

The Lucy Faithfull Foundation Annual Report and Financial Statements 2021/22



THE
LUCY FAITHFULL
FOUNDATION

Working to protect children

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We know the work we do is challenging, yet vital, and it's our staff's commitment that I see day in and day out which makes a real difference to the people who need our help.

Mike Harris, Chair

Welcome

From our chair



Welcome to our 2021/22 annual report which covers an extraordinary year for the Foundation. I am extremely proud of all that has been achieved in what was another year impacted by COVID-19.

Child sexual abuse remains a major public health problem affecting more than a million children under the age of 16 in the UK, and the pandemic placed new pressures on children, including dangers in the online world. It has therefore been imperative that The Lucy Faithfull Foundation has been there to help protect them.

Over the last year, the ever-changing environment continued to pose challenges to the way we work, with many of our activities still being delivered online and staff moving between office and home working. Generous donors have enabled us to fund this new way of working,

which we are confident has served our beneficiaries well. One of the huge benefits of online delivery is that it breaks down barriers posed by geography – meaning we can be more accessible to those we work with across the UK.

In last year's annual report, I introduced our 2020-2025 strategic plan which laid out how we would reach more people, invest in research and development, and advocate for a greater focus on preventing abuse before it happens. This new strategy has brought renewed focus to our work and I am delighted to report that in 2021/22 we made great progress against our strategic aims. In addition, we have increased our unrestricted reserves – an aim we had identified last year as vital to ensuring we can withstand challenges in the future.

We have grown and developed our existing services, started new projects and brought in new staff with new skills – all alongside navigating an uncertain world. The achievements you will read about in this report are testament to the charity's strength and resilience, but also to the incredible dedication and drive of our people. We know the work we do is challenging, yet vital, and it's our staff's commitment that I see day in and day out which makes a real difference

to the people who need our help. On behalf of the board of trustees I send huge thanks to all the staff for their enormous effort and dedication. We continually admire the energy and professionalism of the staff team led by a great team of directors.

This year we received our highest income from charitable donations with a major increase in those raising funds for us through fundraising events.

A sincere thank you to all who have taken on challenges, hosted events and promoted our work to protect children.

Finally, I want to thank our CEO, Deborah Denis, our president and patrons and all my fellow trustees, all of whom devote much time and energy to the charity. As we look forward to celebrating our 30th anniversary, we are all eager to see what more can be achieved in the years ahead.

Mike Harris

Welcome

From our chief executive officer



It has been another remarkable year for the Foundation, our staff, and the services we deliver and my thanks go to all our staff for their ongoing hard work, dedication and commitment.

Our 2020-2025 strategic plan laid out our ambitions to be stronger, bolder and more innovative, and this year we achieved important new developments in this endeavour. We supported more than 7,600 people on our helpline, with 526 of them opting to use our new live chat facility, and a Welsh-speaking advisor joined our team. We will build on this in the year ahead by facilitating calls with translators, opening our service to non-English speakers.

Our work with young people took a big step forward: we hired a dedicated schools project manager and launched a three-year

project to tackle harmful sexual behaviour in schools. We launched the project following the Everyone's Invited movement, and it will help us guide and develop schools' responses to harmful sexual behaviour, while at the same time allow us to gather vital insights into the needs of young people to inform changes in the wider educational sector.

We worked hard to raise our profile to ensure those who need our help know about us: we were covered in 170 media articles across the UK, and we achieved an additional 291 pieces of coverage from our national campaign aiming to raise awareness of online offending. And our partnership campaign with Police Scotland to deter online grooming – #GetHelpOrGetCaught – won 'Campaign of the Year' at the 2021 Scottish Charity Awards.

In terms of research, 2021/22 has been a landmark year.

We secured funding for new and expanded research activities and have employed a head of research and evaluation and a practitioner-researcher. We launched our series of Faithfull Papers – publications that will explore various aspects of our work and will be issued at least four times a year. The first

paper explored the first 12 months of live chat on the helpline.

I am truly grateful for all of those who believe in what we do and help us continue our work through making contributions. People like Rhys Jenkins and his wife Cerys who said they decided to fundraise for us as we were 'the only charity they could find attempting to stop sexual abuse before it happened'. I am in awe of Rhys, who took on the monumental challenge of running from John O'Groats to Land's End whilst summiting each of the three national peaks along the way. He completed this challenge in a world record-breaking 23 days, 7 hours and 19 minutes – and he raised over £8,000.

This kind of generosity, and the support of all our donors and supporters, delivers real benefit and helps us achieve all that we do. A very sincere thank you to all who support us and our work – and our incredible staff.

Deborah Denis

Our 2020-2025 strategic plan laid out our ambitions to be stronger, bolder and more innovative, and this year we achieved important new developments in this endeavour.

Deborah Denis, CEO

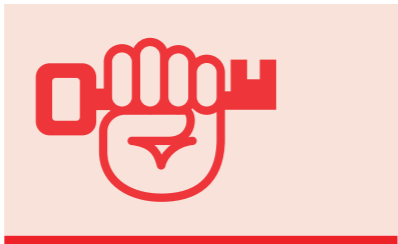


What we do

Everything we do protects children from sexual abuse. We keep children safe by:



Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children.
We help thousands of people each year who call, email or talk to us via live chat.



Helping people achieve positive change and offence-free living.
Our face-to-face services and online self-guided interventions help people make better choices and live a good life.



Creating safer environments in families, communities and online.
We work to prevent abuse from happening in the first place, or from happening again if it already has.



Equipping professionals with knowledge and tools to better protect children.
We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse.



Influencing social and political attitudes about how children can best be protected.
We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse.

How we do it

What we do is vital, but how we do it is critical to our success. Our values guide us in acting in the best interests of children at all times.

Ambition

We embrace being leaders in the field of child sexual abuse prevention and strive for innovation to keep children safe from harm.
We are brave in our efforts, ambitious about our impact and committed to contributing to knowledge about how to safeguard children from harm.

Hope

We hope for a future free from sexual abuse for all children.
It is this belief in a positive future that inspires our work to protect children from sexual harm.

Integrity

We are ethical, open and honest. We respect the confidentiality of colleagues, beneficiaries and stakeholders. We base our actions on evidence, commit to our actions and follow them through.
We act with professionalism, show respect and consideration to all, and do what is right.

Excellence

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.
We are committed to providing a safe, supportive and learning environment for our staff that equips them for their role.

Collaborate

We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.
We acknowledge the importance of collaboration and how working collectively enables the shared insights that achieve better outcomes for children.

Our strategy: We said, we did

In our 2020-2025 strategic plan, we set out our key aims to achieve greater impact and protect more children from sexual harm, building on our achievements over nearly 30 years.

The plan sets out our areas of focus, and our key objectives which are centred around the three pillars of reach, research and advocacy.

This year, we made excellent progress against each of our strategic aims.

We worked directly with **12,846** people across our services.

Reach

Imagine... if all adults who pose a sexual risk to children get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm occurring in the first place and, crucially, can access confidential help when they need it.

Aim 1

To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

- **More than 1,040,107 users** visited our websites
- **We were covered in 170 media articles** across the UK and achieved an additional 291 pieces of coverage from our national campaign aiming to raise awareness of online offending
- **7,658 people received advice and support** from our Stop It Now! helpline
- **Live chat is now a sustained feature of the helpline**, allowing people to contact us in real time electronically, and we helped 526 people who opted to use this service
- **A Welsh-speaking helpline advisor** joined our team
- **We completed 210 assessments** for local authorities and others and delivered 65 pieces of intervention
- **We worked with 301 men** arrested for online offending to help prevent future offending and supported
- **We supported 206 family members** affected by the arrest of a loved one for online offending and a further 743 people engaged in online peer support
- **69 young people who had got into trouble online** completed our Inform Young People programme and we had face-to-face sessions with another 17. We also worked with 39 parents and caregivers
- **1,642 professionals** attended our training events
- **We launched a new project to support schools** dealing with harmful sexual behaviour issues and will support 30 schools over the next three years

Research

Imagine... if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.

Aim 2

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

- **We secured funding for our research activities** and employed a head of research and evaluation and a practitioner-researcher
- **We launched our series of Faithfull Papers** – these publications will explore various aspects of our work and will be issued 4-6 times a year
- **We published a short paper** on how COVID-19 had affected callers early in the pandemic
- **An evaluation of our Friends and Family Forum was completed** by academics from the Universities of Huddersfield and Leeds
- **Analysis of 800 online offenders** who self-referred to Stop It Now! Scotland was completed with assistance from OnlinePROTECT. Findings will be published in 2023
- **Two staff co-authored chapters** in the book Challenges in the Management of People Convicted of a Sexual Offence on the history of the Stop It Now! movement and sibling sexual abuse

I am determined to do all within my power to protect and safeguard children from child sexual abuse. That is why the government introduced a Tackling Child Sexual Abuse Strategy which includes work to stop abuse from occurring in the first place.

The Lucy Faithfull Foundation plays a vital role in stopping offending and reoffending, and by working together with such a dedicated and expert organisation, we can stop offending at source and reduce the impact of this abhorrent crime on victims and survivors.

Rachel Maclean, Safeguarding Minister

Advocacy

Imagine... if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at its core.

Aim 3

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

- **We are on the Home Office Tackling Child Sexual Abuse Strategy Third Sector Stakeholder Group** and are members of a Home Office working group looking at the provision of child sexual abuse perpetrator prevention programmes
- **We worked with the WeProtect Global Alliance** as they developed their Global Threat Assessment and sat on their steering committee. The publication included a case study of our deterrence work with MindGeek
- **We are working with partners including the NWG Network and Tink Palmer, safeguarding consultant**, through an Indirect Victims Group which is looking at ways to improve the response to and services for families affected by the arrest of a loved one for online offending behaviour
- **We presented evidence at a two-day Scottish Child Abuse Inquiry roundtable event: Preventing Abuse of Children in Care: The Psychology of Offenders**
- **We presented at 'The Right to be Safe - Preventing and Responding to Child Sexual Abuse and Exploitation in Wales' conference**
- **We published 11 blog posts which had 70,099 combined pageviews**

Achievements and performance



Anonymous advice and support: Stop It Now! UK and Ireland helpline

Our Stop It Now! helpline supports anyone with a concern about child sexual abuse. It has been helping people protect children for nearly 20 years. Predominantly for adults, callers can remain anonymous meaning they are able to talk openly and honestly about their concerns. As well as calling the helpline, people can email or use our live chat.

We have six target groups



People concerned about their own sexual thoughts or behaviour towards children



People concerned about another adult who may be a sexual risk to children



Parents, carers or others concerned about the sexual behaviour of a child or young person



Parents and carers concerned that their child has been sexually abused or is at risk



Survivors of child sexual abuse looking to make sense of what happened to them



Professionals seeking case advice and support

In 2020, in response to the pandemic, we moved the entire office-based helpline operation to our staff's homes. This arrangement has continued across 2021/22 and while it has brought challenges, particularly around technology and staff support, it has also reduced recruitment barriers as staff no longer need to be based in our office – for example, we now have two staff working from Wales, including one Welsh speaker.

The numbers

In 2021/22, we helped 7,658 people who made 15,435 contacts between them (calls, chats and emails/secure messages). This is an increase on callers (7,300) and contacts (14,197) in 2020/21.

We remain grateful to our core funders, the Home Office and the Ministry of Justice, for their ongoing support and, in particular, additional funding provided by the Home Office this year to help increase our capacity.

By the end of 2021/22:

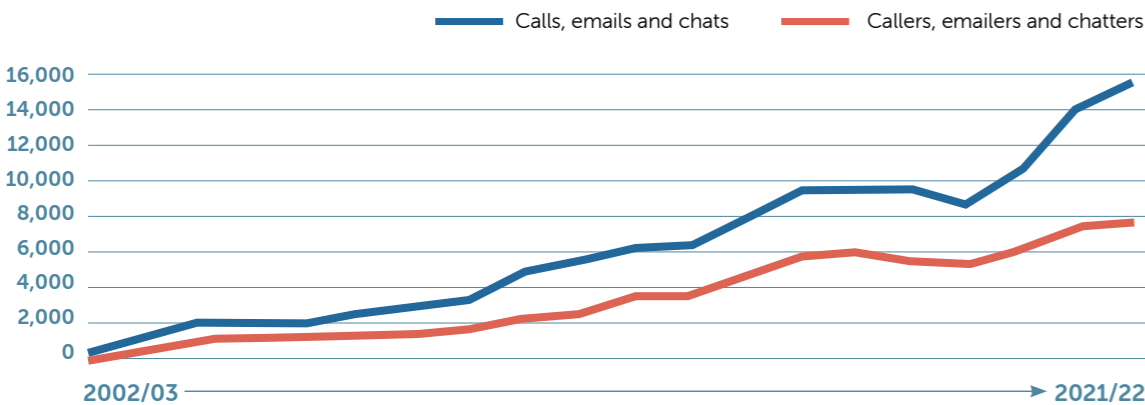
Our total helpline advisor hours had risen from 1,367 in April 2021 to 1,557 in March 2022.

Despite this increase we continued to see people having to call more than once in order to get through to us, showing ongoing demand for our help.

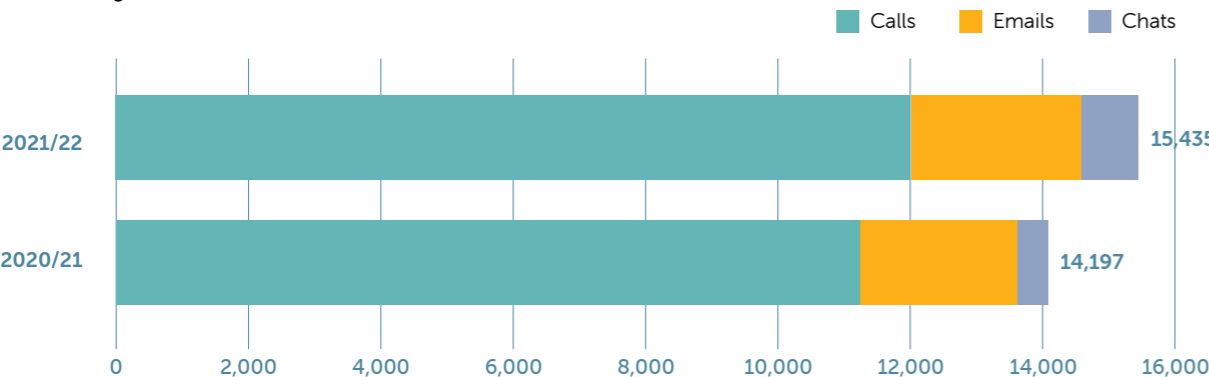
In 2021/22:

- Missed callers increased by 21% to 6,216 (from 5,133 in 2020/21)
- The proportion of missed callers eventually getting through on a subsequent attempt was 54% (3,384 out of 6,216) in 2021/22 compared to 59% (3,043 out of 5,133) in 2020/21.

Total calls/emails/chats and callers/emailers/chatters since 2002



Total proportion of calls, emails and chats compared to the previous financial year



7,658
people got
help, support
and advice
from our
helpline

Who called the helpline

When our advisors pick up the phone, they don't know what type of caller they might speak to. Each caller is different and our experienced and compassionate advisors handle every contact with care and professionalism.

- **51% - Adults and young people who have abused, are close to abusing or are worried about their sexual thoughts or behaviours**
- **25% - Adults and young people concerned about an adult's sexual thoughts or behaviour**
- **5% - People concerned about a child or young person's sexual behaviour**
- **2% - People concerned about a child or young person who is at risk/is showing signs of being sexually abused or being groomed online**
- **8% - Professionals calling for case advice**
- **2% - Victims and survivors of child sexual abuse**
- **7% - Other***

**callers outside target groups include those with general internet concerns, requests for general information and inappropriate callers*

Helping people take action

Some callers contact us only once. Others will contact us multiple times, sometimes over an extended period of time. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member's behaviour when around children will likely need more support and will therefore contact us more often than a professional calling for case advice.

We provide far more than just a listening service. We explore with each caller immediate child protection issues and agree safeguarding steps needed to minimise risk. We then provide information, discuss options to consider, give advice and agree actions the caller will take to respond to the concerns they have shared.

93%
of repeat callers tell us they had taken the actions
they had previously agreed

98%
of people we
helped agreed
one or more
actions to take
to protect
a child –
reducing the
likelihood of
offending or
reoffending

Preventing offending protects children

Our service is invaluable in the risk management (including by self-management) of adults who have already offended, including those arrested for sexual crimes against children, in order to prevent future harm. But a significant number of people who contact us with concerns about their sexual thoughts about or behaviour towards children have not yet harmed a child, but are concerned that they might. Others contact us because they have concerns about someone they know.

In 2021/22:

- **504 people contacted us saying they were concerned about their sexual thoughts about children and their risk of committing a contact offence. That's 13% of people concerned about themselves and 7% of total people contacting the helpline.**
- **331 people contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. That's 17% of people concerned about another adult and 4% of total contacts.**

By supporting and advising concerned people to take appropriate action before a child is harmed, we help prevent child sexual abuse.

More support

Through our ongoing support services and call-back service, callers can be connected with other Foundation staff for further in-depth or specialist support – for example, cases where young people have been displaying worrying sexual behaviour and they and their parents need expert targeted advice to support them in implementing changes needed to prevent harm in the short and longer terms.

In addition to call-backs, callers make good use of our range of online resources including:

'Get Help' online self-directed intervention: Self-help for people worried about their own or someone else's online sexual behaviour towards children

'Get Support' online self-directed intervention: Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet

Parents Protect: Information, support and advice for parents, carers and families looking to prevent child sexual abuse

Innovative use of technology to intervene online

Our helpline plays a key role in tackling the problem of online child sexual abuse though engaging with those with concerns, but also driving forward new interventions; we know that the scale of online offending is such that different and new solutions are needed to protect children.

This year we continued our project with the Internet Watch Foundation (IWF) to develop a chatbot targeting people trying to view sexual images of children on MindGeek-owned adult pornography websites. The automated bot attempts to engage users in a supportive conversation and then points them towards our services for help to change their behaviour. The chatbot project is a collaboration between the IWF and Stop It Now! and is funded by the Global Partnership to End Violence Against Children.

Expanding our reach

We are grateful to The Dulverton Trust for financial support that helped us promote the helpline to the wider public through our engagement with university students and the Church of England London Diocese.

This promotion also included the launch of a new project in Ireland. Supported by an advisory group chaired by Eileen Finnegan, consultant psychotherapist and chair of NOTA Ireland, the project will work to share information on keeping children safe, the potential warning signs of abuse and conversations to have with children and other protective adults to prevent abuse. People in Ireland can now call the helpline through an international number, as well as access new web pages with information, support and advice specific to the Ireland context and legal system. It is early days, but since the launch in June, the helpline has spoken to 21 callers from Ireland and our Ireland webpages have been viewed more than 2,275 times.

We are delighted to have expanded the reach of Stop It Now! to support those in Ireland concerned about child sexual abuse and its prevention. Together, we have worked tirelessly with the Irish Advisory Group to raise awareness of the confidential support and advice available through the international helpline. There is much work to do to achieve our dream of an Ireland where children are free from abuse, and over the next year, we will collaborate with child protection professionals, including the Garda and other statutory bodies, with survivors, policy makers, politicians and the media to help in changing the attitude of society to 'think prevention rather than intervention'.

Consultant psychotherapist, chair of NOTA Ireland, and chair of the Stop It Now! Ireland Advisory Council, Eileen Finnegan.

Case study: Josh's story

Josh, 32, had been viewing sexual images of children for two years at the time of calling the Stop It Now! helpline. He told us his wife had recently found illegal images on his computer after checking his internet history. After a frank and difficult conversation, his wife agreed to support him without involving the police, but only if he agreed to seek professional help.

Josh told us how he had been viewing pornography – initially his father's magazines – from seven years of age. Soon after he found his father's violent pornography videos which aroused him. He has continued to view pornography since, sometimes multiple times a day and often when at work. He told us he frequents sex worker websites and fantasises about contacting them, although he never has. He said he would never feel able to as he is anxious about his sexual performance. He explained that he thinks that is part of the reason why he seeks sexual gratification online.

Josh said he first saw sexual images of children when browsing a legal adult pornography website. He said it initially shocked him and he immediately stopped viewing. After a dream about the sexual images he saw, he developed a curiosity to search for it; and this has been part of his "pornography habit" ever since.

What we did

The helpline advisor told Josh he had done the right thing by reaching out for help and asked that he pass on our contact details to his wife. Having established that Josh and his wife do not have children, nor does he have contact with children through family, friends, work or recreation, the advisor explored a number of options for Josh to consider, including reporting himself to the police so he does not spend the rest of his life "looking over his shoulder". He was not prepared to take this step right now, but wanted to know what help we could offer and what difference it would make.

Having agreed immediate steps for Josh to take, with his wife's support, to ensure no further access to sexual images of children, the advisor agreed dates for a series of call-backs with a specialist Foundation practitioner to accompany and support him in engaging with the Get Help online self-help modules and to help him understand his behaviour and develop strategies to manage it into the longer term.

During his six call-backs with the practitioner, internal and external triggers, stress management, fantasy management and techniques including active distraction and urge surfing were explored. He was given practical advice around using the internet responsibly and was encouraged to read the books 'The Porn Trap' and 'In the Shadows of the Net.'

The outcome

Josh's relationship with his wife improved since demonstrating that he was taking steps to address his illegal behaviour. His wife also received support from the helpline and together they decided to engage in couples counselling. Josh has placed internet restrictions on his devices and has not viewed sexual images of children since seeking support.

Last year we said...

- 1 We will embed live chat within helpline operations and expand its use by piloting the use of its translate function to enable better access for non-English speakers. We will also work to build partnerships with organisations and communities that could really benefit from the new service, including people who are deaf or hard of hearing.**

Live chat is now a sustained feature of the helpline, dealing with 5% of all contacts across extended operating hours. We published a Faithfull Paper on its first 12 months operation (see research section). We have trialled the translate function and are focused on promoting this service to expand our reach into new communities.

- 2 We will evolve our support for young people who are concerned about their own thoughts or behaviour, or the behaviour of someone they know and include this group as a key target audience for the helpline.**

Helpline staff have completed training with the Foundation's young people's team to equip them to deal with the growing number of contacts from young people. We are working closely with this team as their offer to children and young people is developed, including the creation of new online resources (see the working with young people and families section).

- 3 We will focus on research and share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support developments in child sexual abuse prevention, ensuring that what we know and learn benefits children far beyond our own reach.**

We have shared all aspects of our helpline operations, including call handling guidelines, training programme and content, and performance and evaluation information with colleagues developing similar services in Australia and the Czech Republic. We collaborated in the writing of a published article in an international journal considering the impact of COVID-19 on help-seeking by people with a sexual interest in children. We delivered online seminars and conference presentations to audiences of child professional professionals and policy-makers in UK, Europe, the Philippines and others.

This year we will...

- 1** Publish a helpline 20-year report and host associated events to share what we have learnt with domestic and international policy-makers, professionals and partners and commission an external evaluation of the helpline, including its online resources.
- 2** Develop, promote and report on our engagement with non-English speaking communities through the use of Languageline, our live chat and secure email services.
- 3** Revise our working relationship with international Stop It Now! projects in light of the findings of the research by the Sexual Violence Prevention and Research Unit at the University of the Sunshine Coast into the history of Stop It Now! We will agree the means of sharing learning and resources between projects for our mutual benefit.

Professional services: assessments, interventions and case-specific consultancy

We are one of the largest UK providers of risk assessments, interventions and case-specific consultancies. These services are vital for local authorities including children's services and the family and criminal courts, as well as many others who are working with individuals or families where there are concerns about child sexual abuse.

We work in cases where adult men and women have been accused of, are suspected of, or are considered as posing a risk of, sexual abuse. We also work with children from the age of five, who have engaged in, or who are alleged to have engaged in, harmful or inappropriate sexual behaviour. And we deliver protective parenting assessments and interventions for non-offending partners and other family members, as well as impact and vulnerability assessments for victims of child sexual exploitation.

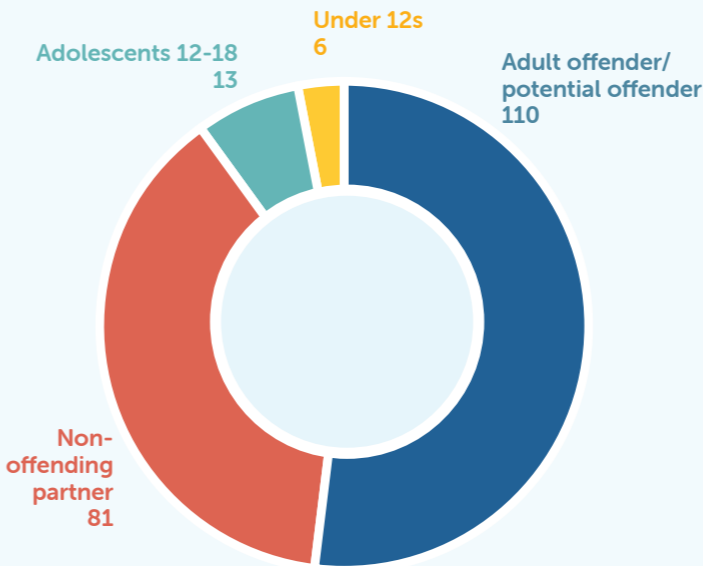
Each and every case is different, but we always help those working with families to create safer environments for children by guiding statutory and third sector organisations in safe child protection decision making. We can help caseworkers and their managers arrive at an overall strategy and equip them with a step by-step plan of action. We recommend the best way forward, underpinned by our guiding principle that the needs of children come first.

The numbers

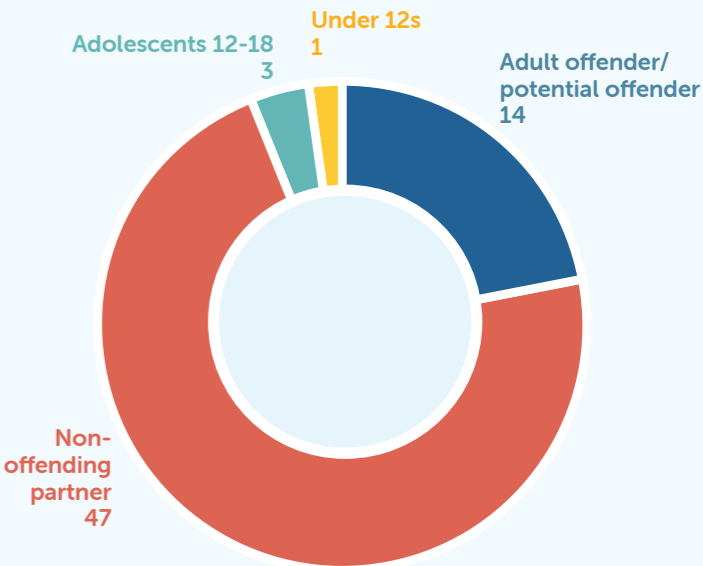
This year we delivered 210 risk assessments and five case consultancies (215 total), the same amount as 2020/21 (215). We also delivered 65 pieces of intervention and two intervention case consultancies (67 total), a decrease from 89 in 2020/21.

Income from the activities has increased - a result of working with increasingly complex and lengthy cases. We expect this trend to continue as our work with under 12s and adolescents increases.

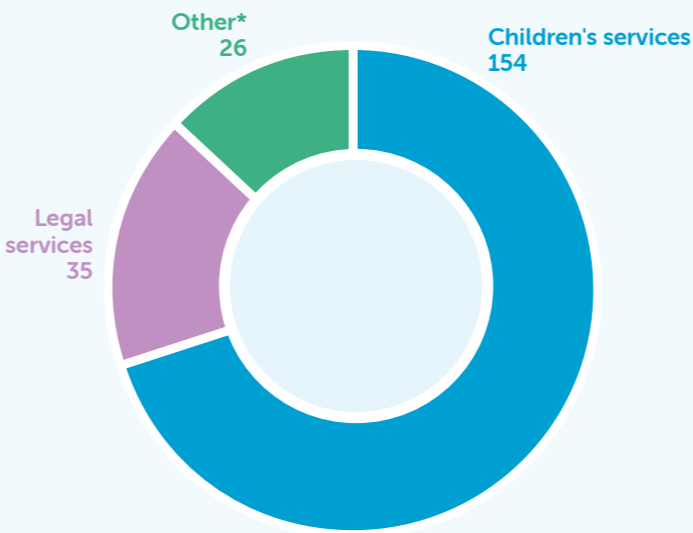
Type of assessments



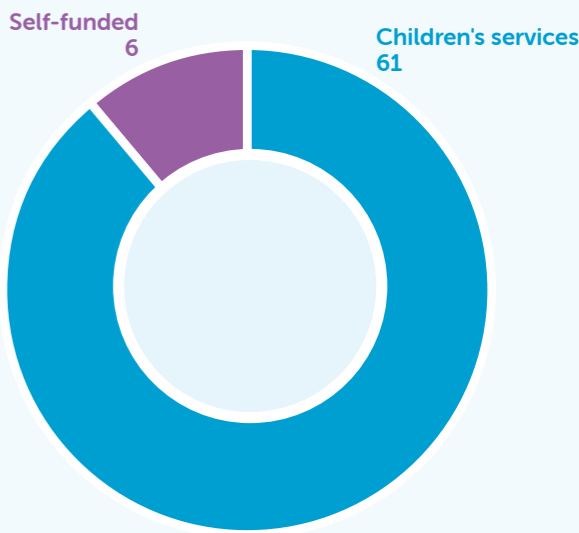
Type of interventions



Who commissioned assessments



Who commissioned interventions



**assessments 'other' includes those who have self-funded, faith and health-based organisations, and a sporting body.*

Delivery methods

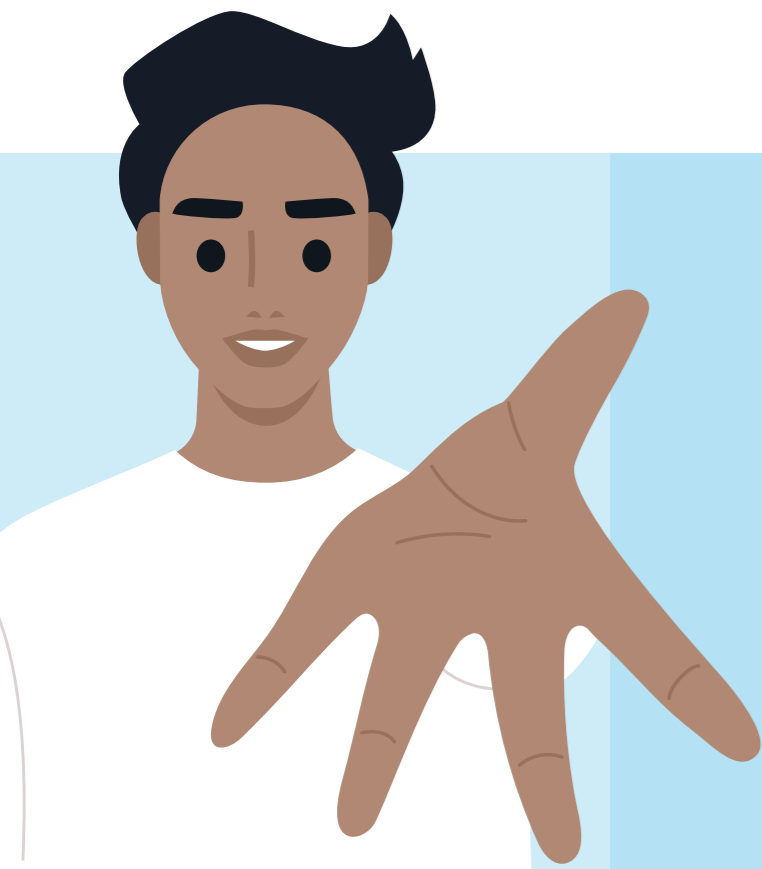
During COVID-19 lockdowns, our expert practitioners were able to maintain a quality service by developing their skills in online delivery and we delivered a mix of online and face-to-face work throughout the year. In March 2022, two years following the onset of the pandemic, 57% of our work was conducted online.

Online delivery is appreciated by many of our service users, and one of the huge benefits is that it breaks down barriers posed by geography. However, it can also come with challenges – including those posed by technology and the intrusion of the practitioner into the subject's home. We anticipate a mixed economy of online delivery continuing into the year ahead with all our judgements about delivery methods being made with the best method for the case in hand in mind.

Case study: Billy's story

Billy, 11, was referred to us by his social worker due to concerns regarding his problematic sexual behaviour towards other children. Billy had been touching other children inappropriately, asking to see their private parts and trying to separate children to be on his own with them. The behaviour had been happening over four years, despite the safety plans put in place at home and in school by children's services. School staff felt under pressure and did not think they could manage his behaviour and keep him and other children safe.

Billy's behaviour, as well as the strict safety plans developed in response, had significant impacts on his relationships with peers, his ability to have normal, positive childhood experiences and on his development. He had many adverse experiences from his early years, including experiencing sexual abuse. His parents each has their own emotional and physical health difficulties.



What we did

One of our children's practitioners met with Billy and his parents to complete a specialist assessment. A variety of techniques were used to engage him and help him to manage his emotions throughout the sessions, including use of family trees, a timeline of his life, the use of strengths cards, games and sensory objects. Billy's needs were complex and the assessment identified the support that Billy, his family and his wider network needed to enable them to move forward constructively with their lives. This included a focus on developing his carers' parenting skills, including helping them to understand the impact of the trauma he had experienced and how to provide nurturing support to develop their connection with him. Further work for Billy was identified to help him understand his own experience of abuse and develop ways to manage his feelings and behaviour in the future. It was suggested how the current safety plan be revised to include more opportunities for him to develop positive social interactions with peers and further develop his skills and talents, as this would give him a sense of purpose and achievement, supporting his self-esteem.

The outcome

As a result of the assessment, the professional network reported that they had a better understanding of Billy's experiences and needs. School staff were able to understand and appreciate the link between his past experiences, the trauma he had experienced and his current behaviour. They said they understood how to respond more sensitively to his needs and to think about the resources that they might need to achieve this. Billy's social worker has since contacted us to commission a package of intervention to support Billy and help his family to move forward.

Last year we said...

- 1 We will build on the progress made on our delivery of professional services to children, looking for opportunities to enhance and extend the services we offer and the outcomes that we achieve. This will include supporting our staff and clients in navigating through a mixed economy of online and in person delivery, guided by experience of the past year and maximising the impact we have.**
We continue to deliver a mix of online and in person work, with all decisions on method of delivery being clinically driven.
- 2 We pride ourselves on delivering an effective clinical service and this year will see us do more to embed quality and impact into the evaluation of our clinical practice.**
We have implemented additional measures to ensure quality of our work including a greater emphasis on case consultations and a strengthened clinical management team.
- 3 We will extend the reach of our assessments and interventions team, promote our vital child protection services and share our insights into the delivery of clinical services in these challenging times.**
This year we expanded our coverage and delivered services across the UK from Fife, Newcastle and the Isle of Man down to Bournemouth, Torquay and Guernsey.

This year we will...

- 1** Expand the role of psychology within our assessment and intervention services and grow our work with under 12s. We will explore what additional support frontline staff need when working with this group and respond accordingly.
- 2** Publish a Faithfull Paper (see research section) exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched intervention.
- 3** Raise awareness of our assessments, interventions and case consultancy and their crucial role in equipping professionals in making effective child protection decisions which put the safety of the child at their core.

Tackling online child sexual abuse: services for those arrested and their families

Online offending is a growing, changing and complex problem. While undoubtably more needs to be done to prevent online offending in the first place (see section: advocacy, communications and campaigns), we make sure services are available for those affected by an arrest.

This includes people who have been arrested, cautioned or convicted for online offences involving sexual images of children or sexual communications with children, to help them stop their behaviour. And it includes their families, who struggle with the emotional and practical impact of the arrest of a loved one. We offer evidence-informed psycho-educational programmes as well as online support services for these groups.

Delivery methods

Since the pandemic began, the majority of our programmes have been delivered online and this year we collaborated with Goldsmiths University of London to evaluate this way of running courses.

The results were generally very positive and underlined the feasibility and demand for continued online delivery. Benefits identified included reduced travel time, reduced financial implications, increased accessibility and a sense of anonymity, all of which had a positive impact on individuals' engagement with the programme content and peers, alongside improved emotional wellbeing. However, feedback also highlighted barriers to online delivery, including lack of human contact, reduced ability to build empathetic relationships and technical difficulties, again impacting both engagement and emotional wellbeing. These findings will help us continue to improve our online delivery in the year ahead, as we continue to offer a remote service.

Inform Plus – to help prevent viewing sexual images of children

This programme is for men who are under investigation for, or have been arrested, cautioned or convicted of viewing sexual images of children online. It can be delivered as a group or individual programme of work and helps men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

The numbers

In 2021/22, 125 men from across England and Wales attended the group programme, 58 completed the course on an individual basis, and an additional 12 men had a face-to-face session. This is 195 men in total, an increase on 2020/21 (176).

97% of Inform Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.

I found the past 10 sessions really supportive, insightful and helpful. They have, thanks to the work and attitudes of [the practitioners] (along with my fellow group members) really made a difference to me, the way I view myself, how I am feeling and thinking and the progress I am making in recovery/avoiding relapse. I wish that these sorts of courses and sessions were more widely known and available because if I had accessed them earlier, I would likely have never offended to begin with.

Inform Plus participant

Updating our materials

This year we reviewed, refreshed and piloted a new programme manual to ensure our materials remain current and in response to participant feedback. Feedback was positive, with the increased focus upon self-care and managing shame being highlighted in particular. Final amendments are being made with a full roll-out expected in 2022/23.

Case study: Jack's story

Jack, 38, works in IT. He lives alone, has no contact with children, and was arrested for viewing sexual images of children. He called the Stop It Now! helpline the next day. While Jack admitted to viewing sexual images of children online, he was defensive about his behaviour throughout his initial call. Jack had told his mum and two older siblings that he had been arrested, and they were all supporting him.

Jack told us he watched adult pornography for extensive periods of time every day, which, he said, escalated to searching for images of under-18s. He was reluctant to accept that his pornography use had become problematic and, while he found it difficult to discuss his offending, he appeared not to want to minimise it and seemed eager to listen to our advice.



What we did

Jack was signposted to the Get Help modules on the Stop It Now! website, particularly to the 'Images are children' and 'Adult pornography' modules. He was asked to consider installing internet restrictions on his devices and he was recommended the book 'The Porn Trap' to help him reflect on his pornography use.

Jack kept in touch with the helpline, and told us that even though he found the modules difficult, they were a useful starting point to helping him understand his behaviour. He said he was keen to learn more about how he could best control his behaviour in the future.

The Inform Plus programme was discussed with Jack. It was explained that the programme provides a safe environment for people to develop a greater understanding of their offending and ways to manage it so it does not happen again. Jack went on to complete the group programme.

The outcome

Through the course, Jack developed an awareness of his triggers but also how to stay safe online. He said he found the Good Lives Model session the most impactful, as he was able to understand what 'need' he thought adult pornography and illegal sexual images were fulfilling.

He said he had a good understanding of how to work towards a positive, offence free future. Jack has kept in touch since completing the programme, has reduced his pornography use, and reports filling his time with safe replacement activities such as running and spending time with family. Jack received a police caution and with the support of the helpline advisors and programme facilitators, he says he feels able to move on with his life safely.

Engage Plus - to help prevent online sexual communication with children

This programme is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence.

After running as an individual programme since 2020, in January 2022 we piloted a groupwork programme. Like Inform Plus, the programme is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

The numbers

In 2021/22, 25 men from across England and Wales completed the Engage Plus programme on an individual basis and six completed the new groupwork programme. This is 31 men in total, an increase on 2020/21 (28).

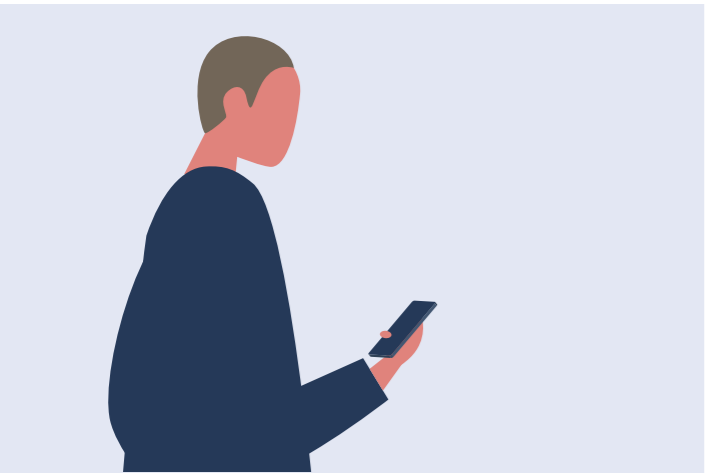
All Engage Plus participants who completed evaluations reported making good or maximum progress on their ability to reduce their risk of reoffending.



[The practitioner] made the course material very clear, whilst certain areas were painful to cover she was understanding and didn't overload me with follow up work... I am very pleased to now have a well thought out written plan in place to make it practically impossible to offend online again as well as better insight into what I can do to improve my relationships with people I love.

Engage Plus participant

Case study: Tom's story



Tom, 23, a business analyst, was arrested for online sexual communication with children. Since his arrest, Tom had been dismissed from his job and moved back to his parents. He made a number of calls to the helpline. During these, Tom expressed awareness that having sexual conversations with under-16s online is illegal, but said he had not thought about that when he was engaged in chats. Tom told us he used social media to talk to women and girls and often approached people he found attractive without paying attention to their age. He had also contacted teenagers on Kik, a messaging app, where he had sent explicit images of himself to girls.

What we did

Helpline advisors talked to Tom about what needs he was seeking to meet by talking to people online. He told us that he finds interactions with women his own age challenging, particularly in person, and he identified loneliness and boredom as triggers to going online to speak with strangers.

Tom was signposted to the Get Help modules on the Stop It Now! website to aid his understanding of his online behaviour, particularly to the 'Online world' and 'Sexual communication with children online' modules. The advisors explored with him safe replacement activities to distract him from

online conversations, and also the need to build relationships with people offline. Tom took the advice and joined a walking group. He also took up reading and baking as safe replacement activities and started spending more time with his parents, rather than being alone in his room.

Tom found the helpline advice useful, but was keen to do more to understand his online behaviour. Engage Plus was discussed with Tom and he went on to complete the group programme.

The outcome

At the end of the programme, Tom said he had found the sessions insightful and productive, especially in recognising his triggers and how to prevent the cycle of offending. He found the 'Impact of online offending' session especially helpful, as it helped him to understand how his empathy may have been 'switched off' at the time of his offending.

Through the programme, Tom developed understanding of how he 'took advantage' of the vulnerability of the children he engaged with. He also came to recognise how he had justified his behaviour to himself by deflecting responsibility on to the victims. He said he now understood what he had been doing was wrong and that it caused harm.

Alongside this, Tom said he had gained a better understanding of the wider impact of his behaviour and Tom pinpointed that recognising the short- and long-term effects of online offending for both himself and the victim was useful when constructing his relapse prevention plan. Tom had deleted social media apps from his phone and had not engaged in any sexual conversations online since his arrest. Following the programme, Tom continued to call the helpline for ongoing support.

Inform

Inform is for partners, adult family members or friends of people who have been arrested for online offending – who are often in crisis. It provides a much-needed safe space for people to talk about what they are going through and gain support from others. It can be delivered as a group or individual programme of work.

The numbers

This year we worked with 203 family members or friends from across England, Scotland and Wales either via video link or telephone, an increase on 2021/22 (170).

92% of Inform participants who completed evaluations said they felt less isolated after the programme.

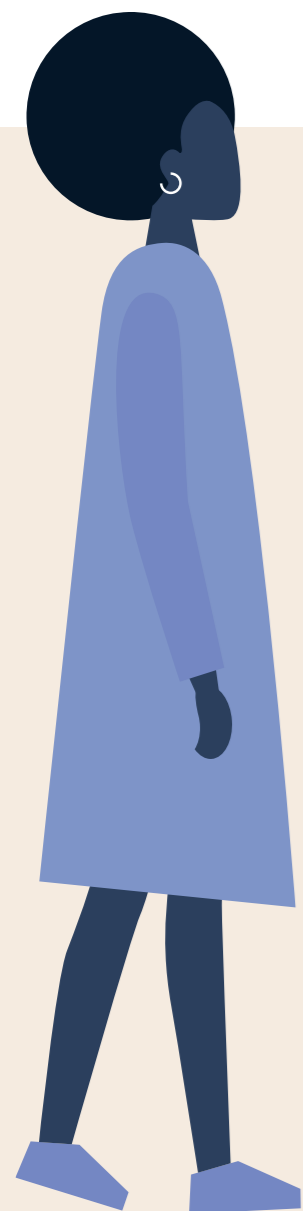
It was reassuring to get some support for me. The impact on wives and families is huge and the offence is one that cannot be openly talked about with family and friends. Having others to talk to and the support of the facilitators was invaluable. I'm sad that it's over, although we have managed to stay in contact just a little.

Inform participant



Case study: Rachel's story

Rachel, 33, called the helpline after searching online for help. She told us that two years ago, while pregnant with their first child, she had caught her husband viewing a naked image of a female child who appeared to be around 10-years-old. He had said that it was a one-off and she had believed him. She told us that that this week she had checked his internet history and had found that he had been searching for sexual images of under-18s. They now have two children, aged two years and three months old.



What we did

Rachel was reassured that she had come to the right place and it was stressed that she needed to look after herself and her children first and foremost. She was advised to consider reporting her husband to the police, and the advisor talked through what would likely happen if she were to do this. She was signposted to the Parents Protect website to create a family safety plan to safeguard her children and the advisor talked her through how to do this.

Following the call, Rachel reported her husband to the police and he was arrested. She kept in touch with the helpline and told us how she was feeling very alone and struggling to talk to anyone about her feelings. She said she wanted to understand more about online offending and how what her husband had done would impact her family. The Inform programme was discussed with her and she attended the group programme.

The outcome

After completing the course, Rachel said she felt much less isolated. She said the course had answered many of the questions she had had. In addition, she said she was reassured to meet other women who wanted to support their partners, while at the same time being protective mothers.

She was grateful for the support given to her from the helpline calls and throughout completion of the course. Rachel was encouraged to use the helpline and our Family and Friends Forum in the future at any time.

We were all strangers that found ourselves here a group, that no one wants to be in but yet we have all formed a special bond, to offer advice, to be supportive but most of all non-judgemental.

Forum user

I know that this forum is going to be a big part of me getting through the day - even if I don't post, just knowing I'm not alone is amazing.

Forum user

Family and Friends Forum

With thanks to The Emmanuel Kaye Foundation, our online forum for families who are dealing with the after-effects of a loved one being arrested continued to offer support and help throughout 2021/22. We also received the findings of an evaluation of this work and starting making improvements to the forum based on the report.

The numbers

This year, 11,280 posts were made by 743 active users across 1,243 new topics. The forum was viewed by 39,137 users, who completed 188,167 sessions, a 39% increase in average monthly sessions since last year (15,681 vs 11,293), showing that many people value reading the forum, even if they do not post on it themselves. Support offered by peers on the forum is a lifeline for many and provides support they can't find anywhere else.

Research and evaluation

This year we received the results of an external evaluation of the forum led by Professor Rachel Armitage (University of Huddersfield). The evaluation assessed the effectiveness and impact of the forum as well as identified areas for improvement.

The research team asked users to complete an online survey and be interviewed – 126 people completed the online survey and 20 completed in-depth interviews. Feedback for the forum was positive. Of the survey respondents, as a result of using the forum:

- 69% felt less judged
- 60% less alone
- 58% felt more listened to

A number of recommendations for improving the forum were made spanning various areas including technical changes, moderation, messaging and signposting. We have prioritised these and are working through implementing them.

This research proved so insightful that the final report will be published in two papers. The first will look at the impact of 'the knock' (the arrest) on family members, and the second will detail the evaluation of the forum. We will publish a Faithfull Paper on the first (see research section), which shows that 70% of the respondents reported symptom levels indicative that a diagnosis of PTSD was likely warranted.

It's vital that more support is available for families and friends affected by the arrest of a loved one – and we hope this research will help make this case.

Last year we said...

- 1** The feedback we have received from participants and facilitators show that online delivery is both responsive and engaging. We want to complete our research into this mode of delivery to guide our next steps in how we reach more beneficiaries with programmes that have impact.

Research by a Goldsmiths master's student has identified the benefits and pitfalls of online delivery – this is informing how we run our services.

- 2** Building on the successful implementation of our Engage Plus programme, we will refresh our delivery manual and develop the programme as a group delivered intervention. This programme provides us with rich information on an individual's journey to having sexual conversations with children online. We will capture that through the production of an insight paper looking at Engage Plus participants, and share this with the sector.

We have piloted Engage Plus as a group programme and will be rolling this out in the year ahead. Our plans for an insight paper have been delayed, and we hope to complete this in the future.

- 3** We will work with our academic colleagues on the completion of the Family and Friends Forum evaluation and the implementation of its recommendations.

The evaluation has been completed and recommendations are being implemented.

This year we will...

- 1** Finalise and roll-out our new Inform Plus and Engage Plus programme manuals and review our Inform manual.
- 2** Publish a Faithfull Paper (see research section) on the impact that arrests for online offending have on family and friends.
- 3** Bolster our team by employing a new project worker to support these services.



Working with young people and families: preventing harmful sexual behaviour

With around a third of sexual offences against children and young people being carried out by other children and young people it's vital that we do all we can to address the issue. By March 2022, we grew our children and young people leadership team to drive activity on our new project based in schools, head up delivery of work with under-12s and champion our interventions delivery and professionals' training.

This year, we continued our Esmée Fairbairn Foundation-funded work into a fourth year. We are incredibly grateful for their support which has not only helped us create a strategy for preventing harmful sexual behaviour, but has supported the development of all our work with young people and families – including much of the work outlined below.

Resources for young people concerned about their own thoughts or behaviour

This year we continued work to develop a website for young people concerned about their own or a friend's sexual thoughts or behaviour. Using research with young people, parents and professionals, we drafted website content and developed the brand and concept. The brand, 'Shore', has been created to ensure that when young people visit the site they will know they have reached a safe place.

We had hoped to launch these resources in late 2021, and while it is disappointing that they are not yet available (and there is nothing else like them in the UK), it is vital we get them right and focus on quality and research. We are grateful to the Charles Hayward Foundation for supporting this work.



Preventing harmful sexual behaviour in schools

In October 2021, we started a new project to help address harmful sexual behaviour in schools following the Everyone's Invited movement. With funding support from KPMG Foundation, we employed a dedicated schools project manager and will work with 30 schools over three years.

We will help guide and develop each school's response to harmful sexual behaviour by providing consultancy advice to restore a sense of safety in schools; support decision-making amongst school leaders; delivering training and consultation for staff; providing direct support and educational input for pupils and parents, and engaging with local safeguarding partners and networks.

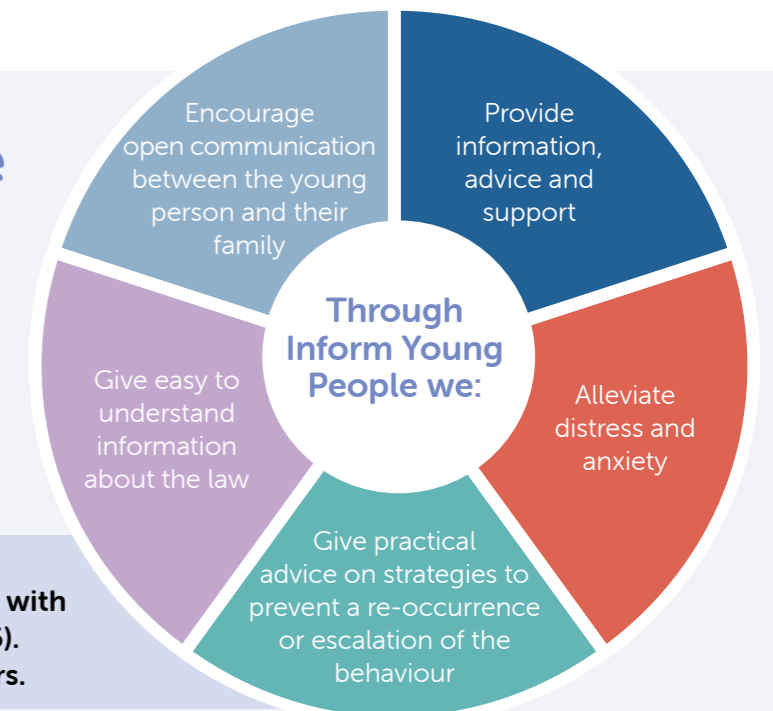
The project will be evaluated by Dr Emily Setty (Senior Lecturer in Criminology at the University of Surrey) and, throughout, we will share what we learn to help inform the wider educational sector to not only improve the response to harmful sexual behaviour, but to help prevent it from happening in the first place.

Inform Young People

Our Inform Young People programme is for under-21s (or 25 where the programme is deemed suitable) who have displayed illegal, harmful or concerning sexual behaviour online.

The numbers

This year, 69 young people completed the programme and we had face-to-face sessions with another 17 – which is on par with 2020/21 (85). We also worked with 39 parents and caregivers.



The course overall was very informative... It really helped provide context and information about what could happen in the future, and give plenty of examples of how to change your behaviour in a positive light, and help control your emotions and feelings. This course helps improve relationships with family as it helps them as well as yourself. Thanks.

Young person

As a parent, there are many things that you would never want your kids to get involved in such as drugs and crime. Underage porn was totally off our radar, and to many degrees, we are glad that he was caught, because we would never have known until perhaps it was too late. We can see that now, but at the time it was horrific, and we are so very, very grateful LFF was there to help.... We know we are far from over this mess, but we certainly know that our son has a future and that nothing like this will ever happen again.

Parent

All young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future. All parents and carers who provided feedback could name three ways of helping their child to keep safe online in the future.

Helping others help young people

This year we started our project to equip other agencies to work with young people who have exhibited harmful sexual behaviour online. With 800 arrests a month for viewing sexual images of children online, and a proportion of these being young people, we know we cannot reach all those who need help on our own. That's why Paul Hamlyn Foundation is funding us to train others in our Inform Young People programme.

In 2021/22, we trained 71 people from 10 organisations including charities, local authorities and schools.

Case study: Luke's story

Luke had just turned 15 when he was arrested for viewing sexual images of children. His mum, Katie, contacted our helpline to seek support for him. Katie told us that during the first COVID-19 lockdown, Luke had spent a lot of time online chatting with adults he did not know and that they introduced him to pornography. This quickly led to them sending him sexual images of children on Instagram which he shared with other strangers. After exploring his situation, it was agreed that Luke would benefit from working with a practitioner through our Inform Young People programme.

What we did

Luke was open and honest at his initial session. He told the practitioner that he would regularly watch pornography online and that

he was sexually aroused by the illegal images he had received. A series of five sessions were planned, tailored to his needs.

Over the following weeks, the practitioner and Luke discussed the abuse he had suffered at the hands of those he had met online. They also discussed the impact watching pornography can have on people, and in particular, young people. His emotional and situational triggers were explored and Luke was encouraged to identify other safe, legal activities he could engage in which would meet the needs he was seeking to meet through viewing pornography. We explored with him the Good Lives Model; the cycle of offending; the law regarding images and the criminal justice process relating to his arrest; perspectives, with a focus on victims; building happy relationships, and coping with problems.

The outcome

Luke became noticeably empowered to make healthy decisions for himself and to keep lines of communication open with his parents. Internet safety, open communication and the cycle of his behaviour were discussed with his parents. At the end of the programme, Luke's parents thanked us for the support they had received during a very difficult time in their lives. Luke has not returned to online chatrooms since his arrest and is feeling positive about his future.

Last year we said...

1 We will complete development of and launch resources for young people concerned about their own online sexual behaviour or that of someone they know, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.

Sadly, this was delayed but we will be launching these in 2022/23 alongside a live chat facility.

2 With funding secured, we will extend the reach of our Inform Young People programme by training relevant frontline workers to deliver interventions for young people who have got into trouble for their online sexual behaviours.

This year we reached 71 people from 10 organisations.

3 We will grow our work with children under the age of 12, working therapeutically to support more families, aiding recovery and preventing future harm.

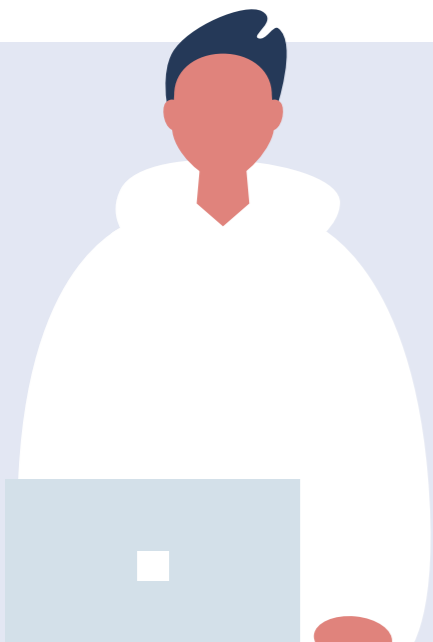
This year we hired a senior practitioner to lead our work with under-12s.

This year we will...

1 Pilot live chat on our website for young people concerned about their own online sexual behaviour or that of someone they know, so they can get anonymous help in real time.

2 Share insights from the first year of our schools project, to ensure the sector benefits from what we learn.

3 Advocate for a better response to young people with harmful sexual behaviour and using what we know works for young people, shape our response to families who fall through the gap in support and service provision.



Advocacy, communications and campaigns: influencing policy and public debate, driving awareness

Children are best kept safe from sexual abuse when the people around them act in their interests - it can't be left to children to protect themselves. Everyone has a part to play and everyone can benefit from support and information about how best to do that. The aim of our advocacy, communications and campaigns work is to get the right child protection information to the right people at the right time.

Advocacy

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse. We bring our understanding of what works to protect children to the widest possible audience – to policy-makers, journalists, and partner organisations in the UK and overseas. While drafting a new advocacy strategy this year, we have continued to work with partners to encourage a preventative approach to child sexual abuse.

We have engaged with the Home Office as part of a commissioned report into the provision of child sexual abuse perpetrator prevention programmes and submitted details of our programmes as well as taken part in interviews. We are a member of the Tackling Child Sexual Abuse Strategy Third Sector Stakeholder Group and work with partners in government and law enforcement on the Child Sexual Abuse Prevent Board.

We worked with WeProtect Global Alliance as they developed their Global Threat Assessment and sat on their steering committee. The publication included a case study of our deterrence work with MindGeek and we supported promotion on social media.

With NWG Network and Tink Palmer, safeguarding consultant, we created the Indirect Victims Group which is looking at ways to improve the response to and services for families affected by the arrest of a loved one for online offending behaviour, and are encouraging the creation of a directory of resources for those in this position.

We were one of more than 50 organisations to sign an open letter to Facebook calling for more transparency on how they plan to make the platform safer for children. The letter was coordinated by NSPCC. We also signed a letter coordinated by ECPAT International in support of Apple's proposed (then withdrawn) changes to its security and signposting, aimed at protecting children.

Communications

There is no one-size-fits-all approach to preventing child sexual abuse and we work with multiple groups who have very specific needs. This has meant that our services and programmes, including our websites and brands, have expanded over the years. To make sure the people who need our help can find what they need when they need it, we have commissioned a review into how best to present our identity, which we expect to complete next year.

Press

Working with the press helps us reach new and wide audiences and share information about our services, explain our work and raise awareness of the help and support we offer.

As part of this year's annual deterrence campaign (see below), despite a challenging media landscape, we achieved 291 pieces of media coverage including Sky News, The Guardian, Mail Online, The Independent, The Telegraph and STV – a record amount over the seven years the campaign has been running.



Outside of that campaign, we work with journalists across news, features and documentaries to provide quotes and expert context on a range of topics around child sexual abuse, offering us an opportunity to expand our reach. Over the last year, we have been covered in around 170 articles across the UK. Highlights include:

- we supported the launch of the Centre of expertise on child sexual abuse report: The scale and nature of child sexual abuse: Review of evidence 2021, and our CEO, Deborah Denis, was quoted in the press release and ITV coverage
- we were involved in a Guardian article about the impact of ‘the knock’ on families, which quoted Principal Practitioner, Michael Sheath, and included a link to our website, as well as information from Professor Rachel Armitage about her research using our Family and Friends Forum
- Michael Sheath was also interviewed on BBC News about an IICSA report on child sexual exploitation by organised networks
- we commented for The Sun’s Dear Deidre segment for a reader who was concerned about the sexual behaviour of a family member. The article directs anyone with concerns to contact our confidential helpline for advice and support.

Marketing

Marketing is a vital way to reach a wide range of people including in schools, professionals and supporters with information about how best to prevent child sexual abuse and also about our training and other services.

In 2020/21, we rapidly increased our marketing output to offer support to all those who needed it during COVID-19 lockdowns.

Though 2021/22 has seen our work reduce from that peak, we sent emails more than 439,000 times to people signed up to receive information and advice from us – still 42% higher than 2019/20 but 33% lower than 2020/21. Engagement with our emails continues to be high, and people clicked on the information in our emails at more than double the industry average (9.2% versus 4.1%, and up from 8.5% in 2020/21).

Websites

Our websites give help and support to different groups and make sure the public and professionals anywhere in the world can get the information they need when they need it. Combined, these websites had more than 1,040,000 users from across the world, with high engagement.

Our Stop It Now! website had over 622,000 users from across the world, including over 312,000 to Get Help and over 71,000 to Get Support. This is a large increase on last year and due to several factors including campaigning, digital advertising and improvements to organic search.



Get Support

Self-help for people worried about their own or someone else’s sexual thoughts or behaviour towards children.

Over 71,000 users (71% increase)
Over 3,900 sessions of more than 10 minutes (59% increase)

Get Help

Self-help for people worried about their own or someone else’s online sexual behaviour towards children.

Over 312,000 users (282% increase)
Over 9,500 sessions of more than 10 minutes (88% increase)

Family and Friends Forum

Peer support for people affected by a loved one’s online sexual offending against children.

Over 39,000 users (13% increase)
Over 46,600 sessions of more than 10 minutes (47% increase)

Parents Protect

Advice, support and information for parents and carers.

Over 276,000 users (8% decrease)
Over 7,900 sessions of more than 10 minutes (6% increase)

Blog posts

We continue to use our blog posts as a way to communicate charity news, updates and our work with our website users, supporters and followers, and support our advocacy work.

Over the last year, we published 11 blog posts across our websites. These posts included information on our latest online child sexual abuse deterrence campaign, our first Faithfull Paper on the subject of live chat, and raising awareness of our new Wales resources.

Our blog posts had 70,099 combined pageviews, up 116% from the previous year (32,458 pageviews).

116% up
on Blog post
page views
from the
previous year

Campaigns

Preventing online child sexual abuse through deterrence messaging

This year saw the seventh phase of our campaign to deter people from viewing sexual images of children and having online sexual conversations with children. Online offending is a huge and growing problem and this deterrence approach is supported by law enforcement and governments.

Each phase is independently evaluated, which contributes to the strategic planning of the next phase. Using analysis of helpline call records and online surveys, evaluation of phase 6 (which finished in June 2021) found:

- **The campaign drives users to our resources to help stop offending.** The majority of unarrested offenders reported positive changes in their attitudes or behaviour – including stopping offending – since seeing or engaging with our campaign or resources, and increased awareness of the personal and legal consequences of their actions.
- **There was a good level of repeated engagement, and intention to continue engaging, with Stop It Now! services among offenders.** Similarly, intention to make, or keep making, changes was high among unarrested offenders.
- **Unarrested offenders reported high levels of confidence in their ability to change, and many attributed this to Stop It Now! and the resources available to them.** Among repeat callers to the helpline, confidence was higher than for first-time callers, showing the value of repeated engagement, which was strongly supported by helpline operators.
- **The Get Help modules also had clear value,** with all offenders who completed the post-module surveys reporting that they felt the module had helped their understanding of their thoughts and behaviour.

Running between February – May 2022, phase 7 aimed to build on these results. To the end of March 2022:

- **We achieved 291 pieces of coverage from our press release publicising a doubling in contact to our helpline and self-help resources about online offending.** The press release included a quote from DCC Ian Critchley, the National Police Chiefs’ Council lead for child protection
- **We worked with partners across the UK to extend our reach, including with NSPCC’s Together for Childhood project in Plymouth and Stoke and Staffordshire, and police forces including in the North West, South Wales, Surrey, West Mercia and West Midlands.** These partnerships included workshops with professionals, press engagement and digital advertising, and each brought an increase in traffic to our online resources from each area.
- **We created a new module for people worried about their own online sexual behaviour, about adult pornography.** This is much needed because many of the men we work with tell us that a heavy legal pornography habit preceded their offending. We began a review and refresh of our resources for families and friends concerned about a loved one’s online behaviour following research with people with lived experience.

In 2020 we began a collaboration with MindGeek, owner of adult pornography websites including Pornhub. People who search for illegal content on their website now receive a clear message about the illegality of sexual images of under 18s; the harm done to victims; and about the help available to stop through our confidential helpline and Get Help self-help resources.

Between 1 April 2021 and 31 March 2022, over 136,000 users from around the world, including 2,100 from the UK, clicked through to our website after seeing a deterrence message.



Reaching parents and carers

In summer 2021, with funding support from The Dulverton Trust, we ran a campaign to provide parents, carers and families with information and support to help keep children safe during the holidays.

We used a range of platforms including Facebook, Instagram, Twitter, YouTube and LinkedIn, and sent marketing emails to our supporters and schools across the UK. We published a blog post, which included information, support and advice, and tips to begin difficult conversations. Based on what we learnt, we ran a similar campaign during the following Christmas school holidays, but on a smaller scale.

Across the campaigns:

- Digital adverts were seen over 3,700,000 times
- Over 10,000 people visited our blog
- Over 3,600 people clicked on the information in our marketing emails
- Our harmful sexual behaviour prevention toolkit had over 11,700 users visit the page

External campaigns

We supported the Cabinet Office in their production of a website and campaign to help parents, carers and professionals know what they can do to prevent child sexual abuse. Our Parents Protect website and Stop It Now! helpline are both signposted to by the campaign.

Along with Barnardo’s, the Marie Collins Foundation and others, we have been working on a campaign to call for social media companies to put child sexual abuse prevention at the heart of their plans for end-to-end encryption. The campaign was featured in the BBC and Guardian, amongst other outlets.

Over
3,700,000
digital adverts
were seen

Last year we said...

- 1 We will continue to develop and expand our online child sexual abuse deterrence campaign, looking to provide help and support to families of people who have offended or who might.
We worked with partners to generate more press coverage during our most recent campaign than in any of the previous six phases.
- 2 We will streamline our websites to make sure everyone who needs us can find the help they need when they want it.
We made modest changes to our websites while we await the outcome of a review into our identities which will inform a new digital strategy.
- 3 We will create and implement a strategy to advocate for prevention and deterrence initiatives in the UK and globally.
Our new strategy has been drafted and is ready for implementation.

This year we will...

- 1 Continue to deliver our deterrence campaign, learning from previous evidence and research to best engage offenders and those at risk of offending.
- 2 Launch our advocacy strategy, which will underpin our work to promote a preventative approach to tackling child sexual abuse.
- 3 Deliver two 30th anniversary year projects – 1) complete the review of our identity, brands and services to increase reach, and 2) begin a refresh of our digital assets.

Protecting children in Scotland: Stop It Now! Scotland

Stop It Now! Scotland is the only organisation focused exclusively on the prevention of child sexual abuse in Scotland. The team works across multiple strands of work and with partner agencies, government departments and law enforcement agencies to keep children safe.

Tackling technology assisted harmful sexual behaviour

A recently published study looking at the experience of children aged 13 to 17 across three Scottish high schools found that two-thirds of girls experienced some form of sexual harassment or abuse from peers over the previous three months (Sweeting, et. al. 2022). A considerable proportion of this harm involves harassment and exploitation on social media and online platforms. In a year when media coverage of Everyone's Invited revealed the endemic levels of peer-initiated sexual harm in our schools, we completed our evaluation of a three-year project focusing on preventing of technology assisted harmful sexual behaviour in young people.

The numbers

The Reducing Online Sexual Abuse Project (ROSA) was funded by the RS MacDonald Trust, and worked with 67 young people over three years who were referred by social work and schools because of technology-assisted harmful sexual behaviour.

We then took what we learnt and collaborated with young people in Shawlands Academy, a busy high school in the Southside of Glasgow, to develop initiatives that prevent sexual abuse before it happens. These included changes to the relationship and sexual health curriculum for all years in the school, parent workshops and a portal to allow young people to get anonymous advice from Stop It Now! Scotland staff.

An independent evaluation of the project was completed by the Children and Young People's Centre for Justice at the University of Strathclyde, which concluded that:

"The style and content of the ROSA programme was valued by the young people and parents, and efforts were made to adapt this to individual needs and preferences wherever possible... Short-term outcomes were very positive, with young people and parents/carers articulating positive benefits for their own personal development as well as online knowledge, skills and confidence... The whole school capacity building work was the most affected by the COVID-19 pandemic, but also showed the potential for significant reach, and appears promising in both preventing and responding to technology assisted harmful sexual behaviour".

Lessons from the project about how to tackle and prevent technology-assisted harmful sexual behaviour in schools have now been included in a training programme for teachers that has started to be rolled out by Education Scotland to all high schools.

Direct work to protect children

Work with adults who present a risk of harm to children is at the heart of our work, and this year more people attended our groups than ever before.

The numbers

We ran six Inform Plus groups with 65 people attending. For those who completed evaluations, there was an average of a 71% increase in mental health and wellbeing scores, a 29% improvement in being able to manage problematic behaviour and a 58% improvement in being able to see a positive future.

A further 10 people attended Breaking the Links, our adapted version of Inform Plus for adults who have themselves experienced trauma. Those who attended described an average of a 40% reduction in suicidal thoughts and feelings during the group.

We also provided eight clients with a regular counselling service from our psychologist, and six other clients with cognitive behavioural therapy-based sessions from our post graduate student on placement. This counselling has been accessed by individuals who have offended, as well as their partners.

This programme was very helpful and has helped me make the changes in my life to deal with past trauma and improve my relationships in the future.

Breaking the Links participant

The course has really helped me focus and identify why I started to go online and act in the manner I did. It also made me aware that there were victims of my offending which I did not appreciate. The group enabled me to realise that I am not alone and I have been able to share experiences and the situations that arose without any prejudgement.

Inform Plus participant

Case study: Raymond's story

Raymond, 41, a senior manager in the private sector, contacted us after being arrested for viewing sexual images of children online. He was suicidal and could not explain why he had offended. Raymond had been with his wife for many years, but felt insecure within the relationship and described feeling lonely when staying away from home on business trips.

What we did

Raymond attended the Breaking the Links programme. We helped him to understand the criminal justice system and what would likely happen next. We encouraged him to access mental health support and over a number of weeks he became more stable and more able to consider what may have contributed to his offending behaviour.

We explored how his offending had resulted from a complex combination of factors, including his past experiences of being sexually abused as a young boy by an older teenager that had never previously been disclosed, explored or processed.

The outcome

By participating in the programme, Raymond was able to see how trauma can impact on development and adult ways of coping. He started to identify that some of his traits or ways of relating, for example anger or aggression, were linked to his unresolved experiences. The shame he had felt about that experience, at a significant stage at the very start of adolescence, had impacted in ways he had not acknowledged before. Understanding this helped Raymond to make sense of his ways of coping, his emotional management and his relationships.

Raymond still experiences difficulties with his mental health, uncertainty about his sentencing and the future of his relationship, but he has consistently been confident that he will never offend again. His participation in Breaking the Links helped him understand why he offended and significantly improved his ability to manage his emotions whilst gaining significant personal insight.

I cannot speak more highly of Stop It Now. I would say that if it was not for the involvement, I would not be here. The ongoing support and guidance to myself and my family has been second to none. I genuinely wish I was not needing the support, but it has been invaluable.

Raymond, Breaking the Links participant

Family work

This year, we worked with 81 family members of people arrested for online offending. 16 attended two Inform groups and others were offered individual programmes of work and support, involving 385 Zoom sessions.

At the darkest time of my life, when I was in shock after finding out what my husband had done, Stop It Now! offered us hope - hope that we could get through this as a couple. Then, when my world ended, and I was left alone, and the darkness was overwhelming, Stop It Now! offered me hope again, that I could carry on. I had to, for my children.

Inform participant

We also started to work directly with children who have been affected by the arrest of a family member for an online offence, as well as provide dedicated support to non-offending parents. We worked with nine families and directly with two young people.

Advocacy and policy

One of the main barriers to tackling child sexual abuse is that statutory services typically focus on abuse after it has been identified. This year we redoubled our efforts to ensure that practitioners and policy-makers understand that child sexual abuse is a preventable public health issue. Influencing and advocacy is increasingly becoming a central part of our work.

Key highlights include:

- **Our partnership campaign with Police Scotland to deter online grooming – #GetHelpOrGetCaught** – winning 'Campaign of the Year' at the 2021 Scottish Charity Awards.
- **Presenting evidence at a Scottish Child Abuse Inquiry roundtable event:** Preventing Abuse of Children in Care: The Psychology of Offenders.
- **Presenting evidence on online harm at a ministerial workshop** on the Online Safety Bill hosted by the Minister for Children and Young People.

- **Consultative support to North Ayrshire Council** in developing the first local authority strategy for tackling child sexual abuse.
- **Training to social work students at Glasgow Caledonian and Napier Universities** on preventing child sexual abuse.
- **Training to Fife Ecology Centre, Edinburgh College, and Befriend a Child Charity** in Aberdeen on situational prevention of child sexual abuse.
- **Establishing a Child Sexual Abuse Prevention Network** to encourage greater sharing of learning about better protection of children from sexual harm. Members include Police Scotland, SOLD Network and Survivors Voices.
- **Chairing the Scottish Government's assessment and intervention workstream** in relation to adolescent harmful sexual behaviour.

Last year we said...

- 1 We hope to take the learning from our ROSA project and use that to drive good practice in responding to and preventing adolescent online harmful sexual behaviour across Scotland.**
We've shared lessons through multiple networks including through chairing the Scottish Government's assessment and intervention workstream in relation to adolescent harmful sexual behaviour. In 2022 we will hold a major online conference on this subject for up to 1,000 attendees.
- 2 We plan to offer a wider range of training courses in the year ahead to help build professional confidence in preventing and responding to child sexual abuse across Scotland.**
Training courses have been delivered to a variety of organisations including statutory agencies, charities and within education settings.
- 3 Our lease ended in 2020/21 and we are settling into new offices in Edinburgh. Ensuring our work is sustainable and delivered in a safe manner are priorities for the year ahead.**
Despite challenges of COVID-19 lockdowns, we have settled well into our new offices which are larger and more appropriate than previous premises.

This year we will...

- 1** Develop a strategy for our work with children and young people in relation to harmful sexual behaviour over the next three years.
- 2** Publish an analysis of 800 online offenders that we have worked with over the last 10 years.
- 3** Produce a report on our training to child facing organisations about prevention of child sexual abuse, sharing ideas that organisations have implemented to better protect children from harm as a result of this training.

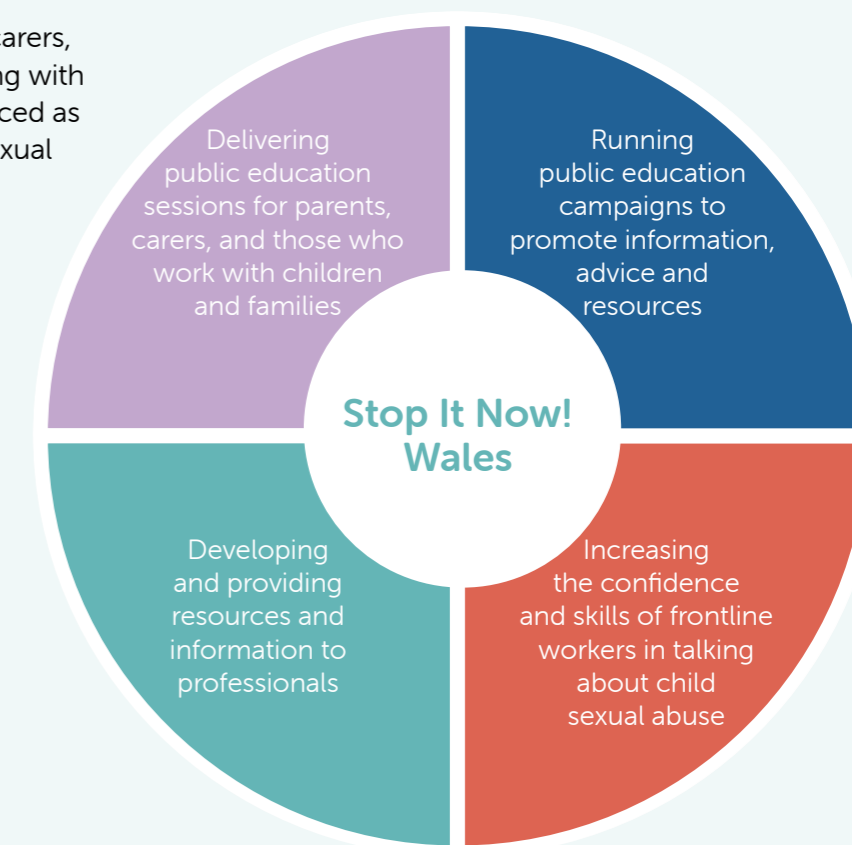
Tackling child sexual abuse in Wales: Stop It Now! Wales

Stop It Now! Wales works across the country to increase the protection of children from sexual abuse. Since 2008 the team have worked with the government, charities, frontline services and the general public to make sure everyone is doing what they can to prevent child sexual abuse from happening.

Keeping children safe from sexual abuse

This year was the second year of our government-funded 'keeping children safe from sexual abuse' project, aiming to prevent child sexual abuse and reduce adverse childhood experiences.

The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to protect children from sexual harm. We do this by:



The numbers

This year we:

- delivered 93 public education sessions to 249 parents and 740 professionals
- delivered eight train-the-trainer sessions to 47 people who work with children and families so they can run their own awareness sessions
- delivered nine webinars for professionals to 504 participants, covering 'preventing child sexual abuse and the Stop It Now! helpline' and 'technology assisted harmful sexual behaviour by young people'
- conducted eight consultation sessions with parents and sixteen consultation sessions with professionals to help feed into development of a resource toolkit and published the toolkit for practitioners which shares information and resources
- published specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBTQ+ children, all which were developed in collaboration with partner organisations
- conducted social media campaigns across Twitter, Facebook and You Tube to raise awareness and share information and resources, resulting in increasing traffic to our website, and issued four Stop It Now! Wales newsletters reaching more than 1,000 people
- published a partner pack so other organisations can easily share prevention information

Everyone who attended a public education session and provided feedback said they felt supported to protect the people that matter to them.

The great list of websites that were provided and the different types will be very useful to share with families I support. I was unaware of a lot of these websites and had no idea about the child friendly search engines so thank you for sharing these.

Prevention session attendee

Early intervention for vulnerable or at-risk families

This year was the second year of our government-funded project providing educational intervention for families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse.

The numbers

In 2021/22, we completed interventions with 56 families, which often involved working with multiple family members, including kinship carers and foster carers.

The interventions are tailored to participants' needs, giving them the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. By the end of each intervention, each family co-produces a family safety plan to help protect children in the future.

Complex cases

This year, the families we worked with presented with many complex needs including issues relating to domestic abuse, mental health and other health related needs as well as children with additional needs. We have found that working closely with the referral agencies, as well as any other agencies involved with the family, is vital. This often involves feeding into the wider work being done with families and sometimes attending case conferences.

Learning more about how perpetrators work was really helpful. I have learnt where to get help and support if I was concerned, like the Stop It Now! helpline. I have found it useful to start conversations with the family around this issue.

Early intervention participant

Excellent piece of work, thank you, the client has been provided with a safe, confidential space to develop insight and learn strategies to manage the identified risks. Thank you very much.

Early intervention referral agency

Case study: Alex's story

Alex, 45, was referred to the early intervention service by Children's Services. A single father to four children (two girls aged 13 and 10 and two boys aged 8 and 5), his 13-year-old daughter, Lucy, had been identified as at risk of harm.

Alex had contacted the police after finding out his daughter had travelled 40 miles on her own to meet with someone she had met online. After talking to her, he discovered she had also shared sexual images of herself with this person.

Children's Services were keen that Lucy received support, and that Alex received some educational work about the risk of harm. Alex himself was keen to learn how he could help protect Lucy in the future.

What we did

We conducted a series of sessions with Alex and, rather than become another service supporting Lucy, we worked with her existing youth support worker to provide advice and information and to ensure the messages for Alex and Lucy were complementary.

We conducted seven sessions with Alex, giving him space to talk about what had happened, discuss his current concerns and his worries for the future. He was concerned about the trauma his children had suffered through the death of their mother a few years ago. He was worried that without her he was letting them down; he said he had little knowledge of the internet and that he struggled to talk to his children about personal matters such as sex and relationships.

We worked with Alex to help him understand the internet and where the risks lie. We talked about how to recognise the signs in children that something might be wrong, and also what to look out for in adults that may pose a risk. A lot of time was spent discussing the grooming process – and what increases a child and family's vulnerabilities. We also helped Alex think through how he could talk to all his children about sex and relationships.



The outcome

At the end of the sessions, Alex co-produced a robust family safety plan to keep his children safe. This included using of a range of resources and books with his children, such as: 'Respect, Consent, Boundaries and Being in Charge of You' and 'Real Talk About Sex and Consent: What Every Teen Needs to Know'.

Alex said he felt he had the tools and skills to start having age appropriate conversations with his children about keeping safe. He was able to reflect that at times he had been too busy to put his children first. However, he said he now felt that he has started to have good open conversations with his children, especially Lucy. He said he is able to be more vigilant around her internet use and talk to her about who she is talking to and what she is doing online. He is also making himself more available to discuss any worries or concerns she has.

The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs. This year we delivered 22 sessions, reaching 220 people.

We also provided the five family centres in Conwy with child sexual abuse prevention books to complement our work with the centres.

Staff from Conwy Social Services joined a one-day professionals' training event on understanding and assessing the protective carer in the context of child sexual abuse.

I don't have experience of child sexual exploitation, however, I feel confident I can now recognise the signs and know better how to proceed.

Session participant

Advocacy and policy

We continued to act as joint secretariat of the National Assembly for Wales Cross Party Group on Preventing Child Sexual Abuse (Saving Futures) and supported the National Action Plan: Preventing and Responding to Child Sexual Abuse.

We also continued partnership work through the Stop It Now! Wales Action Group. Members are: NSPCC Cymru, Barnardo's, All Wales Schools Police Liaison Core Programme, Police Regional Child Sexual Abuse/Exploitation Coordinator, Cardiff and Vale College and Gwent College, Children's Society, Cardiff University, WISEKIDS, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST).

We presented at 'The Right to be Safe - Preventing and Responding to Child Sexual Abuse and Exploitation in Wales' conference and learning event held as part of National Safeguarding Week in November 2021. We reached 400 who attended.

Last year we said...

- 1** We will continue delivery of our government-funded project 'Keeping children safe from sexual abuse'. We will launch our bilingual toolkit for professionals, making resources and information accessible to those who work with children and families, and we will publish specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBT+ children, all developed in partnership with partner organisations.

All of the above has been achieved and will continue in the year ahead.

- 2** We will support more families through our early intervention project for vulnerable or at-risk families.

We supported 56 families across Wales – each resulting in the implementation of a family safety plan.

- 3** We will continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and we will be inviting new members to join the Stop It Now! Wales Action Group.

We fully supported the Cross-Party Group throughout the year.

This year we will...

- 1** Continue our government-funded project 'Keeping children safe from sexual abuse' project. We will digitise our bilingual toolkit for professionals, making resources and information accessible online for those who work with children and families, and we will work with British Sign Language experts to make our resources more accessible.
- 2** Support more families through our early intervention project for vulnerable or at-risk families.
- 3** Continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention, and engage in a roundtable to help plan for the future, as the National Action Plan for Preventing and Responding to Child Sexual Abuse is scheduled to come to an end.

Supporting professionals: training and consultancy

Child sexual abuse is complex, often happens in secret, and the signs can be hard to identify. People who work with children and families face challenges on a daily basis when it comes to identifying, responding to and tackling child sexual abuse. That's why we work to ensure those working with children and families develop skills and knowledge in order to better safeguard children and young people.

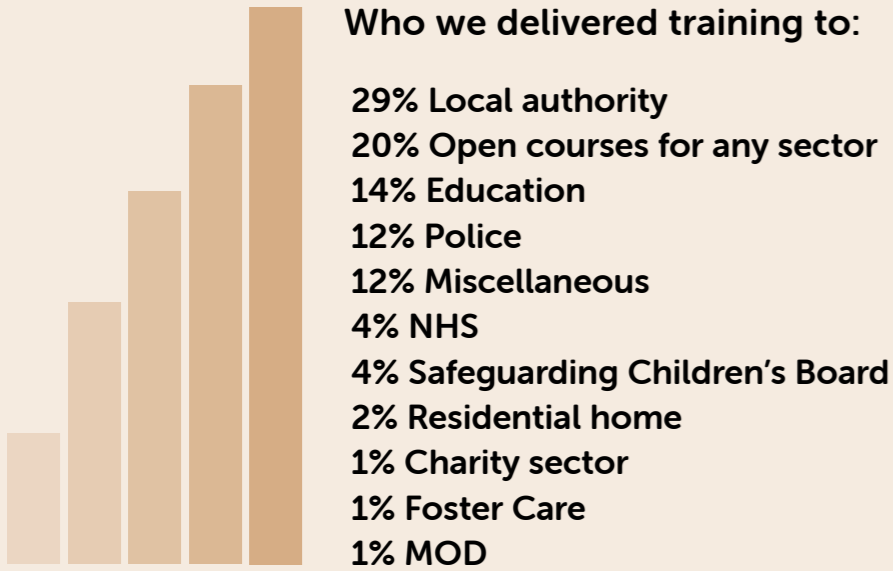
This year we worked with various agencies to deliver training that met their needs. Before the pandemic, almost all our training was delivered face-to-face; during 2021/22 almost all our training was delivered online. Our courses are delivered by experienced, skilled, clinical staff who share their practice-based insights. Our materials are continually refreshed and updated to reflect the latest developments, research and evidence.



The numbers

This year we provided 93 training events to 1,642 professionals, an increase on 2020/21 (59 events to 801 people), reflecting the demand for our vital services and our ability to deliver more efficiently when delivering online.

Our training programmes help organisations, professionals, frontline workers, volunteers and others working with children and families further their understanding of sexual abuse and sexual offending.



What we delivered (number of events)



Feedback from participants is consistently excellent and demonstrates the knowledge and expertise of our trainers and the relevance of the training we offer.

76% of participants said our training will make a great deal or a lot of difference to the way they do their job

90% said their knowledge of the topic improved

99% said their skills had improved

86% said their confidence had improved

96% would recommend our training to colleagues

Very well presented, very engaging and not too much jargon used.

'Understanding men who sexually abuse children' course participant

I thought this training was very informative and current to our roles. I think it was useful to consider the difference between problematic sexualised behaviour and harmful sexualised behaviour.

Promoting positive pathways for young people who have exhibited harmful sexual behaviour course participant

Material content is very useful; the sessions were fully interactive and going in to break out rooms enabled you to talk with and learn from each other as well as from the trainer.

Safer Recruitment participant

This training offers an insight not only into safer recruitment but into developing a whole-organisation approach to safeguarding.

Safer Recruitment participant

Case study: Training

We were commissioned by a local authority to provide specialist training to its practitioners, focused on undertaking assessments of people alleged or convicted of a sexual offence as well as other protective adults.

We prepared two training events, the first for 25 staff, offering a model to understand risk and risk assessment; up-to-date theoretical information; the relevance of denial; a framework for constructing a thorough assessment report; and the importance of balanced, critical analysis.

The first training event was principally centred on learning-by-doing practice opportunities. Participants received and gave feedback, the key aim being to build their confidence in actually applying the models (connecting theory to practice). The trainers also modelled interviewing techniques using a hypothetical case example.

The event was delivered over five days in two blocks, and all the key elements were achieved, enabling participants to feel confident about undertaking and writing assessments. Questionnaires confirmed a significant rise in participants' confidence in all areas and feedback was extremely positive.

The second event was a two-day course for Family Centre managers – the staff who would supervise the course participants. The second event reiterated the key themes and ideas. It aimed to increased supervisors' confidence and knowledge about the model staff had learned. Feedback confirmed participants found the training highly valuable and effective.

Last year we said...

- 1 Feedback tells us that our training delivery enhances the practice of other professionals and we want to further embed quality and impact measures into our training evaluation.**
Direct observation and feedback systems are in place for our trainers as well as development sessions and our training manager conducts regular reviews of evaluation themes.
- 2 We will promote our consultancy work and provide our expertise to support other organisations in their delivery of effective child sexual abuse prevention.**
Work has started on defining and publicising our consultancy offer for organisations though this remains a work in progress.
- 3 We will explore partnerships with other providers to enhance our delivery and reach more people, and we will offer a mixed economy of online and in-person training with an approach driven by offering quality delivery to a wide range of professionals.**
We have partnered with organisations to share our expertise and have responded to commissioner demand and preferences in terms of online or in-person training, having a particular focus on developing our online training skills.

This year we will...

- 1** Develop new training packages and review our current packages to ensure we continue to meet the needs of those we train. For example, we will start to offer two packages in relation to harmful sexual behaviour in pre-pubescent and teenage children.
- 2** Support existing and new staff in the delivery of training and webinars through internal reviews of our training, observation and analysis of evaluation data regarding the impact of our training.
- 3** Review our marketing and promotional strategy for training, organisational consultancy and webinars.

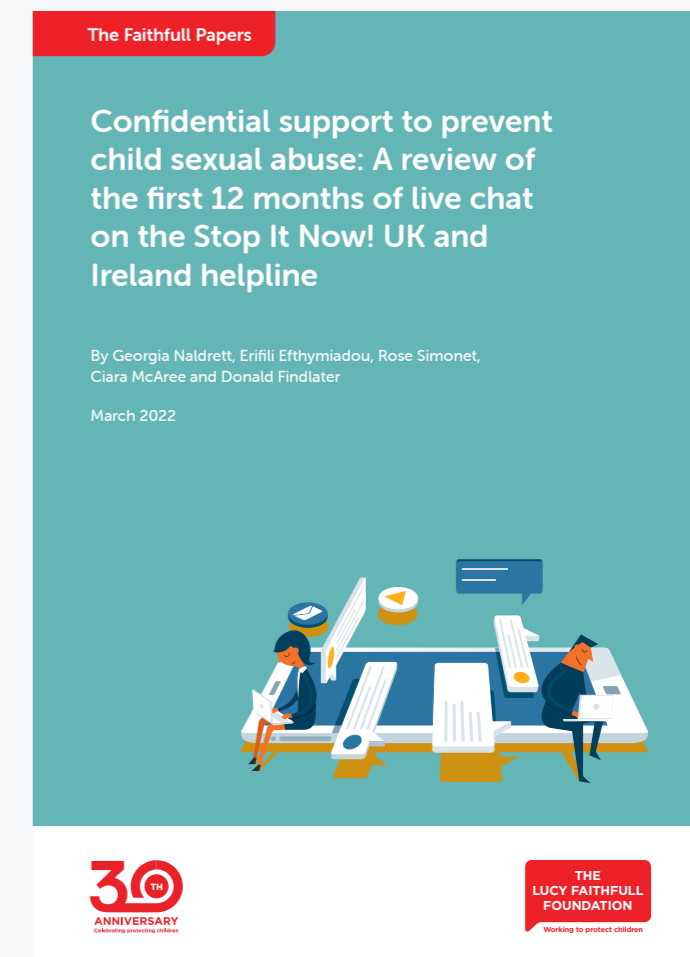
Research and international work

We research and evaluate our work to make sure what we do protects children, and we share the evidence with professionals and the public. We want to make best use of our expertise, our data and our insights, independently and in partnerships, to develop new strategies and interventions that help keep children safe. With 30 years of experience, it's vital we do all that we can to share what we know and learn.

Research and publications

This has been a landmark year for our research and development activities. We published the first of a series of reports titled the Faithfull Papers. These showcase our understanding of what works to protect children to the widest possible audience - to policy makers, to journalists, to researchers, and partner organisations in the UK and overseas. We plan to produce at least four reports a year.

Our first paper looked at findings from the pilot phase and first year of live chat as part of our Stop It Now! helpline. The report confirmed that the chat function seemed to have great utility in enabling younger callers and un-arrested offenders to contact us.



We received generous funding from Porticus UK and Oak Foundation that allowed us to appoint our first Head of Research and Evaluation who is focusing on ensuring that our programmes are robustly evaluated and measuring impact effectively.

Our research committee continued to meet regularly and a research policy – covering our internal research ethics process – and strategy was signed off by the committee.

Chair of Trustees, Mike Harris, Director of the Stop It Now! helpline, Donald Findlater, and Director of Stop It Now! Scotland, Stuart Allardyce, published an article ‘*Child sexual abuse and COVID-19: Side effects of changed societies and positive lessons for prevention*’ in the journal Criminal, Behaviour and Mental Health.

Donald and Stuart co-authored chapters in the book ‘*Challenges in the Management of People Convicted of a Sexual Offence*’ on the history of the Stop It Now! movement and sibling sexual abuse respectively.

An independent evaluation of our Eradicating Child Sexual Abuse test site work was completed by Professor Lorraine Radford of University of Central Lancashire. Professors Rachel Armitage and Nadia Wager of Universities of Huddersfield and Leeds respectively completed an evaluation of our Family and Friends Forum.

An analysis of 800 offenders who self-referred to Stop It Now! Scotland was completed with assistance from OnlinePROTECT and supported by a grant from NOTA. Findings will be published in 2023.

We continued to present at and attend workshops and conferences though these were typically online rather than in person because of COVID-19 restrictions.

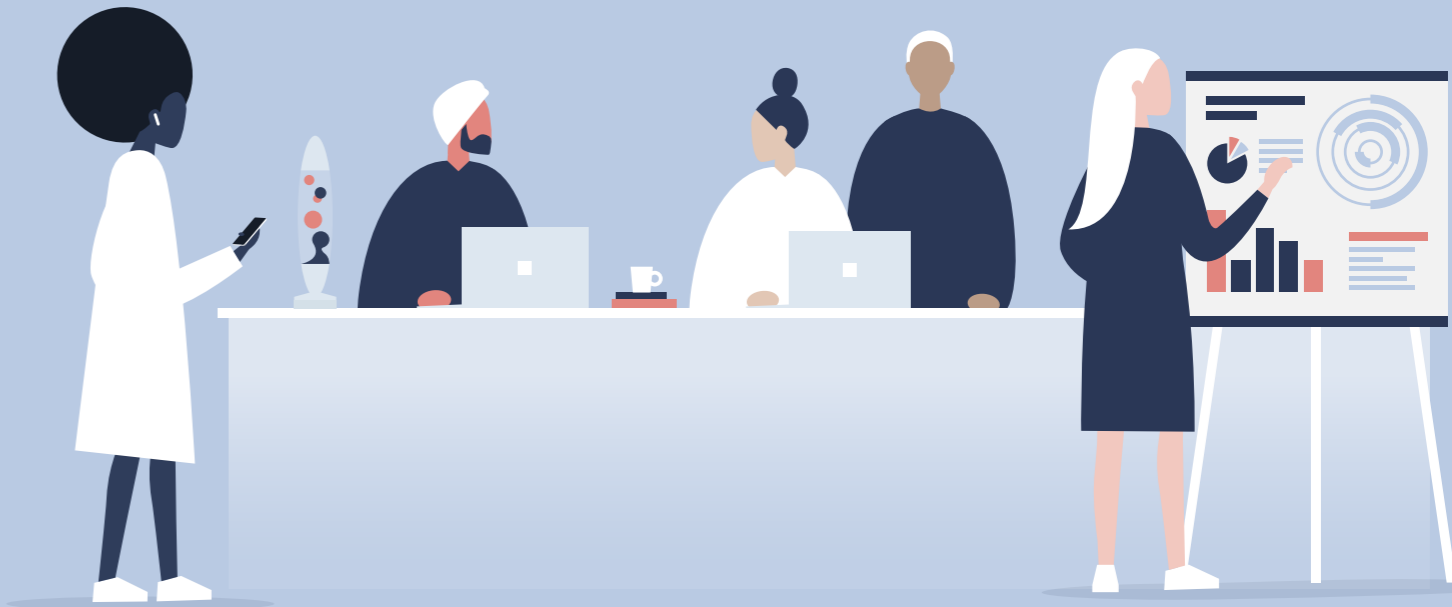
Stuart presented at International Safeguarding Conference run by the Vatican on prevention of child sexual abuse in faith and belief communities and the Rape Crises online conference on sibling sexual abuse. Donald spoke at a number of national and international conferences including the P-Word international conference organised by UK charity Naked Truth, tackling pornography use by those attending church. In addition, he spoke alongside David Finkelhor describing approaches to preventing child sexual abuse for professionals and policy-makers in Poland, organised by the Empowering Children Foundation; as well as a conference for child protection professionals on working with men and boys to prevent child sexual abuse in the Philippines organised by Center for the Prevention and Treatment of Child Sexual Abuse. Principal Practitioner, Mike Sheath, spoke at West Mercia Police ‘Partners’ Conference and the Stone King Law Conference.

Last year we said...

- 1 We will produce a research strategy which outlines our priorities around research over the next three years and recruit a Head of Research and Evaluation to help us deliver our ambitions.**
Our strategy is in place and our head of research and evaluation started with us in December 2021.
- 2 We will launch a series of insight papers, publishing ‘The Faithfull Papers’ alongside associated webinars to make what we know and learn available to others. These publications will synthesise learning and we will make it accessible for practitioners and policymakers across the world.**
We published our first paper on 12 months of operating live chat on our helpline.
- 3 We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.**
We were unable to host this event in 2021/22 and have plans to deliver our first conference in 2022/23.

This year we will...

- 1** Produce and disseminate at least four Faithfull Papers
- 2** Progress evaluation of our helpline, live chat and online self-help resources (Get Help and Get Support)
- 3** Complete and evaluation review of our programmes and initiate changes to how we measure outcomes in this area of our work.



International work

Our international work has been reshaped this year, as we focus on delivering two of our strategic aims.

- 1) Sharing our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support child sexual abuse prevention across the world, to ensure what we know and learn benefits children far beyond our own reach**
- 2) Sharing our insights with partner organisations and collaborate with them to develop further effective responses to child sexual abuse prevention, both domestically and internationally**

This year, we supported the development of Stop It Now! Ireland (see helpline section) and are working more closely with international Stop It Now! projects in the US, Netherlands and Belgium; as well as with similar perpetration prevention initiatives in other parts of the world. We are currently supporting colleagues in Australia to launch a Stop It Now! project in 2022/23.

The Eradicating Child Sexual Abuse (ECSA) project

In 2020/21, Oak Foundation and Neo-Philanthropy approved funding that enabled us to commission two reports central to our international work.

In the first, we recruited an external consultant to collect stakeholder views about on the ECSA website and advise us on its potential future direction and opportunities. Amy Crocker conducted the review and in May 2021 her final report presented analysis of data from desk review; interviews with 23 key participants from around the world including academics, policymakers, clinicians; and three LFF staff members.

The report concluded:

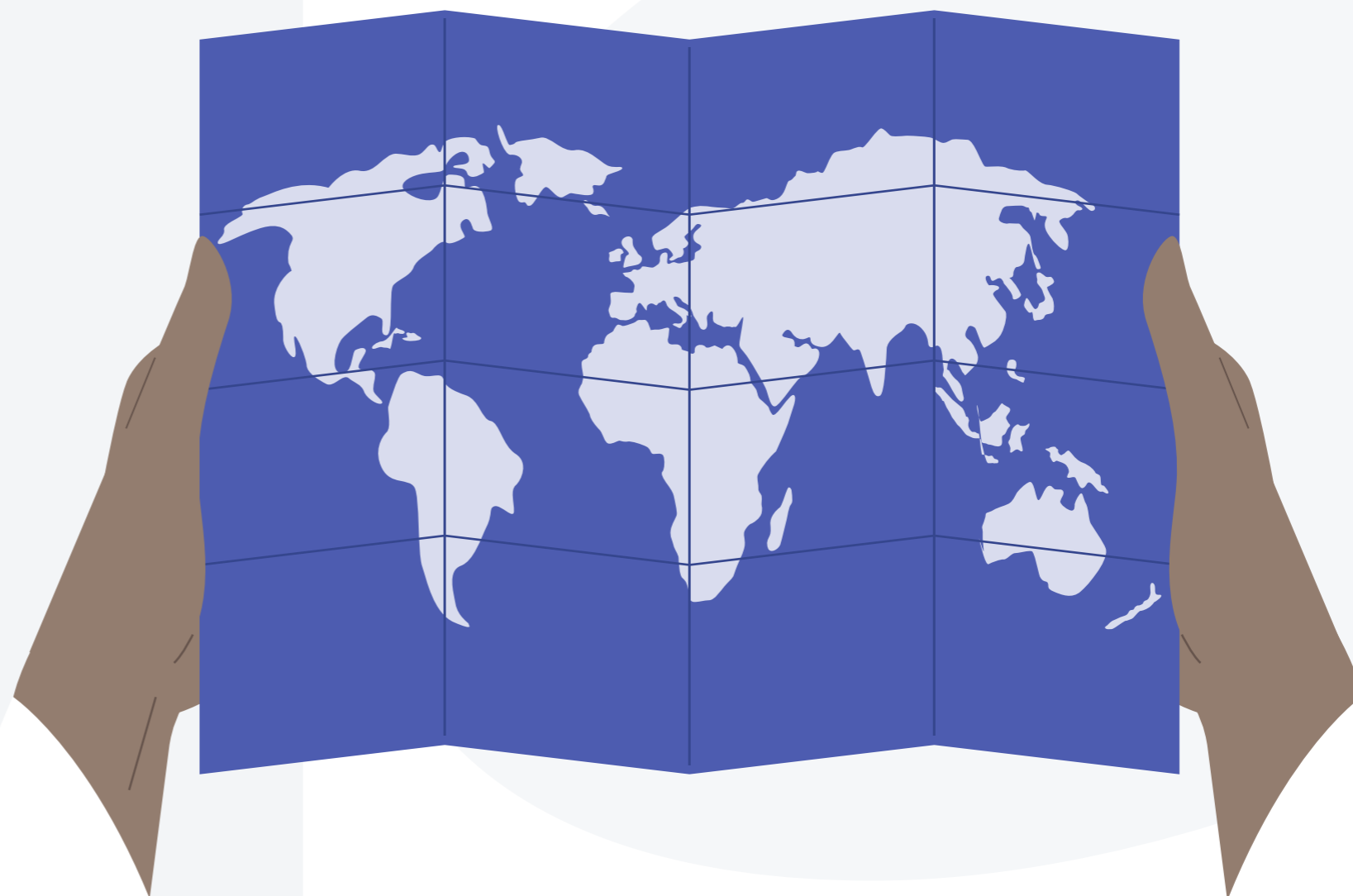
- Overall, feedback from interviewees was very positive. ECSA meets a clear need and has practical relevance for a range of stakeholders in different settings. It presents a large and diverse range of interventions with basic evaluation ratings. Despite the challenge of meeting diverse needs, ECSA's language and technical level is well pitched. That said, ECSA's greatest strength – its flexibility to meet the needs of different stakeholder groups – may also be its weakest link. The diversity of content that it offers means that ongoing updates are needed to keep it relevant, accurate and dynamic.
- The design and functionality were considered sufficient for the purpose and audience of the resource, although a more contemporary design with improved features and a more multimedia content such as videos and graphics were highly recommended. Language provision was presented as a potential and/or real obstacle to the broader dissemination of ECSA. In part, this was because the AI translation tool is not well signposted, but also because this does not extend to PDFs.

Priority recommendations on accessibility related to language provision, creating a network of trusted updaters, and adding more multimedia content to the website. On audience and positioning, recommendations related to a more assertive and targeted outreach strategy, including in languages other than English. And on governance, the Foundation has scope to explore one or a combination of three overarching governance models for the future of ECSA. These include:

- 1) Keeping ECSA in-house while working with external partners to update and develop the resource;
- 2) Entering into a collaboration or consortium structure with organisations offering similar resources; and
- 3) Transferring ECSA to another organisation with the resources and expertise to operate it long term in a more sustainable way.

These possibilities are currently being assessed.

The second piece of work, undertaken jointly with Stop It Now! USA, saw us commission colleagues at the Sexual Violence Research and Prevention Unit at University of Sunshine Coast in Australia, to catalogue the development of Stop It Now! projects in in the USA, UK and Ireland, Belgium and The Netherlands, and to explore areas of potential future collaboration. This report will be published later in 2022.



Last year we said...

- 1 We will share lessons from the evaluation of our international test site work so that other organisations and agencies can learn from both the successes and challenges in this work.**

The evaluation of this work has been shared online, and is being included on the ECSA website.

- 2 We will develop a strategy, using the work of our external consultant, for the future development of ECSA website as well as for additional international work including continued support for our test sites in Brazil and Bulgaria.**

We are currently assessing the options for the ECSA website. COVID-19 impacted our work on the ground in Brazil, but an analysis of online risks to children in Recife, Pernambuco and wider Brazil, undertaken by NGO colleagues and academics in Recife, is in final draft state along with a review of responses to these risks. In light of COVID-19 interfering with our on the ground delivery in Bulgaria for the last two years, colleagues from the NGO Demetra in Bulgaria have asked that we resume our consultancy and training in the year ahead.

- 3 We will publish a report looking at areas of strategic collaboration between different Stop It Now! helplines and campaigns internationally.**

This report is almost complete and will be published in autumn 2022.

This year we will...

- 1** Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.
- 2** Share our insights with partner organisations internationally and collaborate with them to develop further effective responses to child sexual abuse prevention, including supporting the launch of Stop It Now! Australia.
- 3** Develop a strategy, using the work of our external consultant, to secure the future development and utility of the ECSA website.

Fundraising

Our work to protect children from harm would be impossible without the generosity of our supporters. Every gift, no matter the size, has a big impact on us and our work, and we truly value the support we receive from people who share our vision.



A massive thank you to Southern Housing Group for choosing us as one of their charities of the year. Thank you to all their colleagues for raising an incredible £15,000 through different fundraising activities throughout 2021-22; we are incredibly grateful.

And a big thank you to two anonymous donors who donated £10,000 each again this year – your ongoing support is greatly appreciated.

Many thanks go to Rhys Jenkins, who took on the monumental challenge of running from John O'Groats to Land's End whilst summiting each of the three national peaks. Not only was Rhys able to complete this incredible run in a world record-breaking 23 days, 7 hours and 19 minutes but he also raised over £8,000 to support our work. We would also like to give a special thanks to Cerys, Rhys' wife, without whom this would not have been possible. We are extremely grateful for both of your support.

As a child, my wife, Cerys, was abused by a family member and as a couple we want to help in the fight to prevent child abuse. It is something that lives and thrives in the dark and if we can bring it forward into the light, talk about it more and make it less of a taboo subject then surely that will help to prevent harm and protect more children. As a survivor, Cerys researched a number of child sexual abuse charities, and Stop It Now! was the only one attempting to stop child abuse before it happened. It's a cause we both believe in and wanted to help.

Rhys Jenkins



Thank you to Gill Jones who ran the London Marathon. This was Gill's first ever marathon and she finished in an amazing six hours and raised over £1,200.

We are also hugely grateful to all the runners who took part in the virtual London Marathon across the UK for us. Between them they raised over £3,800, which is incredible, thank you.

My everyday work and passion is helping keep children safe from sexual abuse. So, when a crazy opportunity to run the London marathon presented itself I knew this was the challenge for me! My regular running distance was six miles so doubling that and a bit more was quite a leap! Plus, I'd never really wanted to run a marathon. Despite four seasons in one day I was thrilled to complete the distance and raise over £1,200 towards the Foundation's work.

Gill Jones

Finally, a big thank you to all of our fundraisers, who took on a variety of activities to support our work; from sky diving to half marathons; from a village fete to a company Christmas jumper day; and from 100 cartwheels to a dog doing 100 spins on her back legs for the Captain Tom 100 challenge. We are incredibly grateful for all your support in helping us raise over £20,000 – thank you.

Friends of The Foundation

We value all those who support our work to protect children from harm and our regular donors are a vital part of The Lucy Faithfull Foundation. We created the Friends of the Foundation scheme to show those who support our work regularly how much we appreciate them. Now in its third year we have more and more people signing up to be a friend. All those joining the scheme receive regular communications including our newsletters, a lapel pin, a pen and a copy of our annual report.

Comments from friends who have joined us this year:

“It is such a pleasure to contribute monthly to the good work of The Lucy Faithfull Foundation.”

“I will continue to donate and support The Lucy Faithfull Foundation, and I would be honoured to become a friend as I am a great believer that we can all make a difference and we all have a duty of care.”

Donations and grants

We remain grateful to the UK, Scottish and Welsh governments for their continued support of our work. We would also like to thank all of the charitable trusts and partners who have supported us throughout the year to develop and deliver our services.

We continue to be incredibly grateful for the support offered by Google through the donation of advertising credits and also the valuable provision of expert time to enable us to maximise this resource. We are also grateful for the credits received from Meta, to run targeted social media advertising campaigns across its platforms (Facebook, Instagram). Thank you to Bing for granting us advertising vouchers which we are very grateful for. This support allowed us to reach more people and brought in almost 130,000 users across our Stop It Now! and Parents Protect websites.

Without the vital support of our partners, funders and private donors, including service users, it would not have been possible to deliver our services to protect children from harm. Thank you, we are extremely grateful for your support.

Fundraising standards

We voluntarily subscribe to the Fundraising Regulator and follow its Code of Fundraising Practice. We regularly review the way we engage with our supporters and the public.

We work hard to ensure that we manage our money and other assets responsibly and do all we can to maintain our good reputation by being transparent and trustworthy. We pride ourselves on a high standard of ethical fundraising including adopting an opt-in only communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers. We have not received any complaints regarding fundraising. We are also registered with the Fundraising Preference Service.

Our senior management team and board of trustees monitor our fundraising activity including through our fundraising sub-committee. We continuously strive to improve and to ensure we address the latest challenges and effectively adopt updated regulations.

The contribution that fundraising makes to us is vital and we acknowledge the need to increase charitable giving and public donations to support our sustainability. We are committed to ensuring that those who support us understand our work, our impact, and how their money is spent. We have rigorous financial controls in place to ensure that donated funds are spent on the right activities, at the right time. We remain committed to maintaining our high standards and continue to promote good practice throughout our fundraising activities.

Protecting the vulnerable

We are committed to making sure our supporters are themselves fully supported in the true sense of the word. We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse, and we ensure that our engagement with those who may be considered vulnerable is sensitive and appropriate.

Our commitment to this is demonstrated through our opt-in-only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to regulation. The trustees are satisfied that we adhere to appropriate fundraising standards. We are registered with the Fundraising Regulator and follow its Code of Fundraising Practice.

Supporter data

We are committed to being compliant with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

Responsible use of personal data remains at the heart of our fundraising practice, meaning that we will contact only supporters who have given unambiguous and explicit permission for the charity to contact them for marketing activity, including fundraising support. Transparency is key, and we strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the heart of fundraising communications, we hope this will achieve a greater level of engagement, loyalty and value in the long term.

Looking ahead 2022/23

This year we received our highest income from charitable donations with a major increase in those raising funds for us through fundraising events.

This unrestricted funding is instrumental in advancing our work and delivering our strategic plan. We have reviewed our fundraising strategy and will focus on diversifying our income in the year ahead while building on the successes of this year. We will also launch a legacy giving programme and deliver fundraising activities as part of our 30th anniversary celebrations. We will continue to develop the incredible relationships we have with our funders and seek opportunities to create new ones.

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation ("the charity" or "The Foundation") for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

The Lucy Faithfull Foundation is a company limited by guarantee (company no. 02729957) incorporated on 09 July 1992. It was registered as a charity in England and Wales (charity no. 1013025) on 20 July 1993. On 23 September 2008, the charity was registered with the Office of the Scottish Charity Regulator (OSCR) (Scottish registered charity no. SC039888). The charity is governed by its Memorandum and Articles of Association which set out the charity's legal objectives.

Our strategic plan

Our 2020-2025 strategic plan outlines our key areas of focus. The strategy centres around three pillars – reach, research and advocacy. Here are our ambitions:

- **Reach: to ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.**
- **Research: to make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.**

- **Advocacy: to drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.**

A range of delivery plans sit beneath our organisational pillars to turn our ambitions into outcomes. Our strategy is reviewed annually to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Throughout the years, our website will feature updates and key achievements, making sure that our supporters, partners, funders and other interested parties can follow our progress, and be inspired by our work.

Management

The board of trustees, listed on page 121, is responsible for governance, overseeing our performance and providing strategic direction. The board ensures that all activities are undertaken to further our charitable purposes. The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the OSCR.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The annual report highlights the significant activities undertaken to carry out our aims for the public benefit.

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board. During 2020/21, board and committee meetings started to take place by video conference due to pandemic restrictions.

Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the governance, finance and general purposes committee and recommendation for their appointment is put forward to the full trustee board, which makes the final decision on appointments. The balance of trustees is kept under review regarding skills and diversity. The board places particular emphasis on appointing individuals who bring specific identified skills, and an induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of the Foundation.

Some trustees have been given specific areas for responsibility including diversity, safeguarding and fundraising. There are currently nine male trustees and five female trustees.

The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the Foundation. This has included an independent review of our safeguarding policy and practice which completed this year.

The board of trustees is responsible for setting the strategic direction of the Foundation. The board approves our strategic plans, budgets and reserves policies, and monitors and evaluates our progress against planned objectives and financial targets.

The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 125. As a team they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensure we remain sustainable as an organisation, and able to respond to changing trends and external factors.

Risk management

The board of trustees has responsibility for ensuring that there are adequate and effective risk management protocols and systems of internal controls in place to manage the Foundation's major risks and support the achievement of our strategic objectives. The board reviews and assesses the risks facing the charity on an ongoing basis. A risk register is maintained and updated by executive management. It is a working document which is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment.

Projects are regularly reviewed with particular attention to risk management, and a project review process ensures ongoing oversight. Quarterly reports are provided to trustees showing the progress of longer-term contract, grant funded projects, grant applications in process and short-term contract activity.

Awareness of the possible impact of risks on the charity enables the trustees to take all reasonable steps to minimise or remove risk and have appropriate controls in place. Each risk identified and the potential impact and likelihood is rated along with the mitigation strategies in place to manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults.

Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction.

Among the principal risks facing the charity include the longer-term impact of COVID-19 on local authority budgets (see section 'Reserves policy reflecting principal risks' on page 92).

Staffing changes

This year we had no staffing changes within the executive team. We did, however, increase our staff numbers by a net 14 full time equivalent staff. This included bolstering our practitioner team, with a particular focus on recruiting staff able to work with younger age ranges.

In December 2021, we recruited a head of research and evaluation to support our strategic pillar of research, and in January 2022 we appointed a schools lead to head up our new three-year project tackling harmful sexual behaviour in schools.

HR, pay and remuneration

The board of trustees has overall responsibility for our pay policy and the salaries of executive directors. This is exercised through the general finance and general purposes committee. The committee reviews terms and conditions of employment annually and recommendations are made to the board. The committee benchmarks executive pay against similar roles in the sector and approves pay and any annual pay awards in line with appropriate best practice standards.

We had planned to strengthen our pay processes in 2020/21, with support from external remuneration experts, however, this has been delayed and we plan to complete this work in the year ahead. This year, we continued to receive HR support from Croner, HR consultants, who provide advice and guidance on policy development and implementation and includes a support and advice helpline. This year we also started to implement HR software, Bright HR. This will be rolled out fully in the year ahead.

Information security

The importance of defending our IT systems from malicious attacks and protecting the personal data we hold from unauthorised access and misuse is fully recognised by the Foundation.

Security measures are in place to protect unauthorised access to IT systems and to carry out ongoing tests for potential vulnerabilities on the IT network. Policies and procedures are established for protecting data within the working environment. Our staff are operating from home and office and so we have updated our guidance to ensure personal data is not compromised. We have strengthened our response and resilience in the face of cyber security threats and will be working towards full cyber essentials accreditation in the coming year.

General Data Protection Regulation (GDPR)

This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee met monthly to implement a data protection action plan, developed with our expert data protection consultants. By the end of the year, many of our actions had been implemented and we moved to bi-monthly meetings. We operate a centralised data breach process and subject data request system, issue regular staff GDPR updates to all staff, and data protection is included as part of mandatory training and induction for all employees, with compliance monitored.

GDPR remains a trustee and senior management team priority. We have begun the process of documenting all our data assets, and how that data flows through our organisation with clarity about our lawful bases and retention policies. In 2022/23 we will complete that piece of work as well as migrate our data onto cloud-based storage to manage and share content safely and efficiently.

We had 17 reported breaches but only one needed to be escalated to the ICO and that was closed without a need for further action.

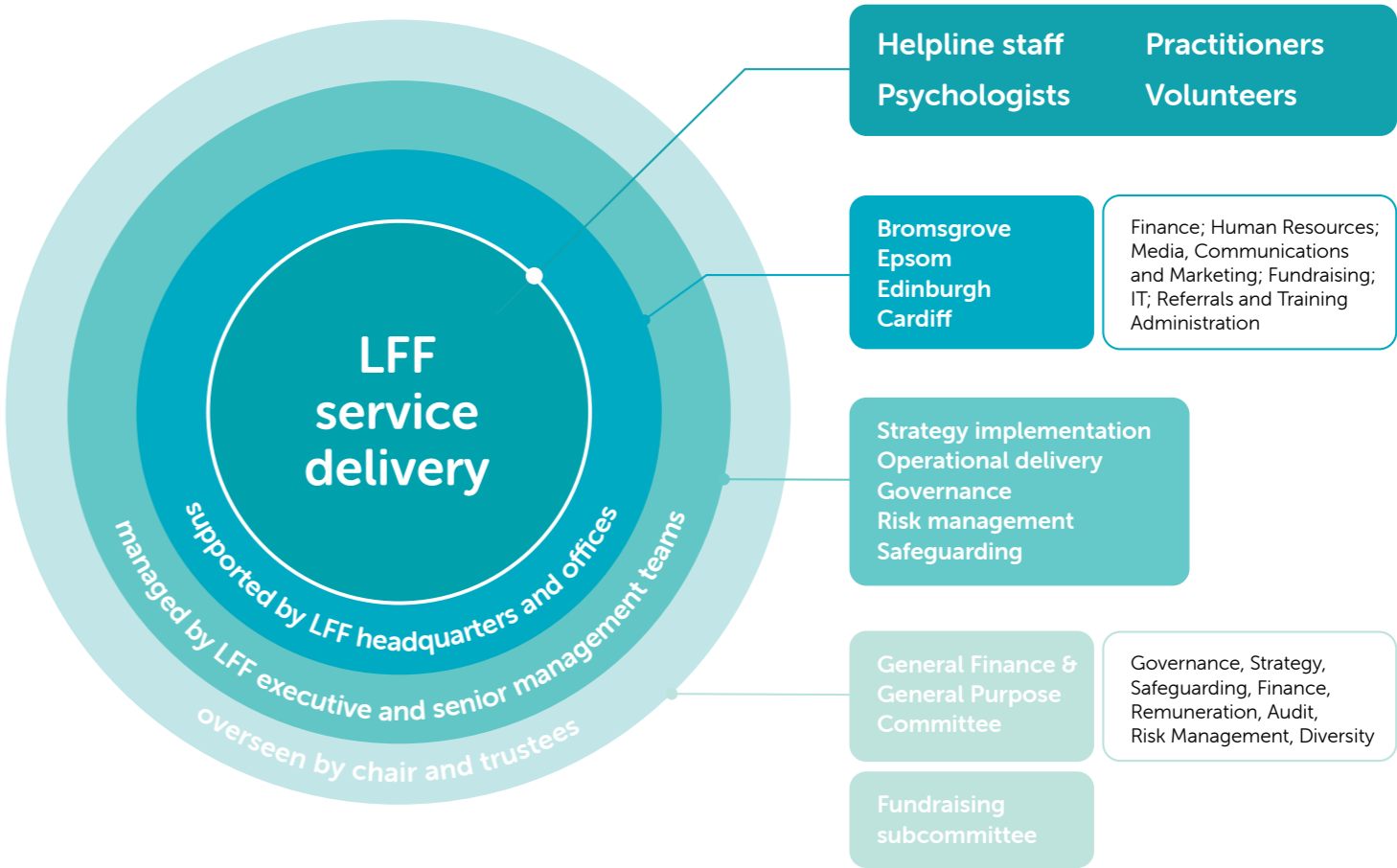
Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse and that the last two years in particular threw additional challenges at our teams. We have an Employee Assistance Programme (EAP) programme in place with Health Assured to provide staff with a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.

We are committed to listening to staff views in shaping the future of the Foundation and throughout 2021/22 we held a bi-monthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff ensuring all have access to regular and responsive supervision. Our wellbeing policy was refreshed this year and is now accompanied by an action plan. These actions will be completed in the year ahead.

LFF governance and management structure



Financial review



Overview

We had set a cautious 2022 budget to achieve £50,000 unrestricted surplus, anticipating staff absences as a continuing impact of the COVID-19 pandemic. We also had concerns that local authorities would find it harder to support family court work and we expected a return to more face-to-face contact, which reduces our staff capacity for service delivery.

Although these underlying issues remain, the financial impact has been more than offset by other factors and we ended the year with an unrestricted surplus of £315,720 (2021: £18,754).

The strategic plan has set us on a course for growth to extend the Foundation's reach, and we have been able to increase staff capacity through recruitment as well as diversifying our activities with new projects and new funders, growing our income – as well as our reach.

During the pandemic and throughout government lockdowns, our practitioners became skilled in online delivery while maintaining a quality approach. Working remotely also broke down geographical barriers enabling us to be more accessible to beneficiaries.

Although face-to-face contact did resume in 2022, remote delivery still dominated and reduced travel time has kept productivity levels high, enabling us to maintain higher margins on our fee-earning professional services (assessments, interventions, training and consultancy). We rely on these to ensure overheads are fully covered and replenish unrestricted reserves.

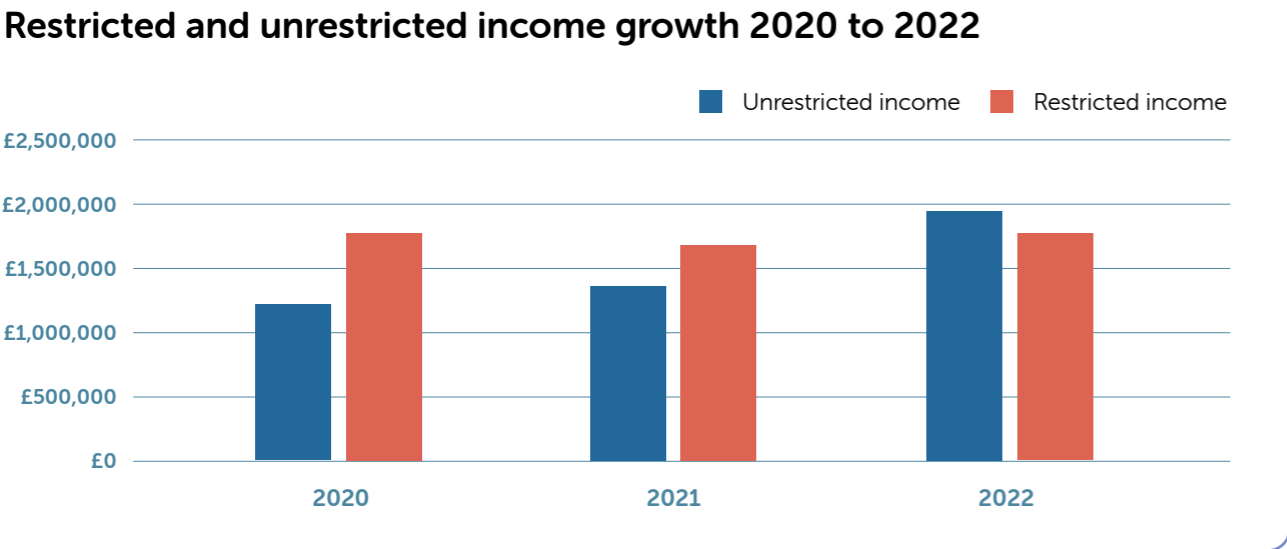
In 2022, we increased unrestricted reserves to £833,043 (2021: £517,323). After designating funds for specific projects, the free reserves amounted to £680,076, equivalent to just under 2.5 months of expenditure and moving us closer to our three-to-six months' goal. However, with plans for growth comes an increase in the level of reserves required each year and balancing the mix of our work will be crucial if we are to achieve this key financial objective.

Whilst the strategy urges us to be bolder and more innovative, we are mindful of the need to ensure we have sufficient staff resource to grow our fee-earning professional services so that it can continue to support reserves and provide us with the financial security we need to underpin sustainable growth.



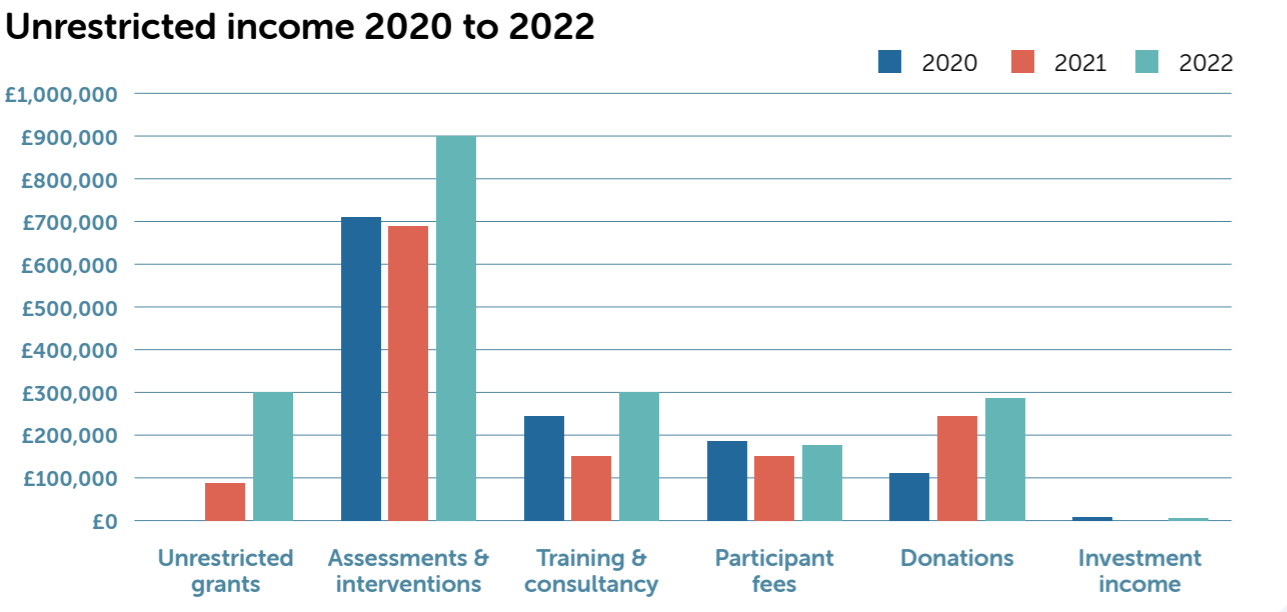
Income growth

In 2022 total income grew by 23% to £3,701,103 (2021: £3,015,615). Over the last three years, whilst restricted income has stayed relatively steady, unrestricted income has increased by 56%. Most of this increase occurred in 2021/22 with a year-on-year increase of £620,924 taking unrestricted income to £1,958,893 (2021: £1,337,969).



Unrestricted income

Looking at the income streams that make up unrestricted income, we have year-on-year growth across the board with the largest portion, assessments and intervention work, growing by 29% up to £901,492 (2021: £699,344).



Unrestricted grant income from charitable trusts

We received unrestricted grant income of £300,000 in 2022 (2021: £86,657). Last year was the first year we have benefited from this type of funding and it has been transformative, enabling us to develop and implement our strategic plan. This funding stream takes us beyond the short-term goals that project-based restricted funding supports so well, into much more long-term planning for expanded reach, advocacy and all-important research and evaluation work which has often been limited in the past due to lack of funding.

Assessments and interventions

Although the numbers of assessments we have completed are in line with the prior year and intervention cases are down 25%, we have total assessment and intervention income growth of 29%. This is due to referrals being increasingly dominated by more complex cases including referrals of children and young people – work that has been made possible by the specialist practitioners we have recruited over the last two years.

Training and consultancy

We are glad to see our training and consultancy work recover after the difficulties in 2021 with the impact of COVID-19. Fee income has doubled in 2022 with safer recruitment events making a significant contribution to the overall income increase of £151,161. Fees from this work amounted to £302,068 (2021: £151,907) which is also well ahead of the pre-COVID-19 income level of £238,774 in 2019/20.

Participant fees

Participant fees have increased by £19,628 to £169,420 (2021: £149,792) but this was off a low base and we are 4% down on 2019/20. Inform Plus attendees make up 90% of this funding and providing free or subsidised places to those who need them is an important aspect of our work, therefore growth in this income area is not necessarily desirable.

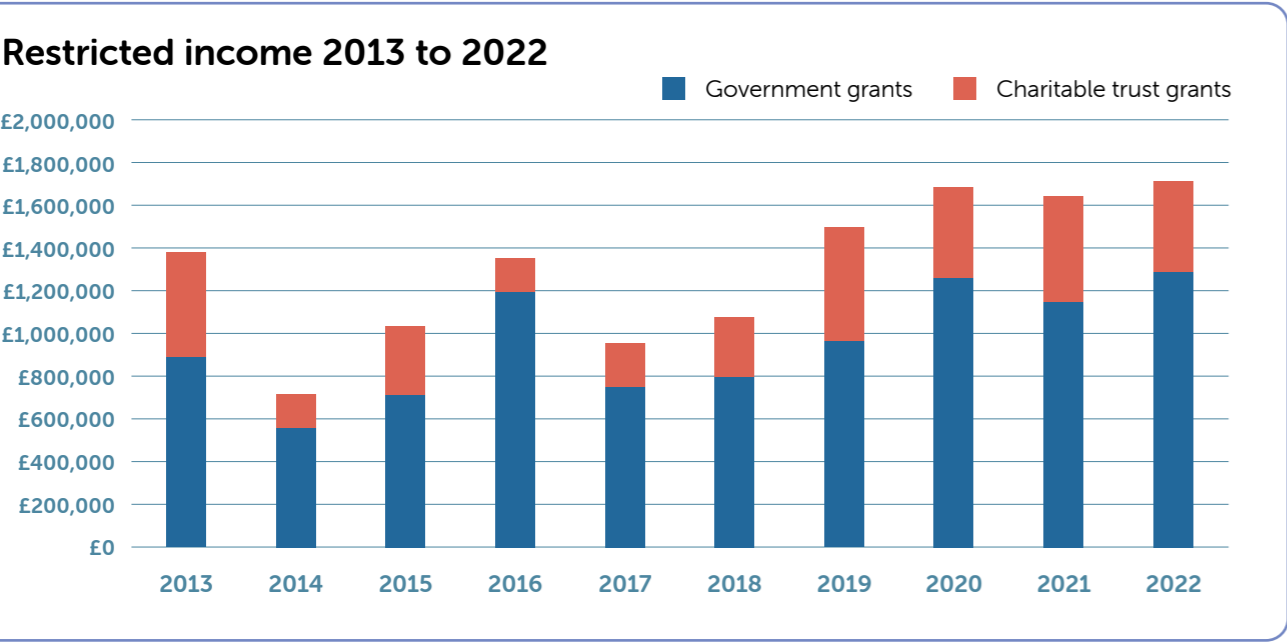
Donations

Donation income continues to grow, up £33,839 to £285,854 (2021: £252,015). We are pleased to see an increasing number of fundraising events which raised £20,161 in 2022 and the gift-in-kind free advertising from Google, Meta and Microsoft continues to increase, up 22% on last year.

Restricted income

Restricted income amounted to £1,742,210 in 2022 (2021: £1,677,646), and is split 75% government grants and 25% charitable trusts grants.

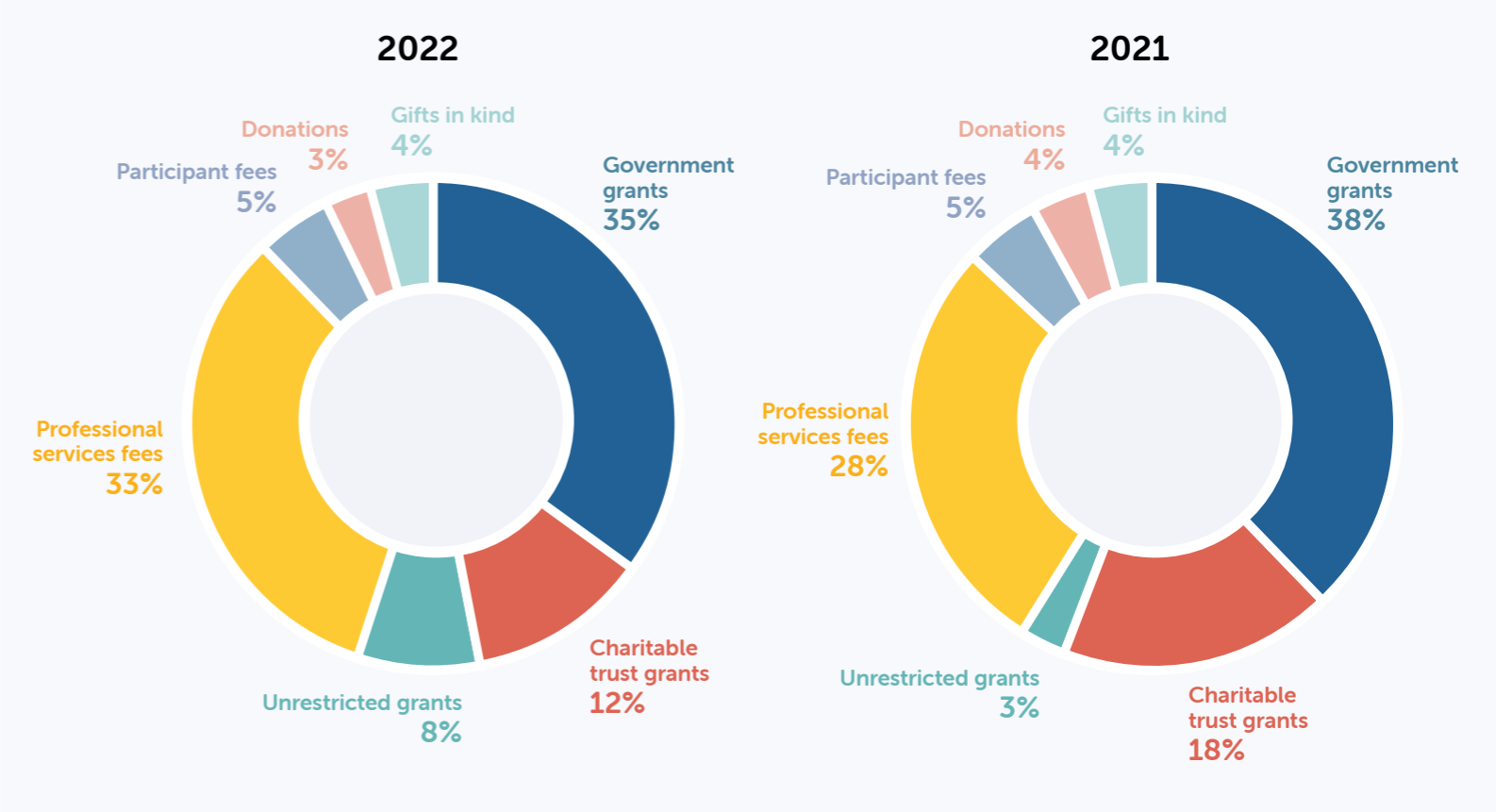
In the last 10 years, government grants have dipped as low as £580,417 in 2014 but are currently at £1,309,142 for 2022, up 14% on the prior year. This growth is mainly attributable to the Home Office commitment to our Stop It Now! helpline expansion.



Charitable trust income from restricted grants reduced in 2022 by 18% to £433,068 (2021: £528,943). Whilst government grants tend to run in line with our financial year the charitable trust funding does not and consequently the fluctuation in income levels in any one year is affected by the timing of the grant agreements and payment schedules, rather than simply a reflection of increasing or declining support levels.

Analysis of income sources

Looking at the split across the various income sources it is good to see that professional fees now accounts for a third of the Foundation’s income (2021: 28%).



Reliance on government grants in percentage terms has dropped to 35% from 38% in 2021 and 43% in 2020.

Unrestricted grants from charitable trusts have more than tripled in 2022, so that combined with restricted charitable grants, make up a significant 20% of the Foundation’s income (2021: 21%).

The unrestricted participant fees, donations and gifts in kind make up the remaining 12% of the Foundation’s income in 2022 (2021: 13%).

Raising funds

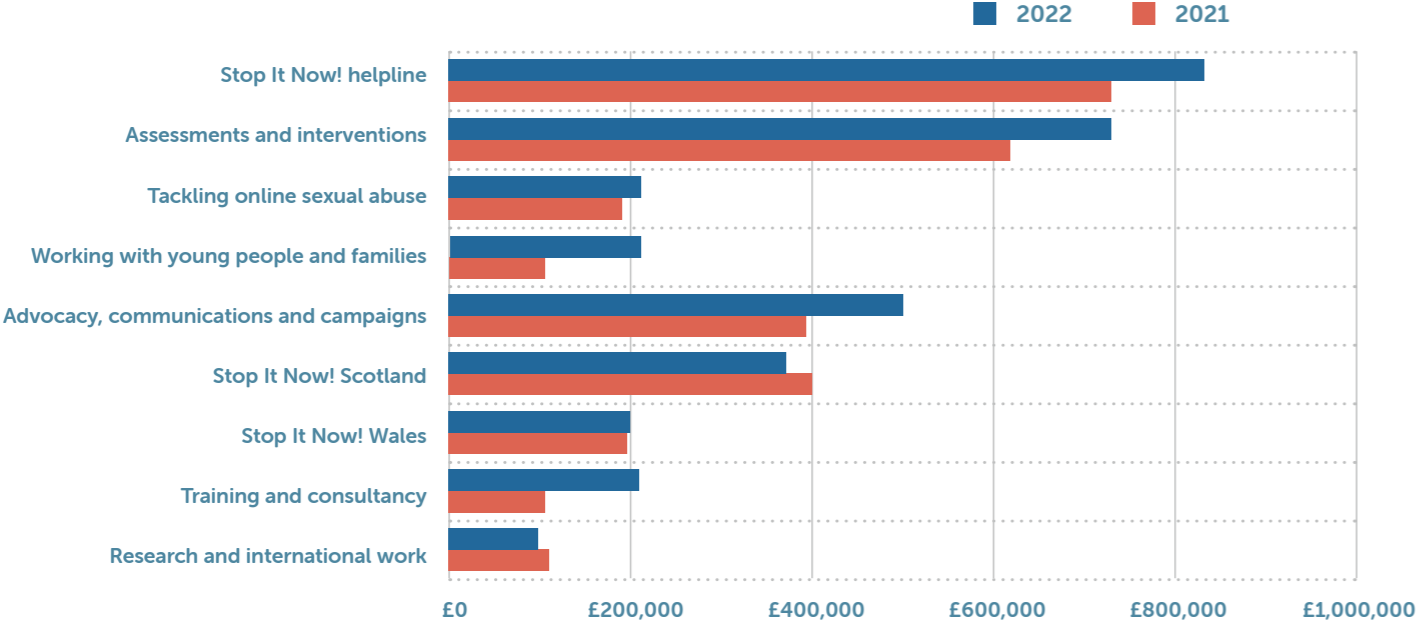
Fundraising costs reduced by 25% to £81,796 (2021: £108,615). This mainly reflects the change in staffing that occurred mid-way through the prior year rather than any recent change in the Foundation’s commitment to develop and expand our fundraising efforts. The grant funds secured for the forthcoming year are substantial and outlined in detail in the section, ‘Looking ahead 2023’, on page 88-92. These reflect well on the fundraising approach and the team’s success rate with funding bids.

Expenditure on charitable activities

During 2022 charitable activity expenditure amounted to £3,402,924, a significant 17% increase on the prior year (2021: £2,900,363).

The April 2021 staff salary increase amounted to only 2% so the growth in expenditure is primarily the impact of a net 14 FTE additional staff and reflects an increase in activity levels and service delivery that we see reflected in the increase in income earned and grant funding utilised in the year.

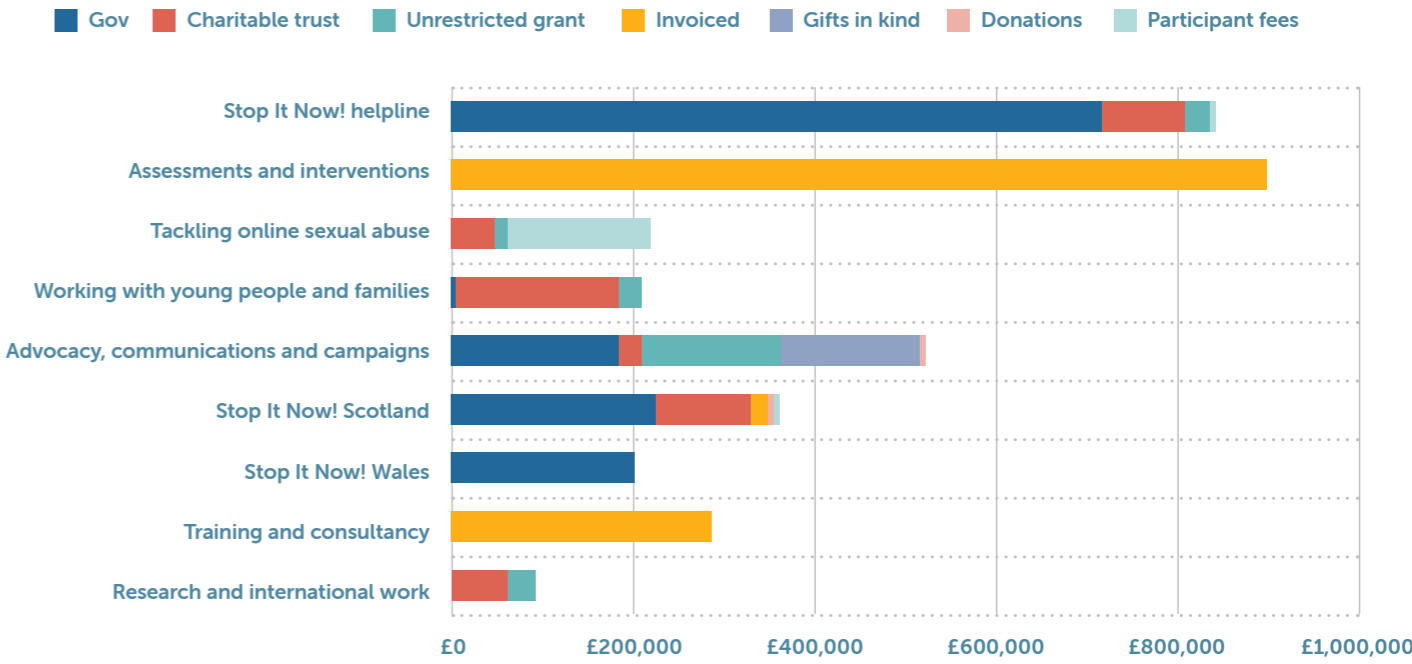
Growth in services 2022 vs 2021



Expenditure covered by mixed funding approach

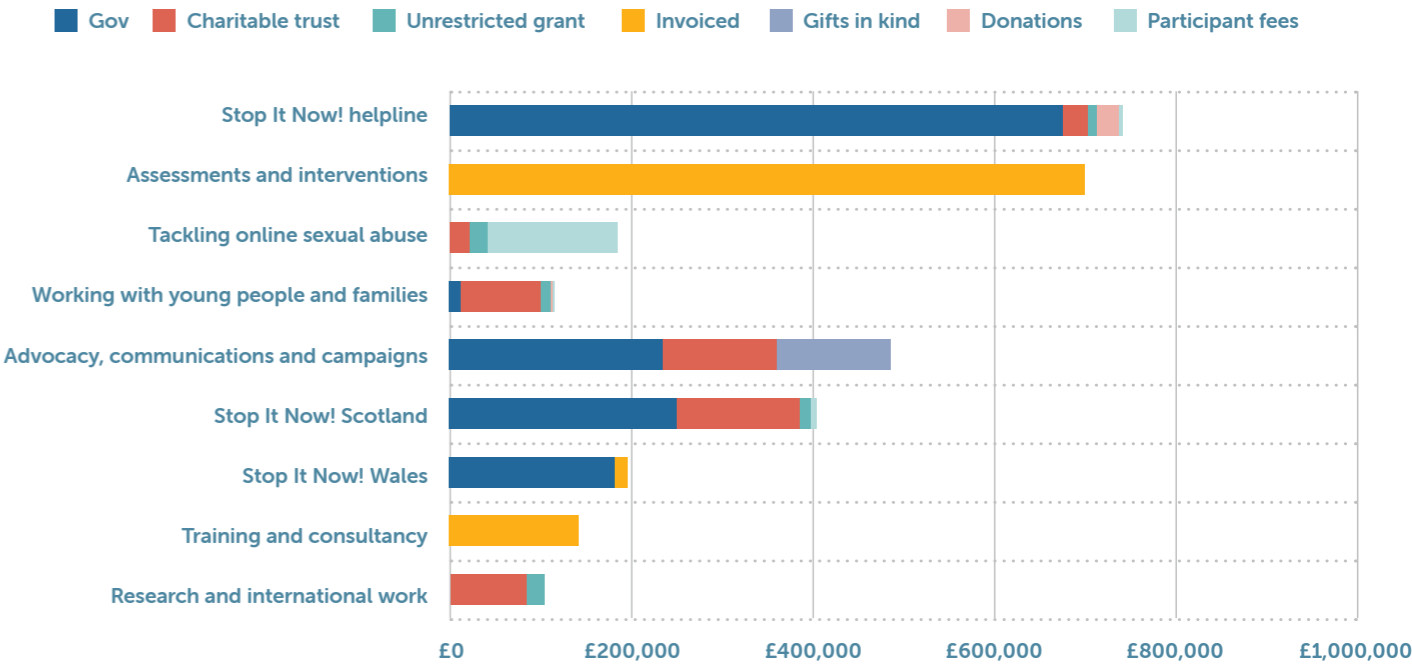
Over the years, we have been keen to develop mixed funding models for our projects and services to ensure activities are not too reliant on one source, and most areas of our work benefit from a mix of funding including grant support, participant contributions, donations, gifts in kind and some invoiced fees – though the helpline in particular is heavily reliant on government support. Other areas which have lower levels of mixed approaches include Stop It Now! Wales, where work is currently fully funded by the Welsh Government, and assessments and interventions which, while used by a wide variety of organisations and referrers, carry a dependence on local authorities as a whole.

Charitable activity expenditure and funding sources 2022



The exact balance between the various types of funding varies year-on-year but the principle of diversified funding remains. Due to grant funding issues in 2022, Stop It Now! Scotland income became far more diversified compared to 2021.

Charitable activity expenditure and funding sources 2021



The Stop It Now! helpline

Our helpline remains at the core of the Foundation's activity. It currently accounts for 25% of our expenditure and expansion plans are underway. Whilst there is a large contingent of part-time staff who are dedicated solely to helpline service delivery, the organisation structure is geared towards enabling all our clinical and other staff to contribute their expertise on a day-to-day basis as it is needed.

Helpline costs rose by 13% in 2022 as we extended our reach and accessibility through:

- new operator staff being recruited and trained,
- promotional activity being delivered with funding from The Dulverton Trust,
- the development of our live chat service appealing to younger users,
- and The Global Partnership to End Violence Against Children End Violence Against Children funded work on the Chatbot project (in partnership with IWF).

Increased staff resources on the helpline has enabled us to increase answered calls by 9% and callers helped by 5% in 2022. Continuing infrastructure changes will provide a platform for growth that will enable us to extend the service further in the years ahead whilst ensuring that quality standards are maintained.

Assessments and interventions

Although our assessment and intervention fee income rose by 29%, we managed to contain costs at only a 20% increase. We recognise that this is not sustainable and we have already taken steps to increase the levels of management oversight, clinical supervision and administrative support to keep up with the growth in practitioner staff numbers and the volume of referrals coming through.

Tackling online sexual abuse

This area of our work includes the Inform Plus and Engage Plus courses we run for people who have offended online. In 2022, we increased our reach and beneficiary numbers by 11%. However, the cost for these services has only increased by 1% as we delivered far more group work in 2022 with 131 group participants (2021: 78 group participants) which has kept expenditure relatively low.

Overall however, the expenditure for our 'Tackling online sexual abuse' work has increased by 19% due to the Inform courses and the Family and Friends Forum.

Inform courses for partners of people who have offended online saw an increase in participant numbers of 33%. Training new staff to deliver the courses together with an increase in clinical supervision and oversight of the programs resulted in costs increasing by 49% this year off a relatively low base last year.

Included in this section for the first time is the Friends and Family Forum, which provides an invaluable service to families affected by online child sexual abuse. Previously the development costs for the forum were part of research and development expenditure and have remained steady at £16,435 in 2022 (2021: £16,226).

Working with young people and their families

We are pleased to see momentum is back, driving forward developments and services. Last year, due to some key staff absences, costs of our work on young people's services had reduced by 19% from £144,567 in 2020 to £116,630 in 2021. Now in 2022, costs are £210,246, 45% up on the higher 2020 level.

A new funder, The Forrester Family Trust, has contributed £20,000 to support the expansion of the Inform Young People programme which benefitted 86 young people and 39 parents (2021: 85 young people and 36 parents).

The reach of the Inform Young People programme is being further extended by our staff training other organisations to deliver the materials. This is a three-year, £90,000, project, supported by Paul Hamlyn Foundation. During 2022, training courses were designed and delivered to 71 professionals at a cost of £16,437.

Work also started on the technical development of a website for young people. Funded by Charles Hayward Foundation, £14,634 of the two-year £42,500 grant was used in 2022 for IT costs.

Overseeing and driving the development of services for young people and families within the Foundation has been a four-year project supported by grant funding awarded by Esmée Fairbairn Foundation in 2018. £88,529 was spent during 2022 and the remaining £30,537 will be spent in quarter one of 2023. This will complete what has been a truly transformational endeavour which has not only brought about significant improvements to the services we provide for young people displaying harmful sexual

behaviour – but also for sector as a whole which is seeking to prevent and tackle such behaviour.

Advocacy, communications and campaigns

We have increased spending in this area of our work by 27% from £392,928 (2021) to £500,808 (2022).

The online child sexual abuse deterrence campaign expenditure relating to the Home Office grants for 2020/21 and 2021/22 amounted to a combined total of £167,369 – an increase of 8% on the prior year (2021: £155,005 combined total of 2019/20 and 2020/21 grants).

Free advertising provided by Google, Facebook and Microsoft was valued at £155,261 for the year, up 17% (2021: £128,319).

In line with our strategic plan, we invested substantially more in media and communications activities using unrestricted grants to support this work resulting in a 66% increase in expenditure to £142,251 (2021: £106,513)

The unrestricted grants also facilitated a tenfold increase in our advocacy activity, a key area of our five-year strategy, which went up by £32,826 from a low £3,091 in 2021 to £35,927.

Stop It Now! Scotland

It has been a challenging year for our team in Scotland where delays in government grant funding being approved resulted in temporary cut backs on service delivery. Consequently, this is one area in the Foundation where our expenditure on charitable activity reduced year-on-year to £363,192 (2021: £404,106).

We are very grateful to an anonymous donor who stood behind us throughout with unwavering support, and their assurance of funding enabled us to avoid any redundancies. We are grateful to the Scottish Government who sought ways to continue their commitment to our work and for their efforts on our behalf.

Stop It Now! Wales

Stop It Now! Wales expenditure in 2022 relates to three grant funded projects.

The two Welsh government grants are in year two of five and amounted to £97,529 expenditure on the early intervention project and £94,946 expenditure on the keeping children safe project.

The two extra staff recruited during 2021 made the Stop It Now! Wales staff team up to four for the full year and expenditure switched to more direct delivery of services resulting in a 61% increase in beneficiary numbers with participants numbering 1,596 (2021: 991).

Conwy County Borough Council continued to fund work with families and carers in Conwy and £10,000 was allocated to those services which benefited 220 participants, an increase of 93%. (2021: 114).

Training and consultancy

Training and consultancy expenditure increased by 86% to £212,336 (2021: £113,891).

Fee income increased ahead of this (101% up year-on-year), but costs have been contained with face-to-face delivery slow to resume as commissioners gained confidence in the effectiveness of remote delivery and the efficiency and convenience it offers to participants.

Research and international work

Spending on international work reduced by 50% to £35,842 (2021: £72,312) as the Oak-funded ECSA project ended last year. However, Porticus UK funding enabled us to continue to maintain the ECSA toolkit during 2022 and thanks to NEO Philanthropy funding, it has also been evaluated by an independent consultant.

In contrast, research and development work has increased by 78%.

The Family and Friends Forum project that was in development for several years with £16,226 of R&D costs in 2021 is now included with our Inform programme as part of our services for the families of those affected by online child sexual abuse. In spite of this expenditure moving out of R&D costs, our expenditure on R&D increased to £60,335 (2021: £17,604 excluding forum costs).

Expenditure on R&D in 2022 includes the new head of research and evaluation post appointed in December 2021, which is funded by Porticus UK, who have committed to fund this work for three years.

In line with the strategic plan, there is substantially more research and evaluation activity across the organisation including the development of the Faithfull Papers which is being funded by the unrestricted charitable trust grants

Looking ahead to 2022/23

Budget 2022/23

Our budget for 2022/23 expects expenditure of £4.2 million, a substantial 21% increase on the 2022 expenditure of £3.5 million.

To fund this work, modest increases are budgeted for investment income, donations, gifts in kind and participant contributions.

The bulk of the increase in activity is expected to be funded by grant income which we plan to increase by 20%.

We also expect to grow our professional services (assessments, intervention, training and consultancy) fee income by 14% and generate an unrestricted surplus of £100,000.

	% Increase	Restricted Funds 2023	Total Funds 2022
Income			
Donations, gifts in kind, participant fees & investment income	3%	£470,100	£455,333
Grant funding	20%	£2,458,800	£2,042,210
Professional services	14%	£1,371,100	£1,203,560
Total income	16%	£4,300,000	£3,701,103
Expenditure			
Raising funds	20%	£98,300	£81,796
Branding, digital development and anniversary projects funded from designated reserves	+	£100,000	
Depreciation funded from designated reserves	29%	£14,900	£11,508
Charitable activities - other costs	18%	£3,986,800	£3,391,416
Total expenditure	21%	£4,200,000	£3,484,720
Net unrestricted income			
		£100,000	£315,720
Net increase (decrease) in restricted reserves		£0	(£99,337)
Net income		£100,000	£216,383
Balance of free reserves at the beginning of the year – Refer Note 20			
		£680,076	£500,254
Add net unrestricted income for the year		£100,000	£315,720
Less allocated to designated reserves		£0	(£147,406)
Add designated reserves released for projects in 22/23		£100,000	
Add designated reserves released for depreciation		£14,900	£11,508
Balance of free reserves at the end of the end of the year		£894,976	£680,076

After adjustments to designated funds for project and depreciation costs incurred in 2022/23, general unrestricted and undesignated free reserves are expected to increase by £214,900 to £894,976, and this brings those reserves to a position to cover 2.6 months of expenditure which is 85% of our minimum three months' reserves target.

Donations

Donations achieved in 2022 were higher than expected and the increase required in this budget is only 3%. This is a low uplift target but we need to concentrate our fundraising resources on grant applications to charitable trusts and statutory bodies this year. We also anticipate a considerable amount of resource will be concentrated on the anniversary events with a view on longer-term support gains.

Gifts in kind

The increase budgeted for gifts in kind is under 3% which looks very cautious in the light of the 20% increase in 2022 advertising, compared to 2021. We are mindful that this contribution is not within our control and even though they have proved to be temporary, policy changes and cuts have been implemented in the past.

Participant fees

While the volume of court reports in Scotland is increasing again and we have a new income stream in the helpline with a modest charge being made for contact letters, we have only built in 4% growth to participant fees. The bulk of the fees come from Inform Plus and Engage Plus participants, and although the services are growing, we are mindful of the need to sustain accessibility and, ideally, we will raise sufficient charitable trust funding to offer more subsidised and free places in the year ahead.

Investment income

Interest earned on monies held has been minimal in the last few years, a nominal £500 is budgeted.

Professional services

Professional services work will continue to be prioritised in the Foundation. Having built up momentum with referrers, it is important that we dedicate sufficient staffing to meet their demand within reasonable timeframes. Additional practitioners are being recruited during 2023 and the staff who joined mid-way through 2022 also add to our capacity for year-on-year growth. Given the current level of enquiries and the fee increase of 5% for assessments and interventions, an uplift of 14% for our professional services in 2023 is an achievable target.

Unrestricted grant income – secured funding

Unrestricted grants are particularly important for our reach, research and advocacy plans and we have £200,000 secured for 2023 and a further £175,000 for 2024 is set out below.

The third year of a three-year commitment by an anonymous charitable trust for our core costs and core activities of £25,000 will come through in 2023.

In addition, we have two further years of the unrestricted grant commitment from Oak Foundation for £125,000 a year and a further £50,000 a year for two more years agreed with The Samworth Foundation.

Restricted grant income – secured funding

At the end of March 22, we held £547,603 of restricted grant funding to support our activities in 2023.

In addition to this, we have £1,903,019 secured for 2023 and a further £1,616,125 committed for 2024 and £191,764 for 2025. Details are set out below.

£170,000 grant funding for the online child sexual abuse deterrence campaign has been agreed with the Home Office together with funding totalling £816,727 for the helpline. £216,727 of this funding being the contribution from the MOJ and all elements of this funding are agreed for two years.

Our work in partnership with the Internet Watch Foundation for an online deterrence Chatbot is funded by The Global Partnership to End Violence Against Children and year two of the grant totalling £101,607 is expected.

The Scottish Government has committed £100,000 for Stop It Now! Scotland Core activities, £125,000 for the EIPSAS programme (Early Intervention to Prevent Sexual Abuse in Scotland) and £19,950 for prevention campaign work in 2023 with a final fourth year of funding for the EIPSAS programme of £125,000 agreed for 2024.

Charitable trust funding has also been secured for work in Scotland. £16,000 is secured from The Robertson Trust and £15,000 from The Volant Trust for family work in 2023, with a further commitment of £15,000 from the Volant Trust for 2024. In addition, a new anonymous donor has approved a grant of £10,000 for Stop It Now! Scotland activity in 2023.

Baillie Gifford has committed to support the fundraiser post for Scotland. The year one grant of £30,000 is included in the restricted grant funding carried forward from 2022 and a further £30,000 is secured for 2024 with the promise of a review and potential to extend into a third year.

The Welsh Government support for our early intervention project and the keeping children safe project goes into its third year with a total of £185,117 committed for 2023. In addition, the grants have both been extended for two more years with £191,764 secured for 2024 and the same again for 2025.

We are also pleased to report that Conwy Borough Council still places great value on our work with families in North Wales and a grant of £10,000 has been awarded again for 2023.

Our Inform suite of programmes has secured a new grant funder and a £50,000 award is coming through for 2023 from The Dawes Trust.

Emmanuel Kaye Foundation is supporting Inform as well as a new dedicated project worker post to work across Inform Plus, Engage Plus and Inform and the Friends and Family Forum. This new grant is for £50,000 a year for two years.

The project to extend the reach of Inform Young People by training other organisations to deliver the work continues into its second year. It is supported by grant funding from Paul Hamlyn Foundation, and £30,000 is secured for 2023, with a final year three grant of £30,000 expected for 2024.

Work on our website for young people concerned about themselves or someone they know is underway and the year two grant of £17,500 is due in from Charles Hayward Foundation to complete the technical set up during 2023.

Porticus UK funding for research and evaluation goes into year two in 2023 with a grant of £86,118 and a further amount of £87,634 is agreed for 2024.

We have a three-year grant agreement with KPMG Foundation for our Education project. This goes into its second-year mid-way through 2023 and a payment of £100,000 is due with the same again expected during 2024.

Funding gaps

Although secured grant funding for 2023, including the carry forward, is £2,650,622 and ahead of the budget of £2,458,800, not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2024.

Consequently, the budget does still have some funding gaps amounting to £150,000 for the year ahead. Further development of our young people services and our Inform Young People programme requires additional funding, as does the rest of the Inform suite. We also have a small gap remaining on our Scotland budget.

R S Macdonald have agreed £50,000 over three years to fund a continuation of the ROSA project work in schools in Scotland. This is subject to match funding being secured. Once this is achieved, we expect the Scotland budget to balance.

Applications are in process to charitable trusts to close these gaps and we do not anticipate any problems in securing the funding we need to implement the plans for 2023.

Staff capacity

We continue to expand our staff capacity and our success in recruiting over the last 18 months gives us confidence that the new practitioners, project and support workers required to successfully implement our expansion plans for 2023 will be found and appointed.

More challenging however is the recruitment of the Scotland fundraiser, hence the delay in the utilisation of the Baillie Gifford grant that came through in 2022.

Ongoing review

All our services are subject to ongoing reviews, aiming to improve service delivery and identify cost efficiencies. We continue to encourage participant contributions and donations where appropriate and the level of fees and the availability of services are regularly reviewed and scaled back or increased depending on the funding mix we can secure.

The aim is to ensure that each service and project has sufficient funding to achieve full cost recovery within a reasonable timeframe.

New business system

To better support the organisation's growth, we are implementing a new cloud-based system that will provide a faster and more tailored reporting capability as well as streamlining accounting processes to speed up data entry and authorisations. Some disruption to the flow of monthly management accounting is expected in the short term but the new system benefits should start to come through by the end of the calendar year. £45,000 is set aside in designated reserves to cover the contracted costs.

Reserves

Restricted reserves

Restricted reserves at the end of March 2022 totalled £547,603, 15% less than prior year (2021: £646,940).

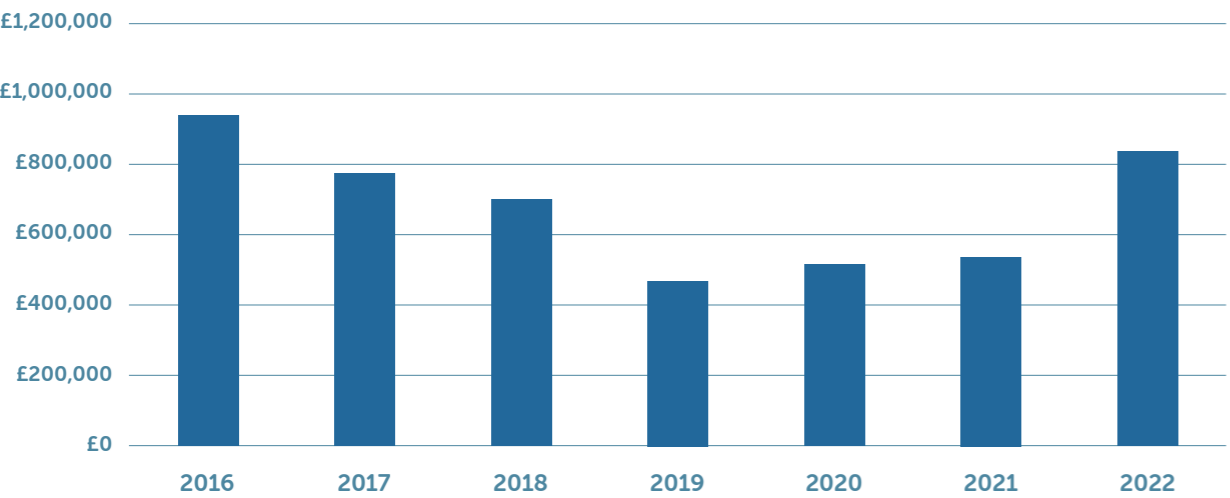
With 75% of our grant income coming from government grants which run in line with the financial year, this dip in the level of funding at the year-end does not raise any concerns and mainly reflects fluctuations in the timing of charitable trust grants being received.

Unrestricted reserves

One of the key financial objectives in recent years has been to replenish reserves which had dropped from a high of £955,725 in March 2016 to a low of £456,554 by March 2019.

During 2020 and 2021 we generated modest surpluses which increased reserves to £517,323 by March 2021.

Unrestricted reserves



A number of factors came together in 2022 that enabled us to add £315,720 to the unrestricted reserves, taking the balance up to £833,043 by the end of March 2022.

Generating the surplus

Our professional services are the one area of our work where we charge fees in line with the market and generate a surplus. In 2022, the margins have been more favourable than normal with staff able to deliver additional work in the time that has been spent on travel in the past.

Unlike 2021, when COVID-19 interrupted the flow of work for the first two months, demand for assessments and interventions has remained high all year with our specialist children workers expanding the scope of work we were able to undertake.

Although face-to-face training has remained fairly limited, the demand for remote training has replaced it and we are now back delivering our training courses including safer recruitment ahead of the pre-pandemic levels in 2020.

Overhead recovery gap

A combination of the growth in activities across the Foundation providing a wider base for the recovery of overheads and unrestricted grant funding contributing to core costs has resulted in the overhead recovery gap reducing. This in turn has reduced the amount of professional services surplus that is needed to cover the gap.

Funding core activities

The new funding stream of unrestricted grants has enabled us to both grow and fully fund our advocacy, reach and research activities.

Designated reserves

On an annual basis, the net book value of the Foundation's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2022 this amounted to £7,967 (2021: £17,069)

The trustees have also designated funds totalling £100,000 to cover the commitment to complete the following media and communications projects, described in more detail on page 40.

- Branding recognition project to increase reach (£25,000)
- Digital development to increase engagement (£40,000)
- Anniversary year campaigning (£35,000)

A further £45,000 is designated for the new business system that the 2022/23 budget currently assumes will be capitalised and depreciated in part in 2023.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three to six months of total expenditure (excluding gifts in kind). This equates to £831,615 to £1,663,230 in monetary terms (2021: £719,790 to £1,439,580).

This reserves policy results from the trustees' review of risk in light of the following issues.

- **Working capital required for growth**
Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.
- **Developing existing and new services**
Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.
- **The short-term nature of grants**
We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.
- **The longer-term impact of COVID-19 on local authority budgets**
Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.
- **The variable nature of grants and the uncertainty of timing of renewal**
It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. In addition, there can be a significant time lag between projects starting and the funding being finalised and received, so we need to be able to fund our work in the interim period.
- **Grant payment cash flow**
We have to be able to fund the costs of grant-funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

Consideration of the adequacy of current reserve levels

Refer Note 18 to the financial statements.

At the end of March 2022, unrestricted, undesignated, free reserves were £680,076, equivalent to 2.5 months expenditure (2021: £500,254 – 2.1 months) creating a gap of £151,539 to achieve the minimum target of three months expenditure (2021: £219,636 gap).

In considering the adequacy of the current free reserves level, the trustees have also taken account of the fact that restricted funding made up 53% to 58% of the Foundation's annual income over the last four years, and therefore the level of restricted reserves and secured income for the forthcoming year is a mitigating factor in assessing whether our unrestricted reserves are at an acceptable level.

Total reserves, excluding balances held in fixed assets and designated for specific projects in 2022, amount to £1,227,679 (2021: £1,146,424), equivalent to 4.4 months expenditure (2021: 4.8 months expenditure). The trustees are satisfied that the total reserves meet the Foundation's medium term needs and that they are sufficient to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

Longer-term reliance on restricted funding support may be more tenuous, and therefore the unrestricted reserves target of three to six months remains in place and the commitment to rebuild the unrestricted reserves in line with this policy continues to be a priority for the Board and the executive team.

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when the Foundation is growing as the monetary amount required keeps increasing annually. However, two factors make it reasonable to conclude that the target is achievable within a reasonable time frame of five years.

- The unrestricted grant funding already secured for the next two years provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and development, advocacy and awareness raising that have previously relied on surplus income generated by the professional fees.
- There is strong demand for our higher margin professional services and we will be able to use a growing percentage of the surplus from this work to replenish reserves.

The budget for 2023 assumes we will increase unrestricted free reserves by £200,000 and we plan to increase this further in future years.

Going concern

The trustees have reviewed the Foundation's financial resources and are satisfied that these are sufficient to ensure its ability to continue as a going concern for the foreseeable future and therefore the financial statements have been prepared on this basis.

Risks are regularly reviewed by the executive team and the Board, with mitigation steps put in place and monitored on an ongoing basis.

Treasury policy

Funds are held in cash and deposit accounts, access to which reflects our operational needs and the interest rates obtainable. We maximise interest earned whilst minimising the risk and staying fluid enough to meet any eventualities, as authorised by the governance, finance and general purposes committee.

Related party transactions

There was one related party transactions in the year ended 31 March 2022. Details are set out in note 24 to the financial statements on page 123.

Statement of trustees' responsibilities

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

Company 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 the income and expenditure, of the charitable company for that period. 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 Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable 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 business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions, 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, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

Crowe U.K. LLP is the auditor of the Foundation and will be proposed for reappointment in accordance with section 485 of the Companies Act 2006. In preparing this report, the trustees have taken advantage of the small companies' exemptions provided by Section 415A of the Companies Act 2006.

The Trustees' Report was approved by the Board of Trustees on 16th September 2022 and signed on its behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych.

Independent auditor's report to the members of The Lucy Faithfull Foundation

Opinion

We have audited the financial statements The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other

ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements

themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and the environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 94, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for

being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

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

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company for fraud.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be with the completeness and timing of grant income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, and the Finance, and the General-Purpose Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission, Scottish Charity Regulator, designing audit procedures over the completeness and timing of grant income, and

reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Guy Biggin

Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor

4th Floor, St James House, St James' Square
Cheltenham, GL50 3PR

20 September 2022

Statement of financial activities

		Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Income from:							
Donations and legacies	2	285,854		285,854	252,015		252,015
Charitable activities	5	1,672,980	1,742,210	3,415,190	1,085,954	1,677,646	2,763,600
Investments	3	59	-	59	-	-	-
Total Income		1,958,893	1,742,210	3,701,103	1,337,969	1,677,646	3,015,615
Expenditure on:							
Raising funds	4	81,796	-	81,796	108,615	-	108,615
Charitable activities	6	1,561,377	1,841,547	3,402,924	1,210,600	1,689,763	2,900,363
Total Expenditure		1,643,173	1,841,547	3,484,720	1,319,215	1,689,763	3,008,978
Net income (expenditure) and movement in funds							
		315,720	(99,337)	216,383	18,754	(12,117)	6,637
Reconciliation of funds							
Total funds brought forward		517,323	646,940	1,164,263	498,569	659,057	1,157,626
Total funds carried forward	18, 19	833,043	547,603	1,380,646	517,323	646,940	1,164,263

The notes on pages 101 to 119 form part of these financial statements.

Balance sheet

as on 31 March 2022

Registered number: 02729957

	Note	2022 £	2021 £
Fixed assets			
Intangible assets	11	-	-
Tangible assets	12	7,967	17,739
Investments	13	100	100
		8,067	17,839
Current assets			
Debtors	15	327,882	542,644
Cash at bank and in hand		1,521,700	1,013,901
		1,849,582	1,556,545
Creditors			
Amounts falling due within one year	16	(477,003)	(410,121)
Net current assets		1,372,579	1,146,424
Net assets		1,380,646	1,164,263
Funds			
Unrestricted funds	18	833,043	517,323
Restricted funds	19	547,603	646,940
Total funds	18, 19	1,380,646	1,164,263

The financial statements have been prepared in accordance with the provisions applicable to small companies within Part 15 of the Companies Act 2006.

The financial statements were authorised for issue and approved by the trustees on 16th September 2022 and signed on their behalf by:



Dr Mike Harris B.Sc, MB. BS. LRCP, MRCS, FRCPsych
Chair

Statement of cash flows

for the year ended 31 March 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash provided by operating activities	25	514,403	245,699
Cash flows from investing activities			
Interest received	3	(59)	-
Purchase of tangible fixed assets	12	(6,545)	-
Net cash used in investing activities		(6,604)	-
Change in cash and cash equivalents in the reporting period		507,799	245,699
Cash and cash equivalents at the beginning of the reporting period		1,013,901	768,202
Cash and cash equivalents at the end of the reporting period		1,521,700	1,013,901

The notes on pages 101 to 119 form part of these financial statements.

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation 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 note(s).

Under section 405 of the Companies Act 2006, consolidated accounts have not been prepared as the inclusion of the dormant subsidiaries is not material for the purpose of giving a true and fair view. Therefore the financial statements present information on the parent entity as an individual undertaking only.

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning is sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis.

The cash balance at the year end was £1,521,700 of which £999,657 was unrestricted (2021: £629,894)

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently we are confident that the budgeted surplus of £100,000 for 2022/23 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity 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 amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors.

Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

Designated funds comprise general funds, which have been set aside at the discretion of the trustees for specific purposes.

Restricted funds are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of the restricted funds are set out in note 19.

(f) Income

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

Income from grants (including government grants), where related to performance and specific deliverables, is accounted for as the Charity earns the right to consideration by its performance.

Donations are recognised on a receipt basis.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Where material, donated facilities and services or gifts in kind are recognised in the Statement of Financial Activities at market value.

Work in progress at the year-end is accrued for and valued based on detailed timesheets indicating the level of work completed.

All other income is accounted for on an accruals basis.

(g) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

Dilapidation provision – the Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company.

Redundancy and termination payments are made in line with the terms of settlement agreements and accrued for at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

Where material, the Charity recognises the value of donated services as income in Gifts in Kind (refer to note 2) and records the expenditure at the same value in the appropriate expenditure heading.

The valuation of these services is calculated at the normal rates applied by the donor for these goods and services, which is the price the Charity would pay in the open market for the item.

(i) Intangible fixed assets

Identifiable non-monetary assets (in excess of £1,000) without physical substance are valued at a realistic replacement cost and amortised over the expected useful economic life as follows:

Website and films 33.33% straight line

Amortisation is included within charitable activities.

(j) Tangible fixed assets

Tangible fixed assets are depreciated at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives of the assets as follows:

Computer equipment 20% - 33.33% straight line

Furniture and fittings 20% - 25% straight line

The Charity has a policy of capitalising fixed assets where expenditure on such assets is in excess of £1,000. The amounts capitalised are net of recoverable VAT.

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the year-end.

Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

Creditors with the exception of deferred income are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts.

Deferred income relates to income received in the current financial year for future events post year end where the terms and conditions imposed on this income have not been met. Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts.

(m) Operating leases

Rentals applicable to operating leases, where substantially all the benefits and risks of ownership remain with the lessor, are recognised in the SOFA over the period of the lease.

(n) Investments

Fixed asset investments are stated at market value at the Balance Sheet date. Investments in subsidiaries are valued at cost less provision for impairment.

(o) Recognition of liabilities

Liabilities are recognised once there is a legal or constructive obligation that commits the Charity to the obligation.

(p) Taxation

The company is a registered Charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

(q) Volunteers

Volunteer time is not recognised in the accounts (as per the Charity SORP) as they cannot be reliably valued. We benefit from seven volunteers who supplement our staffing resource with specialist clinical skills or administrative support.

(r) Pensions

With effect from May 2014 the Charity automatically enrolls all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities. The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

(s) Critical accounting judgements and key sources of estimation uncertainty

In the application of the Charity's accounting policies, which are described above, trustees are required to make judgements, estimates, and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below (as applicable):

- Dilapidation provision – The Charity has provided for its possible liability in relation to its leasehold property which has been estimated as disclosed in note 22.
- Intangible assets – The Charity estimates the value of the non-physical assets based on their original cost and replacement cost.
- Depreciation and amortisation – The Charity depreciates and amortises its assets at rates calculated to write off the cost on a straight-line basis over the expected useful economic lives.
- Impairment of debtors - The Charity makes an estimate of trade debtors and other debtors. When assessing the impairment of trade debtors and other debtors, management considers factors including the credit rating of the debtor, the ageing profile of debtors and historical experience.

2. Income from donations and legacies

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Donations	105,693	-	105,693	109,330	-	109,330
Gifts in kind	158,261	-	158,261	129,819	-	129,819
Service users' donations	1,739	-	1,739	2,096	-	2,096
Fundraising events	20,161	-	20,161	2,075	-	2,075
Coronavirus job retention scheme grant	-	-	-	8,695	-	8,695
Total income from donations and legacies	285,854	-	285,854	252,015	-	252,015

Gifts in kind includes the value of Google, Meta, and Microsoft advertising, which was £155,261 (2021: £128,319). The balance of £3,000 in 2022 is made up of £1,500 being the value of legal work provided by Mills & Reeve, £1,000 being GDPR advice from associates at Data Protection & Identity Access Management (IAM) and £500 being work done pro bono for us on pornography law by Rhiannon Sadler. (2021: balance of £1,500 relates to the value of the work provided by law firm Cameron Mc Kenna Nabarro Olswana LLP to assist us with new lease arrangements for the Edinburgh office.)

3. Income from investments

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Bank interest from monies on deposit	59	-	59	-	-	-

4. Expenditure on raising funds

	Staff Costs 2022 £	Support Costs 2022 £	Total Costs 2022 £	Staff Costs 2021 £	Support Costs 2021 £	Total Costs 2021 £
Fundraising costs	66,284	15,512	81,796	92,387	16,228	108,615

5. Income from charitable activities

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Government funding for:						
Stop It Now! helpline	-	716,727	716,727	-	648,748	648,748
Inform Young People	-	4,737	4,737	-	5,000	5,000
Online CSA deterrence campaign	-	170,000	170,000	-	167,428	167,428
CSA Prevention during COVID-19	-	-	-	-	70,000	70,000
Stop It Now! Scotland	-	219,578	219,578	-	253,736	253,736
Stop It Now! Wales	-	198,100	198,100	7,284	3,791	11,075
	-	1,309,142	1,309,142	7,284	1,148,703	1,155,987

Charitable trust grant funding for:

Stop It Now! helpline	25,963	-	25,963	10,000	19,956	29,956
Tackling online child sexual abuse	7,124	36,174	43,298	16,000	22,449	38,449
Young people services including Inform	25,385	157,354	182,739	15,000	183,286	198,286
Advocacy, communications and campaigns	152,002	-	152,002	-	123,900	123,900
Stop It Now! Scotland	-	147,758	147,758	10,000	137,123	147,123
Stop It Now! Wales	-	-	-	-	-	-
Research and evaluation	30,003	84,578	114,581	-	23,782	23,782
Stop It Now! international work	-	-	-	-	14,247	14,247
Strategic development & core activities	59,523	7,204	66,727	28,373	4,200	32,573
	300,000	433,068	733,068	79,373	528,943	608,316

Other income generated from:

Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	901,492	-	901,492	699,344	-	699,344
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	169,420	-	169,420	149,792	-	149,792
Training and consultancy activities for local authorities, statutory agencies and other organisations	302,068	-	302,068	150,161	-	150,161
	1,372,980	-	1,372,980	999,297	-	999,297
Total income from charitable activities	1,672,980	1,742,210	3,415,190	1,085,954	1,677,646	2,763,600

6. Expenditure on charitable activities 2021/22

	Unrestricted Expenditure 2021/22			Restricted Expenditure 2021/22			Total Expenditure 2021/22		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! helpline	24,110	6,703	30,813	616,639	190,113	806,752	640,749	196,816	837,565
Assessments and interventions	624,822	129,068	753,890	-	-	-	624,822	129,068	753,890
Tackling online sexual abuse	138,231	29,377	167,608	44,259	7,164	51,423	182,490	36,541	219,031
Working with young people and families	21,174	4,211	25,385	133,350	51,511	184,861	154,524	55,722	210,246
Advocacy, communications and campaigns	106,437	205,541	311,978	136,001	52,829	188,830	242,438	258,370	500,808
Stop It Now! Scotland	23,236	6,128	29,364	264,159	69,669	333,828	287,395	75,797	363,192
Stop It Now! Wales	-	-	-	144,780	57,695	202,475	144,780	57,695	202,475
Training and consultancy	140,642	71,694	212,336	-	-	-	140,642	71,694	212,336
Research and international work	20,764	9,239	30,003	33,770	32,404	66,174	54,534	41,643	96,177
Equipment to facilitate home working	-	-	-	-	7,204	7,204	-	7,204	7,204
	1,099,416	461,961	1,561,377	1,372,958	468,589	1,841,547	2,472,374	930,550	3,402,924

6. Expenditure on charitable activities 2020/21

	Unrestricted Expenditure 2020/21			Restricted Expenditure 2020/21			Total Expenditure 2020/21		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! helpline	39,985	11,294	51,279	540,355	152,635	692,990	580,340	163,929	744,269
Assessments and interventions	509,435	112,211	621,646	4,359	952	5,311	513,794	113,163	626,957
Tackling online sexual abuse	127,971	35,774	163,745	16,714	3,987	20,701	144,685	39,761	184,446
Working with young people and families	14,791	2,960	17,751	75,472	23,407	98,879	90,263	26,367	116,630
Advocacy, communications and campaigns	29,379	152,683	182,062	133,671	77,195	210,866	163,050	229,878	392,928
Stop It Now! Scotland	24,916	7,057	31,973	304,272	67,861	372,133	329,188	74,918	404,106
Stop It Now! Wales	6,594	4,584	11,178	107,739	74,902	182,641	114,333	79,486	193,819
Training and consultancy	77,387	35,284	112,671	964	256	1,220	78,351	35,540	113,891
Research and international work	6,018	12,277	18,295	44,151	43,696	87,847	50,169	55,973	106,142
Equipment to facilitate home working	-	-	-	11,747	5,428	17,175	11,747	5,428	17,175
	836,476	374,124	1,210,600	1,239,444	450,319	1,689,763	2,075,920	824,443	2,900,363

7. Support costs 2021/22

	Finance 2022 £	IT 2022 £	HR 2022 £	Total 2022 £
Stop It Now! helpline	29,800	15,864	8,974	54,638
Assessments & Intervention	71,319	37,965	21,477	130,761
Tackling online sexual abuse	7,174	3,819	2,160	13,153
Working with young people and families	6,887	3,666	2,074	12,627
Advocacy, communications and campaigns	26,358	14,031	7,937	48,326
Stop It Now! Scotland	11,896	6,333	3,582	21,811
Stop It Now Wales	7,566	4,028	2,279	13,873
Training & Consultancy	29,407	15,654	8,855	53,916
Research and international work	3,150	1,677	949	5,776
Fundraising	2,679	1,426	807	4,912
	196,236	104,463	59,094	359,792

7. Support costs 2020/21

	Finance 2021 £	IT 2021 £	HR 2021 £	Total 2021 £
Stop It Now! helpline	27,991	13,749	6,705	48,445
Assessments & Intervention	72,326	35,524	17,325	125,175
Tackling online sexual abuse	6,937	3,407	1,662	12,006
Working with young people and families	6,072	2,982	1,454	10,508
Advocacy, communications and campaigns	27,709	13,611	6,638	47,958
Stop It Now! Scotland	15,198	7,465	3,641	26,304
Stop It Now Wales	8,622	4,234	2,065	14,921
Training & Consultancy	14,687	7,214	3,518	25,419
Research and international work	3,992	1,961	956	6,909
Fundraising	4,085	2,006	979	7,070
	187,619	92,153	44,943	324,715

8. Net income is stated after charging

	Staff costs £	Support costs £	2022 Total £	2021 Total £
Governance costs:				
Auditor's remuneration:				
Fees payable to the auditor for the audit of the annual financial statements	-	19,580	19,580	23,556
Fees payable to the auditor in respect of advisory services	-	-	-	4,540
Fees payable to the auditor in respect of assurance services	-	-	-	1,500
Trustees' training & DBS checks	-	516	516	-
Company secretarial	6,507	39	6,546	6,450
Apportionment of management time	21,680	2,533	24,213	23,229
	28,187	22,668	50,855	59,275
Depreciation costs			16,317	17,974
Operating lease payments			101,595	102,611

9. Staff

	2022 Full time equivalent no.	2021 Full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	75	61
Governance	1	1
	76	62
The average headcount for 2022 is 119 (2021: 110).		
	2022 £	2021 £
Staff costs for the group comprised:		
Wages and salaries	2,276,815	1,945,179
Social security costs	205,286	173,523
Healthcare	8,426	5,748
Pension costs	48,131	43,857
Total staff costs	2,538,658	2,168,307

In 2022, one employee earned between £60,000 and £70,000 (2021: one employee earned between £60,000 and £70,000). The total employee benefits of the key management personnel of the Charity were £330,924 (2021: £324,844). There were no termination or ex gratia costs in the year (2021: ENIL).

10. Trustees

There were no reimbursed expenses incurred in the year on behalf of trustees (2021:ENIL). No trustees received remuneration during either accounting period.

11. Intangible fixed assets

	Internally developed website & films £
At 1 April 2021	269,340
At 31 March 2022	269,340
Amortisation	
At 1 April 2021	269,340
Charge for the year	-
At 31 March 2022	269,340
Net book value	
At 31 March 2021	-
At 31 March 2022	-

12. Tangible fixed assets

	Computer & Equipment £	Furniture & Fittings £	Total £
At 1 April 2021	80,849	65,740	146,589
Additions	6,545	-	6,545
Disposals	-	(3,575)	(3,575)
At 31 March 2022	87,394	62,165	149,559
Depreciation			
At 1 April 2021	74,602	54,248	128,850
Charge for the year	7,970	8,347	16,317
Depreciation on disposals	-	(3,575)	(3,575)
At 31 March 2022	82,572	59,020	141,592
Net book values			
At 31 March 2021	6,247	11,492	17,739
At 31 March 2022	4,822	3,145	7,967

13. Investments

	2022 Total £	2021 Total £
Unlisted investment in dormant subsidiaries	100	100
	100	100

The charity holds unlisted investments at a net book value of £100 (original cost of £100) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Principal activity	Class of shares	% of share capital held
Stop It Now! UK & Ireland Limited: Company No: 4197678	England	Dormant	Ordinary £1	100%
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant	Ordinary £1	100%

14. Taxation

The company is a registered charity, and as such is entitled to tax exemptions on all its income and gains properly applied for its charitable purposes.

15. Debtors

	2022 £	2021 £
Trade debtors	169,250	182,252
Prepayments	84,303	56,960
Accrued income from charitable activities	48,769	40,499
Accrued grants income	25,560	262,933
	327,882	542,644

16. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	171,553	112,347
Amount due to group undertakings	100	100
Taxation and social security	87,781	71,377
Accruals	147,693	147,623
Deferred income	69,876	78,674
	477,003	410,121
Deferred income is made up as follows:		
Deferred income at 1 April 2021	78,674	44,388
Resources deferred in the year	69,876	77,414
Amounts released from previous years	(78,674)	(43,128)
Deferred income as at 31 March 2022	69,876	78,674

As on 31 March 2022 the Charity was holding funds received in advance for work that will be undertaken in 2022/23.

17. Financial instruments

Financial assets that are debt instruments measured amortised cost.

	2022 £	2021 £
Trade debtors	187,310	200,312
Accrued income from charitable activities	48,769	40,499
Accrued grant income	7,500	244,873
Cash at bank and in hand	1,521,700	1,013,901
	1,765,279	1,499,585

The impairment to trade debtors during the year was £558 (2021: £NIL).

Financial liabilities at settlement value.

	2022 £	2021 £
Trade creditors	171,553	112,347
Amount due to group undertakings	100	100
Accruals	147,693	147,623
	319,346	260,070

18. Funds 2022

	1 April 2021 £	Income £	Expenditure £	31 March 2022 £
Unrestricted				
General funds	500,254	1,511,487	1,331,665	680,076
Charitable trust grants				
Oak Foundation	-	125,000	125,000	-
The Samworth Foundation	-	50,000	50,000	-
The Indigo Trust	-	100,000	100,000	-
Anonymous donor	-	25,000	25,000	-
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	-	25,000	-	25,000
Digital development to increase engagement	-	40,000	-	40,000
New business system	-	45,000	-	45,000
Anniversary year campaigning	-	35,000	-	35,000
Future years depreciation				
Helpline office changes	6,474	-	3,649	2,825
New head office set up	10,595	-	7,819	2,776
Scotland alarm system		2,406	40	2,366
Total unrestricted funds	517,323	1,958,893	1,643,173	833,043
Total restricted funds (refer Note 19)	646,940	1,742,210	1,841,547	547,603
Total funds	1,164,263	3,701,103	3,484,720	1,380,646

18. Funds 2021

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Unrestricted				
General funds	466,341	1,249,901	1,215,988	500,254
Grants				
Charitable trusts				
Esmée Fairbairn	-	54,373	54,373	-
Anonymous Trust	-	25,000	25,000	-
Government				
Job retention scheme	-	8,695	8,695	-
Designated funds				
Helpline office changes	10,338	-	3,864	6,474
New head office set up	21,890	-	11,295	10,595
Total unrestricted funds	498,569	1,337,969	1,319,215	517,323
Total restricted funds (refer Note 19)	659,057	1,677,646	1,689,763	646,940
Total funds	1,157,626	3,015,615	3,008,978	1,164,263

The general funds represent the unrestricted funds of the Charity that are available for use at the discretion of the trustees in furtherance of the objects of the Charity.

The designated funds form part of unrestricted funds but the trustees have specifically set aside £145,000 for special projects underway in 2023 plus a total of £7,967 to cover the future years cost of depreciation relating to the refurbishments of the Epsom/helpline office, the setup of the new head office at Birch House and the alarm system in Scotland.

Restricted funds comprise funding received in relation to specified activities in furtherance of the objects of the Charity. These grants support the Charity's work in relation to practitioner-led tasks, offering clinical and other support on offence prevention programmes, assessment, intervention and consultancy related to adults and young people who abuse children. A breakdown of these is included in Note 19.

19. Restricted funds 2022

	1 April 2021 £	Transfer between funds	Incoming resources £	Resources expended £	31 March 2022 £
Government Funding					
Ministry of Justice					
for Stop It Now! Helpline - MOJ	-	-	216,727	216,727	-
Home Office					
for Stop it Now! Helpline	-	-	500,000	500,000	-
for IIOC Deterrence Campaign	70,925	-	170,000	167,878	73,047
NHS					
for tackling child sexual exploitation - NHS	4,959	-	-	-	4,959
Greater Manchester Police and Crime Commissioner					
for developing prevention approaches	82,229	-	-	-	82,229
The Scottish Government					
for Stop It Now! Scotland activities	11,970	-	219,578	228,248	3,300
The Welsh Government					
for Stop it Now! Wales early intervention	4,634	-	94,237	97,529	1,342
for Stop it Now! Wales primary prevention	6,388	-	93,863	94,946	5,305
Conwy County Borough Council					
for Stop It Now! Wales Parents Protect	-	-	10,000	10,000	-
Surrey Police and Crime Commissioner					
for Inform Young People	1,000	-	4,737	5,737	-
Total Government funds	182,105	-	1,309,142	1,321,065	170,182
Charitable Trust Funding					
Porticus UK					
for Inform, Inform Plus & Inform for young people	14,279	-	50,000	34,331	29,948
for International activity	31,420	-	-	21,595	9,825
for head of research & evaluation	-	-	84,578	30,332	54,246
Dulverton Trust					
for Stop it Now! prevention activity	22,948	-1,486	-	21,462	-
for Stop it Now! Helpline awareness raising	19,956	1,486	-	21,442	-
The Samworth Foundation					
for IT equipment to facilitate hybrid working	-	-	7,204	7,204	-
29th May Charitable Trust					
for Inform, Inform Plus & Inform for young people	4,000	-	4,000	8,000	-
The Forrester Family Trust					
for Inform Young People	20,000	-	-	20,000	-
Paul Hamlyn Foundation					
for Inform Young People partner training	-	-	30,000	13,563	16,437
Esmee Fairbairn Foundation					
for young people services	119,066	-	-	88,529	30,537
Charles Hayward					
for young people online resources	25,000	-	-	14,634	10,366
NEO Philanthropy					
for international development research	14,247	-	-	14,247	-

19. Restricted funds 2022 (cont.)

	1 April 2021 £	Transfer between funds	Incoming resources £	Resources expended £	31 March 2022 £
Emmanuel Kaye Foundation					
for Inform	14,000	-	-	14,000	-
for online peer support services for families	12,917	-	-	12,917	-
Global Partnership to End Violence Against Children					
for on line deterrence Chatbot	99,469	-	-	68,074	31,395
KPMG Foundation					
for work in Schools	-	-	109,528	24,572	84,956
Anonymous Trust					
for Stop It Now! Scotland prevention activity	11,768	-	52,000	32,737	31,031
The Christina Mary Hendrie Trust					
for Stop It Now! Scotland prevention activity	5,000	-	-	5,000	-
The R S Macdonald Charitable Trust					
for Stop It Now! Scotland prevention activity	38,065	-	14,758	44,143	8,680
Hugh Fraser Foundation					
for Stop It Now! Scotland prevention activity	-	-	-	-	-
Baillie Gifford					
for Stop It Now! Scotland fundraiser	-	-	30,000	-	30,000
AB Charitable Trust					
for Stop It Now! Scotland prevention activity	-	-	20,000	-	20,000
The Robertson Trust					
for Stop It Now! Scotland prevention activity	6,000	-	16,000	12,000	10,000
The Volant Trust					
for Stop It Now! Scotland prevention activity	6,700	-	15,000	11,700	10,000
Total charitable trust funds	464,835	-	433,068	520,482	377,421
Total restricted funds	646,940	-	1,742,210	1,841,547	547,603

19. Restricted funds 2021

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Government Funding				
Ministry of Justice				
for Stop It Now! Helpline	-	216,727	216,727	-
Home Office				
for Stop It Now! helpline	-	432,021	432,021	-
for online offending deterrence campaign	58,213	167,428	154,716	70,925
emergency grant for IT costs related to COVID-19 response	4,470	-	4,470	-
Grant to support CSA prevention during COVID-19	-	70,000	70,000	-
NHS				
for tackling child sexual exploitation	4,959	-	-	4,959
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	-	82,229
The Scottish Government				
for Stop It Now! Scotland activities	3,920	237,236	229,186	11,970
Education Scotland				
for Stop It Now! Scotland activity	-	16,500	16,500	-
The Welsh Government				
for Stop It Now! Wales early intervention	95,986	(13,709)	77,643	4,634
for Stop It Now! Wales primary prevention	88,738	-	82,350	6,388
for Stop It Now! Wales digital leaflets	-	7,500	7,500	-
Conwy County Borough Council				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	-
Dyfed-Powys Police and Crime Commissioner				
for Stop It Now! Wales prevention activity	2,826	-	2,826	-
Surrey Police and Crime Commissioner				
for Inform Young People	-	5,000	4,000	1,000
Total Government funds	341,341	1,148,703	1,307,939	182,105
Charitable trust funding				
Porticus UK				
for Inform, Inform Plus & Inform Young People	9,053	50,000	44,774	14,279
for international situational prevention	44,079	-	12,659	31,420
The Dulverton Trust				
for Stop It Now! prevention activity	22,866	16,775	16,693	22,948
for Stop It Now! helpline awareness raising	-	19,956	-	19,956
29th May Charitable Trust				
for Inform, Inform Plus, Engage Plus and Inform Young People	-	4,000	-	4,000
Gwyneth Forrester Trust				
for Inform Young People	-	20,000	-	20,000
Esmée Fairbairn Foundation				
for young people services	63,202	100,517	44,653	119,066
for consultancy on strategy development	-	4,200	4,200	-
Charles Haywood Foundation				
for young people website	-	25,000	-	25,000

19. Restricted funds 2021 (cont.)

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
Oak Foundation				
for ECSA toolkit and prevention strategies	58,919	-	58,919	-
Neo Philanthropy				
for international development research	-	14,247	-	14,247
Tides Foundation				
emergency grant for COVID-19 crisis response	40,919	-	40,919	-
The Emmanuel Kaye Foundation				
for Inform work with families of online offenders	20,512	6,218	12,730	14,000
for paedophile self-help materials and online self-directed interventions	1,893	(1,893)	-	-
for online mutual support service for families	3,289	25,675	16,047	12,917
Global Partnership to End Violence Against Children (EVAC)				
for online deterrence chatbot	-	107,125	7,656	99,469
Anonymous Trust				
for Stop It Now! Scotland prevention activity	8,655	33,335	30,222	11,768
Christina Mary Hendrie Trust				
for Stop It Now! Scotland prevention activity	-	5,000	-	5,000
The RS Macdonald Charitable Trust				
for Stop It Now! Scotland prevention activity	17,462	62,788	42,185	38,065
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	-	10,000	10,000	-
Nota Scotland				
for Stop It Now! Scotland research	2,667	-	2,667	-
A B Charitable Trust				
for Stop It Now! Scotland prevention activity	15,000	-	15,000	-
The Robertson Trust				
for Stop It Now! Scotland prevention activity	-	16,000	10,000	6,000
Ryvoan Trust				
for Stop It Now! Scotland prevention activity	2,500	-	2,500	-
The Volant Trust				
for Stop It Now! Scotland prevention activity	6,700	10,000	10,000	6,700
Total Charitable Trust funds	317,716	528,943	381,824	464,835
Total Restricted funds	659,057	1,677,646	1,689,763	646,940

20. Analysis of net assets between funds for the year ended March 2022

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	7,967	825,076	833,043
Restricted funds	-	547,603	547,603
Total funds	7,967	1,372,679	1,380,646

20. Analysis of net assets between funds for the year ended March 2021

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	17,169	500,154	517,323
Restricted funds	670	646,270	646,940
Total funds	17,839	1,146,424	1,164,263

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2022 (2021: 14).

22. Commitments under operating leases

At 31 March 2022 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & Buildings 2022 £	Other 2022 £	Land & Buildings 2021 £	Other 2021 £
Not later than one year	104,300	-	111,517	2,366
One to five years	50,649	-	202,134	-
	154,949	-	313,651	2,366

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2021: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2021: £3,300).

23. Capital Commitment

The Charity has committed to the implementation of a new business system. Costs of £45,000 are expected based on the contract signed in march 2022. Funds have been designated by the Trustees to cover this cost.

24. Related party transactions

During the year we received pro bono legal advice from Mills & Reeve valued at £1,500 in 2022. The entity was deemed to be a related party as Jill Mason is a trustee of The Lucy Faithfull Foundation and a partner with Mills & Reeve LLP.

There were no related party transactions during the prior year.

24. Reconciliation of net income to net cash flow from operating activities

	Notes	2022 £	2021 £
Net income/(loss) for the reporting period		216,383	6,637
Depreciation charges	8, 12	16,317	17,974
Interest received	3	59	-
Decrease in debtors	15	214,762	161,653
Increase in creditors	17	66,882	59,435
Net cash provided by/(used in) operating activities		514,403	245,699

25. Analysis of changes in net debt

	1 April 2021 £	Cashflow £	31 March 22 £
Cash at bank	1,013,901	507,799	1,521,700

Officers and contacts

Life President

Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons

Mrs Hilary Eldridge

The Baroness Howarth of Breckland OBE

Mr Richard Monk CMG, OBE, QPM

Mr E M Nock OBE BA (Jt Hons) Dip IPD

Ms Annie Shepperd OBE

Sir Richard Tilt

Mr John Trotter LLB (Hons)

Trustees

Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych

Dr Vic Baines PhD

Mr Martin Brewer BA (Hons)

Mrs Joy Chamberlain FCA

Dr Gopi Krishnan (appointed 11/12/2020)

Mrs Jane Leach BSc FCA

Mr David Lundholm BA (Hons) MBA

Dr Michael Marett-Crosby MA DPhil

Mrs Jill Mason (appointed 19/03/2021)

Dr Paul Monks BA, MB, BChir, M.Sc. MRCPsych

Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS

Ms Lynn Saunders OBE

Professor Alec Spencer BA (Hons) MA MRes

Mr John Trotter LLB (Hons) (resigned 11/12/2021)

Mr Paul West QPM DL

Company Secretary

Mrs Annabel Kroeger BAcc CA(SA)

Senior management team

Ms Deborah Denis PGDip Dip CIPR, chief executive officer

Mr Stuart Allardyce MA (Hons) MSW, director of Stop It Now! Scotland

Mr Donald Findlater, director of Stop It Now! helpline

Mrs Annabel Kroeger BAcc CA(SA), director of finance

Mr Adrian McNulty CQSW Diploma in Probation Studies (DipProbation), director of operations

Registered name

The Lucy Faithfull Foundation

Registration numbers

Registered company number 02729957

Charity number 1013025

Scottish registered Charity number SC039888

Registered office and principal address

2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ

Independent auditor

Crowe U.K. LLP Fourth Floor, St James House, St James Square, Cheltenham, Gloucestershire, GL50 3PR

Bankers

HSBC Bank Plc Redditch Commercial Centre Church Green West, Redditch, Worcestershire, B97 4EA

Solicitors

Mills & Reeve LLP, 78-84 Colmore Row, Birmingham, B3 2AB

Board of trustees

Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych (Chair)

Mike is a consultant in general adult and forensic psychiatry, having worked in high, medium and low secure services and the community. He has previously been a medical director, operational executive director and chief executive in the NHS and the independent sector.

He was a prison psychiatrist for 10 years, a member of the Nottinghamshire Probation Committee, chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He was the visiting psychiatrist to the Gracewell Clinic, the forerunner to The Lucy Faithfull Foundation. He is currently chair of Improving Lives, a Nottingham based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

"The work undertaken by The Lucy Faithfull Foundation is vital to the safeguarding of children and young people. It is unique in its perspective of working to modify the behaviour of perpetrators and potential perpetrators. I find the work undertaken by the staff to be greatly humbling, and I am honoured to be part of this crucial organisation."

Jane Leach BSc FCA (Vice-Chair)

Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years' experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role.

"I'm inspired by the people in the Foundation who work tirelessly, in often painfully difficult circumstances, to both share the experience and knowledge built up by staff over many years, and put it into practice to prevent the tragedy of child sexual abuse."

Joy Chamberlain FCA (Treasurer)

Joy is a qualified Chartered Accountant. She has previously worked at PWC, later specialising in healthcare and moved to Partnerships in Care in 1997. Since that time, she took over as CEO in 2011 and led the sale of 22 hospitals from Partnerships in Care and Priory in 2016, thus forming Elysium Healthcare where she was appointed CEO. Joy has grown Elysium from the initial group of sites to over seventy services across England and Wales and continues to lead its expansion. Having worked in healthcare for the last 20 years, Joy is passionately engaged in delivering the best care to all those in need.

"It has been a pleasure to support the Foundation over the past three years as it continues to provide an essential service protecting children from harm."

Professor Victoria Baines PhD (Nottingham) MA (Oxon)

Victoria is IT Livery Company Professor of IT at Gresham College in the City of London. She has held visiting fellowships at the universities of Oxford and Bournemouth, and has been a guest lecturer at Stanford University. In 2019, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. She is Senior Advisor to Disrupting Harm, a project of the Global Fund to End Violence Against Children whose aim is to map the threat and response to OCSEA in Sub-Saharan Africa and Southeast Asia. For several years, Victoria was Facebook's trust and safety manager for Europe, Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre. Victoria serves on the advisory boards of Reliance ACSN and the International Association of Internet Hotlines (INHOPE).

"The evidence is compelling: if we are truly to approach the problem of child sexual abuse as a public health issue, we need to provide support to offenders and those at risk of offending. In my time in both law enforcement and the technology industry, I have been a passionate advocate for the work of The Lucy Faithfull Foundation. Its expertise and services are held up around the world as the gold standard. I am thrilled to be able to contribute directly to its success."

Martin Brewer

Martin is a retired solicitor who now sits as a judge in both the Employment Tribunals and the Immigration and Asylum Tribunal. As a solicitor Martin specialised in employment law and practice and acted for a wide range of employers in both the public and private sectors including a number of large NHS Trusts and Foundation Trusts. Martin is a published author on various aspects of employment law.

Dr Gopi Krishnan

Gopi is a psychiatrist who has worked clinically in secure psychiatry and prisons. He has held several leadership roles, including leading on the development of personality disorder services in high security. He sits as a medical member on Mental Health Tribunals and consults as an independent expert to prisoners appearing before the Parole Board.

"Having worked in secure psychiatry and prisons for almost three decades, I have witnessed at first hand the pernicious consequences of child abuse. I have seen also how abuse permeates generations in a vicious cycle of destruction. The work of the Foundation is now more important than ever – preventive intervention before harm occurs."

David Lundholm BA (Hons) MBA

David is a strategic development director at Legal & General Retail. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

"I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation."

Dr Michael Marett-Crosby

Michael leads a group of healthcare, education and refugee relief charities that work for the people of Myanmar (Burma) with the UN and other agencies to deliver humanitarian support, human rights monitoring, healthcare and education. This work focuses on alleviating the impact of the 2021 military coup, and supporting a new democracy for Myanmar. His international and Burmese teams support scholarships, access to learning, health and inclusive federalism across the country. He was previously a Catholic priest and worked with young people in prison settings, and was interim CEO of The Lucy Faithfull Foundation in 2019.

"The last two years have placed extraordinary pressures on young people, and ensuring their safety both online and throughout their lives is an urgent moral and practical priority. The Lucy Faithfull Foundation's extraordinary staff deliver the widest range of services to keep young people safe from harm. We can and must create a world in which children live without fear of abuse - the commitment and innovation of The Lucy Faithfull Foundation to achieve this is a remarkable force for good that I am honoured to support."

Jill Mason

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with over 25 years' experience advising NHS and independent sector organisations on all aspects of the law relating to the care of patients, particularly with regard to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Outside of work, she is on the Zero Suicide Alliance Governance Board.

"This is my second year as a trustee. I have been so impressed by the dedication of all the staff. Such vital work is undertaken by the Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't..."

Dr Paul Monks BA MB BChir MSc MRCPsych

Paul is a consultant in general and forensic psychiatry. He has worked in low and medium secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. In recent years, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers.

"I am inspired by the Foundation's overarching purpose of preventing child sexual abuse and the dedication and resilience of its staff in pursuit of it, particularly over recent years. The foresight and expertise of the team mean that the Foundation is very much at the forefront of tracking and tackling new challenges posed by digital technology."

Professor D Perkins BSc MSc PhD CPsychol AFBPsS

Prof Perkins is a clinical and forensic psychologist with West London NHS Trust, and professor of forensic psychology at Royal Holloway University of London School of Law. Prof Perkins was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the onlineProtect research group on internet-related sexual offending.

He has carried out clinical work and research, and published widely, on the assessment and treatment of sex offenders, including the interface between personality disorders and sexual offending, psychophysiological and other lab-based assessments of sexual interest, internet-related sexual offending, child sexual abuse and sexual homicide.

"I have a long history with the Foundation, dating back to the 1980s with the establishment of the Gracewell Clinic, and then the Wolvercote Clinic – the only full-time residential facility for the treatment of sexual offenders in the UK. From then the Foundation has developed into a multifaceted and pioneering organisation at the cutting edge of child protection through the assessment and treatment of perpetrators, public information campaigns and most importantly its work on the prevention of child sexual abuse nationally and internationally."

Lynn Saunders OBE

Lynn is a professor of applied criminology at the University of Derby. She previously worked in the criminal justice system for 35 years, most recently as the governor of HMP Whatton. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity that helps prevent sexual offending, and chairs its board.

Lynn was awarded honorary doctorates from Nottingham Trent University in 2015 and Keele University in 2018 in recognition of her work with people with sexual convictions both nationally and internationally, and to the ultimate aim of a reduction in victims. She was also awarded an OBE in the 2017 New Year's honours list and received the Guardian Public Leadership award in 2018.

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

Professor Alec Spencer BA (Hons) MA MRes

Alec is a former prison governor who established the first intervention programme for sexual offenders in Scottish Prisons (STOP). He later served as director of rehabilitation and care and was a member of the Scottish Prison Service Board. He was chairman of the Scottish Accreditation Panel for Offender Programmes, an adviser to the Justice Committee of the Scottish Parliament on their Inquiry into Child Sexual Offending and, for a temporary period, chief officer of a Community Justice Authority.

He has published a book on working with sex offenders, and was Scottish chair of the National Organisation for the Treatment of Abusers (NOTA) and a member of the Association for the Treatment of Sexual Abusers (ATSA). He founded and chaired the charity 'Families Outside' to support families of prisoners and was Chair of Includem, a Scottish charity working with youngsters in trouble. He was chair of the Scottish Association for the Study of Offending and convener of the Scottish Consortium of Crime and Criminal Justice. He is an honorary professor at the University of Stirling and a non-executive director of Community Justice Scotland and chair of its Audit and Risk Committee.

"The Lucy Faithfull Foundation has a proud and long history in the research and treatment of child sexual abuse. Our initiatives to educate and support practitioners working in this difficult area are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

Paul West QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the chief constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012 and a member of the Prison Service Pay Review Body since 2016.

Paul’s voluntary roles include significant experience of school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings he is also the board’s nominated safeguarding lead. He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

“I have valued deeply my association with LFF throughout the last ten years. Not only has it provided me with the opportunity to maintain an involvement in sexual offender management beyond the end of my police service, it has also enabled me to apply the learning I have gained from experts in the field to help safeguard children currently in education in a wide variety of settings. The Foundation really does make a huge and positive difference in so many people’s lives.”

With sincere thanks

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

England

- Charles Hayward Foundation
- The Dulverton Trust
- The Emmanuel Kaye Foundation
- Esmée Fairbairn Foundation
- The Forrester Family Trust
- Global Partnership to End Violence Against Children
- Greater Manchester Police and Crime Commissioner
- Home Office
- The Indigo Trust
- KPMG Foundation
- 29th May 1961 Charitable Trust
- Ministry of Justice
- NEO Philanthropy
- NHS
- Oak Foundation
- Office of the Police and Crime Commissioner for Surrey
- Paul Hamlyn Foundation
- Porticus UK
- The Samworth Foundation

Scotland

- The A B Charitable Trust
- The Christina Mary Hendrie Trust
- Hugh Fraser Foundation
- The Robertson Trust
- The RS Macdonald Charitable Trust
- The Scottish Government
- The Volant Charitable Trust
- Anonymous Trust

Wales

- Conwy County Borough Council
- The Welsh Government

Corporate

- Baillie Gifford & Co.
- Bing
- Meta
- Google
- Southern Housing Group Ltd



Find out more about our work to protect children:

lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline:

stopitnow.org.uk

Stop It Now! Scotland:

stopitnow.org.uk/scotland

Stop It Now! Wales:

stopitnow.org.uk/wales

Information and support for parents and carers:

parentsprotect.co.uk



Facebook: [@stopitnowukandireland](https://www.facebook.com/stopitnowukandireland)



Twitter: [@StopItNowUK](https://twitter.com/StopItNowUK)



YouTube: [@stopitnowukireland](https://www.youtube.com/stopitnowukireland)



LinkedIn: [the-lucy-faithfull-foundation](https://www.linkedin.com/company/the-lucy-faithfull-foundation)

Confidential freephone helpline: **0808 1000 900**

The Lucy Faithfull Foundation

2 Birch House, Harris Business Park, Hanbury Road

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Telephone 01527 591922

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Important note: All images within this document are for illustrative purposes only. Names of case studies have been changed to protect anonymity.

**THE
LUCY FAITHFULL
FOUNDATION**

Working to protect children