



Children's
**Safety
Education**
Foundation

Aware, Alert, Alive!

Registered Charity Numbers:
1103344 and SC037714
Company Number: 5069372

Annual Report and
Financial Statements
2008 / 2009

for the period ended 31st August 2009

(A Charitable Company Limited by Guarantee)

2 Children's Safety Education Foundation

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Our Purpose

To reduce the number of child victims through interactive safety education.

Our Vision

To be recognised as the most effective, innovative and dependable charitable provider of children's safety education.

Our Mission

To ensure preventative safety education is delivered to every child in the UK by ensuring that:-

- Key audiences are educated regarding preventative measures through all available channels.
- Issues of child safety are exposed and progressed.
- All children and their carers have access to high quality safety education.
- The Children's Safety Education Foundation (CSEF) is synonymous with child safety education.
- Sufficient funds are raised to make this happen.

Our Standards

In all we do or say, we will:-

- Fulfil our primary object.
- Be professional, striving for high standards.
- Preserve our links with the Emergency Services, schools, voluntary and statutory agencies.
- Recognise the consistent performance of our staff.
- Encourage open, honest and effective communication.

“ Child Poverty in Perspective: An overview of child well-being in rich countries - measured and compared overall child well-being across six dimensions: maternal well-being, health and safety, education, peer and family relationships, behaviours and risks, and young people's subjective sense of their own well-being. Out of 21 industrialised countries in the report, the UK ranked worst overall when the indicators were aggregated together. ”

UNICEF 2007 Report

Chairman's Report

In society, economic downturn means that more children and young people are at greater risk of harm, be it from abuse or unintentional injury. Research shows that there is a direct link between financial disadvantage and child fatalities.

The recent downturn has had an impact on the Children's Safety Education Foundation, as it has on many other charities. In what must have been a difficult year for our supporters, I am pleased to report that many continue to support and value our work.

At last, it appears that PSHEE will be made statutory from 2011. Finally, the Government recognising the crucial role that this subject plays in meeting the outcomes of the Every Child Matters agenda. We welcome the report by Sir Alisdair Macdonald CBE and his recommendations. We trust that this will galvanise agencies to improve preventative safety education for our children and young people.

Sadly, Children's Services will be preparing for the inevitable budget cuts that will herald the start of the next financial year. With the axe poised to fall on some services, the worry is that work to intervene early and prevent problems before they arise, which is integral to Every Child Matters, could be the first to go. We have already witnessed the radical review of Youth Justice Services and the continuing debate surrounding the role of Local Safeguarding Children's Boards.

Interestingly, a recent study by the New Economics Foundation highlighted the economic case for investing in preventative work. For the first time, the study set out a detailed analysis of both the economic and social cost of failing to invest in services that prevent crime, drug use and obesity. Needless to say, the case for investing demonstrates tangible long-term benefits to our society.

Rather than allowing financial limitations to reduce the scale of our work, we have taken the opportunity to review our priorities. New ventures into digital resource provision and alliances with like minded agencies, through the Children's Safety Education Coalition (CSEC), should enable us to spread our message more widely and efficiently than ever before.

We do not underestimate the real hardship that many of our sponsors have endured over the past year and we, at the Foundation, would like to take this opportunity to thank you, your employees and your families for the generous support and co-operation that you have given us this year. We hope that as the year progresses, the financial constraints that we all feel will start to lift and, as confidence increases, we can continue to make a real difference to children and young people everywhere.

We trust you will find this document informative and hope that we can rely on your continued support in the future.

Best wishes



Lord Wade of Chorlton
Chairman



Chief Executive's Report

In the last twelve months, we have faced a great number of challenges due to the effects of the economic downturn. Some of our plans have had to be scaled back or postponed and some areas of development put temporarily on hold, however, on the up side, we have still been able to maintain our effectiveness in delivering safety education, training and resources to children and young people throughout the United Kingdom, increasing the number of Crucial Crew and Junior Citizen events and continuing with the development of our planned on-line digital resource, due to be launched in 2010.

As the Foundation does not receive any central government funding, we cannot underestimate the importance and value of our loyal supporters, sponsors and donors from within the business community, who, along with personal donations, make up over 80% of our total income. This fact remains even more remarkable when considering the current trading environment. We are extremely grateful to each and every one of those organisations for their continued commitment to the safety education of our nation's children.

Another key ingredient to our success in the delivery of bespoke safety education is the role of the combined Emergency Services, schools and educationalists. Without their participation and support, many of our programmes would struggle to exist. This year has seen an increase in involvement from these sectors, particularly in the development and expansion of our Crucial Crew programmes.

As we move into 2010, we look forward to working closer with Government, our partners and stakeholders to educate children about the dangers they may encounter in their everyday lives. Naturally, we depend on our management and staff, who, alongside our supporters and donors, continue to make our work in the delivery of safety education possible. I hope to continue to have their support throughout the coming year and beyond.

Kind regards.



John McNamee
Chief Executive



*" These sessions are invaluable and so informative.
The children all enjoyed themselves. The changes /
adaptations to some of the presentations are super! "*

Moorlands Junior School

Introduction

The Trustees of the Children's Safety Education Foundation are pleased to submit their fifth Annual Report and Financial Statements for the year ended 31st August 2009.

These Financial Statements reflect the operational activities of the Foundation from 1st September 2008 to 31st August 2009.

In compiling this report, the Trustees have complied with the Companies Act 1985, the Accounting and Reporting by Charities: Statement of Recommended Practice - revised March 2005 - ('SORP'), applicable accounting standards and the processes and procedures of the Foundation.

Reference and Administration Information

This is provided on the last page of this report.

Structure, Governance and Management

The Foundation was formed on 2nd April 2004. It is registered with the Charity Commission for England and Wales under number 1103344 and the Office of the Scottish Charity Regulator under number SC037714. It is a company limited by guarantee, number 5069372.

The Foundation has a Board of Trustees legally responsible for the governance and management, consisting of: -

- **Lord Wade of Chorlton**
- **Terry Spurr MBE**
- **Liam McGurrin**
- **Mark Stevenson**
was appointed Trustee in June 2009.

The Chairman continues to actively canvas for new Trustees and expects to make new appointments during 2009 / 2010. The Foundation continues to seek new and innovative ways of delivering child safety information. The ambition of the Trustees remains to provide every child in the British Isles with life saving information and experiences.

The Trustees are responsible for setting strategies and direction and ensuring that they are implemented through the Chief Executive, John McNamee, and the senior management team, using agreed policies and procedures.

The governing document of the Foundation is the Memorandum and Articles of Association.

Members of the Board of Trustees also act as Directors of the Foundation for the purposes of company law.

The CSEF Trustees from the top left:

Lord Wade of Chorlton (Chairman),

Terence A. Spurr MBE, Liam McGurrin and Mark Stevenson.



Risk Assessment

The Board of Trustees has reviewed the major strategic risks to which the Foundation is exposed:-

Funding Potential

- CSEF continues to raise funds predominantly from the private sector, which has experienced the economic downturn first hand. Plans to seek support from central Government have been fruitless with all available monies appearing to be channelled through traditional routes. There have been crucial developments in the field of child safety education, most notably the introduction of CSEC (a joint venture between RoSPA and NCB supported by the DCSF, £1.6m over 3yrs) and the Home Safety Equipment Scheme (RoSPA supported by the DCSF, £18m over 3yrs) would suggest that seeking direct funds from central Government would be both time consuming, problematic and a waste of our precious resources.
- The proposed introduction of PSHEE in 2011 to the Primary Curriculum should see greater demand on our resources. As the leading provider of safety education, the Foundation remains ideally placed to support schools and practitioners.

Competition

- We aim to continue to develop and source innovative multi media resources to meet the requirements of schools throughout the British Isles. Technology now plays a significant role in educational establishments and it is our intention to utilise all methods of delivery to ensure that key life-saving messages are conveyed in a stimulating and practical way.
- Our relationships with the combined Emergency Services, voluntary and statutory agencies and educationalists enables the Foundation to identify key areas of focus in community safety and the broader PSHE Curriculum. This ensures that the Foundation's programmes remain relevant in keeping with national and local strategies to protect children resulting in a competitive edge.

Child Protection

We have a Child Protection Policy in place, which has been agreed by the Trustees and shared with the Charity Commission.

Equal Opportunities

We are an Equal Opportunities Employer and the Trustees have agreed to invest in Investors In People.

Health and Safety

Regular health and safety reviews are part of the management function under direction of the Chief Executive and Human Resources.

Professional Indemnity

The Trustees obtained professional indemnity insurance (Note 3) to protect the Foundation from loss arising from neglect or default of the Trustees and to protect them from neglect or default by senior management.





Objectives and Activities

Objectives

The Children's Safety Education Foundation exists to provide children and young people with the skills, knowledge and understanding to make informed decisions about their safety and that of the community generally. In setting our objectives and planning our activities, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Its stated objective is "to promote and further the personal safety, social, health and citizenship education of children and young people throughout the United Kingdom and Eire, encouraging their study needs through the written word and the promotion of public interest in Personal Safety and Citizenship."

It achieves this primarily through the provision of educational resources to children that focus on prevention rather than cure. These resources are designed to encourage the individual to respect themselves, others and their community on key aspects of personal safety and citizenship, so helping to protect them against the risks they face in everyday life. Educational topics covered are self esteem; bullying; hate crime; drug and alcohol awareness; first aid; fire safety; anti-social behaviour; personal safety; and crime reduction in both the home and in the community.

Each resource has been selected on the basis that it has been designed, developed and produced specifically for the intended audience and strictly follows curriculum guidelines. Great care has been taken to ensure that important messages are delivered in a manner that ensures their absorption and retention. It is our belief that children and young people should be empowered to explore their feelings and attitudes towards certain facts, given accurate information on which to build their perspectives and the opportunity to explore those views with peers and trusted adults.

The Foundation is dedicated to prevention through education - most organisations focus on cure after the event. As such, it has a less emotive story for fundraising, although arguably one that should be more compelling and economically sound.

Activities

The Foundation continues to co-ordinate Crucial Crew events in Trafford, Manchester (North, South and Central) and Stoke-On-Trent. Each year over 7,000 children attend one of our child safety events. Work continues to source appropriate funding that will enable CSEF to introduce these activities in areas of deprivation and beyond.

Earlier in the year, the Foundation, in partnership with The Metropolitan Police Service launched their 'Junior Citizen' resource, enabling 120,000 young people to appreciate the Crucial Crew experience from the comfort of the classroom. Speaking at the launch, David Bell, Permanent Secretary to the DCSF said, "This DVD is a great example of how we can work together in partnership, to tackle the issue of child safety. It is a credit to all of the agencies that took part, the emergency services and CSEF, and I am delighted to hear that so many children across London will benefit."



8 Report of the Trustees' (cont.) for the period ended 31st August 2009

CSEF joined the Children's Safety Education Coalition (CSEC), a member based organisation, which indirectly aims to equip young people with the skills and knowledge to keep themselves safe in a range of situations. The Coalition will promote the provision of high quality practical safety education and will encourage and support activities, which contribute to a reduction in unintentional injuries to children and young people. Despite the funding received, it would appear that CSEC will not be a grant making body. We trust that with collective membership the CSEC will persuade Government to invest more in child accident prevention in the future.

Pupils from schools in the North West took part in special assemblies delivered by the KTBF Great Britain Team Captain and multiple British, European and World Martial Arts Champion during 2009. CSEF's Carl Thomas (25), who holds numerous accolades including the Double World Champion and MBC Sports Coach of the Year, taught pupils about physical and motivational techniques that he learnt through his Martial Arts experience, which can then be transferred to their everyday activities.

Carl introduced the Self Discipline Challenge during assemblies when pupils were asked to complete a series of tasks at home. The purpose of the tasks was to increase their awareness of how positive behaviour can impact on other family members. Family and friends were encouraged to sponsor pupils during the challenge.

Over 1000 pupils from 12 schools across the North West participated in CSEF's Self-Discipline Challenge.

Finally, CSEF launched the 'If Only' campaign in an effort to raise awareness of the role that education can play in reducing the number of unintentional injuries and fatalities experienced by children and young people every year. An indication of the task was evidenced by the World Health Organisation (WHO) Report 2008 which stated that:

" Around 830,000 children die from unintentional and accidental injuries every year. More than 1,000 deaths every day could be prevented by injury and prevention measures. "

'If Only' campaigns to date have focused on anti-bullying and fire safety.

Partnerships

The Foundation continues to place great emphasis on the relationship it has with both the statutory and voluntary sectors. These links continue to be developed and strengthened, enabling the Foundation to reach children and young people through routes other than the classroom.



Achievements and Performance

This should be read in conjunction with the Accounting Policies, Statement of Financial Activities, Balance Sheet, Cash Flow Statement and Notes to the Financial Activities of the Foundation.

The basis on which these accounts have been presented is detailed in Note 1.

Total funds of £1.9m were generated through the various activities of the Foundation. (Note 2). This included some income from restricted funding £29.2k. (Note 12).

This income was expended on fulfilling the main objective of the Foundation, namely the distribution of educational material, (£452k), raising public awareness, (£434k) and development costs, (£119k). Further expenditure went on the cost of generating voluntary income, activities for generating funds and the Foundation's Governance, (£125k, £942k and £8k respectively). (Note 3).

The Foundation employed an average of 36 staff during the year. This number consisted of 28 employees engaged in awareness and funding activities and eight providing management and support. (Note 4). They are deployed at the Foundation's offices in Stockport and East Kilbride.

Remuneration and benefits are competitive for the areas in which the Foundation operates and the Trustees recognise the need to attract the very best staff to operate efficiently in this sector. Packages will be continuously reviewed to ensure they remain competitive. (Note 1).

The Trustees set the Chief Executive's remuneration.

The Foundation operates a pension stakeholder plan on behalf of its employees. In compliance with requirements, eligible employees may make a personal contribution of at least £3,600 pa. Contributions over this are linked to earnings using the current contribution limits set by HMRC for personal pension. The Foundation does contribute to certain key employees, up to a maximum 6% of their salary, for those who are contractually entitled.

Employment costs also include the office accommodation and equipment used. A continuous improvement process is in place, particularly for systems, where significant efficiencies and savings have been achieved. The total fixed assets employed during the period were £28.5k, being those acquired when the Foundation was formed. (Note 5).

Assets were written down to a zero value in the previous year.



" Third year coming to Crucial Crew and each year it is better - so worthwhile and the children gain so much for the experience. Thank you all so much! " **St. Joseph's Catholic Primary**

Finance Review and Effect of the Recession

In this, its fifth year of operation to 31st August 2009, the Foundation raised total funds of £1,893k. Of this, £1,864k was unrestricted and £29k restricted.

Unrestricted funds were down 24.8% on the previous year. This was a direct result of the economic downturn with many supporters deferring donations for the year because of the difficulties they were experiencing. Fortunately, the Foundation took decisive action quite early on to reduce costs by closing two branches and reducing costs, which gave the Foundation a saving of 20% on the previous year.

Post year-end, the Trustees instructed the Foundation's auditors to appraise the Foundation on a going concern basis. They reported to the Trustees that provided forecasted funding was achieved and costs were reduced as planned, then the Foundation had a good chance of surviving the recession.

The move to the Royal Bank of Scotland during the year was timely as the Foundation managed to secure an increased secured facility.

Reserves Policy

The Trustees understand the Foundation's requirement for free reserves. They have a stated policy to retain sufficient free reserves for approximately three months forward expenditure to cover a sudden decline in income, ensuring that commitments to providing resources are met and that contractual commitments to staff and premises can be made with some confidence. However, the current funding stream and recession does not allow for this.

Plans for Future Periods

The Foundation has successfully demonstrated its ability to use innovative ways of delivering safety messages. It would like to expand on these but is currently limited by available funds. Therefore, the next twelve months will focus on attracting additional funding.

The Trustees see increased funding as key to achieving our goal of reaching all children and preventing them becoming victims.



" After going to Crucial Crew me and my mum made a fire escape plan for our house. I've drawn it and kept it in my bedroom. "

**Pupil who attended the
Crucial Crew in Stoke-on-Trent**



Trustees' Responsibilities

Company law requires the Trustees to prepare Financial Statements for each financial year, which give a true and fair view of the state of affairs of the Foundation and the incoming resources and application of resources, including its income and expenditure. In preparing these Financial Statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the Foundation will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Foundation and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the Foundation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

As far as the Trustees are aware, there is no relevant audit information of which the Foundation's auditor is unaware and the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Foundation's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditor

A resolution proposing that Moore and Smalley LLP be re-appointed as auditor of the Foundation will be raised at the Annual General Meeting.

Thanks

The Trustees wish to convey their sincere thanks to the staff, partners and supporters of the Foundation, who continue to generously give their time, encouragement and funding.

With this continued support, the Trustees feel that the Foundation can grow and make a tangible difference to more children and young people. By doing so we will continue to make them feel valued, safe, involved and reassured, creating a better society for everyone.

This report was approved by the Trustees on 8th February 2010 and signed on their behalf by:

Lord Wade of Chorlton
Chairman



12 Independent Auditor's Report

to the Trustees of the Children's Safety Education Foundation

We have audited the Financial Statements of the Children's Safety Education Foundation for the year ended 31st August 2009, which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and related notes. These Financial Statements have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the Foundation's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Foundation's 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 Foundation and the Foundation's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective Responsibilities of Trustees and Auditor

The Trustees' (who are also the directors of the Foundation for the purposes of company law), responsibilities for preparing the Trustees' Annual Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

We have been appointed auditors under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report to you in accordance with those Acts.

Our responsibility is to audit the Financial Statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the Financial Statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice and are properly prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006. We also report to you whether, in our opinion, the information given in the Trustees' Annual Report is consistent with the Financial Statements.

In addition we report to you if, in our opinion, the Foundation has not kept proper accounting records, if the financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if information

specified by law regarding Trustees' remuneration and transactions with the Foundation is not disclosed.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it. Our responsibilities do not extend to any other information.

Basis of Audit Opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the Financial Statements. It also includes an assessment of the significant estimates and judgements made by the Trustees in the preparation of the Financial Statements, and of whether the accounting policies are appropriate to the Foundation's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of the information in the financial statements.

Opinion

In our opinion:

- The Financial Statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the affairs of the Foundation as at 31st August 2009 and of its incoming resources and application of resources, including its income and expenditure, in the year then ended;
- The Financial Statements have been properly prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006; and
- The information given in the Trustees' Annual Report is consistent with the Financial Statements for the year ended 31st August 2009.

Moore and Smalley LLP

Christine Wilson (Senior Statutory Auditor)

*For and on behalf of Moore and Smalley LLP, Statutory Auditor
Richard House, Winckley Square, Preston, Lancashire PR1 3HP
Moore and Smalley LLP is eligible to act as an auditor in terms
of section 1212 of the Companies Act 2006
8 February 2010*

Statement of Financial Activities

(Incorporating the Income & Expenditure Account) for the period ended 31st August 2009



Period covered by this SOFA is
1st September 2008 to 31st August 2009

| | Note | Unrestricted Funds £ | Restricted Funds £ | 2009 Total £ | 2008 Total £ |
|---|------------|----------------------------|--------------------------|--------------------|--------------------|
| Incoming resources | | | | | |
| Incoming resources from generated funds | | | | | |
| - Voluntary income | | 222,227 | - | 222,227 | 270,090 |
| - Activities for generating funds | | 1,641,832 | - | 1,641,832 | 2,518,360 |
| Incoming resources from charitable activities | | - | 29,226 | 29,226 | 15,400 |
| Exceptional income | | - | - | - | - |
| Total incoming resources | 2 | 1,864,059 | 29,226 | 1,893,285 | 2,803,850 |
| Resources expended | | | | | |
| Cost of generating funds | | | | | |
| - Costs of generating voluntary income | 3.1 | 125,230 | - | 125,230 | 115,320 |
| - Activities for generating funds | 3.2 | 835,279 | 106,404 | 941,683 | 1,081,839 |
| Costs of charitable activities | 3.3 | 987,830 | 15,994 | 1,003,824 | 1,397,033 |
| Governance | 3.4 | 8,411 | - | 8,411 | 5,181 |
| Total resources expended | 3.5 | 1,956,750 | 122,398 | 2,079,148 | 2,599,373 |
| Net movement in funds for the year | | (92,691) | (93,172) | (185,863) | 204,477 |
| Total funds brought forward | | 106,561 | 106,404 | 212,965 | 8,488 |
| Total funds carried forward | | 13,870 | 13,232 | 27,102 | 212,965 |

"There are no recognised gains or losses other than those in the statement of financial activities. Therefore no statement of recognised gains or losses has been prepared. All the above amounts relate to continuing activities."

" As part of our PHSE programme a large amount of work is spent on attitude and general behaviour around the Academy and the local community. Work includes liaising with local agencies, including the Fire Service and the Police. The materials included in the books extends this work further as it empowers young people so that they might improve their own lives and those of others. The overall effect is that young people will be able to contribute effectively to society and therefore become ideal citizens of Salford. "

Oasis Academy: Media City UK

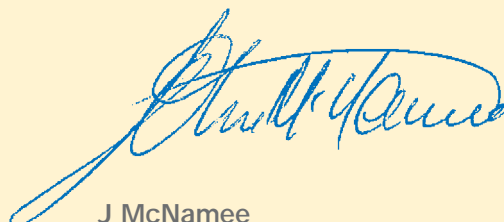
14 Balance Sheet as at 31st August 2009

| | Note | 2009 | | 2008 | |
|--|------|----------------|---------------|----------------|----------------|
| | | £ | £ | | £ |
| Fixed Assets | | | | | |
| Tangible Assets | 5 | | - | | |
| Current Assets | | | | | |
| Stock | 6 | 48,654 | | - | |
| Debtors | 7 | 195,123 | | 334,505 | |
| Cash at bank | | - | | 82,059 | |
| | | <u>243,777</u> | | <u>416,564</u> | |
| Current Liabilities | | | | | |
| Creditors falling due within one year | 8 | <u>216,675</u> | | <u>203,599</u> | |
| Net Current Assets | | | <u>27,102</u> | | <u>212,965</u> |
| Total assets less current liabilities | | | 27,102 | | 212,965 |
| Creditors falling due after more than one year | 9 | | - | | - |
| Net assets | | | <u>27,102</u> | | <u>212,965</u> |
| Restricted funds | 12 | | 13,232 | | 106,404 |
| Unrestricted funds | 13 | | 13,870 | | 106,561 |
| Total Funds carried forward | | | <u>27,102</u> | | <u>212,965</u> |

These accounts were approved by the Board of Trustees on 8 February 2010 and signed on their behalf by:-



Lord Wade of Chorlton
Chairman



J McNamee
Chief Executive

Cash Flow Statement

for the period ended 31st August 2009



| | Note | Year ended 31 August 2009 £ | Year ended 31 August 2008 £ |
|---|------|--------------------------------------|--------------------------------------|
| Net cash flow from operating activities | (1a) | (156,567) | 126,178 |
| Capital Expenditure | | | |
| Purchase of Tangible Fixed Assets | 6 | - | - |
| Movement in Net Debt | (1c) | <u>(156,567)</u> | <u>126,178</u> |

Notes to the Cash Flow Statement

(1a) Reconciliation of net (outgoing) / incoming resources to net cash flow from operating activities

| | Year ended 31 August 2009 £ | Year ended 31 August 2008 £ |
|--|--------------------------------------|--------------------------------------|
| Net incoming resources | (185,863) | 204,477 |
| Less: Exceptional income | - | - |
| Adjusted net incoming / (outgoing) resources | <u>(185,863)</u> | <u>204,477</u> |
| (Increase) / decrease in stock | (48,654) | - |
| (Increase) / decrease in debtors | 139,382 | 16,143 |
| (Decrease) in creditors | (61,432) | (96,795) |
| Depreciation | - | 2,353 |
| | <u>(156,567)</u> | <u>126,178</u> |

(1b) Analysis of Changes in Net Debt

| | 1 September 2008 £ | Cash Flow £ | Non-cash Flow £ | 31 August 2009 £ |
|-----------------------|--------------------------|-------------------|-----------------------|------------------------|
| Cash in hand, at bank | 111,143 | (102,304) | - | 8,839 |
| Overdrafts | (29,084) | (54,263) | - | (83,347) |
| Loan | - | - | - | - |
| Net debt | <u>82,059</u> | <u>(156,567)</u> | - | <u>(74,508)</u> |

(1c) Reconciliation of net cash flow to movement in net debt

| | Year ended 31 August 2009 £ | Year ended 31 August 2008 £ |
|---|--------------------------------------|--------------------------------------|
| Increase / (decrease) in cash in the period | (156,567) | 126,178 |
| Non-cash flow | - | - |
| Change in net debt | <u>(156,567)</u> | <u>126,178</u> |
| Net Debt brought forward | 82,059 | (44,119) |
| Net debt carried forward | <u>(74,508)</u> | <u>82,059</u> |

Net Incoming Resources

These are stated after: Auditors remuneration, Depreciation, Amortisation, Operating Leases, land and building, other and Interest Charges.

16 Notes to the Financial Statements

for the period ended 31st August 2009

1. Accounting policies

The following policies have been used consistently in dealing with items, which are considered material in relation to the financial statements.

a) Basis of Accounting

The financial statements have been prepared under the historical cost convention and have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities: Statement of Recommended Practice" published in March 2005, the Charities Act 1993 and applicable accounting standards.

The financial statements comply with the Companies Act 2006 except for the Statement of Financial Activities, which has been presented in the form required by the SORP.

b) Going Concern

The Trustees have reviewed the latest position of the Foundation having, at their disposal, current accounting information and have satisfied themselves that the Foundation's ongoing position appears secure.

c) The Financial Statements of the Foundation

The Foundation's financial statements include the results of all regional offices.

d) Status of the Foundation

The Foundation is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

e) Incoming Resources

Income arises from normal activities of the Foundation. This complies with SORP paragraph 94 in recognising income in the SOFA, in that the: -

- a) Foundation has entitlement and control over the rights of the transaction and is able to determine the future application of funds generated;
- b) Foundation is able to demonstrate that incoming resources with virtual certainty will be received;
- c) Incoming resource can be measured with sufficient reliability.

f) Donated Services

Incoming resources are included in the SOFA where the benefit to the Foundation is reasonably quantified and measurable. The value will be the estimated value to the Foundation of the service or facility received. This will be the price the Foundation estimates it would normally pay in the open market.

g) Resources Expended

Charitable expenditure enables the Foundation to meet its aims and objectives. It is accounted for on an accrual basis and is allocated to appropriate headings in the accounts, in pursuance of the Foundation's objectives.

Costs of generating funds include the associated costs in generating income that are considered necessary to finance the Foundation's activities. These have been apportioned with public awareness costs based on the number of staff providing the activity.

" Pendle Vale College is a school with successful exam results, but we are constantly aware of the need to help students take ownership of their learning, particularly with respect to their social development. I feel that this resource will fit perfectly as we begin to implement our Guidance Curriculum to help students develop their emotional literacy. " **Pendle Vale College**

Notes to the Financial Statements (continued)

for the period ended 31st August 2009



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The activities within these costs are: -

- Fixed Assets cost of resources – the purchase of distributed materials directly to children.
- Public Awareness - part of the Foundation's mission is the promotion of public interest in the Foundation's activities. An apportionment of 50% of the staff costs and costs employed for the purpose of generating incoming resources using the guidelines in the charities SORP paragraph 168-173 has been used.
- Development Costs - in achieving its aims, the Foundation recognises that it must generically grow and develop its educational material and must also research the development of alternative means of raising funds. Costs allocated to this are:-
 - Design and development of existing publications.
 - Professional consultancy in researching funding applications.
 - Information systems and its development in the support of frontline activities.

Support costs are those which enable fund generation and charitable activities to be undertaken. These costs include human resources, internal audit, depreciation and insurances.

Governance costs include auditor's fees and legal expenses.

h) Fixed Assets

Depreciation is provided on fixed assets so as to write off the cost over their anticipated useful lives, at the following annual rates on a straight-line basis.

| | |
|--------------------|------|
| Computer Equipment | 33 % |
| Office Equipment | 25% |

Assets costing less than £500 are not capitalised.

i) Stocks

Stocks held are stated at the lower of cost and net realisable value.

j) Operating Leases

Rentals under operating leases are charged to the income and expenditure account as incurred.

k) Remuneration Policy and Benefits

There has been no defined policy set by the Trustees. The Trustees believe that salaries are in line with local scales and grades.

The Trustees will set the Chief Executive's remuneration, together with senior management.

l) Pension

The Foundation operates a pension stakeholder plan on behalf of its employees. The assets of the scheme are administered by Trustees in funds independent from those of the Foundation.

m) Fund Accounting

Restricted Funds – These are funds, which may only be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with an equitable allocation of management support costs.

Unrestricted Funds - These are funds from incoming resources and donations receivable for, or generated by, the objects of the Foundation without specific purpose and are available as general funds to be used at the discretion of the Trustees.

" The assembly was all about self awareness and self discipline and the children were captured from start to finish because the message was put across by Carl via a truly hands-on approach. "

K. Conwell, Headteacher, Adswood Primary School



2. Incoming resources

| | 2009 | 2008 |
|---|------------------|------------------|
| | £ | £ |
| Voluntary income | 222,227 | 270,090 |
| Activities for generating funds | 1,641,832 | 2,518,360 |
| Incoming resources from charitable activities | 29,226 | 15,400 |
| Exceptional income | - | - |
| Total of incoming resources | <u>1,893,285</u> | <u>2,803,850</u> |

3. Resources expended

Property costs include rental costs of properties from which the Foundation operates.

Management and Administration

Represent the support costs that enable fundraising and the objects of the Foundation to be carried out. These costs include central finance, administration, human resources and internal audit that support frontline services.

Cost of generating funds

Includes the associated costs in generating income that are considered necessary to finance the Foundation's activities. Staff costs involved in direct fundraising activity have been apportioned on a 50% share with public awareness costs on a proportional basis to the number of staff providing the activity.

The Foundation purchased Professional Indemnity Insurance costing £1,694 included in insurance cost, to protect the Foundation from loss arising from neglect or default of the Trustees and to protect them from neglect or default by senior management staff.

3.1 Costs of generating voluntary income

| | 2009 | 2008 |
|---|----------------|----------------|
| | £ | £ |
| Property costs | 15,695 | 14,210 |
| Management and administration | 56,396 | 43,176 |
| Costs of generating funds | 43,073 | 50,569 |
| Lease rentals equipment | 2,524 | 1,625 |
| Insurances | 1,989 | 1,760 |
| Depreciation on assets | 0 | 227 |
| Car maintenance and travelling expenses | 5,553 | 3753 |
| | <u>125,230</u> | <u>115,320</u> |

Notes to the Financial Statements (continued)

for the period ended 31st August 2009



3.2 Activities for generating funds

| | 2009 | 2008 |
|---------------------------------------|----------------|------------------|
| | £ | £ |
| Property costs | 118,017 | 133,309 |
| Management and administration | 424,073 | 405,038 |
| Cost of generating funds | 323,894 | 474,398 |
| Lease rentals equipment | 18,983 | 15,249 |
| Insurances | 14,958 | 16,510 |
| Depreciation on assets | - | 2,129 |
| Car maintenance & travelling expenses | 41,759 | 35,206 |
| | <u>941,683</u> | <u>1,081,839</u> |

3.3 Costs of charitable activities

| | 2009 | 2008 |
|-----------------------------------|------------------|------------------|
| | £ | £ |
| Distributed educational resources | 451,772 | 698,672 |
| Public awareness | 433,516 | 598,992 |
| Development costs | 118,536 | 99,369 |
| | <u>1,003,824</u> | <u>1,397,033</u> |

3.4 Governance costs

Governance costs include auditor fees and legal expenses, the latter principally expended on the ongoing advice given to the Foundation.

The Trustees and directors received no remuneration or expenses for their services during the year.

| | 2009 | 2008 |
|----------------|--------------|--------------|
| | £ | £ |
| External audit | 4,225 | 4,975 |
| Legal expenses | 4,186 | 206 |
| | <u>8,411</u> | <u>5,181</u> |

3.5 Analysis of resources expended

| | Staff costs | Other direct costs | Property costs | Total 2009 | Total 2008 |
|--|------------------|--------------------|----------------|------------------|------------------|
| | £ | £ | £ | £ | £ |
| Costs of generating funds | | | | | |
| - Costs of generating voluntary income | 90,585 | 18,950 | 15,695 | 125,230 | 115,320 |
| - Activities for generating funds | 681,158 | 142,508 | 118,017 | 941,683 | 1,081,839 |
| Costs of charitable activities | 387,949 | 615,875 | - | 1,003,824 | 1,397,033 |
| Governance costs | - | 8,411 | - | 8,411 | 5,181 |
| Total resources expended | <u>1,159,692</u> | <u>785,744</u> | <u>133,712</u> | <u>2,079,148</u> | <u>2,599,373</u> |



4 Employees

Total staff costs

| | 2009 | 2008 |
|-----------------------|-------------------------|-------------------------|
| | £ | £ |
| Wages and salaries | 1,049,273 | 1,292,356 |
| Social Security Costs | 102,331 | 121,069 |
| Pension costs | 8,088 | 8,058 |
| Total | <u>1,159,692</u> | <u>1,421,483</u> |

The average number of employees, calculated on a full time basis were: -

| | 2009 | 2008 |
|---|------------------|------------------|
| • Activities involved in fund generation and public awareness | 28 | 40 |
| • Support | 8 | 9 |
| | <u>36</u> | <u>49</u> |

The number of employees whose emoluments, as defined for taxation purposes, that amounted to over £60,000 in the year, are as follows: -

| £ | 2009 | 2008 |
|-------------------|-----------------|-----------------|
| | No | No |
| 60,000 - 70,000 | 1 | 2 |
| 70,000 - 80,000 | 2 | 1 |
| 80,000 - 90,000 | - | - |
| 90,000 - 100,000 | - | - |
| 100,000 - 110,000 | - | - |
| | <u>3</u> | <u>3</u> |

Two of these employees participate in the CSEF stakeholder scheme, for which employer contributions of £3,250 were made during the year.

5. Tangible Fixed Assets

| | Computer Equipment £ | Furniture & Equipment £ | Total £ |
|---------------------|----------------------------|-------------------------------|----------------------|
| Cost | | | |
| At 1st Sept 2008 | 19,784 | 8,790 | 28,574 |
| Additions | - | - | - |
| Disposals | - | - | - |
| | <u>19,784</u> | <u>8,790</u> | <u>28,574</u> |
| Depreciation | | | |
| At 1st Sept 2008 | 19,784 | 8,790 | 28,574 |
| Charge for the year | - | - | - |
| Disposals | - | - | - |
| | <u>19,784</u> | <u>8,790</u> | <u>28,574</u> |
| Net Book Value | | | |
| At 31st August 2009 | - | - | - |
| At 31st August 2008 | <u>-</u> | <u>-</u> | <u>-</u> |

Notes to the Financial Statements (continued)

for the period ended 31st August 2009



6 Stock

| | 2009 | 2008 |
|------------------|---------------|----------|
| | £ | £ |
| Goods for resale | 48,654 | - |
| Total | 48,654 | - |

7. Debtors

| | 2009 | 2008 |
|---------------|----------------|----------------|
| | £ | £ |
| Trade Debtors | 170,472 | 260,241 |
| Prepayments | 23,204 | 40,734 |
| VAT | 1,343 | 8,221 |
| Other Debtors | 104 | 25,309 |
| Total | 195,123 | 334,505 |

8. Creditors: Amounts falling due within one year

| | 2009 | 2008 |
|---------------------------|----------------|----------------|
| | £ | £ |
| Bank overdraft | 74,508 | - |
| Taxation, Social Security | 53,165 | 54,445 |
| Accruals | 29,160 | 108,659 |
| Trade Creditors | 59,842 | 40,495 |
| Other Creditors | - | - |
| Total | 216,675 | 203,599 |

9. Creditors: Amounts falling due after more than one year

| | 2009 | 2008 |
|-----------------|------|------|
| | £ | £ |
| Other creditors | - | - |
| | - | - |

10. Analysis of assets and liabilities between funds

| | Restricted funds | Unrestricted funds | Total 2009 |
|---------------------|---------------------|-----------------------|---------------|
| | £ | £ | £ |
| Fixed assets | - | - | - |
| Current assets | 13,232 | 230,545 | 243,777 |
| Current liabilities | - | (216,675) | (216,675) |
| | 13,232 | 13,870 | 27,102 |



11. Annual Operating Leases

| | 2009 | | 2008 | |
|-------------------------------------|------------------|---------------|------------------|---------------|
| | Land & Buildings | Other | Land & Buildings | Other |
| | £ | £ | £ | £ |
| Lease expiring in less than 1 year | 31,661 | 1,599 | 13,986 | 870 |
| Lease expiring between 1-5 years | | 18,229 | 41,000 | 16,370 |
| Lease expiring greater than 5 years | - | - | - | - |
| | 31,661 | 19,828 | 54,986 | 17,240 |

12. Movement in restricted funds

Restricted funds comprise the following unexpended income for specific purposes:

| | Balance b/fwd 2008 | Grants Received | Funds Spent | Balance c/fwd 2009 |
|-----------------------------|--------------------|-----------------|----------------|--------------------|
| | £ | £ | £ | £ |
| Crucial Crew | - | 29,226 | 15,994 | 13,232 |
| Junior Citizenship | 55,661 | - | 55,661 | - |
| Be Smart, Be Safe' Booklets | 50,743 | - | 50,743 | - |
| | 106,404 | 29,226 | 122,398 | 13,232 |

Crucial Crew - grants to fund an interactive childrens' workshop in schools in the Manchester area

Junior Citizenship - a grant to fund the provision of DVD's, handbooks and related teaching packs for Junior Citizen events

'Be Smart, Be Safe' Booklets - this was received to fund the provision of 132,000 booklets for the over 50's

13. Movement in unrestricted funds

| | £ |
|----------------------------|---------------|
| Funds Brought Forward | 106,561 |
| Net movement in funds 2008 | (92,691) |
| Funds Carried Forward | 13,870 |

14. Taxation

The Foundation pays no tax due to its charitable status.

15. Related Party Transactions

Included in professional consultancy fees was a net a payment of £6,076 for services provided by Choulton Services Limited, of which Lord Wade is a shareholder.

" I didn't know that you could go to prison just for carrying a knife, or that you could get injured with your own knife. "

Pupil attending Crucial Crew in Stoke-on-Trent

Reference and Administrative Information



Trustees

Lord Wade of Chorlton - Chairman
Appointed: 10-03-2004

Liam McGurrin
Appointed: 10-03-2004

Terence A. Spurr MBE
Appointed: 10-03-2004

Mark Stevenson
Appointed: 01-06-2009

Ann Alexander
Resignation 26-05-2009

Chief Executive

John McNamee

Company Secretary / Treasurer

Dennis Timmis

Senior Management Team

Patrick O'Malley
Head of Development

Phil King
General Manager of Regional
and School Fundraising

Offices

Stockport (Registered Office):
Hilton House, Lord Street, Stockport,
Cheshire SK1 3NA

East Kilbride:

Offices 20-21, Jacobean House,
Glebe Street, East Kilbride G74 4LY

Website

www.csef.net

Solicitors

DWF

5 Castle Street, Liverpool L2 4XE
129 Deansgate, Manchester, M3 3AA

Bankers

Royal Bank of Scotland
27 Great Underbank,
Stockport SK1 1LN

Auditor

Moore & Smalley LLP
Richard House, 9 Winckley Square,
Preston PR1 3HP

We are very grateful to our agency partners
for the support, generosity and encouragement
which enables us to pursue our primary object

Behavioural Improvement Programmes
Central Scotland Fire & Rescue Service
Community Safety Partnerships
Connexions Services
Councils
County Durham & Darlington Fire & Rescue Service
Crime & Disorder Reduction Partnerships
Crucial Crews
Derbyshire Fire & Rescue Service
Domestic Violence Units
Drug & Alcohol Action Teams
Dumfries & Galloway Fire & Rescue Service
East of England Ambulance Service NHS Trust
Greater Manchester Fire & Rescue Service
Greater Manchester Police
Healthy Schools
Great Western Ambulance Service NHS Trust
Isle of Wight NHS Primary Care Trust
Junior Citizens
Junior Life Skills
London Ambulance Service NHS Trust
Metropolitan Police Service
Norfolk Fire & Rescue Service
North West Ambulance Service NHS Trust
Police Authorities
Primary Care Trusts
Pupil Referral Units
Safe Highlanders & Islanders
Safetaysiders
Safety Carousels
Scottish Burned Children's Club
South Central Ambulance Service NHS Trust
South East Coast Ambulance Service NHS Trust
South Western Ambulance Service NHS Trust
St. John Ambulance
Sussex Police
United Lincolnshire Hospitals NHS Trust
Victim Support Schemes
West Midlands Ambulance Service NHS Trust
Yorkshire Ambulance Service NHS Trust
Youth Offending Teams

*and many other organisations
located throughout the British Isles*

The following are some of charitable trusts and foundations that have supported the Children's Safety Education Foundation.

The Barnes Workhouse Fund
The Hampstead Wells & Campden Trust
The King Henry VIII Endowed Trust
The Hampton Fuel Allotment Charity
St Giles-In-The-Fields Parochial Charities
The Hoover Foundation
Richmond Parish Lands Charity
The MacRobert Trust
Turcan Connell
Cambridge University –
Active Community Fund
Key 103 'Cash for Kids'
Sylvia Aitken Charitable Trust
The Rothley Trust
H.J Heinz Company Limited Charitable Trust
Stagecoach Charitable Trust
Richmond Parish Lands Charity
Fowler Smith & Jones Charitable Trusts
Celtic Charity Fund (Celtic F.C Ltd)
Warwickshire Masonic Charitable Trust
The Souter Foundation
Tay Charitable Trust
Gatwick Airport Community Trust
Prudential Insurance plc
Duchy of Lancaster Benevolent Fund
Kathleen Laurence Charitable Trust
Serco Home Affairs
Steel Charitable Trust

Our sincere thanks also to the businesses
that have supported our educational campaigns.
Without your support our work would be almost
impossible.

" Once children reach
the age of **five years**



unintentional injuries
are the biggest threat
to their **survival"**

*(2008 World Health Organization Report
on Child Injury Prevention)*

An electronic version of this document is available on our website www.csef.net
Alternatively contact us on 0161 477 5122 or info@csef.net to request a large print version

 0161 477 5122  0161 480 4504  info@csef.net  www.csef.net

Registered Office: Hilton House, Lord Street, Stockport, SK1 3NA

CSEF Registered Charity Numbers: 1103344 and SC037714

Chairman: Lord Wade of Chorlton; Trustees: Liam McGurran, Terry Spurr MBE and Mark Stevenson; Patron: Alison O'Brien

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