



**THE
LUCY FAITHFULL
FOUNDATION**

Working to protect children

**ANNUAL REPORT
& FINANCIAL
STATEMENTS
2019/20**

ANNUAL REPORT & FINANCIAL STATEMENTS 2019/20

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Our values



Our vision

Our vision is a world in which children's right to live free from abuse and exploitation becomes a reality.



Our mission

Our mission is to prevent the sexual abuse of children and young people by working with protective adults, those affected by abuse and those perpetrating it, including young people with harmful sexual behaviour. We are committed to using our expert knowledge to impact on public policy, and to educate families, professionals and the public. We help children and young people to stay safe in all our work.

We believe child sexual abuse is preventable, not inevitable.



Our work

Our work is complex. We work to prevent abuse before it happens – or to prevent it from ever happening again. To reduce the number of victims, we must engage with both potential offenders and those who have offended to address their thoughts and behaviours.



Our founder

The 'Mother to Hundreds' Baroness Lucy Faithfull was a pioneer of child protection. As the first social worker to be appointed to the House of Lords, she campaigned tirelessly for the powerless and voiceless. Her influence can be found in legislation ranging from children's welfare to the criminal justice system.

Lucy was ahead of her time, not least in recognising that if we are to protect children from sexual abuse we must work with sexual offenders, a view that still challenges today's society. She established The Lucy Faithfull Foundation when she was in her eighties – a charity committed to preventing child sexual abuse.

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Introduction from the board chair

Welcome to our 2019/20 annual report which details our activities over the last year. I would like to thank everyone reading this report for their interest and ongoing support and engagement with The Lucy Faithfull Foundation. Our work to prevent child sexual abuse and protect children from harm could not be as effective as it is without the support of our partners, and I extend heartfelt thanks to our staff, funders and my fellow trustees.

2019/20, and especially the tail end of it, has made incredibly clear the absolute need for the services we provide which safeguard children and young people through helping people who have sexually offended against children, or who believe that they will offend, change their behaviour and not commit the harm they might be capable of.

I and my fellow trustees have been humbled by the speed with which the charity moved to safeguard our staff and clients when the Covid-19 pandemic emerged. Their ability to move to fully remote working and continue our much-needed services was exceptional. We are also grateful to our funders for supporting us financially in this difficult time.

In last year's annual report, I outlined changes in the senior team. My sincere thanks go to Michael Marett-Crosby, an experienced charity CEO and LFF trustee for his tenure as interim CEO, while we recruited for a permanent postholder. We are delighted that following his tenure he returned to the Board.

In February, I was delighted to appoint Deborah Denis, our director of fundraising and communications, to be our new CEO, against a very competitive field. Deborah's appointment was met with universal approval across the charity and with our partner agencies and funders. With her extensive knowledge of the Foundation and her many personal skills, Deborah is well placed to take on this leadership role. In September 2019, we appointed Adrian McNulty as our new director of operations. Adrian brings with him a professional lifetime of working in probation services plus energy and rigour.

2019/20 has been a year of much achievement. Our services, including our helpline, have expanded. We have secured support for new projects in years ahead. And we have achieved a financial turnaround due to expansion, the support of our many stakeholders and the hard work of the management and staff. There is much to be proud of.

These achievements sit against a backdrop of renewed commitment by government to tackle child sexual abuse. In 2019, the then Home Secretary, The Rt Hon Sajid Javid MP, announced plans to publish a new cross-government strategy to tackle child sexual abuse. We warmly welcome this development, which we hope will bring together different government departments, charities and other organisations to coordinate the different ways they work to keep children safe. With the threats to children not diminishing, these efforts are more important than ever.

We hope you look forward to working with Deborah and the team to build on the exceptional work of the Foundation and lead it towards a bright future safeguarding so many vulnerable children and young people.

Dr Mike Harris, Chair

BSc MB BS MRCS LRCP FRC Psych

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Foreword from the chief executive officer

For 28 years the staff of The Lucy Faithfull Foundation have worked tirelessly to protect children from sexual harm - inspired by our founder, Baroness Lucy Faithfull. Over this period the threats to children have changed, and the Foundation has evolved its responses. But our mission – to prevent the sexual abuse of children – remains the same. As does the commitment of our staff, trustees and supporters to do all we can to ensure children stay safe.

Having been involved with the Foundation for over 10 years, it is a privilege to now lead it into the next phase of its evolution. My thanks go to Michael Marett-Crosby for his leadership over the last year; and also to Mike Harris, Chair of Trustees, for his wise counsel over the past 12 months and especially for his support to myself as I stepped up to the CEO role. I'd also like to thank our staff, trustees and supporters for their warm welcome.

The efforts and achievements outlined in this report tell the story of our unwavering dedication to protecting children. Our Stop It Now! helpline took more calls from more people, and in the year ahead we will be focused on further growth – we know there are people who need our help; the challenge is making sure they know about us. Our helpline is not yet a household name.

This year our expert practitioners delivered assessments and interventions for Local Authorities and others across the UK, always ensuring children are at the centre of decisions. Our young people's project took great strides in developing resources and services for young people concerned about their own sexual

thoughts or behaviour, or those of a friend. The prevention of child sexual abuse was put firmly on the agenda in Wales, with the government committing to two new prevention projects for the years ahead. In Scotland, the launch of our 'Upstream' prevention resources was coupled with a growth in service delivery. And our partnership with the police in preventing and deterring online offending, went from strength to strength. Globally, we helped shape prevention interventions across the world, drawing on our experience of working for years with those who commit sexual offences against children, child victims and families. These are significant achievements. But there remains so much more to do. Our work has never been more vital as we look towards the years ahead.

The year-end coincided with the Covid-19 pandemic – a global crisis that poses huge challenges to the delivery of our work but, more importantly, prompted an increase in risks of sexual harm to children. We rose to the challenge that lockdown posed and are continuing to do so whilst the pandemic is ongoing. The determination of our staff, supported by our partners and funders, is enabling us to continue to deliver services to those who need them.

The impact of the pandemic will be felt for years to come. The effect of the near-global lockdown on the scale and nature of child sexual abuse will not be known for some time. It is vital that statutory authorities, NGOs and others involved in protecting children, work together to develop appropriate responses to this. Children deserve nothing less.

As we respond to this unprecedented situation, we will also be looking to our future. We will develop a new strategy for our organisation, ensuring we remain equipped to be the pioneering, cutting-edge organisation we have always been. We will continue to be at the forefront of child sexual abuse prevention developments. And we will lead debates and influence social and political attitudes about how children can be best protected.

As we look back on our achievements, we know that the months ahead are full of uncertainties. Like many other charities, the pandemic presents risks to our organisation. But we will face these uncertainties with a renewed commitment to be the best we can be – for our beneficiaries, and the children we seek to protect.

Deborah Denis, CEO

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Life President

Dr A Bentovim MB BS FRCPsych,
FRCPCH, DPM

Patrons

The Baroness Howarth of
Breckland OBE

Mr R Monk CMG, OBE, QPM

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

Sir Richard Tilt

Mrs Hilary Eldridge

Trustees

Dr M Harris BSc MB BS MRCS
LRCP FRC Psych

Dr V Baines PhD

Mr Martin Brewer BA (Hons)
(appointed 9/12/2019)

Mrs Joy Chamberlain FCA
(appointed 16/09/2019)

Mrs S Gubbins FCCA
(resigned 29/05/2019)

Mrs J Leach BSc FCA

Mr D Lundholm BA (Hons) MBA

Dr M Marett-Crosby MA DPhil
(appointed 13/03/2020)

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

Professor D Perkins BSc MSc
PhD CPsychol AFBPsS

Ms L Saunders OBE

Professor A Spencer BA (Hons)
MA MRes

Mr J Trotter LLB (Hons)

Mr P West QPM DL

Company Secretary

Ms A Kroeger BAcc CA(SA)

Senior management team

Dr M Marett-Crosby MA DPhil,
chief executive officer
(until 14/02/2020)

Ms D Denis PGDip Dip CIPR,
chief executive officer
(from 18/02/2020)

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

Mr D Findlater, director of Stop It
Now! helpline

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

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

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
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B60 4DJ

Independent auditor

Crowe U.K. LLP
Carrick House
Lypiatt Road
Cheltenham
Gloucestershire GL50 2QJ

Bankers

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

Solicitors

Bates Wells
10 Queen Street Place
London EC4R 1BE

THE
LUCY FAITHFULL
FOUNDATION

Working to protect children

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Purpose and plans

Since 1992 we have used our wealth of child sexual abuse knowledge, including our understanding of abuser behaviour and prevention theory and practice, to deliver targeted, evidence-based interventions that keep children safe. Every year we help thousands of people take action to protect children from harm.

We are agile and effective and use our expertise to innovate, responding to new trends, new threats and the changing needs of our beneficiaries – a diverse population with complex needs.

Our services, programmes and projects are designed to place a protective shield around children, to help prevent abuse from ever happening, or from happening again.



Looking ahead 2020/21

While the impact of Covid-19 remains uncertain, we have no doubt that due to the increased risks to children presented by the pandemic, our work will be more vital than ever in the months and years ahead. As we develop our new strategic plan, we will meet the challenge to protecting children, and the challenge of protecting our organisation in the current climate, with the commitment and innovation that we are known for.

We will learn from our experience of adapting our ways of delivering services through Covid-19, including the use of online tools, and we will reassess our delivery models for the future so that we reach more people who need our help. We will work in partnership with others, so we can expand our reach even further, by sharing knowledge and skills.

We will focus on making sure people know about the support available through our Stop It Now! helpline. And we will pilot a chat facility, giving people who need us another means of communication.

We will launch online self-help resources for young people concerned about their own online sexual behaviour or that of someone they know, using evidence from our research, and created in partnership with young people, parents and carers and organisations that work with children and families.

We will continue to deter those who seek to use the internet to commit child sexual abuse offences, and provide help and support to offenders and potential offenders resulting in long-term behaviour change. We will take what we have learnt from our indecent images of children deterrence campaign and apply it to grooming behaviour. And we will work with industry to push these developments even further forward.

Our continued engagement with professionals through assessments, training and other interventions will remain an important part of our work to keep children safe. And we will collaborate with academics in the UK and beyond to build the evidence base for how to prevent offending. We are committed to developing both our advocacy and international profile.

Our new strategy, and the delivery plans that will underpin it, will help us achieve these ambitions.

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We keep children safe by:



Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children



Helping people achieve positive change and offence-free living



Creating safer environments within families, in communities and online



Equipping professionals with knowledge and tools to better protect children



Influencing social and political attitudes about how children can best be protected



There can be no greater priority than protecting our children from the horrors of sexual abuse. But we cannot rid our society of this crime by sticking our heads in the sand - we must strive to better understand why abusers perpetrate these crimes and do everything in our power to stop them.

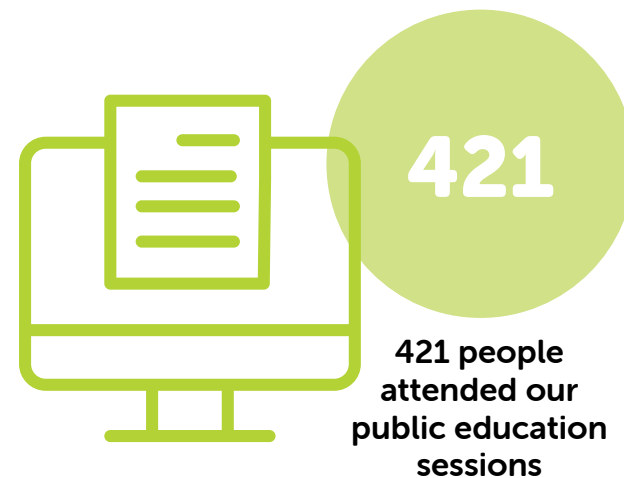
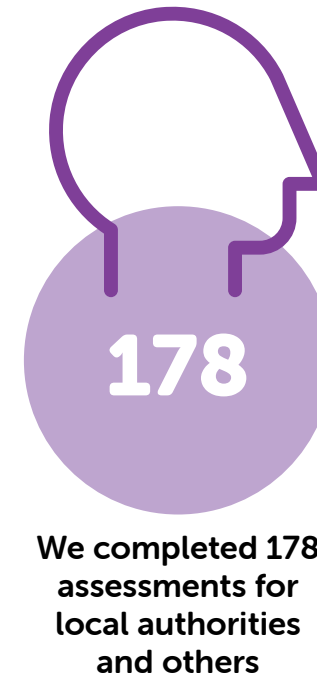


Where people with a sexual interest in children are motivated to change, we must step up and support them to do so. The Lucy Faithfull Foundation is at the forefront of this fight, working tirelessly to prevent sexual crimes against children. Just this year almost six thousand people received advice from The Lucy Faithfull Foundation's Stop It Now! dedicated helpline, meaning more potential offenders are being stopped in their tracks before a child is harmed.

Children deserve to have their innocence respected and fought for and The Lucy Faithfull Foundation has my full support in their endeavours.

The Rt Hon Sajid Javid MP

Achievements 2019/20 - the stats



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Stop It Now! helpline

Consistent with global estimates, studies suggest that 15% of girls and 5% of boys experience some form of sexual abuse before the age of 16¹. But only one in eight victims is known to the authorities². This is a far larger problem than most want to believe.

Moreover, two-thirds of all such abuse takes place in the family environment, typically committed by male relatives and family friends. Some one third of all abuse is committed by other children and young people. Whilst most adults want to protect children from harm, too often they assume the risk is from strangers and others outside the home.

This is why it is essential that adults are equipped with knowledge about the warning signs of abuse and that those with concerns about abuse, or a child at risk, have a safe space to talk about their worries.

We help people when they need it most

The Stop It Now! helpline is open to anyone with concerns about child sexual abuse. Crucially, the helpline is confidential and anonymous – callers do not need to give us any identifying information, so they feel able to talk about very sensitive and complex issues and concerns.

Callers range from those concerned about their own thoughts or behaviour towards children, to those concerned about the sexual behaviour of another adult or a child or young person, to professionals and adult survivors of sexual abuse.

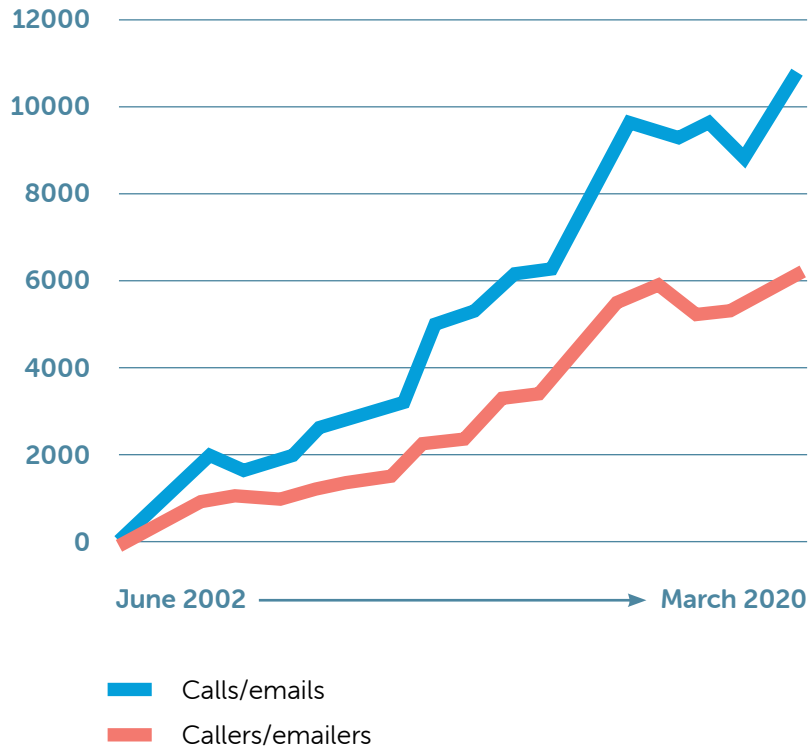


I'm thankful the helpline was there, and they are the only organisation that actually helped and did not fob me off.

Mother seeking support for her son who had disclosed abuse.

Our ability to help callers is significantly determined by funding available for operating costs as well as promotion of the helpline. Stop It Now! is not yet a household name, but the overall trend shows a steadily increasing demand.

Calls & callers by financial year from June 2002



Recognising that a growing number of callers were not able to get through (in 2016, having spoken to nearly 6,000 callers, we saw an additional 2,500 people tried but never got through) – we invested in a range of online resources to provide an initial or supplementary resource, particularly with regard to online child sexual abuse. These include our online self-help resources [Get Help and Get Support](#).

In 2019/20 we helped **5,959** people who between them made **10,636** contacts (calls and secure messages). This is an increase on callers in 2018/19 (5,388) and contacts (8,795).

Our ability to help more people has been bolstered by funding from the Home Office, topping up our core grant from the Ministry of Justice, and enabling us to increase capacity on the helpline. This is support we are truly thankful for. However, our planned expansion was delayed until early 2020, and the full effect of the increased investment will not be felt until the year ahead.

We are also grateful to The Dulverton Trust for supporting promotion of the helpline to key caller groups – something we had scaled back in previous years due to increasing levels of missed callers. With increased operator capacity, we are keen to increase our call and caller numbers further - and will be working with partner agencies and delivering targeted communications to support this throughout 2020/21.



During 2019/20:

- Missed callers reduced by 12% to 4,002 in from 4,571 in 2018/19
- The number of missed callers eventually getting through to the helpline on a subsequent attempt increased to 63% (2,514 out of 4,002) from 59% in 2018/19 (2,701 out of 4,571).

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We help people take action

The helpline is not simply a listening service. We advise callers about actions to consider, agreeing one or more protective steps the caller will take.

- **97% of callers agreed one or more actions to take to protect a child – reducing the likelihood of offending or reoffending.**
- **92% of repeat callers tell us they had taken the actions they had previously agreed.**

I wouldn't have survived the past two years without the support and help from the helpline. I'm very grateful for all they have done.

Female caller



Preventing offending protects children

The helpline provides an invaluable service in the risk management (including by self-management) of adults arrested for the whole range of sexual crimes against children. But a significant number of people who contact us with concerns about their own sexual thoughts about or behaviour towards children have not yet harmed a child; rather, they are concerned that they might. Other adults contact us because they have concerns about someone they know.



In 2019/20:

- 339 people contacted us saying that they had not yet harmed a child, but were concerned about their sexual thoughts about children and their risk of committing a contact offence. *That's 12% of callers/ emailers concerned about themselves and 6% of total callers/ emailers.*
- 276 people contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. *That's 16% of callers/emailers concerned about another adult and 5% of total callers/emailers.*

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

The helpline was there to hear me, never judgemental. The first operator I spoke to was so calm and caring at a time when I was feeling hopeless and suicidal.

Male caller

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Who called the helpline?

Callers by target group 2019/20



Adults concerned about their own sexual thoughts or behaviour



Family and friends concerned about the behaviour of another adult



Parents and carers concerned about a child or young person's sexual behaviour



Professionals seeking case advice



Other*



Adult survivors of child sexual abuse



Adults concerned about a child or young person who is at risk of or is showing signs of being sexually abused or being groomed online

* Callers outside target groups include those with general internet concerns, requests for general information and calls from children.



Case study Tim's story

Tim is married and lives with his wife and three sons. He was calling about an incident that had occurred on a recent family holiday that his wife and sons attended with their cousins and their parents. Tim did not attend the early part of the holiday, but flew out to join them part way through.

Tim explained that his sister's 6-year-old daughter, Phoebe, had disclosed that his son, Michael, aged 12, had sexually touched her on her private parts early in the holiday. The families were unsure what to do in these circumstances and called us for advice and support.

Discussion and advice:

- We discussed the importance of child protection measures; and that Michael should be supervised around other children, including his siblings and cousins. This would mean extra vigilance whilst on holiday and Michael not sharing a room with other children.
- We discussed that this set of circumstances should be used as an opportunity to talk to all three children about 'good touch' and 'bad touch'; about appropriate behaviours and boundaries. We suggested resources which could be used from the Parents Protect website and the NSPCC PANTS campaign to assist these conversations. We talked to Tim about encouraging the children to be open about any concerns they may have so that these can be discussed and the children can feel supported. There had been no previous concerns about sexual behaviours in the children.
- We advised that it was important the parents had a conversation with Michael about his actions and the consequences of them, not just for himself but also for his cousin and ensure that he understood this. But also to listen to any worries and concerns he has, and ensure they do not "close him down".
- We discussed the importance of a collaborative approach between themselves and the parents of Phoebe, as it was important to take their view into account as to what they would like to happen next.



Case study Tim's story

- We explored Michael's use of technology, including access to the internet. Advice was given regarding parameters around such use, ensuring that he was not having access to pornography or over 18 material. We discussed putting parental controls on devices and continuing a level of monitoring for the foreseeable future.
- We discussed creating a family safety plan, so that the whole family is clear on acceptable behaviours and boundaries and how these are to be managed.
- We discussed creating a record of the discussions and actions taken so that they can demonstrate to outside agencies – should they become involved – of the steps they have taken to manage this situation and to safeguard all children.

Actions agreed with Tim:

- For all the adults involved to visit the Parents Protect website and NSPCC PANTS campaign resources online.
- Michael not to be allowed unsupervised contact with other children for the foreseeable future – plus an open door play policy to operate so his behaviour can be monitored.
- Create a family safety plan.
- Parents of Phoebe to remain alert to their daughter's feelings and behaviour and ensure prompt response should she show signs of distress in the future.
- Tim and his wife, Charlotte, to read 'Facing the Future' book – a guide for parents of children with harmful sexual behaviour.
- Talk to Michael about the situation in an age appropriate way, discussing boundaries and consent.
- Maintain a conversation with the other parents involved about steps to move forward.
- All the adults involved should feel able to call the helpline for advice and support whenever needed.

Outcome:

The parents of both children wanted to deal with the situation within the family and felt that they did not want to involve the authorities. The victim was remarkably resilient, had disclosed the behaviour shortly after it occurred and displayed no evident signs of distress subsequently.

Both families kept lines of communication open between the adults and between the children and their parents. They discussed with the helpline the best means of ensuring the safeguarding of all the children.

Tim used the helpline on a number of occasions over the subsequent months. He and Charlotte also received support from a specialist LFF practitioner in three call-back appointments – planning practical steps to engage with his son about his behaviour to ensure no repetition. They were very thankful for the support that both families had received.

Looking ahead 2020/21

1. Whilst helpline call volumes have increased gradually over the past 18 years, in the year ahead we will deploy more operators across more hours in order to respond to a significant increase in call numbers.
2. From the outset, the helpline has engaged with adult contacts entirely by telephone and email (secure message service). In the year ahead, we will trial the use of online chat as an additional means of offering helpline support and advice. We will evaluate its utility in providing an improved, more effective or more accessible service to our various target groups in order to decide next steps.
3. During the Covid-19 health crisis we have exchanged helpline and website information on a regular basis with a range of government departments and statutory as well as voluntary sector partners. Together, these various data sets allowed a much richer picture of the threat to children. We recognise the value and significance of our data, combined with that of others, in contributing contemporary insights into sex offenders and offending, as well as vulnerability of children to abuse, both online and offline. We will maintain this exchange of information over the year ahead, to inform each other's insights and responses and improve our joint success in the prevention of child sexual abuse.



Tackling online sexual abuse

Online sexual offending continues to be a huge challenge in the UK and globally. In 2018 the National Crime Agency estimated that around 80,000 people in the UK present some kind of sexual threat to children online. In 2020 they estimated that 300,000 pose a sexual risk to children – both online and offline. Since 2005 we have been working to address the problem of online offending by working with those who pose a risk to children online.

Having sought assistance through the helpline, callers may go on to a face-to-face meeting where we can offer more in-depth assistance and assess whether they would be suitable and would benefit from one of our Inform programmes. These are evidence-based psycho-educational programmes for people affected by online offending. Inform Plus is for men who have accessed illegal images of children. Inform is for their family members or friends. We also offer a service to young people who have displayed harmful sexual behaviour online (see section 'Working with young people and families').

Inform Plus

Inform Plus is a psycho-educational programme for men who are under investigation for, or have been arrested, cautioned or convicted of accessing illegal images of children online. The programme helps men to understand their behaviour and put in place strategies to avoid reoffending in the future.

Inform Plus can be delivered as a group or individual programme of work, which is mostly self-funded by the participants with some subsidised places for those in financial hardship. In 2019/20, 119 men from across England and Wales attended the Inform Plus group programme and 67 attended the programme on a one-to-one basis (186 in total). This is a decrease on the total we worked with in 2018/19 (186 vs 227). This may be as a result of more people than ever using our online self-help resources to reflect on and change their online sexual behaviour. This year we ran programmes in Epsom, Birmingham, Bristol, Leeds, Manchester and Warrington.

This year we also piloted a new online solicitation programme to 12 additional men.

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99% of Inform Plus participants reported making good or maximum progress on their ability to reduce their risk of reoffending.

I feel positive moving forward about my ability to manage life beyond today, with a strong set of skills and knowledge.

Inform Plus participant

Evolving our services in respond to need – online solicitation

In response to the changing nature of online sexual offending, this year we developed and piloted a programme targeted at those men who have engaged in some form of online solicitation or grooming of children. Abusive behaviours include engaging young people in sexual conversation online, soliciting sexual images from young people online or attempting to meet with a young person after communicating online, with the intention of committing a sexual offence. To date, we have delivered this programme on a one-to-one basis and 12 men completed it in 2019/20. We are now in the process of reviewing and evaluating the programme with a view to rolling it out in 2020/21.

I can't really put in to words how grateful I am to have been pointed in the direction of your organisation. My facilitator had a fantastic manner and ability to put across the course content in a way that was clear, easy to comprehend and made what was really difficult at times far more manageable.

Online solicitation participant



Case study

Doug's story: online solicitation

Doug was under investigation for sexual communication online with a child and was given the helpline details by the police. Doug was married and had a young child and was no longer able to live in the family home. He moved in with his parents who were supportive. Doug had no previous convictions.

Before his face-to-face appointment, Doug completed the online Get Help modules which he found helpful in beginning to understand his behaviour. Doug presented as socially isolated and had very low self-esteem and confidence. However, Doug was keen to address his behaviour and attended two Sex Addicts Anonymous meetings.

Doug attended the new individualised online solicitation programme. Doug wanted to understand how he had "crossed the moral lines" as he had always considered himself to have a good moral code which he was struggling to comprehend.

Doug acknowledged that there was a huge amount of denial happening when he was offending and there was an element of addiction, therefore, he wanted to ensure that he had strategies in place to prevent future illegal or unhealthy behaviours occurring.

Doug felt he had come away from the programme of work with a greater understanding of his offending behaviour and he felt positive about moving forward. Doug feels he has the ability to manage life beyond, and will be able to draw on the knowledge and the strong set of skills he has gained from completing the course.



Case study

Chris's Story: viewing indecent images of children online

Chris was arrested for accessing indecent images of children and given the helpline details by the police. Chris had two adult children and separated from his wife following his arrest. Chris didn't have any other family or friends to support him so he lived in his car and returned to the family home once a week to wash and cook. He had no previous history of offending behaviour.

At his face-to-face meeting Chris presented as emotionally and socially isolated and appeared to be feeling very low in himself and spoke about thoughts of committing suicide in the future. Chris expressed that he wanted to explore and understand why he had offended. He attended Inform Plus in a group setting. Prior to attending the Inform Plus course Chris was worried that his reasons for offending could not be understood.

Since completing the course Chris felt able to evaluate the way his life was at the time of offending. He acknowledged that his depression had left him feeling worthless and he had low self-esteem. Chris now feels that he is worth much more, not just for himself but to his family and he can see that he has a future. Chris feels he is able to identify the triggers that made him 'self-destruct', and that this will help prevent him reoffending in the future. He said he gained a lot more knowledge regarding victims that he had never considered prior to the course.




Inform

This is an educational programme for partners or adult family members or friends of people who have been arrested for accessing illegal images of children. Families are not traditionally seen as victims of such offending, even though they can be left devastated by the actions of a loved one. Participants are empowered to help their family plan for the future and put in place strategies for managing the risk of further offending in the future, as well as to support any children in the family and ameliorate the emotional consequences of the police investigation on those children.

This year we worked with a total of 199 family members either in person, or over the telephone, from across England, Scotland and Wales (198 in 2018/2019).

96% of participants who completed face-to-face courses said they felt less isolated after the programme.

 **Thank you so much. I really don't think I'd be in the same (positive) position I am in now without this support. It has equipped me for life and I will be forever grateful.**

Inform participant



Case study Hannah's story

Hannah's adult son was arrested for viewing indecent images of children. She originally called the helpline to arrange for her son to attend our Inform Plus programme but later showed keen interest to progress herself onto the Inform programme. Hannah, as well as her husband and son, were seeing a psychotherapist to cope with the difficult situation. Her therapist further encouraged Hannah to partake in the Inform programme as well as her husband.

During her face-to-face appointment, Hannah expressed that she and her husband felt as though they were "in a void" waiting for the outcome of their son's situation. She expressed the desire to learn more about her son's offending behaviour in addition to the criminal justice system processes and the impact her son's offending would have on his future.

In terms of helping her son with his behaviour, the cycle of addiction was explored with Hannah and the practical measures that they could take as a family to prevent their son from engaging in such behaviours in the future.

At the end of the Inform programme, Hannah expressed that she had "learned so much" despite not having many expectations before the course began. She further expressed that she was able to learn more about the criminal justice process and found all aspects of the course useful. More specifically, Hannah mentioned she felt more confident in her knowledge about "when things may go wrong" by understanding the processes behind the offending behaviour.

Family and Friends Forum

With continued support from the Emmanuel Kaye Foundation, our online forum for family members went from strength to strength in 2019/20. The forum was launched in September 2018, after recognising the benefit people get from peer support when a loved one has been involved in online offending behaviour.

In 2019/20, 6,018 posts were made by 554 active users. In addition, there were 23,612 visitors who made 97,643 visits between them. This represents an average 160% monthly increase in forum visits since last year (3,131 vs 8,136).

It was a real lifesaver and breath of fresh air when I discovered it on your website. I'd felt so alone and isolated and it helped me realise that there are loads of people from all walks of life struggling like me in silence. The forum has been a huge support during some very traumatic times.

Forum user

Looking ahead 2020/21

1. Our plans to review and develop how we deliver our programmes have been given added impetus by the social distancing restrictions brought about by the Covid-19 pandemic. We are piloting delivery of these programmes, both in their group and one-to-one formats, via a secure video-conferencing platform. We are excited by the potential of remote delivery to extend the reach of our services to those in need of them.
2. We will continue discussions with partner organisations to expand our reach through licensing Inform Plus to be used by other organisations working in our field. While some agreements were drawn up in 2019/20, these partnerships remain a work in progress for 2020/21.
3. We will enhance the user experience of the Family and Friends Forum, for example by improving the 'search' function. We will also evaluate the Forum in the autumn of 2020.



Working with young people and families

Harmful sexual behaviour amongst young people is a real, and often underrecognized, problem. Around a third of sexual offences against children and young people are carried out by other children and young people³, and between 4-17% of young people look at illegal images online⁴. If we are to prevent sexual abuse of children, we need to work with young people who have displayed harmful sexual behaviour.

In 2019/20 we continued our three-year project, funded by the Esmée Fairbairn Foundation, to develop a strategy to tackle harmful sexual behaviour among children and young people. We remain incredibly grateful for their support, which is enabling us to make huge progress towards enhancing services and resources for people with harmful sexual behaviour, their families, and those that work with them.

Research to shape resources for young people

This year, we conducted research with young people, parents and professionals to help inform the development of much needed resources for young people. Whilst there are great resources available for young people to help them to protect themselves from others online, there is nowhere for them to go if they are worried about their own sexual thoughts or online behaviour, or are worried about someone they know. This is not unique to the UK – there are few resources like this in the world. We are working to change this.

Our research focussed on finding out what concerns young people, parents and carers and professionals, where they currently go for support and what they think we should develop.

We conducted surveys with 85 young people (aged 16-25), 196 parents/carers, and 189 professionals working with children and families. We also completed 11 focus groups with young people aged 11 to 18.

Summary findings from young people

Young people told us they are concerned about how easy it is to access sexual content, the risks posed to them by others, and other young people engaging in risky sexual behaviours online. They spoke of how engaging in sexualised behaviour online seems like the expected thing to do. We found that young people are most likely to turn to a friend with concerns about their online life, some to their families, and a large proportion said they don't know where they would turn. Young people were generous with sharing ideas of what they would like to see on an open-access website, to make it relatable and appealing.

Summary findings from parents

Parents were most concerned about their children accessing inappropriate sexual content e.g. adult legal pornography. However, a significant concern was their child's potential to experience bullying, talking with strangers and being groomed online. There was little concern explicitly reflected that young people might purposely seek out illegal content, or may engage in other harmful sexual behaviours online.

Most of the parents said they would not know where to go if they were concerned about their child's online sexual behaviour, with school, charities, police, and online searches being the most popular sources of help identified. Resoundingly, parents felt that a website would be helpful in relation to young people's online sexual behaviour. Anonymity and ease of use were important themes for parents when considering what resources they would use.

Summary findings from professionals

Professionals highlighted concerns about young people being contacted online and groomed by others, a lack of parental boundaries relating to online activities, easy access to sexualised content and the apparent normalisation of 'hardcore' sexual behaviours represented in pornography. When faced with concerns about a young person's online

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³ Hackett, S. (2014) Children and young people with harmful sexual behaviours

⁴ NSPCC, 2016

behaviour, professionals felt they could access support and advice from their in-house safeguarding leads, colleagues, statutory services and specialist organisations like The Lucy Faithfull Foundation and NSPCC. In addition to more training and toolkit resources which we are actively working on, professionals said they would like to see self-help resources for young people that are simple, accessible and evidence-based.

We will be sharing the full findings and research report with partner organisations in 2020/21 and will use our results coupled with their insights and expertise to develop new online resources.

Improving the response to young people who get into trouble

Another goal of this project is to help the criminal justice system, and others, make decisions that promote a more positive future for young people. We aim to encourage police, youth justice workers and the courts to respond to behaviours proportionately and consistently, considering the context of the situation at hand. In 2019/20 we delivered workshops and presentations at conferences and events across the country and were consulted with and acknowledged in the Prosecuting Sexual Offences report created by Justice UK under the chair of HH Peter Rook QC. This report was distributed widely throughout the criminal justice system.



Inform Young People

Our Inform Young People programme, running since 2012, is for under 21s who have displayed harmful or risky sexual behaviour online. This intervention seeks to divert the young person from further risky behaviour, help establish appropriate sexual boundaries, and educate them to keep themselves safe. This year we worked with 68 young people as well as their parents or caregivers - an increase on 2018/19 (30).

All young people we worked with said they felt more confident in using the internet safely and responsibly in the future.

Parents often find it difficult to access support and help when a young person gets into trouble. This is partly due to the stigma attached to such behaviour, and partly because of the difficulty many have talking to their children about such topics.

It was the first and only place I could find genuine help. I only wish I heard of it much sooner/before I got arrested. They are the first people to see and address the human in you.

Young person

I am feeling confident and happy about the programme. I know that professionals in LFF were very dedicated to help out and support my son and our family. Thank you.

Parent of a young person

In 2019/20 we conducted a full refresh of the Inform Young People programme. The new materials are being piloted and we have received positive feedback from young people and families. As the project progresses, we will take on board all evaluation data, and develop the programme further.

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Case study James' Story

James, 17, contacted the Stop It Now! helpline after being arrested for viewing indecent images of children, sending sexual selfies to young people, and having sexually explicit conversations with young people online.

Due to his age, our first contact was with his mother when she called the helpline for advice and support. There was a suggestion from his mother that James was on the autistic spectrum, but this had not been diagnosed. James was struggling with his mental health and there were concerns about self-harm. His parents were upset and confused, and James was “disgusted with himself”. After a series of calls with the helpline, James was referred to the Inform Young People programme.

The programme involved exploring the potential impacts of viewing pornography online, perspectives, developing happy relationships, coping with problems and looking forwards. James got more engaged as the sessions continued and seemed to increase in confidence. His work also seemed to have a positive effect at home too. A session was held with the whole family to discuss the implementation of a family safety plan and consider further goals for the future.

At the end of the programme, James appeared fully committed to continuing to use what he had learnt in the future. He had not accessed indecent images of children since his arrest, and was committed to reducing his pornography use, which he had already taken steps to achieving. His parents were pleased that he had completed this programme, and reported seeing a positive change in him. They described him as now being “*happier than he has ever been*”.

Looking ahead 2020/21

1. We will develop and launch online self-help resources for young people concerned about their own online sexual behaviour or that of someone they know. Resources will be developed using evidence from our research, and created in partnership with young people, parents, carers and organisations that work with children and families.
2. We will pilot an online chat provision for young people who are worried about their sexual thoughts or behaviours – a key service identified by young people during our research.
3. We will seek funding to expand our Inform Young People programme and we will train relevant frontline workers to deliver interventions for young people who have got into trouble for their online sexual behaviours.

Stop It Now! prevention activities

Preventing child sexual abuse has to be society's priority if we are to be serious about protecting children. Prevention means that children aren't harmed in the first place. Prevention means that children don't become victims. Prevention means that adults and young people don't become offenders. To create a world where there are no victims of child sexual abuse, we work with adults and young people who have offended or who are at risk of doing so. We also work with the people around them and the public so that everyone knows what they can do to keep children safe.

Stop It Now! UK and Ireland has two essential components: a child sexual abuse prevention campaign, working through traditional media, digital, social media and advertising to make sure people know the facts and what they can do to protect children from all forms of sexual abuse; and a confidential helpline (see pages 10-16), providing advice and support to adults with concerns. Stop It Now! UK & Ireland has been working since 2002 to support adults play their part in prevention by providing sound advice and information to everyone who needs it.



What can you do to help keep your children safe? You can talk to us.

The confidential Stop It Now! helpline is a safe space for anyone to discuss their worries about child sexual abuse and its prevention. Our experienced advisors don't judge and will listen to you and provide suggestions for what you can do to help keep children safe.

If you're worried about the online or offline behaviour of a child, young person or adult, or want to know what you can do to keep your children safe, we can help.

It's time we talked about it.

My daughter says her cousin touched her inappropriately

When should I talk to my child about private parts and touch?

You can call our confidential helpline on **0808 1000 900**



For more information on how to protect children or to support our work visit stopitnow.org.uk/talktous

Online and traditional communications

We work with journalists from across the UK and beyond to argue for the importance of prevention.

This year, we featured by [The Guardian](#), who described a week in the working life of one of our practitioners, and by the [BBC](#), who also discussed the less well-known impact on families of offenders.

We also worked with [BBC Radio 4](#) to [describe the journey of a man](#) who used our helpline and Inform Plus programme to help stop his offending behaviour. Stories such as this are vital for people who are worried about their own thoughts, feelings or behaviour towards children to recognise their own issues, know that there is help available, and know that they can change.

Reaching people directly through our marketing programme is another important part of sharing our prevention work, including news, helpline promotion and professional training information. This year, our emails were sent 275,858 times to a wide range of people including professionals and parents and carers. These were opened and engaged with at much higher rates than the industry average. We achieved an average open rate of 26% vs the industry standard of 20%, and an average click through 10% vs the industry standard of 3%.



The Guardian



BBC Radio 4



BBC Radio 4

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Rebrand

We were delighted this year to be able to refresh the Stop It Now! branding, bringing a more modern feel. We hope our new logo has a softer, friendlier style, representing one of our main purposes – to provide a space where people can talk about their worries about child sexual abuse and its prevention, and get help.



Online resources

Ensuring the public and professionals have easy access to information and resources is a priority. Our wide-ranging target audiences – from those concerned about their own sexual thoughts or behaviour towards children, to parents and carers wanting to protect their families – means we operate multiple websites. These websites had more than 778,000 users from across the world, with high engagement.

A red rounded rectangle containing the text 'Parents Protect' in white. Below it, a smaller white rounded rectangle with a red border contains the tagline 'Together we can prevent child sexual abuse' in red.

A blue rounded rectangle containing the text 'Get Support' in white.

A green rounded rectangle containing the text 'Get Help' in white.

Parents Protect
for parents and carers to help protect children from sexual abuse and exploitation
7,342 sessions
of more than 10 mins

Get Support
for people worried about their own sexual thoughts or behaviour towards children, or that of someone they know
2,153 sessions
of more than 10 mins

Get Help
for people worried about their own online sexual behaviour towards children, or that of someone they know
40,031 sessions
of more than 10 mins

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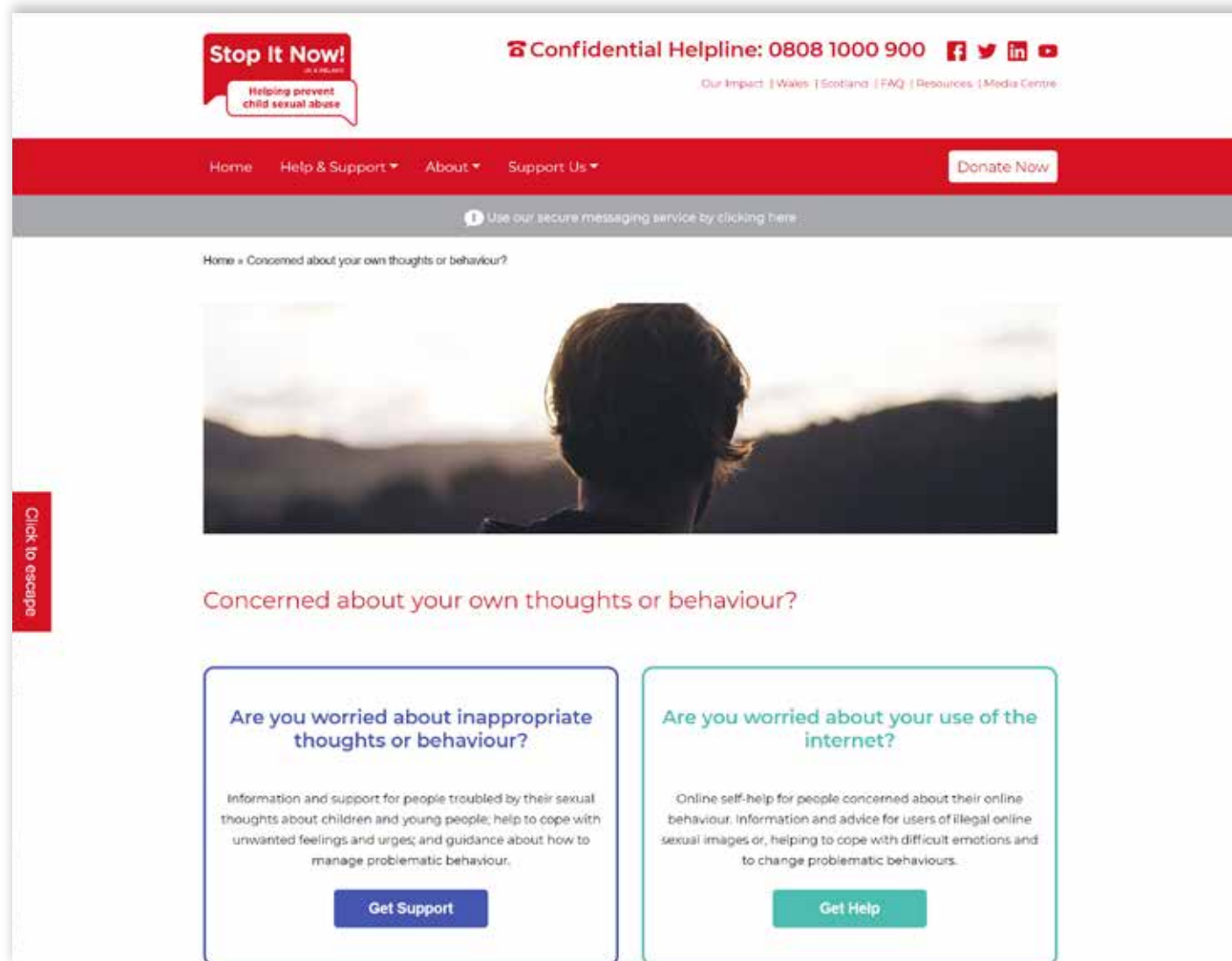
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Websites

Alongside our rebrand we embarked on a major piece of work to merge three of our websites. Based on user feedback, research and web testing, in February 2020 we brought our public facing Stop It Now! website together with our self-help site regarding online offending and our self-help website regarding sexual thoughts, feelings and behaviour towards children. The results can be seen at: stopitnow.org.uk. We hope the streamlining of our services will make it easier for our audiences to find the support they need.



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Indecent images of children deterrence campaign (IIOC)

Our campaign to deter online viewing and sharing of sexual images of children continued in national and regional media and online through social media and digital advertising. The campaign has grown significantly since it began in 2015, and for the fifth edition, we created and launched two new films to point people towards the support available through our helpline and self-help website. Each film plays into the fear of being caught while viewing indecent images of children online.

In 2019/20, we outperformed previous campaigns in the amount of press coverage achieved, with 155 pieces of coverage as part of our proactive national story, including Sky News, The Telegraph and Mail Online, and an additional 51 pieces of coverage as part of our regional activity.

We also ran a major partnership with the Met Police in London. As part of a targeted public relations and social media campaign, we achieved coverage on both BBC and ITV local news, as well as publication in the Evening Standard. **Combined, this work drove an increase in contact from the London area regarding online offending – an 83% increase in traffic to our website and a 68% increase in calls to our helpline.**

The impact of the campaign is measured through analysis of calls to the Stop It Now! helpline and an anonymous online survey on the Get Help website which is activated when we are actively campaigning.

The Wife



The Housemate



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Independent evaluation in 2019/20 shows:

Campaign activity drives un-arrested offenders towards Stop It Now! resources

More than half of un-arrested helpline callers and online survey respondents heard about Stop It Now! through campaign activity

After engaging with Stop It Now! resources, un-arrested offenders report positive attitude changes including a greater awareness of personal and legal consequences of viewing indecent images of children, and a belief in their ability to stop for the long-term

Un-arrested offenders self-report adopting behavioural changes to prevent reoffending, including:

- enlisting the support of a friend or family member
- stopping pornography use
- avoiding risky situations
- stopping all internet use
- installing controls and filters on devices
- using online self-help resources to help with desistance

When polled, one in ten adults and one in five young men recognised the Stop It Now! campaign.

Full campaign evaluation, including statistics on digital advertising, will be finalised in summer 2020.

Comments from users of the self-help website show how some were uncomfortable with their behaviour and wanted help, others express a clear motivation to change.

I want to stop having these thoughts. I want to stop myself from looking

I feel vile and dirty, I felt that there was no way out, no one to talk to. Then I remembered this site. This site has given me hope and hopefully strength not to relapse yet again

Since reading and accessing Stop It Now!, I know there is help out there for my offending

For the first time [I] saw a resource dedicated to helping me anonymously without judgement. Thank you

If other people can do it, so can I

We have high confidence that there are a minimum of 300,000 individuals in the UK who pose a sexual threat to children, either through contact abuse or online. In this context in the year ending March 2020, the NCA and UK policing made 7,212 arrests and safeguarded and protected 8,329 children, through a coordinated online CSA Pursue response.

Given these numbers, a whole system response is essential, and in particular we need to raise the bar to offending, increasing the risk and difficulty of obtaining and distributing child sexual abuse material online, and deterring individuals from offending in the first place. The valuable work of The Lucy Faithfull Foundation which is dedicated to preventing child sexual abuse, is a fundamental part of this response.

National Crime Agency’s Director of Threat Leadership, Rob Jones

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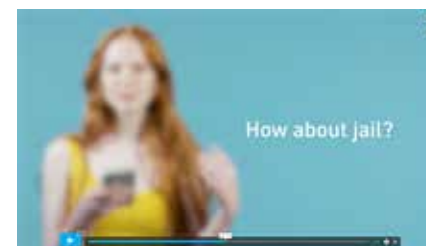
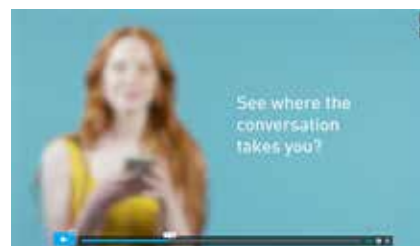
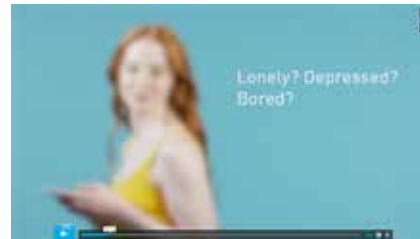
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Targeting grooming behaviour

This year we ran a pilot campaign to deter people from engaging in sexual conversation with children online. Digital deterrence adverts displayed campaign messages on the illegality and consequences of the behaviour, as well as the help we offer to stop and change for the better. These drove more than 170,000 users to our self-help website. In 2020/21 we will be seeking to roll this out further, through engagement with technology companies and online advertising.



Families and friends

Child sexual abuse causes huge harm to victims that can persist throughout life - these consequences are well known but can't be emphasised enough. Our communications work educates people about this, but also about the consequences of offending upon the offender such as possible arrest, imprisonment and job loss. However, the consequences and huge impact for the families and friends of people who have offended are often less discussed. In addition to providing support to families and friends through our helpline, Inform Programme and our Family and Friends Forum, we also recognise that these groups have a major role to play in preventing offending by noticing potentially harmful behaviour and taking action, sometimes helping their loved one change their behaviour for the better, and for good.

In 2019/20, we conducted research with the families of offenders, to understand more about the influence family and friends can have on an offender seeking support to stop.

The research showed that using case studies as part of any awareness campaign for family and friends would be beneficial, with emphasis placed on the need to provide a range of circumstances and family types to enable people to more easily self-identify and not to see the campaign as simply aimed at 'other' people. It was also suggested that guidance on how to talk to the offender about suspicions would be important. These findings will help inform our 2020/21 campaign as we look to extend the focus towards a 'friends and family' audience.

Looking ahead 2020/21

1. We will further develop our indecent images of children deterrence campaign, increasing the scope to cover more aspects of online offending, including grooming behaviour, and furthering our support for families of those who have offended or who might.
2. So that everyone can know how best to keep children safe, we will do a full review of content on our Parents Protect website, to make sure it has up-to-date prevention information and resources – and we will completely update our online learning programme.
3. Our helpline and associated services are vital sources of support for people who can make an immediate impact on preventing child sexual abuse. We will develop new ways to make sure that people know about the help and support we provide, and target this to a wider range of audiences, including minority groups.

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Stop It Now! Scotland

In the past ten years, recorded sexual crimes against children in Scotland have more than doubled⁵. We also know that around 1 in 6 children will experience sexual abuse during their childhood⁶ and the vast majority of this is not reported. Over the last year our work in Scotland has continued to grow and develop, focusing on the prevention of sexual abuse before it happens.

Upstream – preventing abuse before it happens

In December 2019, a new online resource – *Upstream* – was launched by Maree Todd, Minister for Children and Families, at a conference we hosted for 100 professionals and policy makers.

The website, funded by the Scottish government, is a one-stop-shop for parents and others who are looking for advice and information about preventing child sexual abuse. Drawing on two years of consultation work with partner organisations across Scotland, the new resource has five sections: Learn, Identify, Prevent, Act and Engaging Communities. There is also a *Get Help* section for anyone in a situation which requires immediate action.



5 <https://www.gov.scot/publications/recorded-crime-scotland-2018-19/pages/15/>

6 <https://www.childabuseinquiry.scot/media/1211/prevalence-of-abuse-in-scotland-professor-lorraine-radford.pdf>



Support
for families

Stop It Now!

SCOTLAND | ALBA

Helping prevent
child sexual abuse



Upstream gives practical information on:

- Speaking to your child about safety – both online and offline.
- Talking about consent, boundaries and healthy relationships in an age appropriate way.
- Taking sensible and proportionate precautions about who has access to your child and asking the right questions when considering environments such as after school clubs, football clubs, Scouts and Girl Guides etc.
- Having a family safety plan if something has happened or there are concerns that something may happen.

There is also a section for professionals on messaging for the public about practical things that can be done to prevent child sexual abuse, with specific sections for those involved in safeguarding in sports coaching, faith and belief communities, educational settings and prevention materials for professionals working with children with disabilities, children who are looked after and LGBTQ youth. In the month after its launch, the site was visited by 1,700 users.

It offers helpful advice for adults in a way that would have them more informed, more educated about what they need to know and so more in control.

Website visitor

Service delivery

We worked directly with 105 people in Scotland worried about their own sexual thoughts, feelings or behaviours towards children, including online behaviour. We ran two Inform Plus groups in Edinburgh and two in Glasgow, plus one smaller group in Inverness reaching a total of 52 men who had been arrested for viewing indecent images of children. We also ran two Breaking the Links groups, an adaptation of Inform Plus for people who have committed online offences who have significant issues in relation to trauma. This reached a further 11 individuals.

Those who did not meet criteria for group work were offered one-to-one work with our forensic psychologist, including individuals who had not sexually offended but who were worried about presenting a sexual risk to children.

For 63 service users who attended our group work programmes and completed evaluations, there was an average 44% improvement on scores around mental health and wellbeing, and a 39% improvement in managing strong feelings. All agreed that the group work contributed to them being able to live an offence free life.



When I was arrested I was given a leaflet about Stop It Now! Scotland. It took me a day or so to pluck up the courage to phone. At that point I was already at a very, very low ebb and I was seriously contemplating suicide.... Had I not contacted Stop It Now! I don't think I would be here.

Stop It Now! helped me to understand where I was going wrong... and led me to rediscovering myself... A lot of people think they are worthless and this type of behaviour arises from that. What Stop It Now! did is (they) showed me that I am worth something. But also, they showed me in a quite graphic and brutal way exactly what the consequences were for the victims in the images that I saw.

I believe that if I didn't have the support of Stop It Now!, either I would still be offending, or in jail, or dead. One of the three.

STV Interview with Inform Plus participant

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Working with families

We worked with 87 family members of people arrested for online offending, and ran two Inform groups reaching 21 family members. Others were offered individual programmes of work and support.

I don't know how to begin to express my immense gratitude to you all for your support after the last year. I know there are challenges ahead but as you've so wisely told us this is now the beginning of the end.

The fact that we have got through this as a family as intact as we are – that I have had the strength to protect my children from this nightmare, and watch them have a happy, secure, contented year – is due in no small part to having you there if we needed to, and having your advice and guidance to draw on.

From that absolutely transformative first conversation I had, our meeting with you, all the times each of you have been on the end of the phone – I am so grateful for your compassion, humanity, patience, and practicality.

Letter from Inform participant



Working with young people

This year we entered the second year of our Glasgow based Reducing Online Sexual Abuse (ROSA) project. Funded by The RS MacDonald Trust, the project provides early intervention for young people who have got into trouble because of their sexual behaviour online. Over the last year, the ROSA project provided individual sessions with 36 young people who had displayed abusive or harmful sexual behaviour to peers and other children online. These young people presented with varying needs and levels of ability, and we successfully delivered tailor-made specific interventions.

The project also continued work in Shawlands Academy, updating and presenting information through structured personal and social education (PSE) lessons around internet safety and digital resilience. We delivered a parenting group over three sessions to S1 and S2 pupils' parents – which received excellent reviews and has resulted in plans to integrate the learning into the schools extended support to parents' programme.

Our young people's advisory group in Shawlands Academy continued to deliver information and advice to pupils, engaging them in critiquing their own learning and developing new lessons, as an addition to the set curriculum. These will be delivered through the PSE classrooms and through a peer supported learning environment.

The ROSA project has also inputted to work being carried out by LFF more widely in refreshing the Inform Young People programme.

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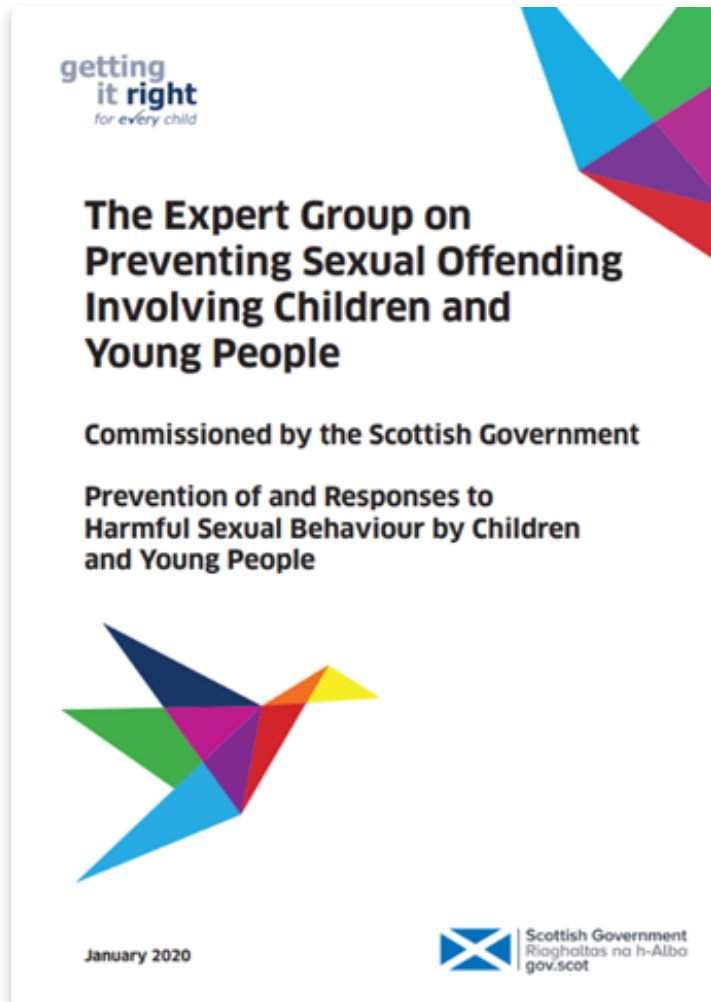
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Policy and service development

We now have seven full-time equivalent staff working from our Edinburgh office, along with a pool of sessional workers who assist us in our work.

Stop It Now! Scotland was a member of the Scottish government's Expert Working Group on Preventing Sexual Offending by Children and Young People, the first government-led task force in the UK looking at harmful sexual behaviour and how it is prevented. Its report was published in January 2020.

In January 2020, Stop It Now! Scotland won a tender from the Scottish government to pilot and evaluate a training package for kinship carers on online safety and digital resilience.

In October 19 and January 20, we piloted two training courses for 19 psychotherapists and counsellors equipping them with skills and knowledge to be able to work with individuals who are worried about sexual thoughts and feelings towards children and/or have committed a sexual offence against a child.

Throughout the year we have been looking at the prevention of sexual abuse in organisational settings. Funding from the Christina Mary Henry Foundation allowed us to pilot a situational prevention initiative with Edinburgh libraries, training managers to help make changes so that libraries promote prevention and can be safe spaces for children and vulnerable adults. We also provided training to the Scottish Football Association on the principles of situational prevention within sport coaching contexts.

Looking ahead 2020/21

- 1. Our Reducing Online Sexual Abuse (ROSA) project will formally come to an end and we will report on key findings from three years of work with young people who have displayed technology assisted harmful sexual behaviour in Glasgow.**
- 2. We will focus on maintaining high quality service delivery throughout the challenges presented by Covid-19.**
- 3. We will establish a Stop It Now! Scotland advisory group to assist with strategic development and governance.**

Stop It Now! Wales

As a nation, one of the main barriers to preventing child sexual abuse is the stigma associated with talking about it. Every child has the right to be safe from harm, and we need to break down these barriers if we are to prevent child sexual abuse.

Children and young people have 42 rights under the United Nations Convention on the Rights of the Child (UNCRC). In 2011, Wales became the first country in the UK to make the UNCRC part of its domestic law. Article 34 states that the government should protect children from sexual abuse. In July 2019, the Welsh government published the 'National Action Plan on Preventing and Responding to Child Sexual Abuse', demonstrating their commitment to adopting a public health approach to tackling child sexual abuse. We welcome this development, and look forward to working with partners to deliver on the plan.

One-to-one early intervention with vulnerable or at-risk families

This year we completed our one-to-one child sexual abuse early intervention pilot. Funded by the Pilgrim Trust, the project allowed us to develop, pilot and evaluate a one-to-one protective parenting service designed to give information, raise confidence levels and implement bespoke family safety plans with some of the most vulnerable and at risk families in Wales.

We worked with nine families, which included 13 adults. We received referrals from five different children's statutory services across Wales. The types of referrals we received can be grouped into two broad categories: referrals based on an adult's vulnerabilities and risks (three families), and referrals where a named child was identified as at risk (six families).

The project was evaluated by Cardiff University, and noted:

Findings clearly demonstrate that the new service was able to increase parents knowledge and awareness of the risks specific to the needs of their family and importantly equip them with the knowledge and skills to prevent child sexual abuse and help keep their family safe in the future.

Data from the before and after session questionnaires showed that all parents made improvements in their self-reported levels of knowledge, skills to cope, confidence to respond and ability to keep their children safe in light of the concerns relating to their referral as a result of engaging with the service.

Findings from the interviews also showed that parents had increased their knowledge and awareness about sexual abuse and the warning signs in general, and specifically in relation to the risk factors associated with their case.

Importantly, findings also demonstrate that the individualised work completed with Stop It Now! Wales was able to influence behavioural change.

The research has been able to evidence that parents had used their new knowledge to help develop an effective family safety plan. Furthermore, they had put this plan into action to help prevent the onset or escalation of issues directly relevant to their circumstances.

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Public education sessions

This year, we delivered a total of 36 awareness sessions reaching 421 people including parents and carers, children and young people, and those who work with children and families. These are lower than 2018/19 numbers (98 sessions, 1,418 people), reflecting the fact we were funded to deliver different activities this year, for example, our one-to-one early intervention service and our “It’s time we talked about it” campaign.

The sessions, typically two hours long, cover topics including: how parents can protect children from sexual abuse; how parents can better understand sexual behaviour in children; how professionals can safeguard young people and vulnerable adults; keeping children safe online; preventing child sexual exploitation, safeguarding vulnerable children and young people, and protecting children with additional needs.

Evaluation which measures changes in knowledge, skills and confidence shows good increases across the board.

Total participants who completed evaluation forms: 205	Pre-session	Post-session
Q1 Knowledge – rated as good or very good	53%	72%
Q2 Skills – rated as good or very good	47%	67%
Q3 Confidence – rated as good or very good	46%	68%



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The "It's time we talked about it" campaign

This year, we ran a bilingual campaign funded by Welsh government designed to:

- highlight the fact that if we do not talk about child sexual abuse, we enable abuse to take place and silence children;
- raise awareness of the fact that child sexual abuse can happen to any child in any community;
- encourage a response to the subject of child sexual abuse in communities that does not act as a further barrier to disclosure for children and adult survivors.

We developed leaflets, posters, a social media campaign and a partner pack based on insights from focus groups with parents and carers, professionals and adult survivors of child sexual abuse. Partner packs were issued to Local Safeguarding Children's Boards and shared with key partners and stakeholders. Feedback was positive, with many organisations reporting that they shared the resources with their members and contacts.

1 in 6 children are sexually abused before they are 16.
It's time we talked about it.

If you are concerned about a child or about how an adult behaves around one, even if it's just a nagging doubt, don't keep it to yourself.

You can talk to Stop It Now! in confidence.
Call 0808 1000 900

Stop It Now!
Wales (Lloerddu)
Helping prevent child sexual abuse

Children who need to talk can call ChildLine for free on 0800 1111 For immediate risk call 999 For more information visit stopitnow.org.uk/wales



The social media campaign started in March and has had really positive results:

- Twitter impressions were up 539% on previous 3-months
- Twitter profile visits were up 108% on previous 3-months
- Twitter engagement rate was up 50% on previous 3-month average
- The campaign web page was viewed 317 times

1 in 3 children suffering sexual abuse never tell.
It's time we talked about it.

Talk to us in confidence
0808 1000 900

Stop It Now!
Helping prevent child sexual abuse

Mae 1 ymhob 6 plentyn yn cael eu cam-drin yn rhywiol cyn eu bod yn 16 oed.
Mae'n amser i ni siarad am y peth.

Siaradwch â ni'n gyfrinachol.
0808 1000 900

Stop It Now!
Helping prevent child sexual abuse

Did you know most victims of child sexual abuse never tell and can't ask for help? It's time we talked about it.

This leaflet aims to help you understand the risks and how we can prevent abuse from happening to our children.

Stop It Now!
Helping prevent child sexual abuse

Do you know what to do if a child tells you about abuse? Let's talk about it.

- 1. Respond with care and urgency**
- 2. Believe the child**
If a child trusts you enough to tell you about abuse, you must remember that they rarely lie about such things.
- 3. Be supportive**
Do not dismiss their claims or put them off talking about it.
- 4. Stay calm**
If you get angry, the child may think you are going to punish them. This will play into the hands of the abuser who warned the child not to tell.
- 5. Be caring**
Make sure the child knows you love them and that they have done nothing wrong – and keep telling them. Make sure the child knows they were right to talk about it.
- 6. Face the problem**
Adults must protect the child at all costs and place responsibility appropriately with the abuser.
- 7. Re-establish safety**
Do what is necessary to protect the child from further harm. Put into place a Family Safety Plan (see below).
- 8. Get help**
We have professionals who can help guide you towards safety and healing (see back of leaflet).
- 9. Do not despair**
Children can and do recover from sexual abuse.

Information on creating a Family Safety Plan can be found on our Parents Protect! website: parentsprotect.co.uk

Stop It Now!
Helping prevent child sexual abuse

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The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs. We delivered 19 sessions to 288 participants, exceeding our target of 200. One final session was postponed in March due to the Covid-19 outbreak.

As difficult as the topic is, I found this course very informative and feel that my knowledge and confidence in knowing how to approach this subject has increased vastly.

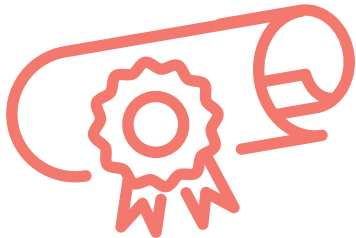
Session participant

The Dyfed Powys project - programmes to support families affected by online harmful sexual behaviour

This year we were funded by the Dyfed Powys Police and Crime Commissioner to deliver a programme of work to support families affected by online harmful sexual behaviour, reduce the risk of future offending, and keep children safe across Dyfed Powys. The project commenced in September 2019 and is on track to complete in August 2020. In 2019/20 we worked with three adult men who had committed offences online. Our work helps men to understand their behaviour and put in place strategies to avoid reoffending in the future.

The project assisted in carrying out my sentence plan for the service user by providing relevant expertise. It helped the service user achieve goals that were personally meaningful to him and I noticed how it helped the service user make the positive changes required to live an offence free life.

Probation Officer



Professional training and engagement

We delivered 13 professional training courses to 191 frontline workers including education professionals, colleagues in the charity sector, and social workers. We also presented at 12 professional symposiums and delivered workshops at conferences reaching a further 500 people. In particular, we were delighted to give a presentation on primary, secondary and tertiary prevention at a Continuous Professional Development day hosted by Tarian Regional Organised Crime Unit in February. Over 200 people attended.

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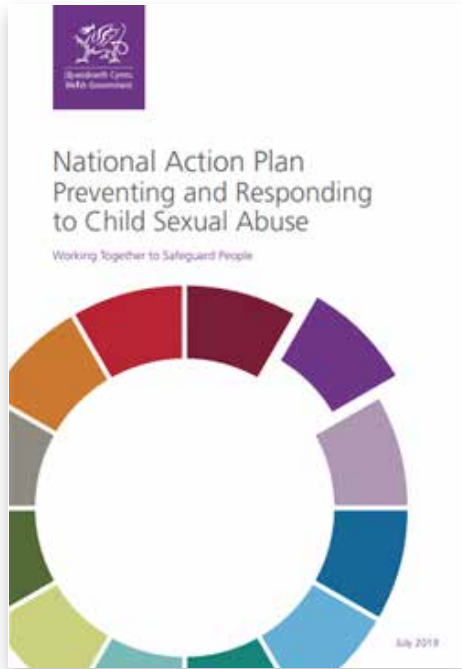
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Policy development

Stop It Now! Wales acts as joint secretariat of the National Assembly for Wales Cross Party Group on Preventing Child Sexual Abuse (Saving Futures). In July 2019, the Welsh government published the 'National Action Plan on Preventing and Responding to Child Sexual Abuse'. The plan details actions the government will take to prevent child sexual abuse and support children who have been sexually abused. In 2019/20, we were part of various working groups, supporting partners and working with the government, to consider evidence from the Cross Party Group while the plan was developed.

We are delighted that the action plan considers the importance of the prevention through challenging public attitudes, increasing awareness amongst professionals and communities, and through working with children and young people. Stop It Now! Wales and the Saving Futures Cross Party Group recognises that the plan considers the impact of child sexual abuse, however it should be noted that the overall response to perpetrators of child sexual abuse could be strengthened. Work to address perpetrators' behaviour must be central to any response to child sexual abuse and calls for action around this continue to be made by Stop It Now! Wales and the Cross-Party Group. We will continue to support, monitor and review the plan over the next three years.

Partnership work also continued through the Stop It Now! Wales Action Group. Members include Catholic Archdiocese of Cardiff, South Wales Police, Children's Society, Cardiff University, WISEKIDS, Jig-So Children's Centre, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support team (EYST).

Looking ahead 2020/21

1. We will deliver a primary prevention project, funded by the Welsh government. The *Keeping children safe from sexual abuse* project will see us deliver a programme of work to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to protect children from sexual harm.
2. We will expand on our early intervention work to deliver a project funded by Welsh government. The *Early intervention for vulnerable or at-risk families: a child sexual abuse and exploitation early action and prevention* project will enable us to deliver a programme of educational intervention with families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse.
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.

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Training and consultancy

The public expects those who work with children and families to have all the answers about how to protect children and young people from sexual abuse. We know that this not always the case: abuse typically happens in secrecy and signs and indicators may be difficult to detect. Our training aims to strengthen the capacity of fellow professionals to protect children from sexual abuse.

The high-quality training we offer has continued to be in demand this year with police, local authorities, schools and commercial organisations among the range of agencies to whom we have delivered training.

In 2019/20, we provided 72 training events attended by more than 920 professionals. Included in this are 10 one-day open workshops on relevant themes which we hosted at our offices in Bromsgrove and Epsom for individual professionals to join and courses directly commissioned by agencies. This is lower than 2018/19 (99 events to 1,900 people) reflecting our focus on delivering our core suite of training programmes and only delivering events which do not result in a financial loss for the Foundation.

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



78% of participants said our training will make a great deal or a lot of difference to the way they do their job

96% would recommend our training to colleagues

As in previous years, we have continued to foster a close working relationship between our training and marketing teams. In addition, we have streamlined our administrative processes to ensure that we can provide an efficient, cost-effective and responsive service to those looking to commission training or consultancy. Likewise, we have reviewed our systems for collating data about enquiries and events to ensure they are fit for purpose.

Open discussion of what is usually considered a ‘taboo’ topic. Very engaging trainer. Understanding perpetrators, enabling a more effective response.

Kent County Council

Excellent combination of safer recruitment knowledge and recruitment knowledge - ideal for those who are not expert in either of these areas.

Safer Recruitment participant



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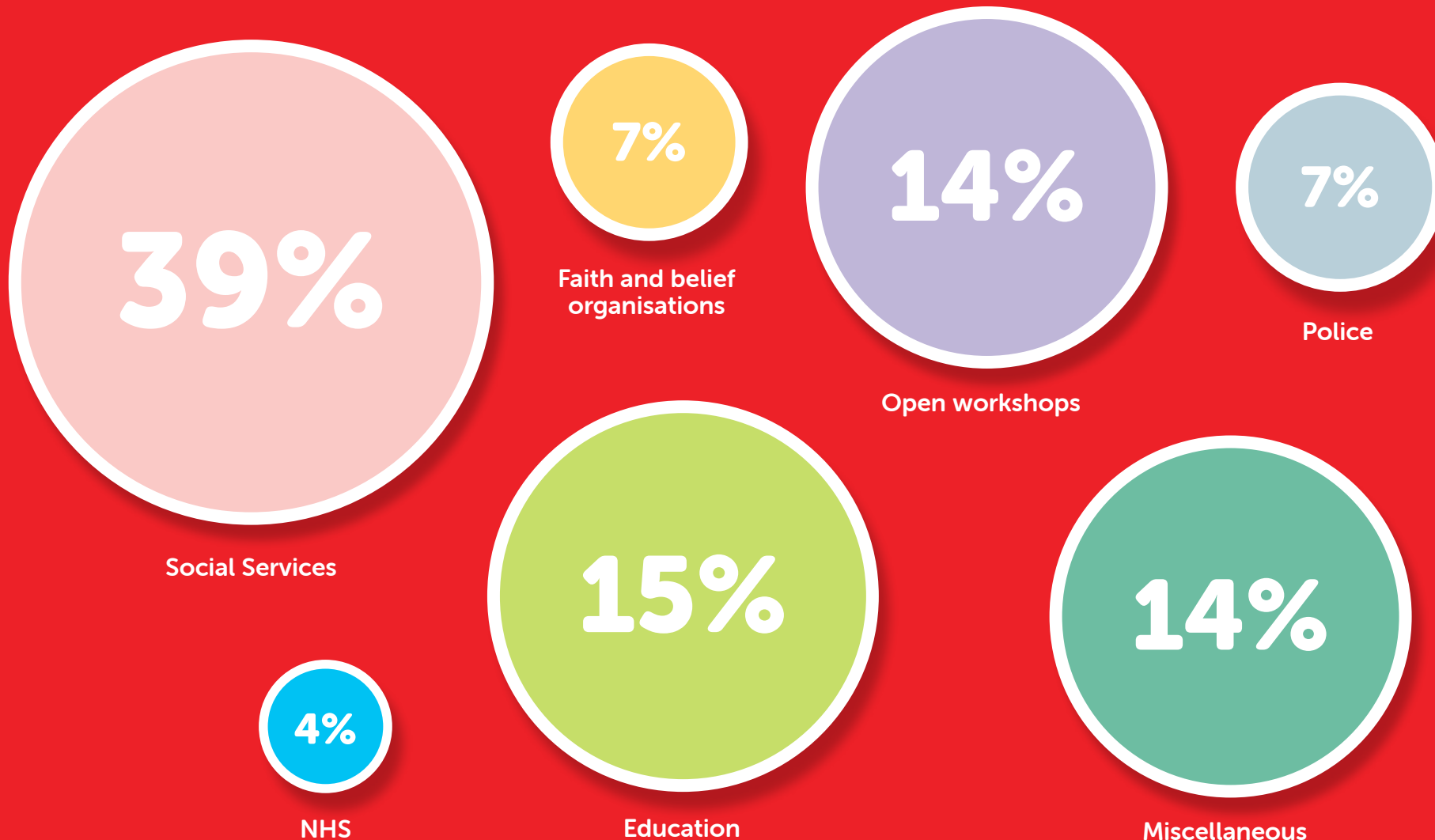
Additional information



Who did we deliver training to?

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.

We work with local authorities, local safeguarding children's boards, police and other law enforcement agencies, education settings including schools, colleges and universities, health services, faith communities, residential care units and many more.



Consultancy

We have continued to provide consultancy to organisations both within the UK and internationally, including local authorities, faith groups, the Norwegian Correctional Services (Southern Region), Eton College and Central England Quakers. Bespoke training and consultancy remain a key part of the Foundation's services for professionals.

Looking ahead 2020/21

1. We will focus on delivering our core suite of training programmes which include: understanding child sexual abusers; child sexual abuse and the internet; sexual exploitation of children and young people; promoting positive pathways for young people who exhibit harmful sexual behaviour; assessing the protective skills of mothers, partners and adult carers; safer recruitment in education settings; and safer recruitment for the wider workforce.
2. We will pilot remote delivery of our training events via a secure video-conferencing platform. This development has been given impetus by the social distancing restrictions brought about by the coronavirus pandemic. Remote training delivery offers us an exciting opportunity to extend the reach of our training and to equip a broader range of professionals with the skills and knowledge to protect children from sexual harm.
3. We will continue to refine and develop how we promote our training courses to ensure those who would benefit from our training know we can assist them.



Case study

This year, we started a project with the Norwegian Correctional Services to develop interventions to address sexual offending committed by offenders in Norway, with a specific focus on young people. We worked with Norwegian colleagues to develop a project that would help Norway practitioners feel more equipped to respond to young people who exhibit harmful sexual behaviour.

The project included:

- Presenting at a regional sexual offending conference attended by a range of staff from prisons and probation teams, to gather insights into practitioner needs
- Developing an evidence-based, flexible toolkit for individual supervision sessions with young people who have committed sexual offences/displayed harmful sexual behaviour
- Delivering train-the-trainer sessions for staff in Norway in the use of the toolkit
- Delivering a supervision programme via videoconferencing, for staff in Norway in relation to the process of using the tool and linked to specific cases
- Evaluation and revision

In 2019/20 we completed the first two activities. Due to the Covid-19 pandemic, delivery of training in Norway had to be postponed, with subsequent actions due to take place in 2020/21.

Excellent tool, both in content and style/design. This is a comprehensive tool, which certainly will assist us in addressing these challenging issues with young people. As the tool is based on cognitive theory and the Good Lives Model, it fits in well with the practice within the criminal justice agencies in Norway.

Jo Inge, Chief Probation Officer, Telemark Probation Service, Norway

Assessments and intervention

Throughout 2019/20, our multi-disciplinary team provided expert assessments of, and intervention for, young people and adults for the family court system, local authorities and others. We provide a national service and are approved by the Legal Aid Agency to provide expert witness testimony to the family court.

Our assessment reports assess the potential harm and risk posed by the subject (which could be an adult or a young person) to children. We also provide expert reports focusing on the protective factors of a partner or family member with a view to assessing the overall risk to a child/children within a family environment. Our assessments of young people are often the first step to their accessing appropriate interventions to prevent harmful sexual behaviour escalating.

The majority of reports in 2019/20 were for local authority children's services followed by the Legal Aid Agency and other assessments, such as those commissioned by individuals. This year we completed 178 assessments, a reduction from 195 in 2018/19. In 2019/20 we delivered 52 pieces of intervention, a reduction from 59 in 2018/19, the majority of which were for local authorities.

Our assessments and interventions help in a variety of situations, such as:

- Family court proceedings (such as care proceedings or adoption hearings), private law proceedings (such as residence or contact disputes)
- Local Authority decision-making about the viability of family reconstruction
- Therapeutic work with children, young people and families
- Employers' decision-making regarding employees against whom allegations of a sexual nature have been made
- Assessment and treatment of individuals, to manage and reduce risk of sexual harm and identify and meet treatment needs
- Management of male and female adults in prison or under community supervision for sexual offences
- Applications for a Sexual Harm Prevention Order
- Placement of children and young people known to pose a risk to other children

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Expert assessments in 2019/20



Legal services



Other



Expert assessments



Children's Services



Case study

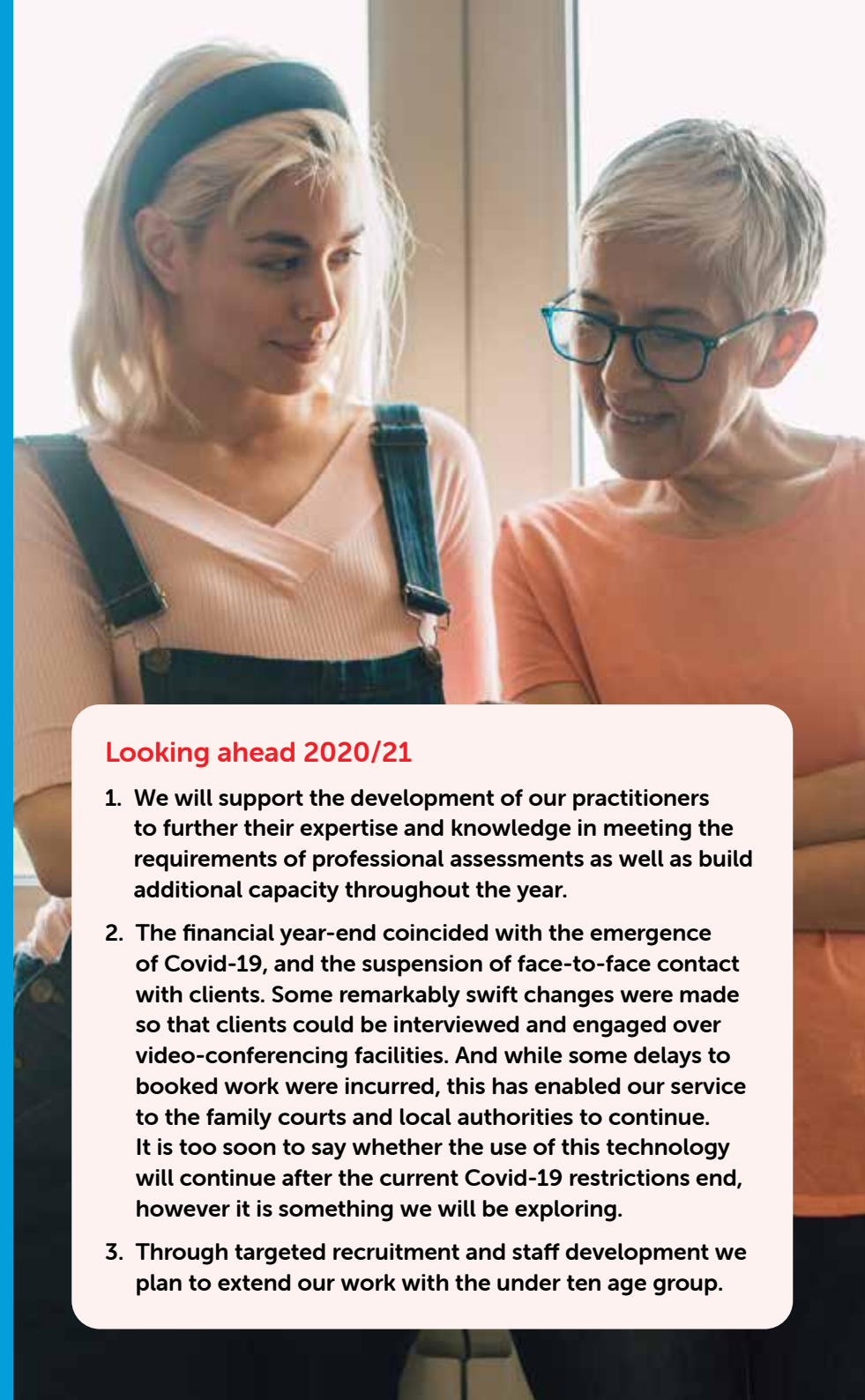
Our integrated family work has been valued for many years. Our experts have extensive experience in this area and can engage in intractable and complex cases, involving multiple family members. They can recommend the best way forward, underpinned by our guiding principle that the needs of children come first.

Mr and Mrs Russell are the parents of a five-year-old girl, Sherry. Mrs Russell had other children removed from her in the past, due to her depression and resultant neglect of them. The Foundation was consulted when it was revealed that Mr Russell's brother, James, who lived in the same household, had been convicted of downloading indecent imagery of children and grooming offences and sentenced to four years' imprisonment. James had been diagnosed as having Klinefelter's Syndrome (a condition which can cause problems with learning, social and sexual development), and the local authority were concerned that Mr and Mrs Russell and Mr Russell's parents, who also lived in the household, were not appreciative of the risks posed by James.

Sherry had been removed from the home and placed in foster care for nine months until James was convicted, at which point she returned home. The authorities remained concerned about the potential future risk, which the family appeared to deny, which left Sherry at risk when James, her uncle, was eventually released.

The work undertaken consisted of educational inputs for all of the adults in the family. The grandparents were particularly resistant to accepting one of their children had behaved in the way found by the criminal courts, and work with them had to be undertaken with a degree of subtlety.

James was visited in prison, where he made admissions as to his conduct: these being relayed to the wider family, which offered something of a breakthrough. The necessary balance between the family's accepting James' risk whilst avoiding his demonization was achieved over the course of the work; a mutually negotiated family safety plan allowed the whole family to decide how they would keep Sherry safe whilst providing support for James once he was released.



Looking ahead 2020/21

- 1. We will support the development of our practitioners to further their expertise and knowledge in meeting the requirements of professional assessments as well as build additional capacity throughout the year.**
- 2. The financial year-end coincided with the emergence of Covid-19, and the suspension of face-to-face contact with clients. Some remarkably swift changes were made so that clients could be interviewed and engaged over video-conferencing facilities. And while some delays to booked work were incurred, this has enabled our service to the family courts and local authorities to continue. It is too soon to say whether the use of this technology will continue after the current Covid-19 restrictions end, however it is something we will be exploring.**
- 3. Through targeted recruitment and staff development we plan to extend our work with the under ten age group.**

International work, research and publications

While estimates of prevalence vary between countries, around 19% of girls and 8% of boys worldwide will have experienced contact sexual abuse by the age of 18. The Foundation is committed to knowledge exchange with domestic and international partners who share our vision of a world in which children live free from sexual abuse and exploitation.

International projects

The Eradicating Child Sexual Abuse project

The Eradicating Child Sexual Abuse (ECSA) project is an international knowledge exchange initiative concerned with the prevention of child sexual abuse and exploitation. It builds upon previous work completed, and aims to drive change through longer-term engagement. We are very grateful for the continuing support of the Oak Foundation.

In February 2020, we re-launched our new [ECSA website](#) at the ISPCAN conference in Doha. This followed extensive consultation with practitioners and the support of an international advisory group of experts in various aspects of child sexual abuse response and prevention. The website is designed as a toolkit for use by statutory and voluntary sector partners within a nation, area, city or community. It comprises some 200 examples, from across the globe, of programmes and interventions to prevent child sexual abuse; set alongside a methodology for both exploring the nature and extent of child sexual abuse within the area of concern and then designing a prevention strategy in response.



The other component of the ECSA project is our work with partner agencies in Bulgaria and Brazil - helping them to consider the extent and nature of child sexual abuse and exploitation in their respective regions and to create strategies for its prevention. These strategies involve government departments, statutory and voluntary organisations, all working with members of the public as well as with children themselves.

In Bulgaria we built on the regional strategies developed in the last two years, providing training for colleagues in the 'Hedgehogs' programme, a prevention initiative targeting primary school children, in Burgas, Plovdiv, Pernik and Dupnitsa, developed and delivered by our partners, Demetra and PULSE. We also hosted study visits in the UK for students involved in the delivery of 'Hedgehogs' and senior child protection officials involved in developing and delivering the over-arching strategy.

In Brazil – more precisely the Recife municipal area of the state of Pernambuco - with the vital support of two local consultants, Ideario Consultoria, we have engaged with NGOs, academics and statutory agency colleagues and undertaken visits to explore the extent and nature of child sexual abuse and exploitation in and around the city. Based on these foundations and with access to records of the agencies involved, we also commissioned the first comprehensive analysis of child sexual abuse in Recife in order to inform the development of a child sexual abuse prevention strategy. Covid-19 interrupted plans for report launch in May 2020, but momentum is being maintained through the use of technologies and an abundance of goodwill and determination.

Evaluation of our work is an essential component of the project. In consultation with our funders we have commissioned Professor Lorraine Radford, University of Central Lancashire, to lead on such evaluation.

Looking ahead 2020/21

- 1. We will promote the ECSA website internationally so it has maximum impact on the development of strategy, adaptation and implementation of interventions that help protect children from sexual harm.**
- 2. We will support colleagues in Bulgaria and Brazil in their next steps along the path of prevention, both in adapting, delivering and evaluating interventions and in further developing their strategic approach.**
- 3. We will share learning from the evaluation of our international work so that other organisations and agencies can learn from both the successes and challenges in this work.**

Situational prevention audits in child facing organisations

This year, we continued a project funded by Porticus UK to undertake child sexual abuse situational prevention audits overseas, with the aim of reducing the risk of child sexual abuse. In July 2019, we spent time in Albania with The Catholic Schools Network, the leaders of which were keen to understand how they could develop a continuous improvement ethos with regard to child sexual abuse prevention. A programme of initial training was agreed and planned for spring 2020, but due to the Covid-19 pandemic this has been postponed.

Looking ahead 2020/21

We will continue to work with partners in Albania. And we will work with our funders, Porticus UK, to identify a second region to work with.

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Research and publications

The Foundation is committed to using its expertise to contribute to national and international knowledge about tackling child sexual abuse.

Our research committee meets every three months and has an overview of internal research activity as well as our collaborations with external academics and research students.

In 2019, we co-funded PhD student, Lynsey Fenwick, from Leeds Beckett University who is researching the impact of contact with the Criminal Justice System on men investigated for offences relating to online child sexual abuse.

We trialled the Pathways Model developed by OnlineProtect with service users completing individualised Inform Plus programmes in Surrey and Scotland.

We undertook research into outcomes for young people charged with online sexual offences throughout the UK through a FOI request to all police forces. We also surveyed parents and professionals in relation to prevention of online harm and undertook focus groups with young people looking at this subject. We were commissioned by the Centre for Expertise on Child Sexual Abuse to write a paper on key messages for practitioners in responding to cases involving sibling sexual abuse. And we responded to the UK government's consultation on online harm.

In 2019, our clinical lead for young people services, Lisa Thornhill, was awarded her professional doctorate researching the experiences of children with a parent who has been charged with viewing indecent images of children. Assistant psychologist, Elly Stevens, published an article *"I Despise Myself for Thinking about Them." A Thematic Analysis of the Mental Health Implications and Employed Coping Mechanisms of Self-Reported Non-Offending Minor Attracted Persons.*⁷ And our director of Stop It Now! Scotland, Stuart Allardyce, co-authored an article titled *"Exploration of the Relationship between Severe and Complex Disabilities and Child Sexual Abuse: A Call for Relevant Research"*⁸. Both articles were published in the Journal of Child Sexual Abuse. A series of articles were also published in NOTA news.

Over the last financial year, with the support of the Home Office, two pieces of research focussed on the indecent images of children deterrence (IIOC) campaign have been underway. The first is focusing on the original qualitative research conducted with those arrested for IIOC, which was influential in shaping the deterrence campaign. This research has been completed and is awaiting final comments before being submitted to a peer review journal. The second piece of research is focused on the Get Help website, and the evaluation of this. This research has included interviews with pre- and post-arrest IIOC offenders who received Get Help call-back services to help them work through the self-help modules. The data is almost collected for this research.

⁷ Stevens, E. and Wood, J., 2019. "I Despise Myself for Thinking about Them." A Thematic Analysis of the Mental Health Implications and Employed Coping Mechanisms of Self-Reported Non-Offending Minor Attracted Persons. Journal of child sexual abuse, 8(28), pp.989-968.

⁸ Barron, I., Allardyce, S., Young, H. and Levit, R., 2019. Exploration of the relationship between severe and complex disabilities and child sexual abuse: a call for relevant research. Journal of child sexual abuse, 7(28), pp.780-759.

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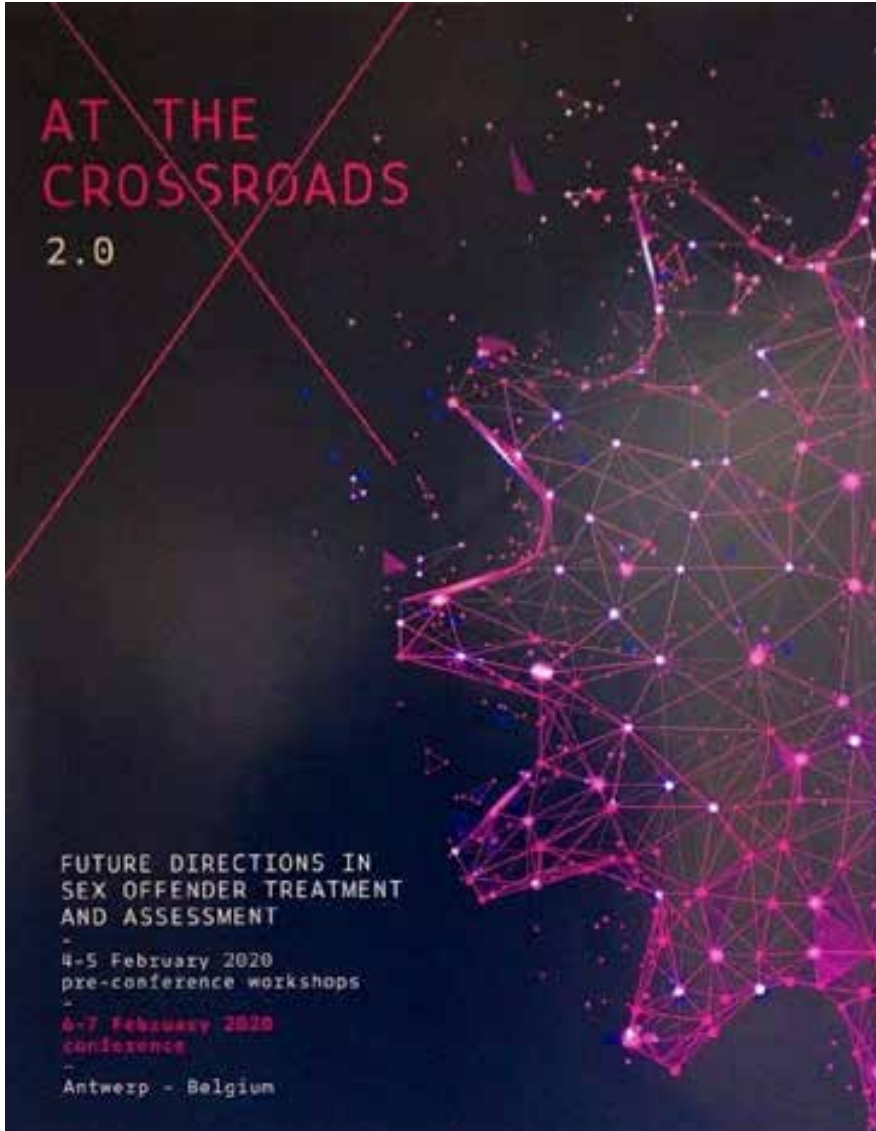
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Conferences and collaborations

Our work was presented at a range of conferences both nationally and internationally. This included a workshop at the NOTA Conference in Belfast by our clinical manager for young people services, Sian Meader, and project co-ordinator for the ROSA Project, Lindsay Mullen, concerning technology assisted harmful sexual behaviour and a workshop by Stop It Now! Scotland clinical lead, Sarah Graham, at the NOTA Scotland conference on data collection by services in relation to online offending.

Director of the Stop It Now! helpline, Donald Findlater, and Stuart Allardyce attended the WeProtect Global Alliance conference in Addis Ababa. Stuart also presented a keynote speech at the Moore Centre for Child Sexual Abuse Prevention's annual symposium at Johns Hopkins University on learning from deterrence campaigns targeting online offenders. Principal practitioner, Mike Sheath, provided inputs to Europol on 'offender profiling'. He also provided keynote speeches to an Argos Police conference in Australia, and events run by Netclean in Stockholm and INHOPE in Dublin.

Looking ahead 2020/21

1. We will proactively share our research priorities to allow us to collaborate more effectively with researchers in the UK and beyond.
2. We will publish peer reviewed studies in relation to our online offending deterrence campaigns.
3. We will publish the independent evaluation of our ECSA project (Eradicating Child Sexual Abuse) focusing on international knowledge exchange about child sexual abuse prevention.

Fundraising

Each and every donation is vital to us and our work to prevent child sexual abuse. Every gift, large and small, helps us achieve our vision of a world in which children's right to live free from abuse and exploitation becomes a reality.



This year we embarked on an important new partnership with Facebook for which we are extremely grateful. The partnership provides advertising credits that allow us to run campaigns on the Facebook platform to raise awareness of our services amongst the wider population, as well as help us reach those who may be looking for help, but might not know about us. This means we are having a bigger impact than expected for an organisation of our size. We also received invaluable support and advice from the Facebook Online Safety Programmes and Partnerships team.

The work that The Lucy Faithfull Foundation carries out, such as its latest 'Stop It Now!' campaigns, is so important to help ensure that children are protected from the risk of sexual harm and abuse. Facebook takes this issue really seriously and is proud to support the invaluable work of The Lucy Faithfull Foundation.

David Miles, Head of Safety for EMEA at Facebook



A massive thank you to Barry Weller who not only took part in the Prudential Ride 100 but also, a few weeks later, ran the Bradford half marathon. He raised £835 with match funding from his employer. Barry said:

I'm pleased I could contribute in a small way to helping raise money for such a worthwhile challenge that helps deal with an ever-increasing issue in society.



In 2019/20 Alpha Financial Market Consultants continued to offer us pro bono support following our charity partnership in 2017. The company has been assisting with ongoing support for our helpline database despite our formal partnership ending two years ago, and while their commitment has lessened, they still donated time worth £825. We remain incredibly grateful for their ongoing support.

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Friends of the Foundation

The Lucy Faithfull Foundation needs and appreciates support from people who share our vision of a world in which children's right to live free from abuse and exploitation becomes a reality. This year we launched a 'Friends of the Foundation' scheme to show our appreciation to those who support us regularly. This new initiative aims to show how much we appreciate those who support our work through regular giving. They receive regular communications including our quarterly newsletter, a Foundation lapel pin and pen, and a copy of our annual report.

Comments from our Friends:

 **The work Lucy Faithfull does is life changing and unique, and I am happy to be a supporter of the Foundation**

 **I would love to show my support for your charity by displaying your lapel badge**

 **Thanks to you and all your staff for the vital work you do**

Donations and grants

We remain grateful to the UK, Scottish and Welsh governments which continue to support our work. We would also like to thank all the charitable trusts and partners who have supported us over the last year and helped us to develop and deliver our services and help more people.

Our ability to help more people has been bolstered by increased funding from the UK government, which commenced in 2018/2019, enabling us to increase capacity on the helpline. We are also grateful to The Dulverton Trust for supporting promotion of the helpline to key caller groups – something we had scaled back in previous years

due to increasing levels of missed callers. We are keen to increase our caller numbers further - and will be working with partner agencies and delivering targeted communications to support this throughout 2020/21.

We continue to be enormously grateful for the support offered by Google through the donation of Google Ads credits and the valuable provision of expert time to enable us to make the most of this resource. This year we also received credits from Facebook to run targeted online social media advertising campaigns.

We are, as always, very grateful to all our private donors, including our service users, who have supported our work this year. As an organisation we would be unable to deliver our services without your support so we are incredibly grateful.

Fundraising standards

The Lucy Faithfull Foundation voluntarily subscribes to the Fundraising Regulator and its Code of Fundraising Practice. We are constantly reviewing 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. Fundraising activity is monitored by our senior management team and the board of trustees. That being said, we are continually looking for ways to improve and to ensure we address new challenges and adopt new regulations effectively.

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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, and we have rigorous financial controls in place to ensure that donated funds are spent on the right activities, at the right time. Despite turbulent political and economic times, we remain committed to our high standards and continue to drive 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 would never 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.

Supporter Data

We are committed to being compliant with the EU General Data Protection Regulation (GDPR). Responsible use of personal data is 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. 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 2020/21

Recent world events will undoubtedly inform our 2020/21 fundraising strategy in relation to our target income streams. We will continue to build on the amazing relationships we have with our funders and the support of trustees within our fundraising sub-committee will be ever more vital, as will our new Friends' initiative.

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Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation (“the charity” or “LFF”) for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2020. 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 (last amended September 1996).

The objectives of The Lucy Faithfull Foundation are:

- to further the assessment, psychological rehabilitation, treatment, education and care of persons who have committed or are likely to commit sexual offences against others, especially children;
- to further the assessment, care and treatment of the victims (and their families) of the aforesaid offenders and to further the health and welfare of children considered to be at risk of sexual abuse;
- to assist in the prevention of sexual offences (especially those involving children);
- to further study and research into the nature, extent and probable causes of sexual offending, the effects on victims and their families, the effective prevention of such offending and the assessment, treatment and rehabilitation of offenders or likely offenders and disseminate the useful results of such research; and

- to provide education and training to professionals, school governors, parents and the general public in issues relating to sexual offences (especially those involving children), the prevention of such offences, the rehabilitation and treatment of offenders or potential offenders, and the care and treatment of victims.

Management

- The board of trustees, listed on page 6, ensures that all activities are undertaken to further our charitable purposes. The trustees use and implement Charity Commission guidance on public benefit and comply with the requirements of the Office of the Scottish Charity Regulator.
- The charity’s trustees are directors of the company for the purposes of charity law and under the company’s Articles. The charity is run by a board of trustees which 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.
- The Charity Governance Code was reviewed by the trustees during the year, and it was felt that no changes need to be made to LFF’s governance at this point, although this will be kept under review. We have updated some procedures and documents and in the coming year we will give further attention to diversity across the organisation.
- Potential 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. 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 for all new trustees.
- The trustees have ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within the Foundation.

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- The trustees would like to thank all our staff for their commitment and achievements in the prevention of child sexual abuse, particularly through the Covid-19 pandemic, and acknowledge the contribution all volunteers have also made to the success of the Foundation.
- The chief executive officer, with support from the senior management team, is responsible to the board for the day-to-day running of LFF and the execution of the strategy and policies decided by the trustee board. Their names can be found on page 6. As a team they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensuring we remain sustainable as an organisation, and able to respond to changing trends and external factors.

Risk management

The board of trustees reviews and assesses the risks facing the charity on an ongoing basis. A risk register identifying strategic risks, operational risks, and opportunities is regularly reviewed.

Quarterly meetings involving the governance, finance and general purposes committee identify new areas of risk and consider these in relation to the organisation's activities.

Projects are regularly reviewed with particular attention to risk management, and a new project review process was established in 2019/20. 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.

The risk management register is updated by management monthly, and submitted to trustees at every meeting. This is a working document and is reviewed regularly at management meetings to ensure that we, as an organisation, maximise opportunities and manage risks within a changing environment and aim for diversification of funding sources to support activities.

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.

Some of the principal risks facing the charity include the impact of fluctuations in demand for services and government grant support. We expect this to be particularly affected by the Covid-19 crisis and this matter is dealt with in more detail under 'Reserves policy reflecting principal risks' on page 70.

Internal control risks are minimised by the implementation of 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.

Covid-19 – immediate response and mitigation

The financial year-end coincided with the emergence of the Covid-19 pandemic. The Foundation moved quickly to ensure the safety of our staff, their families and our beneficiaries, while following all government guidance. A business continuity plan was drawn up and all staff were moved to home-working by 23 March 2020.

Investment in IT enabled all services to continue delivery, including the helpline and client facing work. Although some delays to booked work were incurred as referrers adjusted to the new circumstances, this enabled our service to the family courts and local authorities to continue. Discussions with funders regarding projects were held and, where required, adjustments to deliverables and targets were agreed.

While presenting us with substantial challenges, the Covid-19 pandemic has also enabled us to diversify our service delivery, and while it is too soon to say whether the use of this technology will continue into 2020/21 and beyond, we will use this experience to learn lessons and review our future operating models.

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Staffing changes

Our interim chief executive officer, Dr Michael Marett-Crosby, stepped down in February 2020. The trustees would like to thank Michael for supporting the Foundation in this role since 7 January 2019. Our director of fundraising and communications, Deborah Denis, was appointed CEO in December 2019 and took up her new position on 18 February. Dr Marett-Crosby was subsequently reappointed as trustee on 13 March 2020.

In September 2019, Adrian McNulty joined the Foundation as director of operations. He took over from Simon Sauzé, who had been acting as interim director of operations. We are very grateful to Simon for his contribution and support.

In October 2019, Stuart Allardyce was appointed as director of Stop It Now! Scotland, strengthening the senior management team.

Pay and remuneration

Terms and conditions of employment are reviewed annually by the general finance and general purpose committee and recommendations are made to the board. Pay for newly recruited staff and pay reviews are benchmarked against similar roles in the sector. In 2019/20 we established a remuneration committee and in 2020/21, we will be seeking to strengthen our pay processes, with support from external remuneration experts.

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 LFF. 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 also established for protecting data within the working environment.

General Data Protection Regulation (GDPR)

This year we continued to work on ensuring complete compliance with GDPR legislation. An internal GDPR committee was established and a road map to reach full and continued compliance has been created, working with our expert data protection consultants. We have set up a centralised data breach process, issue regular staff GDPR updates to all staff, and have implemented awareness raising data protection training.

There is still more to do to embed and maintain GDPR compliance, and this remains a trustee and senior management team priority. Our priority for 2020/21 is continuing to build a culture of data ownership, ensuring that GDPR principles are adhered to at all times, and implementing a sound privacy by design process for all new activities and services.

Staff engagement and wellbeing

We recognise that our staff are our most important resource in preventing child sexual abuse and are committed to listening to their views in shaping the future of the Foundation. To this end, we have set up 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. We implemented specific wellbeing activities when the Covid-19 health crisis emerged.

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. We have set up a time-limited staff wellbeing group to produce an LFF wellbeing policy. This policy will set out organisational, individual and peer approaches to maintain wellbeing with a focus on prevention and early intervention where required. Once produced, this function will be migrated over to the staff engagement forum to monitor its progress.

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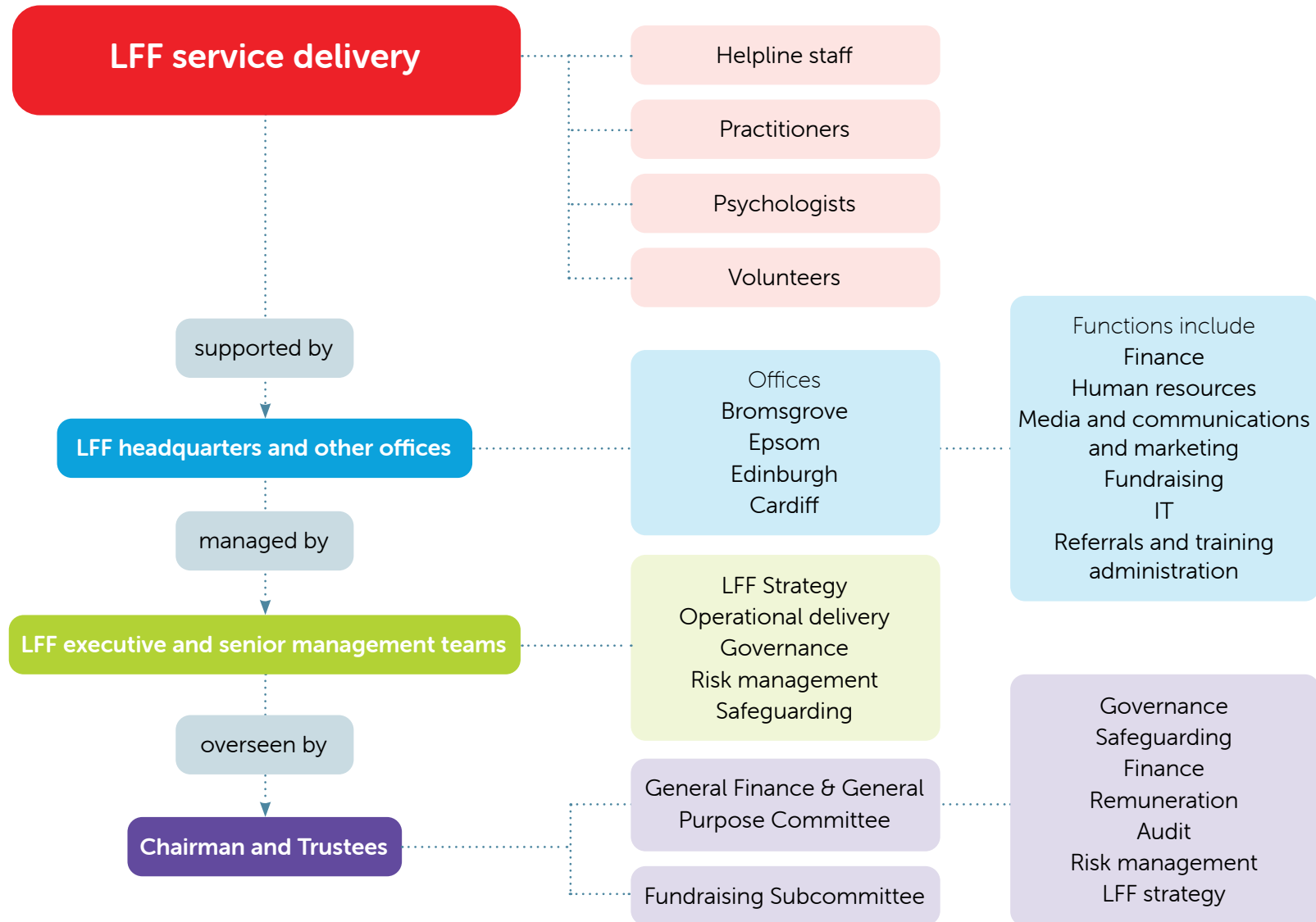
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Overview 2019/20

During 2020, the charity's reserves increased by £122,453 (2019: decrease of £26,548) with an increase in restricted reserves of £80,438 (2019: £201,429) and an increase in unrestricted reserves of £42,015 (2019: decrease of £227,977).

The unrestricted surplus for the year of £42k was better than the 2019/20 budget of £10k and represents a significant turnaround after three tough years during which the Foundation has undergone restructuring. During these years, reserves were needed to cover funding gaps for some services as well as to invest in organisational change, fundraising capacity and improving our offices to meet the current and future needs of staff and beneficiaries.

The turnaround from the £228k loss in 2018/19 to a £42k surplus in 2019/20 is attributable to three main factors:

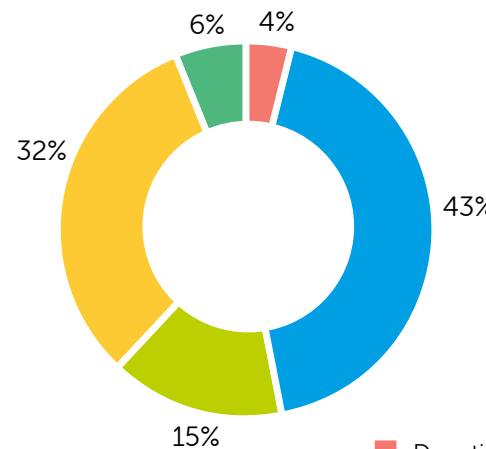
- Improvements in organisational structure and management processes, facilitating more efficient use of staff.
- Increased support from government and charitable trusts enabling us to expand a number of projects and services, providing economies of scale and widening our base for overhead recovery.
- Fee increases. After several years of holding our fee levels down whilst most of our costs went up with inflation, we increased fees for our assessment, intervention, training and consultancy work. The most significant uplifts became effective towards the end of the last financial year, but the full year impact has only come through in 2019/20.

Income

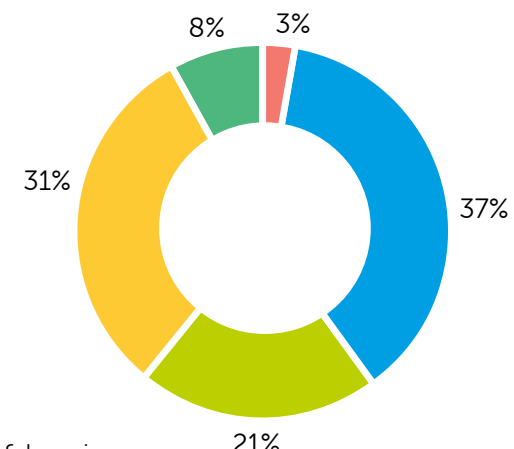
Overall income has increased by 12%, £322,579 to £2,969,648. (2019: £2,647,069). The increase is attributable to the 31% increase in government grants as well as our training, consultancy, assessments and intervention work which has generated 16% more income. Donations are also higher due to an increase in the Gift in Kind Google Ads this year. Offsetting these gains, we have seen participant fees reduce and investment income from bank interest continue to decline. Most significant in terms of income reductions are the charitable trust grants which have reduced by 18%, however this is in the context of charitable trust grants more than doubling last year.

Government grants have become increasingly important to the Foundation and now account for 43% of total income.

Income breakdown 2020



Income breakdown 2019



- Donations & legacies
- Government grants
- Charitable trust grants
- Training, consultancy, assessments & intervention
- Participant fees & other charitable activities

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Restricted income

Restricted income has increased by 13%, £1,197,743 to £1,717,762. (2019: £1,520,019). The increase in government support for the helpline has more than offset the decrease in charitable trust grants for the year. With growth across the Foundation the combined income from government and charitable trust grants accounts for 58% of total income (2019:58%).

Government grant income

Overall government grants have increased by £300,204, to £1,263,998 (2019: £963,794).

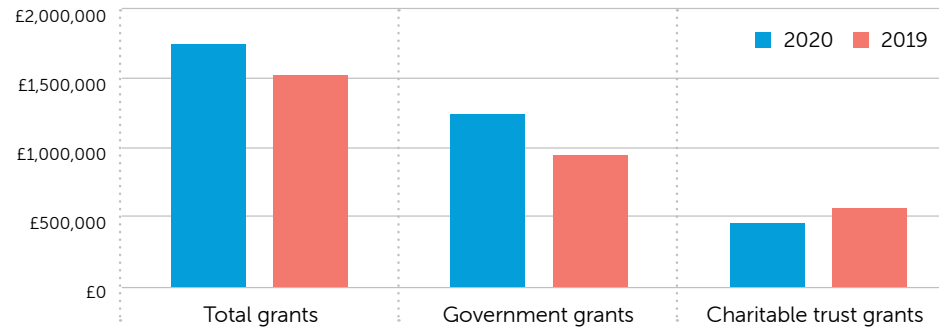
The helpline funding has increased by £204,004 to £620,731 (2019: £416,727). Expansion of the service has been supported by £400,000 from the Home Office, topping up our core funding from the Ministry of Justice of £216,727, with some additional support from the Home Office funded indecent images of children deterrence grant.

Our Covid-19 response was greatly aided by Home Office emergency grant funding of £25,000 to cover IT costs as we moved staff, and particularly the helpline operation, from office to home-based.

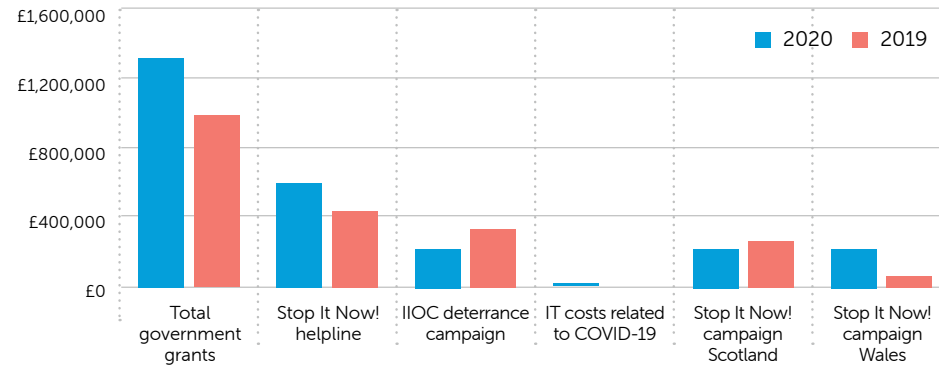
Scottish government support reduced this year by 9.5% to £211,926 (2019: £234,051) with the Upstream project gaining charitable trust support and government support reducing in line with this.

Significant new primary prevention and early intervention grants have been agreed by the Welsh government increasing this source of funding to £206,468 (2019: £48,333). The new projects got underway in March and much of the new funding is held in restricted reserves at the year-end, ready to be utilised in 2020/21.

Restricted Grant Income 2020 vs 2019



Government Grant Funding 2020 vs 2019



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Charitable trust grant income

Charitable trust support continues at the higher levels established in 2018/19 when funding income from this source doubled. Although there is an 18% reduction to £453,764 (2019: £556,225) this in part reflects timing on the entitlement to funds rather than any downward trend in the overall level of commitment from our charitable trust funders in 2019/20.

The Oak Foundation, in partnership with Tides Foundation, has supported us with a new income stream totalling £49,079 for the management and staff welfare requirements arising from the Covid-19 crisis.

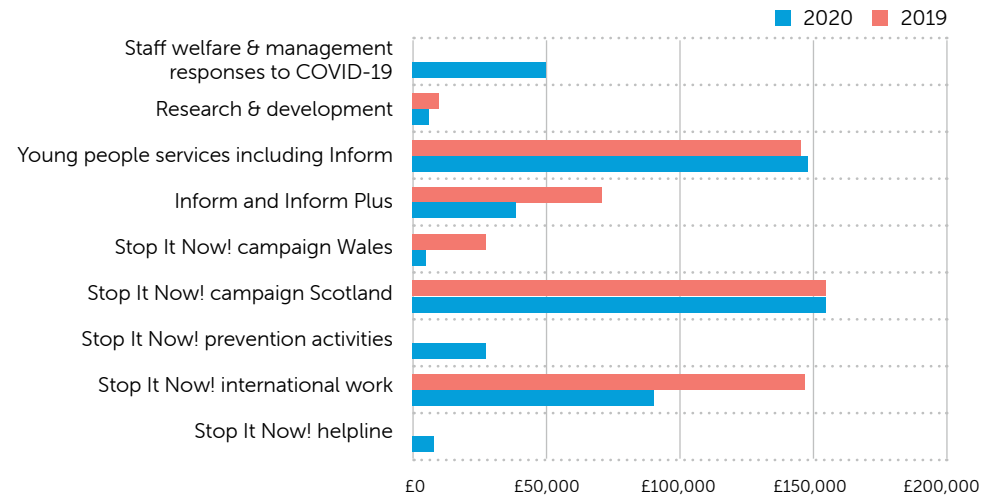
The helpline benefited from charitable trust funding with The Clothworkers Foundation covering a substantial part of the much-needed refurbishment to the Epsom office facilities and The Dulverton Trust funding has supported awareness raising for the helpline.

Scotland charitable grant income has reduced by £75,246, (49%). New applications to our current charitable trust funders for Scotland needed to wait until funding secured at the end of last year was spent. Consequently, we have seen a fall-off in this income in 2019/20 and the COVID-19 crisis will unfortunately make it harder to re-establish the higher levels in the forthcoming year.

Charitable trust funding for Wales has reduced by £21,621, (79%). Staff capacity at present needs to be allocated to the Government funded projects and consequently applications for charitable trust funding has been curtailed until we have more staff resource available for delivery.

Programmes for those who have offended online continue to be supported by The Emmanuel Kaye Foundation and Porticus UK. The Porticus grant provides flexibility to use their funding across any of the Inform suite of programmes and the apparent fall-off in income for Inform and Inform Plus reflects the fact that a higher portion of the Porticus grant income is now assigned to Inform Young People. The Esmée Fairbairn Foundation funded young people's project has enabled us to reach many more young people exhibiting inappropriate internet behaviour and the Inform Young People programme has needed to expand.

Charitable Trust Grant funding 2020 vs 2019



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Restricted reserves

The increase in our restricted reserves last year was mainly attributable to new charitable trust funders. This year our charitable trust funds carried forward for use in future years is only 5% lower at £317,716 (2019: £333,616). This year's growth in restricted reserves is attributable to the government grants. These have increased by 40% to £341,341 (2019: 243,053) resulting in an overall increase of £80,438.

Most of our government grants run in line with the financial year and the balance relates to those grants with mid-year start dates or those with flexibility to run for longer than a year. At the end of March 2020, 54% of the unspent government grants related to the new Welsh government funding.

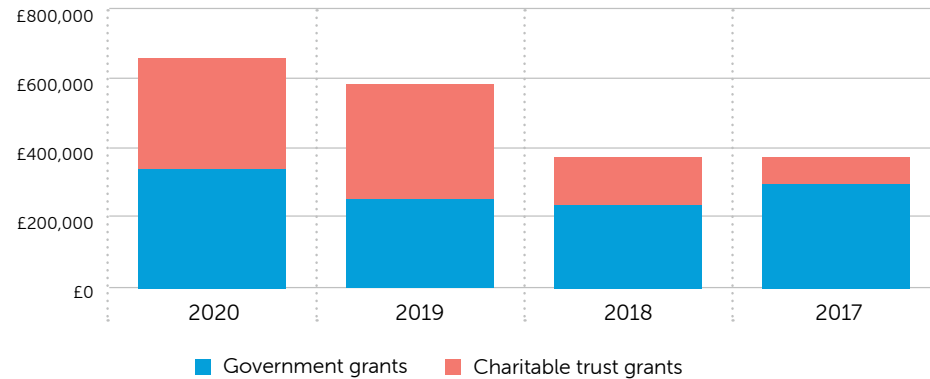
Unrestricted income

Unrestricted income from charitable activities has increased by 9% to £1,134,254 (2019: £1,041,284), with gains from our fees for professional services compensating for reduced income from participant fees.

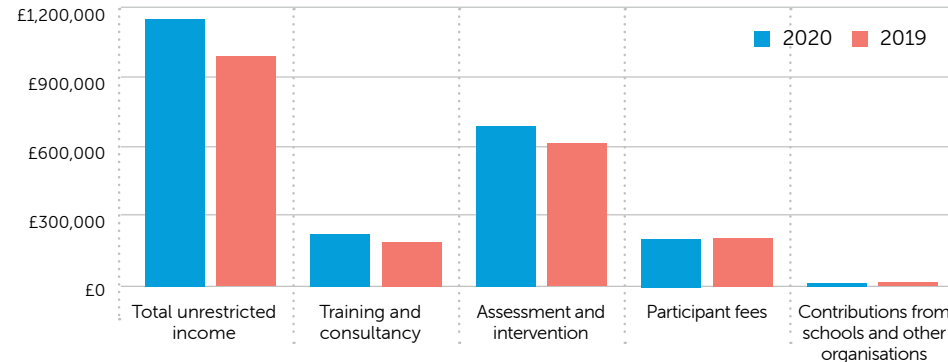
Participant Fees

Participant fee income has reduced to £175,094, down 17% compared to last year (2019: £211,700) which was already 13% down on the previous year (2018: £243,595). The majority of our participant fees come from the Inform Plus programme, and the reduction is partly attributable to lower beneficiary numbers. However, it is also a positive reflection of the fact that over the last two years we have been able to broaden the reach of this service to those less able to pay, utilising the grants from charitable trust funders to subsidise places on group courses.

Restricted Reserves 2017-2020



Unrestricted Income 2020 vs 2019



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Restoring training to profitability

Last year, we reported on the need to ensure that we halted the losses being generated by our training services. This has been achieved in 2019/20. We implemented fee increases, reduced administration and management costs and put in place tighter controls on staff preparation and delivery hours. As expected, the number of training events reduced with work that was not cost-effective being turned down. However, the fee increases were sufficient to both increase income and achieve modest surpluses.

Overall in the year training and consultancy fee income increased by 23% to £238,774. (2019: £194,449)

Growth plans for assessments and intervention

Our plans to grow these services have only been partly achieved. Income increased by 14% to £718,635 (2019: £630,216), mainly attributable to fee increases as well as ensuring all liaison and gatekeeping time is billed.

We had hoped to increase the number of referrals, but this has not been possible. Assessment reports are down 9% and intervention cases are down 12%, year-on-year. Staff availability has been the main constraint to growing these professional services as our staff have been delivering the growing volume of grant funded projects. Recruitment of new staff has met with delays but progress is being made in spite of Covid-19 constraints.

Expenditure

Raising funds

The Foundation has invested more in fundraising with expenditure of £66,879 representing a significant increase on prior years (2019: £24,605).

The chief executive role now encompasses a much stronger focus on fundraising and developing relationships with our stakeholders and the fundraising administrator role has been expanded.

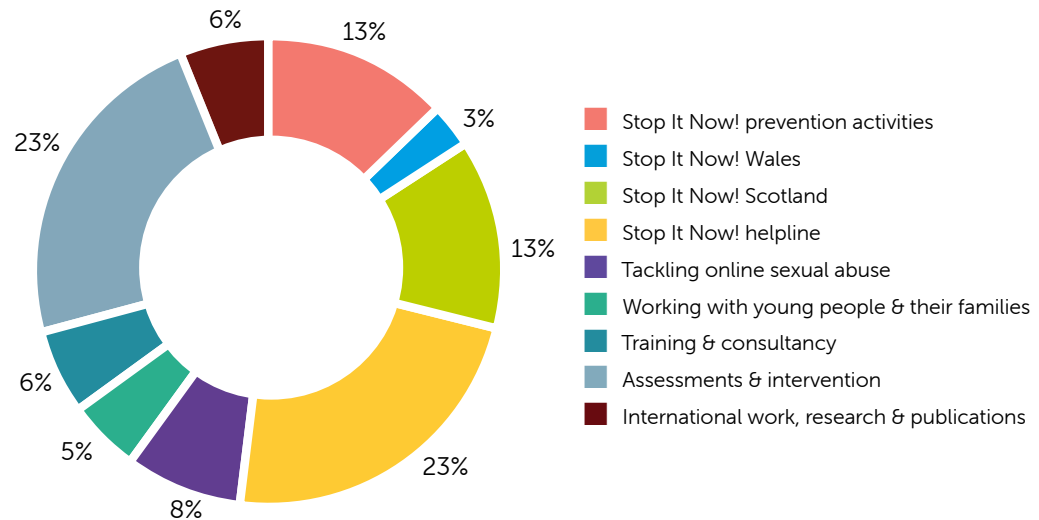
Details of the grant funds secured for the forthcoming year are provided below and reflect well on the fundraising team's success rate with funding bids. However, Covid-19 has put the charity sector under significant financial pressure and we expect to find it challenging to secure the support of new charitable trust funders in the forthcoming year.

Charitable activities

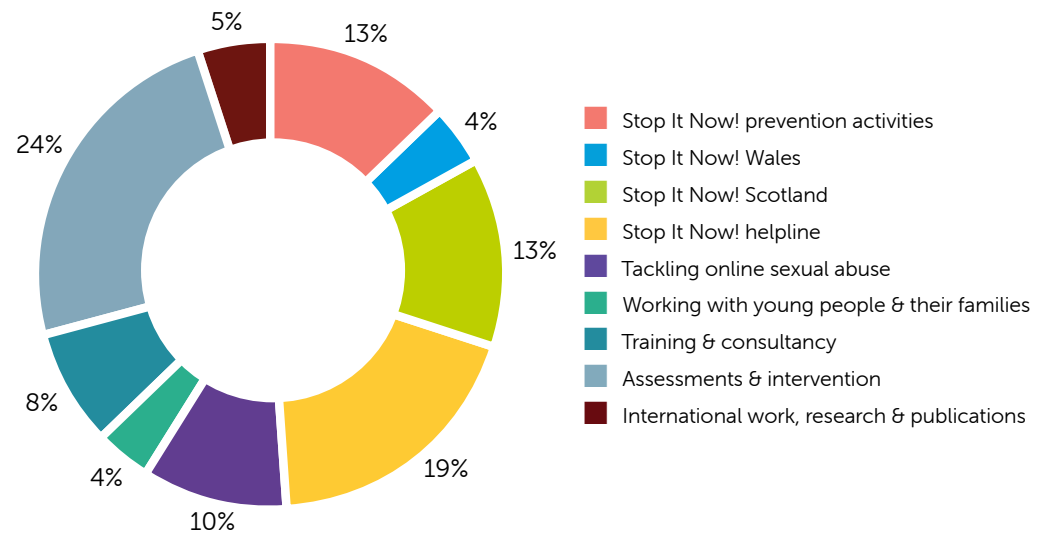
Expenditure on charitable activities has increased by a net 5%, £131,303 to £2,780,316 (2019: £2,649,012).

Salary rises in April 2019 of 2% have contributed to the increase in expenditure, but cost increases also reflect the expansion of some services facilitated by higher levels of grant funding. The cost increases in some areas have offset reductions arising from cost saving initiatives and or reduced delivery in other services.

Expenditure on Charitable Activities 2020



Expenditure on Charitable Activities 2019



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Charitable activities and costs which reduced in 2019/20

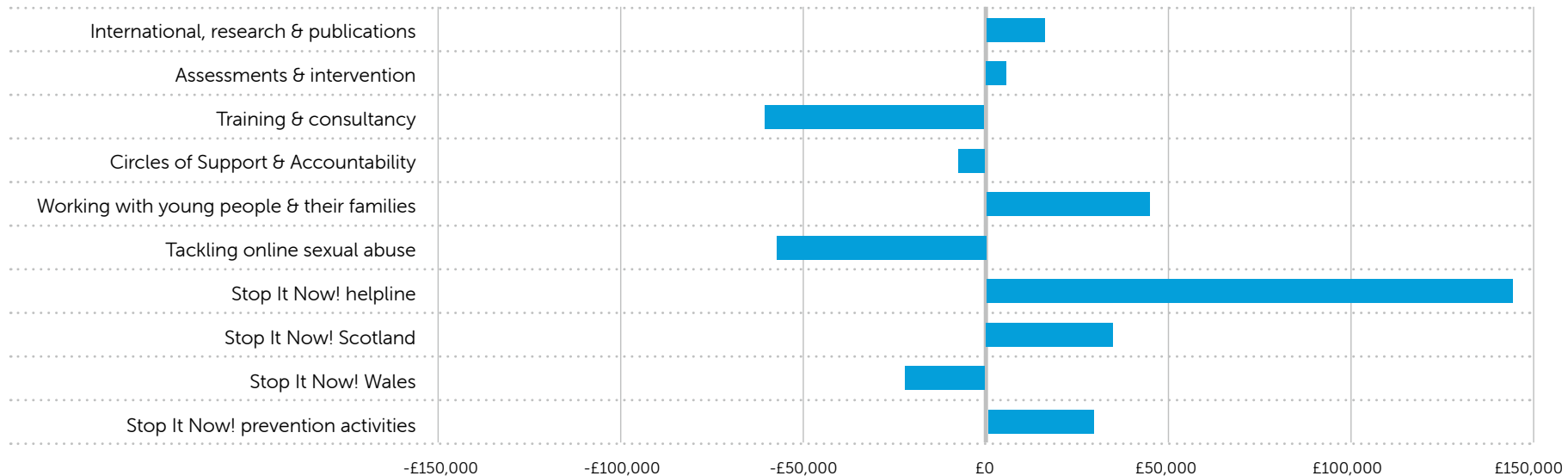
Stop It Now! Wales costs reduced by 22% to £72,616 (2019: £93,564) reflecting lower levels of grant funding and fee-paying work in the year. The Wales staff time was still fully utilised on other Foundation services and their costs were reallocated accordingly. Meanwhile, two new three-year grant funded projects, one in primary prevention and one relating to early intervention activities, were agreed with the Welsh government and work on these commenced in March 2020.

The cost of tackling online sexual abuse reduced by 22%, a decrease of £56,389 to £222,407 (2019: £278,796). This was partly attributable to the 18% reduction in Inform Plus programme participants and partly due to savings in the allocated overhead costs. Both Inform Plus and Inform are run from the Epsom office and their share of these overhead costs has reduced with more activity taking place relating to the young people's project and the helpline services therefore absorbing a greater share of the premises and office running costs this year.

Circles activity in 2019/20 was limited to a small amount of consultancy work costing £2,262, which is included now with other training and consultancy costs. (2019: £6,411)

Our general training work had been generating losses for several years. As planned, significant cuts were made to administration and management costs in 2019/20 and we also cut the number of events, ceasing to undertake work where costs were not fully recoverable. Cost savings of £60,582 were achieved bringing costs down to £163,482 (2019: £224,064). In spite of a 12% reduction in training events this year, income has grown with the fee increases made in December 18 now impacting on the full year. This area of our work is now a net contributor to the bottom line.

Expenditure Variance 2020 vs 2019



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Charitable activities and costs which increased in 2019/20

Prevention activities increased to £371,248 (2019: £341,776). Google support went back up to more normal levels of £58k in value following restrictions imposed in 18/19 when we only benefited from £8.5k of grant funded advertising. Work on the indecent images of children deterrence campaign also increased by £47k. However, as activity levels across the Foundation increased, limited staff resource resulted in less general awareness raising activities and collaborative work with partners and policy makers being undertaken, amounting to a cost reduction of £67k.

Work in Scotland expanded by a further 10% on what had been fairly significant growth of 22% the prior year. Additional support from both the Scottish government and charitable trusts enabled us to increase staff resources and expand the Edinburgh premises.

The Home Office support for the helpline expansion started in October 2018 and this year benefited from a full year of significantly greater funding enabling us to increase resources at a cost of £145k. Expansion was held back by delays in final sign off of the grant funding and the need to ensure that we did not raise awareness of the service ahead of the additional operators being in place and able to cope with the demand.

The young people project funded by The Esmée Fairbairn Foundation to develop improved and new responses to young people who exhibit harmful sexual behaviour commenced in July 2018 and this is the first full year of the project. In addition, the young people staff team has been able to increase the Inform Young People programme significantly, resulting in our work with young people growing by 46%.

Assessment and intervention costs hardly fluctuated with an increase of less than 1% to £635,359 (2019: £630,215), cost reductions relating to lower case numbers being offset by the annual inflation pay award of 2%. The Charity relies on generating surpluses from these professional services to cover core costs. The impact of the fee increases together with gains from staff efficiency has enabled us to increase margins, from 14% last year to 25%, allowing for more overhead recovery. This has been a significant factor in enabling us to achieve a financial turnaround from last year's losses.

Looking ahead 2020/21

At the time of writing this report the impact of Covid-19 remains uncertain and like all charities we have to expect and prepare for challenges ahead.

We are fortunate to have a significant amount of budgeted grant income already secured for 2020/21 and our priority at this time has to be maintaining our Stop It Now! helpline to help address the increased risks to children that the near global lock-down brought.

Switching our staff and services to delivery from people's homes has been costly and we are enormously thankful to the Home Office which stepped in quickly to provide £25k of funding for the IT costs. The Oak Foundation and their partner funder, Tides Foundation also came to our aid and supported us with a grant of £49k to address the management challenges created by the pandemic and the staff welfare issues that home working creates. £52k of these two grant funds remained at the end of March 2020 for utilisation in 20/21

In addition, we have benefited from an emergency grant of £54k from The Esmée Fairbairn Foundation to help buffer us against the difficulties ahead.

Grant funding has been secured to develop online training modules and our staff have adapted quickly to remote delivery of services, coping valiantly with the limitations created by a lack of face-to-face contact. However, we acknowledge that our professional services work is likely to reduce in the coming year and the loss of the overhead recovery from these services may prevent us from maintaining the positive bottom line achieved in 19/20

The budget for 2020/21 was set at a modest £25k before the impact of Covid-19 was factored in. We had been cautious in our predictions at that time, as staff recruitment was running later than ideal and we had identified the need to invest in our staff and manager training.

Since then, staff recruitment has slowed further and the practitioner and administration resource to deliver all our planned work will be a key constraint in the months ahead. In spite of this we will continue to aim for breakeven. The secured funding, together with the resilience and commitment of our staff, may well enable us to achieve this.

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Secured grant funding

We are holding £659,057 of restricted reserves to deliver a mix of services in 2020/21 as set out in note 19 to the financial statements. We have also secured the following additional funds for the year ahead totalling £1,283,907 plus a further £607,596 for 2021/22 and £332,764 for 2022/23.

Grant funding of £216,727 from the Ministry of Justice has been signed off for 2020/21 and 2021/22 providing baseline funding for the Stop It Now! helpline and the Home Office has committed £400,000 to continue support for the expansion of the service.

Stop It Now! Scotland has funding from the Scottish government of £125,000 per year for three years, plus additional funding of £105,500 for 2020/21. The RS Macdonald Charitable Trust year three funding of £64,788 will support our work in Glasgow, and Hugh Fraser Foundation is supporting our EIPSAS work with a grant of £10,000. The Volant Trust has committed £10,000 for a third year to support our work with the families of those who have offended online, and a new three-year grant for this work has been agreed with the Robertson Trust, providing £16,000 a year for three years. In addition, we have received £33,335 from our anonymous donor in Scotland.

For Wales, we should receive year two of the new Welsh government grants in 2021/22 being £100,251 for primary prevention activities and £95,618 for early intervention work. This funding is set to continue for a third year with grant support amounting to £191,764 across the two projects, expected in 2022/23.

We have also secured a further £10,000 from Conwy County Borough Council to cover our long-established Parents Protect work in that area of Wales.

The Dulverton Trust support for Stop It Now! prevention activities continues with £36,731 due mid-year, being year two of a two-year grant.

The Esmée Fairbairn Foundation's support for our young people's service development including funding for Inform Young People was a three-year project. The final year, with a grant of £100,517, will commence mid-way through 2020. In addition, Esmée Fairbairn is supporting our strategy work with a further £4,200 of funding.

We have also secured a grant of £5,000 from the Surrey Police and Crime Commissioner to fund our Inform Young People programme in Surrey.

The Inform suite of programmes has Porticus UK grant support, for another two years amounting to £50,000 per annum. Supplementing this funding for the Inform programmes we also have £4,000 per annum, secured from the 29th May 1961 Charitable Trust for the next two years.

We are particularly appreciative of the Covid-19 emergency funding we have received.

The balance remaining on the Home Office IT funding of £25,000 and the Oak Foundation/Tides Foundation welfare and management funding of £40,079 is included in the restricted reserves of £659,057 carried forward and amounts to £4,470 and £40,919 respectively.

Additional to this is the Scottish government emergency Covid-19 funding for Stop It Now! Scotland of £15,356, plus £22,500 from Stewart Investors and a grant from The Esmée Fairbairn Foundation of £54,373 to support the Foundation through the crisis.

Apart from the valuable financial contribution to very real costs, all of us at the Foundation were moved by this tangible demonstration of support and commitment to our work. At a time when we are extremely concerned about the increased risks to children, this confidence in us to continue to deliver tangible benefits for children was uplifting.

The trustees and staff would like to thank all our funders for their continued support.

Fundraising

Additional focus is being given to fundraising in the Foundation.

An appointment was made in March for a new post of head of fundraising and communications, and whilst the previous lead on fundraising, Deborah Denis, moved into her role as chief executive, her skillset makes it appropriate for her to continue with key stakeholder stewardship and this should provide additional energy and resource for promoting the Foundation and securing new funders.

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In addition, Michael Marett-Crosby returns to the board this year as chair of the general finance and general purpose committee and his role in leading the Foundation's fundraising sub-committee will resume.

The work on impact measurement undertaken in the last few years has enabled us to strengthen our grant applications as well as our websites, which have both brought in new funders.

Increasing unrestricted donations remains a key goal and the budget for 2020/21 assumes we will almost double the current level of donations from £47k to £93k.

As we anticipate a decline in our fee earning professional services that generate surpluses and covers a disproportionate share of our overhead costs, we will be reliant on a higher level of donations to avoid losses. In particular, we will need donations' income to enable us to undertake important but currently unfunded work relating to research and development, awareness raising and collaborative work with partners and policy makers.

On-going 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 the level of fees and the availability of services are regularly reviewed, 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.

Impact of Covid-19

The trustees acknowledge the impact of the Covid-19 crisis in delaying staff recruitment and reducing income from professional services with the consequential under recovery of core costs leading to a high risk of losses in 2020/21. The trustees will continue to monitor the financial outcomes closely and ensure that prompt action is taken to contain losses so that the Foundation's ability to continue its work is secured for the future.

With the heightened risks at present, the level of reserves is of particular importance this year and the policy on reserves is set out below.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review.

The trustees have set the target for unrestricted and undesignated funds to fall within a range of three to six months of total expenditure.

Restricted funding makes up a significant percentage of the Charity's annual income and therefore the trustees take into account the level of restricted reserves and secured income for the forthcoming year when considering whether the Foundation's unrestricted reserves are at an acceptable level.

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 impact of fluctuations in demand for services and government grant support**
We need to be able to retain staff during periods when the demand for services slows as a consequence of funding constraints and utilise them on unfunded and/or underfunded activities to ensure we maintain the skill base that is essential for our future. This is particularly important at this time when Covid-19 brings uncertainties to our income streams.
- **Covid-19 risk of serious illness to key staff**
In the event of widespread illness, we need to plan for potential lack of resource to deliver our services and the implications this has for income generation.

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- **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 when grant funders require payment by results and/or pay quarterly in arrears.

At the end of the financial year the unrestricted free reserves amounted to £466,241 equivalent to two months' expenditure (2019: £418,594 equivalent to 1.9 months' expenditure). Refer to note 20 of the financial statements.

Although the unrestricted reserves are below the target range, total reserves excluding balances held in fixed assets amount to £1,121,813 (2018: £990,630) – 4.84 months' of expenditure (2019: 4.4 months' of 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.

Whilst acknowledging that the Covid-19 pandemic will constrain the Foundation's ability to increase reserves in 2020/21, the trustees remain committed to bringing reserves back up to within the target range.

Going Concern

In the light of the Covid-19 situation, the trustees have reviewed the Charity's financial resources and contingency planning. They are satisfied that these are sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future and therefore the financial statements have been prepared on this 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 were some related party transactions in the year ended 31 March 2020. Details are included in note 23 to these financial statements.

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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 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; and
- 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

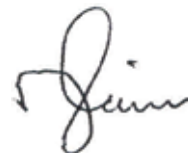
transactions, disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 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 he/she should have taken as a trustee in order to make himself/herself 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 11th September 2020 and signed on its behalf by:



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

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

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation for the year ended 31 March 2020 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, 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 state of the charitable company's affairs as at 31 March 2020 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, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our 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.

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

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information. 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 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 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 its environment obtained in the course of the audit, we have not identified material misstatements in 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 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept; 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: or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemption in preparing the trustees' report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out on page 72, 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.

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.

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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 and trustees 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, 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
Carrick House, Lypiatt Road, Cheltenham,
Gloucestershire GL50 2QJ

Date: **2020**

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Statement of financial activities

(Incorporating an Income and Expenditure Account) for the year ended 31 March 2020

		Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Income from:							
Donations and legacies	2	114,472	-	114,472	81,559	-	81,559
Charitable activities	5	1,134,254	1,717,762	2,852,016	1,041,284	1,520,019	2,561,303
Investments	3	3,160	-	3,160	4,207	-	4,207
Total Income		1,251,886	1,717,762	2,969,648	1,127,050	1,520,019	2,647,069
Expenditure on:							
Raising funds	4	66,879	-	66,879	24,605	-	24,605
Charitable activities	6	1,142,992	1,637,324	2,780,316	1,330,422	1,318,590	2,649,012
Total Expenditure		1,209,871	1,637,324	2,847,195	1,355,027	1,318,590	2,673,617
Net income (expenditure) and movement in funds		42,015	80,438	122,453	(227,977)	201,429	(26,548)
Reconciliation of funds							
Total funds brought forward		456,554	578,619	1,035,173	684,531	377,190	1,061,721
Total funds carried forward	18, 19	498,569	659,057	1,157,626	456,554	578,619	1,035,173

The notes on pages 79 to 98 form part of these financial statements.

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Balance sheet

as at 31 March 2020

Registered number: 02729957

	Note	2020 £	2019 £
Fixed assets			
Intangible assets	11	-	-
Tangible assets	12	35,713	44,443
Investments	13	100	100
		35,813	44,543
Current assets			
Debtors	15	704,297	562,141
Cash at bank and in hand		768,202	723,215
		1,472,499	1,285,356
Creditors			
Amounts falling due within one year	16	(350,686)	(294,726)
Net current assets		1,121,813	990,63
Net assets		1,157,626	1,035,173
Funds			
Unrestricted funds	18	498,569	456,554
Restricted funds	19	659,057	578,619
Total funds	18, 19	1,157,626	1,035,173

The notes on pages 79 to 98 form part of these financial statements.

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 11th September 2020 and signed on their behalf by:



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

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Statement of cash flows

for the year ended 31 March 2020

	Note	2020 £	2019 £
Cash flows from operating activities			
Net cash provided by/(used in) operating activities	26	55,045	(202,151)
Cash flows from investing activities			
Interest received	3	3,160	4,207
Purchase of tangible fixed assets	12	(13,218)	(3,341)
Net cash (used in)/provided by investing activities		(10,058)	866
Change in cash and cash equivalents in the reporting period		44,987	(201,285)
Cash and cash equivalents at the beginning of the reporting period		723,215	924,500
Cash and cash equivalents at the end of the reporting period		768,202	723,215

The notes on pages 79 to 98 form part of these financial statements.

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Notes to the financial statements

for the year ended 31 March 2019

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 FRS 102 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 have undertaken detailed planning and forecasting and continue to closely monitor the developing situation with regards to Covid-19. Please refer to page 71 of our Trustees Report where we have

reflected on the current situation and have outlined the impact for the charity. Despite the current circumstances 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.

(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.

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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.

The Charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.

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 % 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 of 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 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
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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 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 but 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 and short term deposit accounts with a maturity of three months or less from the date of opening the account.

(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.

• **Volunteers**

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

• **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.

• **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):

- Residuary legacies – The Charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.
- 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.

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2. Income from donations and legacies

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Donations	47,305	-	47,305	46,424	-	46,424
Gifts in kind	58,728	-	58,728	24,699	-	24,699
Service users' donations	4,320	-	4,320	9,487	-	9,487
Fundraising events	3,872	-	3,872	9,149	-	9,149
Legacy	247	-	247	(8,200)	-	(8,200)
Total income from donations and legacies	114,472	-	114,472	81,559	-	81,559

Gifts in kind includes the value of Google advertising provided at no charge for our websites. 2020: £57,903 (2019: £8,564). The balance in 2020 of £825, relates to the value of the work provided by the Alpha Consultancy staff to assist us with the helpline Salesforce database (2019: £16,135).

3. Income from investments

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Bank interest from monies on deposit	3,160	-	3,160	4,207	-	4,207

4. Expenditure on raising funds

	Staff Costs 2020 £	Support Costs 2020 £	Total Costs 2020 £	Staff Costs 2019 £	Support Costs 2019 £	Total Costs 2019 £
Fundraising costs	38,938	27,941	66,879	13,999	10,606	24,605

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5. Income from charitable activities

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Government funding for:						
Stop It Now! helpline	-	620,731	620,731	-	416,727	416,727
IIOC deterrence campaign	-	199,843	199,843	-	264,683	264,683
IT costs related to Covid-19	-	25,000	25,000			
Stop It Now! Scotland	-	211,926	211,926	-	234,051	234,051
Stop It Now! Wales	-	206,498	206,498	-	48,333	48,333
	-	1,263,998	1,263,998	-	963,794	963,794
Charitable trust grant funding for:						
Stop It Now! helpline	-	7,596	7,596	-	-	-
Stop It Now! international work	-	90,372	90,372	-	146,647	146,647
Stop It Now! prevention activities	-	27,739	27,739	-	-	-
Stop it Now! Scotland	-	79,484	79,484	-	154,730	154,730
Stop it Now! Wales	-	5,669	5,669	-	27,290	27,290
Internet offender deterrence	-	38,801	38,801	-	70,900	70,900
Young people services including Inform	-	148,631	148,631	-	146,558	146,558
Research and development	-	6,393	6,393	-	10,100	10,100
Staff welfare and management response to Covid-19	-	49,079	49,079	-	-	-
	-	453,764	453,764	-	556,225	556,225
Other income generated from:						
Training and consultancy activities for local authorities, statutory agencies and other organisations	238,774	-	238,774	194,449	-	194,449
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	718,635	-	718,635	630,216	-	630,216
Participant fees Inform, Inform Plus, Inform Young People and other intervention	175,094	-	175,094	211,700	-	211,700
Contribution from schools and other organisations for work with parents, carers and students	1,751	-	1,751	4,919	-	4,919
	1,134,254	-	1,134,254	1,041,284	-	1,041,284
Total income from charitable activities	1,134,254	1,717,762	2,852,016	1,041,284	1,520,019	2,561,303

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6. Expenditure on charitable activities 2019/20

	Unrestricted Expenditure 2019/20			Restricted Expenditure 2019/20			Total Expenditure 2019/20		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! prevention activities	17,006	74,471	91,477	190,201	89,570	279,771	207,207	164,041	371,248
Stop It Now! Wales	21,456	7,512	28,968	32,330	11,318	43,648	53,786	18,830	72,616
Stop It Now! Scotland	18,136	5,420	23,556	262,478	81,475	343,953	280,614	86,895	367,509
Stop It Now! helpline	2,260	1,778	4,038	452,221	190,743	642,964	454,481	192,521	647,002
Tackling online sexual abuse	130,574	48,791	179,365	32,970	10,072	43,042	163,544	58,863	222,407
Working with young people and their families	61	20	81	106,721	37,765	144,486	106,782	37,785	144,567
Training and consultancy	98,612	59,393	158,005	4,033	1,444	5,477	102,645	60,837	163,482
Assessments and intervention	491,373	140,356	631,729	2,827	803	3,630	494,200	141,159	635,359
International work, research and publications	10,426	15,347	25,773	73,682	56,671	130,353	84,108	72,018	156,126
	789,904	353,088	1,142,992	1,157,463	479,861	1,637,324	1,947,367	832,949	2,780,316

Expenditure on charitable activities 2018/19

	Unrestricted Expenditure 2018/19			Restricted Expenditure 2018/19			Total Expenditure 2018/19		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! prevention activities	58,754	45,999	104,753	156,162	80,861	237,023	214,916	126,860	341,776
Stop It Now! Wales	9,385	3,790	13,175	56,110	24,278	80,388	65,495	28,068	93,563
Stop It Now! Scotland	26,491	5,932	32,423	216,352	83,517	299,869	242,843	89,449	332,292
Stop It Now! helpline	27,826	24,088	51,914	350,100	100,062	450,162	377,926	124,150	502,076
Tackling online sexual abuse	175,359	58,981	234,340	33,809	10,647	44,456	209,168	69,628	278,796
Working with young people and their families	7,121	2,100	9,221	69,198	20,921	90,119	76,319	23,021	99,340
Circles	4,255	1,619	5,874	389	148	537	4,644	1,767	6,411
Training and consultancy	149,098	72,974	222,072	1,992	-	1,992	151,090	72,974	224,064
Assessments and intervention	497,593	132,622	630,215	-	-	-	497,593	132,622	630,215
International work, research and publications	14,496	11,939	26,435	63,562	50,482	114,044	78,058	62,421	140,479
	970,378	360,044	1,330,422	947,674	370,916	1,318,590	1,918,052	730,960	2,649,012

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7. Support costs 2019/20

	Finance 2020 £	IT 2020 £	HR 2020 £	Total 2020 £
Stop It Now! prevention activities	43,537	17,845	11,631	73,013
Stop It Now! Wales	2,716	1,113	726	4,555
Stop It Now! Scotland	17,903	7,338	4,783	30,024
Stop It Now! helpline	24,169	9,906	6,457	40,532
Tackling online sexual abuse	8,339	3,418	2,228	13,985
Working with young people and their families	5,408	2,216	1,445	9,069
Training and consultancy	14,330	5,874	3,829	24,033
Assessments and intervention	60,178	24,666	16,077	100,921
International work, research and publications	5,840	2,393	1,560	9,793
Fundraising	2,502	1,025	668	4,195
	184,922	75,794	49,404	310,120

Support costs 2018/19

	Finance 2019 £	IT 2019 £	HR 2019 £	Total 2019 £
Stop It Now! prevention activities	30,209	16,655	8,546	55,410
Stop It Now! Wales	7,049	3,886	1,994	12,929
Stop It Now! Scotland	17,461	9,626	4,939	32,026
Stop It Now! helpline	25,174	13,878	7,121	46,173
Tackling online sexual abuse	14,523	8,007	4,108	26,638
Working with young people and their families	5,146	2,837	1,456	9,439
Circles	332	183	94	609
Training and consultancy	24,951	13,755	7,058	45,764
Assessments and intervention	47,115	25,974	13,327	86,416
International work, research and publications	7,277	4,012	2,059	13,348
Fundraising	763	421	216	1,400
	180,000	99,234	50,918	330,152

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8. Net income is stated after charging

	Staff costs £	Support costs £	2020 Total £	2019 Total £
Governance costs:				
Auditor's remuneration:				
Fees payable to the auditor for the audit of the annual financial statements	-	21,663	21,663	18,784
Fees payable to the auditor in respect of advisory services	-	266	266	1,604
Trustees' expenses/meetings	-	3,685	3,685	4,431
Company secretarial	6,325	-	6,325	6,401
Apportionment of management time	16,005	-	16,005	27,344
	22,330	25,614	47,944	58,564
Depreciation costs			21,948	27,651
Operating lease payments			116,090	95,767

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9. Staff

	2020 Full time equivalent no.	2019 Full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	52	51
Governance	1	1
	53	52
The average headcount for 2020 is 97 (2019: 104).		
	2020 £	2019 £
Staff costs for the group comprised:		
Wages and salaries	1,782,927	1,727,853
Social security costs	157,568	154,668
Healthcare	6,622	4,012
Pension costs	39,188	45,518
Total staff costs	1,986,305	1,932,051

In 2020, one employee earned between £60,000 and £70,000. (2019: One employee earned between £60,000 and £70,000 and one employee earned between £80,000 and £90,000).

The total employee benefits of the key management personnel of the charity were £315,561 (2019: £362,532). During both 2020 and 2019 the key personnel included the trustees, chief executive officer and the directors of finance, operations, external relations and the Stop It Now! helpline.

There was one termination cost incurred of £6,000 and no ex gratia costs in the year. (2019: £4,000 termination and £13,515 ex gratia).

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10. Trustees

Dr Michael Marett-Crosby, a trustee up to the 7th January 2019, received remuneration for the period from the 1st April 2019 to 14th February 2020 in his capacity as interim chief executive for the charity. He was re-elected to the trustee board at the board meeting on 13th March 2020.

Reimbursed expenses incurred in the year on behalf of five trustees were £1,297.15 (2019: £1,601 for 4 trustees). These expenses relate to travel and subsistence. No trustees received remuneration during either accounting period.

11. Intangible fixed assets

	Internally developed website & films £
At 1 April 2019	269,340
At 31 March 2020	269,340
Amortisation	
At 1 April 2019	269,340
Charge for the year	-
At 31 March 2020	269,340
Net book value	
At 31 March 2019	-
At 31 March 2020	-

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12. Tangible fixed assets

Office & Refurbishment	Computer & Equipment £	Furniture & Fittings £	Total £
At 1 April 2019	86,440	56,660	143,100
Additions	4,138	9,080	13,218
Disposals	-	-	-
At 31 March 2020	90,578	65,740	156,318
Depreciation			
At 1 April 2019	62,512	36,145	98,657
Charge for the year	13,035	8,913	21,948
Depreciation on disposals	-	-	-
At 31 March 2020	75,547	45,058	120,605
Net book values			
At 31 March 2019	23,928	20,515	44,443
At 31 March 2020	15,031	20,682	35,713

13. Investments

	2020 Total £	2019 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 £200) 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%

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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

	2020 £	2019 £
Trade debtors	162,482	180,192
Prepayments	61,393	76,663
Accrued income from charitable activities	41,384	41,865
Accrued grants income	439,038	263,421
	704,297	562,141

16. Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	139,258	97,926
Amount due to group undertakings	100	100
Taxation and social security	63,070	62,212
Accruals	103,870	104,811
Deferred income	44,388	29,677
	350,686	294,726
Deferred income is made up as follows:		
Deferred income at 1 April 2019	29,677	50,367
Resources deferred in the year	42,672	23,693
Amounts released from previous years	(27,961)	(44,383)
Deferred income as at 31 March 2020	44,388	29,677

As at 31 March 2020 the Charity was holding funds received in advance for work that will be undertaken in 2020/21.

17. Financial instruments

Financial assets that are debt instruments measured at settlement value.

	2020 £	2019 £
Trade debtors	162,482	180,192
Accrued income from charitable activities	41,384	41,865
Accrued grant income	439,038	263,421
Cash at bank and in hand	768,202	723,215
	1,411,106	1,208,693

The impairment to trade debtors during the year was £350 (2019: £596).

Financial liabilities at settlement value.

	2020 £	2019 £
Trade creditors	139,258	97,926
Amount due to group undertakings	100	100
Accruals	103,870	104,811
	243,228	202,837

As at 31 March 2020 the charity was holding funds received in advance for work that will be undertaken in 2020/21.

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18. Funds

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
Unrestricted				
General funds	418,694	1,238,668	1,191,021	466,341
Designated funds				
Helpline office changes	4,404	13,218	7,284	10,338
New head office set up	33,456	-	11,566	21,890
Total unrestricted funds	456,554	1,251,886	1,209,871	498,569
Total restricted funds (refer Note 19)	578,619	1,717,762	1,637,324	659,057
Total funds	1,035,173	2,969,648	2,847,195	1,157,626

	1 April 2018 £	Income £	Expenditure £	31 March 2019 £
Unrestricted				
General funds	625,459	1,123,709	1,330,474	418,694
Designated funds				
Helpline office changes	14,680	-	10,276	4,404
Computer equipment	2,750	-	2,750	0
New head office set up	41,642	3,341	11,527	33,456
Total unrestricted funds	684,531	1,127,050	1,355,027	456,554
Total restricted funds (refer Note 19)	377,190	1,520,019	1,318,590	578,619
Total funds	1,061,721	2,647,069	2,673,617	1,035,173

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 a total of £32,228 to cover the future years cost of depreciation relating to the refurbishments of the Epsom/helpline office and the setup of the new head office at Birch House.

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.

Included in the restricted reserves balance at 31 March 2020 is an amount of £3,485 to cover the undepreciated cost of refurbishments and telephone, photocopier and computer equipment relating to Stop It Now! Scotland's Edinburgh office.

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19. Restricted funds 2020

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
Government Funding				
Her Majesty's Prison and Probation Service				
for Stop It Now! helpline	-	216,727	216,727	-
Home Office				
for Stop It Now! helpline	-	404,004	404,004	-
for IIOC deterrence campaign	130,564	199,843	272,194	58,213
Emergency grant for IT costs related to Covid-19 response		25,000	20,530	4,470
NHS				
for IIOC Deterrence Campaign	5,959	-	1,000	4,959
Greater Manchester Police & Crime Commissioner				
for developing prevention approaches	83,782	-	1,553	82,229
The Scottish Government				
for Stop It Now! Scotland activities	18,595	211,926	226,601	3,920
The Welsh Government				
for Stop It Now! Wales prevention activity	4,153	-	4,153	-
for Stop It Now! Wales primary prevention	-	89,986	1,248	88,738
for Stop It Now! Wales early intervention	-	96,512	526	95,986
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	-	10,000	7,174	2,826
Total Government funds	243,053	1,263,998	1,165,710	341,341

There are no unfulfilled conditions requiring repayment of any of the Government grant income, with the exception of £2,024 repaid in 2020/21 on one of the Scottish Government grants.

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19. Restricted funds 2020 (cont.)

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
Charitable Trust Funding				
Porticus UK				
for Inform, Inform Plus & Inform Young People	23,286	49,000	63,233	9,053
for international situational prevention	49,665	-	5,586	44,079
The Clothworkers Foundation				
for refurbishment of helpline offices	-	9,400	9,400	-
The Dulverton Trust				
for Stop It Now! prevention activity	-	33,694	10,828	22,866
The Pilgrim Trust				
for Stop it Now! Wales Parents Protect	8,917	-	8,917	-
29th May 1961 Charitable Trust				
for Inform, Inform Plus & Inform Young People	-	4,000	4,000	-
Esmée Fairbairn Foundation				
for young people services	57,962	108,745	103,505	63,202
Oak Foundation				
for ECSA toolkit and prevention strategies	86,557	90,372	118,010	58,919
for Stop It Now! Wales prevention activity	3,490	-	3,490	-
Tides Foundation				
Emergency grant for the COVID-19 crisis response		49,079	8,160	40,919
The Emmanuel Kaye Foundation				
for Inform work with families of internet offenders	9,500	23,700	12,688	20,512
for the Get Support website	2,342	1,300	1,749	1,893
for the family and friends forum	3,099	5,000	4,810	3,289

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
Anonymous Trust				
for Stop It Now! Scotland prevention activity	46,101	-	37,446	8,655
Christina Mary Hendrie Trust				
for Stop It Now! Scotland situational prevention	1,722	-	1,722	-
The R S MacDonald Charitable Trust				
for Stop It Now! Scotland ROSA project	15,432	54,474	52,444	17,462
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	5,000	-	5,000	-
Nota Scotland				
for Stop It Now! Scotland research	3,843	-	1,176	2,667
The A B Charity Trust				
for Stop It Now! Scotland work with families	-	15,000	-	15,000
The Ryvoan Trust				
for Stop It Now! Scotland prevention activity	10,000	-	7,500	2,500
The Volant Trust				
for Stop It Now! Scotland work with families	6,700	10,000	10,000	6,700
Total Charitable Trust funds	333,616	453,764	469,664	317,716
Other fundraising				
Harpenden dentists				
for Parents Protect work	1,950	-	1,950	-
Total Other Restricted funds	1,950	-	1,950	-
Total restricted funds	578,619	1,717,762	1,637,324	659,057

19. Restricted funds 2019

	1 April 2018 £	Income £	Expenditure £	31 March 2019 £
Government Funding				
Her Majesty's Prison and Probation Service				
for Stop It Now! helpline	-	216,727	216,727	-
Home Office				
for Stop It Now! helpline	8,881	203,717	212,598	-
for IIOC deterrence campaign	102,275	255,007	226,718	130,564
NHS				
for IIOC deterrence campaign	-	5,959	-	5,959
Greater Manchester Police & Crime Commissioner				
for developing prevention approaches	87,804	-	4,022	83,782
The Scottish Government				
for Stop It Now! Scotland activities	13,078	234,051	228,534	18,595
The Welsh Government				
for Stop It Now! Wales activities	-	40,000	35,847	4,153
Conwy County Borough Council				
for Stop It Now! Wales Parent Protect	2,435	8,333	10,768	-
Dyfed-Powys Police & Crime Commissioner				
for Stop It Now! Wales Parents Protect	1,955	-	1,955	-
South Wales Police				
for Stop It Now! Wales prevention activities	10,532	-	10,532	-
Bridgend County Borough Council				
for Stop It Now! Wales prevention activities	3,000	-	3,000	-
Total Government funds	229,960	963,794	950,701	243,053

There are no unfulfilled conditions requiring repayment of any of the Government grant income, with the exception of £2,024 repaid in 2020/21 on one of the Scottish Government grants.

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19. Restricted funds 2019 (cont.)

	1 April 2018 £	Income £	Expenditure £	31 March 2019 £
Charitable Trust Funding				
The Internet Watch Foundation				
for Stop It Now! helpline	18,807	-	18,807	-
Porticus UK				
for Inform, Inform Plus & Inform Young People	-	51,000	27,714	23,286
for international work on situational prevention	-	50,000	335	49,665
The Dulverton Trust				
for Stop It Now! prevention activity	18,573	-	18,573	-
The Pilgrim Trust				
for Stop It Now! Wales Parents Protect	-	23,540	14,623	8,917
The7Stars Foundation				
for work with children and young people	-	5,000	5,000	-
Whitegates Children's Trust				
for work with children and young people	-	1,000	1,000	-
Esmée Fairbairn Foundation				
for young people services	-	125,558	67,596	57,962
Oak Foundation				
for ECSA toolkit and prevention strategies	87,482	89,044	89,969	86,557
for Stop It Now! Wales prevention activities	-	3,750	260	3,490
Demetra				
for ECSA toolkit and prevention strategies	-	7,603	7,603	-
The Emmanuel Kaye Foundation				
for Inform work with families of internet offenders	6,342	19,900	16,742	9,500
for the Get Support website	3,169	1,300	2,127	2,342
for the family and friends forum	8,309	8,800	14,010	3,099

	1 April 2018 £	Income £	Expenditure £	31 March 2019 £
The Charles Haywood Foundation				
for Inform Young People	-	15,000	15,000	-
George Fentham Trust				
Birmingham Circles of Support and Accountability	537	-	537	-
Anonymous Trust				
for Stop It Now! Scotland prevention activity	-	50,000	3,899	46,101
Christina Mary Hendrie Trust				
for Stop It Now! Scotland prevention activity	-	10,000	8,278	1,722
The RS MacDonald Charitable Trust				
for Stop It Now! Scotland ROSA project	-	61,730	46,298	15,432
Hugh Fraser Foundation				
for Stop It Now! Scotland prevention activity	-	5,000	-	5,000
NOTA Scotland				
for Stop It Now! Scotland research	-	4,000	157	3,843
University of Strathclyde				
for Stop It Now! Scotland research	-	4,000	4,000	-
The Volant Trust				
for Stop It Now! Scotland prevention activity	-	10,000	3,300	6,700
The Ryvoan Trust				
for Stop It Now! Scotland prevention activity	-	10,000	-	10,000
Total Charitable Trust funds	143,219	556,225	365,828	333,616
Other fundraising				
Harpenden dentists				
for Parents Protect work	4,011	-	2,061	1,950
Total restricted funds	377,190	1,520,019	1,318,590	578,619

20. Analysis of net assets between funds for the year ended March 2020

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	32,328	466,241	498,569
Restricted funds	3,485	655,572	659,057
Total funds	35,813	1,121,813	1,157,626

Analysis of net assets between funds for the year ended March 2019

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	37,960	418,594	456,554
Restricted funds	6,583	572,036	578,619
Total funds	44,543	990,630	1,035,173

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 13 members at 31 March 2020 (2019: 11).

22. Commitments under operating leases

At 31 March 2020 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & Buildings 2020 £	Other 2020 £	Land & Buildings 2019 £	Other 2019 £
Not later than one year	105,342	4,732	110,141	4,748
One to five years	285,676	2,366	370,785	7,121
	363,748	7,098	480,926	11,869

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. The dilapidations liability for the Edinburgh leasehold office is £3,300 and held in restricted funds.

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23. Related party transactions

Legal advice was provided by Bates Wells to the value of £6,419 during the year (2019: £4,996). The entity is deemed to be related parties as Mr J Trotter who is a Trustee of The Lucy Faithfull Foundation also has involvement with Bates, Wells & Braithwaite London LLP.

The trustee, Derek Perkins, is part of a research group based at the University of Lincoln. The Lucy Faithfull Foundation collaborated with a research project that Derek Perkins was involved in which started in 2016. Since then, the University of Lincoln has paid the Foundation £4,600 in recognition of the Foundation staffs' contribution to the project. Income recognised in the current year was £1,609 (2019: £311).

The director of finance is the mother of a director at Alpha Financial Markets Consulting, a company which provided gifts in kind to The Lucy Faithfull Foundation during the year in the form of software support from a developer and a consultant developer, totalling £825 (2019: £16,135).

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

	Notes	2020 £	2019 £
Net income/(loss) for the reporting period		122,453	(26,548)
Adjustments for:			
Depreciation charges	8, 12	21,948	27,651
Interest received	3	(3,160)	(4,207)
Profit on sale of fixed assets	12	-	-
(Increase) in debtors	15	(142,156)	(205,358)
Increase in creditors	17	55,960	6,311
Net cash provided by/(used in) operating activities		55,045	(202,151)

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Thank you

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

29th May 1961 Charitable Trust
The Clothworkers Foundation
The Dulverton Trust
The Emmanuel Kaye Foundation
Esmée Fairbairn Foundation
The Home Office
Greater Manchester Police and Crime Commissioner
The Ministry of Justice
Oak Foundation
Tides Foundation
Porticus UK

Scotland

The A B Charitable Trust
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Hugh Fraser Foundation
NOTA Scotland
The RS Macdonald Charitable Trust
The Ryvoan Trust
The Scottish Government
University of Strathclyde
The Volant Trust

Wales

Conwy County Borough Council
Dyfed Powys Police and Crime Commissioner
The Pilgrim Trust
The Welsh Government

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Board of trustees

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

Mike is a consultant in general 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 trustee and non-executive director of St Andrews Healthcare. He is a trustee of two Jewish charities.

“Children have always been under threat of sexual exploitation, but in the world as it is currently, with such easy access to social media and the additional pressures of exploitation that it brings with it, the work of The Lucy Faithfull Foundation is needed more than ever. I am really grateful to all of the wonderful staff and trustees of the Foundation for the work they do to keep children safe, and am thankful to all those who fund our activities. I am also in awe of those who take the steps to get the help they need, it must be really, really tough.”

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 at LFF who work tirelessly, in often painfully difficult circumstances, to both share the experience and knowledge built up by the Foundation over many years, and put it into practice to prevent the tragedy of child sexual abuse.”

Joy Chamberlain FCA (Treasurer) (app. September 2019)

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. Having worked in healthcare for the last 20 years, Joy is passionately engaged in delivering great quality mental health services.

“I am very excited to join LFF as treasurer and am very much looking forward to working with the team.”

Dr Victoria Baines MA (Oxon)

Victoria is a leading authority in the field of online safety and cybersecurity. She currently holds visiting fellowships at the universities of Oxford and Bournemouth, and is 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 now to be able to contribute directly to its success.”

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Martin Brewer (app. December 2019)

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.

David Lundholm BA (Hons) MBA

David is the founder of Consistency Partners Ltd, a consultancy working with digital finance, insurance, price comparison, private equity, reinsurance and start-up clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com and lesfurets.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 PepsiCo Restaurants and 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 (app. March 2020)

Dr Michael Marett-Crosby leads a group of healthcare and education charities that work in and around Myanmar (Burma) to deliver front-line delivery of relief, long-term rebuilding of hospitals and universities and a wide range of other projects. His international and Burmese teams support scholarships, access to learning and mobile health units across the country. He was previously a Catholic priest and worked with young people in prison settings.

“The challenge of confronting child sexual abuse requires the deep engagement and brave thinking which LFF’s staff bring to all their activities. The charity’s vision of a world where children can live free of fear is one that I am proud to support as a Trustee. It is essential to all of our futures.”

Dr Paul Monks BA MB BChir MSc MRCPsych

Paul Monks 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. He currently works solely with young people, many of whom have suffered serious psychological trauma. He has been clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers.

Professor D Perkins BSc MSc PhD CPsychol AFBPsS

Derek is a clinical and forensic psychologist with West London NHS Trust, and a professor of forensic psychology at Royal Holloway University of London. He was head of psychological services at Broadmoor Hospital (high-security psychiatric service) 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 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 LFF, 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.”

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Lynn Saunders OBE

Lynn is the governor of Whatton prison, the largest treatment site for people with sexual convictions in Europe. She started her career as a social worker and worked as a probation officer for five years before joining the prison service on their management fast track programme. She co-founded a charity, the Safer Living Foundation in 2014, with the objective to prevent sexual crime. She has been awarded honorary doctorates from Nottingham Trent and Keele Universities, and an OBE in the 2017 New Year's Honours list and a PhD in socio legal studies from the University of Nottingham in 2020.

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate an 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 a member of The National Organisation for the Treatment of Abusers and The Association for the Treatment of Sexual Abusers. He founded and chaired a charity to support families of prisoners, now called 'Families Outside'; he was vice chair and 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 currently a non-executive director of Community Justice Scotland.

"I believe the Stop It Now! helpline plays a significant role both in supporting families and children and young people who are concerned with being at risk, and in providing the initial step to assist

offenders and potential offenders reduce their risk of abusing others. This contributes to a safer world for children."

John Trotter LLB (Hons)

John is a consultant solicitor in London with Bates Wells Braithwaite London LLP, where he has been the senior partner and head of public and regulatory law. Part of the work John has been involved with over the years includes representation of the British Association of Social Workers since the 1970s and for many years he represented its members in numerous cases.

In particular, John represented social workers and the profession of social work in many child death and child abuse inquiries such as the inquiries into the deaths of Darren Clark, Paul Brown, Jasmine Beckford, Kimberly Carlisle, The Cleveland Inquiry, Victoria Climbié and others. John also represented ChildLine for many years and other organisations concerned with the safety and welfare of children.

"The work of LFF is a vital element in the fight against child sexual abuse. I am enormously impressed by the expertise and commitment of its staff and they deserve our determined support."

Paul West QPM DL

Paul has 32 years of policing experience, including 13 years as a chief officer and eight years as the chief constable of West Mercia Police. He 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. Later that year he was made joint director of the Indian Police Service Mid- Career Training Programme Phase IV, based at the National Police Academy in Hyderabad, India. Paul 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 is an honorary fellow of the University of Worcester, where he previously was a member and vice-chair of the Board of Governors.

"I have deeply valued my association with LFF throughout the last eight years. It has enabled me to build upon the expertise in relation to sexual offender management that I built up towards the end of my police service, when managing the behaviour of sexual offenders first became a statutory police service responsibility."

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Find out more about our work to protect children at:

lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline at:

stopitnow.org.uk

Stop It Now! Scotland:

stopitnow.org.uk/stop-it-now-scotland

Stop It Now! Wales

stopitnow.org.uk/wales

For prevention information visit:

parentsprotect.co.uk

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

Confidential freephone helpline: **0808 1000 900**

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Names of case studies have been changed to protect anonymity.

**THE
LUCY FAITHFULL
FOUNDATION**

Working to protect children