



Children's
**Safety
Education**
Foundation

Aware, Alert, Alive!

Registered Charity Numbers:
1103344 and SC037714
Company Number: 5069372

Annual Report and Financial Statements

2009 / 2010

for the period ended 31st August 2010

(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

Dear Reader,

There are almost 13 million children and young people living in England, Scotland, Wales and Northern Ireland and, as individuals, they will face many potential hazards and dangers as they progress to adulthood.

There is clear evidence that the early provision of safety education has beneficial effects on a child. Effective interventions in the field of preventative safety education and crime reduction have real and tangible benefits to our society. Failure to provide these interventions will effectively result in a substantial drain on our economy, combined with a further breakdown in the fibre of our society. There are no clearer examples than the 'costs' associated in treating unintentional injuries or placing a child in a Young Offenders Institute.

Sadly, figures recently released by the research group, Road Safety Analysis, revealed that children living in poorer areas of the UK are more likely to be road accident victims than those living in wealthier neighbourhoods. In addition, children of parents who have never worked or are long-term unemployed are 13 times more likely to die from an accidental injury and 37 times more likely to die as a result of exposure to smoke, fire or flames, than children of parents in professional occupations.

The New Local Government Network's projections suggest cuts of at least 30% are in the pipeline for most local authorities. This is bound to have a significant impact on the delivery of preventative safety education nationally. However, strengthening the statutory obligation for agencies to work more closely together could provide a starting point for new partnerships between different service providers, including those from the third sector.

We continue to be inspired by a belief that we can make a fundamental difference to children, by listening to them and making every effort to keep them safe. Our activities are driven by three guiding principles which are:

- Prioritising children who are most at risk, in particular, those residing in areas of deprivation.
- Identifying areas in which we can make the biggest difference.
- Listening to what children tell us about what programmes work best for them.

This year has been about setting a new direction and preparing for changes that will ensure we deliver more for children. Our approach in 2010 has been to look at the things we do well, focusing on areas where we can achieve the maximum impact. Even though economic conditions are poor, we are planning to expand our reach. We are committed to increasing the number of children that will benefit from our programmes, and a good example of this is 'CSEF Online', a unique digital platform that promotes effective learning within the classroom.

An uncertain future faces all involved in the preventative safety arena. Your support enables us to continue our good work and make a tangible difference to the safety of children and young people. This report will seek to demonstrate just how we are making every effort to continue our vital work in these difficult times.

I would like to take this opportunity to thank you for your continued support, we need you now more than ever.

Best wishes,

Lord Wade of Chorlton
Chairman



Chief Executive's Report

Last year saw the Children's Safety Education Foundation continue to progress in delivering bespoke safety education, training and resources to children and young people throughout the United Kingdom.

Our Crucial Crew and Junior Citizen events continue with the support and commitment of the combined Emergency Services, statutory and voluntary agencies, schools and educationalists. We are grateful to them all for their time and 'hands on' support in the delivery of our experiential learning in key areas of risk and danger.

The economic downturn obviously had an effect on our charity, a charity that depends almost entirely on the generosity and financial support of the business community and personal donations in order for it to achieve our objects. My personal thanks and gratitude go out to the many business leaders and their staff who continue to donate what they can every year. Without their help, we simply would not be able to continue to make a difference to so many children and young people.

Our strategy moving forward is to continue to communicate well with these long term supporters, making sure they all feel valued and are not taken for granted. New audiences need to be cultivated and new sources of revenue identified.

September 2010 will see the launch of our new online safety resources. This will mean that we will have the potential to reach every child and young person throughout the United Kingdom with our 'CSEF Online' digital platform. These programmes will eventually cover our entire portfolio of safety resources.

In all studies done throughout the world on why people give to charity, the number one reason invariably is their belief in the mission of the organisation they give to. In our society today, more and more children and young people are at greater risk. The economic downturn has meant that our mission to ensure all children have access to information, knowledge and understanding to help keep them safe in key areas of risk and danger has never been more prevalent. We believe it is our duty to ensure that every child and young person has access to safety education that equips them to grow up safe and well.

With your continued support and the help and commitment of our people, fundraisers and volunteers, we intend to reach even more children and young people in 2011.

With grateful thanks.



John McNamee
Chief Executive



Introduction

The Trustees of the Children's Safety Education Foundation are pleased to submit their sixth Annual Report and Financial Statements for the year ended 31st August 2010.

These Financial Statements reflect the operational activities of the charity from 1st September 2009 to 31st August 2010.

In compiling this report, the Trustees have complied with the Companies Act 2006, the Accounting and Reporting by Charities: Statement of Recommended Practice - revised March 2005 - ('SORP'), applicable accounting standards and the processes and procedures of the charity.

Reference and Administration Information

This is provided on the last page of this report.

Structure, Governance and Management

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

- **Lord Wade of Chorlton**, Chairman, who has significant experience in fundraising.
- **Terry Spurr MBE**, retired Commander of the London Ambulance Service.
- **Liam McGurrin**, retired head teacher from Sheffield.
- **Mark Stevenson**, who has diverse experience within the third sector.

The Chairman continues to actively canvas for new Trustees and expects to make new appointments during 2010-2011. The charity continues to seek new and innovative ways of delivering child safety information. The ambition of the Trustees remains to provide every child in the UK 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 charity is the Memorandum and Articles of Association.

Members of the Board of Trustees also act as Directors of CSEF 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 charity is exposed:-

Funding Potential

- CSEF's main income stream remains the private sector, which in turn continues to experience the economic downturn first hand. Some 20% of our income is sourced through public bodies, and the impending cuts anticipated as part of the comprehensive spending review pose a real and distinct risk to the charity should intervention monies disappear or reduce dramatically. Alternative revenue streams and product offerings are being investigated at the present time.
- The failure of the Children's Bill to pass successfully through Parliament prior to the general election resulted in the deferral of PSHEE becoming a mandatory subject in Primary Schools. However, the 'Every Child Matters' agenda and continuing efforts to meet healthy school outcomes within schools offer a unique opportunity to us. Our recent investment in digital technology and our position as a leading provider of safety education means we remain ideally placed to support schools and practitioners in the coming year.



Gloucester City Homes is working with four Gloucester Schools to support their work on the PSHEE (Personal, Social, Health and Economic Education) curriculum. GCH has sponsored the Children's Safety Education Foundation to produce the work booklet "RESPECT! Your Life, Your Choice". Children at Beaufort Community School, Central Technology School, Barnwood Park Arts College and The Crypt School are now using the book in lessons as part of the PSHEE curriculum.

Competition

- The charity continues to build on the number of relationships it has with the combined Emergency Services, voluntary and statutory agencies. These unique relationships enable the charity to identify areas of genuine need and concern. Traditionally this has ensured that our resources and activities remain relevant and in keeping with local priorities. We envisage these relationships will continue and strengthen.
- Technology now plays an increasingly significant role in educational establishments and it is our intention to utilise all methods of delivery to ensure that key community and life-saving messages are conveyed in a stimulating and practical way.

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 the direction of the Chief Executive.

Professional Indemnity

The Trustees obtained professional indemnity insurance (Note 3) to protect the charity 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."

The charity achieves this primarily through the provision of educational resources and experiences 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. 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 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.

CSEF 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.



Lucky postcodes across Haringey were being thanked this week by the Children's Safety Education Foundation as funding from People's Postcode Lottery has enabled the successful completion of their 'Respect, Your Life, Your Choice' Theatre in Education drama production in Haringey schools.

This project aims to raise awareness about anti-social behaviour and crime, and its cost and impact on young people themselves and others in the community. By working through a series of workshops and activities in which young people engage in a number of conversations about themselves and about the choices that they make, the project intends to create a mindset for young people to want to become positive contributors to the community.

The funding was awarded by People's Postcode Trust, the grant giving body of People's Postcode Lottery. People's Postcode Trust Executive Manager, Claire Montgomery, said, "People's Postcode Trust were thrilled to award £9,000 to the Children's Safety Education Foundation 'Respect' project, which will hugely benefit the surrounding community, and People's Postcode Trust is delighted to be a part of it. People's Postcode Trust is entirely funded by People's Postcode Lottery. 40p from every single ticket is awarded to charities, and People's Postcode Trust has already received more than £1.3 million, which has funded 220 projects across Great Britain."

Terry Traynor, of the Children's Safety Education Foundation, said, "It's fantastic to finally see all the hard work pay off. We must say a massive thank you to the players of People's Postcode Lottery, as without them, this would not have been possible."

8 Report of the Trustees' (cont.) for the year ended 31st August 2010

Activities

The Charity continues to co-ordinate Crucial Crew events in Greater Manchester (North, South, Central and Trafford) and Stoke-On-Trent. Each year over 11,000 children physically attend our child safety events. Sadly, these events are not present in communities generally and our intention is to provide children residing in these areas with a suitable alternative.

Earlier this year, CSEF in partnership with the Metropolitan Police Service and a number of local authorities agreed to launch online 'Junior Citizen', a suite of interactive digital safety education programmes that cover a range of topics from fire, home and internet safety to bullying, knife crime and self esteem. It combines the full content of a safety event or workbook with the flexibility, convenience and value of digital media.



The first of its kind, Junior Citizen Online, was favourably reviewed by 'Schoolzone' and a virtual tour is available at:

http://www.schoolzone.co.uk/evaluations/ieval_view.asp?productcode=CSEF-Digital%201

Our intention over the coming months is to offer this as a support to communities that neither have the resources or funding necessary to stage a physical event. By using the latest in digital technology, CSEF wants to make our safety education and training programmes available to every child in the UK, removing any geographic barriers that previously existed when delivering events and initiatives like this to schools.

Our online offering also addresses the widening inequalities faced by areas of deprivation.

Free trials of the programmes are available at:
www.csef.net.

Partnerships

Over the coming year CSEF shall seek out strategic partnerships with agencies operating in the child safety arena.

CSEF remain members of the Children's Safety Education Coalition (CSEC), and became core members of the Anti-Bullying Alliance and look forward to working with the Alliance as they call on all schools in England to start preparing for Anti-Bullying Week 2010.



AQA, the Assessment and Qualifications Alliance, is the largest exam board in England. They work closely with teachers, employers, higher education and government so that they can provide students with the best qualifications.

Each year AQA hold award ceremonies to celebrate the achievement and success of their GCSE and A-level students.

AQA know how important it is for their students to make the right choices in life so they can achieve their true potential. That is why AQA are supporting the work of CSEF.



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 £1.754m were generated through the various activities of the charity. (Note 2). This included some income from restricted funding £44.1k. (Note 12).

This income was expended on fulfilling the main objective of the charity, namely the distribution of educational material, (£381k), raising public awareness, (£379k) and development costs, (£94k). Further expenditure went on the cost of generating voluntary income, activities for generating funds and the charity Governance, (£97.9k, £749.5k and £6.1k respectively). (Note 3).

The charity employed an average of 33 staff during the year. This number consisted of 25 employees engaged in awareness and funding activities and 8 providing management and support. (Note 4). They are deployed at the charity's offices in East Kilbride and Stockport.

Remuneration and benefits are competitive for the areas in which the charity 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.

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 charity was formed. (Note 5). Assets are written down to a zero value.

Careful management of cash flow continues to remain a priority. Professional processes for agreeing sponsorship and requesting signed authorisation and confirmatory follow-up have achieved this. Cancellation rates of orders placed are approximately 2.6% and are more often the result of unforeseen business problems within the supporter.

“ An organised, enjoyable and educational afternoon for Y6 pupils, supporting PSHEE Curriculum. Good range of services - Fire Service always a big success! ”

Teacher from Cloverlea Primary School, Trafford



Finance Review and Effect of the Recession

In this, its sixth year of operation to 31st August 2010, CSEF has raised total funds of £1,754k. Of this, £1,710k was unrestricted and £44k restricted.

Unrestricted funds were down 8.3% on the previous year. This was a continuing repercussion of the recession, with many past supporters still not repeating for the year on the premise that they were unable to commit because of the difficulties they were having. We continued to take proactive cost saving measures. This gave us a saving of 15.4% on previous years costs and this review process will continue to give best value for monies raised.



Reserves Policy

The Trustees understand the charity'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

CSEF has successfully demonstrated our ability to use innovative ways of delivering safety messages. We would like to expand on these but are 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.

“Crucial Crew is fantastic and yet again it has been an excellent afternoon! The children have enjoyed all the activities and have learnt a lot.”

Pike Fold Primary School



Trustees' Responsibilities

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

Company law requires the Trustees to prepare Financial Statements for each financial year, which give a true and fair view of the state of affairs of the charity 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.
- Observe the methods and principles in the charities SORP.
- 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 charity 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 2006, the Charities and Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. 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 charity'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 charity'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 charity 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 charity, who continue to generously give their time, encouragement and funding.

With this continued support, the Trustees feel that the charity 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 and signed on their behalf by:

Lord Wade of Chorlton
Chairman



We have audited the Financial Statements of the Children's Safety Education Foundation for the year ended 31st August 2010, 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 charity's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(i) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity'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 charity's and the charity'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 charity 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 charity 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 charity 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 charity'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 charity as at 31st August 2010 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 2010.

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*

Statement of Financial Activities

(Incorporating the Income & Expenditure Account) for the year ended 31st August 2010



Period covered by this SOFA is
1st September 2009 to 31st August 2010

	Note	Unrestricted Funds £	Restricted Funds £	2010 Total £	2009 Total £
Incoming resources					
Incoming resources from generated funds					
- Voluntary income		202,820	-	202,820	222,227
- Activities for generating funds		1,507,171		1,507,171	1,641,832
Incoming resources from charitable activities		-	44,182	44,182	29,226
Exceptional income		-	-	-	-
Total incoming resources	2	1,709,991	44,182	1,754,173	1,893,285
Resources expended					
Cost of generating funds					
- Costs of generating voluntary income	3.1	107,090	-	107,090	125,230
- Activities for generating funds	3.2	795,797		795,797	941,683
Costs of charitable activities	3.3	799,353	49,194	848,547	1,003,824
Governance	3.4	6,100	-	6,100	8,411
Total resources expended	3.5	1,708,340	49,194	1,757,534	2,079,148
Net movement in funds for the year		1,651	(5,012)	(3,361)	(185,863)
Total funds brought forward		13,870	13,232	27,102	212,965
Total funds carried forward		15,521	8,220	23,741	27,102

"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."

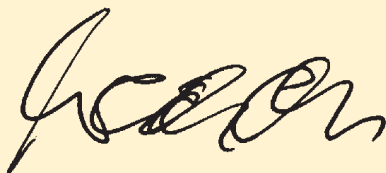
“ *The children have thoroughly enjoyed the afternoon. They were totally engaged in all activities and I am sure they will find what they have learnt to be beneficial as they move to high school in September. All groups were well organised and flowed well throughout the afternoon. Thank you.* **”**

St. Clare's Primary School

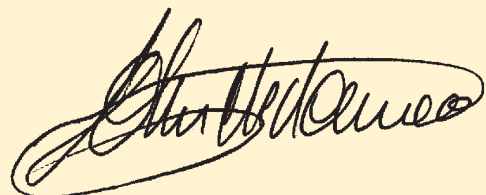
14 Balance Sheet as at 31st August 2010

	Note	2010		2009	
		£	£		£
Fixed Assets					
Tangible Assets	5		-		
Current Assets					
Stock	6	53,835		48,654	
Debtors	7	177,472		195,123	
Cash at bank		-		-	
		<u>231,307</u>		<u>243,777</u>	
Current Liabilities					
Creditors falling due within one year	8	<u>207,566</u>		<u>216,675</u>	
Net Current Assets			<u>23,741</u>		<u>27,102</u>
Total assets less current liabilities			23,741		27,102
Creditors falling due after more than one year	9		-		-
Net assets			<u>23,741</u>		<u>27,102</u>
Restricted funds	12		8,220		13,232
Unrestricted funds	13		15,521		13,870
Total Funds carried forward			<u>23,741</u>		<u>27,102</u>

These accounts were approved by the Board of Trustees on 6th December 2010 and signed on their behalf by:-



Lord Wade of Chorlton
Chairman



J McNamee
Chief Executive

Cash Flow Statement

for the year ended 31st August 2010



	Note	Year ended 31 August 2010 £	Year ended 31 August 2009 £
Net cash flow from operating activities	(1a)	44,525	(156,567)
Capital Expenditure			
Purchase of Tangible Fixed Assets	6	-	-
Movement in Net Debt	(1c)	<u>44,525</u>	<u>(156,567)</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 2010 £	Year ended 31 August 2009 £
Net (outgoing) resources	(3,361)	(185,863)
(Increase) in stock	(5,181)	(48,654)
Decrease in debtors	17,651	139,382
Increase / (decrease) in creditors	35,416	(61,431)
Depreciation	-	-
	<u>44,525</u>	<u>(156,566)</u>

(1b) Analysis of Changes in Net Debt

	1 September 2009 £	Cash Flow £	Non-cash Flow £	31 August 2010 £
Cash in hand, at bank	8,839	5,682	-	14,521
Overdrafts	(83,347)	38,843	-	(44,504)
Loan	-	-	-	-
Net debt	<u>(74,508)</u>	<u>44,525</u>	<u>-</u>	<u>(29,983)</u>

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

	Year ended 31 August 2010 £	Year ended 31 August 2009 £
Increase / (decrease) in cash in the period	44,525	(156,567)
Non-cash flow	-	-
Change in net debt	44,525	(156,567)
Net debt brought forward	(74,508)	82,059
Net debt carried forward	<u>(29,983)</u>	<u>(74,508)</u>

Net Incoming Resources

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

16 Notes to the Financial Statements

for the year ended 31st August 2010

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 charity having, at their disposal, current accounting information and have satisfied themselves that the charity's ongoing position appears secure.

c) The Financial Statements of the Charity

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

d) Status of the Charity

The charity 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.

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

- a) Charity has entitlement and control over the rights of the transaction and is able to determine the future application of funds generated;
- b) Charity 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 charity is reasonably quantified and measurable. The value will be the estimated value to the charity of the service or facility received. This will be the price the charity estimates it would normally pay in the open market.

g) Resources Expended

Charitable expenditure enables the charity 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 charity's objectives.

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

“ All sessions were great fun and educational. The children all enjoyed the sessions and couldn't wait to tell their friends from other groups what they have been doing. Excellent! **”**

Teacher from Baguley Hall Primary School

Notes to the Financial Statements (continued)

for the year ended 31st August 2010



The activities within these costs are:-

Fixed Assets cost of resources – the purchase of distributed materials directly to children.

- Public awareness - part of the charity's mission is the promotion of public interest in the charity'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.
- Development costs - in achieving its aims, the charity 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 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 defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the foundation. The annual contributions are charged to the SOFA each year.

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 charity without specific purpose and are available as general funds to be used at the discretion of the Trustees.

“ A very effective visit. The short workshops maintained the children's focus. ”

Teacher at Weston Coyney Junior School, Stoke-on-Trent



2. Incoming resources

	2010	2009
	£	£
Voluntary income	202,820	222,227
Activities for generating funds	1,507,171	1,641,832
Incoming resources from charitable activities	44,182	29,226
Exceptional income	-	-
Total of incoming resources	<u>1,754,173</u>	<u>1,893,285</u>

3. Resources expended

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

Management and Administration

Represent the support costs that enable fundraising and the objects of the charity 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 charity'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 charity purchased Professional Indemnity Insurance included in insurance cost, to protect the charity 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

	2010	2009
	£	£
Property costs	9,866	15,695
Management and administration	53,157	56,396
Costs of generating funds	36,063	43,073
Lease rentals equipment	2,575	2,524
Insurances	1,300	1,989
Depreciation on assets	-	-
Car maintenance and travelling expenses	4,129	5,553
	<u>107,090</u>	<u>125,230</u>

Notes to the Financial Statements (continued)

for the year ended 31st August 2010



3.2 Activities for generating funds

	2010 £	2009 £
Property costs	73,316	118,017
Management and administration	395,012	424,073
Cost of generating funds	267,983	323,894
Lease rentals equipment	19,139	18,983
Insurances	9,661	14,958
Depreciation on assets	-	-
Car maintenance and travelling expenses	30,686	41,758
	<u>795,797</u>	<u>941,683</u>

3.3 Costs of charitable activities

	2010 £	2009 £
Distributed educational resources	381,543	451,772
Public awareness	323,973	433,516
Development costs	93,837	102,542
Allocated restricted costs	49,194	15,994
	<u>848,547</u>	<u>1,003,824</u>

3.4 Governance costs

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

The Trustees and directors received no remuneration. One Trustee received travelling expenses of £504, for the purpose of attending Trustee meetings.

	2010 £	2009 £
External audit	5,100	4,225
Legal expenses	1,000	4,186
	<u>6,100</u>	<u>8,411</u>

3.5 Analysis of resources expended

	Staff costs £	Other direct costs £	Property costs £	Total 2010 £	Total 2009 £
Costs of generating funds					
- Costs of generating voluntary income	65,253	31,971	9,866	107,090	125,230
- Activities for generating funds	619,959	102,522	73,316	795,797	941,683
Costs of charitable activities	316,644	531,903	-	848,547	1,003,824
Governance costs	-	6,100	-	6,100	8,411
Total resources expended	<u>1,001,856</u>	<u>672,496</u>	<u>83,182</u>	<u>1,757,534</u>	<u>2,079,148</u>



4 Employees

Total staff costs

	2010 £	2009 £
Wages and salaries	904,111	1,049,273
Social Security costs	89,023	102,331
Pension costs	8,722	8,088
Total	<u>1,001,856</u>	<u>1,159,692</u>

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

	2010	2009
• Activities involved in fund generation and public awareness	25	28
• Support	8	8
	<u>33</u>	<u>36</u>

The number of employees whose emoluments, as defined for taxation purposes, that amounted to over 60,000 - 70,000 in this year was one and the number of employees paid between 80,000 - 90,000 was one.

One of these employees participate in the CSEF stakeholder scheme, for which employer contributions of £2,500 were made during the year.

5. Tangible Fixed Assets

	Computer Equipment £	Furniture & Equipment £	Total £
Cost			
At 1st Sept 2009	19,784	8,790	28,574
Additions	-	-	-
Disposals	-	-	-
	<u>19,784</u>	<u>8,790</u>	<u>28,574</u>
Depreciation			
At 1st Sept 2009	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 2010	-	-	-
At 31st August 2009	<u>-</u>	<u>-</u>	<u>-</u>

Notes to the Financial Statements (continued)

for the year ended 31st August 2010



6 Stock

	2010	2009
	£	£
Goods for resale	53,835	48,654
Total	53,835	48,654

7. Debtors

	2010	2009
	£	£
Trade debtors	141,578	170,472
Prepayments	14,619	23,204
VAT	20,978	1,343
Other debtors	297	104
Total	177,472	195,123

8. Creditors: Amounts falling due within one year

	2010	2009
	£	£
Bank overdraft	29,983	74,508
Taxation, Social Security	39,433	53,165
Accruals	25,722	28,105
Trade creditors	110,730	59,842
Other creditors	1,698	1,055
Total	207,566	216,675

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

	2010	2009
	£	£
Other creditors	-	-
	-	-

10. Analysis of assets and liabilities between funds

	Restricted funds	Unrestricted funds	Total 2010
	£	£	£
Fixed assets			
Current assets	8,220	223,087	231,307
Current liabilities	-	(207,566)	(207,566)
	8,220	15,521	23,741



11. Annual Operating Leases

	2010		2009	
	Land & Buildings	Other	Land & Buildings	Other
	£	£	£	£
Lease expiring in less than 1 year	2,850	689	31,661	1,599
Lease expiring between 1-5 years	34,700	19,194		18,229
Lease expiring greater than 5 years	-	-	-	-
	37,550	19,883	31,661	19,828

12. Movement in restricted funds

Restricted funds comprise the following unexpended income for specific purposes:

	Balance b/fwd 2009	Grants Received	Funds Spent	Balance c/fwd 2010
	£	£	£	£
Crucial Crew - Manchester	13,232	14,962	19,974	8,220
Crucial Crew - Stoke	-	25,975	25,975	-
People's Postcode	-	3,245	3,245	-
	13,232	44,182	49,194	8,220

Crucial Crew - Manchester - Grants to fund an interactive children's workshop for schools in the Manchester area.

Crucial Crew - Stoke - Grant received to fund interactive children's workshops for schools in the Stoke area.

People's Postcode - Funding for theatre productions in schools in the Haringey area.

13. Movement in unrestricted funds

	£
Funds brought forward	13,870
Net movement in funds 2010	1,651
Funds carried forward	15,521

14. Taxation

The charity pays no tax due to its charitable status.

15. Related Party Transactions

There were no transactions in the year.

“ Excellent delivery - all the 'crucial' messages were put over in a meaningful but not frightening way. Great interaction and use of practical activities. ” **Teacher from Forest Gate Primary School**

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

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 continue to be extremely grateful to the many organisations that have given their support and generosity in helping us to achieve our charitable objectives.

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 the charitable trusts and foundations that have supported the Children's Safety Education Foundation.

ABP North West Ports
Apollo Property Services Group Limited
Celtic Charity Fund
Champriss Charitable Trust
Constance Green Foundation
GMB Trade Union Southern Region
Hadrian Trust
Hampton Fuel Allotment Charity
Michael Cornish Charitable Trust
Northern Ireland Housing Association's Charitable Trust (NIHACT)
Paul Bassham Charitable Trust
People's Postcode Trust
Peter Cruddas Foundation
Prudential Plc
Reuben Foundation
Rotary Club of Redbridge
Serco Ltd
Stagecoach Group Charitable Trust
St Giles-In-The-Fields Parochial Charities
Thales Charitable Trust
The Barbour Trust
The Barnes Workhouse Fund
The Charles and Elsie Sykes Trust
The Girdlers' Company Charitable Trust
The Hoover Foundation
The Modiano Charitable Trust
The Norman Family Charitable Trust
The Roger Brooke Charitable Trust
The Sobell Foundation
The Souter Charitable Trust
The Steel Charitable Trust
The Swinton Charitable Trust
The Walter Guinness Charitable Trust
Warwickshire Masonic Charitable Association Ltd

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



Teaching children to stay safe has never been easier with CSEF Online

CSEF Online a suite of interactive digital safety education programmes that combines the full content of a safety event or workbook with the flexibility, convenience and value of digital media. It gives teachers and students a complete VIRTUAL SAFETY experience...

- v**alue Reduces the costs associated with the purchase of traditional workbooks by offering a low cost alternative, enabling us to reach a greater number of children.
- i**mpactful Gives the children a more interesting, hard-hitting and beneficial learning experience.
- r**each Facilitates the delivery of preventative safety education to every child in the UK.
- t**opical Provides young people, who are already connected and technologically savvy, with a platform for learning that is easily identifiable and relevant.
- u**niversal Removes geographic barriers to learning so that schools can participate in events and programmes that may have previously been unavailable to them.
- a**ccessible Reduces the limitations on a learner's physical boundaries so that young people can study wherever they have access to a computer and the internet.
- l**ong term Gives children, young people and teachers an effective foundation for the delivery of Personal, Social, Health Economic and Education.
- s**timulating Combines digital images, sound, video, text and hyperlinks to help stimulate and encourage debate, improving understanding and changing behaviour.
- a**ssuring Enhances student learning by improving engagement and motivation so that young people remain focused throughout the lesson.
- f**lexible Enables teachers to adapt learning approaches to meet their students specific needs, abilities and learning styles.
- e**co-friendly Reduces the amount of paperwork in the classroom, making hard copy workbooks and lesson plans an option rather than a necessity.
- t**ested Satisfies teaching outcomes for PSHEE having been tried and tested by schools and teachers prior to launch.
- y**outhful Offers a more enjoyable learning experience by including content that is fun and endearing to our young audiences.

Visit **www.csef.net** to see just how easy it is

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Alternatively contact us on **0161 477 5122** or **info@csef.net** to request a large print version