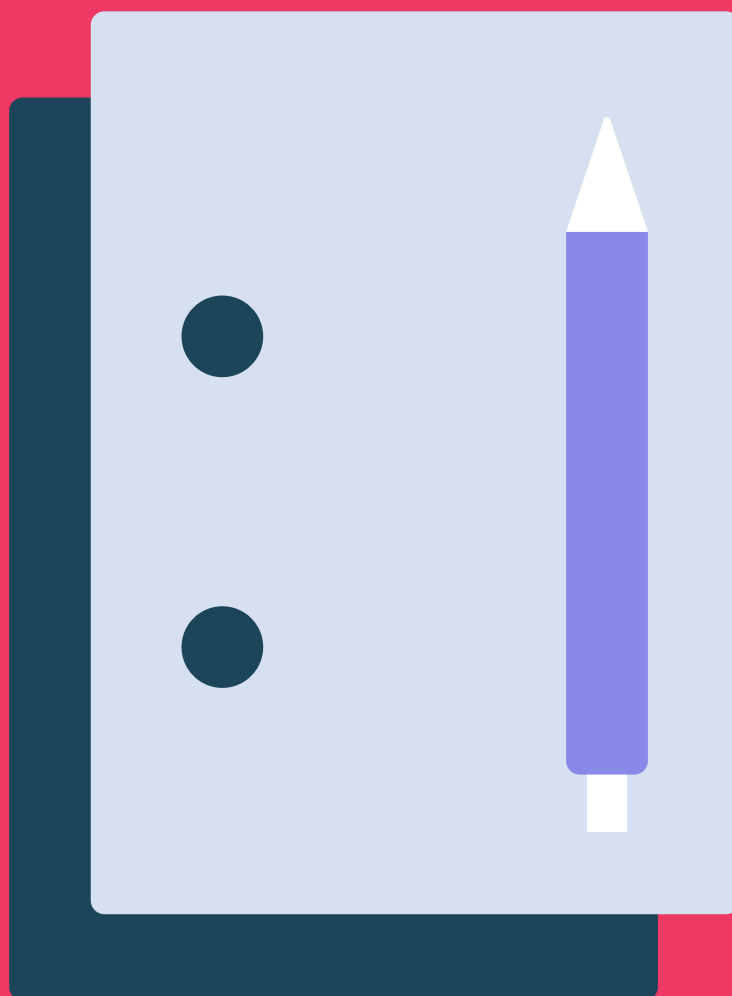


**LUCY
FAITHFULL
FOUNDATION**

Annual report and financial statements 2022/23



We listen.
 We research. We innovate.
 We intervene.
 We talk, we share, we support.
 We do everything we can to
 stop child sexual abuse.

BEFORE IT HAPPENS.

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Overview

Welcome from our chair



Writing this foreword is one of the perks of being chair and this year, our 30th, feels extra special.

The Lucy Faithfull Foundation (LFF) is a truly unique organisation with fantastic staff who work with an unpopular beneficiary group to protect children from sexual abuse. We run the largest helpline of its kind in the world, taking calls from families who are distressed by the involvement of their family members either as perpetrators or victims of child sexual abuse; helping young people who have been affected by abuse; and being a route for perpetrators to get help to change. The model that we have put together has been taken on by other organisations around the world, taking advice from our team who support them to set up similar systems.

Sadly, child sexual abuse has always been with us and is a worldwide scourge. The internet has made it so much easier for people to commit harm and over the past few years, LFF has collaborated with tech companies, including those that operate social media and adult pornography, to ensure that our message about harm is widely available, and our website and helpline are easily accessed. This approach is vital if we are to intervene early and protect children.

“**We continue to receive amazing support from so many organisations including governments, charities, trusts and foundations, and corporate sponsors who can see the value we provide and the effectiveness of our work. I want to thank them all, because without their support we couldn't carry out our much-needed work.**”

This will be my fifth and final annual report as chair of LFF. It has been a privilege to be a trustee of this amazing organisation for the past 18 years, and vice-chair and then chair for the past eight years.

In that time LFF has grown, and I am particularly pleased with the work we are doing with young people and schools. Our current CEO and team of directors are providing a fantastic model of leadership with drive and ambition.

We are very lucky with our great team of trustees too, each of whom brings something unique to help the organisation and all of whom give up much of their time. In the past 12 months we have said au revoir to one of our trustees, Martin Brewer, who has continued to work with us as a patron and to help when needed. We have welcomed John O'Brien, who has long experience as a civil servant and most recently as the secretary to the Independent Inquiry into Childhood Sexual Abuse (IICSA).

It is always difficult to pick out individuals but I must thank our finance director, Annabel Kroeger, who has been a rock of stability over the years; Michael Marett-Crosby, one of our trustees who took on the role as acting CEO for over a year; Donald Findlater, who is an absolute inspiration to the whole team and a wonderful spokesman on the whole of our field, and finally to our amazing CEO, Deborah Denis, whose enthusiasm and drive both holds the whole team together and inspires outside organisations to trust us. To the entire staff team, I say thank you – they are wonderful and carry heavy burdens without complaint. Thank you.

In summary, it has been a privilege, and I look forward to remaining a trustee.

Mike Harris

Welcome from our chief executive officer



It feels like this year, more than most in recent times, there has been a heightened focus on tackling child sexual abuse.

The Independent Inquiry into Child Sexual Abuse published its final report, drawing on its 15 investigations and 19 related reports; the Online Safety Bill was subject to ongoing scrutiny and debate; and the proposed introduction of end-to-end encryption on platforms generated strong opposition from governments, law enforcement and charities, including ourselves. But despite these high-profile events and challenges, it still feels like not enough momentum is being put behind preventing abuse before it happens.

While that may be the case externally, it is not the case within LFF. This is my fourth year in post and I could not be prouder of all that we achieve to prevent harm from occurring. We have grown considerably over the last few years, both in size and impact. Day-in, day-out, our staff work so hard to keep children safe, regularly navigating complex situations and scenarios, while always taking a child-centred approach.

Our expert team of clinical practitioners delivered 243 assessments this year – that's 243 cases where we helped families and professionals find a way forward and supported vital decision-making. Our Stop It Now helpline finished the year supporting a record number of people in one month: in March 2023, we helped 1,137 people, and across the year we helped 8,614. Our communications team worked hard to ensure more people know about the help we offer and we started new projects focused on preventing harm from occurring in the first place.

¹ CSA Centre of expertise, trends in official data 2020/2021

“**We urgently need more investment in primary and secondary preventative activities that prevent harm in the first place. This includes activities that place the responsibility not to abuse on people who may cause harm – not on children to protect themselves.**”

For example, we completed year one of Everyone's Safer – our project to help tackle harmful sexual behaviour in schools, launched on the back of the Everyone's Invited scandal and supported by the KPMG Foundation. We also started work on Project Intercept – a million-pound project to revolutionise warning messages online, supported by Nominet. In addition to delivering services, we shared insights from our work through speaking at events, conferences, taking part in roundtables and publishing three Faithfull Papers.

We're achieving so much at LFF, but as a society we remain behind the curve. Recently at an event, I heard the question: 'Are we a nation of paedophiles?' When estimates suggest 500,000 children are sexually abused in the UK every year, I can see how that question surfaced – the scale of the problem continues to shock and can instil a sense of hopelessness. Stories in the media would have us believe that everyone who harms a child is a paedophile, and committed to causing harm. But the reality is no, we are not a nation of paedophiles beyond help, and child sexual abuse is not inevitable. We just need to tackle it in the right way.

“
Over the years, in response to changing threats, we have created and delivered new and innovative services. Our audiences are much broader now and their needs more varied, and we are helping more people in more ways than ever before.
 ”

I am truly thankful to all those who have supported our work this year. It is their generosity and support that makes what we do possible. Support such as that shown by an anonymous donor who gave £10,000 this year and pledged another £10,000 for next. Support such as that shown by the amazing staff at the Bull’s Head Pub in Wootton Wawen, who along with their fantastic customers, raised £2,500. And finally, support such as that given by all those who gave their time, effort and energy to our 30 for 30 campaign – our fundraising campaign designed to inspire people to donate and fundraise to celebrate our 30th anniversary – which raised £6,400.

As we celebrated our 30th anniversary, we considered how far we have come since 1992. Over the years, in response to changing threats, we have created and delivered new and innovative services. Our audiences are much broader now and their needs more varied, and we are helping more people in more ways than ever before. We must ensure it is as easy as possible for people to find the help they need, when they need it, and we need to ensure our visual identity speaks to all those we seek to help. Based on research conducted with hundreds of our beneficiaries, stakeholders and staff, we’ve created a new structure for our brands and a refreshed tone of voice. Our new branding is used for the first time in this annual report. I hope it communicates the confident, bold and innovative organisation we are. Over the next few months, we will roll this out across all our communications, and also work to streamline our websites. We shall lay the groundwork needed for us to continue to expand our reach and impact over the next 30 years.

As we look to the future, I send a heartfelt thank you to all our funders, donors, supporters and trustees who help us deliver on our mission to prevent child sexual abuse. And a big thank you to all our staff who have worked, and will continue to work, so hard every day. Finally, a special thank you to Mike Harris who is entering his final year as chair of trustees. Thank you for all you have done for LFF, and for me personally.

Deborah Denis

If society is to really keep children safe then we must work to prevent abuse before it happens – and for that, we need child sexual abuse to be seen, and treated, as a public health problem. Our work shows that some people will seek help to manage their sexual thoughts and behaviour before harming a child – in the last year alone, 600 such people called our helpline. We urgently need more investment in primary and secondary preventative activities that prevent harm in the first place. This includes activities that place the responsibility not to abuse on people who may cause harm – not on children to protect themselves. As a society, we can do so much more to keep children safe. Now is the time to change the way we view and approach tackling child sexual abuse, and at LFF we will work harder to advocate for the changes needed.

What we do

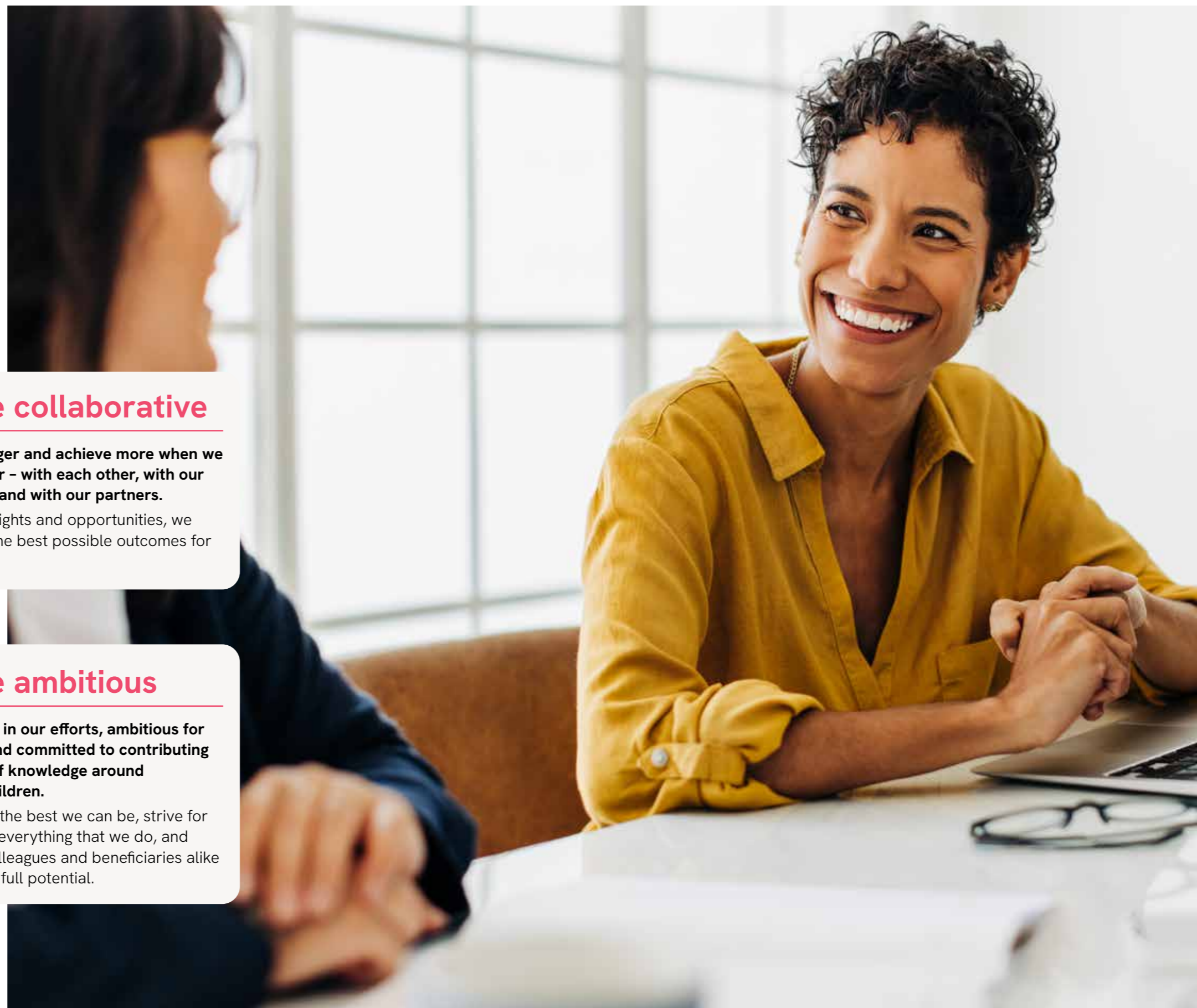
Everything we do protects children from sexual abuse. We keep children safe by:

The infographic consists of five stacked, light-colored rounded rectangular boxes, each containing an icon, a title, and a description of a service. The boxes are arranged in a descending staircase pattern from top-left to bottom-right.

- Box 1:** Icon of a speech bubble with a red bar. Title: **Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children**. Description: We help thousands of people each year who call, email or talk to us via live chat.
- Box 2:** Icon of a red speech bubble with a white 'X' and a blue arrow pointing to it. Title: **Helping people achieve positive change and offence-free living**. Description: Our face-to-face services and online self-guided interventions help people make better choices and live a good life.
- Box 3:** Icon of a blue eye with a white mouse cursor. Title: **Creating safer environments in families, communities and online**. Description: We work to prevent abuse from happening in the first place, or from happening again if it already has.
- Box 4:** Icon of a laptop with a person silhouette on the screen. Title: **Equipping professionals with knowledge and tools to better protect children**. Description: We strengthen the ability of professionals to identify, respond to, and prevent child sexual abuse.
- Box 5:** Icon of a blue folder with a white pencil. Title: **Influencing social and political attitudes about how children can best be protected**. Description: We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to preventing child sexual abuse.

Our values

The way we behave as an organisation is crucial for our success. Our values help guide our actions, and help ensure we achieve our purpose.



We act with integrity

We are ethical, open and honest. We are research-driven and base our actions on evidence.

We follow through on our words and act with professionalism, show respect and consideration to all and do what is right.

We are innovative

Because the risks to children change, our response is always evolving.

Practice-based insights and evaluation drive us to develop innovative services and pioneering interventions for wherever they are needed, online or offline.

We have hope

We know child sexual abuse is preventable, not inevitable. So, we have hope.

Hope that inspires action. For a future free from sexual abuse for all children.

We are collaborative

We are stronger and achieve more when we work together - with each other, with our beneficiaries and with our partners.

By sharing insights and opportunities, we can achieve the best possible outcomes for children.

We are ambitious

We are brave in our efforts, ambitious for our impact and committed to contributing to the body of knowledge around protecting children.

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.

Our strategy: We said, we did



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

The plan outlines our areas of focus, and our key objectives which are centred around the three pillars of reach, research and advocacy. This year, we made excellent progress against each of our strategic aims. We worked directly with 16,705 people across our services.

Reach

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

Aim 1

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

- More than 1,142,576 users visited our websites.
- 8,614 people received advice and support from our Stop It Now helpline.
- We established LanguageLine on the helpline, with advisors engaging in 14 calls from nine different callers in languages including Mandarin, Spanish, Italian, Nepali, Urdu and Farsi.
- We completed 243 assessments for local authorities and others and delivered 75 pieces of intervention.
- We worked with 331 men arrested for online offences to help prevent future offending.
- We supported 182 family members affected by the arrest of a loved one for online offences and a further 743 people engaged in online peer support.
- We worked with 129 young people who had got into trouble online.
- We delivered 125 training events to 2,493 professionals.
- We supported 14 separate press engagements, for which we received 118 pieces of coverage. We were also mentioned in 213 other press articles.

Research

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

Aim 2

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

- This year we published three Faithfull Papers which share data and insights about how best to prevent child sexual abuse based on our work.
- Dr Alexandra Bailey published our research with people who had offended online in the journal *Sexual Offending: Theory, Research, and Prevention*.
- Colleagues at the University of Tasmania, Professor Richard Wortley and Professor Jeremy Pritchard, published a literature review supporting the evaluation of our chatbot deterrence and disruption work.
- Professor Rachel Armitage at the University of Huddersfield published a peer-reviewed journal article drawing on data from the evaluation of our Family and Friends Forum.
- We were selected by Professor Elizabeth Letourneau at Johns Hopkins University and Professor Michael Seto at the University of Ottawa to take part in an evaluation of perpetrator prevention programmes. Over the next three years, we will evaluate the impact of our work with those at risk of committing sexual offences involving children.
- We developed a new evaluation framework for all our programmes for those arrested for online offending and their families.

Advocacy

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

Aim 3

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

- We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group.
- We worked with the WeProtect Global Alliance as part of their Civil Society Reference Group.
- We are active members of the National Crime Agency-led Prevent Board and Protect and Prepare Boards.
- We are part of the steering group of IICSA Changemakers, a group of more than 60 organisations across the sector who are committed to ensuring that the recommendations of the Independent Inquiry into Child Sexual Abuse (IICSA) are a turning point for change.
- We joined with charitable partners across the sector to call for the return to Parliament of the Online Safety Bill (OSB) during a hiatus in the autumn. We have supported the amendments of charitable partners relating to age verification and parity between the regulation of offline and online pornographic content.
- Our case studies featured in briefings to parliamentarians and were submitted to Ofcom in response to a call for evidence as it prepares for its new role as the online regulator following the passage of the OSB.
- We published 16 blog posts.

2022/23 at a glance

April 2022

Donald Findlater, director of our Stop It Now helpline, contributed to [Episode 3 of 'Finding Ruby: Fight of my Life'](#), a six-part immersive podcast experience that journeys with Ruby, through the hell of an online sex trafficking den and out again to the light of justice, healing and restoration. The episode explored whether there is any hope of change or rehabilitation for those who commit child sexual abuse offences.



We launched a new protective parenting intervention course to improve parents' ability to protect their children from sexual harm.

May 2022

We delivered a range of workshops at the National Organisation for the Treatment of Abuse (NOTA) International Conference in Leeds and Stuart Allardyce, director of Stop It Now Scotland, presented a keynote on sibling sexual abuse.

June 2022

We published our second [Faithfull Paper](#) on our work to tackle technology-assisted harmful sexual behaviour in schools in Scotland.



We ran our first training course on sibling sexual abuse for social workers in London.



July 2022

We held a 30th anniversary event bringing staff together from across the organisation to recognise some of our achievements over the last three decades. We published a special [anniversary booklet](#) to mark key milestones and published a series of blog posts.



Trauma informed awareness training was delivered across the whole organisation.

August 2022

We promoted our work in Wales through attending the attending the National Eisteddfod in Tregaron.



September 2022

We publicised our [Chatbot project](#) showing that thousands of people had engaged with the chatbot since its launch: in the first 30 days of operation (March 2022) 173,904 search attempts potentially relating to sexual images of children led to the chatbot initiating conversations with users.

People who try to watch illegal porn will have screens locked with a warning

They will be blocked and challenged to stop by a chat-bot that says they may be breaking the law

By Charles Hymas, HOME AFFAIRS EDITOR
28 September 2022 • 6:00am

Laura Nott, schools project manager, spoke to the New Statesman about the problem of underage girls being coerced into sharing sexual images of themselves, but also how boys are often also victimised online.

Why girls are pressured to share nudes online

Images and videos of girls aged 13 and under make up 95 per cent of self-generated child sexual abuse on the internet.

By Sarah Dawood

We ran our first webinar on 'Children and young people with autistic spectrum disorder (ASD) engaging in harmful sexual behaviour' with 27 delegates attending.

October 2022

Stop It Now Wales held an anniversary event for LFF at the Sbarc centre, Cardiff University. We had Julie Morgan, Deputy Minister for Social Services, join us as a guest speaker along with David Hopkins, the chair of our action group.



November 2022



Stop It Now Scotland's ROSA Project won the PSHE Education Award at the CYPNow Awards 2022 and our Inform Young People programme was highly commended.

We were successful in our tender to start running Circles of Support and Accountability in the West Midlands (from June 2024).

December 2022

Our research with people who had offended online was published in the journal Sexual Offending: Theory, Research, and Prevention (SOTRAP).



We hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. The keynote presentation about the Stop It Now family by Nadine McKillop of the University of the Sunshine Coast, Queensland was followed by a series of brisk presentations from six Stop It Now national projects as well as nine other perpetration prevention projects from around the globe.

January 2023

We publicised our work in schools and published a [new webpage](#) for schools which includes free resources, information and guidance about the help we offer to ensure that 'Everyone's Safer' in schools.

Vicky Young, senior Stop It Now helpline manager, appeared on the Catch22Minutes podcast where she discussed 'Online Harms and Online Helps'.



February 2023

We announced our partnership with other organisations that will create an app to block sexual images of children. Funded by the European Commission (EU PROTECH) we will field-test the development and effectiveness of an on-device technology to prevent the use of child sexual abuse materials among pre- and post-offending individuals.



March 2023

We published two [Faithful Papers](#):

'The indirect harm of online child sexual abuse: the impact on families of people who offend' - sharing learning from the independent evaluation of our Family and Friends forum including findings on the impact on family and friends when a loved one is arrested for an online sexual offence.



'Deterring online child sexual abuse and exploitation: lessons from seven years of campaigning' - describing the development, evolution and lessons learnt from our deterrence campaign work over the last seven years targeting people who commit online child sexual abuse offences or who are at risk of offending.

Dr Alexandra Bailey wrote an [Op-ed for Children and Young People Now](#) on how the misuse of language and terminology, particularly in the media, can be a barrier to people seeking the help that they need regarding their sexual thoughts or behaviour towards children.

THINK BEFORE YOU SPEAK: WHY THE MISUSE OF LANGUAGE IS A CHILD PROTECTION ISSUE

Dr Alexandra Bailey
Friday, March 24, 2023

Online child sexual abuse is a growing problem in the UK and around the world.

Stop It Now Scotland hosted - along with NSPCC Scotland and Scottish Parliament Fulton MacGregor MSP - an online event on the 'Public Health Approaches to Preventing Child Sexual Abuse'. Speaking at the event was Professor Elizabeth Letourneau, Stuart Allardyce and Pat Branigan, assistant director for NSPCC.



The helpline finished the year talking to a record number of people in one month: in March 2023, 1,137 people contacted us, making 1,761 calls, chats and emails between them.

Achievements and performance

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

For 20 years our Stop It Now helpline has been supporting people with concerns about child sexual abuse, to take action to prevent it. Designed to give adults a safe space to talk about complex issues, callers can (and mostly do) remain anonymous. As well as calling to talk to one of our skilled advisors, people can also email or use our live chat service.

Our primary target groups

People concerned about their own sexual thoughts about, or behaviour towards, children: to encourage them to recognise their behaviour as abusive or potentially abusive and to seek help to change.

People concerned about another adult who may be a sexual risk to children: to encourage them to recognise the signs of abusive behaviour in those close to them and to seek advice about what action to take.

Parents, carers or others concerned about the sexual behaviour of a child or young person: to encourage them to recognise the signs of concerning or abusive behaviour and to seek advice about what positive action they can take.

How we work

Since the COVID-19 pandemic lockdowns, the helpline has been operating a remote delivery model, with most advisors working from their own homes. While this has brought challenges, particularly around technology and staff support, it has also reduced recruitment barriers as staff no longer need to be based in our office. We now have advisors from across England, Wales, Scotland and Northern Ireland. Our skilled first-line advisor team finished the year 34-strong, with each individual bringing a unique background to the role including law enforcement, other helplines including Childline, teaching and social work.

Increasing our capacity

While our opening hours have remained the same, through recruiting more staff we have increased the advisor hours available to help callers from 16,175 to 17,297. These hours include extending the availability of the live chat service. Partly as a result, missed caller numbers decreased by 13% from 6,216 in 2021/22 to 5,402. The proportion of missed callers eventually getting through to the helpline on a subsequent attempt was 53% (2,844 out of 5,402 in 2022/23) compared to 54% (3,384 out of 6,216) in 2021/22.

Additional groups

- Parents and carers concerned that their child has been sexually abused or is at risk.
- Survivors of child sexual abuse looking to make sense of what happened to them or discuss present-day risk.
- Professionals seeking case advice and support.

Stop It Now UK and Ireland helpline

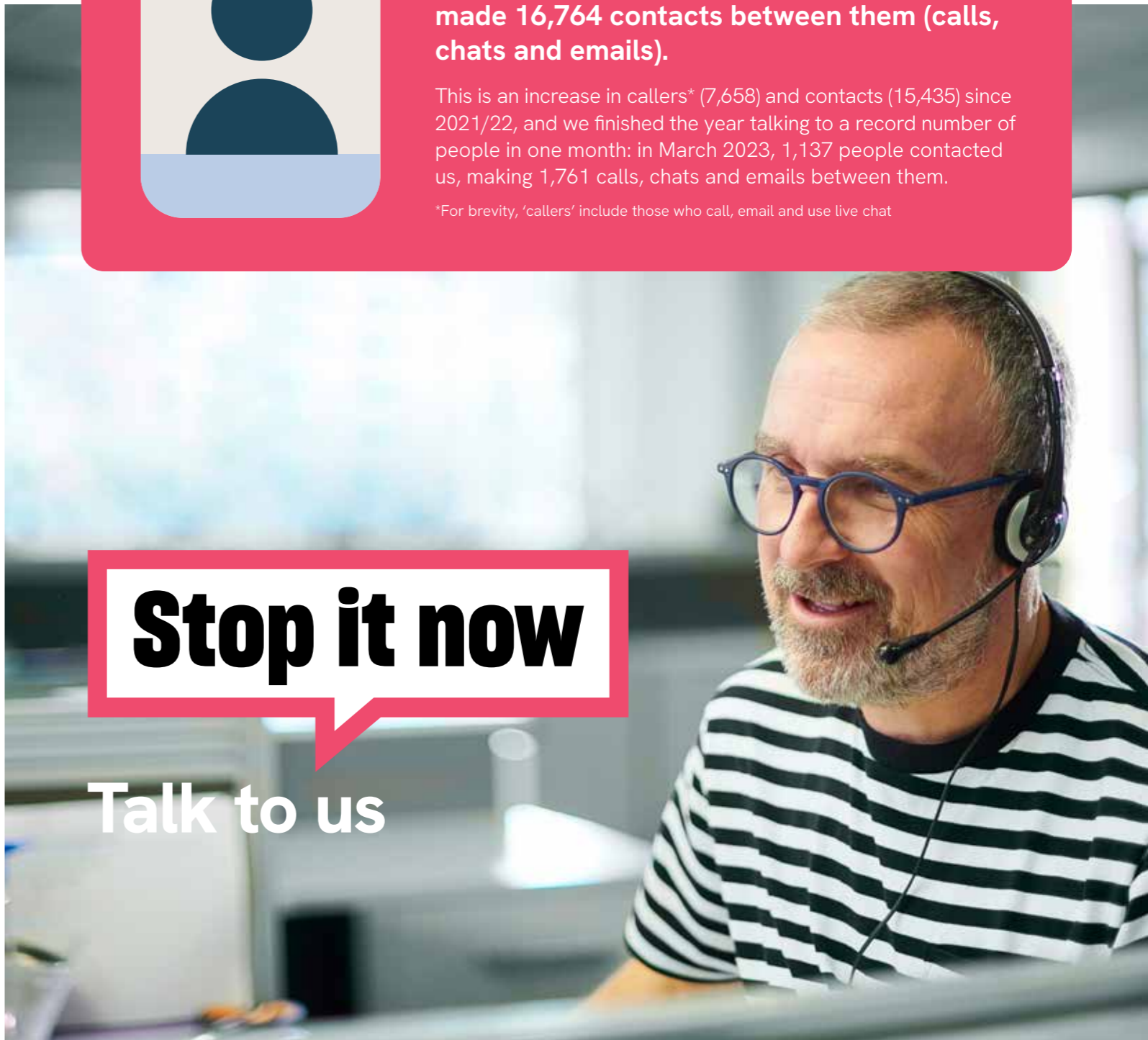


16,764

In 2022/23, we helped 8,614 people who made 16,764 contacts between them (calls, chats and emails).

This is an increase in callers* (7,658) and contacts (15,435) since 2021/22, and we finished the year talking to a record number of people in one month: in March 2023, 1,137 people contacted us, making 1,761 calls, chats and emails between them.

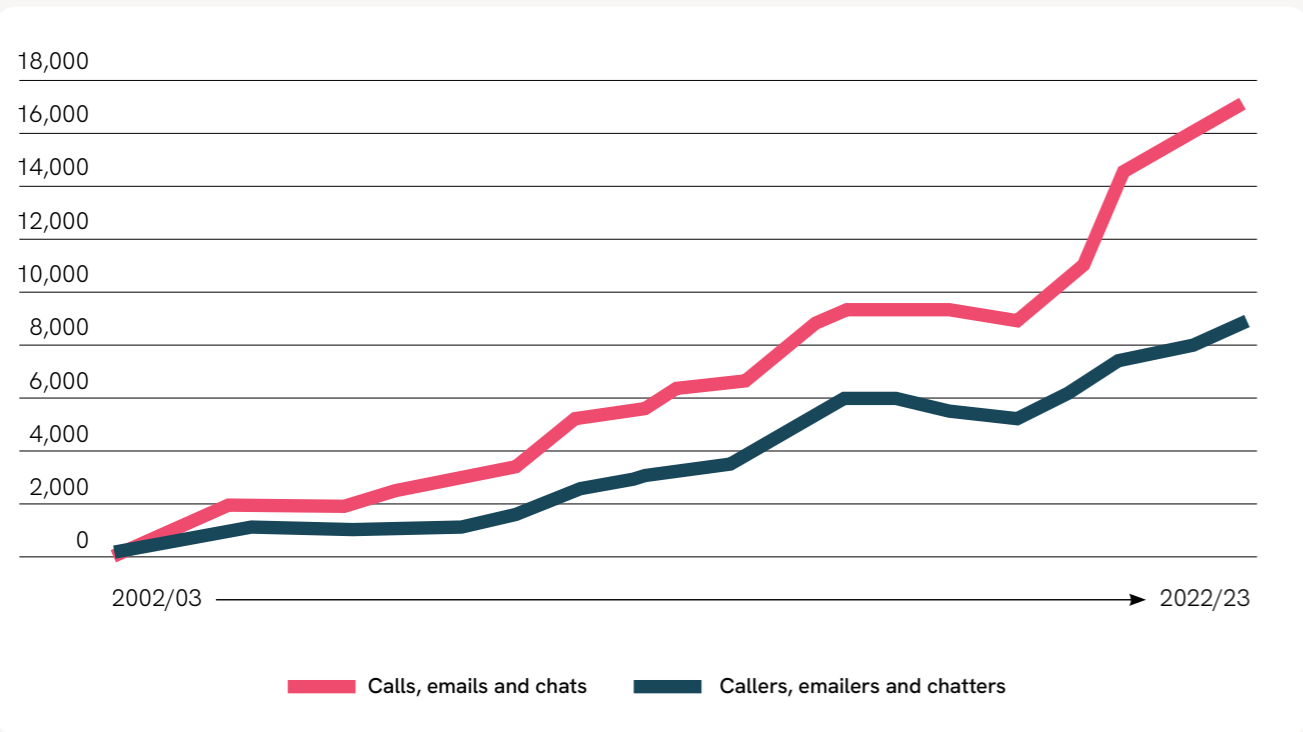
*For brevity, 'callers' include those who call, email and use live chat



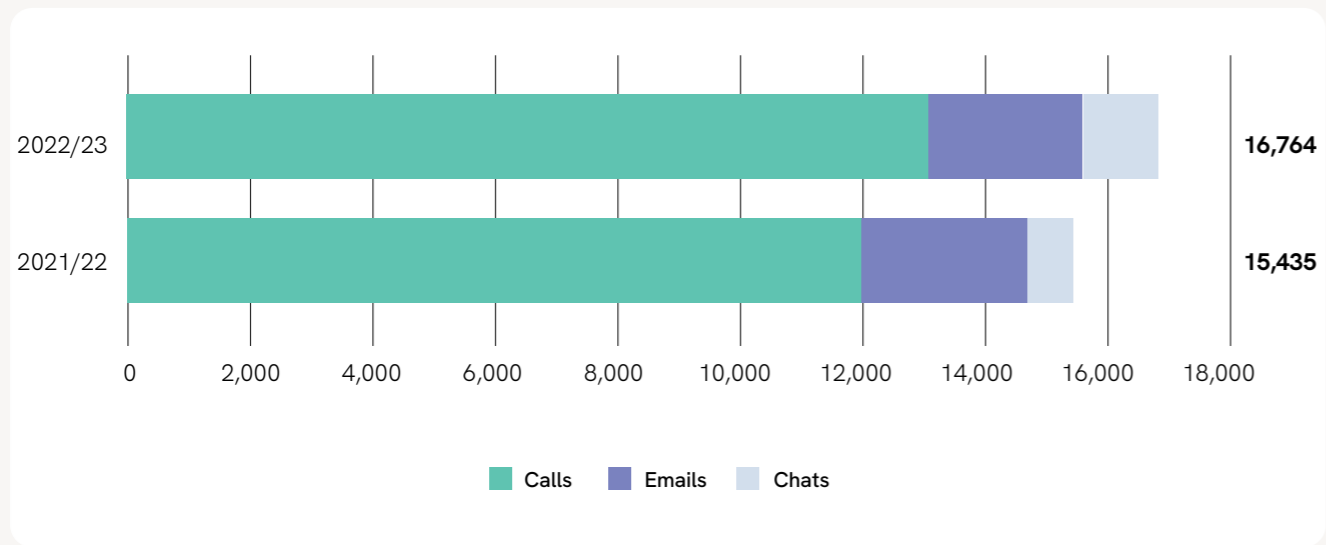
Stop it now

Talk to us

Total contacts and callers/emailers/chatters since 2002

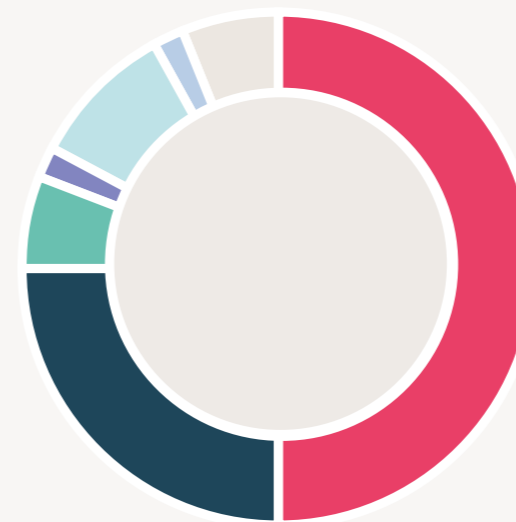


How people contacted us



Who called the helpline?

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



- 50% Adults and young people who have abused, are close to abusing or are worried about their sexual thoughts or behaviour
- 25% Adults and young people concerned about another adult's sexual thoughts or behaviour
- 6% People concerned about a child or young person's sexual behaviour
- 2% People concerned about a child or young person who is at risk/is showing signs of being sexually abused or being groomed online
- 9% Professionals calling for case advice
- 2% Victims and survivors of child sexual abuse
- 6% Other*

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



“
My operator made me feel very at ease and comfortable. Today I have discussed things that I have never spoken to anyone before. I feel quite positive and relieved I've started to admit and find out why I do things. It took me months to get the courage to make the initial call, I now call at least once a week, I'm hopeful I will change my life – thank you for your help.
 ”

Adult male caller

How we help people

We:

- listen
- clarify the situation
- show understanding
- inform, advise and motivate
- discuss the caller's next steps
- agree on protective actions for the caller to take

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

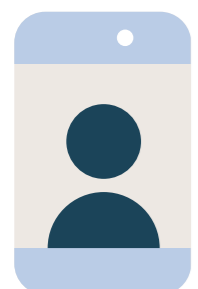
We explore with each caller any immediate child protection issues and agree on safeguarding steps needed to minimise risk. We then provide information, discuss options to consider, give advice and agree on actions the caller will take to respond to the concerns they have shared.

We are far more than a listening service.



94%

of people we helped agreed on one or more actions to take to protect a child - reducing the likelihood of offending or reoffending

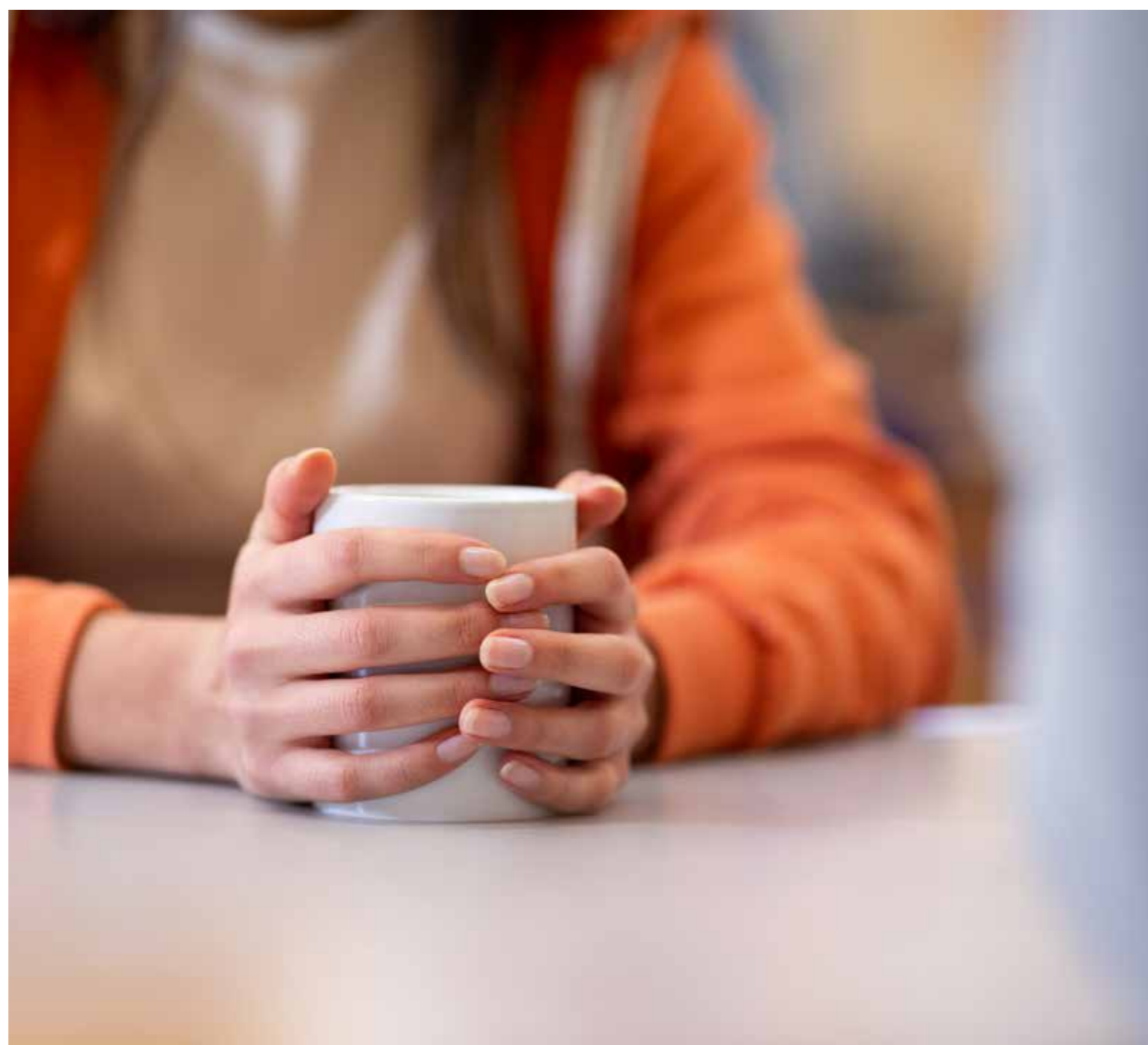


97%

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

“**They were very helpful, able to calm my nerves, give me quality advice, be professional, and caring. This is all very needed to deal with high sensitivity situations and they did it perfectly.**”

Adult female chatter



Further support

For callers who would benefit from additional in-depth or specialist support, we offer a follow-up service where they can speak to an LFF practitioner. This could be, for example, in cases where young people have been displaying worrying sexual behaviour and they and their parents need help to implement changes to prevent harm in the short and longer terms.

We also have a range of online resources for callers to use, including:

[‘Get Help’ online self-directed intervention](#)

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

[‘Get Support’ online self-directed intervention](#)

Self-help for people worried about their own or someone else's sexual thoughts or behaviour towards children not involving the internet

[Parents Protect](#)

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

“**Really helpful, didn't feel judged which isn't common in these situations, some helpful advice and I really appreciated being asked how I am.**”

Adult female chatter

We protect children by preventing offending

If someone is worried that they might sexually harm a child and needs help to avoid that harm, there are very few places that they can go. We are one of those places.

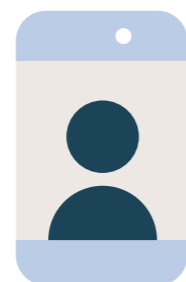
A significant number of people who contact us with concerns about their sexual thoughts about or behaviour towards children have not yet harmed a child but are concerned that they might. Others contact us because they have concerns about someone they know.

In 2022/23:

- **601 people** contacted us saying that they had not harmed a child but were concerned about their sexual thoughts towards children and their risk of committing a contact offence. That's 15% of all people concerned about themselves and 7% of total callers/chatters/emailers. It is also 19% higher than 2021/22 (504)
- **312 people** contacted us with concerns about someone they knew who might be at risk of committing a contact offence. That's 13% of all people concerned about another adult and 4% of total callers/chatters/emailers. It is also 6% lower than 2021/22 (331)

Supporting a younger age range

From the outset, our Stop It Now helpline was tailored for adults. But recent years have seen a growing number of contacts from under-18s.



354

We received a total of 354 calls, chats and emails from under-18s - a 55% increase from 2021/22 (228)

Of these contacts:

- **233 were from under-18s who had viewed sexual images of children online** - an 89% increase compared to last year (123)
- **73 were from under-18s concerned about their own thoughts** - a 12% increase (65)
- **23 were from under-18s concerned about someone else** - a 64% increase (14)
- **16 were from under-18s who had been victims of child sexual abuse** - a 167% increase (6)
- **9 were from under-18s displaying harmful sexual behaviour offline** - a 55% decrease (20)

This year, the helpline will support the implementation of a live chat service specifically for under-18s. Hosted on our new Shore website (see section: [‘Working with young people and families: preventing harmful sexual behaviour’](#)) the chat service will provide young people with an age-appropriate route to receiving real-time help and support.

“**Thank you much for the compassion and support on my first call to the helpline. I felt scared and anxious at first, but the advisor helped me to feel calm.**”

Adult male caller

Expanding our reach

This year we established the use of LanguageLine on the helpline. Advisors engaged in 14 calls from nine different callers in languages including Farsi, Italian, Mandarin, Nepali, Spanish and Urdu. The service is proving a valuable way to extend our reach, while supporting our strategic aim to develop new ways for people to contact us and access our services easily by a means with which they are comfortable - including improving access for non-English speakers.

Technological innovations to intervene online

Our helpline not only engages with people daily to help prevent child sexual abuse, it also plays a key role in driving forward new interventions.

This year we continued our project with the Internet Watch Foundation (IWF) to implement and evaluate a chatbot targeting people trying to view sexual images of children on Pornhub UK. The automated bot attempts to engage users in conversation and then points them towards our services for help to change their behaviour.

In September, we publicised the project showing that thousands of people had engaged with the chatbot since its launch: in the first 30 days of operation (March 2022) 173,904 search attempts potentially relating to sexual images of children led to the chatbot initiating conversations with users. The chatbot project is funded by the Global Partnership to End Violence Against Children. It runs until September 2023 with an evaluation being undertaken by the University of Tasmania by January 2024.

Working with international partners

On December 13, we hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. It brought together international child protection organisations and professionals, academics and others interested to mark joint achievements, share insights, as well as discuss challenges and how to manage these. The keynote presentation about the Stop It Now family by Nadine McKillop of the University of the Sunshine Coast, Queensland was followed by a series of presentations from six Stop It Now national projects as well as nine other perpetration prevention projects from around the globe. It was an information-rich event.

Online delivery allowed attendees from all over the world to participate. They made great use of the chat facility by asking questions, as well as sharing comments and useful resources. An article on the conference was featured in NOTA news to show the far-reaching impact of child sexual abuse prevention.

“**A fascinating conversation. Congratulations on 30 years. A great cause and inspiring to see how global the reach has become. Keep up the amazing work.**”

Conference attendee



Thank you

We remain grateful to our core funders, the Home Office and the Ministry of Justice, for their ongoing support, without which the helpline would not exist to help the thousands of people who call every year.

Case study: Stop It Now UK and Ireland helpline

Sam's story

Sam, 35, is Spanish and lives in Birmingham. He works part-time as a cleaner. He called the helpline after being arrested for possession of sexual images of children. His investigating police officer had advised him to call.

What we did

Sam was reassured that he had come to the right place and due to his limited English, he agreed to a call, in Spanish, with an interpreter provided by LanguageLine.

Sam said he was already using a lot of adult pornography when he had read a news article about a Russian child sexual abuse ring that had also been accessing sexual images of children online. He said this had stuck in his mind and he had started to look for under-age images online. He told us that, while he did not have a specific sexual interest in children, this illegal behaviour became part of his regular pornography habit. He said he knew it was wrong, but he felt he could not stop.

Our advisor explored immediate child protection measures and ascertained that Sam had no contact with children through work or his personal life.

Our advisor helped him to start to explore his behaviour further and talked him through the Get Help self-help modules on our website. It was explained that he could use the translate function, look through the initial modules and consider what information applied to his situation. He was advised not to rush, to work at his own pace, and to make notes of what he learnt and questions that he had.

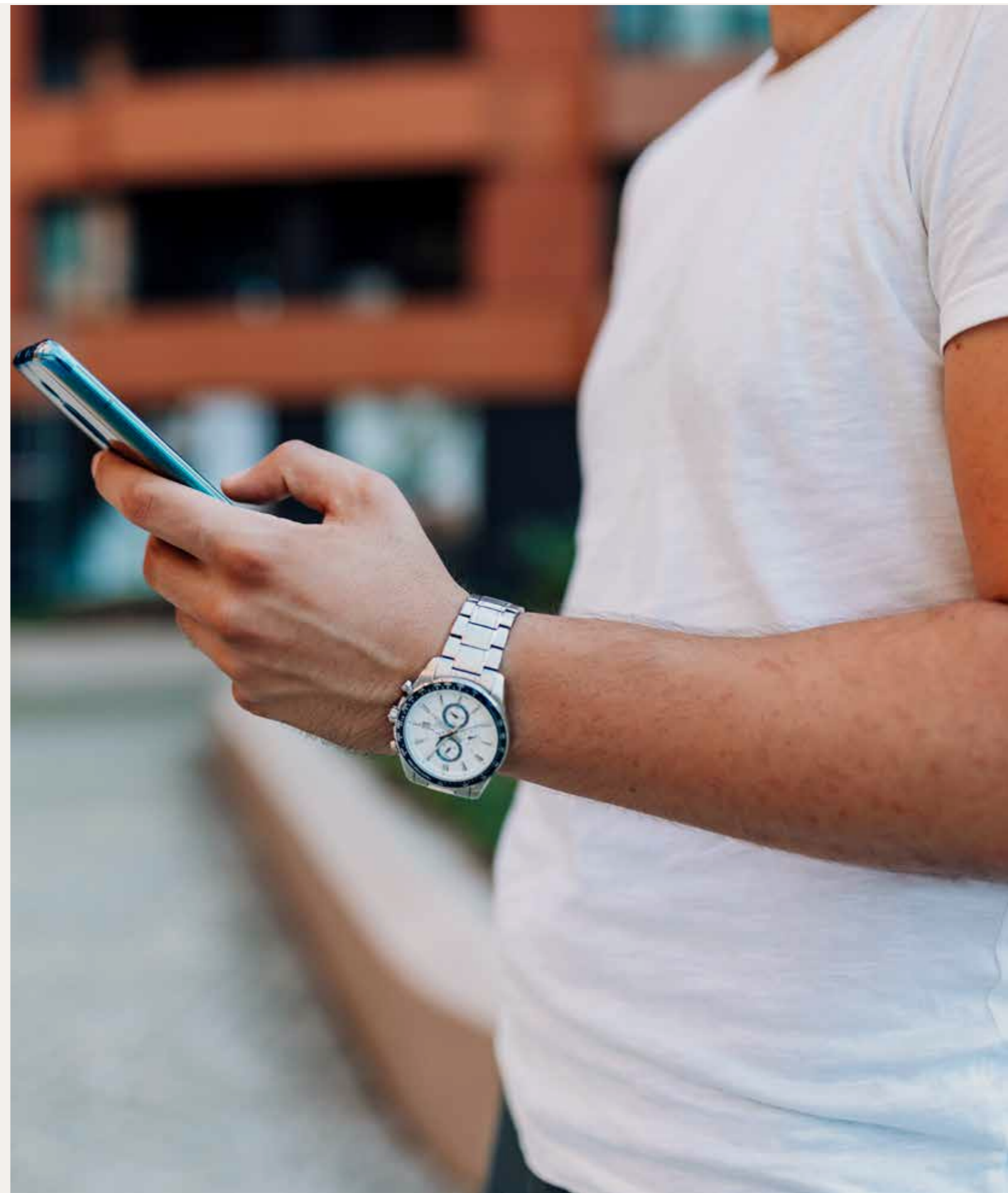
The advisor also talked with Sam about his mental health, exploring his mood, eating and sleeping behaviours. He was encouraged to make constructive use of any spare time through leisure activities such as exercise and hobbies, and to make a GP appointment should he need further support with sleeping issues.

Sam said that he was extremely grateful to speak to someone for support and advice, and expressed gratitude that he could have the call in Spanish. He agreed to call again to discuss his progress with the online self-help modules.

The outcome

Sam called the helpline back as agreed and told us that the Get Help modules had helped him develop a better understanding of and insights into his behaviour. He itemised a number of risk factors he needed to be alert to in future and stated that he had implemented changes to his lifestyle which were helping him a lot.

He expressed his thanks for the non-judgemental support he had received and assured the advisor that he would keep in contact with the helpline as he continued to make positive changes. Since that call, Sam has called back four times and says he has not viewed sexual images of children since contacting the helpline.



Stop It Now UK and Ireland helpline

Last year we said we would... This year we will...

1. **Publish a helpline 20-year report and host associated events to share what we have learnt with domestic and international policymakers, professionals and partners and commission an external evaluation of the helpline, including its online resources.** We hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. Online delivery allowed attendees from across the world to participate. The recording of the event has been watched more than 300 times. The helpline 20-year report is currently in draft.

2. **Develop, promote and report on our engagement with non-English speaking communities through the use of LanguageLine, our live chat and secure email services.** LanguageLine is now a permanent service within the helpline, with 14 calls from nine callers being conducted in languages including Farsi, Italian, Mandarin, Nepali, Spanish and Urdu.

3. **Revise our working relationship with international Stop It Now projects in light of the findings of the research by the Sexual Violence Prevention and Research Unit at the University of the Sunshine Coast into the history of Stop It Now We will agree on the means of sharing learning and resources between projects for our mutual benefit.** Since September 2022, we have enjoyed monthly online meetings with fellow Stop It Now projects, partly leading to a joint presentation to Interpol, but also to share developments and resources. Funding has been agreed with a major donor to enable a three-day face-to-face meeting of the eight Stop It Now international projects in September 2023.

1. **Develop a diversity plan to extend our reach and meet the needs of more people within our key target groups**
2. **Implement live chat for under-18s hosted on a new website for young people, in partnership with the LFF young people team.**
3. **Complete a Cardiff University short-term evaluation of our live chat service and agree on evaluation items and methodology with Professor Elizabeth Letourneau at John Hopkins University and Professor Michael Seto at the University of for a three-year evaluation project funded by Oak Foundation (see section: [research and international](#)).**



Achievements and performance

Professional services: assessments, interventions and case consultancy

As one of the largest UK providers of risk assessments, interventions and case consultancies, we provide an invaluable service for local authorities, the family and criminal courts, and many others who work with individuals or families where there are concerns about child sexual abuse.

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

Each case is different, but we always help those working with families to create safer environments for children by guiding statutory and third-sector organisations in safe child protection decision-making.

Specialist assessments

Our specialist assessments include:

- assessments of adults who have offended, or have allegations made against them
- protective parenting assessments of non-offending partners
- dual assessments with partners around the risk of sexual harm to children, and the ability to protect children from sexual harm
- assessments of parents/carers where there are harmful sexual behaviour concerns by young people within the family
- working jointly with our young people's specialist practitioners to provide assessments, including whole families where appropriate
- completing comprehensive assessments with children, young people and their families, where there have been concerns regarding harmful sexual behaviour



Interventions

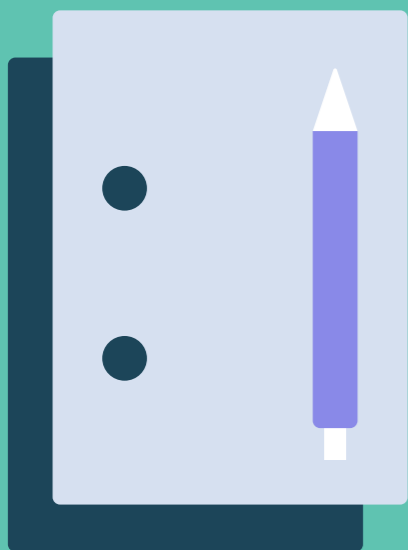
Our interventions with individuals or couples include bespoke interventions with people who have perpetrated harm (or are alleged to have) and work with non-offending partners, parents and carers. This year we formalised a protective parenting intervention course that aims to improve parents' ability to protect their children from sexual harm. The educational input helps participants increase their awareness of child sexual abuse, develop an understanding of how to protect children from harm and can include the development of a family safety plan.

Our interventions for children and young people are bespoke and designed to respond to and support the child or young person's individual needs.

Case consultancy

Our specialist staff provide expert child protection and safeguarding advice and consultancy to statutory and voluntary organisations. Through our case consultancy service, we assist clients to work through complex issues and develop clear and effective action plans for clients. We help frontline staff take a fresh look at a case, discuss key themes, provide input around formulation, risk management and safety planning, and signpost to further support or interventions.

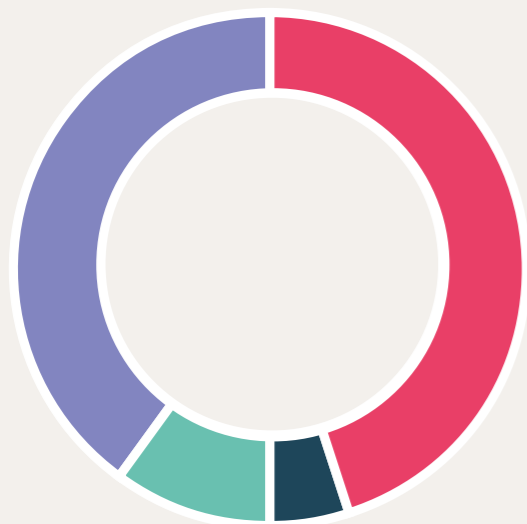
Assessments, interventions and case consultancy



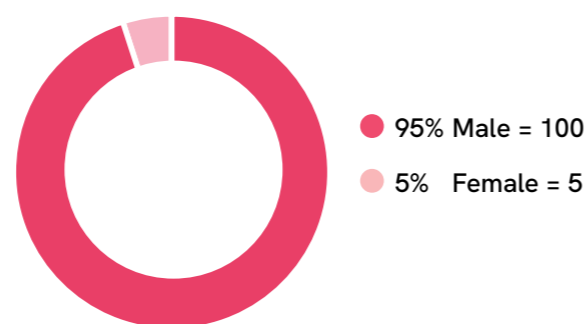
243

This year we delivered 233 risk assessments and 10 case consultancies (243 total), an increase on 2021/22 (210). We also delivered 73 pieces of intervention and two intervention case consultancies (75 total), an increase from 65 in 2021/22.

Types of assessments

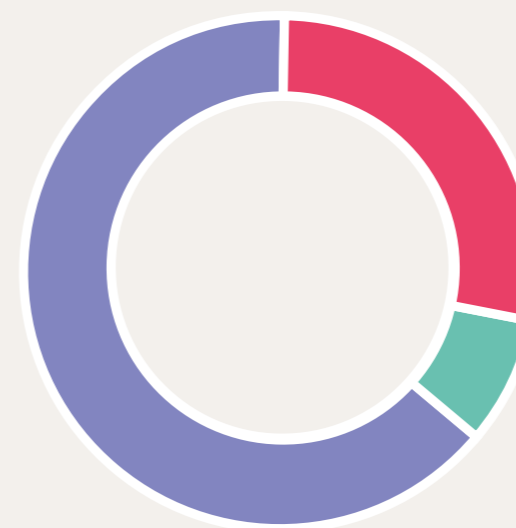


Breakdown: Gender of adult abuser/potential abusers = 105



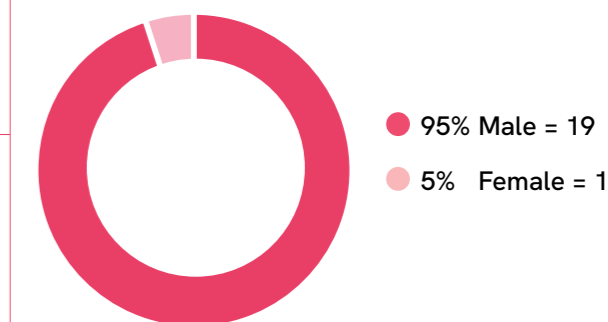
- 45% Adult abuser/potential abuser = 105
- 5% Under-12s = 11
- 10% Adolescents 12-18 = 23
- 40% Non-offending partner = 94

Types of interventions

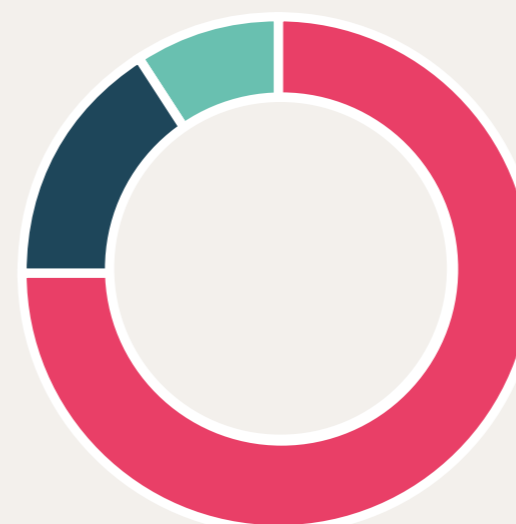


- 28% Adult abuser/potential abuser = 20
- 8% Adolescents 12-18 = 6
- 64% Non-offending partner = 47

Breakdown: Gender of adult abuser/potential abusers = 20



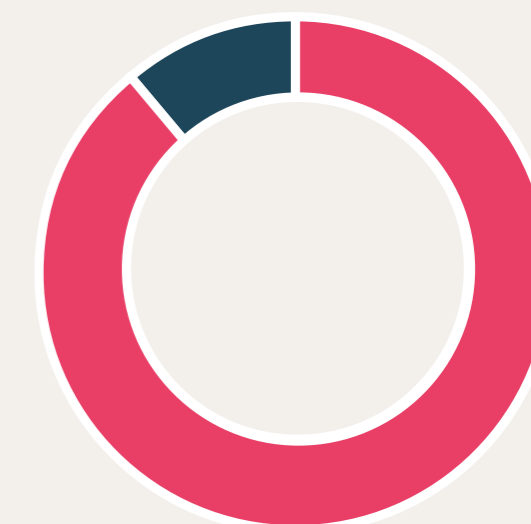
Who commissioned assessments



- 75% Children's services = 183
- 16% Legal services = 39
- 9% Other* = 21

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

Who commissioned interventions



- 89% Children's services = 67
- 11% Self-funded = 8

Case study: Assessments, interventions and case consultancy

Mr and Mrs Adams' story

Mr and Mrs Adams were referred to us for a protective parenting intervention by their foster care agency. Mr and Mrs Adams are long-term foster carers for three individuals; a 21-year-old woman with disabilities and severe developmental delay, a boy aged 12 and a girl aged eight. The referral was made due to concerns about their ability to safeguard those their care, following disclosures made by the 21-year-old that Mr Adams' father sexually abused her on numerous occasions between the ages of 11 and 18.

The intervention

It was agreed between LFF and the foster care agency that a short-term ten-session programme of work would be offered that would be mainly educative, but flexible and responsive, encouraging learning and reflection. The victim of the abuse, and the other children within the family, were being supported by the foster agency, with the woman receiving counselling in relation to her experiences. Our role was to provide support to the foster parents about the matters of concern, to help them support the children, and to improve their insight into child sexual abuse and how to safeguard the children from sexual harm.

We used a mix of discussions, PowerPoint slides, written exercises and videos throughout the intervention. Mr and Mrs Adams had significant differences in their backgrounds, experiences, attitudes and beliefs around sexual abuse, as well as differing in their relationship with the alleged abuser – so the intervention was bespoke, with some individual sessions, and some joint sessions.

What we covered

We discussed topics such as:

- who poses a risk to children (including within families and close community settings)
- abuser motivations and how abuse takes place
- awareness of grooming and how children (and adults) can be groomed for the purpose of sexual abuse
- insight into how a person's own upbringing, experiences and beliefs can influence their understanding and attitudes towards sexual abuse
- the impact of sexual abuse for children who have been harmed, and barriers to disclosure
- the importance, and characteristics, of being a powerful adult protector and the importance of creating an environment of stability, and open communication and physical (and sexual) and emotional safety for children



Feedback

Following the intervention, Mr and Mrs Adams wrote:

“

It felt quite scary how we had both fallen for elements of the grooming process without even realising it. We can now see and hopefully will be more alert and recognise these processes if we come across them in the future. We were given several handouts with great information on them about what to look out for and danger signs that your child may be being groomed.

”

We asked Mr and Mrs Adams what they would take from the programme to help them in the future. They said:

“

The necessity to ask and check things out with the appropriate people if we are concerned at all, and not to feel embarrassed or as if we are failing.

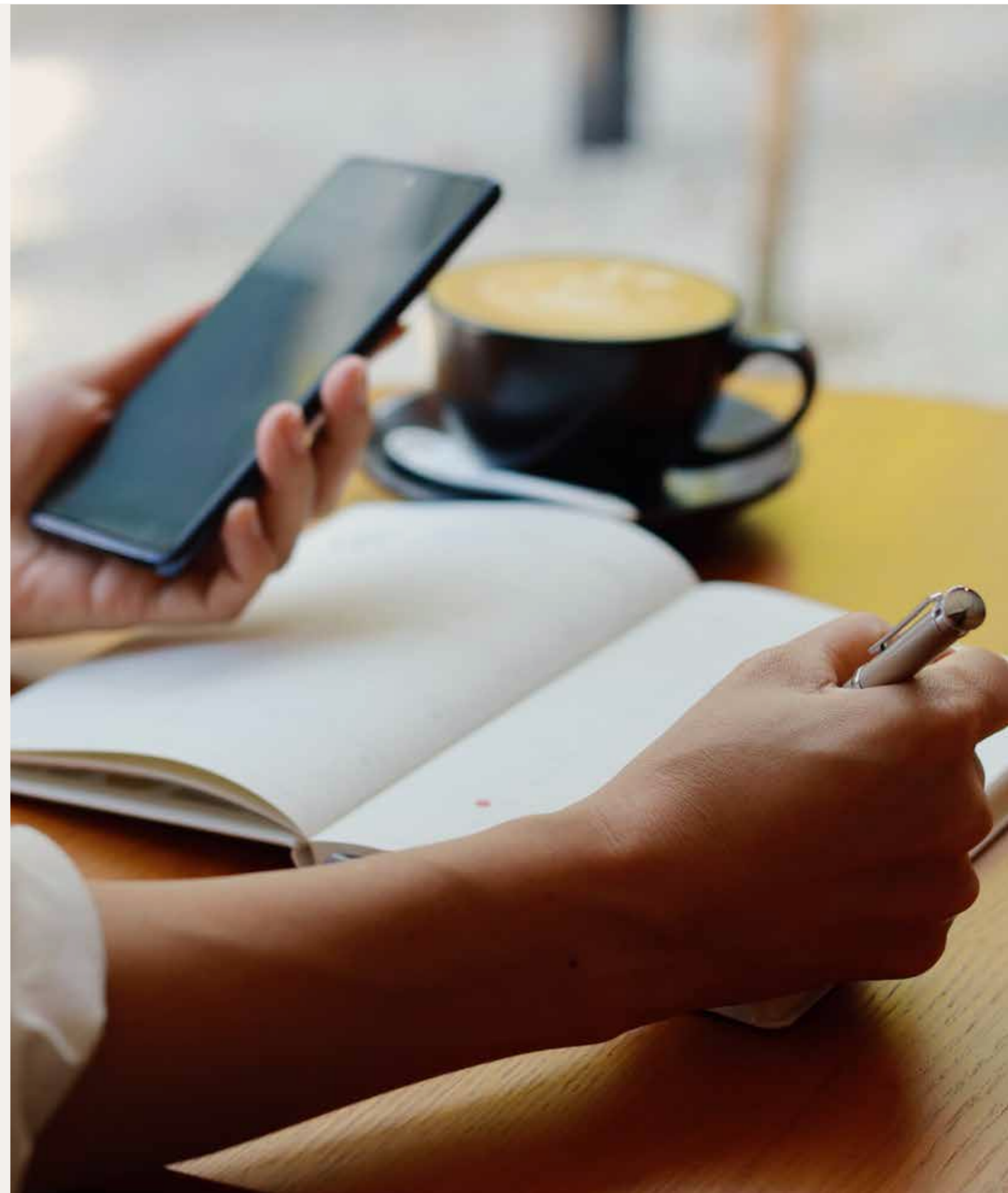
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Assessments, interventions and case consultancy

Last year we said we would... This year we will...

- 1. Expand the role of psychology within our assessment and intervention services and grow our work with under-12s. We will explore what additional support frontline staff need when working with this group and respond accordingly.** We now have the capacity to offer psychological assessments through our professional services and will be promoting these around our office hubs in the year ahead. Our work with under-12s is growing, with assessments almost doubling (11 vs 6).
- 2. Publish a Faithfull Paper (see research section) exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched interventions.** This has been scheduled for publication in the latter part of 2023.
- 3. Raise awareness of our assessments, interventions and case consultancy and their crucial role in equipping professionals in making effective child protection decisions which put the safety of the child at their core.** This year we updated our clinical services brochure to make sure those who might need our services are fully aware of all the work we can do and attended a range of professional events to talk about our work.

- 1. Work to extend the range of interventions we offer to protect children - including the development of clear frameworks for the delivery of our interventions for adults.**
- 2. Extend the reach and range of LFF consultancy work across adults, children and young people.**
- 3. Publish a Faithfull Paper, sharing our unique expertise and practice insights into our protective parenting interventions.**



Achievements and performance

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

Barely a day goes by when online child sexual abuse offending is out of the news. The problem of viewing and sharing sexual images of children, or having sexual conversations with children online, remains a huge challenge for society. While undoubtedly more needs to be done to prevent online offending in the first place (see section: [advocacy, communications and campaigns](#)), we make sure services are available for people who have caused harm, as well as those around them such as partners, parents and siblings.

Inform Plus – to help prevent viewing sexual images of children

Our Inform Plus programme is for men who are under investigation for, or have been arrested, cautioned or convicted of viewing sexual images of children online. It can be delivered as a group or individual programme, and it helps men understand their behaviour, while putting in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship. Throughout 2022/23, the programme was mostly delivered online.

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

“**The course made me wake up to the reality of my situation, painful and difficult to hear in parts but ultimately this gives me hope for my future, to live a better and happier life. Thank you.**”

Inform Plus participant

Inform Plus

171

In 2022/23, 87 men from across England and Wales attended the group programme, 38 completed the course on an individual basis, and an additional 46 men had a face-to-face session.

That's 171 men in total, a decrease compared to 2021/22 (195). While Inform Plus attendance decreased, Engage Plus attendance increased.

Case study: Inform Plus

Jonas' story

Jonas, 44, contacted our Stop It Now live chat service five days after he was arrested for possession of sexual images of children. He was struggling to come to terms with how his arrest had changed his life. He had been required to move out of the family home where he was living with his wife and children, aged 15 and 16, and he was worried he would not see his children again. He was also concerned he would lose his job in IT, due to sharing his workplace with his wife. Jonas told us he thought about self-harm.

What we did

We talked to Jonas about any access to children and established that beyond his own children, he had no other contact. We discussed his mental health, and he was encouraged to contact his GP as well as the Samaritans for support with his thoughts about self-harm. Over a series of chats, we helped Jonas think through how he had come to commit the offences he had and how he was going to work towards a better future. His thoughts of self-harm subsided and he expressed a desire to understand the changes he needed to make. He signed up for our Inform Plus programme.

During the programme, Jonas described how he considered himself to have a pornography addiction. He came to recognise how he had used pornography to cope with difficult emotions and conflict, and although Jonas found it hard to talk

about his use of pornography, he felt doing so was providing him with important insights that were needed to work towards an offence-free future.

Jonas was recommended 'The Porn Trap', as well as 'Your Brain on Porn' for further reading. Jonas also downloaded 'Covenant Eyes' onto his devices, an internet monitoring software to support him in his endeavour to stop watching pornography.

The outcome

At the end of the programme, Jonas told us that he had not watched any pornography online since attending the group. He had built a multi-levelled system of support consisting of friends, family, as well as a therapist and sponsor at sex addicts anonymous (SAA). He came to recognise that one of his biggest triggers was that he found it difficult to express his feelings and talk about his problems with others. He said the programme had really helped him overcome this and he now feels able to reach out for support, like he is now doing at SAA.

Engage Plus – to help prevent online sexual communication with children

Engage Plus is for men who have had sexual conversations with children online, solicited sexual images from children online or attempted to meet with a child after communicating online, with the intention of committing a sexual offence. Like Inform Plus, the programme is designed to help men understand their behaviour and put in place strategies to avoid reoffending in the future. It is mostly self-funded by participants, with some subsidised places for those in financial hardship.

Engage Plus

72

In 2022/23, 33 men from across England and Wales completed the Engage Plus group programme, 30 completed the programme on an individual basis, and an additional nine had face-to-face session.

This is 72 men in total, an increase on 2021/22 (31).

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

“
Absolutely brilliant course. My personal development around why I committed these offences and how I can change and improve myself has grown massively. I have so much to take forward with me into my future. Thank you so much.
 ”

Engage Plus participant

Case study: Engage Plus

Stephen's story

Amanda, a mental health nurse, called our Stop It Now helpline to discuss her client, Stephen, 31, who had been arrested for engaging in online sexual communication with a 13-year-old girl. Stephen had also shared sexual images of himself with other children on Facebook. Amanda had been appointed his mental health worker due to his learning difficulties. Our helpline advisor talked to Amanda about the support the LFF could offer Stephen, and she agreed to talk to him about getting in touch.

Stephen contacted the helpline with Amanda. He explained that being furloughed during the COVID-19 lockdowns had prompted him to become a full-time carer for his grandparents. Stephen explained how his lifestyle had changed drastically and, over time, he had found himself struggling with isolation. He said that he was alone most evenings so he would view pornography, smoke cannabis, and engage in sexual communication with people online, including under-16s. He described how he would do this to cope with the loneliness he felt.

What we did

Stephen said he would like to complete the Engage Plus programme. While he waited for the course to start, he started working his way through our online self-help Get Help modules with Amanda's support. Modules such as 'sexual communication

with children' and 'online world' were particularly recommended following the introduction on self-care.

Through his initial assessment, we identified the individualised Engage Plus programme as the most suitable for Stephen as it would allow us to be more adaptable and responsive to his learning needs. Stephen worked one-on-one with a facilitator on Zoom and attended five sessions. The facilitator tailored the sessions to Stephen's situation, particularly looking at the harm to children by engaging them in sexual communication while helping him understand why he had engaged in the behaviour. They looked at identifying his motivations and triggers and spoke about how he can break his cycle of offending. Stephen reported that he could now identify his triggers and had gained an understanding that his behaviour was inappropriate and harmful. During the programme, he co-created a healthy life plan and internet safety plan that he could implement to prevent him from reoffending.

The outcome

After completion, Stephen told us he had stopped smoking cannabis and had started engaging in more fulfilling activities, such as mountain biking. He had also stopped using chat rooms and had not engaged in any sexual conversations online, with adults or children, since completing the programme. Amanda confirmed that he works hard with goal-setting and skills-building work that she provides him, which further supported him to desist from engaging with people sexually online. Stephen was assured that the helpline would always be available to him in the future.

Inform

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

Inform

108

This year we worked with 108 family members or friends from across England and Wales.

This is a decrease compared to 2021/22 (125).

94% of Inform participants who completed evaluations said they felt less isolated after the programme.

“Thank you for the support and guidance. I feel a lot more confident for the future and a better understanding of this situation. Being part of a group really helped.”

Inform participant

“It gave me a place to connect with other women who were experiencing similar stuff with the men in their lives. It was good to go through all the formal stuff, but it was the informal stuff that made the real significant difference. Talking of shame with the facilitators also ensured I had a breakthrough for the first time in years.”

Inform participant

Case study: Inform

Erin's story

Erin, 67, became aware of our Stop It Now helpline several years ago, after searching for support for her husband of 40 years. At the time, she had discovered that he had been viewing sexual images of children online. When she confronted him, he promised her that he was no longer viewing those images and she gave him the details of Stop It Now hoping he would call for support. She didn't report her husband to the police, as she believed he had stopped viewing illegal images – until recently, when the police arrested him. She had, in the past, tried to fix their marriage that was “falling apart” and she blamed herself for his behaviour. She was conflicted over whether to leave him as he had a history of suicidal thoughts.

What we did

Our advisor reassured Erin that she had come to the right place to get support for herself. Given her immediate and extreme worries about her husband's mental health and capacity for self-harm, our advisor talked through what she could do to help her husband seek the support he needed. Once she had done that, she felt more able to focus on herself.

Erin was struggling with overwhelming feelings of guilt and shame. She enrolled in the Inform programme, which would give her a safe space to explore her emotions as well as access information and peer support. Erin expressed gratitude for the advice given by facilitators on the programme and found that the emotional support provided was helpful. She had been advised to see her GP and Erin began counselling to help with the extreme guilt she was experiencing. She found that through medication and therapy, she was able to cope better.

The outcome

Erin said she felt supported by our helpline and the Inform programme throughout the process of her husband's legal journey. She later told us that she had decided to leave her husband but was still there to support and help him as a friend. Through the Inform programme, Erin had been encouraged to make time for herself and focus on her own well-being. Since completing the programme, she had started volunteering to keep herself occupied. She said that the programme had been “a lifesaver for her” and that she now fully recognises that her husband's behaviour had not been a result of anything she had done. Erin remains in contact with the helpline for support and is continuing to find a balance between supporting her husband and focusing on her own well-being.

Family and Friends Forum

With thanks to The Emmanuel Kaye Foundation, our Family and Friends Forum has now been running for five years. The forum is a supportive environment for family and friends of those who have sexually offended online to share their experiences and read about the experiences of others. Users can access peer support, helping them feel less isolated, better informed and gain a sense of hope for the future.

Family and Friends Forum

14,421

This year, 14,421 posts were made by 819 active users across 1,575 new topics and there were 12,846 replies made. The forum was viewed by 43,625 users, an 11% increase compared to last year (39,137).

We also saw over 57,985 sessions of more than 10 minutes, a 24% increase from last year (46,600), showing that many people value reading the forum, even if they do not post on it themselves. Support offered by peers on the forum is a lifeline for many. It provides support that they cannot find anywhere else.

“**I’m definitely so grateful for this forum, I air my thoughts, worries and emotions I cannot share with anyone else. It just supports me tremendously and I cannot thank everyone enough on here for that.**”

Forum user

Evaluation recommendations

Last year we reported on the findings of an evaluation of our forum, led by Professor Rachel Armitage at the University of Huddersfield. This year, we acted on several of the recommendations.

Technical improvements

We implemented a notification system allowing users to turn on and off notifications for individual posts, meaning they will know when someone responds to their post, or they can follow updates on other posts of interest. We made it so pages do not ‘time-out’ when posts are being drafted; we know it can take courage and time to craft a post, so ensuring drafts are not lost is important. And when a new user’s post is approved by a moderator, it now appears at the top of the thread, so it does not get lost.

Messaging and signposting on the forum

We reviewed and updated wording across the forum to reflect a more welcoming approach, while ensuring people are aware that the forum is public and that some of the posts can be distressing to read.

Moderation frequency and quality

The evaluation recommended that we should contribute more frequently to forum discussions to provide greater balance and correct misinformation, when necessary. Our programmes project worker, who started with us in May 2022, is now the lead moderator on the forum, supported by our assistant psychologists. Having a more consistent presence allows us to follow threads closely, ensuring every post receives a response either from a peer or from us. It also allows us to be proactive and increase the posts we publish providing accurate information on topics such as sex offender registers and Multi-Agency Public Protection Arrangements (MAPPA).

Direct messaging

During the evaluation, people told us they want a safe and private place to be able to message each other directly, and it was suggested a private messaging function would meet this need. At the end of the year, we had completed an in-depth scoping and assessment exercise with the direct messaging function ready to go live in early 2023/24.

Services for those arrested and their families

Last year we said we would... This year we will...

- 1. Finalise and roll out our new Inform Plus and Engage Plus programme manuals and review our Inform manual.** This year we reviewed our Inform Plus and Engage Plus manuals. We placed more emphasis on self-care and included additional exercises concerning guilt, shame, anxiety, and how to manage these feelings. We piloted the manuals ahead of the roll-out and used feedback to make further tweaks to the material.
- 2. Publish a Faithfull Paper (see [research section](#)) on the impact that arrests for online offending have on family and friends.** ‘The indirect harm of online child sexual abuse: the impact on families of people who offend’ was published in March 2023. Findings were reported on by Sky News and we will follow its publication with a joint webinar for multi-agency professionals with Professor Rachel Armitage, organised by the NWG Network, in the summer of 2023.
- 3. Bolster our team by employing a new project worker to support these services.** Our new project worker started with us in May 2022. This post is supported by the Emmanuel Kaye Foundation to whom we remain incredibly grateful.

- 1. Promote our programmes to both showcase our delivery and ensure greater sector awareness. We will work with the media and communications team to explore how we can promote the programmes and the forum across our websites and social media.**
- 2. Update the Inform manual using findings from the forum evaluation and incorporate trends, themes, and topics discussed/raised on the forum. For example, we will review how trauma-informed both the material and our delivery of the material are.**
- 3. Scope out the involvement of users in the running of the forum, following the recommendations of our forum evaluation. We will explore a quarterly forum user steering group, to discuss the forum, for example, what works, what doesn’t, ideas to take it forward and ideas for the future. In addition, we will explore forum user moderation, which could increase our capacity to moderate and reply to messages on a more frequent and personal level.**

Achievements and performance

Working with young people and families: preventing harmful sexual behaviour

Harmful sexual behaviour has been defined as sexual behaviour by under-18s that is “developmentally inappropriate, may be harmful towards self or others and/or be abusive towards another child, young person or adult”. While there are no accurate prevalence figures on the scale of harmful sexual behaviour, research suggests that around a third of sexual offences against children and young people are being carried out by other children and young people. That’s why many of our activities to help prevent and respond to harmful sexual behaviour involve supporting others who work with children and young people – it is only by taking a whole systems approach that we will be able to tackle this problem.

In June 2022, our Esmée Fairbairn Foundation-funded work came to an end. We are incredibly grateful for their support over the last five years which not only helped us create a strategy for preventing harmful sexual behaviour, but also supported the development of all our work with young people and families.

Support for young people concerned about their own thoughts or behaviour

Work on our ‘Shore’ website and chat service for young people concerned about their own or a friend’s sexual thoughts or behaviour continued throughout 2022/23. We had hoped to launch this resource within the year, but we needed to delay it as technical development took longer than anticipated and we are planning a soft launch in summer 2023. We are grateful to the Charles Hayward Foundation for supporting this work.

New resources

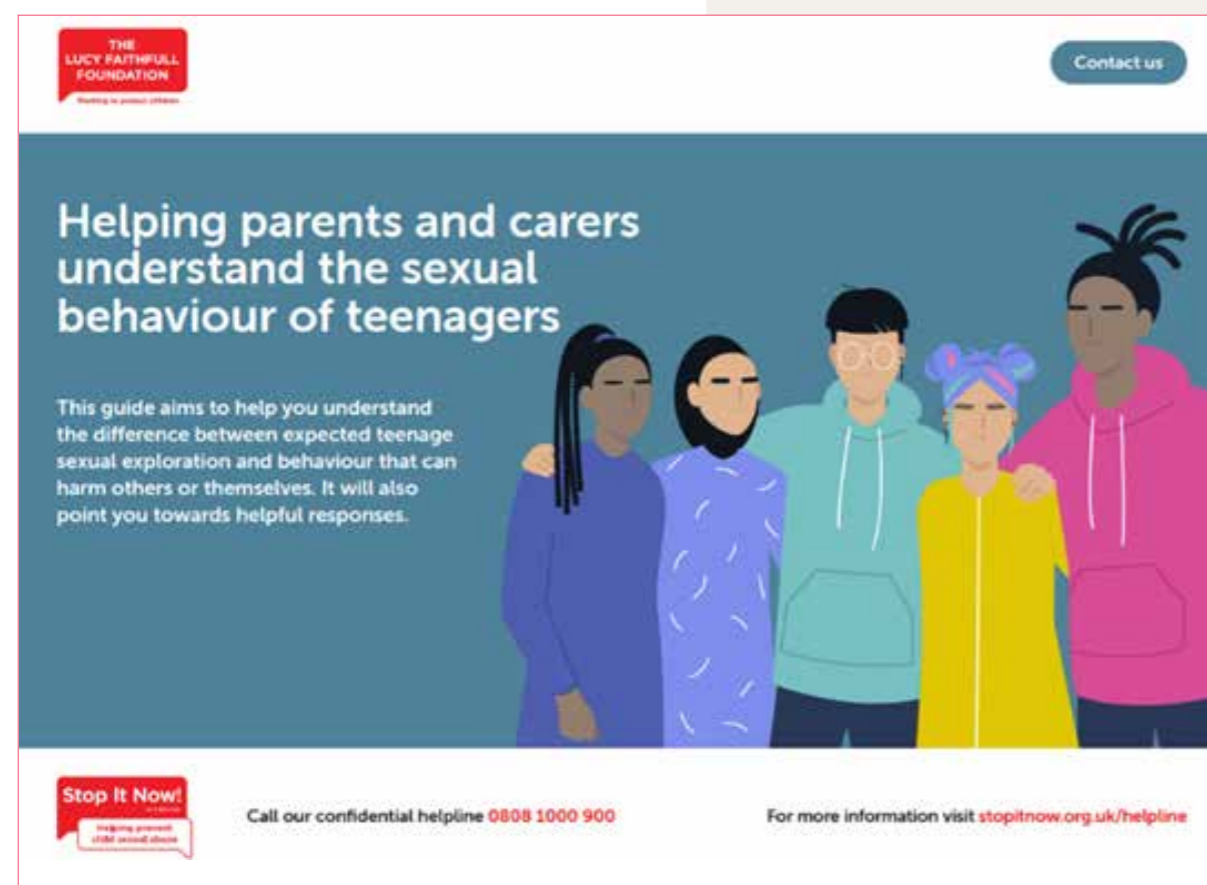
This year we created several new resources for professionals and parents.

We reviewed our ‘What’s the Problem’ guide for parents and updated our Parents Protect website with [new and updated content](#).

We published a traffic light tool for parents of teenagers to help guide them in what sexual behaviour might be expected and normal, and when behaviour might be concerning or abusive.

We created a [digital safety plan](#) to help parents help their children stay safe online.

We started working with Dr Sophie King-Hill on a collaborative project between us, the University of Birmingham and Brook, the sexual health and wellbeing charity for young people, to provide a UK evidence-based tool to aid professionals in responding to incidents of harmful sexual behaviour among 13 to 18-year-olds.



Everyone’s Safer: our project to support effective leadership responses to harmful sexual behaviour in schools

Our three-year project working to address harmful sexual behaviour in schools has completed its first year and has supported ten schools across the West Midlands and surrounding counties. Each school engagement began with focus groups, interviews with individuals and surveys to help identify the context and circumstances of each school’s experiences of harmful sexual behaviour. Bespoke engagement plans were then tailored for each school. They included a variety of activities and interventions ranging from supporting decision-making amongst school leaders and delivering training and consultation for staff, to providing direct support and educational input for pupils and parents, as well as engaging with local safeguarding partners and networks.

The project is being evaluated by Dr Emily Setty (Senior Lecturer in Criminology at the University of Surrey) and ten summary case study reports were written about the work carried out in each school. We have drafted a report about the end of the first year which will be published in 2023. Here is an outline of some of the identified themes.

Concerns about harmful sexual behaviour:

How harmful sexual behaviour is conceptualised may differ between staff and students, leading to different perspectives on how it should be addressed. Responding to and tackling harmful sexual behaviour in schools requires critical reflection on the part of the staff as well as attention to the issues thought to be affecting students.

Causes of harmful sexual behaviour:

Noted causes (as perceived by both staff and students) of harmful sexual behaviour across schools ranged from emotional dysregulation, experiences of abuse in the home, sexist attitudes and beliefs, peer pressure, poor understandings of consent and healthy/unhealthy relationships, and normalised ‘banter’ and low-level harassment, among others. Online sexual behaviours were considered a problem in most schools, pertaining to pornography and sexual/nude image sharing, in particular.

Issues identified by students during focus groups:

- perceptions and experiences of safety among students varied widely
- relationships, sex and health education (RSHE) is generally valued but students identified constraints due to variation in practice among teachers and perceptions that it does not reflect the reality of young people’s lives
- students expressed a lack of confidence in available reporting mechanisms within schools and were reluctant to use them
- there was a clear desire among young people to be part of identifying problems and developing solutions rather than just being told what to do by adults
- gender stereotypes and inequalities were of concern to many

Identifying, reporting, and responding to harmful sexual behaviour:

Many schools emphasised the need to achieve consistency in awareness among students, parents, and school staff about what constitutes harmful sexual behaviour and to improve willingness and ability to report and tackle incidents, including through preventative action.

By March 2023 we had identified the next ten schools to take part in year two of the project. This work is funded by KMPG Foundation, and we are very grateful for their support.

“**This is an urgent and timely project where we will be working closely with affected groups in schools, including pupils, parents, and staff, to develop solutions to harmful sexual behaviour. The project will help us better understand the systems, structures, and cultures that need to be in place within schools to meaningfully prevent and respond to this longstanding social problem.**”

Dr Emily Setty, Lecturer in Criminology at the University of Surrey.

Inform Young People

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

Inform Young People

96

This year we worked with 96 young people – 84 completed the programme and we had face-to-face sessions with another 12.

This is an increase compared to 2021/22 (86). We also worked with 42 parents and caregivers (2021/22: 39).

“From the first point of contact, they were supportive non-judgemental, full of help and advice. They made you feel comfortable in talking about difficult situations and communication throughout is brilliant.”

Parent of young person who completed Inform Young People

All young people who provided feedback said they felt more confident in using the internet safely and responsibly in the future.

70% of parents and carers who provided feedback could name three ways of helping their child to keep safe online in the future.

In November, our Inform Young People programme was highly commended at the CYPNow Awards 2022.

Helping others help young people

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

In 2022/23, we trained 185 people from 34 organisations including charities, local authorities and schools. This is a big increase compared to 2021/22: 71 people from 10 organisations.

“The training has been excellent. The trainer was very knowledgeable and approachable. I felt the most successful element of the training was going through the pack module by module.”

Training participant

We also offer one-hour consultation sessions for those we have trained.

“I've recently started to deliver the Inform Young People programme to two young people with very different needs and I found myself wondering how to approach delivery. I booked into a post-training consultation session to discuss how to best approach delivery with these specific young people. I emailed my questions in advance and was able to discuss the issues I had with the facilitator. Her wealth of experience and practical approach was exactly what I needed; I'm very new to delivering harmful sexual behaviour work with young people and didn't want to get it wrong. Since the consultation session, her advice has helped a great deal in improving my delivery of the materials. I've really appreciated the support.”

Feedback following consultation

Case study: Inform Young People

Dean's story

Dean's parents called our Stop It Now helpline after his arrest for sharing sexual images of children. They told us how Dean, 15, had been exchanging messages with what he thought was a 16-year-old girl. They described how Dean had sourced sexual images of children of a similar age to himself online to share with her. They told us Dean was unaware this was illegal. They also told us Dean had a diagnosis of autism and ADHD.

The police had found nothing illegal on Dean's devices and believed he had been manipulated by someone other than a 16-year-old girl. They decided to take no further action, but they did suggest Dean undertake some educational work given his additional needs which they viewed as contributory factors in his online behaviour. Dean's parents were keen for him to complete our Inform Young People programme, to help him recognise online dangers.

What we did

We worked with Dean over ten intervention sessions. Dean described how at the time he had not suspected that the girl was anyone other than who she said she was. However, he had come to realise that on reflection he did think she was lying. He spoke of how the 'girl' would often say nasty things to him and that he had sourced and sent the images as he didn't want to disappoint her.

We focused on online safety throughout the programme, which was tailored to meet his additional needs. We covered understanding healthy relationships, the law in relation to sexual images of children, and boundaries and consent. We discussed coping strategies and ways he could achieve a balance of on and offline activities.

Dean actively participated in discussions and found the opportunity to talk about what had happened and share his thoughts and feelings very helpful. His parents also received advice to increase their knowledge and confidence with regard to internet safety.

The outcome

Dean continued to meet with one of our practitioners for three months after completing the programme to review his learning and develop a digital safety plan.

His parents said that Dean became more open since completing the programme, especially in talking about his feelings. They also said he was much more open about what he is doing online and that his behaviour at school had improved.

Working with young people and families

Last year we said we would... This year we will...

- 1. Pilot live chat on our website, called Shore, for young people concerned about their own online sexual behaviour or that of someone they know, so they can get anonymous help in real time.** Our website for young people has not yet been launched, but both the website and the chat service will go live later in 2023.
 - 2. Share insights from the first year of our schools' project, to ensure the sector benefits from what we learn.** Initial findings and insights from the first year of this project have been shared with partners. We will publish the full report and a Faithfull Paper in 2023.
 - 3. Advocate for a better response to young people with harmful sexual behaviour and using what we know works for young people, shape our response to families who fall through the gap in support and service provision.** We have shaped two programmes and plan to secure funding for pilots to take place in 2023/24: 'Respond' is a programme to support young people affected by a loved one's sexual offending and 'Restore' is a responsive programme focused on early intervention, helping families affected by harmful sexual behaviour.
- 1. Launch our website for young people worried about their own or someone else's sexual thoughts, feelings or behaviour where they can receive trusted support and advice and pilot a chat facility enabling young people to get help in real time.**
 - 2. Collaborate with the University of Birmingham and Brook to create a UK evidence-based traffic lights tool to aid professionals in responding to incidents of harmful sexual behaviour among 13 to 18-year-olds.**
 - 3. Secure funding for and maintain the current level of delivery of Inform Young People to children and young people.**



Achievements and performance

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

Advocacy

This year we undertook our advocacy work with a renewed focus and launched our advocacy strategy, which sets out our five goals. To drive this strategy forward, we appointed our first Director of Policy and Advocacy.

Collaboration remains key to our advocacy work. We continue to work with the UK government in the Tackling CSA Strategy Third Sector Stakeholder Group and with law enforcement in the child sexual abuse Prevent Board, as well as the Protect and Prepare Board. We have joined the steering group of IICSA Changemakers, a group of more than 60 organisations across the sector who are committed to ensuring that the recommendations of the Independent Inquiry into Child Sexual Abuse (IICSA) are a turning point for change, not just from the government in responding, but also from society as a whole.

We joined with charitable partners across the sector to call for the return to Parliament of the Online Safety Bill during a hiatus in the autumn. We have supported the amendments of charitable partners relating to age verification and parity between the regulation of offline and online pornographic content. Our case studies have featured in briefings to parliamentarians and were submitted to Ofcom in response to a call for evidence as it prepares for its new role as the online regulator following the passage of the Bill.

Our 5 advocacy goals

- 1 To raise awareness that sexual abuse can happen to any child, but is not inevitable and that we each have a role in helping to prevent it.
- 2 To promote a public health approach to preventing child sexual abuse, particularly primary and secondary prevention interventions.
- 3 To further the understanding that those who commit sexual offences against children come from all walks of life and that some can be helped to change.
- 4 To advance the acceptance and resourcing of working with those who have committed sexual offences against children or are at risk of doing so in order to prevent harm to children.
- 5 To improve our understanding of the nature and scale of harmful sexual behaviour amongst children and ensure adequate investment in prevention and responses that are child-centred.



Communications

Our identity

The diverse audiences that we help have specific and different needs, and so our services, brands and websites have expanded over the last 30 years. To ensure that anyone who needs our support can quickly and easily find it, we have been reviewing how best to present our identity and resources, now and for the future.

We commissioned an agency to carry out research and plan a way forward. Through interviews and surveys, hundreds of our beneficiaries,

stakeholders and staff had input which led to a proposal for a new structure of our brands and a refreshed tone of voice.

This work has now been completed and our refreshed branding is used for the first time in this annual report. In the year ahead, we will roll it out more widely across all of our communications, and alongside that, we will work to streamline our websites and bring our extensive content into line with our new brand guidelines and tone of voice. This work will help us expand our reach and impact for the next 30 years.

Press

Our press work is an essential way for us to reach a wide audience and particularly people who don't know about us. Through the press, we can build relationships with the public, professionals and key stakeholders in our field, raise awareness of our services and advocate for a prevention approach, both in the UK and globally.

In September 2022, we recruited a Press and Communications Manager to renew our focus on telling our stories through national and local media. Across the year, we supported 14 separate press engagements, for which we received 118 pieces of coverage. We were also mentioned in 213 other press articles. Highlights include:

- publicising the early impact of our collaboration with the IWF and MindGeek, which uses a chatbot to engage with people searching for sexual images of children on the website Pornhub
- announcing our partnership with other organisations that will create an app to block sexual images of children
- sharing news of our work in schools to help young people understand the dangers of pornography

Blog posts

Our blog posts help us communicate our news and updates while supporting our advocacy work.

Over the last year, we published 16 blog posts, which included information about our latest deterrence campaign, our Faithfull Papers and our 30th anniversary celebrations.



Marketing

Marketing helps us engage with several different audiences who already know us. Through our emails to schools, professionals and supporters we provide them with information about our training and other services, and more broadly about how best to prevent child sexual abuse. This year we also launched a newsletter to support our Stop It Now Scotland work and released four issues.



300,243

Overall, we sent emails **300,243 times with advice and information to supporters and professionals across the UK.**

Although we sent fewer emails (31.6% lower than in 2021/22) the engagement continues to be well above the industry average and increased year-on-year: an average of 12.7% of people clicked on the information in our emails, up from 9.2% in 2021/22 (against an industry average of 2.5%).

Websites

Our multiple websites support our diverse audiences so that they receive anonymous support whenever they need it.

Combined, these websites had more than 1,142,576 users from across the world (an increase from 1,040,000) and high engagement.

Our Stop It Now website – which includes our Get Help and Get Support self-help content – had over 796,880 users from across the world.

Our website support resources

Get Support

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

105,299 users
(48% increase)

4,543 sessions of more than 10 minutes
(16% increase)

Get Help

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

417,274 users
(33% increase)

11,248 sessions of more than 10 minutes
(18% increase)

Family and Friends Forum

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

43,625 users
(11% increase)

Over 57,985 sessions of more than 10 minutes
(24% increase)

Parents Protect

Advice, support and information for parents and carers.

224,485 users
(18% decrease)

7,195 sessions of more than 10 minutes
(8% decrease)

Campaigns

Deterring online child sexual abuse

Online child sexual abuse – viewing sexual images of children and adults having sexual conversations with under-16s – is a vast and growing problem. Our approach to deter people from starting or continuing this illegal behaviour is supported by law enforcement and governments across the UK and has now run for eight phases. We shared the lessons from our years of campaigning in a Faithfull Paper published in March.

Each campaign phase is independently evaluated, which contributes to the strategic planning of the next phase. Using analysis of helpline call records and online surveys, evaluation of phase 7 (which finished in June 2022) found:

- as a result of the PR and wider campaign activity, calls to the helpline increased
- the campaign performed well, particularly in relation to the mix of paid media and PR activity
- half of the unarrested survey respondents recognised the creatives from the campaign and commented that the ads were broadly considered clear and appropriate at communicating that help was available
- all online and helpline unarrested offenders reported at least taking some action after engaging with our services

Running between February – May 2023, phase 8 of the campaign aimed to build on these results. To the end of March 2023:

- we worked to make three new short films that raise awareness of the consequences of offending and the help we offer to stop. ‘Triggers’ focuses on the anxiety, fear and paranoia that may be felt by people who offend online, and ‘Spotlight’ highlights that there is nowhere to hide when people find out about someone’s illegal behaviour
- paid advertising brought over 54,000 users to the Stop It Now website (outside of the deterring online child sexual abuse campaign, paid advertising donated by social media platforms and search engines bought an additional 175,000 users to our Stop It Now and Parents Protect websites)
- the campaign received over 100 pieces of coverage for the first of two proactive press engagements
- we added interactive quizzes to our self-help modules to encourage users to engage with the content and help them to work through the information most relevant to them
- we planned to deliver several regional engagement campaigns with police and other partners in several parts of the UK

Working with others

Our collaborations with technology and social media companies remain an important part of our work. Our collaboration with MindGeek, owners of adult pornography websites including Pornhub, began in 2020. Since then, people who search for illegal content on their websites, receive a clear warning message about the illegality of viewing sexual images of under-18s and signposting to our resources for help to stop.

Between 1 April 2022 and 31 March 2023, 110,000 global users clicked through to our website, including over 1,500 from the UK.

Since March 2022, users of Pornhub in the UK also receive a chatbot pop-up that can give them more interactive support and direction to our confidential help to stop their harmful or illegal behaviour.

We continue to expand our partnerships and over the last year, we’ve worked with TikTok who now also present warning messages to people searching for inappropriate or illegal content, directing them to our confidential help to stop. This work has driven over 7,000 users from around the globe to our resources between July 2022 when the messaging went live and 31 March 2023.

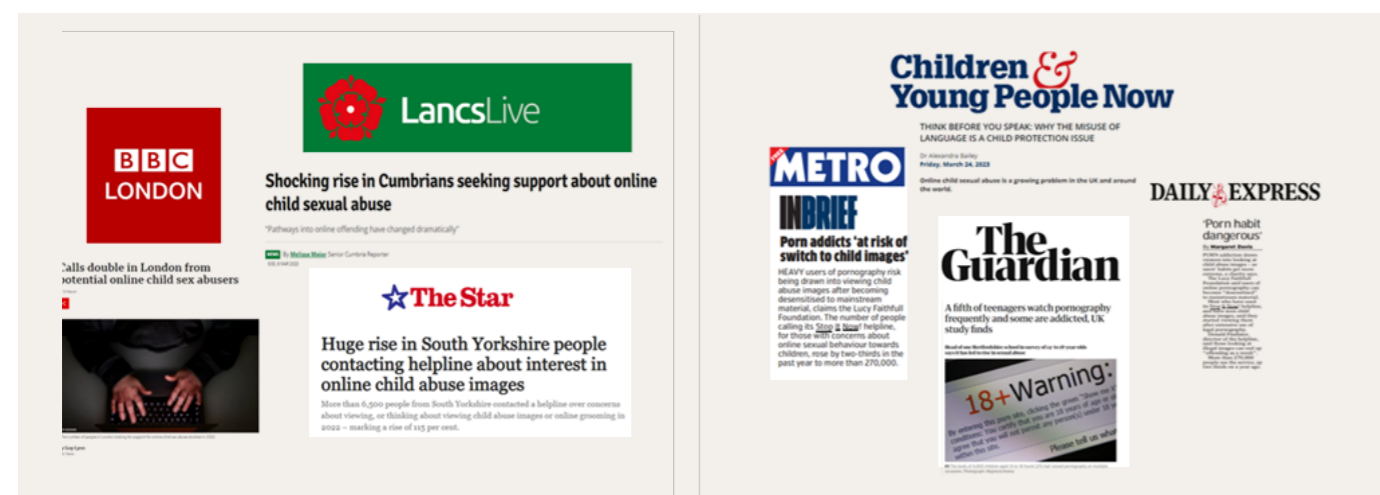
Project Intercept – a million-pound investment in tackling online abuse

We were successful in our bid for substantial funding from Nominet’s Countering Online Harms Innovation Fund. Over the next three years, we will undertake a bold programme of work that will innovate and scale online warning messages so that they become the norm rather than the exception.

We will build the evidence base to establish the most effective warnings in different online spaces and work with the technology industry to roll them out across the internet. We will deliver this programme of work in partnership with a consortium that brings together clinical, research, communications and technical expertise from the Internet Watch Foundation (IWF), the Policing Institute of the Eastern Region (PIER), the University of Tasmania (UTAS) and law enforcement.

Advertising credits

This year, we received over £150,000 in advertising credits from Google, Meta and Microsoft to help us continue our work in preventing child sexual abuse. It has allowed us to further raise awareness of our services by advertising on their platforms to reach people who have or might offend, their families, professionals, and the general public. As a result of this funding, our adverts have been served over 20 million times in the UK and brought 175,000 users to our Stop It Now and Parents Protect websites.



Celebrating 30 years of the Lucy Faithfull Foundation

In 2022, we marked 30 years of working to protect children from harm. In celebration, we held an anniversary event bringing staff, trustees, patrons and supporters together to recognise some of our achievements over the last three decades. These key chapters and milestones are documented in a special anniversary booklet and a series of blog posts, including one about our inspirational founder Baroness Lucy Faithfull.



Influencing policy and public debate, driving awareness

Last year we said we would... This year we will...

1. Continue to deliver our deterrence campaign, learning from previous evidence and research to best engage offenders and those at risk of offending. We ran a successful eighth phase of the campaign and preparations are underway for a ninth phase in 2023/24.
2. Launch our advocacy strategy, which will underpin our work to promote a preventative approach to tackling child sexual abuse. We did, and we appointed our first Director of Policy and Advocacy to drive that strategy forward.
3. Deliver two 30th anniversary projects - 1) complete the review of our identity, brands and services to increase reach, and 2) begin a refresh of our digital assets. Our identity review is now complete and the corresponding digital project is underway.

1. Roll out our refreshed identity and branding.
2. Restructure our websites to reflect our new tone of voice and brand guidelines and deliver on our aim to help our audiences easily find the support they need.
3. Continue to tackle online child sexual abuse through our deterrence campaign and Project Intercept.



Achievements and performance

Protecting children in Scotland: Stop It Now Scotland

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

Direct work to protect children

Working with adults who present a risk of harm to children is at the heart of our work.

In 2022/23, we ran five Inform Plus groups with 50 people attending. Those who completed evaluation forms described an average of a 40% reduction in suicidal thoughts, a 20% improvement in managing problematic behaviour, and a 70% improvement in seeing a positive future.

A further nine people attended Breaking the Links, our adapted version of Inform Plus for adults who have experienced trauma. Those who attended reported an average 85% increase in knowing how to manage their emotions, a 30% increase in understanding why they had offended, and a 30% increase in understanding how trauma had impacted them.

We also provided seven people with a regular counselling service from our counselling psychologist, a further 25 people received one-to-one sessions with our forensic psychologist and four others with cognitive behavioural therapy-based sessions from our postgraduate student on placement. This counselling and intervention service has been accessed by individuals who have offended, as well as their partners.

Work to protect children

95

We ran five Inform Plus groups with 50 people attending.

A further nine people attended Breaking the Links, our adapted version of Inform Plus for adults who have experienced trauma.

We also provided seven people with a regular counselling service from our counselling psychologist, a further 25 people received one-to-one sessions with our forensic psychologist and four others with cognitive behavioural therapy-based sessions from our postgraduate student on placement.

This is a total of 95 people helped.

“**Stop It Now Scotland made me realise that the children in the images are real people and have suffered abuse. They help you confront this reality which is harrowing but is extremely important to avoid reoffending. If ever I consider reoffending I only need to recall the dreadful situation I was in, when in the prison cell. I vowed never to go back. I know I can always call Stop It Now for support.**

”
Inform Plus participant

Work with young people

We worked with 29 young people who had engaged in technology-assisted harmful sexual behaviour, helping them understand the consequences of their actions and supporting them to make safer choices in the future. Young people who display harmful sexual behaviour are not ‘mini adult sex offenders’ – they are, first and foremost, children and young people who require support to manage their behaviour in ways that are not harmful to themselves or others. Each young person we work with attends our Inform Young People programme on a one-to-one basis. In addition, we also provided one-to-one support to the parents of these young people.

All those who completed evaluations said they were more confident in using the internet safely and responsibly in the future, and all said they understood what online behaviours are illegal.

In November 2022, our Risk of Online Sexual Abuse (ROSA) Project, which finished in 2021/22, won the PSHE Education Award at the CYPNow Awards 2022.



Family work

This year, we worked with 74 family members of people arrested for online offending. Thirty-four of these attended five Inform groups. The other 40 people received individualised support or went through a one-to-one Inform programme.

During the year we started providing a new service. We ran two maintenance Inform groups which were attended by 17 family members. These are follow-up sessions for people who have either already gone through the Inform group or received one-to-one support.

Children who have a parent or family member arrested for an online sexual offence can experience significant distress and confusion. We support those children and over the last year we have piloted a programme for children affected that has worked directly with four young people and indirectly supported 56 children.

“When everything happened, we all felt like we were stained with this, like everyone was going to find out and hate us. Being treated like real people, able to share our fears and feel safe made such a difference. I remember on the train home we all felt like a huge weight had been lifted.”

A family member

Delivery of prevention training

As is well documented, we know that children have been sexually abused in settings such as schools, youth clubs, sports coaching contexts and religious settings.

Organisations where children visit or come together carry out checks on their staff and volunteers to stop people who may present harm from gaining access to children. Many will also have safeguarding policies to manage situations when they arise. However, there is still much more that organisations can do to protect children from harm.

During the year, we delivered a new type of training called ‘Preventing child sexual abuse in organisational settings’, with funding from RS Macdonald, aimed at employees and volunteers within organisations that work with children. The training was designed to help attendees understand how sexual abuse happens in organisational settings. It encourages them to undertake scenario planning to assess what challenges their organisation may face. Then, with a framework based on the principles of situational crime prevention, we help the organisation develop a place-based child sexual abuse prevention plan for their own setting. So far, we have trained staff in libraries, youth work settings, sports and leisure facilities, faith and belief communities, army cadets, primary and high schools and health settings.

We are now providing technical support to some organisations in relation to the implementation of their action plans.

Our training has been a helpful proof of concept, showing that training around child sexual abuse prevention helps organisations make proactive changes to policies, processes, and environments that better safeguard children from harm. Therefore, we have decided to continue delivering this training as part of our core business.

Prevention training

126

In total, we delivered nine situational prevention training sessions to seven organisations, which reached 126 employees and volunteers.

We received overwhelmingly positive feedback from the training.

“It was excellent, really informative and practical.”

Training participant

“Training was excellent and the opportunity to network/ discuss with others very beneficial.”

Training participant

Case study: Stop It Now Scotland

Training Edinburgh Leisure

Could a safe code word, similar to 'Ask for Angela' in bars and clubs, work in leisure facilities to raise concerns about harmful sexual behaviour, concerns about someone acting suspiciously, or suspected child sexual abuse?

This was one of the ideas that safeguarding leads at Edinburgh Leisure came up with following a training day in child sexual abuse situational prevention in November 2022.

The training

The training was carefully planned and included us reviewing an anonymised list of all safeguarding referrals made over the last two years, and sharing our materials in advance. We co-delivered with representatives from the local Police Scotland Sex Offender Policing Unit and the Social Work Sex and Violent Offender Liaison Office.

The training covered:

- characteristics of the children served
- the organisation's physical environment, for example, are there elements of the layout, building design, or other features that would make it easier for grooming behaviour to go undetected or abuse to occur?
- the organisation's routine activities, for example, is there anything in the organisation's day-to-day activities that influence the risk of abuse to children?
- whether the organisation has effective established policies and a workplace culture that prioritises protecting children

It allowed the 18 managers attending to consider how they could further reduce the risk of child sexual abuse across its 14 sites.

Using a code word was one suggestion, but there were many more. Some of these were:

- zero-tolerance policy in terms of anti-social behaviour
- using real-life scenarios within training
- locking down areas not in use
- greater and regular presence within each building to act as a deterrent

Since the training, we have stayed in contact with the team at Edinburgh Leisure. They are in the process of finalising a 'situation prevention' action plan, and we have committed to providing further training to assist in its implementation.

“**Working in groups to brainstorm ideas allowed our 18 managers the opportunity to network, share and explore new ideas. The Stop It Now training has been very helpful in further consolidating our managers' knowledge of our already robust safeguarding practices, but as a result, we are updating some of our training using examples from the course.**”

Lesley Millar, Quality Assurance Officer at Edinburgh Leisure

Advocacy and policy

One of the main barriers to tackling child sexual abuse is that statutory services typically focus on abuse after it has been identified. We are advocating for a national strategy to tackle child sexual abuse that focuses on prevention to make the country a safer place to grow up.

During the year we:

- Presented evidence to the Scottish Parliament Justice Committee on preventing online sexual exploitation of children.
- Hosted an event, in partnership with NSPCC Scotland at The Scottish Parliament called 'Public Health Approaches to Preventing Child Sexual Abuse' in March 2023. Speakers included Professor Elizabeth Letourneau from the Moore Centre for the Prevention of Child Sexual Abuse, John Hopkins University, a leading expert on public health approaches to child sexual abuse prevention.
- Contributed to the Scottish Child Abuse Inquiry report 'Preventing Abuse of Children in Care: The Psychology of Offenders'.
- Chaired the National Child Sexual Abuse Prevention Network to encourage greater sharing of learning about better protection of children from sexual harm. Members include Police Scotland, Education Scotland and a range of survivor agencies, ensuring that survivors' voices are central to the prevention of child sexual abuse.
- Chairing the Scottish Government's assessment and intervention workstream in relation to adolescent harmful sexual behaviour.
- Started a short-life working group on improving outcomes for those affected by the arrest of a loved one for an online sexual offence.

Stop It Now Scotland

Last year we said we would...

- 1. Develop a strategy for our work with children and young people in relation to harmful sexual behaviour over the next three years.** This was completed, focusing particularly on work with high schools in relation to the prevention of harmful sexual behaviour.
- 2. Publish an analysis of 800 online offenders that we have worked with over the last 10 years.** Data has been presented at several conferences, and we are now completing the write-up of this study for academic publication.
- 3. Produce a report on our training to child-facing organisations about the prevention of child sexual abuse, sharing ideas that organisations have implemented to better protect children from harm as a result of this training.** This will be published as one of our Faithfull Papers later in 2023.

This year we will...

- 1. Evaluate Breaking the Links, our group work programme for adults involved with online sexual offences who themselves have a history of trauma.**
- 2. Work in two high schools in Edinburgh, working with young people, parents and staff to pilot and evaluate harmful sexual behaviour prevention strategies.**
- 3. Make publicly available our programme for working with children and young people who have been affected by the arrest of a loved one for an online sexual offence.**

Achievements and performance

Tackling child sexual abuse in Wales: Stop It Now Wales

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

Keeping children safe from sexual abuse

This year was the third year of our government-funded 'keeping children safe from sexual abuse' project, aiming to prevent child sexual abuse and reduce adverse childhood experiences. The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to keep children safe.

This year we:

- delivered 114 public education sessions to 1,177 parents and professionals
- delivered three train-the-trainer sessions to 11 people who work with children and families so they can run their own awareness sessions
- delivered four half-day webinars for professionals to 400 participants representing 138 different organisations including those in education, social services and mental health
- conducted five consultation sessions with parents, and 15 consultation sessions with professionals to help review and refine our child sexual abuse prevention resources
- recruited 13 young people from the STAND (Stronger Together for Additional Needs and Disabilities) youth group to explore with us issues such as sending and receiving naked images of peers and positive use of the internet

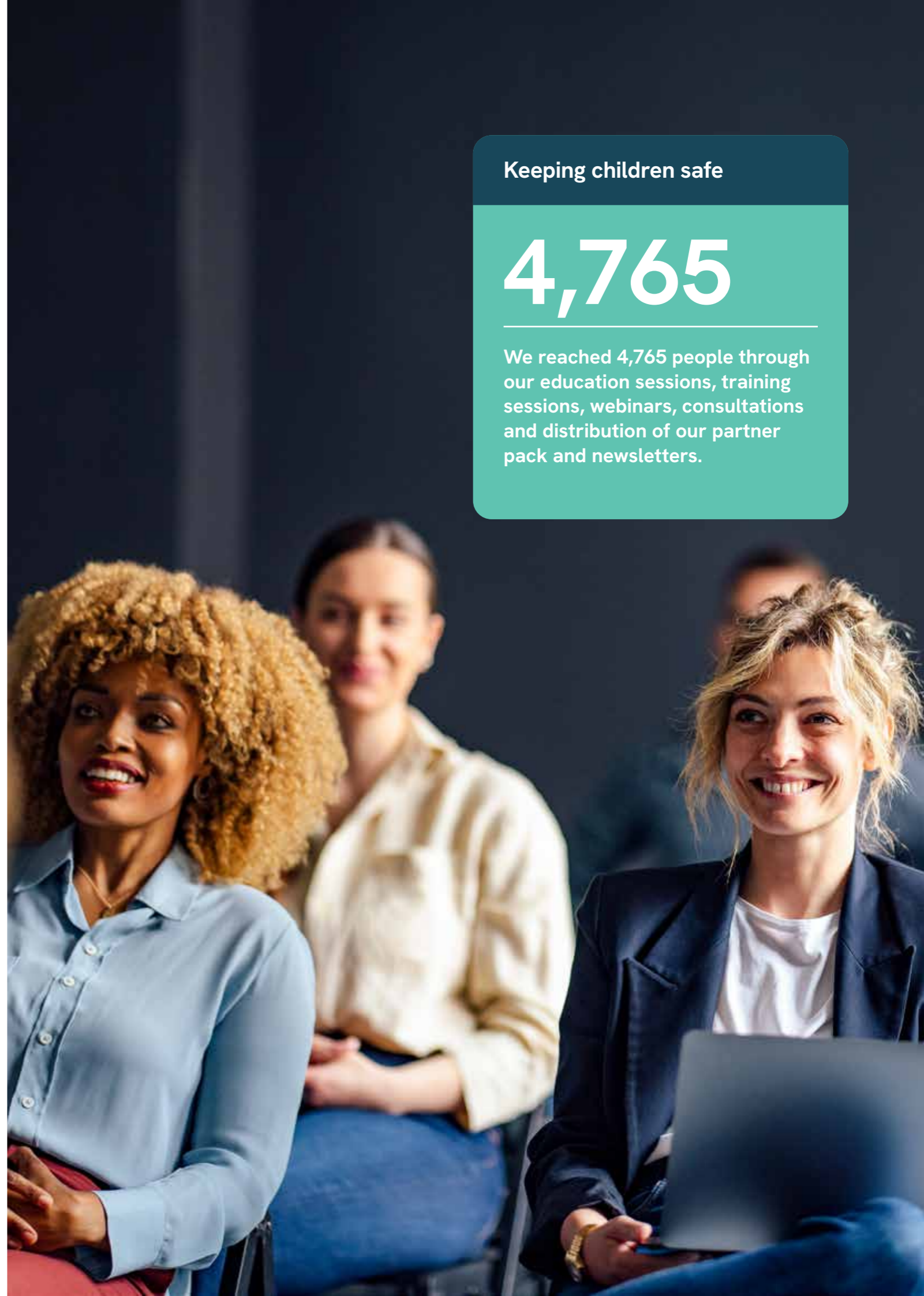
- completed the digitisation of our bilingual prevention toolkit for practitioners and started delivering workshops for practitioners to support its use. We completed 13 sessions reaching 149 people. Sessions equip practitioners with the confidence and knowledge to use the resources and information in the toolkit in their roles. Workshops are open to any groups of professionals across Wales who feel that their staff would benefit from it
- distributed our partner pack to 1,500 supporters achieving a 28% open rate and a 15% click-through rate (both higher than industry standards of 25% and 2.5%)
- conducted social media campaigns across Twitter, Facebook and YouTube to raise awareness and share information and resources, resulting in increased traffic to our website
- issued four Stop It Now Wales newsletters that reached more than 1,500 people each time

90% of attendees to our public education sessions would recommend them to a friend and all attendees say they feel supported to protect the people that matter to them from abuse.

Keeping children safe

4,765

We reached 4,765 people through our education sessions, training sessions, webinars, consultations and distribution of our partner pack and newsletters.



Early intervention for vulnerable or at-risk families

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

Early intervention

50

We completed interventions with 50 families, which often involved working with multiple family members, including kinship carers and foster carers.

This is a decrease compared to 2021/22 (56).

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

Complex cases

The referrals this year remained complex, with increasing amounts of time being spent on liaising with referral agencies and the families we support.

“I did not realise help was out there until it was offered to me, to help me keep my granddaughters safe. Being able to talk on a one-on-one basis, see the videos and have good leaflets to support. I have learnt a lot.

Early intervention participant

“The work was an eye-opener. We did not realise that abuse can happen within the family. Important to know and be alert to signs. Important to know we are not alone and have a better understanding around sibling abuse.

Early intervention participant

Case study: Stop It Now Wales

Karen's story

Karen is a single mum to four children aged 5, 9, 11 and 16. Karen was referred to our service by social services due to concerns that her child, Andy, 9, who had a diagnosis of autism, was beginning to behave sexually inappropriately in school and at home. Karen was worried that he was going to be stigmatised for his behaviour and wanted help to support him.

What we did

In our initial meeting, Karen explained that she suffered from severe anxiety and found parenting, meeting people and life in general quite difficult. We arranged for the sessions to be delivered in person, at a familiar venue for Karen and social services supported her with transport.

We delivered six, two-hour sessions over six weeks. During the intervention sessions, Karen engaged well. We were able to explore harmful sexual behaviour and how this can present in a range of ages of children. We also provided effective strategies for management of this with children who have additional needs. We took a holistic approach, and explored Karen's interactions with her other children, and how there could be opportunities for conversations with all her children about relationships, boundaries and safety both online and offline.

Karen was provided with several learning resources including NSPCC Talk PANTS resources for her youngest child, posters, age-relevant

books that she could read with her children, along with some easy-read documents to support her with conversations about body changes, masturbation and personal hygiene for her eldest child. The co-production of a family safety plan, which incorporated ideas to promote healthy conversations within the family home, was the final part of this work.

The outcome

Karen said:

“It was helpful being able to listen and have things explained in a way I was able to understand, so I was able to ask questions. And if certain things were to come up in the future, I have got ideas. Not a manual, but things to help me... I want them [my children] to understand what cannot be done to them but also how they behave to others. They need to understand the issues of consent and I want them to be able to talk to me... It's been easy to come along even with my anxiety. I feel safe to come and meet at my usual places... Very easy to talk about anything that I wouldn't openly talk to other people about. If I need to ask, I can ask.”

Referrer feedback:

“Karen found it very helpful in being able to talk through her concerns and now feels more confident in having these types of discussions with her children. The referral process was easy and really appreciate an end-of-support report about the support given and how it went. We don't receive this from anywhere else and it is so helpful to have the feedback. Thank you for all support you gave my client, it is much appreciated.”

The Families First, Conwy Borough Council project

We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs. This year we delivered 23 sessions, reaching 106 people.

“**Thank you for a very enjoyable, quite hard-hitting but very worthwhile course - would recommend to my colleagues.**”

Session participant

When asked what they would do following the sessions, participants said:

- Keep an eye on who my children are talking/ hanging about with
- Remember that child sexual exploitation does affect males, as I think subconsciously I usually think of females
- Have a chat with my child about their private parts and that they belong to them
- Keep up-to-date with how and where to seek help/signpost
- I will establish boundaries for my child online, by keeping an eye on her screen time and managing her internet access

Advocacy and policy

We continued to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engaged in various multi-agency meetings to help plan for the future. The secretariat developed and presented our legacy report on the first National Action Plan Preventing and Responding to Child Sexual Abuse. We will continue to work with the Welsh government and partners on the second action plan.

We also continued partnership work through the Stop It Now Wales Action Group. Members include NSPCC Cymru, Better Futures Cymru (Barnardo's),

All Wales Schools Liaison programme, Tarian Regional Organised Crime Unit (ROCU), Cardiff and Vale College, Children's Society, Cardiff University, WISEKIDS, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST) & Cardiff Archdiocesan Safeguarding Team.

We presented at a number of conferences including the Cwm Taf Morganwg Health Board sexual health conference and the RASAC conference 2023 hosted by the Rape and Sexual Abuse Centre in North Wales.

Celebrating our anniversary

In October 2022, we celebrated the 20th anniversary of Stop It Now and the 30th anniversary of the Lucy Faithfull Foundation with an event at Cardiff University which was attended by many of our key partners. Inspiring speakers, including Julie Morgan, the deputy minister for social services; Deborah Denis, LFF CEO; Sian Meader, LFF head of clinical services (children and young people); Claire Short, manager of Stop It Now Wales, and Gill Jones, assistant manager of Stop It Now Wales gave powerful presentations detailing the organisation's achievements through a remarkable year and the challenges ahead. We showcased some of the work we developed with our key partners to address the outcomes of the National Action Plan on preventing child sexual abuse and shared our new videos in British Sign Language, which were created for families with additional learning needs.

The National Eisteddfod

We manned a stand at the National Eisteddfod in summer 2022 where we networked with 25 organisations and promoted our work to hundreds of parents, carers, young people and professionals. Feedback received from parents and professionals included:

“**Think this is really good, such important work, very important to have a stand.**”

Stop It Now Wales

Last year we said we would... This year we will...

- 1. Continue our government-funded project 'Keeping children safe from sexual abuse' project. We will digitise our bilingual toolkit for professionals, making resources and information accessible online for those who work with children and families, and we will work with British Sign Language experts to make our resources more accessible.**
Over the last three years we have witnessed the project go from strength to strength - in year one we delivered 37 sessions to 463 beneficiaries, in year two 88 sessions to 989 beneficiaries and this year, we delivered 114 sessions reaching 1,177 beneficiaries. We completed the digitisation of our bilingual toolkit for professionals and worked with British Sign Language experts and Learning Disability Wales to make our resources more accessible, launching a series of new videos.
- 2. Support more families through our early intervention project for vulnerable or at-risk families.** We supported 50 families and local services enquire about the project on a regular basis. We have established good relationships with children's services, regularly holding case discussions and attending meetings, and case conferences/reviews when available.
- 3. Continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engage in a roundtable to help plan for the future, as the National Action Plan for Preventing and Responding to Child Sexual Abuse is scheduled to come to an end.** We continued to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and engaged in various multi-agency meetings.

- 1. Continue our Keeping Children Safe project to build the knowledge, confidence and skills of parents and carers in preventing child sexual abuse. We will increase our reach with parents and carers, and other community groups across Wales, for example, foster carers, LGBTQ+ and ethnic minority groups. This will include attending the National Eisteddfod and resuming in-person multi-agency training days.**
- 2. Continue to promote our early intervention project for vulnerable or at-risk families. We will take a more holistic approach with families for better outcomes and develop more resources for families with additional needs.**
- 3. Continue with the Cross-Party Group steering groups, and work with Welsh Government and the regional Safeguarding Boards on the second national action plan in responding to and preventing child sexual abuse.**

Achievements and performance

Supporting professionals: training and consultancy

It is vital that those who work with children and families have the knowledge, skills and confidence to identify, respond to and help prevent child sexual abuse. We know that child sexual abuse is complex, that it often happens in secret, and that the signs can be hard to identify.

We also know that when it does come to light, in whatever form, it can be challenging for those on the frontline. That's why we work so hard to help ensure professionals are better able to safeguard children and young people, by offering a range of training and consultancy options.

Before the COVID-19 pandemic, almost all of our training was delivered face-to-face; during 2022/23 58% of was delivered online. Our courses are delivered by experienced, skilled, clinical staff who share their practice-based insights. Our materials are continually refreshed and updated to reflect the latest developments, research and evidence.

“**Good for sexual offending and social work in general. Many trainings feed general information, but this is practical and applicable to social work practice.**”

Understanding and assessing the protective carer in the context of child sexual abuse, participant

Training and consultancy

2,493

We provided 125 training events to 2,370 professionals, an increase on 2021/22 (76 events to 1,302 people), reflecting the demand for our vital services and our ability to deliver more efficiently when delivering online. We also delivered 12 Safer Recruitment events to 123 people, a decrease on 2021/22 (17 events to 170 people).

A total of 2,493 people trained.

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

Who we delivered training to

- 43% Local authority
- 15% Open courses for any sector
- 12% Police
- 8% Miscellaneous
- 7% Education
- 6% Charity sector
- 4% NHS
- 4% Residential home
- 1% Foster care

“**It increased my knowledge, awareness and understanding and provided tips and techniques to use when working with families where child sexual abuse has been identified**”

Understanding men who sexually abuse children, participant

“**There was the opportunity to consider all aspects of the course and apply it in your setting. It would be good for in-house training/INSET days etc.**”

Promoting positive pathways for young people who have exhibited harmful sexual behaviour (13 years and under), participant

Number of events we delivered

- 32** Understanding men who sexually abuse children
- 20** Promoting positive pathways for young people who have exhibited harmful sexual behaviour
- 13** Assessing the protective skills of mothers, partners and adult carers
- 12** Understanding and preventing online child sexual abuse
- 12** Webinars on various subjects
- 12** Bespoke events
- 8** Safer Recruitment Train the Trainer
- 3** Women who sexually abuse: an introductory course
- 3** Safer Recruitment in education
- 3** Working with families affected by sibling sexual abuse: a road map for safeguarding
- 2** Promoting positive pathways for autistic children who exhibit harmful sexual behaviour
- 2** Assessing risk and decision-making in family contexts
- 1** Safer Recruitment in the wider workforce
- 1** Parents session (school-based)
- 1** Therapeutic parenting for foster and residential carers

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

- 95% would recommend our training to colleagues
- 84% said their knowledge of the topic improved
- 83% said their confidence had improved
- 80% said their skills had improved
- 75% of participants said our training will make a great deal or a lot of difference to the way they do their job

Case study: Training and consultancy

Specialist training events

We were invited by a local authority to enter a bid to provide two specialist training events to its social work practitioners focused specifically on assessing the risk of sexual harm to children in family settings when a member of the family is under investigation or convicted of online sexual offences.

What we did

Drawing upon and combining up-to-date content from our current training courses, we developed new materials and successfully secured the contract. Our bespoke training package included:

- models to understand the development of online sexual offending from the perspective of those involved in this form of abuse
- exploration of the range of sexual offences committed online
- the relationship and overlap between online and contact sexual offending
- theoretical information about the relationship between arousal and decision-making
- information about the experience of non-offending parents and carers
- input about the hallmarks of being a protective adult

All the above information was incorporated into a framework for assessing risk in these types of situations.

A key aim of the training was to develop participants' confidence in assessing the risk of sexual harm to children by applying their learning to case studies and, using a checklist, to guide their analysis of evidence-based risk factors.

The outcome

We delivered two training events in November 2022 and January 2023. Feedback confirmed participants' increased knowledge, skills and confidence in this critical area. 92% of participants indicated it would make either 'a lot' or 'a great deal' of difference to the way they work.



Training and consultancy

Last year we said we would...

1. **Develop new training packages and review our current packages to ensure we continue to meet the needs of those we train. For example, we will start to offer two packages in relation to harmful sexual behaviour in pre-pubescent and teenage children.** We developed new training events including 'Working with children (under-12) who display harmful sexual behaviour' and 'Working with families affected by sibling sexual abuse: a road map for safeguarding'. We have also refreshed our 'Caring for children who display harmful sexual behaviour: a therapeutic, trauma-informed approach (for foster and residential carers)' training material.
2. **Support existing and new staff in the delivery of training and webinars through internal reviews of our training, observation and analysis of evaluation data regarding the impact of our training.** Staff receive and review regular feedback, practice is observed across the LFF, and shadowing/peer feedback is utilised to share learning and expertise. Evaluation data is reviewed regularly by our training manager and shared with lead trainers.
3. **Review our marketing and promotional strategy for training, organisational consultancy and webinars.** Our professional services brochure has been updated to give a better flavour of the range of our training and consultancy offer, the skills of our facilitators and the feedback from participants. Individual events are shared via social media and emailed to those who have subscribed for updates.

This year we will...

1. **Pilot delivery of training focused on assessing the risk posed by women who have engaged in abusive sexual behaviour.**
2. **Promote and deliver our newly created training events: 'Working with children (under 12s) who display harmful sexual behaviour' and 'Working with families affected by sibling sexual abuse: a road map for safeguarding'.**
3. **Focus on the impact of our training, analysing evaluation and diversity data.**



Achievements and performance

Research and international work

Research and evaluation are essential to our work. Our ambition is to make the best use of our expertise, our data and our insights to develop new strategies and interventions that contribute to the better protection of children from harm.

Research

Our Faithfull Papers

This year we published three **Faithfull Papers** which share data and insights about how best to prevent child sexual abuse based on our work.

- **Preventing harmful sexual behaviour: evaluating the risk of online sexual abuse (ROSA) project** – sharing insights from a three-year project working with young people between the ages of 11-19 who had displayed technology-assisted harmful sexual behaviour.
- **The indirect harm of online child sexual abuse: the impact on families of people who offend** – sharing lessons from the independent evaluation of the Family and Friends forum by Professor Rachel Armitage (University of Huddersfield), including findings on the impact on family and friends when a loved one is arrested for an online sexual offence.
- **Deterring online child sexual abuse: lessons from seven years of campaigning deterring online offending** – describing the development, evolution and lessons learnt from our deterrence campaign work over the last seven years targeting those involved with – or at risk of – sexual offending involving online child sexual abuse.

Faithfull papers

2,434

Our Faithfull Papers web page had 2,434 users.

Published papers

Dr Alexandra Bailey, forensic psychologist and senior practitioner, with several LFF colleagues published the peer-reviewed article - 'Pathways and Prevention for Indecent Images of Children Offending: A Qualitative Study' in the journal Sexual Offending: Theory, Research, and Prevention.

Colleagues at the University of Tasmania, Professor Richard Wortley and Professor Jeremy Pritchard published a literature review supporting the evaluation of our chatbot deterrence and disruption work. Professor Rachel Armitage (University of Huddersfield) published a peer-reviewed journal article drawing on data from the evaluation of our Friends and Family Forum.

We also worked closely with Dr Nadine McKillop and Dr Susan Rayment-Hughes at the University of the Sunshine Coast on the report 'Looking Back to Move Forward: The history of Stop It Now to inform future directions', which mapped the history of the Stop It Now movement in US, UK, Europe and Australia.

Speaking events

Sharing our knowledge and experience with our professional community is a vital aspect of our work. We delivered a range of workshops at the NOTA International Conference in Leeds in May 2022 and Stuart Allardyce, director of Stop It Now Scotland, presented a keynote on sibling sexual abuse.

Research projects

We have an ongoing collaboration with Professor Pamela Taylor at Cardiff University who supervises undergraduate students in their evaluation of our helpline operation as part of their dissertation research project. These will be submitted as papers for peer-reviewed publication.

We contributed to a range of research projects over the last year. Our ongoing engagement with Anglia Ruskin University has resulted in a partnership on a research project funded by the European Commission (EU PROTECH) that will field-test the development and effectiveness of an on-device technology to prevent the use of child sexual abuse materials among pre- and post-offending individuals.

We have also started a research project funded by NOTA exploring the essential components of online child sexual abuse prevention programmes and are about to embark on a project with Professor Elizabeth Letourneau at John Hopkins University and Professor Michael Seto at the University of Ottawa to evaluate the impact of our work with those at risk of committing sexual offences involving children, funded by Oak Foundation.

Evaluation of our services

We developed a new evaluation framework for all our programmes for those arrested for online offending and their families, which will be operationalised in the forthcoming year. This has drawn on the theory of changes for each programme we deliver, literature reviews on areas covered by each programme and a review of programme content. This led to a set of recommendations on robust measures and methodologies for gathering impact data that we are now looking to implement.

Thank you

We have received generous funding from Porticus UK and Oak Foundation to allow us to invest in our research capabilities and for that we are very grateful.

Research

Last year we said we would... This year we will...

- 1. Produce and disseminate at least four Faithfull Papers.** We published three Faithfull Papers (details above).
- 2. Progress evaluation of our helpline, live chat and online self-help resources (Get Help and Get Support).** Our NOTA-funded project is now underway.
- 3. Complete an evaluation review of our programmes and initiate changes to how we measure outcomes in this area of our work.** Through the theory of change workshops, the mechanisms of change and outcomes of interest have been refreshed and a set of recommendations on the most appropriate data collection methods and analyses to capture outcomes of interest are currently being reviewed.

- 1. Produce and disseminate four Faithfull Papers. This will include papers on supporting effective leadership responses to harmful sexual behaviour in schools; situational prevention of child sexual abuse; exploring our unique insights in assessing and working with child sexual abuse, learning from our long history of providing evidenced advice and delivering well-researched interventions, and an exploration of how pornography features across our work.**
- 2. We will complete a research project funded by NOTA to deliver improvements to our online self-help resources and work with international academic partners in relation to a longer-term evaluation of our helpline and online self-help resources.**
- 3. We will establish a scientific advisory committee to steer our research and evaluation work in line with our research strategy.**

International

Through our international work, we seek to deliver two of our strategic aims. Firstly, to share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support child sexual abuse prevention across the world, and to ensure what we know and learn benefits children far beyond our reach. Secondly, share our insights with partner organisations and collaborate with them to develop further effective responses to child sexual abuse prevention, both domestically and internationally.

This year, we continued to support the development of Stop It Now Ireland and have been working more closely with international Stop It Now projects in the US, Netherlands, Belgium and Australia; as well as with similar perpetration prevention initiatives in other parts of the world. In June 2022, we supported colleagues in Australia to launch a Stop It Now Australia.

In December 2022, we hosted an online conference to celebrate 30 years of international Stop It Now projects and related perpetration prevention services. This conference brought together international child protection professionals, academics and others to mark joint achievements, share insights, discuss challenges, and how to manage these going forward. Feedback was positive and showed a strong desire for increased international collaboration.

Donald Findlater, director of the Stop It Now helpline, delivered a joint presentation with Stop It Now projects from the US and Flanders at the 41st Annual Research and Treatment Conference sponsored by the Association for the Treatment and Prevention of Sexual Abuse (ATSA) in October 2022. Donald also attended and presented at events arranged by Project Parafile in the Czech Republic alongside other international partner organisations. Stuart Allardyce, director of research, was a keynote speaker at the second Chilean Conference of Child Sexual Abuse and Maltreatment in January 2023.

This year a report by the Sexual Violence Research and Prevention Unit at the University of Sunshine Coast in Australia, cataloguing the development of Stop It Now projects in the USA, the UK and Ireland, Belgium and The Netherlands was published.

The Eradicating Child Sexual Abuse (ECSA) project

This year we have been exploring options for our ECSA website. The website hosts an international child sexual abuse prevention toolkit that can be used by a nation, area or region to develop a considered and credible strategy for the prevention of child sexual abuse.

Following an independent review of the ECSA website, which included stakeholder views and advice on its potential future direction and opportunities, we have been considering our options for its future overarching governance models. These include:

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

While we have yet to decide on the future direction of the site, a dedicated team of volunteers have been supporting us to keep the site updated with new and emerging interventions, projects and activities that seek to tackle child sexual abuse.

International work

Last year we said we would... This year we will...

1. **Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.** Presentations were made at the 41st Annual Research and Treatment Conference sponsored by the Association for the Treatment and Prevention of Sexual Abuse (ATSA) and at the second Chilean Conference of Child Sexual Abuse and Maltreatment in January 2023, among others.
2. **Share our insights with partner organisations internationally and collaborate with them to develop further effective responses to child sexual abuse prevention, including supporting the launch of Stop It Now Australia.** We supported the launch of Stop It Now Australia and hosted an online conference to celebrate 30 years of international Stop It Now projects and nine additional perpetration prevention services from other nations.
3. **Develop a strategy, using the work of our external consultant, to secure the future development and utility of the ECSA website.** This remains a work in progress as we consider our options for its future overarching governance models.

1. **Share our knowledge and expertise with statutory and voluntary partners internationally to support child sexual abuse prevention across the world, including through presenting at international conferences and forums.**
2. **Continue to develop our working relationship with Stop It Now international partners as well as with fellow prevention services.**
3. **Secure the future development and utility of the ECSA website.**

“**In September 2021, we launched our Stop It Now Australia service. Thanks to the courage of Stop It Now UK over decades, we know that child sexual abuse is not inevitable. It is preventable. We are excited to have joined the Stop It Now international family and we hope to share our own lessons about what can be done to keep children safe.**”

Julie Edwards, CEO Jesuit Social Services

Fundraising

Fundraising for the LFF

A heartfelt thank you to our incredible supporters. Without their generosity and support, our work to protect children would not be possible. Every gift is vital to us, and we truly value the support we receive from people who believe in our mission.

First thanks

A huge thank you to an anonymous donor who donated £10,000 this year and pledged another £10,000 for next – your support is greatly appreciated.

Acts of generosity: fundraising stories

Over the past year, we have been overwhelmed by the support of our fundraisers. They all have their own reasons for fundraising, but they all share the same goal: to prevent child sexual abuse. We are immensely grateful for their dedication and epic efforts in raising over £30,000 – thank you.

Jubilee celebration weekend

The amazing staff at the Bulls Head Pub in Wootton Wawen, along with their fantastic customers, raised an incredible £2,500. Activities included a Thai BBQ, live music, face painting, a bouncy castle and tug of war. This is the second year they have supported us, and we are truly grateful for their continued support. Thank you.

“**For the sake of our wellbeing, we sometimes guide our minds away from considering such awful realities such as child sexual abuse. I sometimes feel powerless to consider the sheer gut-wrenching enormity of this truly devastating crime. So, for me, supporting the Lucy Faithfull Foundation find new ways to protect our children gives me hope.**”

The Bulls Head Pub



The Great Bristol Half Marathon

Damon took on the Great Bristol half marathon in just under two hours and raised over £1,000. Thanks so much, Damon!



“**As a survivor of sexual abuse as a child, I wanted to support The Lucy Faithfull Foundation as it is actively working to prevent any child having to go through and live with any form of sexual abuse.**”

Damon – Bristol Half Marathon

The Billy Seymour Celebration of Life Golf Day

Stephen, along with the support of Billy’s family, organises a charity golf day each year to celebrate the life of Billy Seymour. We are incredibly honoured to have been chosen as a charity to benefit from their amazing fundraising efforts.



Celebrating our 30th anniversary

This year we celebrated our 30th anniversary and in honour of this incredible milestone, we launched ‘30 for 30’ – our first fundraising campaign designed to inspire people to fundraise and donate around the number 30. We were blown away by the support and delighted to have raised over £6,400. Fundraising activities included an inflatable obstacle course, a 10K run, and 30 hikes, with our youngest fundraiser completing 30 different challenges in 30 days. A special thank you to our fundraisers, staff, patrons and trustees for their support.



“**Tackling 30 inflatables while running 5K was challenging but a fun way to support the 30 for 30 campaign. It was also great to be able to raise money for such a good cause and raise awareness of LFF’s important work.**”

Vicky and Barry – 30 for 30

Friends of the Foundation

We would like to express our sincere thanks to all our Friends of the Foundation, old and new. Our friends are a significant part of the LFF, and we are incredibly grateful for their ongoing support. We created the Friends of the Foundation scheme to show those who support our work regularly how much we appreciate them. All those joining the scheme receive regular communications including our newsletter, a lapel pin, a pen and a copy of our annual report.

“
It’s a privilege to help you, even in a small way. I would be honoured to be a friend.

”
Friend of the Foundation

“
Thank you, I would love to be a friend. My donation may be kind, but the real heroes/heroines are all of you at LFF.

”
Friend of the Foundation

“
It’s a pleasure to support the great work the team at LFF do. I would be delighted to become a friend of the Foundation.

”
Friend of the Foundation

Faithfull Friends: Legacy giving programme launched

We are thrilled to have launched our new legacy giving programme. We created the programme to encourage supporters to become Faithfull Friends by leaving us a gift in their Will. Leaving a gift, no matter the size, is a great way to ensure that our services will be here for the next generations and that we can protect children from harm long into the future. Thank you to our new Faithfull Friends who have pledged a legacy to us.

Donations and grants

We are enormously grateful to the UK, Scottish and Welsh governments for their continued support of our work. We would also like to express our sincere thanks to all the charitable trusts and partners who have supported us throughout the year to not only deliver our services but also develop new ones.

We remain incredibly grateful to Google, Meta and Bing for donating advertising credits. Thanks to this support we brought in over 175,000 users to our Stop It Now and Parents Protect websites.

We would not have been able to deliver our vital services to protect children from harm without the support of our partners, funders, and private donors, including service users. Thank you. Your support is truly appreciated.

Fundraising standards

We pride ourselves on a high standard of ethical fundraising and we continually review how we engage with our supporters and the public.

It is paramount to us that our money and other assets are managed responsibly, and that we maintain our good reputation by being transparent, honest, and respectful. Our high standard of ethical fundraising includes adopting an opt-in-only communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure

there is no intrusion on people’s privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor or manage any third-party fundraisers.

Fundraising activity is monitored by our senior management team, board of trustees, and fundraising subcommittee. We continuously strive to improve and to ensure we address new challenges and effectively adopt updated regulations.

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

Protecting the vulnerable

We are committed to ensuring our supporters are fully supported in the true sense of the word. We are especially careful and sensitive when engaging with vulnerable people, including those affected by child sexual abuse. We make sure that our engagement with those who may be considered vulnerable is sensitive and appropriate. Our commitment to this is demonstrated through our opt-in-only approach; we will not contact a person who does not wish to be contacted, and we ensure communications to those who have opted-in are reasonable and proportionate.

Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to relevant regulations.

As such, we are registered with the Fundraising Regulator and renewed our registration in 2022. We continue to review our compliance with the Fundraising Regulators Code of Fundraising Practice to ensure we fully adhere to the latest guidance. In addition, we are registered with the Fundraising Preference Service. During 2022/23 we did not receive any complaints about our fundraising activities. The trustees are satisfied that we adhere to the appropriate fundraising standards.

Supporter data

We are committed to being compliant with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Responsible use of personal data remains at the heart of our fundraising practice. This means that we will contact only supporters who have given unambiguous and explicit permission for us to contact them for marketing activity, including fundraising support.

Transparency is key. We are committed to protecting the personal data entrusted to us and strive to ensure our supporters know what we do with their personal data. By putting supporters’ wishes at the core of fundraising communications, we hope to achieve a greater level of engagement, loyalty and value in the long term.

Looking ahead to 2023/24

This year we received our highest income from charitable trusts and foundations including grants from seven new funders.

We will strengthen our relationships with our existing funders while seeking opportunities to develop new ones to support our strategic plan. We will also continue to find ways of diversifying our income including launching a new fundraising campaign to build upon the success of 30 for 30.

Additionally, we will ensure our existing donors feel valued and connected to our mission while working to find new ones.

Structure

Governance, structure and management

Governing document

The trustees, who are also directors of The Lucy Faithfull Foundation (“the charity” or “The Foundation”) for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) “Accounting and Reporting by Charities” FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

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

Our strategic plan

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

A range of delivery plans sits beneath our organisational pillars to turn our ambitions into outcomes. Our strategy is reviewed annually to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with

complex needs. Through our new digital project taking place in the year ahead, our website will feature more specific updates and key achievements, ensuring sure that our supporters, partners, funders and others can follow our progress and be inspired by our work.

Our key ambitions

Reach

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

Research

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

Advocacy

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

Leadership

The trustee board

The board of trustees, listed on page 139, is responsible for governance, overseeing our performance and providing strategic direction. The board ensures that all activities are undertaken to further our charitable purposes.

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

The board of trustees meets on a quarterly basis, and at such other times as considered necessary. In summary, they lead by example and support the chief executive in the delivery of our strategic plans and activities, regularly monitoring our performance against agreed aims and outcomes.

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

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

The trustees have ensured that all safeguarding policies and procedures are of a high standard, up

to date and embedded within the Foundation. This has included the annual review of our safeguarding policy and practice.

The executive team

The board delegates responsibility for operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's operational plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 139. As a team, they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensuring we remain sustainable as an organisation, and able to respond to changing trends and external factors.

Risk management

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

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

Awareness of the possible impact of risks on the charity enables the trustees to take all reasonable steps to minimise or remove risk and have appropriate controls in place. Each risk identified and the potential impact and likelihood are rated along with the mitigation strategies in place to

manage them in line with the trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for the authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety, and for promoting and safeguarding the welfare of children and adults. Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction.

Principal risks facing the charity include the variable nature of grants and the uncertainty of timing of renewal (see section 'Reserves policy reflecting principal risks' on page 109).

Staffing changes

We had one staffing change within the executive team. In July 2022 we appointed Frances Frost to the new role of director of policy and advocacy. Frances began her career in policy and research, working on legal reform at the Law Commission. After qualifying as a solicitor, Frances spent 20 years in private practice specialising in human rights. Over her legal career, Frances built up a long track record of successful cases upholding the rights of victims. Frances has represented victims and survivors of child sexual abuse in both civil litigation and criminal injuries compensation claims.

This year we increased our staff numbers by a net 6.5 full-time equivalent staff.

HR, pay and remuneration

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

We had planned to strengthen our pay processes in 2022/23, with support from external remuneration experts, however, this has been delayed and we hope to complete this work in the year ahead. This year, we continued to receive HR support from Croner, HR consultants, who provide advice and guidance on policy development and implementation and include a support and advice helpline. This year we also implemented HR software, Bright HR.

Information security

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

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

General Data Protection Regulation (UK GDPR)

This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee meets bi-monthly to implement a data protection action plan, developed with our expert data protection consultants. We operate a centralised data breach process and subject data request system, issue regular staff GDPR updates to all staff, and data protection is included as part of mandatory training and induction for all employees, with compliance monitored. Data protection remains a trustee and senior management team priority. We continue to document all our data assets, and how that data flows through our organisation with clarity about our lawful bases and retention policies. In 2023/24, we will complete this piece of work as well as work to migrate our data onto cloud-based storage to manage and share content safely and efficiently.

This year, we had 24 personal data breaches reported through our internal reporting process, which shows a good level of GDPR understanding across our teams. The majority of these reports were assessed as low or medium level breaches with a limited risk to the rights and freedoms of the data subjects. One of our 24 reported breaches required reporting to the ICO, and this was closed without a need for further action.

Our commitment to safeguarding

The LFF is committed to ensuring the safety and wellbeing of all those we come into contact with. All staff are required to undergo annual safeguarding training and we have a robust safeguarding policy in place which is subject to internal review annually and external review every three years. This year we increased our safeguarding leads from one to three, implemented a rota system so that all staff are aware of the support available from the lead at all times, and implemented a new digital safeguarding reporting system.

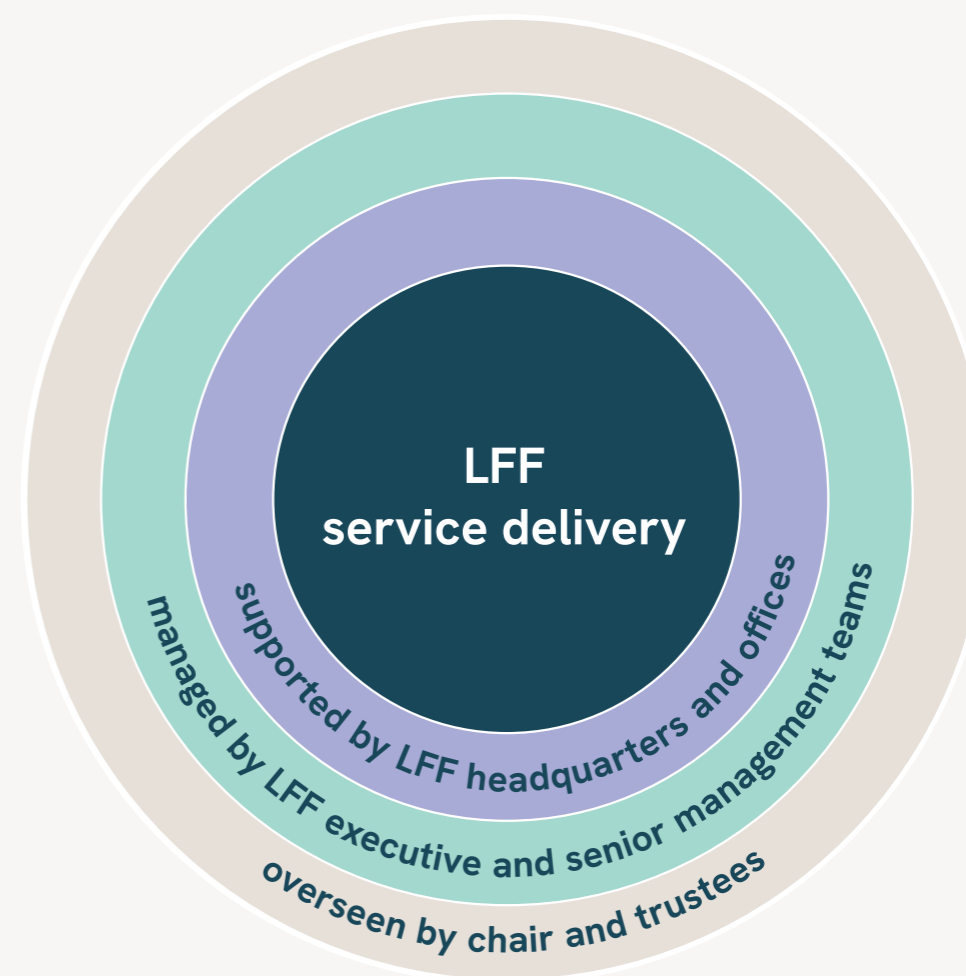
Staff engagement and wellbeing

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

We are committed to listening to staff views in shaping the future of LFF and throughout 2022/23 we held a bimonthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team, and communicate key messages.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff ensuring all have access to regular and responsive supervision.

LFF governance and management structure



Service delivery

Helpline staff
Practitioners
Psychologists
Volunteers

Headquarters and offices

Bromsgrove
Epsom
Edinburgh
Cardiff
Finance; Human Resources; Media, Communications and Marketing; Fundraising; IT; Referrals and Training Administration

Management teams

Strategy implementation
Operational delivery
Governance
Risk management
Safeguarding

Chair and trustees

General Finance & General Purpose Committee
Fundraising subcommittee
Governance, Strategy, Safeguarding, Finance, Remuneration, Audit, Risk Management, Diversity

Financial review

Overview

The year references throughout refer to the financial year ended March of 2023 (and prior years ended March 2022 and March 2021).

It has been another year of growth for the charity, reflected in the charitable activity expenditure which has increased by 15% as work with young people, research and development, advocacy and communications, and the helpline all expanded.

However, the professional services income, which we rely on to cover a disproportionate amount of overheads and create the annual surplus, was up only 4% year-on-year. The cost of these professional services was 7% higher, with additional salary costs and more travel time resulting in lower margins and reduced unrestricted surplus.

During the year we had some exceptional one-off costs. We utilised a mix of restricted, unrestricted and designated funding to capture our history and mark our 30th anniversary year with awareness-raising activities costing £22,204. A further £51,918 was spent on the externally-led rebranding recognition project to expand our reach and impact over the next 30 years.

We also implemented a new Xledger business system with designated funding of £45,000 set aside last year. The final cost of £47,987 has been capitalised and will be amortised over five years. The Charity's new finance systems are up and running but the full potential of the new system is still to be developed in the year ahead so we can gain the planned efficiencies and reporting benefits.

The combined impact of the fall in professional services margin and these one-off costs impacted the unrestricted surplus for this year reducing it from £315,720 in 2022 to £122,408 for 2023, though we are still 22% ahead of the budget which expected these changes and was set at £100,000.

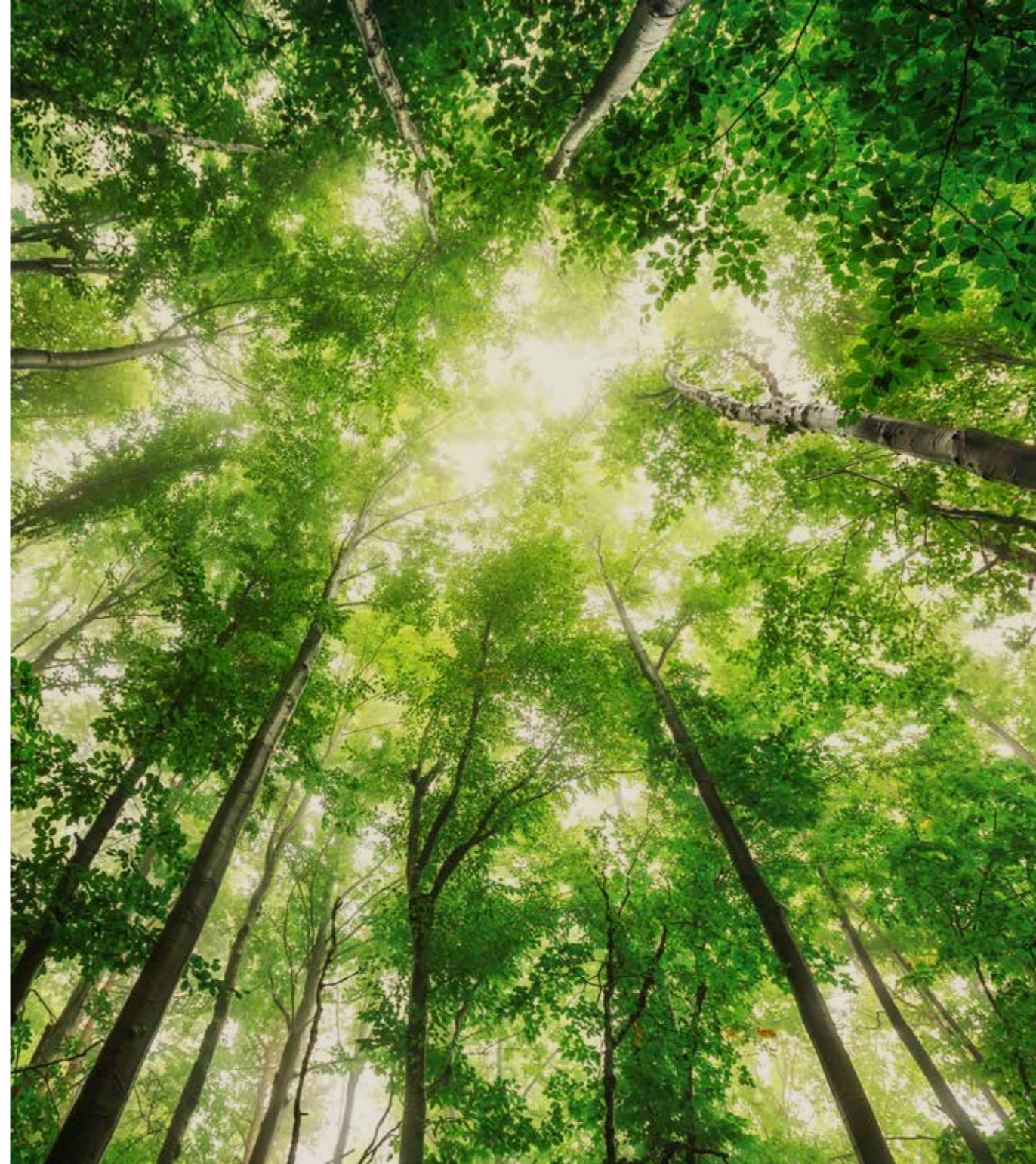
Fundraising had a very successful year, securing restricted grant income totalling £2,475,733 for 2023. With £860,281 of this unutilised at the year-end compared to £547,603 last year, our unrestricted funds increased by £312,678. The increase is mainly attributable to our new grant from Nominet UK that came through in January 2023 for £330,000 of which only £29,278 was spent by the year end.

The combined increase in restricted and unrestricted reserves for the year was £435,086, significantly ahead of last year at £216,383 and taking our total reserves up to £1,815,732 of which 53%, £955,451, are unrestricted.

In line with previous years, the trustees have designated part of the unrestricted reserves to cover future year's depreciation on fixed assets (£45,354) plus commitment to any special projects and this year £40,000 is set aside for the digital development project to increase our reach.

After adjustments, we are left with unrestricted, undesignated, free reserves of £870,097, equivalent to 2.7 months of expenditure which compares which compares to £697,976 equivalent to 2.5 months last year. We are not yet at our minimum target of three months' expenditure but given the sizable growth in the Charity both this year and last, the fact that we are managing to close the gap is very positive.

As we progress our new projects, Intercept, Protech and Circles and strive to meet the growing demand for the Stop It Now helpline as well as develop our work in the education sector and our provision of services to young people, we acknowledge the challenge of maintaining sufficient focus on our professional services.



Assessments, intervention, training and consultancy have all been an important part of our work since the foundation started 30 years ago. The ad-hoc/spot purchase nature of this income stream provides resilience against the ups and downs in grant funding where the impact of external factors is beyond our control. Work in the family courts makes a very important contribution to child safety and it also provides our staff with the experience

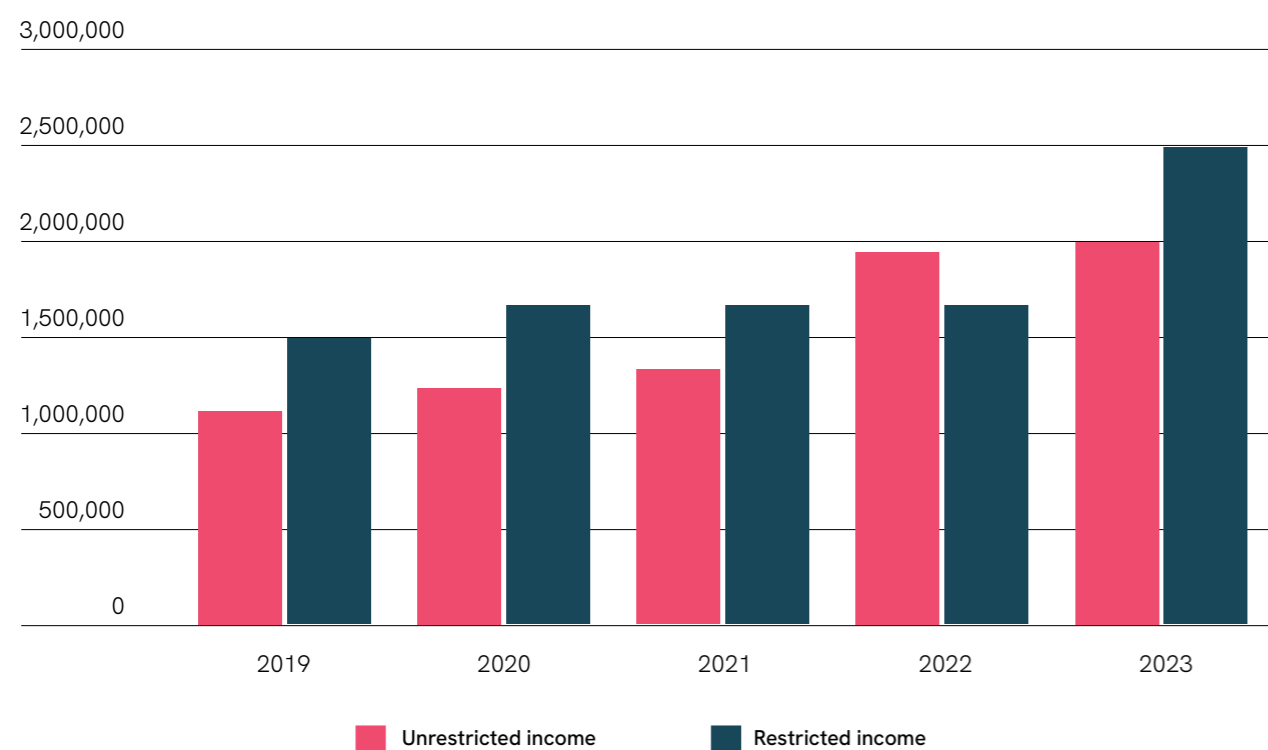
they need to hone their skills and develop their specialist expertise. In 2023 professional services made up 26% of our charity's activities, making it our biggest source of unrestricted income which in turn enables us to generate surpluses and build reserves and sustainability. It is therefore an important goal for the years ahead to maintain and grow these professional services.

Financial review

Income growth

In 2023, total income grew by 21% to £4,472,771 (2022: £3,701,103). Over the last five years, income is up 69% with growth of 63% in restricted income and 77% in unrestricted income.

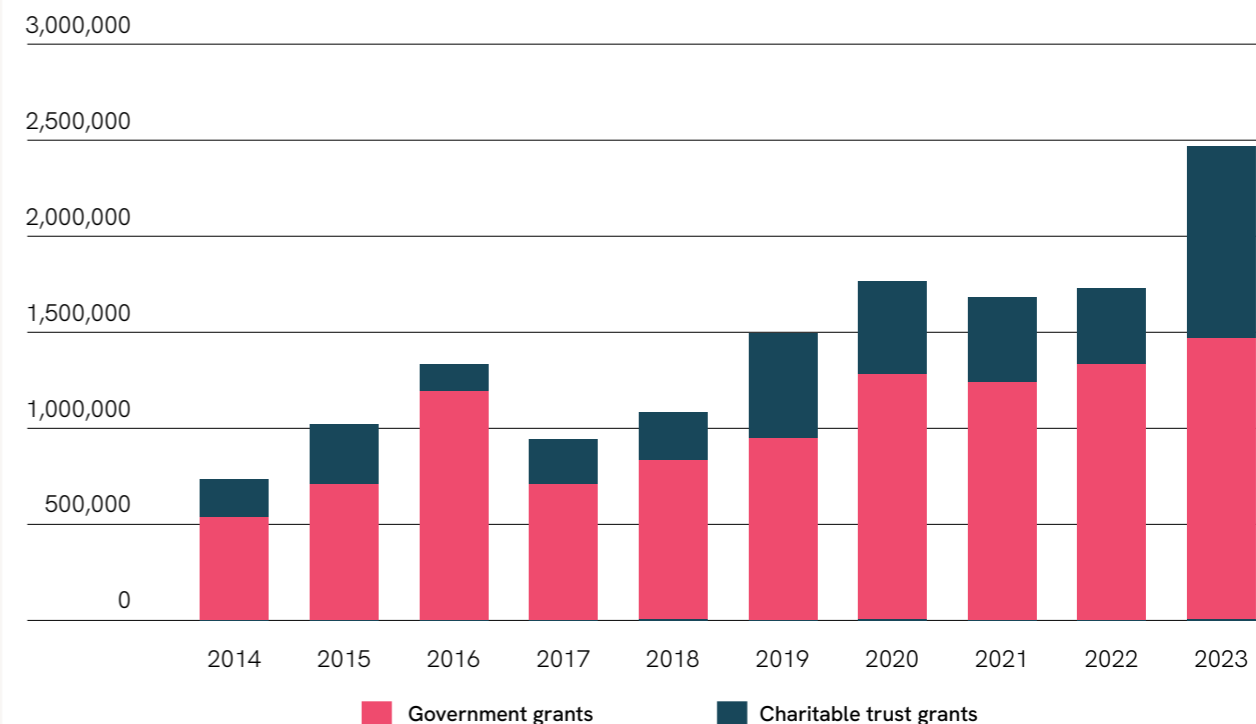
Income 2019-2023



Restricted income

Restricted income grew substantially in 2023 up 42% to £2,475,733 (2022: £1,742,210).

Restricted income 2014-2023



Grants from charitable trusts account for the bulk of the growth this year, up 135% to over a million for the first time - £1,016,277 (2022: £433,068) and they now make up 41% of the restricted income.

Much of this growth is coming from three funds which came through late in the year and are largely unspent.

- £330,000 received from Nominet UK for online CSA warning messaging – Project Intercept, of which 91% is unspent.
- £71,932 received from the European Commission for software to detect child sexual abuse material on devices – EU Protech project and 94% of this is unspent.
- £113,000 from the Global Partnership to End Violence Against Children (EVAC). This is year two funding, but nothing was received last year as the project was delayed so year one funding came through in 2021. There is still 65% of year 2 funding unspent.

We will not see the full impact of the additional charitable trust grant income on our activity levels until the two new projects Intercept and Protech are properly underway in 2024.

Government grants increased by 11% to £1,459,456 (2022: £1,309,142) with an increase in helpline funding from the Home Office of £100,000, and an increase of £30,000 in the Section 10 core funding grant for Stop It Now Scotland. In addition, we received £15,000 from Surrey Police and Crime Commissioner which is reserved for Inform Young People programme delivery in 2024.

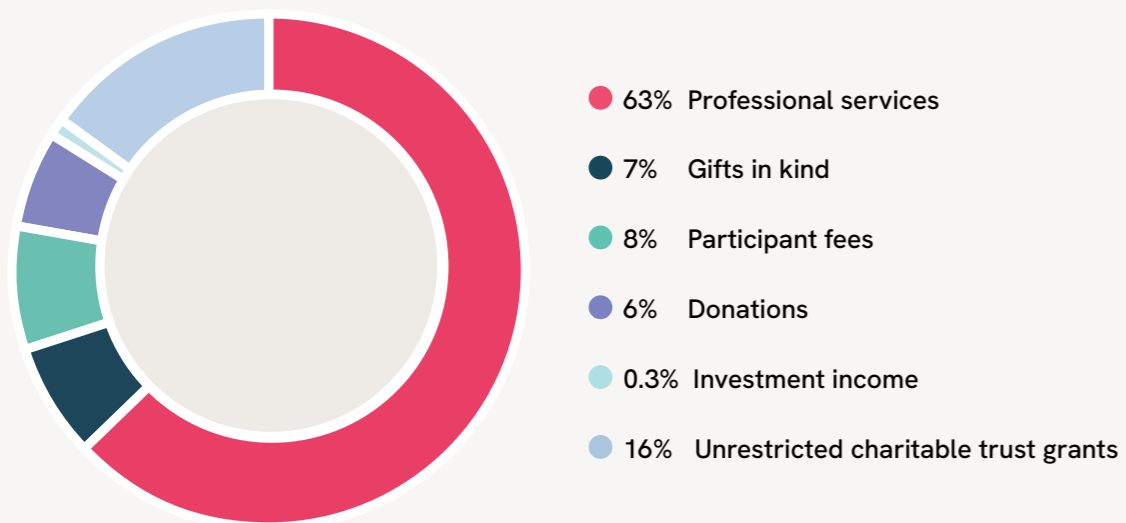
Whilst government support remains vital to LFF and has grown from £550,417 to £1,459,456 over the last 10 years, it is good to see that we now have a wider base of restricted funding with charitable trust income in 2023 amounting to £1,016,277 compared to just £135,645 in 2014.

Unrestricted income

Unrestricted income makes up 45% of LFF's total income and grew by 2% in 2023 to £1,997,038 (2022: £1,958,893).

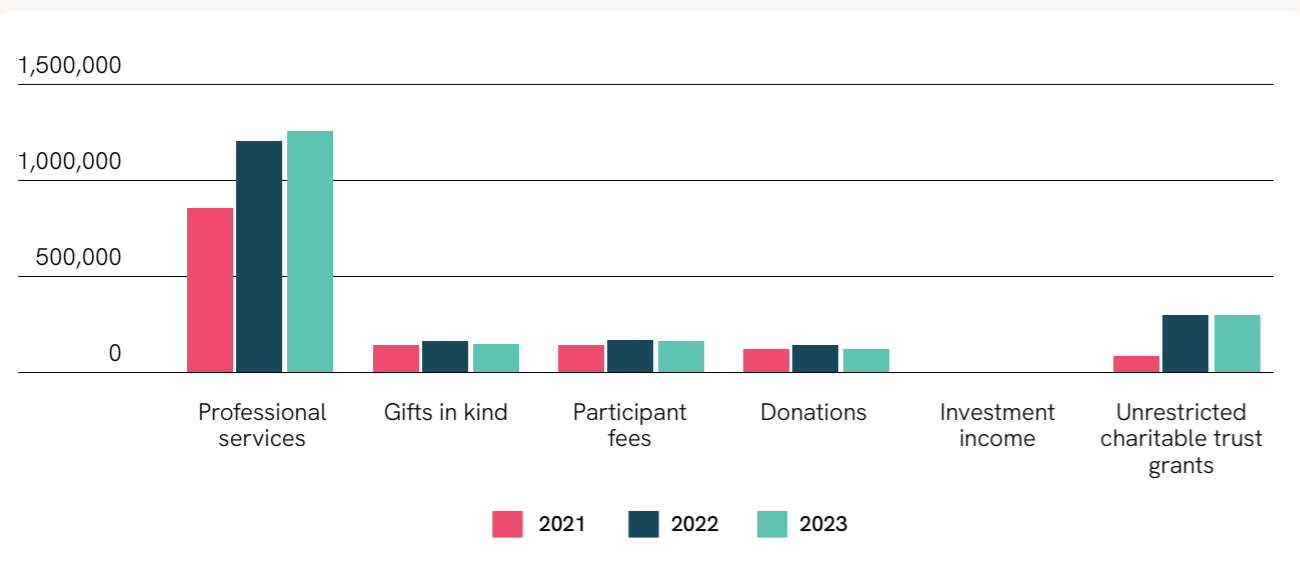
The split of unrestricted funding between the categories of income has stayed pretty steady year-on-year. Professional services make up 63% of unrestricted income in 2023 (2022: 61%) and our unrestricted charitable trust grants account for 16% (2022:15%).

Unrestricted income split 2023



Following significant growth last year, it is good to see the higher levels being maintained in 2023, particularly in the two key areas of professional services and unrestricted grants, which between them make up just under 80% of our unrestricted income.

Unrestricted income 2021-2023



Professional services – assessments, intervention, training and consultancy

Professional services income totalled £1,250,543 for the year (2022: £1,203,560), the year-on-year increase of 4% being attributable to a fee rate rise in April 2022 as well as growth in assessments and general training, offset by reduced income from interventions and safer recruitment training.

At the time of budgeting for 2023, we were aware of the growth to come on our restricted grant-funded activities. The aim was to increase our practitioner staffing levels so that we could grow our professional services alongside the projects and maintain a good balance of high-, low- and no-margin work. Unfortunately, with a challenging job market in our sector, recruitment was more limited and occurred later in the year than planned. Consequently, planned growth in our professional services was not achieved this year and we ended up 9% down on budget. However, given the return to more face-to-face work with travel time reducing our deliverable hours, the fact that we have maintained the significant growth of 40% achieved in 2022 is still a positive achievement.

Unrestricted grant income from charitable trusts

We received unrestricted grant income of £310,000 in 2023 (2022: £300,000). This relatively new source of funding, first secured in 2021 with income of £79,373, has been transformative, enabling us to continue to develop and implement our strategic plan. This income stream takes us beyond the short-term goals that project-based restricted funding supports so well, into much more long-term strategic work around expanding our reach, research and evaluation, and advocacy activities. It has covered some core costs and beneficiary subsidies. It has also helped us avoid precipitative action on our services and projects when funding gaps arise, giving us time to secure new restricted grant funding.

Participant fees

Participant fees reduced by 10% to £152,159 (2022: £169,420). This has been a planned reduction as we have endeavoured to make our services more accessible to those with limited means and respond to the 2023 cost of living issues. We are particularly grateful to KPMG Foundation and the Indigo Trust both of which supported these initiatives and enabled us to offer more subsidised and free places for Inform Plus, as well as ceasing to charge participants on Inform courses for their initial face-to-face sessions, making the whole Inform course a free service.

Donations

Donation income has remained constant year-on-year with £127,509 raised in 2023 compared to £127,593 in 2022. Income from fundraising events was up by £10,783 (53%) compensating for the decline in other donations which is to be expected as inflation impacts on donors across the charity sector.

Gifts in kind

Gifts in kind relates to donated advertising credits from Google, Meta and Microsoft. These service providers continue to support our work, but they often change the basis for free advert allocation and this results in variations in value from year to year that are beyond our control. 2023 ads were valued at £150,538 (2022: £158,261).

Investment income

With some sizable grants paid in advance and the interest rates much improved, the cash holding in current accounts is now being minimised and funds are earning interest in Lloyds and HSBC instant access deposit accounts as well as a Lloyds 32-day account and some HSBC fixed-term deposit accounts.

Arrangements with the banks were in place by the fourth quarter of 2023 and income of £6,920 has been generated – a great improvement on the prior year (2022: £59).

Financial review

Raising funds

Following a 25% cut in fundraising costs last year due to staff changes, it is good to see our investment in this area has increased by 34% to £109,333, taking it just ahead of 2021 levels (2022: £81,796 & 2021: £108,615).

Even with this increase, fundraising costs are only 2.4% of our income and reflect a relatively small team. As a result, we have had to prioritise grant applications for new and existing projects ahead of other fundraising activities.

In the current economic climate, we would be satisfied with our achievements in maintaining our overall level of donations year-on-year but in the context of the volume of successful grant applications we have managed alongside these donations, the fundraising successes in 2023 are particularly noteworthy and reflect well on our fundraising approach.



Financial review

Expenditure on charitable activities

During 2023, charitable activity expenditure amounted to £3,928,352, a 15% increase on the prior year (2022: £3,402,924).

Salaries account for 75% of costs in 2023 (2022: 73%) and these increased by 19% to £2,938,999 (2022: £2,472,374). The April 2022 general staff pay award amounted to 4% and although there were some other pay adjustments during the year the growth in expenditure is primarily due to the increase in the number of staff employed, with a net 14 full-time equivalents (FTE) added during

2022 and now impacting for a full year, plus an additional six FTEs added in 2023.

Other costs increased by a net £58,802. The main additional costs arising from agency costs relating to the rebranding recognition project (£51,918) and initiatives to raise awareness and increase our reach during our 30th anniversary year (£22,193).

Having had significant growth in activity levels last year, it is good to see these have been maintained and, in most cases, exceeded in 2023.

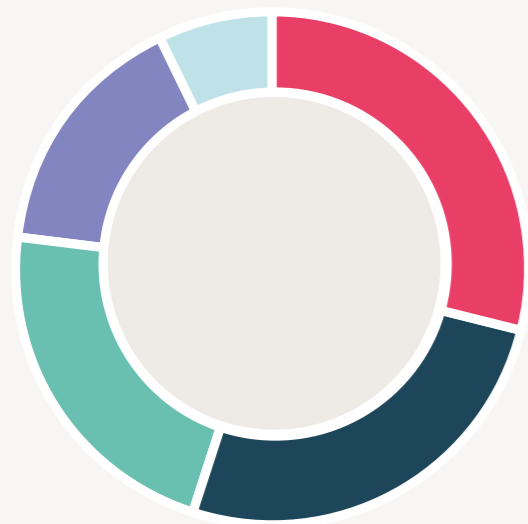
Expenditure on services 2021-2023



Over the two years since 2021, we have increased charitable activities by £1,027,989. Our training and consultancy service has almost doubled, and with assessments and intervention up 30% our professional services combined account for the greatest % of the £1 million growth.

Advocacy, communications and campaigns have increased by 68% over the two years and contributed 26% of the growth, whilst the helpline expansion accounts for 22% and our young people’s services developments make up 16% of the growth.

Contribution to growth of £1m from 2021-2023



- 29% Professional services
£297,795
- 26% Advocacy, communications and campaigns
£267,361
- 22% Stop It Now helpline
£226,613
- 16% Working with young people and families
£163,879
- 7% Other
£72,341
- 10% Stop It Now Scotland
- 6% Stop It Now Wales
- 3% Research and international work

Mixed funding approach to funding expenditure

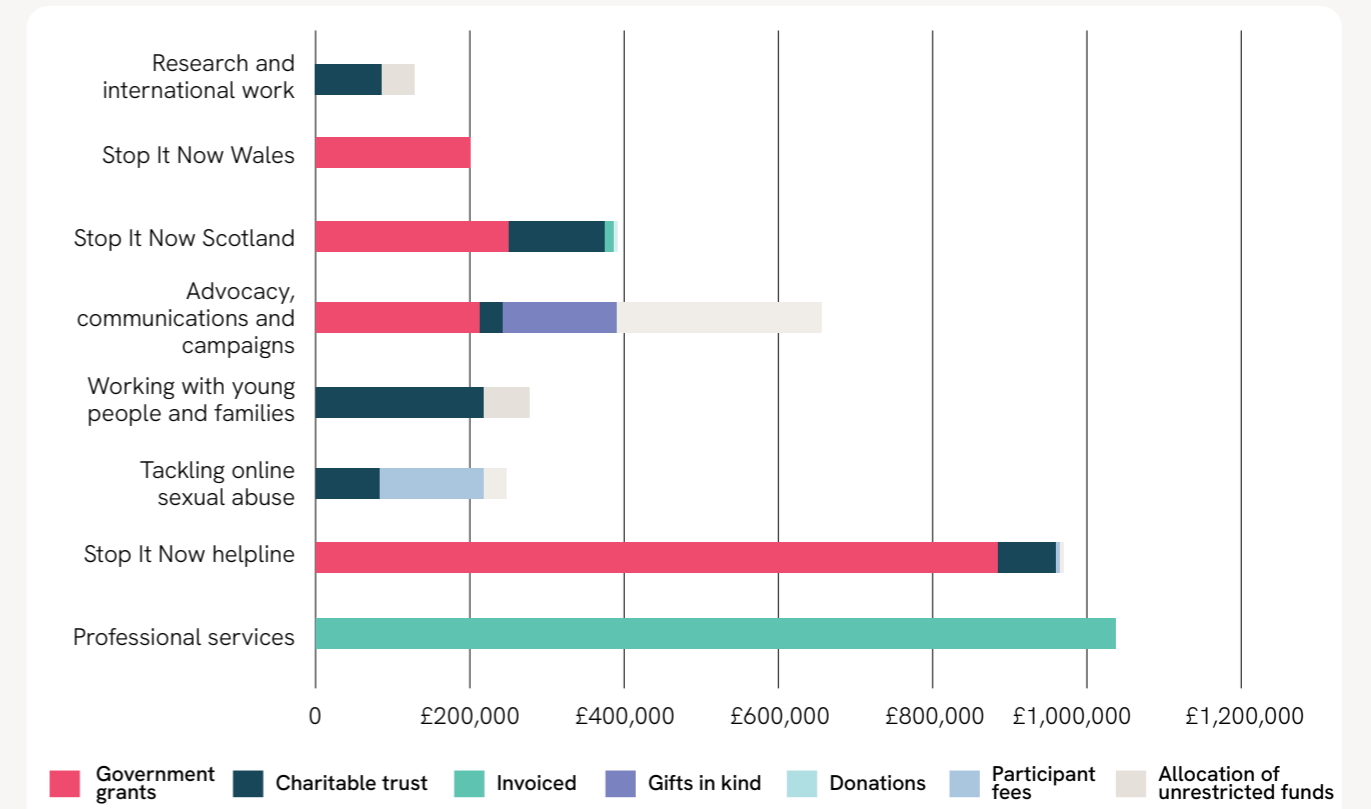
Over the years, we have been keen to develop mixed funding models for our projects and services to ensure activities are not too reliant on one funding source. Many areas of our work benefit from a mix of funding including government grant support, charitable trust grant support, participant contributions, donations, gifts in kind and some invoiced fees or recoverable expenses.

The exact balance between the various types of funding varies year on year, but the principle of diversified funding remains. There were no appreciable differences between 2023 and the prior year.

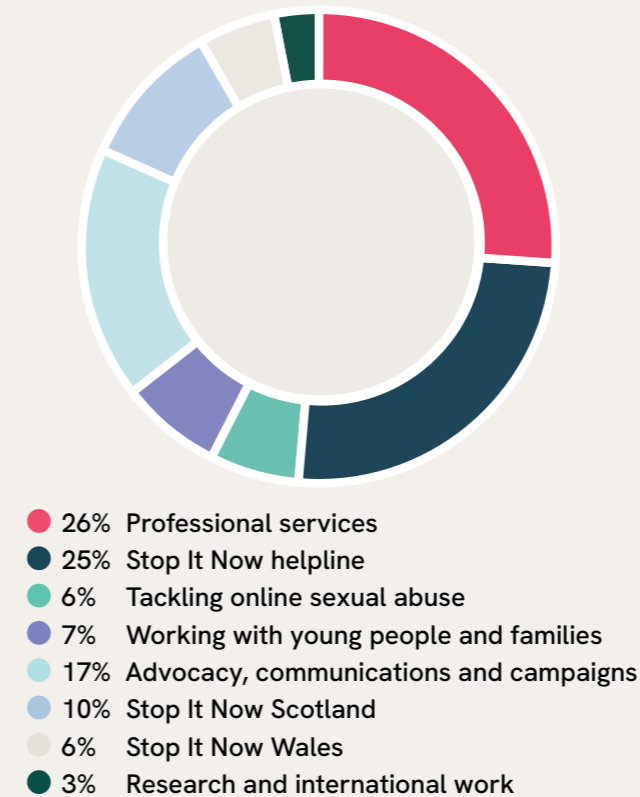
Relative size of the charitable activities

Overall, charitable activities have increased by 15%, with young people work as well as advocacy, communications and campaigns both increasing by almost a third whilst professional services increased by only 7.5%. This has resulted in a small shift in the breakdown of charitable activities, professional services reducing to 26% (2022: 28%) and advocacy, communications and campaigns increasing to 17% (2022:15%). Expenditure on young people’s services (excluding assessments and interventions) is now £280,509 (2022: £210,246) and makes up 7% of the charity’s activities. The increase in demand for this service over two years is notable at 141% (2021: expenditure was only £116,630 accounting for 4% of charitable activities).

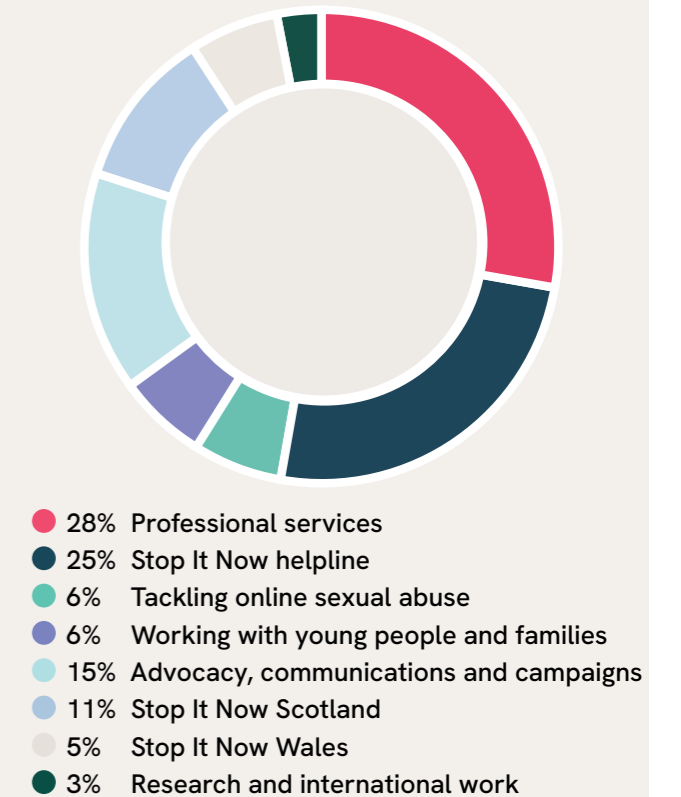
Charitable activities expenditure and funding sources 2023



Charitable activities 2023



Charitable activities 2022



The Stop It Now helpline

The helpline remains at the heart of what we do at LFF. Whilst there is a growing contingent of part-time staff who are dedicated solely to helpline service delivery, our delivery model is geared towards enabling all our clinical, media, research and other staff to contribute their expertise on a day-to-day basis as it is needed.

The helpline continues to account for 25% of what we do, with the expansion of the service keeping pace with the Charity's overall growth.

Costs increased by 16% to £970,882 (2022: £837,565). The increase in operator hours enabled us to support 12% more people than last year and handle 9% more calls, emails and live chats. In addition, we have continued to develop and pilot an adult chatbot and a young people live chat service to increase reach and accessibility. We also made improvements to the helpline infrastructure to ensure the highest standards of service delivery and safeguarding are maintained as well as implement changes to support staff welfare.

Professional services - assessments and interventions

During 2023, we took steps to increase the levels of management oversight, clinical supervision and administrative support to keep up with the growth in practitioner staff numbers and the volume of referrals coming through. We also saw an increase in travel time with more young people and children cases driving an increase in face-to-face work.

Consequently, costs rose by 8.5% to £818,201 (2022: £753,890) against an income growth of only 5% (excludes a one-off prior year adjustment of £22k).

Professional services - training and consultancy

Although we delivered 11% more training events, reaching 52% more professionals compared to the prior year, income reduced by 5% and costs reduced by 4% to £220,442 (2022: £212,336). This is due to the underlying mix of work.

Whilst our general training events increased from 76 in 2022 to 113 in 2023, the income and cost were disproportionately impacted by the reduction in safer recruitment events which reduced from 17 in 2022 to 12 in 2023.

In addition, we did 49% more remote delivery via webinars in 2023 which enabled us to reach more professionals at a much lower cost person.

Tackling online sexual abuse

This area of our work includes the Inform Plus and Engage Plus courses we run for people who have offended online. In 2023, we increased our reach and beneficiary numbers by 8% but only increased costs by 6% to £162,625 (2022: 153,440), keeping costs down with remote delivery of sessions.

We also deliver courses to the partners, other family members and friends of those who have offended online. Our beneficiary numbers have reduced by 14% but this is following a very sharp increase of 33% last year. We are reassured by the presence of other providers who are offering support to these families and the uptake that we see on our friends and family forum. However, our Inform courses have an important role to play in helping these families and we continue to strive to increase participants by making the courses more accessible with remote delivery options and fully subsidised free places for all. Costs are slightly up by 3.5% to £50,864 (2022: £49,156).

Overall, the expenditure for our 'Tackling online sexual abuse' work has increased by 13%, primarily due to the increase in investment in our friends and family forum where we have doubled expenditure this year to £33,909 (2022: £16,435). Responding to last year's evaluation report, we have put in extra moderation and technical improvements as well as supporting an extra 12% of active users now up to 829 (2022: 743).

Supported by a two-year grant from The Emmanuel Kaye Foundation we have also appointed a dedicated project worker in 2023 to work across all four services tackling online sexual abuse.

Working with young people and their families

The Esmée Fairbairn Foundation's grant funding that supported the development of our young people services over the last five years came to an end this year, but the work very much continues. We utilised unrestricted funding of £17,197, together with the balance of the Esmée Fairbairn grant of £30,537 to direct and develop the young people services in 2023.

The KPMG Foundation-funded work in schools was active for a full year and accounts for the bulk of the increase in expenditure on young people services with £94,580 of the grant funding utilised compared to £24,572 last year.

We continued to progress the Charles Haywood-funded project to develop Shore, our website for young people. £17,516 was spent this year as the project nears completion (2022: £14,634).

Demand for our Inform Young People programme continues to increase. We delivered to 96 young people and 42 family members this year compared to 86 young people and 39 family members last year. With 12% more young people to support and varying complexity of needs, the cost of the service increased by 18% to £93,844. We managed to find sufficient restricted and unrestricted grant funds to cover the costs in 2023 but as demand looks set to escalate further we are acutely aware of the funding challenge ahead. A large number of applications have been submitted to sustain the service and avoid turning any young people away.

Extending the Inform Young People service by training others to deliver the programme is a project funded by Paul Hamlyn Foundation that is now in its second year. This grew significantly in 2023 - costs virtually doubled year-on-year to £26,835 and we trained a significant number of people, 184 compared to 71 in 2022.

Advocacy, communications and campaigns

This area of our work saw the biggest increase in expenditure year-on-year. Expenditure totalled £660,289 (2022: £500,808) and the increase of £159,481 was made up as follows:

- £30,951 relates to the CSA deterrence campaign. The work was funded by the balance of the 2022 Home Office grant, as well as the new grant for 2023 that started in September 22. We managed to deliver substantially more of the project in quarter four than has been achieved in previous years, resulting in a much-reduced carry forward to 2024. This should enable us to bring the next grant fully in line with the government's funding year.
- Our new campaign for online CSA messaging funded by Nominet UK only got underway at the end of this year and accounts for £29,278 of the increase.
- We include the free advertising from Google, Meta and Microsoft here. This was valued at £150,538 (2022: £155,261) so actually, a decrease of £4,723 offsetting increases in other work.
- During the year ended March 2023, we appointed a director of policy and advocacy, resulting in advocacy costs and activity increasing to £73,802 (2022: £35,927). This appointment and increase in activity advances one of our key strategic objectives and accounts for £37,875 of the total increase in advocacy, communications and campaigns.
- Investing more in media and communications to extend our reach is also an important goal of our strategic plan and we upped expenditure to £208,351 for 2023, an increase of £66,100, the bulk of which relates to the £51,918 spent to date on the externally led rebranding recognition project.

Stop It Now Scotland

Stop It Now Scotland activities increased in 2023 to £394,062, recovering much of the ground lost during 2022 when delays in securing Scottish Government grants forced us to implement some temporary cutbacks and expenditure was reduced to £363,192.

However, we are not yet back to the levels of activity delivered in 2021 when expenditure was £404,106 without any adjustment for cost increases for the two-year time lapse.

Sourcing sufficient income to meet the demand for services in Scotland remains a struggle but we are very grateful to the charitable trusts, corporate donors and government civil servants who continue to find funding for our work.

Stop It Now Wales

Stop It Now Wales has benefited greatly from the Welsh Government's long-term approach and commitment to first a three-year grant and then a two-year extension that will take us through to 2025.

2023 was year three for these grants. We utilised £97,152 (2022: £97,529) on the Early Intervention grant activities and a further £94,612 (2022: 94,946) on primary prevention work under the Keeping Children Safe grant. There was a small subsidy from our reserves to cover an overspend of £261.

It is a testament to how much the work we do in Conwy is valued that 2023 was the ninth year our grant was renewed by the Conwy County Borough Council. The £10,000 grant was spent on delivering support to families and carers in the borough.

Research and international work

Spending on international work reduced to £6,363 (2022: £35,842) with only Porticus UK funding now set aside for this work, and our activities are limited to maintaining the ECSA website. Though a number of our other activities and projects have current or potential future benefits to the wider international community including Protech, Project Intercept, and our helpline's assistance to other countries looking to implement similar approaches.

In line with the strategic plan, there is substantially more research and evaluation activity across the organisation with £128,181 expenditure in 2023. More than double the 2022 expenditure of £60,335 when we appointed our research and development lead toward the end of the year, funded by a three-year commitment from Porticus UK. This also has international implications, as we share our knowledge and expertise with partners working across the world.

We also started work on two key projects, the evaluation of the helpline and our online resources with Michael Seto and Elizabeth Letourneau, funded by the Oak Foundation and the EU-funded Protech project to develop software to detect CSAM on devices. Both projects are in their early stages with expenditure in 2023 of £2,052 and £4,169 respectively.

Financial review

Looking ahead to 2024

Budget 2024

Our budget for 2024 expects expenditure of £4,750,000, an increase of 18% on the 2023 expenditure of £4,037,685.

Staff costs are increasing with a pay award in April 2023 that averages 5%. The increase includes a lump sum element that is geared towards increasing salaries proportionately more for the lower-paid staff in the organisation. We also anticipate continuing rises in other costs of between 5 and 15%.

In addition, growth is coming from continuing expansion of the helpline, the new Circles project starting in July, and a full year's impact of the Project Intercept and EU Protech projects that only started in the latter part of 2023. These four projects will require additional staffing in 2024, and we also plan to increase our practitioner staffing for professional services (assessments, intervention, training and consultancy).

To fund the higher costs and the expansion of services we plan to increase our grant income by 14% from £2,475,733 to £2,825,000 and our professional services income by 21% from £1,250,542 to £1,515,000.

Donations

No increase is budgeted for donations income, recognising the continuing economic climate and pressure on household finances as well as our limited fundraising resources.

Our fundraising efforts in 2024 will need to be directed primarily at government and charitable trust funders to generate new prospects and manage the application and reporting processes for new and existing funders. We aim to close funding gaps remaining in 2024 but we are also conscious that a number of our two- and three-year grants are entering their final year and we need to secure the future for our services in 2025 and 2026.

Gifts in kind

Gifts in kind are budgeted to increase to £169k after a year when they dropped back to £150k from £158k. This valuable free advertising provided by Google, Meta and Bing plays an important role in signposting people to our website and services. In the past, policy changes by the companies have impacted the levels and been outside our control but moving forward we hope this support will rise back to levels seen previously.

Participant fees

The bulk of the fees come from Inform Plus and Engage Plus participants, and although these services are expected to grow by 12%, the increase in fees is only budgeted to increase by 4%. We are mindful of the need to improve access to the service by offering more subsidised and free places in the year ahead.

Investment income

With the Charity's cash reserves now held in a mix of higher interest earning accounts the investment income is expected to grow from £6k in 2023 to £15k.

Professional services (assessments, interventions, training and consultancy)

Our professional services which are vital to child protection decision-making and improving the response of the sector to safeguarding children also generate important surpluses to build our reserves, which helps safeguard our future. With our grant-funded projects growing, we need to be mindful that this work does not suffer as a consequence.

After a tough recruitment year in 2023, we will be working hard to reach our recruitment targets in 2024 so that we can grow our professional services by 23%. Not all of this growth is expected to come from new staff, fee rates have been increased in April 2023 by up to 10% and we have staff who joined towards the end of 2022/23 who will now be delivering services for a full year in 2024.

Unrestricted grant income – secured funding

Unrestricted grant income is essential to our development as an organisation and to our future sustainability. It is instrumental in advancing our work and delivering our strategic plan providing core support for our reach, reach and advocacy work. We have secured unrestricted grant funding of £305,000 (2023: £310,000) and we are incredibly grateful to the funders who provide this support.

2024 will be the third year of three-year commitments by Oak Foundation for £125,000 and by The Samworth Foundation for £50,000.

The Indigo Trust has worked with us to cushion the impact of the rising cost of living on both staff and beneficiaries, awarding us a three-year grant in 2023 with £105,000 agreed for 2024 and £110,000 for 2025.

In addition, we are delighted that our anonymous donor has agreed to another three-year commitment for core funding of £25,000 a year.

Other unrestricted income

In November 2022, we secured a contract worth £469,677 with HM Prison and Probation Services (HMPPS) to deliver Circles of Support and Accountability across the West Midlands over the next four years.

Restricted grant income – secured funding

At the end of March 23, we held £860,280 of restricted grant funding to support our activities in 2024.

In addition to this, we have £2,277,575 secured for 2024 and a further £618,714 committed for 2025 and £15,000 for 2026. Details are set out below.

£170,000 grant funding for the online child sexual abuse deterrence campaign and £100,000 for Shore, our website for young people, has been agreed with the Home Office together with funding totalling £816,727 for the helpline. £216,727 of this funding was the contribution from the MoJ.

The Welsh government's support for our early intervention project and the Keeping children safe project goes into its fourth year with a total of £191,764 and the same again agreed for a fifth year in 2025. In addition, Conwy Borough Council has awarded us a further grant of £7,500 for the year ahead.

The Scottish government has committed £80,000 to Stop It Now Scotland core activities, £125,000 for the EIPSAS programme (Early Intervention to Prevent Sexual Abuse in Scotland) and £19,950 for prevention campaign work in 2024 and a further £19,950 for 2025.

The City of Edinburgh and RS Macdonald have each committed £20,000 as match funding for work in schools in Scotland in 2024, with the potential for a further £15,000 for two more years from RS Macdonald if match funding can be secured.

Other charitable trust funding has also been secured for work with families in Scotland, £15,000 from the Volant Trust and £22,000 from AB Charitable Trust with a further £22,000 agreed upon for 2025. A further £15,000 has been secured from an anonymous donor to fund Stop It Now Scotland activities and our regular anonymous trust supporter has committed grant funding for a further two years amounting to £55,000 per annum.

Baillie Gifford's commitment to support the fundraising and communications post for Scotland continues. The year two grant of £30,000 is included in the restricted grant funding carried forward from 2023 and £30,000 for a third year in 2024 is pledged but subject to review.

Porticus UK funding for research and evaluation goes into year three of a three-year grant in 2024 with a grant of £87,634.

Support from KPMG Foundation for our education project also goes into its third year of a three-year commitment, with payment expected of £100,000.

Dawes Trust has awarded us a grant of £50,000 for 2024 to support the Inform suite of programmes, whilst the Surrey Police and Crime Commissioner has committed £15,000 for two years to fund the delivery of Inform Plus, Engage Plus and Inform Young People in Surrey.

Emmanuel Kaye Foundation is supporting the cost of a project worker for Inform Plus, Engage Plus, Inform and the Friends and Family Forum as well the Inform programme delivery in 2024 with a £50,000 grant.

Nominet UK will go into its second year at the end of 2024 with year two grant funding of £300,000 due, and the same amount again committed for the final third year in 2025.

Fundraising plans

Although grant funding of £3,388,685 has been secured for 2024, not all of these grants will be fully utilised on their respective projects and some of this funding will be carried forward into 2024.

Fundraising priorities for the year ahead have been identified to facilitate the delivery of existing programmes as well as enable us to develop services and take up opportunities to add value and reach more beneficiaries.

Staff capacity

Following the difficulties last year with practitioner recruitment, we do not want to be overly confident about achieving our recruitment targets for 2024. However, new appointments in quarter one of 2024 have gone well so we are currently on track for the implementation of our 2024 plans.

Ongoing review

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

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

New business system

During 2023 we changed our accounting system to Xledger. Although the system was successfully implemented, there is still considerable scope to gain efficiencies and improve reporting throughout the organisation. The finance staff has been increased with the addition of an assistant management accountant to help harness the capabilities of the new software and enable the finance team to cope with the organisational growth.

Financial review

Reserves

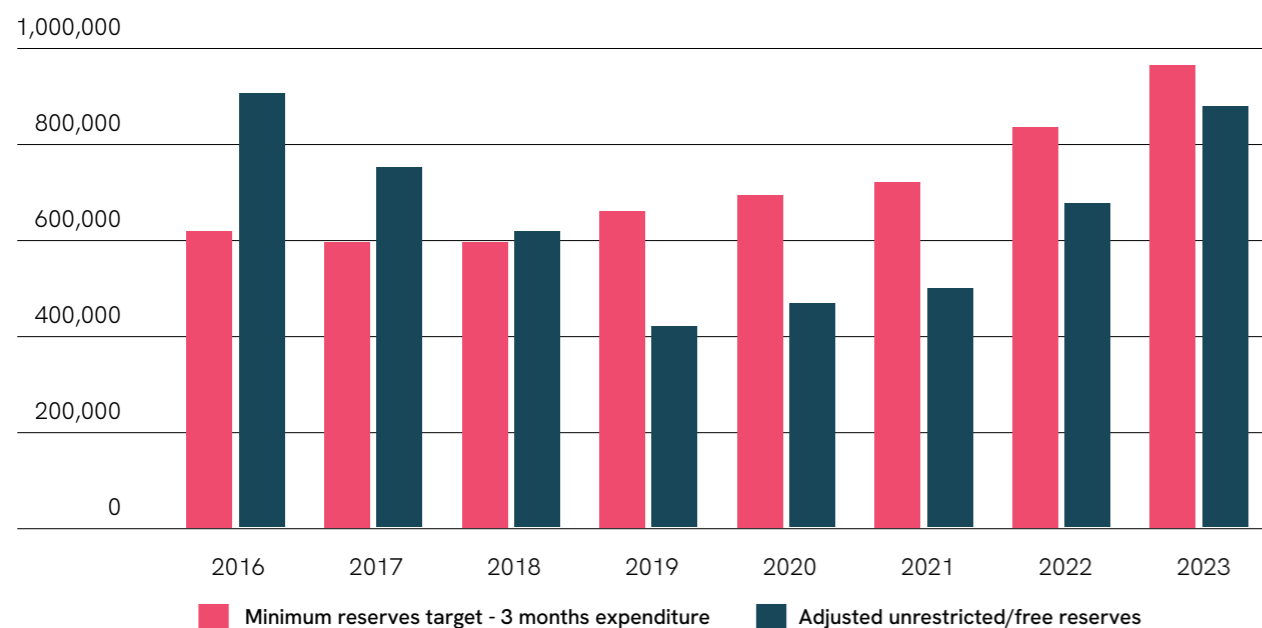
Restricted reserves

Restricted reserves at the end of March 2023 totalled £860,281, up 57% on the prior year (2022: £547,603).

The government grants making up 59% of our restricted income run in line with the financial year so this increase is coming from our

charitable trust grants. It is partly a reflection of the fact that our charitable trust-funded projects have grown in the year but it is also a reflection of when grants are paid to us. We received the full amount of £330,000 for CSA warning messaging from Nominet UK in January but this is a new project and only £29,278 had been utilised by the year-end.

Review of reserves against minimum target 2016-2023



Unrestricted reserves

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

Since 2020, we have generated surpluses which have enabled us to rebuild reserve levels back up

to £955,451. Expansion in the organisation over this period requires us to continue to build unrestricted reserve levels in the years ahead if we are to meet the target that links to our growing expenditure levels.

Generating the surplus

Our professional services are the one area of our work where we charge fees in line with the market and generate a surplus. During 2023, we saw margins fall as staff travel resumed and we also strengthened our clinical oversight and service management. This combined with the pressure of price rises, particularly in IT costs and utilities, resulted in the high surplus of £315,720 in 2022 reducing to £122,408 for 2023.

Funding core activities

Maintaining the level of unrestricted grants at £310,000 in 2023 (2022: £300,000) has enabled us to continue our strategic core activities in the area of reach, research and advocacy.

Designated reserves

Designated reserves in 2023 are £85,254 (2022: £152,967). A net amount of £67,713 has been released from designated reserves into general unrestricted reserves (2022: net increase in designated reserves of £135,898).

On an annual basis, the net book value of LFF's fixed assets is designated so that the cost of future years' depreciation charges is set aside. In 2023, this amounted to £45,354 (2022: £7,967). The increase arises from the implementation of the Xledger business system, which we capitalised as an intangible asset in 2023. £45,000 had been set aside in designated funds in 2022 to cover the commitment to this infrastructure change.

The trustees have reduced the funds designated for special projects this year to £40,000 (2022: £145,000). The £35,000 designated for the anniversary awareness-raising events was partly spent and the balance was released back to general reserves whilst the £25,000 for the branding recognition project was utilised in full. The remaining £40,000 for the digital development project to increase reach remains designated as this project has been delayed until 2024.

Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for unrestricted and undesignated funds to fall within a range of three to six months of total expenditure (excluding gifts in kind). This equates to £971,787 to £1,943,574 in monetary terms (2022: £831,615 to £1,663,230).

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

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

There can also be a significant time lag between grant-funded projects starting and the payments being finalised and received, so we need to be able to fund our work in the interim period.

Consideration of the adequacy of current reserve levels

Refer Note 18 to the financial statements.

At the end of March 2023, unrestricted, undesignated, free reserves were £870,097, equivalent to 2.7 months' expenditure (2022: £679,976 - 2.5 months) creating a gap of £101,690 to achieve the minimum target of three months' expenditure (2022: £151,639 gap).

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

Total reserves, excluding balances held in fixed assets and designated for specific projects in 2023, amount to £1,730,378 (2022: £1,227,579), equivalent to 5.3 months' expenditure (2022: 4.4 months expenditure). The trustees are satisfied that the total reserves meet LFF's medium-term needs and that they are sufficient to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

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

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when LFF is growing, as the monetary amount required keeps increasing annually.

However, three factors make it reasonable to conclude that the target is achievable within a reasonable time frame:-

- The unrestricted grant funding already secured for the year ahead provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and

development, advocacy and awareness raising that have previously relied on surplus income generated by our professional services.

- There is strong demand for our higher margin professional services, and with practitioner staff recruitment back on track we plan to grow this work and increase the surplus available to replenish reserves.
- The budget for 2024, conservatively estimates that we will increase unrestricted free reserves by £115,000 and we plan to increase this further in future years with growth across LFF providing a stronger base for overhead recovery.

Going concern

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

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

Treasury policy

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

Related party transactions

There was one related party transactions in the year ended 31 March 2023. Details are set out in note 24 to the financial statements on page 138.

Financial review

Statement of trustees' responsibilities

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

Company law requires the trustees to prepare financial statements for each financial year. Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charity statement of recommended practice (SORP)
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions, disclose with reasonable accuracy at any time the financial position of the charitable company and

enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make them self-aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Auditor

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

The Trustees' Report was approved by the Board of Trustees on 15th September 2023 and signed on its behalf by:



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

Financial review

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

Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

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

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 111, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

We obtained an understanding of the legal and regulatory frameworks within which the charitable company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102) (2019). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

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

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

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

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

Use of our report

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



Guy Biggin

Senior Statutory Auditor
For and on behalf of Crowe U.K. LLP
Statutory Auditor
4th Floor, St James House, St James' Square
Cheltenham, GL50 3PR

Date: 31 October 2023

Financial review

Statement of financial activities

		Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income from:							
Donations and legacies	2	278,047		278,047	285,854		285,854
Charitable activities	5	1,712,701	2,475,733	4,188,434	1,672,980	1,742,210	3,415,190
Investments	3	6,290	-	6,290	59	-	59
Total Income		1,997,038	2,475,733	4,472,771	1,958,893	1,742,210	3,701,103
Expenditure on:							
Raising funds	4	109,333	-	109,333	81,796	-	81,796
Charitable activities	6	1,765,297	2,163,055	3,928,352	1,561,377	1,841,547	3,402,924
Total Expenditure		1,874,630	2,163,055	4,037,685	1,643,173	1,841,547	3,484,720
Net income (expenditure) and movement in funds		122,408	312,678	435,086	315,720	(99,337)	216,383
Reconciliation of funds							
Total funds brought forward		833,043	547,603	1,380,646	517,323	646,940	1,164,263
Total funds carried forward	18, 19	955,451	860,281	1,815,732	833,043	547,603	1,380,646

The notes on pages 119 to 138 form part of these financial statements.

Financial review

Balance sheet

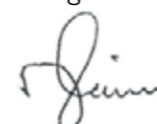
as on 31 March 2023
Registered number: 02729957

	Note	2023 £	2022 £
Fixed assets			
Intangible assets	11	43,188	-
Tangible assets	12	2,066	7,967
Investments	13	100	100
		45,354	8,067
Current assets			
Debtors	15	507,529	327,882
Cash at bank and in hand		1,783,568	1,521,700
		2,291,097	1,849,582
Creditors			
Amounts falling due within one year	16	(520,719)	(477,003)
Net current assets		1,770,378	1,372,579
Net assets		1,815,732	1,380,646
Funds			
Unrestricted funds	18	955,451	833,043
Restricted funds	19	860,281	547,603
Total funds	18, 19	1,815,732	1,380,646

The notes on pages 119 to 138 form part of these financial statements.

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

The financial statements were authorised for issue and approved by the trustees on 15th September 2023 and signed on their behalf by:



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

Financial review

Statement of cash flows

as on 31 March 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash provided by operating activities	25	303,565	514,285
Cash flows from investing activities			
Interest received	3	6,290	59
Purchase of intangible fixed assets	11	(47,987)	(6,545)
Net cash used in investing activities		(41,697)	(6,486)
Change in cash and cash equivalents in the reporting period		261,868	507,799
Cash and cash equivalents at the beginning of the reporting period		1,521,700	1,013,901
Cash and cash equivalents at the end of the reporting period		1,783,568	1,521,700

The notes on pages 119 to 138 form part of these financial statements.

Financial review

Notes to the financial statements

1. Accounting policies

(a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally

Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

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

(b) Company Information

The Charity is a private company limited by guarantee (company no. 02729957) and a registered Charity in England and Wales (Charity no. 1013025), and in Scotland (Scottish registered Charity no. SC039888), which is incorporated and

domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

(c) Going concern

The trustees believe that the Charity's financial resources and contingency planning are sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis. The cash balance at the year end was £1,783,568, (2022: £1,521,700) of which £935,787 was unrestricted (2022: £999,657 unrestricted).

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently, we are confident that the budgeted surplus of £115,000 for 2023/24 is achievable and that our cash flow will be positive.

(d) Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement amount. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors and accrued income. Financial liabilities held at amortised cost comprise trade and other creditors. Investments in subsidiary undertakings are held at cost less impairment.

(e) Fund accounting

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

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

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

(f) Income

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

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

Donations are recognised on a receipt basis.

Legacies are recognised at the earlier of estate accounts or receipt.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred. Where material, donated facilities and services or gifts in kind are recognised in the Statement of Financial Activities at market value.

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

All other income is accounted for on an accrual basis.

(g) Expenditure

All expenditure is accounted for on an accrual basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly

attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

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

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company. Redundancy and termination payments are made in line with the terms of settlement agreements and accrued at the point of commitment when the amount of the payment can be reliably measured.

(h) Recognition and valuation of donated goods and services

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

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

(i) Intangible fixed assets

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

Website and films 33.33% straight line
Business system implementation 20% straight line

Amortisation is included in charitable activities expenditure.

(j) Tangible fixed assets

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

Computer equipment 20% - 33.33% straight line
Furniture and fittings 20% - 25% straight line

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

(k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the yearend. Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

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

Deferred income relates to income received in the current financial year for future events post-year-end where the terms and conditions imposed on this income have not been met.

Therefore, the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

(l) Cash at bank and in hand

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

(m) Operating leases

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

(n) Investments

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

(o) Recognition of liabilities

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

(p) Taxation

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

(q) Volunteers

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

(r) Pensions

With effect from May 2014, the Charity automatically enrolls all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities.

The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

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

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

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

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

- Grant income recognition - The grant income is recognized at the point when the charity has full entitlement to the income, and for multi-year grants has met any performance delivery requirements.
- Project expenditure allocation - where there are alternative funds supporting expenditure the trustees make judgements about the most appropriate restricted funding source to utilise and opt to allocate against unrestricted funds on occasion so that restricted funding can be reserved for the next year.

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

2. Income from donations and legacies

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Donations	95,405	-	95,405	105,693	-	105,693
Gifts in kind	150,538	-	150,538	158,261	-	158,261
Service users' donations	1,160	-	1,160	1,739	-	1,739
Fundraising events	30,944	-	30,944	20,161	-	20,161
Total income from donations and legacies	278,047	-	278,047	285,854	-	285,854

Gifts in kind includes the value of Google, Meta, and Microsoft advertising, which was £150,538 (2022: £155,261. The balance of £3,000 in 2022 is made up of £1,500 being the value of legal work provided by Mills & Reeve, £1,000 being GDPR advice from associates at Data Protection & Identity Access Management (IAM) and £500 being work done pro bono for us on pornography law by Rhiannon Sadler.)

3. Income from investments

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Bank interest from monies on deposit	6,290		6,290	59	-	59

4. Expenditure on raising funds

	Staff costs 2023 £	Support costs 2023 £	Total Costs 2023 £	Staff costs 2022 £	Support costs 2022 £	Total Costs 2022 £
Fundraising costs	90,643	18,690	109,333	66,284	15,512	81,796

5. Income from charitable activities

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income from:						
Stop It Now helpline	-	816,727	816,727	-	716,727	716,727
Inform Young People	-	15,000	15,000	-	4,737	4,737
Online CSA deterrence campaign	-	170,000	170,000	-	170,000	170,000
Stop It Now Scotland	-	262,612	262,612	-	219,578	219,578
Stop It Now Wales	-	195,117	195,117	-	198,100	198,100
	-	1,459,456	1,459,456	-	1,309,142	1,309,142

Charitable trust grant funding for:

Stop It Now helpline	7,000	113,000	120,000	25,963	-	25,963
Tackling online child sexual abuse	25,000	102,238	127,238	7,124	36,174	43,298
Young people services including Inform	65,460	195,000	260,460	25,385	157,354	182,739
Advocacy, communications and campaigns	104,974	330,000	434,974	152,002	-	152,002
Stop It Now Scotland	-	108,000	108,000	-	147,758	147,758
Stop It Now Wales	-	-	-	-	-	-
Research and evaluation	47,119	168,039	215,158	30,003	84,578	114,581
Stop It Now international work	-	-	-	-	-	-
Strategic development & core activities	60,447	-	60,447	59,523	7,204	66,727
	310,000	1,016,277	1,326,277	300,000	433,068	733,068

Other income generated from:

Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	964,328	-	964,328	901,492	-	901,492
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	152,159	-	152,159	169,420	-	169,420
Training and consultancy activities for local authorities, statutory agencies and other organisations	286,214	-	286,214	302,068	-	302,068
	1,402,701	-	1,402,701	1,372,980	-	1,372,980

Total income from charitable activities	1,712,701	2,475,733	4,188,434	1,672,980	1,742,210	3,415,190
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6. Expenditure on charitable activities 2023

	Unrestricted expenditure 2023			Restricted expenditure 2023			Total expenditure 2023		
	Staff costs £	Other costs £	Total Costs £	Staff costs £	Other costs £	Total Costs £	Staff costs £	Other costs £	Total Costs £
Stop It Now helpline	9,698	2,527	12,225	763,294	195,363	958,657	772,992	197,890	970,882
Assessments and interventions	684,181	134,020	818,201	-	-	-	684,181	134,020	818,201
Tackling online child sexual abuse	130,481	34,139	164,620	63,791	18,987	82,778	194,272	53,126	247,398
Working with young people and families	54,498	11,242	65,740	152,514	62,255	214,769	207,012	73,497	280,509
Advocacy, communications and campaigns	149,010	267,850	416,860	174,732	68,697	243,429	323,742	336,547	660,289
Stop It Now Scotland	13,567	2,707	16,274	314,951	62,837	377,788	328,518	65,544	394,062
Stop It Now Wales	220	41	261	169,793	31,971	201,764	170,013	32,012	202,025
Training and consultancy	155,639	64,803	220,442	-	-	-	155,639	64,803	220,442
Research and international work	41,120	9,554	50,674	61,511	22,359	83,870	102,631	31,913	134,544
	1,238,414	526,883	1,765,297	1,700,586	462,469	2,163,055	2,939,000	989,352	3,928,352

6. Expenditure on charitable activities 2022

	Unrestricted expenditure 2022			Restricted expenditure 2022			Total expenditure 2022		
	Staff costs £	Other costs £	Total Costs £	Staff costs £	Other costs £	Total Costs £	Staff costs £	Other costs £	Total Costs £
Stop It Now helpline	24,110	6,703	30,813	616,639	190,113	806,752	640,749	196,816	837,565
Assessments and interventions	624,822	129,068	753,890	-	-	-	624,822	129,068	753,890
Tackling online child sexual abuse	138,231	29,377	167,608	44,259	7,164	51,423	182,490	36,541	219,031
Working with young people and families	21,174	4,211	25,385	133,350	51,511	184,861	154,524	55,722	210,246
Advocacy, communications and campaigns	106,437	205,541	311,978	136,001	52,829	188,830	242,438	258,370	500,808
Stop It Now Scotland	23,236	6,128	29,364	264,159	69,669	333,828	287,395	75,797	363,192
Stop It Now Wales	-	-	-	144,780	57,695	202,475	144,780	57,695	202,475
Training and consultancy	140,642	71,694	212,336	-	-	-	140,642	71,694	212,336
Research and international work	20,764	9,239	30,003	33,770	32,404	66,174	54,534	41,643	96,177
Equipment to facilitate home working	-	-	-	-	7,204	7,204	-	7,204	7,204
	1,099,416	461,961	1,561,377	1,372,958	468,589	1,841,547	2,472,374	930,550	3,402,924

7. Support costs 2023

	Finance 2023 £	IT 2023 £	HR 2023 £	Total 2023 £
Stop It Now helpline	38,392	17,502	11,267	67,161
Assessments & intervention	83,278	37,964	24,440	145,682
Tackling online child sexual abuse	9,403	4,287	2,760	16,450
Working with young people and families	10,662	4,860	3,129	18,651
Advocacy, communications and campaigns	45,519	20,751	13,358	79,628
Stop It Now Scotland	14,978	6,828	4,396	26,202
Stop It Now Wales	7,679	3,501	2,254	13,434
Training & consultancy	33,007	15,047	9,687	57,741
Research and international work	5,114	2,331	1,501	8,946
Fundraising	4,155	1,894	1,220	7,269
	252,187	114,965	74,012	441,164

7. Support costs 2022

	Finance 2022 £	IT 2022 £	HR 2022 £	Total 2022 £
Stop It Now helpline	29,800	15,864	8,974	54,638
Assessments & intervention	71,319	37,965	21,477	130,761
Tackling online child sexual abuse	7,174	3,819	2,160	13,153
Working with young people and families	6,887	3,666	2,074	12,627
Advocacy, communications and campaigns	26,358	14,031	7,937	48,326
Stop It Now Scotland	11,896	6,333	3,582	21,811
Stop It Now Wales	7,566	4,028	2,279	13,873
Training & consultancy	29,407	15,654	8,855	53,916
Research and international work	3,150	1,677	949	5,776
Fundraising	2,679	1,426	807	4,912
	196,236	104,463	59,094	359,793

8. Net income is stated after charging

	Staff costs £	Support costs £	2023 total £	2022 total £
Governance costs:				
Auditor's remuneration for the audit of the annual financial statements	-	23,680	23,680	19,580
Trustees' training & DBS checks	-	214	214	516
Company secretarial	7,057	26	7,083	6,546
Apportionment of management time	29,931	3,168	33,099	24,213
	36,988	27,088	64,076	50,855
Depreciation costs			10,700	16,317
Operating lease payments			108,473	101,595

9. Staff

	2023 full time equivalent no.	2022 full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	81	75
Governance	1	1
Total staff	82	76
The average headcount for 2023 is 137 (2022: 119)		
	2023 £	2022 £
Staff costs for the group comprised:		
Wages and salaries	2,718,503	2,276,815
Social security costs	245,242	205,286
Healthcare	8,413	8,426
Pension costs	57,485	48,131
Total staff costs	3,029,643	2,538,658

In 2023, one employee earned between £70,000 and £80,000 and two employees earned between £60,000 and £70,000 (2022: one employee earned between £60,000 and £70,000). The total employee benefits of the key management personnel of the Charity were £381,284 (2022: £330,924). There were no termination or ex gratia costs in the year (2022: £NIL).

10. Trustees

There was £88 of reimbursed expenses to one trustee in the year (2022: £NIL). No trustees received remuneration during either accounting period.

11. Intangible fixed assets

	Business system implementation £	Internally developed website and films £	Total intangible assets £
At 1 April 2022	-	269,340	269,340
Additions	47,987	-	47,987
At 31 March 2023	47,987	269,340	317,327

Amortisation

At 1st April 2022	-	269,340	269,340
Charge for the year	4,799	-	4,799
At 31 March 2023	4,799	269,340	274,139

Net book value

At 31 March 2022	-	-	-
At 31 March 2023	43,188	-	43,188

12. Tangible fixed assets

	Computer and equipment £	Furniture and fittings £	Total £
At 1 April 2022	87,394	62,165	149,559
Additions	-	-	-
Disposals	(4,945)	(4,121)	(9,066)
At 31 March 2023	82,449	58,044	140,493

Depreciation

At 1 April 2022	82,572	59,020	141,592
Charge for the year	2,937	2,964	5,901
Depreciation on disposals	(4,945)	(4,121)	(9,066)
At 31 March 2023	80,564	57,863	138,427

Net book values

At 31 March 2022	4,822	3,145	7,967
At 31 March 2023	1,885	181	2,066

13. Investments

	2023 total £	2022 total £
Unlisted investment in dormant subsidiaries	100	100
Total	100	100

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

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

14. Taxation

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

15. Debtors

	2023 £	2022 £
Trade debtors	364,331	169,250
Prepayments	80,686	84,303
Accrued income from charitable activities	50,012	48,769
Accrued grants income	12,500	25,560
Total	507,529	327,882

16. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	144,688	180,650
Amount due to group undertakings	100	100
Taxation and social security	87,531	78,684
Accruals	216,924	147,693
Deferred income	71,476	69,876
	520,719	477,003
Deferred income is made up as follows:		
Deferred income at 1 April 2022	69,876	78,674
Resources deferred in the year	71,476	69,876
Amounts released from previous years	(69,876)	(78,674)
Deferred income as at 31 March 2023	71,476	69,876

As on 31 March 2023, the Charity was holding funds received in advance for work that will be undertaken in the year ended 31 March 2024.

17. Financial instruments: assets that are debt instruments measured amortised cost

	2023 £	2022 £
Trade debtors	364,331	169,250
Accrued income from charitable activities	50,012	48,769
Accrued grant income	12,500	25,560
Cash at bank and in hand	1,783,568	1,521,700
	2,210,411	1,765,279
The impairment to trade debtors during the year was £3,150 (2022: £558).		
Financial liabilities at settlement value:		
Trade creditors	144,688	180,650
Amount due to group undertakings	100	100
Accruals	216,924	147,693
	361,712	328,443

18. Funds 2023

	1 April 2022 £	Income £	Expenditure/ funds released £	31 March 2023 £
Unrestricted				
General funds	679,976	1,642,038	1,451,917	870,097
Funds held in Investments	100	-	-	100
Charitable trust grants				
Oak Foundation	-	125,000	125,000	-
The Samworth Foundation	-	50,000	50,000	-
The Indigo Trust	-	100,000	100,000	-
Anonymous donor	-	25,000	25,000	-
KPMG Foundation	-	10,000	10,000	-
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	25,000	-	25,000	-
Digital development to increase reach	40,000	-	-	40,000
New business system transferred to depreciation**	45,000	-	45,000	-
Anniversary year campaigning	35,000	-	35,000	-
Future years depreciation				
Helpline office changes	2,825	-	2,683	142
New head office set up	2,776	-	2,737	39
New business system**	-	45,000	1,812	43,188
Scotland alarm system	2,366	-	481	1,885
Total unrestricted funds	833,043	1,997,038	1,874,630	955,451
Total restricted funds (refer Note 19)	547,603	2,475,733	2,163,055	860,281
Total funds	1,380,646	4,472,771	4,037,685	1,815,732

18. Funds 2022

	1 April 2021 £	Income £	Expenditure £	31 March 2022 £
Unrestricted				
General funds	500,154	1,511,487	1,331,665	679,976
Funds held in Investments	100	-	-	100
Charitable trust grants				
Oak Foundation	-	125,000	125,000	-
The Samworth Foundation	-	50,000	50,000	-
The Indigo Trust	-	100,000	100,000	-
Anonymous donor	-	25,000	25,000	-
Designated funds				
Special projects in 2023				
Branding recognition to increase reach	-	25,000	-	25,000
Digital investment to increase reach	-	40,000	-	40,000
New business system	-	45,000	-	45,000
Anniversary year campaigning	-	35,000	-	35,000
Future years depreciation				
Helpline office changes	6,474	-	3,649	2,825
New head office set up	10,595	-	7,819	2,776
Scotland alarm system	-	2,406	40	2,366
Total unrestricted funds	517,323	1,958,893	1,643,173	833,043
Total restricted funds (refer Note 19)	646,940	1,742,210	1,841,547	547,603
Total funds	1,164,263	3,701,103	3,484,720	1,380,646

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

The designated funds form part of unrestricted funds but the trustees have specifically set aside £40,000 for digital development to increase reach. In addition, £43,188 is set aside to cover the future years' cost of depreciation on the business system implementation and £2,066 to cover the remaining depreciation on the refurbishments of the Epsom/helpline office, the setup of the new head office at Birch House and the alarm system in Scotland.

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

19. Restricted Funds 2023

	1 April 2022 £	Incoming resources £	Resources expended £	31 March 2023 £
Government Funding				
Ministry of Justice				
for Stop It Now Helpline - MOJ	-	216,727	216,727	-
Home Office				
for Stop It Now Helpline	-	600,000	600,000	-
for IIOC Deterrence Campaign	67,215	160,000	198,259	28,956
for Media and Communications	5,832	10,000	15,832	-
NHS				
for tackling child sexual exploitation - NHS	4,959	-	60	4,899
Greater Manchester Police and Crime Commissioner				
for developing prevention approaches	82,229	-	70,880	11,349
The Scottish Government				
for Stop It Now Scotland activities	3,300	252,612	245,362	10,550
Perth & Kinross Council				
for Stop It Now Scotland activities	-	10,000	10,000	-
The Welsh Government				
for Stop It Now Wales early intervention	1,342	95,810	97,152	-
for Stop It Now Wales primary prevention	5,305	89,307	94,612	-
Conwy County Borough Council				
for Stop It Now Wales Parent Protect	-	10,000	10,000	-
Office of the Police and Crime Commissioner for Surrey				
for Inform Young People, Inform Plus and Engage Plus	-	15,000	-	15,000
Total Government funds	170,182	1,459,456	1,558,884	70,754
Charitable Trust Funding				
Porticus UK				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	29,948	47,738	32,686	45,000
for international activity	9,825	-	6,363	3,462
for head of research & evaluation	54,246	86,107	71,466	68,887
Nominet UK				
for online CSA warning messaging	-	330,000	29,278	300,722
European Commission (EU Protech)				
for software to detect CSAM on devices	-	71,932	3,987	67,945
Oak Foundation				
for helpline evaluation work (with Seto & Letourneau)	-	5,000	2,052	2,948

Continued next page

19. Restricted Funds 2023 (cont.)

	1 April 2022 £	Incoming resources £	Resources expended £	31 March 2023 £
The Dawes Trust				
for Inform, the Forum, Inform Plus, Engage Plus & Inform Young People	-	50,000	50,000	-
Shanly Foundation				
for Inform Young People	-	2,000	-	2,000
Paul Hamlyn Foundation				
for Inform Young People partner training	16,437	30,000	26,915	19,522
Esmée Fairbairn Foundation				
for young people services	30,537	-	30,537	-
Charles Hayward Foundation				
for young people online resources	10,366	17,500	17,516	10,350
Emmanuel Kaye Foundation				
for Inform, the Forum, Inform Plus, & Engage Plus	-	50,000	45,316	4,684
Global Partnership to End Violence Against Children				
for online deterrence Chatbot	31,395	113,000	71,049	73,346
KPMG Foundation				
for work in Schools	84,956	100,000	94,580	90,376
NOTA				
for R&D	-	5,000	-	5,000
Anonymous Trust				
for Stop It Now Scotland prevention activity	31,031	-	26,840	4,191
The Barcapel Foundation				
for Stop It Now Scotland prevention activity	-	15,000	15,000	-
The R S Macdonald Charitable Trust				
for Stop It Now Scotland prevention activity	8,680	-	8,680	-
Anonymous Trust				
for Stop It Now Scotland prevention activity	-	10,000	10,000	-
Baillie Gifford & Co				
for Stop It Now Scotland fundraiser	30,000	30,000	16,906	43,094
AB Charitable Trust				
for Stop It Now Scotland prevention activity	20,000	22,000	20,000	22,000
The Robertson Trust				
for Stop It Now Scotland prevention activity	10,000	16,000	10,000	16,000
The Volant Charitable Trust				
for Stop It Now Scotland prevention activity	10,000	15,000	15,000	10,000
Total Charitable Trust funds	377,421	1,016,277	604,171	789,527
Total Restricted Funds	547,603	2,475,733	2,163,055	860,281

19. Restricted Funds 2022

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

Continued next page

19. Restricted Funds 2022 (cont.)

	1 April 2021 £	Transfer between funds £	Incoming resources £	Resources expended £	31 March 2022 £
Paul Hamlyn Foundation					
for Inform Young People partner training	-	-	30,000	13,563	16,437
Esmée Fairbairn Foundation					
for young people services	119,066	-	-	88,529	30,537
Charles Hayward					
for young people online resources	25,000	-	-	14,634	10,366
NEO Philanthropy					
for international development research	14,247	-	-	14,247	-
Emmanuel Kaye Foundation					
for Inform	14,000	-	-	14,000	-
for online peer support services for families	12,917	-	-	12,917	-
Global Partnership to End Violence Against Children					
for online deterrence Chatbot	99,469	-	-	68,074	31,395
KPMG Foundation					
for work in Schools	-	-	109,528	24,572	84,956
Anonymous Trust					
for Stop It Now Scotland prevention activity	11,768	-	52,000	32,737	31,031
The Christina Mary Hendrie Trust					
for Stop It Now Scotland prevention activity	5,000	-	-	5,000	-
The R S Macdonald Charitable Trust					
for Stop It Now Scotland prevention activity	38,065	-	14,758	44,143	8,680
Hugh Fraser Foundation					
for Stop It Now Scotland prevention activity	-	-	-	-	-
Baillie Gifford					
for Stop It Now Scotland fundraiser	-	-	30,000	-	30,000
AB Charitable Trust					
for Stop It Now Scotland prevention activity	-	-	20,000	-	20,000
The Robertson Trust					
for Stop It Now Scotland prevention activity	6,000	-	16,000	12,000	10,000
The Volant Trust					
for Stop It Now Scotland prevention activity	6,700	-	15,000	11,700	10,000
Total charitable trust funds	464,835	-	433,068	520,482	377,421
Total restricted funds	646,940	-	1,742,210	1,841,547	547,603

20. Analysis of net assets between funds for the year ended March 2023

	Fixed assets £	Net current assets £	Fund balances £
Unrestricted funds	45,354	910,097	955,451
Restricted funds	-	860,281	860,281
Total funds	45,354	1,770,378	1,815,732

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

	Fixed assets £	Net current assets £	Fund balances £
Unrestricted funds	8,067	824,976	833,043
Restricted funds	-	547,603	547,603
Total funds	8,067	1,372,579	1,380,646

21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the Charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2023 (2022: 14).

22. Commitments under operating leases

At 31 March 2023 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & buildings 2023 £	Other 2023 £	Land & buildings 2022 £	Other 2022 £
Not later than one year	101,493	-	104,300	-
One to five years	143,413	-	67,306	-
	244,906	-	171,606	-

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400 (2022: £11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds (2022: £3,300).

23. Capital Commitment

There are no capital commitments for the year (2022: £45,000 related to the contracted costs for implementing the new business system in 2023)

24. Related party transactions

During the year we received legal advice from Mills & Reeve on our legacy campaign costing £1,332 in 2023 (2022: £1,500 being the value of pro bono advice). The entity was deemed to be a related party as Jill Mason is a trustee of The Lucy Faithfull Foundation and a partner with Mills & Reeve LLP.

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

	Note	2023 £	2022 £
Net income/(loss) for the reporting period		435,086	216,383
Depreciation charges	8, 11, 12	10,700	16,317
Interest received	3	(6,290)	(59)
(Increase) Decrease in debtors	15	(179,647)	214,762
Increase in creditors	16	43,716	66,882
Net cash provided by/(used in) operating activities		303,565	514,285

26. Analysis of changes in net debt

	April 2022 £	Cashflow £	31 March 2023 £
Cash at bank	1,521,700	261,868	1,783,568

Additional info

Officers and contacts

Life President

Dr Arnon Bentovim MB BS FRCPsych, FRCPCH, DPM

Patrons

Mrs Hilary Eldridge

The Baroness Howarth of Breckland OBE

Mr Richard Monk CMG, OBE, QPM

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

Ms Annie Shepperd OBE

Sir Richard Tilt

Mr John Trotter LLB (Hons)

Trustees

Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych

Dr Vic Baines PhD

Mr Martin Brewer BA (Hons) (resigned 15/07/2022)

Mrs Joy Chamberlain FCA

Dr Gopi Krishnan MRCPsych

Mrs Jane Leach BSc FCA

Mr David Lundholm BA (Hons) MBA

Dr Michael Marett-Crosby MA DPhil

Mrs Jill Mason LLB (Hons)

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

Mr John O'Brien CBE (appointed 24/03/23)

Professor Derek Perkins BSc MSc PhD CPsychol AFBPsS

Dr Lynn Saunders OBE PhD MA BA CQSW

Professor Alec Spencer BA (Hons) MA MRes

Mr Paul West QPM DL

Company Secretary

Mrs Annabel Kroeger BAcc CA(SA)

Executive team

Ms Deborah Denis PGDip Dip CIPR

chief executive officer

Mr Stuart Allardyce MA (Hons) MSW

director of Stop It Now Scotland

Mr Donald Findlater

director of Stop It Now helpline

Mrs Frances Frost

director of policy and advocacy

Mrs Annabel Kroeger BAcc CA(SA)

director of finance

Mr Adrian McNulty CQSW Diploma in Probation

Studies (DipProbation)

director of operations

Registered name

The Lucy Faithfull Foundation

Registration numbers

Registered company number 02729957

Charity number 1013025

Scottish registered Charity number SC039888

Registered office and principal address

2 Birch House, Harris Business Park, Hanbury Road,

Stoke Prior, Bromsgrove, B60 4DJ

Independent auditor

Crowe U.K. LLP Fourth Floor, St James House,

St James Square, Cheltenham, Gloucestershire,

GL50 3PR

Bankers

HSBC Bank Plc Redditch Commercial Centre

Church Green West, Redditch, Worcestershire,

B97 4EA

Solicitors

Mills & Reeve LLP, 78-84 Colmore Row,

Birmingham, B3 2AB

Additional info

Board of trustees

Dr Mike Harris

BSc MB BS MRCS LRCP FRC Psych (Chair)

Mike is a consultant psychiatrist. He has previously been a medical director, operational director and chief executive in the NHS and the independent sector. He has been chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He is currently chair of Improving Lives, a Nottingham-based mental health charity, and a governor of St. Andrews Healthcare. He is a Trustee of two local Jewish charities.

“It is a real privilege to be a trustee of this amazing organisation. The fantastic staff, led by an inspirational group of directors work with some of the most troubled people in the country, hearing their stories every day. They do this with grace, dignity and enthusiasm helping through their work to keep young people safe from sexual abuse”

Jane Leach

BSc FCA (Vice-Chair)

Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years' experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role. Jane is also on the Board of fund manager JO Hambro Capital Management, and chairs their UK Fund.

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

Joy Chamberlain

FCA (Treasurer)

As a Chartered Accountant by background, Joy initially worked with PWC before stepping into the healthcare sector in senior positions at Partnerships in Care in 1997 before becoming their CEO in 2011. In 2016, she led the formation of Elysium Healthcare as a result of the sale of 22 hospitals from Partnerships in Care and Priory. Joy also took the company through a sale process in early 2022 with global provider Ramsay Health Care purchasing the business. Elysium now supports over 2200 service users in 87 specialist services in the field of mental health, learning disabilities & autism, neurological and child & adolescent mental health services.

With over 20 years' experience in the specialist healthcare sector, Joy is a strategic leader who delivers on the core objectives of the business whilst ensuring that people remain at its heart. With a passion for quality, she leads services to deliver outcome-focused treatment and care whilst always ensuring that her teams retain the core values that she stands for.

“In the past few years since being a Trustee, I have seen The Foundation grow stronger, its strategy and leadership empowering the organisation to do everything they need to do in order to keep children safe and eradicate this social problem.”

Professor Victoria Baines

PhD (Nottingham) MA (Oxon)

Victoria is IT Livery Company Professor of IT at Gresham College in the City of London, and a Senior Research Associate at the Intellectual Forum, Jesus College, Cambridge. She has held visiting fellowships at the universities of Oxford and Bournemouth, and has been a guest lecturer at Stanford University.

In 2019 and 2021, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. For several years, Victoria was Facebook's trust and safety manager for Europe, the Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre.

Victoria serves on the Advisory Board of Reliance Cyber and the Safety Advisory Board of Snap Inc. She is a Liveryman of the City of London, and Chairs the Information Security panel of the Worshipful Company of Information Technologists.

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

Dr Gopi Krishnan

MRCPsych

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

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

David Lundholm

BA (Hons) MBA

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

“The work of the Foundation has never been more important. I'm delighted to be able to contribute to the essential work that the Foundation conducts in preventing and responding to child sexual abuse and exploitation.”

Dr Michael Marett-Crosby

MA D. Phil

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

“The Lucy Faithfull Foundation has a huge ambition – to see a world in which young people can live without fear of abuse. To do this, our extraordinary staff show innovation and daily commitment to keep children safe, and to work with those who threaten young people's safety. The charity remains a remarkable force for good, and it is all the more important in today's world. It remains a great privilege to be a trustee.”

Jill Mason

LLB (Hons)

Jill is a partner at national law firm, Mills & Reeve LLP, where she is head of the health and care sector. She is a healthcare lawyer with about 30 years' experience advising NHS (commissioners and providers), independent sector providers and not-for-profit organisations on all aspects of the law relating to the care of patients, service users and residents. This particularly relates to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill advises, writes articles and blogs and delivers training in all these areas. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Externally, she is on the Zero Suicide Alliance Governance Board.

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

Dr Paul Monks

BA MB BChir MSc MRCPsych

Paul is a consultant in general and forensic psychiatry. He has worked in low- and medium-secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. For much of the last two decades, he has treated young people, many of whom have suffered serious psychological trauma including sexual abuse, and adult offenders, some of whom have perpetrated sex offences. He has been the clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers. Paul currently works as a consultant community forensic psychiatrist at South London and Maudsley NHS Foundation Trust.

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

John O'Brien

CBE

John joined the civil service in July 2002 as Director of the Criminal Records Bureau. In 2006, he moved to the Home Office to lead the response to the Bichard Inquiry and subsequently as Director of Safeguarding. In this role, he was responsible for policy on safeguarding and public protection, public order and the sponsorship of the Disclosure and Barring Service and the Security Industry Authority. He was seconded, as Secretary, to the Independent Inquiry into Child Sexual Abuse on its establishment as a statutory inquiry in 2015. In this role, he was responsible for the effective management of the Inquiry and acted as the main contact between the Inquiry and the Home Office as the sponsor department. He also established the Truth Project to enable victims and survivors of child sexual abuse to share their experiences with the Inquiry and put forward suggestions for change.

“Having been involved in public protection policy for many years and hearing first-hand the accounts of victims and survivors during the Inquiry I have seen the lifelong impact of child sexual abuse. I have seen the work of the Foundation during my time in the civil service and its preventative work is critical to delivering a world free of such abuse. I am delighted to be able to support it in achieving this goal.”

Professor D Perkins

BSc MSc PhD CPsychol AFBPsS

Derek is a chartered clinical and forensic psychologist with West London NHS Trust, and Visiting Professor of Forensic Psychology at Royal Holloway University of London, School of Law and Social Sciences. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service for the South of England) from 1986-2013, having previously worked in the UK Prison Service and Midland Centre for Forensic Psychiatry. He is the co-director of the online Protect research group on internet-related sexual offending. He has worked clinically, carried out research and published on the assessment and treatment of those convicted of sexual offending, including the interface between mental health and

sexual offending, internet-related sexual offending, child sexual abuse and sexual homicide.

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

Dr Lynn Saunders

OBE PhD MA BA CQSW

Lynn has been Professor of Applied Criminology and Head of Law and Social Sciences at the University of Derby since 2021. She previously worked in the criminal justice system for 35 years, most recently as the governor of HMP Whatton a large treatment site for people convicted of sexual offences. She qualified as a probation officer in 1986 and has a degree in Applied Social Sciences, an MA in Criminology, and a PhD from the University of Nottingham. She co-founded the Safer Living Foundation in 2014, a charity that helps prevent sexual offending, and chairs its board.

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

“The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse and is recognised as a world leader in this area of work. Its initiatives in sexual harm prevention, the development of the research base and initiatives to support practitioners working in this area are often considered to be best practice.”

Professor Alec Spencer

BA (Hons) MA MRes

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

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

“My own links with the Foundation go back to 1992, the year LFF began. Since then, The Lucy Faithfull Foundation has built an enviable record in the research and treatment of child sexual abuse. In particular The Stop It Now helpline attempts to be proactive and help prevent child sexual abuse by reaching out to those worried about what they might do.”

Paul West

QPM DL

Paul was a police officer for 32 years. His service included 13 years as a chief officer and eight years as the Chief Constable of West Mercia Police. Paul led nationally for the police service throughout England and Wales on all matters concerning the management of sexual offenders and violent offenders from 2007 until his retirement in 2011. He has been an independent member of the Judicial Appointments Commission since 2012, a member of the Prison Service Pay Review Body since 2016 and was appointed a Deputy Lieutenant of Worcestershire in 2019.

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

Away from work, Paul's passion has always been listening to and playing classical music. He is an accomplished amateur musician, plays both violin and viola in several orchestras in the West Midlands and has also been a member of a string quartet in Worcestershire since 2005.

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

Martin Brewer

(resigned July 22)

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

Additional info

With sincere thanks

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Confidential freephone helpline: 0808 1000 900

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