

Registered number
10855739

Models For Heroes C.I.C.

Filleted Accounts

31 July 2021



Keith May Accounting Services Ltd

Aura Business Centre, Heath Road, Skegness, Lincs, PE25 3SJ

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Models For Heroes C.I.C.**Registered number:****10855739****Balance Sheet****as at 31 July 2021**

	2021 £	2020 £
Current assets	23,452	21,697
Creditors: amounts falling due within one year	(358)	-
Net current assets	23,094	21,697
Total assets less current liabilities	23,094	21,697
Accruals and deferred income	(180)	(150)
Net assets	22,914	21,547
Capital and reserves	22,914	21,547
	Number	Number
Average number of employees	-	-

The company is a private company limited by guarantee without share capital and incorporated in England. Its registered office is 1 Harrier Road, Newbury, Hampshire, England, RG20 4AB.

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.

The 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 accounts.

The accounts have been prepared in accordance with the micro entity provisions of the Companies Act 2006 and FRS 105, The Financial Reporting Standard applicable to the Micro-entities Regime. The accounts have been delivered in accordance with the provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.



Malcolm Childs
Director

Approved by the board on 20 April 2022

022007/15

CIC 34**Community Interest Company Report**

For official use
(Please leave blank)

*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

MODELS FOR HEROES C.I.C.

Company Number

10855739

Year Ending

31 July 2021

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

Models For Heroes (M4H) provides model making material and tools to organisations which support veterans, armed services and emergency services personnel around the UK. Through model building, individuals are provided with an opportunity to engage in a positive diversion activity which is often associated with revisiting pastimes from positive childhood memories. Modelling can help an individual improve their mental health by developing new skills and fine motor control. Model making is a social hobby, which M4H facilitates through regular group activities, attendance at model shows, and online communities.

In response to lockdown and covid restrictions during the financial year 2020-21, M4H were able to provide an individual and online support system. M4H dispatched 1322 model kits, provided 79 hours of volunteer led in-person model making sessions, and 180 hours of volunteer led online model making sessions. Sessions were attended by an average of 3 beneficiaries each, with the busiest sessions having up to 9 beneficiaries in attendance. All M4H volunteers were provided with opportunities to attend a 2-day First Aid for Mental Health training course, with 35 volunteers receiving this training in 2020-21 with funding received from the National Lottery Community Fund.

In 2020-21, support workers were able to make referrals to M4H for potential beneficiaries, and from March 2021 veterans were also able to self-refer via the M4H and Walking with the Wounded 'Online Model Making for Veterans' project funded by the Armed Forces Covenant Fund Trust under the Positive Pathways funding round. In 2020-21 financial year, 53 boxes of model making materials were dispatched to individuals, of which 35 were referred via WWTW.

In February 2021 M4H Director and Chairman Malcolm Childs received the Prime Minister's 'Points of Lights' award (<https://www.pointsoflight.gov.uk/models-for-heroes/>). The daily Points of Light award recognises outstanding individual volunteers - people who are making a change in their community.

(Please continue on separate continuation sheet if necessary.)

PART 2 – CONSULTATION WITH STAKEHOLDERS

The company's stakeholders include the individual beneficiaries who attend model making sessions or receive referrals, professional support workers who refer their clients to Models For Heroes, host organisations who provide venues for model building sessions, and the volunteers who facilitate online and in-person modelling sessions. Feedback from beneficiaries, professional support workers and host organisations is published on our website and can be accessed at: <https://www.modelsforheroes.org.uk/impact-and-report/>. In Oct-Nov 2020, opinions were sought from those attending online model making sessions in order that their feedback could be used to further develop online activities offered. These received positive feedback for facilitating an engaging and enjoyable atmosphere, over 60% of respondents reporting that the group, chat or interaction/banter was the part they most enjoyed in the M4H live modelling shows. Further details of this survey are within the attached document.

Beneficiary feedback on the armed forces covenant fund trust funded 'Online Model Making for Veterans' project together with Walking with the Wounded which commenced in February 2021 will be reported in the next company report.

PART 3 – DIRECTORS' REMUNERATION

No remuneration was received.

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION


No transfer of assets other than for full consideration has been made.

(Please continue on separate continuation sheet if necessary.)

PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed



Date

20/04/2022

Office held - Director

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

1 HARRIER ROAD	
NEWBURY	
RG20 4AB	
Tel 07847 273458	
DX Number	DX Exchange



M4H Beneficiary Survey Results

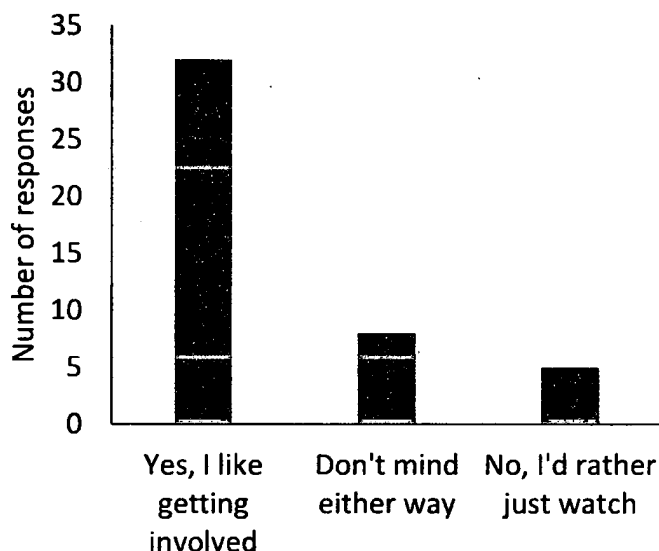
In Oct-Nov 2020, opinions were sought from those attending online model making sessions in order that their feedback could be used to further develop online activities offered. 45 individuals responded to this anonymous survey, and key findings are indicated below.

Format of online sessions:

The majority of those engaged with online sessions want to be able to chat and interact, though some would prefer just to observe.

- M4H will provide a mix of online sessions going forward, with the majority being interactive zoom sessions. For those who prefer to observe, regular 'shows' will be streamed online to both closed groups (via Models For Heroes Modeller's Mess) and a once weekly open audience stream (via Models For Heroes YouTube).

Do you enjoy the model making shows that are interactive with the ability to chat and comment?



What do you most enjoy about Models for Heroes Live modelling shows?

Of 43 respondents who answered this open free-text question, over 60% reported that the group, chat or interactions and banter was the part they most enjoyed in the M4H live modelling shows, with some example responses below.

"The laughter and learning more about modelling"

"The banter and tips"

"Building as a group, asking questions"

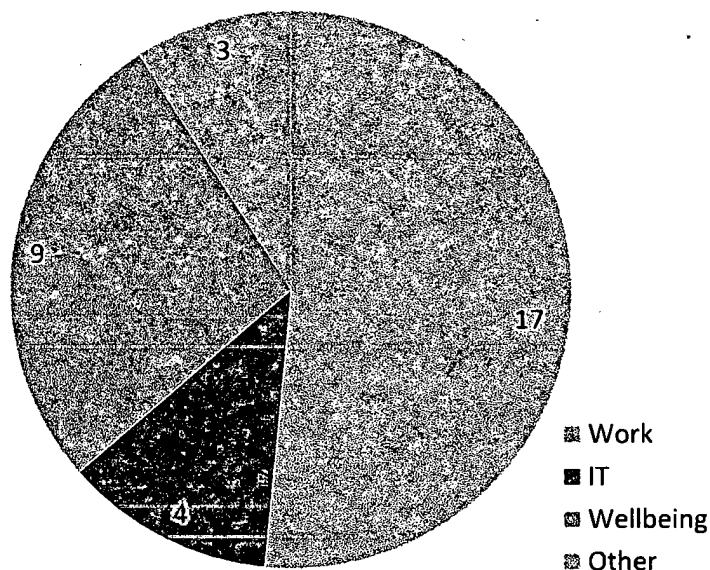
"The support amongst the group and the sharing of ideas and techniques. No trolls or haters."

"I enjoy the banter, nice to hear like minded people."

Describe any barriers stopping you from enjoying our online modelling sessions

Of 45 responses received, 11 indicated that there were no barriers to enjoyment of online sessions. Of those who did describe barriers, around half of these related to work or other time commitments, with the next most significant barriers being personal wellbeing and IT issues.

- Future funding applications made will include allocated funds to support IT costs to try and ensure equipment and/or wi-fi access does not prevent engagement.

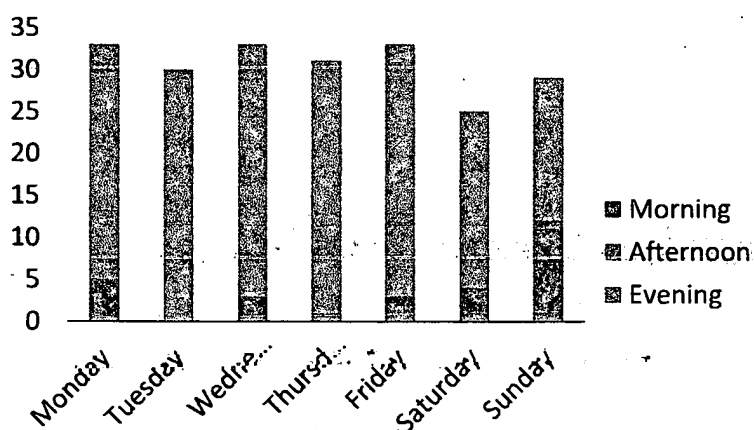


Timing of online sessions:

There was interest in online sessions throughout the week, with preference indicated for weekday evenings and weekend during the day.

- A range of session times will be offered to meet the varied availability and preferences of our beneficiaries and to give the best opportunities to engage around work commitments.

When would be most convenient to watch the M4H Live modelling sessions?



What do you dislike about the Models for Heroes Live modelling shows?

Of 39 respondents who answered this open free-text question, over 60% reported there was nothing to dislike (barring the lack of virtual hobnobs!). Of those who did report aspects they disliked:

- 6/39 reporting finding the online sessions boring
- 6/39 reported IT issues prevented full enjoyment

- A range of session formats will be implemented in order that beneficiaries can select a session which most appeals to them. Future funding applications made will include allocated funds to support IT costs to try and ensure equipment and/or wi-fi access does not prevent engagement.

To improve the modelling shows, what would you change?

Of 42 respondents who opened this open free-text question, 40% said they would not change anything. Of those who suggested changes these included:

- More interactive sessions (5/42 responses)
- Expert guests or specialist advice being provided (6/42 responses)
- Improved response times to comments added to chat function (5/42 responses)

- M4H will aim to explore alternative and more interactive platforms such as Zoom, and to host shows with a range of volunteers taking a leading role and providing their expert advice.