the Trustees is conducted by the senior Trustees and the senior staff and is based on an evaluation of the skills required to govern the charity.

Newly appointed Trustees receive a letter of appointment and a pack of information about the charity, their fellow Trustees, and their responsibilities as Trustees. They are invited to away days and additional training is provided as requested. Trustees are elected for a three-year period and may be re-elected for further three-year periods.

The Trustees and key management personnel serving during the year and since the year end were as follows:

Trustees and directors

Ms Ruth Kennedy (Chair)
Ms Katharine Landells (Deputy chair)
Ms Elizabeth Mills (Treasurer)
Ms Sarah Healey
Ms Josephine Richardson
Ms Emma Ries
Mr Gavin Shaw, appointed 20 April 2020
Mr Jonty Slater, appointed 20 April 2020
Mr Simon Eckstein, appointed 20 April 2020
Ms Nell Boase, appointed 20 April 2020

Senior management team

Penny Mansfield CBE, Director – Research, Innovation and Policy

Verity Glasgow, Director – Operations and Strategy

Jonathan Devereux, Head of Finance and Company Secretary

Organisational structure

The board has an established sub-committee with specific terms of reference and functions delegated by the board and chaired by a Trustee:

- The finance sub-committee, which oversees all financial aspects of the charity's operations.

The co-directors and head of finance attend the main Trustee meetings. They also attend the finance sub-committee. Minutes of these meetings are taken by the organisational operations and support manager.

The board can co-opt to the sub-committee additional expert members who are not Trustees should they see the need. The board has delegated the day-to-day running of the charity to the co-directors, working with the head of finance.

Pay policy for senior staff

The trustee directors of the charity are not remunerated. Details of directors' expenses are contained at Note 7 to the accounts. In line with the pay of all staff, the pay of senior staff is reviewed annually with the aim to maintain staff salaries between the top of the lower quartile and the median of market salaries compared to organisations of a similar size, nature, and location. Trustees consider the rationale and affordability of any cost of living rise, or individual salary adjustment, annually in the light of benchmark reviews. No Pay award was made in 2020-21.

Financial review

The results for the year are shown in the Statement of Financial Activities on page 30 and the financial position is shown in the Balance Sheet on page 31. Of the 2020-21 deficit of £46k (£50k 2019-20), £36k is the non-cash book entry for depreciation.

Reserves policy

It is the Trustees' general view that the desirable level of unrestricted reserves is three months' operating costs. Trustees regularly review the reserves policy and achieved their aim to hold, at 31 March 2021, reserves which would cover three months' operating costs.

This ensures the Charity can cashflow its activities without recourse to bank loans when there are delays in payment from funders and will allow current activities to continue in the short term. Three months' operating costs during 2020-21 were £144k. Reserves which may be applied at the discretion of Trustees comprised the General fund, Expendable Endowment, and funds designated by Trustees, in total £252k. Reserves designated for Development and delivery of services and the general

fund total £116k, with a further £136k available at Trustees' discretion held as the expendable endowment.

Trustees go beyond reviewing the level of reserves regularly reviewing the harder measure of projected cash at bank in the cashflow against the theoretical cost of an orderly closure. That review forecast cash exceeding that closure requirement at 31 March 2022 on the basis of projected cash flows for all receipts and payments.

Principal funding sources

Source	Amount
Department for Work and Pensions – Challenge Funds	£291,483
Department of Health – FASD project	£124,210
Local authority training and license sales	£51,750
Cafcass – Click licence	£47,395

The charity's main sources of funding are listed above. While funding through the Department of Work and Pensions continued as the major contributor, that funding ended in December 2020. Many Welsh authorities had booked training for delivery in 2021-22 and paid for those bookings worth £23k, with a further £45k ordered during 2021-22. Three English authorities were early adopters of the licensing offer developed at the end of the year.

Financial position and going concern

At the balance sheet date, OnePlusOne had un-recognised grant offers worth £57k for the period to 31 March 2022 and unrestricted reserves of £249k. Cash at bank amounted to £325k.

A significant change looking forward to 2021-22 is the opportunity expanded from all 22 Welsh local authorities to a potential 60 English local authorities to sell workforce training linked to licensed digital products. This renewable income stream initially funded through DWP grant to each local authority gives OnePlusOne a significantly expanded customer base among key stakeholder practitioners. The DWP Grant expects services to be procured by September 2021. The forecast position for English sales of reducing Parental Conflict packages is:

Reducing Parental Conflict	2021-22	2022-23	2023-24	2024+
Cash	£665,700			
VAT	(£110,950)			
Receipts in advance	(£215,939)			
Net Income	£338,811	£153,606	£45,833	£16,500
Commitments to date (1)	£279,600			
Potential Renewals (2)		£171,000	£251,400	

1. **Commitments** – those authorities who had issued purchase orders at the point the accounts were signed.
2. **Renewals** – if at the close of the initial period of 12 or 24 months authorities decide to renew on the same terms.
3. **Forecast** is based on stated content of DWP grant applications including OnePlusOne. This is a resource which has to be spent by local authorities in line with those applications for grant support to be spent in 2021-22.
4. **Income** forecast here is recognised in line with accounting policy 1g.

With a combination of cash reserves and a strong position forecast for the Reducing Parental Conflict opportunity, Trustees are of the view that OnePlusOne remains able to meet its liabilities as they fall due in the twelve months ahead.

Risk statement

The Trustees consider the risks to the charity on a regular basis, in particular those related to the governance and management, operations and finances of the charity. Risks are identified and assessed for their likelihood and their impact on both reputation and finances. Systems are in place for mitigation and their efficacy is reviewed by the Co-Directors, Head of Finance, and Trustees.

Coronavirus impact

During 2020-21, OnePlusOne did not call upon any Government assistance programmes or furlough staff. Having bedded in well to 100% remote working in 2019-20 we spent the early part of the year reviewing how we could ensure our behaviour change interventions remained available. Hosting our interventions on a platform with a paywall was essential to this, so we developed a set of criteria to help with this selection.

We identified Thinkific as a platform to host our interventions. Thinkific is a cloud-based “course builder” where we can host and modify our courses in a way that maintains the integrity of the original material. We are able to use a paywall, giving exclusive access to license holders and packaging our resources for appropriate audiences.

The platform can be accessed on desktop, tablet, and mobile devices and allows us to group user data for evaluation purposes. It has provided us with an affordable and adaptable way of packaging our resources for appropriate audiences and reaching as wide a user base as possible.

In addition to this it was essential for us to adapt our training to be delivered in the virtual environment, so this could sit alongside the licensed materials on the Thinkific platform. This enabled us to begin to sell these digital interventions and training to English local authorities and all 22 Welsh local authorities.

The challenge for OnePlusOne in this less stable funding environment is that of transitioning from government grants to individual license sales. Over the coming year, we will be developing ongoing support and account management to roll out this approach.

Statement of Trustees' responsibilities

The trustees (who are also directors of OnePlusOne Marriage and Partnership Research for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law 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 charitable company and of the incoming resources, including the income and expenditure, of the charitable company for the year. In preparing these 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 judgements and estimates that are reasonable and prudent.
- State whether or not UK 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 charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that 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 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 regularities.

Independent examiner's report

Independent examiner's report to the Trustees of One Plus One Marriage & Partnership Research

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2021.

Responsibilities and basis of report

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company 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 Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the 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:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts 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 accounts to be reached.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters

I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

Signed



Dated

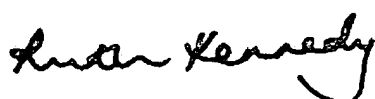
21 September 2021

**Joanne Fox BA FCA
Larking Gowen LLP
Chartered Accountants
King Street House
15 Upper King Street
Norwich
NR3 1RB**

Statement of Financial Activities (incorporating Income and Expenditure Account) for the year ended 31 March 2021

	note	Expendable endowment	Restricted Funds	Unrestricted Funds	2020-21 Total	2019-20 Total
		£	£	£	£	£
Incoming resources						
Core Income	3	-	-	4,696	4,696	5,440
Incoming resources from charitable activities	4					
Encouraging a culture of relationship self help		-	270,601	-	270,601	503,589
Building the knowledge base on relationships		-	141,452	-	141,452	12,262
Improving front line relationship support		-	12,770	51,750	64,520	55,975
Direct support to Couples & Parents		-	3,640	47,395	51,035	21,000
Total incoming resources		-	428,463	103,841	532,304	598,266
Resources expended	5					
Cost of raising funds and business development		-	-	19,234	19,234	31,682
	5					
Encouraging Relationship Self Help		-	281,644	3,437	285,081	499,595
Building the Knowledge Base		-	145,290	3,233	148,523	17,690
Improving Front Line Relationship Support		-	12,770	53,236	66,006	29,235
Direct support to Couples & Parents		-	3,791	35,890	39,681	34,673
Governance costs		-	-	19,285	19,285	35,378
Total resources expended		-	443,495	134,315	577,810	648,253
Transfer between funds	13		10,913	(10,913)		
Net Movement in Funds		-	(4,119)	(41,387)	(45,506)	(49,987)
Reconciliation of Funds						
Funds brought forward at 1 April		136,239	13,990	211,234	307,482	357,469
Funds Carried forward at 31 March	14	136,239	9,871	169,847	261,976	307,482

Prior year Income was £515,851 restricted grants, and £82,415 unrestricted earnings and funding. Resources expended were £517,285 restricted and £130,968 unrestricted.

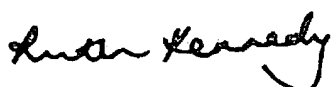


Ruth Kennedy
Chair

Balance sheet as at 31 March 2021

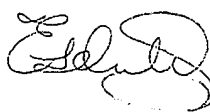
		2020-21	2019-20
	note	£	£
Fixed assets			
Intangible Assets	10	-	34,722
Tangible assets	10	<u>3,091</u>	<u>1,106</u>
		3,091	35,828
Current assets			
Debtors & Prepayments	11	21,324	97,789
Cash on deposit		90,758	90,363
Cash at bank and in hand		<u>233,793</u>	<u>108,690</u>
		345,875	296,842
Creditors: amounts falling due within one year	12	(86,990)	(25,188)
Net current assets		<u>258,885</u>	<u>271,654</u>
Total funds		<u>261,976</u>	<u>307,482</u>
Restricted funds	13/14	9,871	13,990
Expendable endowment		136,239	136,239
Designated Fund		115,866	155,046
General funds		-	2,207
Unrestricted funds		<u>252,105</u>	<u>293,492</u>
Total funds		<u>261,976</u>	<u>307,482</u>

The Charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime. The Trustees consider that the Charity is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the Charity to obtain an audit for the year in question in accordance with section 476 of the Act. The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.



Ruth Kennedy
Chair of Trustees
14 September 2021

Company No 04133340



Elizabeth Mills
Trustee and Treasurer
14 September 2021

Charity No 1087994

Cash flow statement for the year ended 31 March 2021

Cash flow statement for the year ended 31 March 2021	2020-21 £	2019-20 £
Net cash inflow (outflow) from operating activities	128,194	(24,825)
Interest received from returns on investment	395	835
Net cash inflow from investments	395	835
Capital Expenditure and financial investment		
Purchase of tangible fixed assets	(3,091)	-
Purchase of intangible fixed assets	-	-
Net cash Outflow from Capital Expenditure	(3,091)	-
Change in cash and cash equivalents in the reporting period	125,498	(23,990)
Cash and cash equivalents at beginning of year	199,053	223,043
Cash and cash equivalents at the end of year	324,551	199,053
Reconciliation of operating Deficit to net outflow from operating activities		
Increase (decrease) in cash	125,498	(23,990)
Operating surplus (deficit)	(45,506)	(49,987)
Depreciation Charges	35,828	42,770
Decrease/(increase) in debtors and prepayments	76,465	25,959
Increase/(decrease) in receipts in advance	55,540	3,500
Increase/(decrease) in creditors	6,262	(46,232)
(increase)/decrease in fixed assets	(3,091)	-
Net cash (outflow)/inflow from operating activities	125,498	(23,990)
Reconciliation of cash movement from operating activities		
Government Grants	534,431	466,345
Other grants and donations	4,011	17,476
Other cash receipts from contracts and trading	124,127	137,302
Payments to suppliers	(171,642)	(309,505)
Cash paid to and on behalf of employees	(362,733)	(336,443)
Net cash inflow (outflow) from operating activities	128,194	(24,825)

Accounting policies

1)

- a) Basis of Preparation. The financial statements in accordance with the Financial Reporting Standard FRS 102 (applicable 2015) and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities (issued in January 2015 revised January 2019). One Plus One meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historic or transaction costs unless otherwise stated in the relevant accounting policy notes. All transactions are reported in pounds sterling (£) to the nearest £.
- b) In preparing the accounts Trustees have considered whether in applying FRS102 and the SORP the requirement to recognise the employee benefit to paid annual leave leads to a potential liability for annual leave due but not taken at 31st March on a leave year commencing on 1st January. The potential impact of that accrued entitlement is reported in note 8 based on the maximum value accrued leave could be at 31 March 2020 given staff leave entitlement.
- c) Preparation of accounts on a going concern basis. The accounts are prepared on the basis that the Charity remains a going concern. At the balance sheet date reserves were £266k, with £325k held as cash. All year end debtors had paid in full within terms by May 2021. Opportunities through the Reducing Parental Conflict DWP funded program distributed to Local Authorities are expected to deliver £320k income and £645k cash through the sales of licenses extending beyond 2021-22. Contracts and grants awarded for 2021-22 were £67K at the beginning of the new year. It is expected that OnePlusOne will be able to continue to meet liabilities of normal activity levels as they fall due, before any further significant funding contributions from Comprehensive Spending reviews or fund raising in our fiftieth year. The significant impact of sales of licenses means there are renewals falling due within 2022-23 of £175k and in 2023-24 of £225k.
- d) Transitioning to a home working model and full on-line delivery during Covid19 has reduced not added to costs of operation, returning to an office based working model is an option not a requirement. On-line training has proved successful and is expanding in 2021-22. One plus One does not rely on any investment income for funding or in support of a pensions liability and is therefore immune to any direct impact on stock market movements occasioned by on-going Covid19 issues.
- e) Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable. Donated goods and services are recognised as an incoming resource at an estimate of the value of the contribution to the charity, where this can be quantified. Volunteer time is not included in the financial statements.
- f) Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are received or receivable whichever is the earlier unless:
 - The donor specifies that the grant or donation must only be used in future accounting periods; or
 - The donor has imposed conditions which must be met before the company has unconditional entitlement.
- g) Sales of license packages are recognised in line with the license period of each contract signed excepting where components such as training and resources are delivered at the point of sale or within the financial year of the sale.
- h) Resources expended are recognised in the period in which they are incurred. Any irrecoverable VAT associated with that expenditure appears as a separate line in the accounts. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support costs, consisting of staff costs and other overheads are allocated between activities on the basis of staff time or a base appropriate to the specific support cost.

Governance costs include the management of the charity's assets, organisational management and compliance with constitutional and statutory requirements.

- i) Depreciation is provided at rates calculated to write down the cost of each asset over its expected useful life. The depreciation rates in use are as follows:

i. Office equipment	3 years straight line
ii. Intangible assets	3 years straight line

Items of equipment are normally capitalised where the purchase price exceeds £1,000, or where it is clear that future economic benefits will be derived from equipment purchases of a lower value which should be recognised against future activity. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Intangible assets are recognised where their creation is reasonably expected to result in future revenue generation with the value of direct development cost forming the basis of valuation excluding research and design or staff costs applied to create and manage the assets development. Intangible assets are depreciated once brought into use having reached the stage of minimum viable product. Further enhancements to the assets through development are added to the asset value reported. Intangible assets remaining in use generating license sales although fully depreciated, have not been revalued.

- j) Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.
- k) Designated funds are funds set aside by Trustees from unrestricted reserves to meet specific purposes they may define from time to time. Funds are designated to develop activities which are essential to the sustainability of the organisation's capacity to deliver its objectives.
- l) Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.
- m) The expendable endowment fund is for unrestricted funding purposes which will be approved by the trustees when appropriate.
- n) The cost of generating funds relates to the costs incurred by the charitable company in raising funds for the charitable work.
- o) Exceptional items are recognised in the accounts where they are material to the understanding of financial statements in relation to continuing activities. They are reported in notes to the accounts so as to highlight within a relevant cost category exceptional activity during the reporting period.
- p) Trade and other debtors are recognised at the settlement date due less and trade discounts offered. Prepayments are valued at the amount pre-paid net of any trade discounts due.
- q) Creditors and provisions are recognised where the charity has a present obligation as a result of a past event that will probably result in the transfer of funds to a third party and the settlement obligation can be reliably measured or estimated. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. It is the charity's aim to pay creditors within agreed terms where there is no dispute over liability.
- r) Cash at bank relates to cash held in instant access no penalty accounts.
- s) Cash on deposit relates to cash held in 90-day access accounts where depending on the notice period given there may be a loss of interest on sums withdrawn.
- t) Pension contributions are made at 6% where staff opt to join the money purchase scheme One Plus One operates through AEGON. New staff are entitled to join the scheme after a three-month delay period. All staff are auto enrolled into a basic pension scheme operated by AEGON which is compliant with the terms and rates specified by auto enrol requirements. There were no contribution arrears at the balance sheet date.
- u) Operating leases are limited to outstanding lease obligations on office printing equipment which is no longer in the possession of One Plus One. Having no premises to house the equipment the contract was renegotiated with the lessor. The remaining commitment is based on the outstanding payments due under the terms of that renegotiated contract.

- v) The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2) Legal status

One Plus One Marriage and Partnership Research is a company limited company number 4133340 with the working name One Plus One and is also a registered Charity No. 1087994.

The registered office is c/o MHA MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU

3) Core Income

	Endowment	Restricted	Unrestricted	2020/21 £	2019/20 £
General donations, incl Gift aid		-	4,057	4,057	4,582
Bank Interest		-	395	395	835
Sundry Income		-	244	244	23
	0	0	4,696	4,696	5,440

4) Income from Charitable Activities

DoH Section 64 Alcohol Project		-	-	-	69,252
Challenge Fund 1 Crossroads		163,060		163,060	187,772
Challenge Fund 2		128,423		128,423	246,565
FASD Grant		124,210		124,210	-
Parents in Wales - Grant		12,770		12,770	-
Sales of training and resources		-	50,750	50,750	34,775
Reducing Parental Conflict Product Licensing			1,000	1,000	-
Sales of consultancy		-	-	-	21,200
CAFCASS			47,395	47,395	21,000
	-	428,463	99,145	527,608	580,564

Building the Knowledge Base

Brain Tumour Charity		-	-	-	12,262
	-	-	-	-	12,262

Incoming resources from charitable activities	-	428,463	99,145	527,608	592,826
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TOTAL INCOMING RESOURCES	-	428,463	103,841	532,304	598,266
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5) Total Resources expended	Building the Knowledge Base	Encouraging Relationship Self Help	Direct Services	Improving Frontline Relationship Support	Business Development	Governance	2020/21 £	2019/20 £
Staff costs (note 8)	84,880	181,352	25,740	36,782	18,274	15,867	362,895	338,078
Project expenses	39,517	58,590	9,686	21,199	950	-	129,942	190,327
Travel, recruitment and training	204	472	71	111	-	90	948	6,827
Premises and office costs	6,565	14,202	2,980	3,972	-	527	28,246	58,154
Telephone, postage and stationery	9	19	3	4	-	-	35	436
Legal and professional fees	1,951	3,548	640	2,079	10	2,698	10,926	6,785
Depreciation	11,129	23,782	-	915	-	-	35,826	42,770
Irrecoverable VAT	4,268	3,116	561	944	-	103	8,992	4,876
Total resources expended	148,523	285,081	39,681	66,006	19,234	19,285	577,810	648,253

Included in the above are support costs which have been apportioned across the frontline work of the charity as set out below (and as described in note 1h):

Support	14,067	29,536	5,007	7,671	-	-	56,281	70,650
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6) Support costs are made up of

	2020/21 £	2019/20 £
Staff Costs	42,863	52,216
Premises and Office costs	6,968	5,588
Project costs	901	3,787
Travel, recruitment and training	246	1,138
Legal & Professional fees	2,820	4,205
Telephone, postage and stationery	11	24
Irrecoverable VAT	2,472	3,692
	56,281	70,650

7) Net incoming resources are stated after charging

	2020/21 £	2019/20 £
Depreciation	35,826	42,770
Trustees' expenses		-
Independent examination	2,650	2,575
Operating lease rentals on equipment	6,120	6,120

The charity pays any expenses of Trustees who attend meetings and events on behalf of the charity. During the year 11 Trustees could have claimed expenses or had expenses paid by the charity directly. During the year all trustee Meetings were held remotely on-line.

8) Staff costs and numbers

	2020/21 £	2019/20 £
Salaries	314,562	414,904
Social security costs	27,028	37,855
Pension contributions	21,305	26,595
	362,895	479,354

During 2020-21 no employees received remuneration exceeding £60,000 (2019-20 none).

	2020/21 £	2019/20 £
Key management team remuneration (inclusive of Employers National Insurance Contributions)	113,438	113,439
	113,438	113,439

The key management team comprises: the Co-Directors and the Head of Finance.

All staff are able to join a defined contribution scheme for pension provision. The employer contribution is set at 6% provided the employee contributes a minimum of 3%.

	2020/21 fte	2019/20 fte
Charitable activities	1.3	0.2
Building the Knowledge base on Relationships	0.7	0.4
Improving frontline relationship support	2.7	5.1
Encouraging a culture of relationship self help	0.5	0.4
Direct support to couples and parents	0.5	0.5
Cost of generating funds	0.5	0.6
Governance	6.0	7.0

On average 9.8 (8.8) people were employed during the year 5.0 (5.0) full time and 4.8 (3.8) part time.

9) Taxation

There is no corporation tax charge as all the charity's income falls under charitable tax exemptions where income is applied for charitable purposes.

10) Fixed assets

	Intangible	Tangible	Total
	Equipment		
	£		£
Cost			
At 31 March 2020	125,000	16,143	141,143
Additions	-	3,091	3,091
Cost of disposals	-	-	-
Period Ending 31 March 2021	125,000	19,234	144,234
Depreciation			
At 31 March 2020	90,278	15,037	105,315
Charge for the year	34,722	1,106	35,828
On disposals	-	-	-
Period Ending 31 March 2021	125,000	16,143	141,143
At 31 March 2021	-	3,091	3,091
	34,722	1,106	35,828

Intangible Asset

The intangible digital asset relates to **Click**, for which a designated fund was established during 2014-15 from free reserves. Development of the intangible asset began in December 2016 with £25,000 capitalised by the year end 31 March 2017, and a further £100,000 during 2017-18 to complete delivery of a minimum viable product, in line with accounting policy (1 i.). Depreciation commenced once a minimum viable product was launched in February 2018 which contributed to delivery of income flow from a variety of sources. Click was fully depreciated during 2020-21. Funding was not secured to significantly enhance or develop the intangible asset during 2020-21 but it remains a platform enabling further sales of licensed products.

11) Debtors

	2020/21	2019/20
	£	£
Trade debtors	8,100	6,088
Grants receivable	12,770	89,948
Other debtors	-	0
Accrued income	454	408
Prepayments	-	1,345
	21,324	97,789

12) Creditors

	(1)	(1)
Trade creditors	932	8,112
Pre-paid income	59,040	3,500
Accruals	2,650	2,790
PAYE and NIC	8,456	8,294
Other Creditors	-	-
VAT	15,912	2,492
	86,990	25,188

13) Movements in funds

	At 31 March 2020	Incoming resources	Resources expended	Transfers	At 31 March 2021
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
CAFCASS	125	-		(125)	-
DoH Section 64 Alcohol Project	865	-	900	35	-
DWP Challenge Fund 1 - Crossroads	4,602	163,060	169,806	2,144	-
DWP Challenge Fund 2 - Disadvantaged Families	(1,473)	128,423	132,651	5,701	-
FASD		124,210	127,368	3,158	-
Product Licensing - Wales	-	12,770	12,770	-	-
Appeal Fund (Digital Platform)	7,159	-			7,159
Edith Dominican Memorial Fund	2,712	-	-		2,712
Total restricted funds	13,990	428,463	443,495	10,913	9,871
Designated Funds					
Development and delivery of services	155,046			(39,180)	115,866
	155,046	-	-	(39,180)	115,866
Click Digital Platform	-		19,830	19,830	-
CAFCASS	-	47,395	21,355	(26,040)	-
Training Sales	2,207	50,750	39,641	(13,316)	-
Product Licensing	-	1,000	18,865	17,865	-
General Fund balance	-	4,696	34,624	29,928	-
General Funds	2,207	103,841	134,315	28,267	-
Unrestricted Funds	157,253	103,841	134,315	(10,913)	115,866
Total funds	307,482	532,304	577,810	-	261,976

Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

DoH Section 64 - Department of Health restricted grant funding of the impact of Alcohol dependency on family relationships.

DWP Challenge Fund 1 - Project lead by Good Things Foundation tackling parenting, poverty and worklessness impacting on relationships. Restricted grant from DWP.

DWP Challenge Fund 2 - collaboration with Best Beginnings delivering on reducing parental conflict aims of a restricted grant from the Department for Work and Pensions.

FASD - Department of Health grant focused on the impact of alcohol in pregnancy.

Product Licenses - Wales - At the close of the financial year the Welsh Government issued and paid a grant so that all Eslsh Local Authorities could enjoy a years License of OPO digital products. The accounts recognise the proportion of that funding spent by the close of the year.

Appeal Fund - specific campaign to raise funds for development costs of the digital platform - Click.

Edith Dominican Memorial Fund - funds restricted to the delivery of a memorial lecture.

Designated funds

Trustees review formally the opportunity to designate funds from resources available and at least annually specify in the light of known funding for at least the next twelve months, what designations to make for future aims and objectives. At the balance sheet date these were as shown below.

Development and delivery of services - recognising the need to maintain core costs for existing services while seeking new funding, and develop those services in response to contract or grant opportunities which arise, together with the cost of submitting bids. At the balance sheet date in the light of known funding commitments no specific designations beyond supporting delivery of existing services could be made.

13) Movements in funds Comparatives

	At 31 March 2019	Incoming resources	Resources expended	Transfers	At 31 March 2020
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
CAFCASS	125	-	-	-	125
DoH Section 64 Alcohol Project	-	69,252	68,387	-	865
DWP Challenge Fund 1 - Crossroads	-	187,772	183,170	-	4,602
DWP Challenge Fund 2 - MYBT	-	246,565	248,038	-	(1,473)
The Brain Tumour Charity	-	12,262	17,690	5,428	-
Appeal Fund (Digital Platform)	7,159	-	-	-	7,159
Edith Dominican Memorial Fund	2,712	-	-	-	2,712
Total restricted funds	9,996	515,851	517,285	5,428	13,990
Designated Funds					
Building the evidence base	45,643	-	-	(45,643)	-
Click Development and content	116,488	-	-	(116,488)	-
Development and delivery of services	34,868	-	-	120,178	155,046
	196,999	-	-	(41,953)	155,046
Click Digital Platform	-	-	21,557	21,557	-
CAFCASS	-	21,000	13,116	(7,884)	-
Training Sales	2,207	34,775	16,847	(17,928)	2,207
Consultancy Sales	-	21,200	12,388	(8,812)	-
General Fund balance	12,028	5,440	67,060	49,592	-
General Funds	16,232	82,415	130,968	36,525	2,207
Unrestricted Funds	335,132	82,415	130,968	(5,428)	157,253
Total funds	474,208	598,266	648,253	-	307,482

Transfers to designated reserves are in line with the accounting policy (Note 1 k.) of setting aside resources for the sustainability of contract services through surpluses generated in contract delivery.

Transfers to restricted funds relate to the match funding brought to restricted activity from the general reserve.

Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

DoH Section 64 - Department of Health restricted grant funding of the impact of Alcohol dependency on family relationships.

Appeal Fund - specific campaign to raise funds for development costs of the digital platform - Click.

Edith Dominican Memorial Fund - funds restricted to the delivery of a memorial lecture.

Designated funds

Trustees review formally the opportunity to designate funds from resources available and at least annually specify in the light of known funding for at least the next twelve months, what designations to make for future aims and objectives. At the balance sheet date these were as shown below.

Building the evidence base - a reserve designated to allow OPO to continue conducting original research following the ending of specific funding in March 2015.

Click development and content - reserve to allow for refreshing digital products expected to be used once the digital platform has been implemented.

Funding gap for on-line service - A reserve set up allowing core digital services to continue at a time in March 2015 when specific funding was ended. Available to support the operating costs of click.

Development and delivery of services - recognising the need to maintain core costs for existing services while seeking new funding, and develop those services in response to contract opportunities which arise, together with the cost of submitting bids.

14) Analysis of net assets between funds

2020-21	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2020/21 Total Funds
	£	£	£	£	£
Intangible Fixed Assets	-	-	-	-	-
Tangible Fixed assets	-	-	-	3,091	3,091
Net current assets	136,239	9,871	115,866	-	261,976
	136,239	9,871	115,866	3,091	265,067

2019-20	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2018/19 Total Funds
	£	£	£	£	£
Intangible Fixed Assets	-	-	34,722	-	34,722
Tangible Fixed assets	-	-	-	1,106	1,106
Net current assets	136,239	13,990	120,324	1,101	271,654
	136,239	13,990	155,046	2,207	307,482

15) Obligations under operating leases

At 31 March 2021, the Charity had outstanding commitments under operating leases as set out below:

Operating leases for office equipment	2020/21 £	2019/20 £
Expiring within 1 year	3,060	6,120
Expiring between 2 and 5 years	-	3,060
	3,060	9,180

16) Related Party Transactions

There were no emoluments paid to Trustees in the period (2019/20: nil). Trustees and the Senior Management Team declare annually any business interests they have. During 2020/21 there was no spend with an organisation where a business interest was declared.

17) Post balance sheet events

Cafcass renewed their Licenced use of Click from 15 April to 15 June 2021, a contract worth £10,500.

As part of the Parents in Wales initiative training worth £22,750 was commissioned and paid for before the year end for delivery in 2021-22, and a further £45,500 was ordered for delivery in 2021-22 and had been paid in full at the date accounts were signed.

The Welsh Government awarded a Grant for evaluation of the Parents in Wales initiative worth £57,000.

Initial sales of Licensed products were made to three English Local Authorities for delivery in 2021-22 prior to the year end and form part of receipts in advance.

The Department for Work and Pensions announced a grant scheme to all 151 English Local Authorities to purchase workforce training packages from suppliers including One Plus One. Forecast income is currently expected to be £338k for 2021-22 and £216k for 2022-23 and beyond. At the date accounts were signed £160k had been paid from this budget worth a forecast £665k payable during 2021-22.

The Department for Health and Social Care paid in full a grant before 31st March 2021, with £28,790 in delivery costs falling to 2021-22.



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