

**NSPCC**



# **Annual Report and Accounts 2023/24**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

**Protecting  
children today,  
preventing  
abuse  
tomorrow**

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**Welcome**



# Welcome from our chair

It gives me huge pride to present you with this year's annual report, marking three years of progress on our ambitious long-term strategy. The report speaks for itself in demonstrating the talent, hard work and sheer determination of our employees, volunteers, supporters and partners to make a difference to children and young people across the UK and Channel Islands.



And it's thanks to their tireless dedication that we have taken such huge strides forward in our mission to keep children safe, as well as supporting parents and families to thrive from a child's earliest moments.

Our strategy is clear, and its three central goals have never been more embedded at the heart of everything we do. We continue to encourage everyone to play their part in keeping children safe from harm. We have seen significant advances this past year in our efforts to keep every child safe online. And crucially, we continue to make sure that children and young people feel heard and listened to – that they are empowered and supported to help design and build the society they would like to see.

The UK, and the world, continues to be a challenging environment for young people and families. The cost of living remains high, children's services remain under strain, and conflicts and instability around the world are adding to children's worries about the society they will inherit. Amid this difficult picture, it's more important than ever that young people have somewhere to turn, and that we are here to listen.

The voices of young people continue to be fundamental to every pillar of our work. Everything from our policy and campaigns work, to providing much-needed services to children, to generating the funds that sustain them and is informed by them. And so much of the social safety net the NSPCC provides is dependent on our indispensable volunteers who, alongside our employees, supporters and partners, keep lifelines like Childline and the Helpline open to the children and families who need them. Crucially, none of those vital services would be possible without the generosity and good will of our supporters, who continue to donate much-needed funds.

It is that unwavering support which not only funds our ongoing work, but which gives us the drive to carry on. It proves that our work is not only worthwhile but absolutely essential to the young people we serve.

It would be remiss of me not to pay tribute to more than a decade of service of our Chief Executive, Sir Peter Wanless, without whom the NSPCC would not be the organisation it is today. During his tenure, Peter has led the NSPCC with wisdom, courage, humility, resilience and, above all else, integrity. He has focussed our efforts on listening to children and young people and then placing the NSPCC where and how they need us to be - today and tomorrow. Peter has worked tirelessly to reposition the organisation further up the prevention end of the spectrum and he has been instrumental in ensuring the NSPCC works in true partnership with others, acting as the rallying point for children, inspiring and enabling everyone to play their part in ending child abuse and neglect. Furthermore, he has always championed the experiences and the contribution of our people - our supporters, our volunteers and our staff - acknowledging and valuing effort and, the positive, lasting impacts made for children and young people. Peter will be missed by us all and, as Chair of the Board of Trustees, both personally, and on behalf of the Board, I would like to thank him for his unrivalled contribution over that time, and for positively impacting the lives of so many young people across the country – through his tenure and beyond.

Finally, the Board and I would like to extend our most sincere thanks to you – every one of our employees, volunteers, donors, supporters and partners whose unwavering support is critical in helping us to be there, to keep our children and young people safe.



**Neil Berkett**  
Chair of trustees



# Welcome from our chief executive

The past year has brought with it yet another raft of challenges and worries for babies, Children and young people. Those have included the enduringly high cost of living, escalating conflicts around the world, rapid advances in artificial intelligence technology and all the excitement and uncertainty that came with a sudden General Election.



Alongside all this, rising numbers of our children and young people are grappling with their mental health, unhealthy relationships, the risks associated with their online presence and a future in which most of them foresee prospects that don't represent an advance on what was experienced by their parents. All of these are issues that our Childline counsellors and our NSPCC practitioners support children with daily, making sure that whatever their worries, no child bears them alone.

In 2023/24, Childline service carried out 187,999 counselling sessions for children and young people across the UK and Channel Islands, with mental and emotional health and wellbeing; family relationships; friendship issues being among the top concerns. Increasing numbers also found support through the Childline website and our online message boards.

The year saw a huge win for young people as the Online Safety Act entered into law, compelling technology companies to do more to help keep young people safe on their platforms. We will be influencing its implementation closely and encouraging its enforcement as it aims to protect future generations of children from harm online. Alongside other children's charities we have also championed "Children at the Table" in an effort to see the influence and impact on young people's lives being considered much more explicitly in the decisions made by Government.

This year we have also extended our offer of support to parents. The launch of our Public Awareness Campaign brought with it refreshed parenting advice and guidance on our website, covering everything from toddler tantrums to teen relationships. We are determined to ensure our relevance to every family, offering advice for a host of parenting anxieties while also continuing to

provide robust support to children at risk of or already experiencing abuse and neglect.

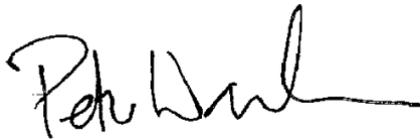
In that vein, our Listen Up, Speak Up campaign scaled up this year. At the time of writing, over 54,000 people have signed up. By sharing essential safeguarding information, we're making it easier for everyone to play their part in keeping children safe.

Our support for professionals who work with children is delivered via our NSPCC Learning website. Last year over 2.3 million visitors accessed our safeguarding information, resources and training, cementing our status as an industry leader in this area.

It has been a great privilege to serve the NSPCC for the past 11 years. As I pass the reins onto my successor, I'm confident this very special charity will continue in its vital work to the benefit of so many children – by supporting those in need, ensuring children are heard at the top tables of Government, and providing services which give children at risk of being failed a chance to thrive.

It is only with your support that we can achieve those goals – and together I know that we will meet them.

My sincere thanks to you all.

A handwritten signature in black ink, appearing to read 'Peter Wanless', with a long horizontal flourish extending to the right.

**Sir Peter Wanless,**  
Chief Executive Officer

# Hello from our Young People's Board for Change

The NSPCC's Young People's Board for Change is instrumental in offering a young person's viewpoint to the incredible work the NSPCC does to keep children safe. If the organisation is going to truly 'work together' to protect children and young people, it is vital that it has access to the perspective and experiences of young people themselves, allowing us to help shape priorities and decision making.



To be part of that process is a privilege and I know that all of us on the Young People's Board for Change feel that the responsibility we hold, to support the work of the NSPCC, is also a great honour. We all want to support this important agenda and make an impact by young people, for young people.

Reflecting on the past 14 months since I applied for a place on the board has really been quite inspiring. I cannot believe how many projects and activities we have had the opportunity to be involved in. Working as a team has allowed us to share the huge number of opportunities and focus on the topics we are individually committed to. The Participation Team have been amazing at making everyone feel welcome and included, and keeping sessions a balance of important, serious content and of course, fun.

Our first task in April 2023 was to create our own manifesto, based on the priorities we all care most about. It was interesting to get to know the other board members and hear them speak so eloquently and passionately about the issues that they feel matter to young people today. I was already an ambassador for the TIRED movement, which drives change to improve inclusivity in dance education. I was able to raise my concerns about lack of representation of the global majority in dance and the safety of young people in clubs that are not protected by a governing body.

The most exciting project I have been involved in was a live event in London for Childline with Cocoa Magazine. It was all about considering how to better listen to and support children and young people from black, Asian and ethnically minoritised communities. We met some celebrities and heard a range of views, including from the Childline teams themselves, about

the incredible work they do when children are most at risk, and how they want to be a service that reaches all children.

I can hardly believe that I am halfway through my time on the board, and I am so excited to see what the next year brings. In May, we kicked off with our residential, where we met each other in person for the first time. We are all different ages, from different cities, and with such different experiences of growing up in the UK today. Our discussions are so interesting because we have so many perspectives to share, yet we all care so much about helping to make a difference.

Thank you so much for this opportunity. I cannot wait to see what comes next.

**Lily Reyes, Age 14**  
Member of YPBC



# Our strategy

**Our vision**  
**What we want to achieve for children by 2031:**

**Together, we can stop child abuse and neglect.**

Through the collective power of our staff, volunteers, supporters and partners, and our 100 years of experience, we will move closer to achieving that goal.

**The difference we want to make:**

Outlined below are the three areas we must address in order to make the most progress towards our overall vision to **stop child abuse and neglect**.

**1**

**Everyone plays their part to prevent child abuse**

We'll work together to make it easier for everyone to play their part and create a social safety net that prevents child abuse and neglect.

**2**

**Every child is safe online**

Together, we'll transform the online world, so it's safe for every child to go online.

**3**

**Children feel safe, listened to and supported**

More children will be able to speak out, so they feel safe, listened to and understood – and abuse doesn't shape their future.

**Why these three areas?**

Our strategy is driven by children's experiences in the UK and Channel Islands. And it's built on our strengths, credibility and experience, along with insight from our staff, volunteers, and those we work with.

Each of these focus areas contribute something different. On their own, they will see us making significant and necessary changes for children. And they build on each other – collectively, making change across these three areas will make a huge impact for children.

**Our guiding principles**

Our seven principles will shape and guide everything we do: influencing how we work together and how we support children and young people.

**We will:**



Focus more on preventing child abuse and neglect



Be inspired and led by children



Work in partnership



Embed equality, diversity and inclusion



Inspire more people to be there for children



Be trauma informed



Build on our strengths



**To effectively deliver our strategy, we have drawn out seven principles that will shape and guide everything we do for children and young people.**

**Focus more on preventing child abuse and neglect**

Prevention is in our name; it's at the heart of what we do. We'll continue to prevent abuse and neglect from happening in the first place and concentrate on stopping it faster once it's started.



**Be inspired and led by children**

We'll involve children and young people in our work and decision-making through meaningful participation. We'll continue to listen to them, learn from them, and be inspired by them.



**Work in partnership**

We'll work together with everyone – from schools to local authorities and corporate partners – to reach more children and prevent child abuse and neglect. And, by working together with communities, we'll strive to be nationally significant and locally relevant – balancing our responsibility as a national charity with responding to local need.



**Embed equality, diversity and inclusion**

We believe every childhood is worth fighting for. Together, we'll remove real and perceived barriers to inclusion and diversity. Because recognising, embracing and valuing difference leads to improvements for all.



**Inspire more people to be there for children**

We'll inspire more people to be there for children, to keep children safe and make the biggest difference to children's lives, together.



**Be trauma informed**

All of our work with children will be underpinned by an understanding of trauma. We'll help others with this too – developing a shared awareness of trauma and making sure all children get the response and support they need.



**Build on our strengths**

We're drawing on over 100 years of experience. We'll do the things we do well – that others can't, won't or don't do. We'll do more to be present in communities, understand their needs and work with them to shape what we do.

# Objectives and achievements

Throughout the third year of our 2021-31 strategy, we put children and families' needs at the forefront of our work, while continuing to cement the internal foundations for achieving our ten-year goals.

As we approach year four of our strategy, we move forward acknowledging our achievements, while maintaining focus on the continued delivery of our strategic programmes. Together, these will help prevent child abuse and neglect.



We've made good progress against the targets we set ourselves for our impact framework measures. In 2023/24, we met or exceeded 46% of our targets and were close to target for a further 26%. This section of the report summarises what we achieved under each of our three impact goals between 1 April 2023 and 31 March 2024.



# Our impact goals

## Goal 1 – everyone plays their part to prevent child abuse

Our strategy is structured around what we will do, what we will enable and what we will influence. We need everyone to play their part to prevent child abuse and neglect. That's why we work in partnership with others, often in local communities, influencing the changes we'd like to see in the world.



We are there to support adults who work or volunteer with children, and adults who need our support to keep children safe. None of this would be possible without the continued efforts of our supporters.

Overall, the Number of times we enabled others to safeguard children sat near target at the end of 2023/24. Within this we exceeded target Helpline calls, Podcast Listens and, attendances at our How Safe Conference. Within this measure a number were also below target, notably E-learning completions which we think is due to a decrease in the education sector's training budget.

The number of times we influenced policy changes was on target this year, however the overall number of supporters we can contact decreased, falling below target along with the number of volunteers.

### The number of times we enabled others to better safeguard children

#### NSPCC Helpline

NSPCC Helpline is a free service, offering advice, guidance and support to any adult with a concern about a child. We want everyone, from parents and professionals to the wider public, to know that they can contact the service – whatever their worry, and without hesitation.

In 2023/24, NSPCC Helpline responded to over 75,600 contacts from people with concerns about a child's welfare, 17% above target and 28% more than last year. Contacts about neglect continue to increase, accounting for around 27% of contacts handled.

The NSPCC Helpline also runs specific lines in partnership with external agencies. 26 commissioned helplines were operational this year and they handled a total of 1,930 child welfare contacts. Currently, this includes partnerships with holiday companies, where we work together to identify safeguarding incidents that involve UK residents travelling overseas.

### **Listen up Speak up**

Having run a pilot in 2022/23, this year we launched a new bilingual campaign, Listen up Speak up, to support more adults to know what to do if they have concerns about a child. In our recent YouGov polling, 30% of UK adults surveyed said that they have had concerns that made them think a child may be experiencing abuse or neglect. But one in five didn't act on those concerns. Our new, free, 10-minute digital training helps adults to learn what to do if they're ever worried about a child. Over 54,000 people have signed up to the campaign.

## **Our work in local communities**

### **Together for Childhood**

Together for Childhood is an ambitious, 10-year NSPCC initiative that uses a place-based approach to build and sustain local community partnerships. These partnerships are designed to understand, share and promote a preventative approach to ending child abuse. This year, Together for Childhood events were attended by parents, carers and the public over 6,854 times and 8,018 times by professionals.

### **Local campaigns**

This year, local campaigns events were attended by parents, carers and the public over 9,634 times, 20% above target and 6,791 times by professionals, 15% below target. Our local campaigns include Talk PANTS and Look Say Sing Play, which is a set of resources that supports higher quality interaction between parents and their babies.

2023 marked the tenth anniversary of our Talk PANTS campaign. Talk PANTS helps parents and schools talk to children in an age-appropriate way about sexual abuse. Over 1.1 million parents of children aged 3-8 said they had had at least one conversation with their children about PANTS in the last year.

In 2023/24, our Local Campaigns team also started to run face-to-face and virtual workshops throughout the UK as part of Listen up Speak Up.

### **Blackpool Better Start**

Blackpool Better Start is a 12-year Lottery Funded programme which started in 2015. It supports speech and language, diet and nutrition, and social and emotional development of children aged four and under across Blackpool. This is achieved by working with statutory partners and the local community to create systems change and deliver evidence-based interventions.

The NSPCC Centre for Early Child Development delivers directly to children and families through the Community Connector Service. This service provides community-based signposting and support to families. This helps engage families in early years services and identifies unmet needs. Connectors provided support to parents 2,253 times this year, 25% below target. This was to 818 individual parents, which benefitted 936 children aged 0-3.

Additionally, the Home Learning Environment Community Based groups are delivered by Children Services Practitioners. These groups support early learning and engage families in wider provision across the town through Family Hubs. These groups have had 2,111 attendees, made up of 672 individual parents and 649 children aged 0-3. As a result of improvements to services for pregnant women and children 0-3 across the town, Blackpool families have received over 25,000 contacts with partners delivering across the partnership.

### **Supporting professionals to keep children safe**

Throughout the year we continued to develop our NSPCC Learning website, we had almost 3million visits to safeguarding content on our NSPCC Learning website. Our goal is to be the UK's centre of excellence on safeguarding information, guidance and training. We provide high-quality resources and learning, including through our extensive library catalogue and national case reviews collection. We aim to improve the practice of people who work and volunteer with children, enabling them to recognise and respond to signs of child abuse and neglect.

Our series of NSPCC Learning and Child Protection in Sport Unit podcasts had almost 40,000 listens, 32% more than target and 37% more than last year. Our elearning courses were completed over 54,000 times, 16% below target. By the end of the year, we had over 100,000 subscribers to our weekly CASPAR (Current Awareness Service for Policy, Practice and Research) email, keeping people up-to-date with all the latest developments in the world of child protection.

### **How Safe Conference**

Our flagship conference for safeguarding professionals took place in June 2023. It focused on child protection in a cost-of-living crisis. Our keynote speaker, Professor Sir Michael Marmot, University College London Institute of Health's Equity Director, reflected on the challenges facing children and young people in 2023 and called for change to better protect children. The online

event brought together experts from health, social work, education, policy development and delivery. 484 professionals attended the event, 21% more than target.

### **Influencing national laws and policy frameworks**

We know that preventing abuse is a task that's much bigger than the NSPCC. Making sure that laws and systems have children's needs rooted into them is key to keeping children safe. This year, we influenced 13 policy and practice changes, achieving target. This included:

- the Online Safety Act;
- advocating for compulsory relationship and sex education in schools in Northern Ireland;
- addressing the 'baby blind spot' in the implementation of The Promise in Scotland;
- securing new Elective Home Education Guidance in Wales;
- making the case for specific regulatory guidance for tech companies that will help prevent and tackle online violence against women and girls; and
- strengthening Public Prosecution Service guidance for prosecuting cases of domestic abuse.



Ahead of the general election, we joined forces with Action for Children, Barnardo's, National Children's Bureau and The Children's Society to launch the 'Children at the Table' campaign. We want all political parties to commit to making childhoods safer, happier and healthier, with all children having more equal access to opportunities right across the UK.

### **Independent Inquiry into Child Sexual Abuse (IICSA)**

Following the publication of IICSA's final report in October 2022, we have pressed for the UK Government to take forward the recommendations that would help transform the response to victims and survivors. This has included leading a coalition of children's organisations advocating for the Victims and Prisoners Bill to be strengthened. This would make sure young survivors' needs are met and they can access specialised support wherever they live in England.

Since IICSA has concluded, the baton needed to be picked up. We are now playing a core role in coordinating – survivors, charities, law enforcement, frontline public sector organisations, health and sport bodies – to ensure the evidence, research and findings from IICSA’s work are taken forward to prevent child sexual abuse in the future, through the ‘IICSA Changemakers’. This is a group of 65 organisations, facilitated by the NSPCC.

This group has come together as an informal coalition to help inspire a national mission to prevent child sexual abuse and provide much improved support to victims and survivors. The IICSA Changemakers recognise the importance of working collectively to make sure the prevention of child sexual abuse, and support for victims and survivors, is given a much greater priority in public life.

In their first year, the Changemakers have spoken collectively at numerous events. They've explained the need for collaboration that's required across sectors and Government departments to deliver the recommendations of the inquiry. These conversations took place with Government at party conferences, and with parliamentarians at cross-party events in Westminster. Alongside this were structured conversations with practitioners and academics at events such as Care Knowledge's hosted webinars, reaching over 600 individuals and organisations.

They have submitted (as a collective of over 65 organisations) consultation responses on mandatory reporting, the criminal compensation scheme and online harm regulations. Every consultation has sought to support survivors' voices from the existing IICSA work and draw on survivor networks supported across the changemaker network. The Changemakers work alongside organisations such as the Office for National Statistics, who are developing an improved data mechanism for capturing the scale and nature of abuse.

## Goal 2: Every child is safe online

Impact goal two focuses on ensuring that:

- Children and young people have safe and healthy online experiences
- Children who experience online harm and abuse are supported
- Effective regulation and compliance mechanisms are in place
- Providers of online products put child safety at the heart of their design
- Adults play their part to keep children safe



### Online Safety Act

After six years of campaigning by the NSPCC, we finally have an Online Safety Act focused on keeping children safe online. This is a huge step towards making the internet a safer place. The Act means that tech companies running social networking sites or search engines must promote online safety. They now have to tackle illegal material and content that is harmful to children, conduct regular risk assessments, and properly enforce age limits. We worked closely with parliamentarians, civil society and the Government to ensure the final Act can deliver change for children, including by securing a number of important amendments to strengthen the child protection measures in the new legislation.



To make sure companies meet these new legal requirements, the Government has placed the independent regulator Ofcom in charge of enforcing the regulatory framework and raising awareness around online safety. Over 147,635 supporters joined our campaign to bring about this change. We're now working to make sure children's voices are heard, so the regulation has impact.

Our Young People's Board for Change played a significant role in bringing about the Online Safety Act. They helped shape the NSPCC vision and policy, attended multiple Parliamentary events, spoke directly to decision makers, and attended Party Conferences and fringe events. In October 2023, they joined us in Parliament to celebrate the passing of the Act.

### **Research and influencing on child safety online**

We were fortunate to be able to undertake research and influencing activity that helped secure the Online Safety Act, supported by a grant from the Oak Foundation.

We have also started to build working relationships with the new regulator Ofcom. By sharing research and insight from young people, inputting into consultations and working directly with the regulator, we have influenced the initial implementation of the new legislation.

Throughout 2023 and 2024, we published a series of policy briefings and research reports.

These covered topics including:

- how virtual reality can put children at risk of sexual abuse and exploitation;
- the latest evidence base on online risks and harms to children; and
- how the design of platforms can increase or decrease risks to child safety online.

We will continue to generate evidence, insights and policy solutions to ensure government, tech companies and Ofcom maintain a focus on child safety. This will mean the new regulatory regime is as effective as possible in making the online world safe for children.

### Child Safety Online programme

This year, building on our achievements to date, we developed our forward plan to keep more children safe online. The focus of our Child Safety Online (CSO) work over the next two years will be amplifying the voices of children. We have recruited a young person's taskforce to inform and lead this work. We are also working in a targeted way with underrepresented groups, starting with autistic children and those in care.

We lead our CSO Taskforce, a diverse group of industry leaders passionate about helping us transform the online world for children. The Taskforce is working with us to help accelerate and unlock the ambitions of our online safety work.



The CSO Taskforce is making an impact through:

- mobilising industry change. By championing a 'safety by design' approach to business, the Taskforce demonstrates the commercial and moral importance of focusing on child safety;
- child advocacy. The Taskforce helps us listen to and amplify the voices of children at a much bigger scale; and
- unlocking funding, resource and campaign opportunities. The Taskforce help us develop exciting new ways to mobilise people to support our work.

### Report Remove

Through Childline and the Internet Watch Foundation (IWF) we launched Report Remove in 2020, to help young people get nude images removed from the internet. This year we worked to remove requirements for young people to prove their age, which has resulted in a significant increase in the number of young people we can support.



**909**  
reports were made to  
the IWF via Report  
Remove this year



This was 709 more reports than our target, and an increase of 626 from last year. 580 reports were actioned and a total of 1,243 items (URLs, images or videos) were removed as a result of a report through the tool.

### Our partnership with Common Sense Media

In 2023, we began a three-year partnership with US Charity Common Sense Media. Our aim is to respond to emerging challenges facing children in the US, UK and globally. Together, we aim to:

1. **Educate:** Deliver best-in-class, age-appropriate digital learning tools to primary schools across the UK, focused on reaching schools in need. We also aim to localise and distribute AI literacy lessons in targeted UK schools.
2. **Advocate:** Use our organisations' established youth advisory councils to support young people to engage with decision-makers in tech companies, parliaments, regulators and other spaces where their perspectives are needed, in the UK, US and Europe.
3. **Research:** Exchange learnings and develop shared research evidence to strengthen global understanding of children's experiences in the digital world. We have a specific commitment to exploring the impact of generative AI on children.

## Goal 3: Children feel safe, listened to, and supported

By working together to give children the supportive response they need, we can also make sure abuse doesn't shape their future. And we'll build on and share our expert support to help children recover from abuse.

The number of times we supported children exceeded target by 7% this year. We exceeded what we had planned with Speak Out Stay Safe, Report Remove and the number of children that attended our local campaign activities. We fell below target for the number of referrals accepted into our direct services and Childline Message boards, mainly due to planned changes.



## Childline

Our Childline service gives children and young people a voice when no one else is listening. Our volunteers delivered 187,999 Childline counselling sessions in 2023/24, 8% below target and 4% less than last year. We also ran two campaigns this year. Our goal was to make sure Childline is accessible to and inclusive of all young people, and to increase the number of young people that Childline supports.



**‘The Team Talk’ campaign aimed to reach and engage young people from Black, Asian, and ethnically minoritised communities. We wanted to make these young people feel that Childline is a service they can come to for support. To do this we partnered with VERSUS, a multicultural media and fan community that connects with young people interested in music, sports, and culture. The video asked influential figures in music and sport, like Dilan Markanday, Blackburn Rovers footballer, to reflect on their own experiences. The campaign was advertised to 13–18-year-olds on social media, generating over 1.2 million impressions and over 250,000 completed video views.**

The second campaign, ‘Find your Calm’, launched at the end of 2023/24. This is a mental health campaign, encouraging young people to find their calm if they have a low mood or are feeling depressed. The campaign also aims to inform young people that Childline isn’t just for high-risk issues. Instead, Childline has lots to offer, and is there to help all young people, even with everyday ups and downs. To create the campaign videos, we worked collaboratively with four young people to capture their real, day-to-day experiences.

### **Building Connections**

We launched Building Connections, an online service for young people up to the age of 19 experiencing loneliness, in October 2023. Each young person works with a trained befriender over 11 sessions, building resilience and learning coping techniques. The Building Connections Service delivered 348 sessions in 2023/24, including during the pilot.

### **Young People's Board for Change**

Our previous Young People's Board for Change (YPBC) came to the end of their two-year term. We marked this with a celebration in London. Then, we recruited and onboarded a brand-new group of 15 children and young people.

The YPBC's role is to steer, advise and influence the NSPCC on issues affecting children and young people in the UK. They help us make sure children and young people's opinions and ideas are considered in the strategic direction of the organisation. As well as playing a significant role in campaigning for the Online Safety Act, the YPBC were instrumental when we were developing our new three-year participation strategy, 'Children and Young People at the Heart'. This included the launch of The Collective (our participation network) and The YPBC Alumni (for past board members).

### **Speak out Stay Safe**

Speak out Stay safe (SOSS) is a safeguarding programme for children aged 5 to 11. It is available to all primary schools in the UK and Channel Islands. Our virtual assemblies, which feature Ant and Dec, equip a generation of children with the knowledge and skills they need to stay safe from abuse and neglect. They learn how they can speak out and stay safe, including how to access relevant classroom resources.



In 2023/24, we delivered the SOSS programme to 1,376,756 children across 5,605 schools in the UK, 10% more than target. This represents an increase of 11% on the previous year, covering an extra 273 schools. In September 2023, we launched a refreshed version of SOSS. This included new virtual assemblies for each age group (available in English, Welsh and incorporating British Sign Language (BSL)) and revised lesson plans with activities and resources to help reinforce key messages. We also have new face-to-face workshops (for children aged 6-7 and 9-11) led by NSPCC volunteers, with over 280,000 children attending a workshop in 2023/24.

### Talk Relationships

Talk Relationships was created in response to the widespread problem of sexual harassment and abuse in UK secondary schools, and relationships and sex education (RSE) becoming a statutory part of the curriculum in England and Wales. Our aim is for all secondary school-aged young people to speak out and access the help they need. They should be able to do this in a safe education environment that fosters healthy relationships, and that recognises, responds to and prevents abuse.

Phase one launched in September 2022. It aimed to increase the knowledge, skills, and confidence of teachers to teach RSE through a suite of e-learning courses, lesson plans and a dedicated helpline. All our lesson plans are also available as Welsh language versions.

In April 2024 we launched phase two of Talk Relationships, which is a framework for promoting a Whole-School Approach to RSE. The framework will be free to access and is based on evidence and best practice.

### Direct services

Our direct services teams accepted 1,197 referrals in 2023/24, including for Pregnancy in Mind, Domestic Abuse Recovering Together and Letting the Future In, this was 46% less than target.



### Pregnancy in mind

The NSPCC Pregnancy in Mind (PIM) service is a preventative, evidence-based, groupwork, mental health service. It is for parents-to-be who are at risk of experiencing, or are experiencing, mild to moderate anxiety and/or depression during the perinatal period. The programme is for any expectant parent. This year we accepted 303 referrals into our PIM service.

This year we have been looking at more innovative way of delivering services. For example, we developed a PIM pilot in New Hall Prison, so that women who are pregnant in prison have the same opportunities to access support services as those not in prison.

### Domestic Abuse Recovering Together

This year we accepted 91 referrals into our Domestic Abuse, Recovering Together (DART) service. DART is an NSPCC group work programme aimed at improving outcomes for mothers and their children following domestic abuse. This programme has a unique focus on strengthening the mother-child

relationship, as well as supporting other aspects of recovery from domestic abuse.

DART is delivered at NSPCC Hubs, and externally, by domestic abuse support organisations or Local Authority teams. This year, the Youth Endowment Fund and Kings University undertook an independent study of DART to assess whether it should be further evaluated. The study identified a number of strengths and areas of further development for the service.

### Letting the Future In

Letting the Future In (LTFI) helps children recover from the impact of sexual abuse. This year we have supported and trained 64 professionals, both internal NSPCC practitioners and external partners, so they can deliver and implement this vital service. We have also facilitated four Community of Practice events for professionals delivering the service, with over 130 attending these events. These events help provide support and improve confidence for all practitioners delivering LTFI.

We were delighted to be awarded funding from the Home Office Support for Victims and Survivors of Child Sexual Abuse (SVSCSA) fund. This fund will be used to help children and families recover from the impact of child sexual abuse (CSA), and strengthen multi-agency responses to CSA. We'll use the funding to deliver our system-wide CSA snapshot, our 'Developing an Understanding of CSA' training and the CSA recovery service LTFI.



# Strengthening our ability to deliver the strategy

We can only achieve the changes we want for children by continuing to build our internal capabilities. Internal teams across the NSPCC take part in various programmes of work that will help us deliver our strategy, alongside our supporters, volunteers and partners.

## Equality, diversity and inclusion

Equality, diversity and inclusion (EDI) is key area that is fundamental to us delivering our ten-year strategy. We continue to see progress in both attracting and recruiting a more diverse workforce, as a result of our Equality, Diversity and Inclusion (EDI) action plan 2022-2025.

There is now increased representation in our workforce of:

- people from Black, Asian and minoritised ethnic communities;
- people who self-declare as having a disability;
- people who hold a belief other than Christian,
- people from the LGBTQ+ community, and;
- Men (as our workforce comprises a large majority of women).

Our senior leadership and trustee board have both become more diverse. They now meet or exceed national diversity when it comes to sexuality and disability.

During the second year of our EDI action plan, we delivered over 44 work packages across our three areas of focus:

- diversifying our workforce and volunteer base;
- creating an inclusive culture and sense of belonging; and
- creating an inclusive leadership.

In our annual engagement survey, our approach to EDI was overwhelmingly the most referenced by staff as an area where we continue to make positive progress. We now have seven Lived Experience Network Groups, with the most recent addition of our Menopause Lived Experience network.

### **Embedding trauma-informed approaches**

Becoming trauma informed is another area that is fundamental to us delivering our ten-year strategy. Continuing our journey to become a trauma-informed organisation, we now have a dedicated Trauma-Informed Lead.

In February 2024, we launched a basic training course and accompanying guidance document. These resources help our people build a foundational knowledge of trauma and our organisational approach to it. In under two months, 270 staff and volunteers had completed the training.

### **Staff engagement**

In September 2023, we invited all staff and volunteers to make their voice count through our annual engagement survey. We had a total of 851 respondents, which is 54.1% of staff. Results showed that 95% of respondents feel proud to work for the NSPCC, and 76% would recommend the NSPCC as a great place to work.

In addition to our EDI action plan, we held our NSPCC People Awards this year. This provided an opportunity for our people to showcase best-practice examples of our values and behaviours in action.

The Work Life Balance project launched in January 2024. This project brings together a range of information and resources to improve everyone's wellbeing at work. We are also bringing to life the career and personal development opportunities we have to offer through the 'Grow Your Own' series, which showcases staff member's real experiences.

### **Public awareness campaign**

Our new public awareness campaign, 'Not Letting Go', launched in January 2024. We refreshed our online parenting advice and created a TV campaign to raise awareness of the free, easy-to-understand support that's available for families, parents, and carers. By sparking meaningful conversations and raising awareness, the campaign has taken strides towards inspiring positive change within our society.

# Fundraising highlights



# Major Giving: Philanthropy – Individuals

## Philip Gower Charitable Foundation

We are incredibly grateful to the Philip Gower Charitable Foundation. In June 2023, the Gower Centre in Jersey celebrated its 10<sup>th</sup> anniversary since its opening in 2013, thanks to Philip's generous donation of the building. Philip's unwavering dedication has been instrumental in safeguarding thousands of Jersey children, leaving a lasting impact on the community.

## Moondance Foundation

Thank you to the Moondance Foundation who continued their phenomenal support of the NSPCC. Their gift of £500,000 supported vital services which made a big difference to the lives of children and young people in South Wales.

## The Syncona Foundation

Thank you to the Syncona Foundation for their continued support. Over 10 years they've helped us meet the needs of children and young people, most recently with a gift of £70,000.



# Partnerships: National Corporate Partnerships

## **Vodafone**

We welcomed Vodafone into the NSPCC family this year. We're working together to develop guidance for Vodafone's Digital Parenting site and a parenting toolkit for families to navigate the online world.

## **Lidl GB**

We're celebrating 7 years of our partnership together. Our current focus is supporting young people's mental health through funding Childline and raising over £1.5 million this year.

## **Omaze**

Thank you Omaze for raising over £2.0 million during the Million Pound House Draw Cotswold. This incredible amount allows the NSPCC to reach more than 700,000 primary school children through the Speak out, Stay safe programme.

# Partnerships: Volunteer Partnerships and Special Events

## **Our four Volunteer Boards: Rebuilding Childhoods Board, Childline Board, Property Board and Sports Steering Group**

Thank you to our Volunteer Boards for their ongoing hard work and commitment. The boards have continued to open up their networks, make introductions to new corporate partners and individuals, and host fundraising events. They have collectively raised over £1.8 million this year for the NSPCC and Childline, as well as securing over £1.1 million worth of gift-in-kind opportunities.

## **Our four Event Committees: City Fine Wine Challenge, Great Chefs Dinner, Merry Little Christmas and White Hat Ball plus the Heavy Metal Truants.**

Thank you to our Event Committees for collectively raising over £1.0 million net for Childline. They've helped to organise a wide range of high-value fundraising events throughout the year, as well as sharing their expertise and contacts. Each event attracts a variety of senior professionals from a number of industries, which is invaluable to us. Our committees and supporters come together to raise incredible funds in the fight for every childhood.

## **Newsquest**

We launched a new partnership with Newsquest, the UK's leading local media group. They have gifted us advertising across their extensive portfolio of titles, online and in print, to the value of £1.0 million in 2023/24. The partnership, which launched in January and will run throughout 2024, includes a series of advertising and editorial activities which will increase public awareness of our work.

## Community Supporters

The 2023 London marathon saw 265 runners take part in #TeamNSPCC raising over £915,000. It's not only the runners who make the London Marathon the world's biggest – NSPCC had over 90 staff and volunteers cheering on all runners throughout the course and being on hand to help at the end of the race for the important massages, food and celebrations! Shaun Gregory, part of the Childline Board, raised over £13,000 for the 2023 London Marathon!



### Mass Participation – 2023 Cardiff Half Marathon

We have continued our partnership with Run for Wales, being the lead charity partner for the event. 2023 saw 589 runners take part in the marathon, raising a massive £160,000.

The Cardiff Half is more than just 13.1 miles on a Sunday morning. The event organisers kick off the running fever on Saturday morning with a full day of fun activities, entertainment and running for all ages and abilities. This includes a family-focused Fun Run, a Toddler Dash started by Buddy, and a Future Challengers race for talented young athletes looking for an accessible and competitive race. This is a great event for us to engage with families and friends in Wales, building the profile of the NSPCC in local communities.

### Mass Participation – DIY fundraising

Over 1,000 fundraisers have organised their own activities to raise money to protect children. From baking cakes, to organising coffee mornings and dress-up days, to taking on daily squat challenges and walking a million steps, they've all taken time to support children and collectively raised over £150,000.

## Community Fundraising

In the financial year of 2023/24, our Community Fundraising teams across the UK and Channel Islands recruited a further 11 fundraising groups while also supporting and developing the 24 new fundraising groups created in the previous year.

Within the 11 new groups we had two new District Committees, a new business board in Leeds, a board to lead our Drive it Day campaign, and we continued to see new groups developing in universities. To support our new groups to be as sustainable as possible, we have developed a new group checklist and criteria. It's great to see the breadth of new supporters joining our Community Fundraising family!

## South West and Channel Islands - Jersey

In Jersey we celebrated the 10-year anniversary of the Gower Centre. We were joined on the day by Phillip Gower OBE, who donated the centre to NSPCC Jersey 10 years ago, and Lieutenant Governor of Jersey Jerry Kyd CBE. While this was an opportunity to look back and mark the achievements of our staff, volunteers and supporters over the last 10 years, it also launched NSPCC Jersey as a specialist centre for child sexual abuse.



## Midlands

The West Midlands Business Board have had another very successful year. The group raised a very impressive £80,000 to support services in the West Midlands, including Childline Birmingham and the Helpline Birmingham base.

New membership was crucial for the Board. The new-look Board now has a Head of Events, a Social Media Manager and a younger, more diverse membership all round. New events include a St Patrick's Day Networking Breakfast with the Mayor of Birmingham and a Christmas event at Birmingham Cathedral. Work has already begun on this year's 140<sup>th</sup> Birthday Ball at the International Convention Centre, celebrating NSPCC's special birthday.

The Board also use their networks and reach to help the NSPCC. Thanks to a Business Board connection, HSBC supported Uncomfortable Conversations Birmingham with a community grant of over £9,000. And through the partnership with Birmingham City FC, the NSPCC Annual Council meeting will be held at the football Club in October. We look forward to welcoming you all.

## North East Yorkshire and Humber

After identifying that we didn't have a challenge event specifically for the Yorkshire region, in 2023 we launched our first NSPCC Yorkshire Abseil. The event was a huge success and had new supporters sign up to take part as well as corporate partners. In total we had 27 participants abseiling down Ilkley's

Cow and Calf rocks, raising £7,000 for the NSPCC. Following this great success, the next abseil will be taking place in August 2024.

## North West

The Manchester Special Events Committee held a new Christmas lunch in late November at King Street Townhouse. It was a fantastic afternoon with celebrity hosts, games, great food and fantastic entertainment, courtesy of Elvis. This lovely event raised an amazing £13,000.

We also had two great Carols by Candlelight events in the North West. The Liverpool event, which was again very generously sponsored by Home Bargains, hosted over 1,000 people in Liverpool's iconic Metropolitan Cathedral. It featured performances from local bands and choirs and a reading from actor Joe McGann. It raised the incredible sum of nearly £15,000 and was supported by 26 volunteers. The Blackburn Carol Concert at Blackburn Cathedral was a relaunch of an old event. The event featured some fantastic regional and local musical performers and raised over £5,000.

Finally, the annual Cumbria Fair was held on 11 and 12 October at The Garden at Eden, Cumbria and raised over £12,000. It had a wonderful selection of pop-up shops and food stalls, all in beautiful surroundings.

## Northern Ireland

In Northern Ireland the fantastic partnership with Lidl NI continued to raise incredible amounts of money through a wide range of fundraising activities, including Superhero Weekend for Childhood Day and the Christmas Spectacular Trolley Dash. As our partnership draws to a close, we are delighted to celebrate nearly £1.0 million raised during our seven-year partnership.

The Magheramourne Foundation have been very special supporters of our work in Northern Ireland for over 20 years. Another fantastic donation of over £13,000 this year brings their total giving to the NSPCC in Northern Ireland to an amazing £250,000.

Our wonderful corporate supporter, Bell and Company, took on their gruelling Power of 4 challenge for the fourth year, raising over £18,000. Participants ran or walked 4 miles every 4 hours, over a 48 hour period! An incredible achievement.

NSPCC Ambassador and Expleo Director Rob McConnell organised the 2023 Expleo Cycle Challenge. Almost 100 cyclists from technology companies based in Northern Ireland participated in a 40km or 80km course, enjoying the breath-taking views of the Causeway Coastal Route and Glens of Antrim, starting and finishing in Ballygally. Since 2016, the Expleo Cycle Challenge has raised over £115,000 for the NSPCC in Northern Ireland.

## Scotland

Our Glasgow Fizz and Fabulous volunteer committee presented NSPCC Scotland with a cheque for nearly £60,000 after a year of fundraising activity, including their sixth annual Fizz and Fabulous lunch with over 500 attendees. The ten-strong volunteer committee, chaired by Janette McAllister, also won an Esther Award in the annual NSPCC People awards. On top of that, they surpassed their own ambitious target and welcomed new committee members to help them do even more next year. Their commitment and dedication to children is exceptional.

We were delighted that the National Lottery Community Fund renewed their commitment to Together for Childhood in Govan, Glasgow with a three-year grant of £200,000. By 2026, they will have funded the project for six years, and have been a key partner in developing our community engagement work in the local area. The Lottery have also supported our Winter Warmer Programme, offering practical items such as gloves and scarves to children in the community.



## **Wales**

### **NSPCC Dyserth Community Shop**

The team at the NSPCC Dyserth Community Shop has gone from strength to strength this year. They now have 45 volunteers, and together work tirelessly six days a week to support the NSPCC and their local community. They develop innovative ideas and events to increase their income while always having children and young people at the forefront of what they do. The Dyserth shop has been part of the local community for over 20 years and they continue to support local family groups and services with donations of clothing, baby items, appliances and school uniforms. This year the Dyserth shop have exceeded last year's income by a fantastic 20% and have raised an astonishing £110,000 for the NSPCC.

### **Ride Cymru Knievels**

Ride Cymru Knievels, dressed for the occasion donning red, white and blue jumpsuits, set off on an epic journey through villages, towns and cities across Wales. Their route was an incredible 1,200 miles and the journey spanned five days. The self-funded team was made up of 46 bikers and 2 support crew from across the UK and further afield. They began fundraising and planning events such as quiz nights and auctions individually, sharing the NSPCC's values and campaigns along the way. Their efforts meant they hit their original target of £20,000 before leaving the starting line in Wrexham in May 2023. On returning from their five-day tour, the figure increased again, leading to the final amount of over £30,000!

## **Schools Fundraising – Number Day**

Friday, 2 February 2024 saw Number Day, the NSPCC's flagship fundraising day for schools, reach a record number of registrations. We had over 9,096 sign ups, representing an increase of 24% compared to last year. Many nurseries took part again this year - with 1,750 registrations, this was an increase of 601 compared to 2023.

TV and Maths legend Johnny Ball helped launch Number Day and we introduced a new Ambassador, financial expert Emmanuel Asuquo, who took part in a Number Day school tour. New support came from BBC Teach, Sums of Anarchy and Promote Your School, who donated a wall art installation to a school worth thousands of pounds.



## JCB

JCB celebrated the launch of their biggest ever appeal for the NSPCC in July 2023, where they are aiming to raise £2.0 million over two years, concluding in 2025 when JCB will be celebrating 40 years working with the NSPCC. Funds raised will support local children from our Together for Childhood site in Stoke on Trent.



## YPO

YPO is one of the UK's largest public sector buying organisations and education suppliers. For our initial three-year partnership, they committed to donating a minimum of £20,000 per year through a percentage of profits from their YPO own brand products sales and other fundraising. This target has already been smashed, with a donation of over £60,000 in the second year of their partnership. That makes a total of over £100,000 in donations in just two years.

## Home Bargains

**Home Bargains are one of the NSPCC's longest standing corporate partnerships.**

They have raised nearly £1.5 million to support the NSPCC, funding our Liverpool Hub and Childline service delivered from Liverpool. Their incredible support has included a range of products sold in their Christmas range benefitting the NSPCC, sponsoring Liverpool Carols by Candlelight event, and holding NSPCC collection tins in stores, which has raised over £200,000 to date.



## Our regular givers

We continue to be incredibly grateful to our loyal and committed supporters who give to us on a regular basis. We received £39.0 million (income from the 416,000 people who support us with a regular gift. This year we are thankful to the 13,000 supporters who have chosen to play our weekly lottery.

Supporters that may leave us a gift in their Will or have done so already

Each year around a quarter of the NSPCC's donations comes from Gifts in Wills. These gifts come from kind



### **Every single gift makes a difference**

A quarter of the NSPCC's income comes from Gifts in Wills

supporters who have continued their own legacy, supporting the NSPCC after they have gone.

Supporters like Annie's mother, who left a gift in her estate and said

**"Everyone is entitled to a full and happy life. Abuse survivors are cheated out of their childhoods. With my gift, I want to show people that your past doesn't have to cheat you out of your future."**

**Annie, Supporter**



If you'd like to find out more about leaving a gift to the NSPCC in your Will, visit: [NSPCC.org.uk/Wills](https://www.nspcc.org.uk/Wills).

## Professional Learning Services

### Carnival UK

The NSPCC consultancy team continued its ongoing partnership with P&O Cruises and Cunard with a new contract. These cruise lines welcome large numbers of child guests and provide on board children's clubs. This contract is part of a long-term relationship to enhance safeguarding arrangements. The five-month project was to review and influence their current recruitment, vetting and onboarding policies and procedures in relation to safeguarding children. This included making changes to role qualifications and suitability criteria for staff responsible for children's supervision and entertainment while on board.

### Sport England

The NSPCC's Child Protection in Sport Unit (CPSU) secured a grant of £520,000 from Sport England to deliver the second year of a five-year safeguarding contract worth over £2.6 million. This grant allows the CPSU to support sports organisations across England to develop their knowledge of safeguarding issues in sport, improve their safeguarding practice to meet sector standards, and develop tools to help parents and carers keep children safe in sport.

### **West London NHS Trust**

The West London NHS Trust commissioned us to deliver a bespoke training contract. It was designed to support teams providing psychological therapy services to children and young people aged 16-17.

We designed and delivered 13 bespoke safeguarding training sessions aimed at providing the clinical teams with the skills to navigate key safeguarding issues such as child sexual exploitation, county lines, consent, handling of disclosures, adverse childhood experiences and positive healthy relationships. The trust has recommissioned the NSPCC for 2024/25 to deliver further safeguarding training.

## Plans for future activities

Looking forward to the year ahead, we will focus on being inspired and led by children – one of the underpinning principles of our strategy. This means that children’s voices and experiences will be front and centre of all we do.



### **In 2024/25, we will prioritise:**

Implementing our new three-year participation plan. The contributions of young people are invaluable to the NSPCC. Our participation strategy details how we will listen and work with children and young people, so they are involved in the decisions that affect them. In 2024/25 we will build on the success of our Young People’s Board for Change (YPBFC), establishing ‘The Collective’ (a wider group of young people including YPBFC alumni and applicants) and creating a ‘culture of participation’ throughout the NSPCC. Our plans for next year outline our ambition to embed a culture of participation throughout the NSPCC.

We will continue to offer opportunities for young people to share their views and opinions to shape our work. As part of our strategy work, we are exploring how to reward and recognise the time and insight that young people contribute to the organisation. We will also work internally with colleagues to guide, advise and support continued learning and development in best participation practice.

### **This work supports our goals to:**

- Make sure all staff and volunteers in the NSPCC know what participation is and why it's important.
- Give different ways for children and young people to get involved that are interesting and important to them.
- Make sure all children and young people can get involved with NSPCC and they'll feel safe and supported.
- Give us a way to show children and young people how they make a difference.

Today's children are the first generation to be growing up online, but decisions about the online world are made without them, by adults with a fraction of the knowledge about what they are seeing and experiencing.

Our focus to 2025/26 is to amplify the voices and experiences of children and young people across ages and stages to help keep them safe online. We have launched a strategic group of 15 young people aged 13-16 called the 'Voice of Online Youth' to direct this work. They will be developing their own manifesto for change and co-creating solutions to support with online safety concerns. We will also be giving children a voice on online safety issues through schools, our Childline Online service and through targeted participation work with autistic children and those with care experience. This will allow the NSPCC to gain vital nuanced understanding from young people on the issues facing them online and use our reach and reputation to amplify this to key stakeholders and audiences.

### Children at the Table

Children at the Table, our joint children's charities coalition campaign ahead of the general election pressed political leaders to become champions for babies, children and young people. We will call on politicians to commit to a cross-Government strategy to drive better outcomes for children, invest more of our national wealth in improving children's lives, and embrace a new approach to decision-making that listens and responds to children's needs and voices. This influencing work with our charity partners will help us move governments towards decision making and investment that focusses on early intervention and systemic change and take the NSPCC closer to achieving our goal of creating a social safety net that prevents child abuse and neglect

### Childline Vision

Childline provides a safe confidential space for children to be listened to and heard. At the core of the Childline vision work is the imperative to be there for more of the children who need us.

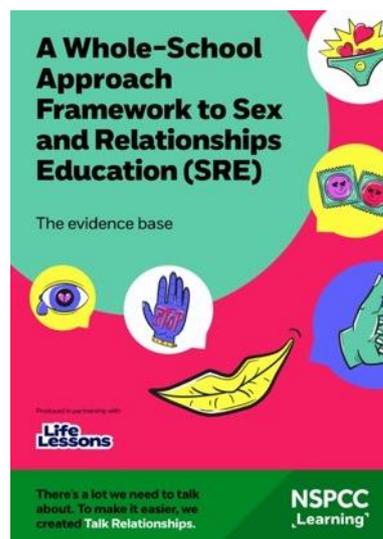


## Schools Programmes

We continue to develop our schools programmes, with children informing the work that we do. The NSPCC's Talk Relationships Service supports secondary schools to deliver sex and relationships education (SRE). The next phase of our Talk Relationships programme will focus on a whole-school approach (WSA) to relationship and sex education (RSE), including supporting schools to involve children in the design and evaluation of RSE.

This will help schools to create a safe and responsive educational environment, where young people can speak out and seek help. We have developed a framework together and several tools for launch, which will enable school leaders to embed sex and relationships education across the whole school.

Research suggests that to have the biggest impact, we need to work with school leaders to help them embed sex and relationships education across the whole school. This will help create safe educational environments for young people, so they feel able to talk and learn about healthy relationships and ask for help when they need it. We have listened to young people and their views have helped us shape the whole school approach framework. We continue to champion the importance of actively including young people in all aspects of SRE.



# Our values, principles and standards

As the only charity focused on ending child cruelty across the UK, everything we do protects children and prevents abuse. The values that embody our charity and reflect what we stand for are:



## Putting children first

We put children first in everything we do. For more than 140 years, we've put children first. We believe in children, we want what's best for them, and we make sure that we fight for every childhood.

## Taking a stand

We're courageous in standing up for what's right. We campaign, change laws where necessary, lead public debate and are on the frontline, supporting those who work with children. We'll speak out when something's wrong and celebrate success with those who help things improve.

## Making an impact

We base our actions on evidence and the difference we'll make to children. Our work won't end until we've changed attitudes and transformed services for children in

a way that protects every child and prevents abuse. We're brave in our actions, are prepared to be unpopular when necessary, and sometimes force society to face uncomfortable truths where things get in the way of achieving our goal.

## Striving for excellence

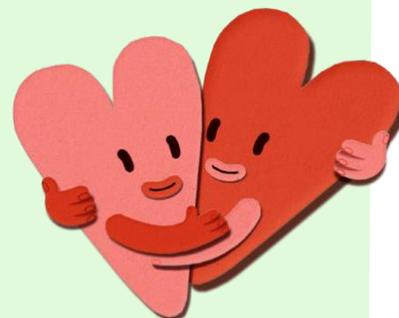
We always strive to be the best and give every child a life free from abuse. We're constantly learning and developing our work. We measure what's effective by sharing knowledge with others.

## Working together

We achieve more for children when we work together. We can't prevent cruelty to children on our own. Luckily, we don't have to. Our passion inspires others, and our desire to listen, learn and improve means we continually work with inspirational people, organisations and children.

## Remuneration policy

We aim to be an employer of choice, with around 1,700 paid employees operating from ten regions in the UK and the Channel Islands. We regularly engage with employees and volunteers. We value their opinions and seek feedback through various events and surveys.



Our mission is core to us, but it's not just about our purpose. It's about *purpose through people*. We work hard to attract, nurture and retain talented employees to ensure our continued success. We have a transparent pay and total reward aspiration. Our pay promise sets out what our employees can expect of us in terms of direct and indirect financial rewards. Although pay and financial benefits are only one aspect of an individual's motivation, it's important – especially in a tight job market and when considering the soaring cost of living.



The Board of trustees is responsible for our pay policy and for the salaries of executive directors. The remuneration and people committee, a sub-group of the Board of trustees, approves executive pay and annual pay awards. They do this in line with appropriate best practice standards, including those of the National Council for Voluntary Organisations (NCVO).

In line with NCVO recommendations, the annual salaries of our chief executive and other executive Board members are disclosed on our website, no more than two clicks away from the homepage. The table below shows the annual remuneration of the executive Board as at 31 March 2024, including a defined contribution pension and other benefits.

## Executive Board annual remuneration as at 31 March 2024

Executive Board director	Responsibilities	Annual salary*	Paid in year		
		£'000	Salary	Benefits	Pension
		£'000	£'000	£'000	£'000
<b>Chief executive</b> Peter Wanless	Leading the organisation, which has an annual income of around £120 million and employs around 1,600 employees, delivering services across the UK and the Channel Islands.	189	187	1	23
<b>Director of Communications</b> David Hamilton	Manages the directorate responsible for all communication initiatives, ensuring that all communication on behalf of the organisation is appropriate, consistent with our brand and key messages, and of a high standard. Also works on behalf of the whole organisation promoting the NSPCC's work, policies, campaigns and publications.	126	125	1	9
<b>Director of Finance</b> Paul Taylor	Manages the Finance and Procurement functions. Responsible for the financial management of the NSPCC. Ensures that the organisation has effective financial controls to safeguard resources for appropriate use.	109	108	1	13
<b>Director of Income Generation</b> Josephine Swinhoe	Manages the directorate responsible for generating the financial resources we need to help end cruelty to children. Responsible for managing the NSPCC's supporters and delivering income from donations, legacies and other trading activities of over £100 million.	150	149	1	10
<b>Director of People</b> Brett Terry	Manages the directorate responsible for recruitment, development, and retention of around 1,600 NSPCC employees and thousands of volunteers across the NSPCC.	114	114	1	5

<b>Director of Services</b> Claire Watt	Manages the directorate responsible for providing our services, including Childline, Schools Services and all of our direct services we provide across the UK.	138	136	1	17
<b>Director of Strategy and Knowledge</b> Maria Neophytou	Manages the directorate responsible for the organisational strategy and for developing and testing activities. Responsible for our research programme, the evaluation of our services and our policy-influencing work.	120	119	1	6
<b>Director of Technology</b> Greig Sharman	Leads our Technology Directorate, focused on supporting our strategy by enabling a step change in the tech-enabled experiences of our service users, employees, volunteers, donors and every other community that's a part of the NSPCC.	131	130	1	9

*\*Annual salary refers to annual salary excluding benefits in kind as at 31 March 2024.*

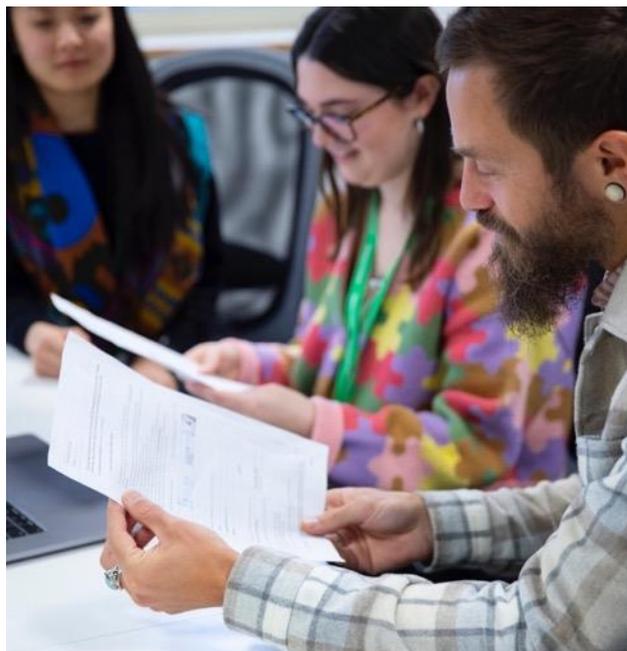
Our policy is to pay competitive rates within the charity sector. They must be affordable and reflect the nature and complexity of roles. They must also enable us to recruit any specialists we require to deliver our strategy, and to reward and retain strong performers.

Rates are consistent with our charitable objectives. To demonstrate this, and in collaboration with our Trade Union *Community*, we made a pay promise to our employees in 2019 to pay salaries that are at least comparable with the median salaries in the UK's top charities.

The overall aim is to ensure our median earner at the NSPCC is on a comparable salary to the median salary paid in the wider charity sector. Our commitment has been to move towards this over time and within the parameters of affordability. To enable progress, we've identified and committed to a series of targeted activities. These include lifting the bottom of our pay bands to 'track' the median. We'll aim to stay at least 90% of the charity sector median. We're also aligning our annual performance-related pay awards to increases in the charity sector median. We offer two pay progression uplifts to those longer serving employees who meet certain performance criteria. Additionally, we voluntarily offer our lowest earners the real London and real living wage, set annually. We effectively pay this from November of each year, when the rate is set.

Pay is also reviewed when existing employees take on additional responsibilities.

New recruits are usually paid between the minimum and mid-point of the relevant pay band, as below, depending on their experience and skills. Where necessary, they may be paid at a higher rate, but never more than the pay band maximum. For some roles that are difficult to recruit for, a market premium of up to 10% above the pay ranges may be paid. The reasons for recruiting at market premium rates must be explained in a business case, which the relevant executive Board director and the director of People must approve. We also have 81 employees paid at 'spot rates' outside these ranges, including our executive Board, whose annual remuneration details are shown on the previous page.



We regularly assess our rates, including our use of market premiums and location-based allowances. This ensures our pay practices are fit for purpose and we're using our limited financial resources appropriately.

Grade	Min £	Mid £	Max, including market premium £
P3	21,840	22,362	28,951
P4	26,388	29,986	36,631
P5	32,203	36,595	44,903
P6	38,648	43,918	51,993
P7	45,395	51,585	62,629

*Pay ranges exclude regional allowances.*

In compliance with the Pensions Act 2008, we operate an auto-enrolment pension scheme. All eligible employees are automatically enrolled into the pension scheme after three months. Employer contribution pension rates are set in line with legislative requirements. Employees are also offered a salary exchange defined contribution pension scheme, where employer contribution rates match employee contributions, ranging from 4% to a maximum of 7%. We continue to operate an historic defined contribution pension scheme, now closed to new entrants. Our employees in the Channel Islands have different pension arrangements in compliance with local legislation.

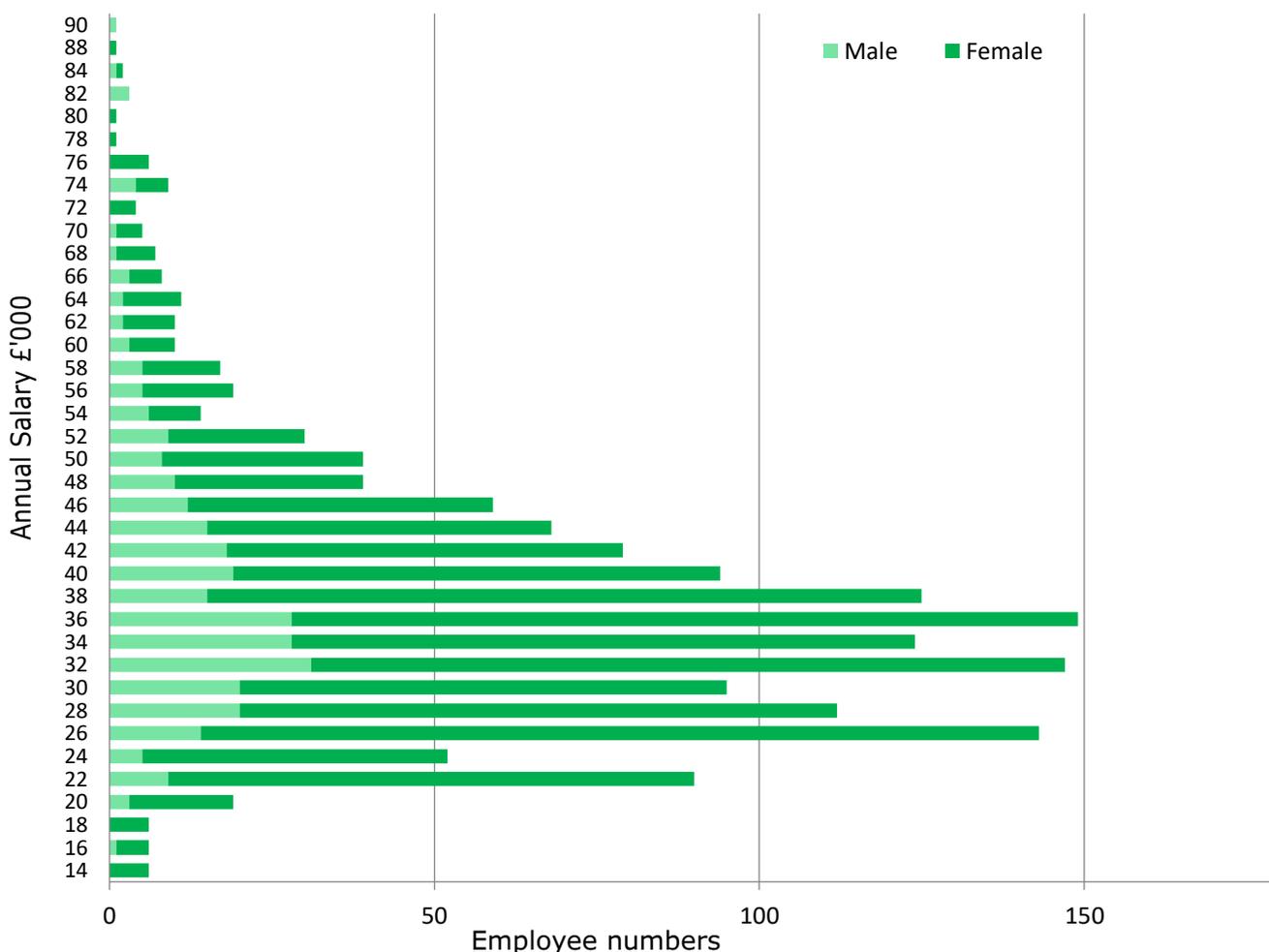
Members of the defined pension contribution scheme receive life assurance cover equivalent to five times their annual salary. Non-members, those auto-enrolled and our employees based in the Channel Islands, receive life assurance cover equivalent to one times their annual salary.

At 31 March, the ratio between the highest paid and median salaries is as follows:

	2024	2023
Highest paid salary (£'000)	189	183
Median (£'000)	36	35
Ratio	5.3	5.3

The spread of annual salary entitlements for all our employees, excluding executive Board members, is detailed in the graph below.

**Annual salary entitlements (full-time equivalent basis) for all NSPCC employees, excluding executive Board, employed at 31 March 2024**



## Diversity pay gap

In our equality, diversity and inclusion charter, we commit to ‘publish wider diversity pay gaps including but not limited to Black and Minoritised Ethnic, disability, sexuality and gender identity’. We have honoured this for the past two years.

We will, in March 2024, be extending our pay gap reporting ‘suite’ to include religion. Next year, we will expand our reporting further to look how some of these characteristics intersect when it comes to pay. These steps allow us to do fuller pay gap reporting and will better inform our pay equity actions.



Our latest 2023 median pay gap data shows:

- The gender pay gap is 8.17%. This marks another positive year-on-year improvement for us since 2018, and our gender pay gap remains considerably less than the national median of 14.9%.
- The disability gap is 0%, and our median sexual orientation pay gap is -2.16%. These mark improvements since last year.
- The ethnicity pay gap is 6.9%, an increase of 2.2% since last year, which is disappointing. This insight will help us determine actions that will meaningfully address this trend.
- The religion pay gap is -0.70%, which in absolute terms, is small.

Our gender pay information is also available on our website, in line with The Equality Act 2010.

## Expenses policy

Our expenses policy applies to trustees, employees and volunteers. The policy highlights each claimant’s obligation to only spend money if necessary and always choose the most economical option. Video conferencing and teleconferencing facilities are encouraged to reduce spending on travel and to save employees time. Expenses are only reimbursed when authorised by the relevant line manager, up to maximum limits set in the expenses policy.



We use a travel management company to make bookings for rail, air, vehicle hire, hotel accommodation, conference and event venues. Using this service reduces travel costs and is good value for money. These bookings are paid for directly by the organisation.

Since our trustees give their time voluntarily, they receive no remuneration or other benefits. Expenses incurred by trustees while carrying out their roles are included in note 6 of the accounts. Executive Board directors' expenses incurred on business-related activity are disclosed below, where they have chosen to claim.

**Executive Board Directors' expenses incurred on NSPCC business, and reclaimed or paid directly by the charity in the year - for Directors in post at 31 March, 2024**

	Flights £	Hotels £	Rail £	Other £	2024 £	2023 £
Chief Executive - Peter Wanless	257	1,194	1,455	174	3,080	1,906
Director of Communications - David Hamilton	-	305	683	272	1,260	472
Director of Finance - Paul Taylor	-	171	1,648	-	1,819	1,033
Director of Income Generation - Josephine Swinhoe	-	336	573	-	909	603
Director of People - Brett Terry	-	72	185	19	276	294
Director of Services - Claire Watt	-	81	2,401	230	2,712	1,467
Director of Strategy and Knowledge - Maria Neophytou	-	588	556	119	1,263	1,114
Director of Technology Greig Sharman	-	1,826	7,192	-	9,018	7,342
<b>Total</b>	<b>257</b>	<b>4,573</b>	<b>14,693</b>	<b>814</b>	<b>20,337</b>	<b>14,231</b>

**Procurement policy and modern slavery statement**

We're committed to acting ethically and with integrity internally and in our business relationships. We expect the same high standards from the organisations we work with. Our ethical values and procurement principles are communicated to our suppliers, and new suppliers are asked to evidence that they share our values. We'll never knowingly support or do business with organisations in any way connected with slavery, human trafficking or child labour.

Our procurement process aims to ensure we achieve value for money and that preferred suppliers meet or exceed our requirements regarding ethical procurement. Suppliers are asked to demonstrate that they embrace diversity, understand the risks within their supply chain and remunerate their employees fairly.

Our supply chain is predominantly UK-based and is compliant with UK legislation. We take a risk-based approach to purchase, applying increased levels of scrutiny to high-risk supply categories, such as goods sourced from overseas. We focus our scrutiny on the policies, procedures and controls demonstrated by our direct suppliers, recognising that it is not always possible for us to have a close relationship with all parties in a supply chain.

## **Our relationship with donors and funders**

The NSPCC subscribes to the Fundraising Regulator's fundraising promise, which is available to download on our website. And, in addition, we have published our 'promise to you' as follows:

Our promise to you

- We will tell you about the amazing ways you're helping to change children's lives for the better.
- We will follow the highest standards in fundraising.
- We will always keep your personal information safe.
- We will share with you the ways you can keep the children in your life safe.
- We will let you know about new ways that you can help support children.
- We will always give you the power to decide how we contact you.

We receive over 80% of our funding from generous supporters. We raise funds from individuals through one-off donations, regular donations by direct debit, payroll giving, gifts in Wills and gaming products, such as raffle and lottery. We communicate with our supporters through a selection of mailings, telephone calls, email, and SMS.

Throughout 2023/24, we regularly shared with supporters how their donations allowed us to meet the needs of children. We also shared resources with supporters to help them to support the children in their lives. We have also recruited new donors during the period through online activity, television advertising, payroll giving, legacy promotion activity, contactless and direct debit payment collections. As a fundraising charity, we incur expenditure in order to raise income. The expenditure on raising funds incurred in 2023/24 not only resulted in income being raised in the year, but will also generate future income, particularly through ongoing regular donations and future legacy gifts, which are our largest sources of income.

During the year, we had external agencies fundraising directly with the public on our behalf, including outbound calls to existing supporters and Face to Face fundraising in private sites such as supermarkets and travel hubs. We strictly adhere to the Fundraising Regulator's Code of Fundraising Practice and all relevant Chartered Institute of Fundraising rulebooks, as well as guidance on fundraising activity including the Treating Donors Fairly guidance.

All fundraisers representing us, including external agencies and their subcontractors, are required to adhere to these standards and receive rigorous training, monitoring and mystery shopping to ensure they understand the standards we expect when they are speaking to members of the public on our behalf, and to ensure a positive experience for the people they talk to. Above and beyond industry guidance, we also have additional levels of protection built into our contracts and the training and guidance we provide to all

fundraisers. Our donors do not receive more than two financial asks in any fundraising interaction.

Nobody who appears to be in potentially vulnerable circumstances is asked to commit to giving and those highlighting any form of diminished financial circumstances are offered an opportunity to give at lower value or alternative ways of supporting our fight for every childhood, such as volunteering and campaigning. We also voluntarily subscribe to the following fundraising bodies and uphold their standards:

<b>Body</b>	<b>Standards</b>
Fundraising Regulator	The Code of Fundraising Practice Rulebooks for private site fundraising
Chartered Institute of Fundraising (CioF)	CioF Rulebook Treating Donors Fairly Guidance
Direct Marketing Association	The Direct Marketing Code of Practice
Cabinet Office / Department for Culture, Media and Sport	National Exemption Order operational guidance

We have a complaints policy published on our website, which includes reference to inappropriate or improper fundraising methods. We are committed to dealing with all complaints constructively, impartially and effectively and will make every effort to ensure that all complaints receive a complete, accurate and timely response. No complaint is ever disregarded. During this financial year, we received (either directly or through a person acting on our behalf) a total of 431 complaints relating to all methods of fundraising. We define a complaint as 'any expression of dissatisfaction' and we actively encourage members of the public to share with us their views on our work to resolve problems and to improve our performance. All agencies we worked with were closely monitored while carrying out fundraising on our behalf. For telephone agencies, we listened to a random selection of calls each week to ensure compliance with regulatory and legislative standards, and that our supporters have been offered a positive experience. All complaints received are tracked and discussed with our agencies on a weekly basis to ensure anything highlighted that could be improved upon is addressed and developed where needed.

# Structure, management and governance

## How we are organised and governed

Good governance is fundamental to our sustained success as a charity. With good governance in place, we're most able to deliver on our mission and achieve our objectives. It enables all our people to use their skills, together with our resources, to best effect.

Good governance helps make sure that we are:

- compliant with all relevant legislation;
- constantly reviewing the risks we're facing;
- providing safeguarding standards of the highest quality; and
- supporting a positive culture for all of our people, including our volunteers.



We review our charity governance using the Charity Governance Code, and report against the principles contained within the code in this report.

### Organisational purpose

We were initially founded as The London Society for the Prevention of Cruelty to Children in 1884. We then became the National Society for the Prevention of Cruelty to Children (NSPCC), incorporated by Royal Charter in 1895. We are also a charity registered with the Charity Commission in England and Wales, the Office of the Scottish Charity Regulator, the Jersey Charity Commissioner and with the relevant authorities in Guernsey. We are still the only UK children's charity with statutory powers that means we can take action to safeguard children at risk of abuse.

**We work in England, Wales, Scotland, Northern Ireland, and the Channel Islands. Our services for children and young people are adapted appropriately, taking regional and local interests into account.**



## **Leadership**

Strong and effective leadership helps us deliver our aims. It also sets the tone for the charity, including its vision, values and reputation.

We are headed by a strong Board of trustees (the Board) that provides strategic leadership in line with our aims and values. The Board has collective responsibility for everything that we do, including the legal responsibility to ensure the charity is controlled and properly managed. They exercise their powers in accordance with our Royal Charter, other legal requirements, and the principles of good governance. They act in the best interests of the organisation and our work to protect children and young people.

The Board also makes sure that we are delivering our work effectively and sustainably. The Board regularly reviews our charitable purposes and the external environment in which we are working to make sure that the NSPCC, and its purposes, stay relevant and valid.

The Board agreed the 2021-2031 strategy, which launched on 1 April 2021. The Board also agrees the priorities in the annual HOSHIN (plan) in March every year, together with a three-year roadmap. The Board monitors progress against, and the impact of, the strategy on a quarterly basis.

## **Integrity**

The Board acts with integrity. It adopts our organisational values, uses ethical principles to make decisions, and creates a welcoming and supportive culture to help us achieve our charitable purposes. The Board understands how important it is that the public have confidence and trust in the integrity of the NSPCC. trustees carry out their duties with this in mind, considering our values and ethics in everything they do.

Trustees declare any interests which might conflict with NSPCC business. Trustees also declare any gifts and hospitality they receive from NSPCC partners and contractors. All of our trustees give their time on a voluntary basis; they receive no remuneration or any other benefits. Note 6 details any out-of-pocket expenses, along with other costs paid directly by the charity, that the trustees have incurred while carrying out their duties.

## **Decision-making, risk and control**

The Board makes sure that its decision-making processes are informed, rigorous and timely. They also make sure that effective delegation, control and risk assessment are set up and monitored.

Our Board meets six times a year. We also hold two Board away days each year, where trustees and the executive Board focus on key strategic issues in more depth.

There are certain matters which the Board reserves to itself through a written schedule. These include approval of our annual plan and budget, and our overall strategic direction. The *Matters Reserved for the Board statement* makes clear the trustee Board's responsibilities and where there are clear delegated authorities to act on their behalf.

The trustee Board delegates certain responsibilities to its committees or through the Chief Executive. The Chief Executive is accountable to the trustee Board for the day-to-day running of the NSPCC and for executing the strategy and policies agreed by the Board and/or its committees.

Each Board committee has defined terms of reference, detailing the delegated authorities where appropriate.

Co-opted members, who are not themselves trustees, serve on some of our committees. We are very grateful for the expertise, skills and experience they bring.

## Committees of the Board

<p><b>Finance, Audit and Risk committee</b></p>	<p>Maintains an overview of the financial aspects of our strategy. Reviews and monitors our policies, processes and standards to ensure effective financial management. Oversees our systems for quality, performance, risk management and internal controls ensuring that our systems are robust, effective and fit for purpose.</p>
<p><b>Income Generation Committee</b></p>	<p>Reviews the NSPCC income generation strategies, their relationship with wider brand positioning and marketing activities. Reviews impact on NSPCC’s reputation and, where appropriate, recommends relevant strategies to the Board.</p>
<p><b>Nominations and governance committee</b></p>	<p>Ensures that we comply with our Royal Charter and byelaws as well as best practice in governance. Reviews the role and membership of the Board of trustees and its committees.</p>
<p><b>Policy committee</b></p>	<p>Responsible for identifying key issues on which we must have a public policy position and reviews our work with Government and other agencies.</p>
<p><b>Remuneration and People committee</b></p>	<p>Decides on the appropriate level of remuneration for our Chief Executive and reviews recommendations for remuneration of the executive Board. Further information on executive Board and other senior staff remuneration is included earlier in this report.</p>
<p><b>Service development, Safeguarding and Quality committee</b></p>	<p>Reports to and advises the Board on the development and impact of our services for children and young people. Ensures that high-quality services meet the needs of children and families based on local need.</p>
<p><b>Volunteer Engagement Committee</b></p>	<p>Provides oversight, leadership and critical friendship to the executive in ensuring we create an environment in which volunteers feel valued and able to be their best. Has oversight of a programme of activity where senior leaders, including trustees, engage directly with volunteers across the country in a reasonably systematic way.</p>

## Risk management and control

The Board has overall responsibility for risk management. It discusses and decides the level of risk it is prepared to accept for both specific and combined risks. In September 2021, the Board defined its risk appetite, and during the summer of 2023, we reviewed our risk management framework and risk registers.

The Board regularly reviews our specific significant risks and the cumulative effect of these risks. It makes plans to mitigate and manage these risks appropriately.

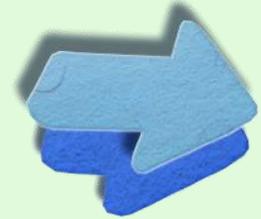


The Board puts in place and regularly reviews our process for identifying, prioritising, escalating and managing risks. Where applicable, it also reviews our system of internal controls to manage these risks. There were two internal audits on risk management in the year: one on the risk management framework and one on risk identification and escalation. Any recommendations made in the report have been implemented, strengthening our risk management framework.

We committed to ongoing reviews of the internal and external risks facing the organisation. We have an annual review of risk appetite and effectiveness. Key to the effectiveness of our risk management system is the annual review of the Strategic Risk Register by the Board of trustees and the reviews of risk by the Finance, Audit and Risk Committee. Risks are also reviewed by the Executive Board quarterly. There is an established process for identifying risks, involving senior management leadership teams, risk owners and risk champions regularly reviewing our strategic and operational risks.

## Principal risks and uncertainties

The Strategic Risk Register (SRR) defines risks that could threaten our ability to deliver our strategy, if they took place.



Our Strategic risk register includes 15 Strategic risks, which fall into the following categories:

1. **Income Generation** – historic decline in donor base; competition against other charities for donors;
2. **Economic uncertainty** – cost of living, inflation, and interest rate impacts on the level of giving, operational costs and reserve cover. This also impacts staff recruitment and retention;
3. **Cyberattack/data breach** – cyber risk strategy; prevention measures; crisis management policy and procedures;
4. **Reputation or brand damage** – impact on revenue streams; use of external PR advisers on a contingency basis;
5. **Operational risks** – failure to successfully implement a major and critical systems project;
6. **Failure to innovate** – failure to initiate new revenue streams and use technology and social media platforms effectively;
7. **Legacy technology systems** – ageing technology impacts productivity and requires considerable support to stay operational;
8. **Regulatory or legislative changes** – compliance strategy to keep updated on significant changes which could affect the Society internally or externally; and
9. **Business interruption** – disaster recovery and contingency policies (in place and being regularly tested).

The principal risks facing the organisation are as follows:

Risk category	Mitigations and actions
<p><b>1</b> <b>INCOME GENERATION</b></p>	<p>To help mitigate this risk category, we're prioritising six growth driver income streams as agreed with the Board of trustees.</p> <p>We're using business planning tools to regularly review and report against KPIs in the annual and three-year financial plans.</p> <p>Alongside this, we're preparing evidence to activate new income streams and expand the portfolio. We're continuing to invest in brand awareness for supporter attraction and retention, especially in the current challenging market.</p> <p>Contingencies are in place for an emergency fundraising appeal if necessary and reserves in place to help counteract any in-year net financial declines.</p>
<p><b>2</b> <b>ECONOMIC UNCERTAINTY</b></p>	<p>The Society closely monitors income and expenditure against budgets which include operational costs, staff recruitment and retention.</p> <p>While the external economic climate is outside our control, we use our political ongoing influencing activities and evidence-based publications and insights to keep children's needs high on the agenda. This helps us mitigate economic uncertainty.</p> <p>Work in this area includes a general election influencing campaign and co-developing services focused on early intervention and prevention.</p>
<p><b>3</b> <b>CYBER ATTACK/DATA BREACH</b></p>	<p>To help mitigate this risk category, key controls include:</p> <ul style="list-style-type: none"> <li>• mandatory cyber security awareness/training with regular phishing attack exercises;</li> <li>• proactive monitoring of critical vulnerabilities so we can deploy critical patches in a timely manner;</li> <li>• Distributed Denial of Service (DDoS) protection and other targeted testing to protect key services; and</li> <li>• preventing users from installing unauthorised software).</li> </ul>

There are additional quality assurance and processes in place for use of web analytics tools. This includes quarterly scans across our websites, and an external audit to ensure cookie compliance and review new cookie requirements.

New projects/products are part of a Data and Analytics Strategy. Information security and digital ethics are considered by Information Security Governance and Digital Ethics Boards.

We have a qualified Data protection and compliance team in place, with support from the DPO Centre who conduct Data Protection Impact Assessments on new high-risk projects.

**4  
REPUTATION OR  
BRAND DAMAGE**

Key controls that are currently in place to help mitigate this risk category include:

- a well-established ‘red lines and red flag’ regime with a Trustee subgroup in place to consider marginal cases;
- risk appetite being documented and reviewed annually by Board of trustees to help decision making;
- an organisation-wide strategic/operational risks and opportunities register that is regularly reviewed by our Executive Board of Directors; and
- robust Acceptance and Refusal of donations and equivalent policies (including regarding gifts and hospitality) that are reviewed regularly.

**5  
OPERATIONAL  
RISKS**

Controls that are currently in place to help mitigate this risk category include:

- a Technical Debt register, with a remediation project to safeguard frontline services. Following any major incident, an in-depth root cause investigation is conducted to prevent a re-occurrence;
- ‘Operational Change’ process assesses changes to our infrastructure and systems that are presented for approval; and
- a Business Relationship Management model helps to ensure that Services delivery outcomes are prioritised, agreed and monitored in project activities. This also provides a better foundation

for future strategic programmes.

**6  
FAILURE TO  
INNOVATE**

Controls that are currently in place to help mitigate this risk category, in addition to those for Income Generation (see no. 1 above), include:

- a Portfolio Governance Board co-chaired by Technology and Finance Directors. This will strengthen Technology investment and benefits delivery across all change and business as usual initiatives, with clear NSPCC corporate and Directorate priorities agreed and in place for 2024/25; and
- a Digital Enablers Steering Group, established October 2023, across Income Generation (IG) and Technology Directorates. This oversees/prioritises digital enablers that can grow income workstreams.

**7  
LEGACY  
TECHNOLOGY  
SYSTEMS**

Controls that are currently in place to help mitigate this risk category include:

- a new, Technical Debt register. This is regularly updated with known risks and issues surrounding any infrastructure, system or software going out of support;
- audits and network monitoring of system use across the Society. This is informing plans and engagements on those systems to better manage any data and security risks;
- annual and ad-hoc licence reviews to assess usage of appropriate licences and optimise costs; and
- production of technical roadmaps that include risks status against all areas, to determine areas of focus and onward planning.

**8  
REGULATORY OR  
LEGISLATIVE  
CHANGES**

Controls that are currently in place to help mitigate this risk category include:

- focusing on the implementation and shaping of the new regulatory framework following the Online Safety Act;
- setting up an organisation-wide 'The Independent Inquiry into Child Sexual Abuse (IICSA)' review

group make sure we are able to respond effectively. Our CEO is chairing the 'IICSA Changemakers' alliance to mobilise the wider sector;

- channelling our follow up to the Independent Review of Children's Social Care (Care Review) via the children's charities coalition General Election (GE) influencing campaign;
- convening a Relationships & Sex Education (RSE) strategic communications group with relevant expertise from across the organisation, to manage our response to RSE developments; and
- prioritising work on the Victims Bill so we can maintain our leadership position on this among the children's charities.

**9**  
**BUSINESS**  
**INTERRUPTION**

In addition to controls that are currently in place to mitigate Cyber-attack/Data Breach (see no. 3 above) and Legacy Technology Systems (see no. 7 above) categories, there are Business Continuity Plans in place with exercises carried out to test business critical activities.

**Board effectiveness**

The Board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions. Trustees are appointed on the basis of the skills that they bring. We undertake regular diversity and skills audits to make sure there is an appropriate mix of skills, experience and backgrounds around the Board table.

Trustees usually serve an initial term of three years. This can be extended once, up to a maximum of six years. In very exceptional circumstances there may be a further extension, in accordance with the Charity Governance Code. (Trustees elected before 2016 were able to serve for three terms.)

The Board has plans to reduce its size to twelve, however this cannot be achieved without causing instability for some years. Our trustees are recruited through a variety of means, including open advertising. The Society has a trustee recruitment policy in place which was approved during 2019.

Our trustees take part in a comprehensive induction programme and are offered training and development opportunities throughout their trusteeship. The induction typically consists of:

- training in charity trusteeship and safeguarding;
- induction meetings with the Chair, Chief Executive and Directors;

- visits to Childline bases, service centres; and
- visits to Speak Out Stay Safe assemblies in schools.

Trustees will also have induction meetings with the chairs of the committees on which they will sit.

Trustees have adopted the Charity Governance Code, and the nominations and governance committee continually works to improve our governance. At the end of each Board meeting, trustees discuss areas that worked well and what more is needed to inform discussion and decision making. Additionally, the Chair meets with each trustee to discuss their effectiveness individually.

From January to March 2024, the Board completed a Board evaluation exercise with an external facilitator, in accordance with the Charity Governance Code.

### **The report stated:**

"The last review of the Board of trustees of NSPCC was in 2020 and this review compares very favourably with that one, which was itself very positive. The Board is very well chaired. The atmosphere is open and inclusive and there is a real sense of shared commitment to the Society's success. Decision-making is effective with trustees able to constructively challenge and engage with the executive team on any aspect of its work. Trustees demonstrate their commitment through their considerable contributions both in and outside formal meetings."

The report contained 14 recommendations to further improve our governance. These will be implemented during 2024/25.

## Equality, diversity and inclusion

The Board has a clear, agreed and effective approach to supporting equality, diversity and inclusion throughout the organisation and in its own practice. In order to be there for every child and young person, the Board recognises the need to consider equality, diversity and inclusion when making decisions.

This includes making sure the voices of children and young people are considered during the decision-making process.



The Board approved the NSPCC EDI Charter in 2020. Since then, the Board has taken part in training, including unconscious bias training, and has appointed a lead trustee for Equality, Diversity and Inclusion. This trustee act as a bridge, joining the organisational efforts and priorities with the Board of trustees' governance responsibility, focus and plans.



The Board also recognises that in order to make the best-informed decisions, the widest variety of backgrounds and experience is needed around the Board table. We have undertaken diversity audits which are used by the Chair to inform the trustee recruitment process.

Our employee diversity breakdown at the NSPCC is as captured in the table below. These percentages show the average proportion of our workforce, per demographic, for the 12 months ending 31 March 2024.

	NSPCC	People Count benchmark
<b>Female %</b>	81%	72.5%
<b>LGBTQ+ %</b>	10%	9%
<b>Black, Asian and minoritised ethnicities %</b>	13%	8.2%
<b>Disability %</b>	10%	4.3%
<b>Average Age</b>	40	44.7

All our diversity and inclusion actions centre around three main areas of focus in our NSPCC Equality, Diversity and Inclusion action plan (2022-25). These are:

- Diversifying our workforce
- Creating an inclusive culture of safety and belonging
- Inclusive leadership

We call these three focal points our ‘diversity triangle’, because we understand that there is interdependence between all three aspects.

Within our action plan, pinned against these three areas of focus, our priorities remain:

- Diversifying the leadership of the organisation
- Removing barriers to entry as a member of staff or volunteer
- Disability accessibility and inclusion.

### Openness and accountability

The public’s trust that we are delivering public benefit is fundamental to our reputation and success. We engaged a range of stakeholders while developing the 2021-31 strategy. Having set out our ambition in the strategy, it’s important we understand how well we’re progressing towards these changes for children, and that we are open about our impact.

The Impact Framework stems from, and is intrinsically linked to, the 2021-2031 strategy. It is anchored in helping us understand whether the changes for children set out in our strategy are being achieved. The Impact Framework includes wider, deeper research and evaluations. It also includes the measures we will track and report against regularly. Each quarter, the Board reviews its impact against our strategic priorities and publishes its impact report to staff and volunteers.

We have a published complaints process, and complaints are monitored by the Finance, Audit and Risk Committee on behalf of the Board of trustees. The Board reports any serious incidents to the Charity Commission and other regulators as appropriate. A register of interests for trustees and senior staff is maintained and is available on request.

### **Public benefit and how our activities deliver it**

We must have due regard to the Charity Commission's public benefit guidance under section seventeen of the Charities Act 2011. We're confident that we meet those public benefit requirements. We've taken Charity Commission guidance into consideration.

Our vision is to end cruelty to children in the UK and the Channel Islands. It may take many generations to achieve. We believe cruelty to children is preventable. By having our strategy in place, we can achieve much more: 'Every childhood is worth fighting for'.

We believe we meet the public benefit requirements through the range of activities we undertake, most significantly through Childline, our free, confidential helplines and our range of services for children and families. We deliver projects in local communities for children who have experienced or are at risk of abuse as well as those in care, focusing on children who most need help. We also provide advice to adults and professionals who are concerned about children. We work with other organisations that come into contact with children. Ensuring they protect children and challenging those who don't. We visit schools, providing young people with the knowledge and resilience to keep themselves safe. And we campaign to make children safer and improve the child protection system across the UK and the Channel Islands.

### **Trustees' responsibilities statement**

The trustees are responsible for preparing the trustees' annual report and financial statements following the law and UK Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 (The Financial Reporting Standard applicable in the UK and Republic of Ireland).

The law applicable to charities in England, Wales and Scotland requires the trustees to prepare financial statements for each financial year. Statements must give a true and fair view of the charity's state of affairs and the incoming and application of resources for the charity for that period. In preparing these financial statements, trustees:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the charity's financial position. Accurate records ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008, the Charities and Trustee Investment (Scotland) Act 2005, the Charity Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the royal charter. Trustees are also responsible for safeguarding the charity's assets and taking reasonable steps to prevent and detect fraud and other irregularities.

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

### **Subsidiaries and related parties**

NSPCC Trading Company Limited and Childline are both wholly owned subsidiaries of the NSPCC, and their accounts are consolidated in the accounts presented on pages 100–124.

The principal activities of NSPCC Trading Company Limited are organising participation fundraising events on behalf of the NSPCC, a mail order operation and the sale of NSPCC branded goods. The company has seen a small reduction in income this year, as although fundraising events have largely returned to pre-pandemic levels several sponsorship partnerships have come to an end. The company had a profitable year and continues to develop its activities to support our work. The profit before tax of £0.3 million (2023 £0.2 million) was donated under Gift Aid to the NSPCC.

Childline continues as a separate legal entity in order to receive legacy income not otherwise receivable by the NSPCC. In the year ending 31 March 2024 it received £1.6 million legacy income (2023 £1.0 million). This is paid by way of a grant to the NSPCC towards the operation for the Childline service for which the funds were received.

## Patrons, trustees, officers and professional advisors

Royal Patron  
HRH The Duchess of  
Edinburgh

President  
HRH The Duchess of  
Edinburgh

Royal Patron of Childline  
HRH The Duchess of  
Edinburgh

President of Childline  
Dame Esther Rantzen  
DBE

Deputy President of  
Childline  
Rebecca Wilcox

### Board of trustees

#### Neil Berkett

- Trustee since 4 October 2018<sup>1</sup>
- Chair since 2 October 2019
- Finance committee (member) to 6 October 2022
- Nominations and governance committee (chair)
- Policy committee (member)
- Remuneration and People committee (chair)

#### Pippa Gough MA MSc PGCEA RN RM HV FQNI FRSA

- Trustee since 4 October 2018
- Vice-chair since 12 December 2019
- Policy committee (chair from 2 September 2019)
- Nominations and governance committee
- (member since 4 December 2019)
- Remuneration and People committee (member since 12 December 2019)

### **Sarah Ridgway**

- Trustee since 4 October 2018
- Vice-chair 12 December 2019 to 28 March 2024
- Nominations and governance committee
- 12 December 2019 – 28 March 2019
- Remuneration and People committee
- 12 December 2019 – 28 March 2019
- Service development, Safeguarding and Quality committee (member)
- Volunteer engagement committee (chair 12 December 2019 – 28 March 2024)

### **Dr Joanna Begent MBBS**

- Trustee since 2015
- Lead trustee with responsibility for safeguarding (since 2 October 2020)
- Policy committee (member)
- Service Development, Safeguarding and Quality Committee (since 6 October 2022)

### **Mark A. Corbidge**

- Trustee since 6 October 2022
- Hon Treasurer since 6 October 2022
- Finance, Audit and Risk Committee (chair)
- Remuneration and People Committee (member)

### **Pete Daffern**

- Trustee since 6 October 2022
- Income Generation Committee (chair)

### **Eithne Daly**

- Trustee since 1 October 2020
- Service Development, Safeguarding and Quality Committee (member)

### **Ifeoluwapo (Ife) Grillo**

- Trustee since 1 October 2020
- Volunteer Engagement Committee (member)
- Nominations and Governance Committee (member since 3 April 2023)
- Vice – Chair since 28 March 2024

### **Albert Heaney**

- Trustee since 7 October 2021
- Policy Committee (member)
- Service Development, Safeguarding and Quality Committee (member)
- Service Development, Safeguarding and Quality Committee (Chair since 28 March 2024)

### **Andrew Kerr**

- Trustee since 4 October 2018
- Policy committee (member)
- Service Development, Safeguarding and Quality committee (member)

**Tarek Khlal MBA**

- Trustee since 2015
- Income generation committee (member)

**Derrick Mortimer**

- Trustee since 4 October 2018
- Finance, Audit and Risk committee (member)
- Service development, Safeguarding and Quality Committee (chair to 28 March 2024)

**Sheanna Patelmaster**

- Trustee since 1 October 2018
- Finance, Audit and Risk Committee (member)
- Service Development, Safeguarding and Quality Committee (member)

**Emma Smyth**

- Trustee since 7 October 2021
- Volunteer Engagement Committee (member)

**Thomas Toumazis MBE**

- Trustee since 4 October 2018
- Income generation committee (member)
- Audit and Risk Committee (member) to 6 October 2022
- Volunteer Engagement Committee (member since 3 April 2023)

**Chanelle Wilson**

- Trustee since 5 October 2023
- Service Development, Safeguarding and Quality Committee (member)

**Gaby Zein**

- Trustee since 5 October 2023
- Service Development, Safeguarding and Quality Committee (member)
- Volunteer Engagement Committee (member to 28 March 2024, Chair since 28 March 2024)

## Co-opted members

We thank the following for the support on our committees, recognising the expert advice they give:

**Angela Cha**

Finance, Audit and risk committee

**Dr Carlene Cornish**

Policy Committee

**Professor Julia Davidson**

Policy Committee

**Sally Essler**

Service Development,  
Safeguarding and Quality  
Committee  
Volunteer Engagement committee

**Eddie Golding**

Service Development,  
Safeguarding and Quality  
Committee

**Ed Grimsey**

Volunteer Engagement committee

**Steve Hart**

Service Development,  
Safeguarding and Quality  
Committee

**Estelle Lloyd**

Income generation committee

**Mark Luboff**

Finance, Audit and Risk  
committee

**Jonathan Middup FCA**

Finance, Audit and risk  
committee

**Hywel Peterson**

Income generation committee

**Gavin Dein**

Income generation committee

**Julian Short**

Income generation committee

**Paul Snell**

Service development,  
Safeguarding and Quality  
committee

**Sarah Timby**

Finance, Audit and Risk  
Committee

**Francesca Valli**

Income generation committee

**We also thank the trustees of  
the NSPCC Pension Scheme  
Limited:**

- Lynne Stewart-Brindle,  
Pan Trustees UK LLP (chair)
- Alex Camm
- Tracey Dawkins  
(from 7 December 2022)
- Philippa Webster  
(to 7 December 2022)

## Senior management (the Executive Board)

### Chief Executive

Peter Wanless

### Director of Communications and Marketing

David Hamilton to 8 May 2024

### Director of Finance

Paul Taylor

### Director of Income Generation, Fundraising and Engagement

Jo Swinhoe

### Director of Services

Claire Watt

### Director of People

Brett Terry

### Director of Strategy and Knowledge

Maria Neophytou

### Director of Technology and Data

Greig Sharman to 28 June 2024

## Bankers and professional advisers

### Bankers

#### Barclays Bank Plc

1 Churchill Place, London E14 5HP

#### The Co-operative Bank Plc

9 Prescott Street, London E1 8BE

#### NatWest Plc

250 Bishopsgate, London EC2M

4AA

### Auditors

#### Crowe U.K.

55 Ludgate Hill, London EC4M

7JW

### Internal Audit Partner

#### KPMG LLP

15 Canada Square, London E14

5GL

### Investment managers

#### Blackrock

12 Throgmorton Avenue, London

EC2N 2DL

#### Credit Suisse (UK) Limited

1 Cabot Square, London E14 4QJ

#### J.P. Morgan International Bank Ltd.

25 Bank Street, Canary Wharf,

London E14 5JP

## Legal advisors

### **Bates Wells & Braithwaite**

10 Queen Street Place, London  
EX4R 1BE

### **Carbon Law Partners**

89 Eastgate, Cowbridge CF71  
7AA

### **Carson McDowell LLP**

Murray House, Murray Street,  
Belfast BT1 6DN  
(who also advise us on a pro-  
bono basis)

### **Wilson's Law**

4 Lincoln's Inn Fields, London  
WC2A 3AA

### **Withers Worldwide**

20 Old Bailey, London EC4M 7AN  
(who also advise us on a pro-  
bono basis)

We would like to thank the following firms for their pro-bono work:

### **Baker & McKenzie**

100 New Bridge Street, London  
EC4V 6JA

### **CMS Cameron McKenna**

**Nabarro Olswang LLP**  
Cannon Place, 78 Cannon Street,  
London EC4N 6AF

### **Devereux Chambers**

Devereux Court, Temple, London  
WC2R 3JH

### **DLA Piper**

3 Noble Street, London EC2V 7EE

### **Doughty Street Chambers**

53-54 Doughty Street, London  
WC1N 2LS

### **Gowling WLG**

3 Waterhouse Square, 142  
Holborn, London EC1N 2SW

### **Herbert Smith Freehills LLP**

Exchange House, Primrose Street,  
London EC2A 2EG

### **Mayer Brown International LLP**

201 Bishopsgate, London EC4V  
6JA

### **Simmons and Simmons**

City Point, 1 Ropemaker Street,  
London EC2Y 9SS

### **Walker Morris**

Kings Court, 12 King Street,  
Leeds LS1 2HL

### **Weil, Gotshal & Manges**

110 Fetter Lane, London EC4A  
1AY

# Financial review



# Summary

This year's annual report marking three years of progress on our ambitious ten-year strategy. Much of the social safety net the NSPCC provides is dependent on our indispensable volunteers who, alongside our employees, supporters and partners, keep lifelines like Childline and the Helpline open to the children and families who need them. Crucially, none of those vital services would be possible without the generosity and good will of our supporters, who continue to donate much-needed funds.

Our total income increased in the year, with increases in our legacies and investment income offsetting a decline in individual direct giving. As well as this increase in total income in the year, our income from supporters (donations and legacies\*, and other trading activities) also grew, making up over 80% of total income received, which continues to illustrate the clear mandate we hold to act on behalf of the public to protect children.

Although the amount spent on charitable activities has increased by £8.2 million to £85.5 million, we have also had to spend more on raising funds and therefore the percentage of our funds spent on directly helping children and families has reduced slightly to 73.4% (2023 75.0%). We have chosen to invest in fundraising infrastructure, including our supporter engagement platform, and for a period, acknowledge that this will have an impact on this percentage. However, this still means that for every pound we spend, almost 75 pence\*\* goes on charitable activities.

We would like to thank everyone who stands with us in the fight for every childhood and who continues to support our work.

*\*Income from supporters included income from donations and legacies (excluding statutory non-performance related grants) and other trading activities.*

*\*\*Expenditure on charitable activities is 73.4% (2023: 75.0%) of total expenditure excluding other expenditure. Excluding donated services of £5.0 million (2023: £3.3 million), expenditure on charitable activities would be 76.3% (2023: 77.2%) of total expenditure excluding other expenditure. Donated services are recognised within raising funds (£4.6 million (2023: £3.0 million)) and charitable activities (£0.4 million (2023: £0.3 million)).*

## How we helped children

Our ambition over our ten year strategy is to work with more children and make the biggest impact we can help prevent child abuse and neglect. This year we spent a total of £85.5 million on charitable activities, which was £8.2 million higher than last year (2023: £77.3 million), with the amount spent to directly help children and families remaining around 75% of expenditure.\*\*



# £85.5 million

on charitable activities

**Expenditure on services for children and families** reduced by £1.1 million to £25.1 million (2023: £24.0 million), primarily due to recruitment to vacant roles in staff across our service centres. You can read more about the delivery of our direct services throughout the annual report.

**Expenditure on Childline and our Schools Service** increased by £0.1 million to £24.3 million (2023: £24.2 million). Through 2023/24, Childline has continued to listen to and respond to children and young people's needs for help and support. This year we delivered fewer counselling sessions – almost 188,000 (2023: over 195,000), with the help of over 1,000 volunteer counsellors (2023 over 1,100 volunteer counsellors) who provided over 123,000 hours (2023 over 132,000 hours).

\*\*Expenditure on charitable activities is 73.4% (2023: 75.0%) of total expenditure excluding other expenditure. Excluding donated services of £5.0 million (2023: £3.3 million), expenditure on charitable activities would be 76.3% (2023: 77.2%) of total expenditure excluding other expenditure. Donated services are recognised within raising funds (£4.6 million (2023: £3.0 million)) and charitable activities (£0.4 million (2023: £0.3 million)).

**Childline** continues to face challenges in providing enough capacity during the busiest periods: evenings and weekends are often the hardest shifts to fill with volunteers. We're focusing on recruiting more volunteers and getting them trained as efficiently as possible.

Delivery of our **Speak out. Stay safe. program** through school assemblies remained largely virtual through the year. We delivered assemblies to over 5,600 schools (2023 over 5,300 schools) reaching over 1,376,000 children across the UK (2023 over 1,235,000 children). You can read more about our Childline service and Speak out. Stay safe. on pages 25–27.

**Expenditure on child protection advice** and awareness increased by £6.0 million to £29.9 million (2023: £23.9 million). This year we have spent more on awareness campaigns, as well as increased Helpline staff costs. The NSPCC Helpline continues to support adults, including parents, professionals and other members of the public, who have concerns about a child. During the year, our Helpline responded to over 75,600 contacts in relation to child welfare (2023: nearly 60,000). You can read more about our Helpline on page 15 and 16.

**Expenditure on child protection consultancy** increased by £1.0 million to £6.2 million (2023: £5.2 million). A major component is our NSPCC Learning activity, where we offer our range of online courses that help organisations and individuals working with children and young people to gain the knowledge and skills they need to keep them safe. In 2023/24, we had almost 3 million visitors to the NSPCC Learning website. And, we're well on our way to achieving our vision to be the 'go-to' place for safeguarding information, and for training professionals working or volunteering with children. You can read more about our NSPCC Learning on page 15 and 16.

**Expenditure on raising funds** increased by £5.3 million to £31.0 million (2023: £25.7 million). This includes increased advertising costs for our awareness and fundraising campaigns, including gifted advertising, as well as increased events costs.

Our efforts over the years to streamline all that we do have enabled us to continually reduce support costs, and to reduce this as a percentage of our total expenditure from 7% in 2012 to just 4% in 2019, which has since been maintained. This year, although support costs increased to £5.2 million, this has remained 4.4% of total expenditure (2023: £4.6 million, 4.4%). Support costs include expenditure on governance activities of £0.5 million (2023: £0.4 million). Governance costs include the cost of internal audit, legal advice, costs associated with meeting constitutional and statutory requirements and strategic planning.

## The support we received

This year our total income increased by £4.1 million to £124.7 million (2023: £120.6 million). Of that, overall income from donations and legacies increased by £3.8 million to £100.6 million (2023: £96.8 million).



# £124.7 million

total income

**Income from individual giving**, including regular donations, reduced by £2.1 million to £43.3 million (2023: £45.5 million), continuing the trend of decline in the number of committed regular giving relationships. Economic hardship that many people have faced over the last 12 months has resulted in continued cancellations, though lower than last year, reducing by 20,000 to 402,000 (2023: reducing by 26,000 to 422,000). This year we were able to secure 10,000 new regular donors (compared to 9,000 in 2023), largely due to a continued increase in face-to-face fundraising and a focus on regular giving.

**Legacy income** increased by £2.6 million to £30.8 million (2023: £28.2 million), partly due to an increase in high value gifts. In the year there were 13 gifts over £250,000 with a total value of £11.5 million (2023: 9 gifts over £250,000 with a total value of £9.2 million). This includes a significant gift of £6.0 million compared to a similar gift of £5.0 million last year.

**Income from corporates, trusts and major donors** increased by £3.5 million to £16.1 million (2023: £12.6 million). This is primarily due to a significant partnership with Omaze of £2.1 million as well as new marketing services provided as gifts in kind. You can read more about our corporate partners on page 34.

**Other voluntary income streams** remained consistent with the prior year. We received £0.3 million of capital income to develop one of our service centres, which is offset by decreases in our schools fundraising and in participation events when compared to last year.

**Income from trading activities** decreased by £0.3 million to £5.3 million (2023: £5.6 million). This was due to a reduction in some of the high value events compared to last year, though this was offset by the reintroduction of the Childline Ball in February 2024, run for the first time since 2019. This was also supported by an increase of £0.1m to £2.1m in income from the sale of goods and other activities.

**Income from charitable activities**, received primarily from government and other statutory sources through grants and contracts, increased by £1.1 million to £15.7 million (2023: £14.6 million). Sales from our bespoke training increased and our elearning sales through NSPCC Learning, which was launched in 2019, have remained consistent, with our range of online courses that help organisations and individuals working with children and young people to gain the knowledge and skills they need to keep them safe. We also received £1.4 million (2023: £nil) from the Home Office to support the long-term aim of building public awareness about child sexual abuse and to ensure the provision of accessible expert advice and a confidential reporting mechanism for whistleblowers.

**Income from supporters** (donations and legacies\*, and other trading activities) remains above 80% of total income received, which continues to illustrate the clear mandate we hold to act on behalf of the public to protect children. We would like to thank all our supporters for their commitment to the cause and their passion for what we do, which leads them to give generously in so many ways. This support is as vital as it has ever been, and we simply could not reach the children who need us without our supporters standing with us.

*\*Income from supporters included income from donations and legacies (excluding statutory non-performance related grants) and other trading activities.*

## Reserves

Total reserves now stand at £119.6 million, an increase of £14.2 million compared to last year.

This reflects:

- unrestricted general funds of £100.1 million (2023: £89.4 million),
- designated funds of £41.5 million (2023: £37.6 million),
- restricted funds of £1.6 million (2023: £1.8 million) and
- endowment funds of £1.6 million (2023: £1.5 million),
- offset by the negative pension reserve of £25.2 million (2023: £24.9 million).



**£14.2 million**

increase on last year

**The £10.7 million increase in unrestricted general funds** reflects net income for 2023/24 of £12.4 million, partly offset by transfers of £1.7 million, with £2.2 million transferred to the pension reserve for defined benefit contributions paid during the year.

**The £3.9 million increase in designated funds** reflects £6.0 million income set aside for strategic expenditure, investment property gains of £0.6 million and net property additions of £0.5 million, offset by expenditure of £2.7 million and fixed asset property depreciation of £0.6 million. Designated funds are funds set aside by the trustees out of general funds to cover the value of

property fixed assets held, which includes freehold and leasehold properties, or to fund specific future purposes or projects. Designated funds relating to freehold and leasehold properties were £22.2 million, consisting of property fixed assets, with a land value of £1.9 million, investment property value of £1.9 million and depreciating property assets of £15.0 million, and related provision for property dilapidations of £3.4 million. The remaining average depreciation time for these property assets is 32 years. In addition, £19.3 million is held for the furtherance of strategic projects.

**The £0.2 million reduction in restricted funds** reflects the drawdown of funds in order to support activities specified by the donor when making the gift, or related to the terms of an appeal. Restricted funds at 31 March 2024 represent unspent restricted income of £1.4 million, being £0.3 million for our Letting The Future In program, £0.3 million for our Healthy Relationships Campaign and £0.2 million for The Lighthouse as well as £0.5 million restricted to programmes and £0.2 million with other regional restrictions. The remaining balance of £0.3 million relates to capital restricted income, where the asset is yet to be brought in to use.

**Endowment funds**, being donations where the capital needs to be preserved, have increased to £1.6 million (2023: £1.5 million).

Per our reserves policy we aim to retain sufficient unrestricted free reserves in a range equivalent to three to six months' forward expenditure. Unrestricted free reserves are calculated as excluding fixed assets included within general funds, adjusted for the actuarial deficit in the pension scheme and investment volatility. We hold these unrestricted free reserves in case of any sudden decline in income, so that we can honour our commitments to children and young people by ensuring contractual obligations to staff, premises and funding partners can be met with confidence.

**Our unrestricted free reserves** totalled £59.3 million (2023: £50.9 million) and are equivalent to 5.8 months forward expenditure (2023: 5.1 months), which are within our target range.

## Investments and cash

Our reserves are largely represented by the amounts that we hold in investments and cash.

The trustees' responsibilities with respect to investments are set out in the Royal Charter and by-laws. These responsibilities are delegated to the Finance Committee, which oversees the management of the portfolio.

JP Morgan and Credit Suisse are our investment managers, with each actively managing a mixed portfolio of equities, bonds and cash deposits with the aim of achieving return goals within risk parameters, and applying a set of ethical screens using industry recognised screening tools such as provided by MSCI ESG (Environmental, Social and Governance) Research and ECPI Research.

At 31 March 2024, **total investments and cash totalled £126.9 million** (2023: £109.2 million). Fixed asset investments totalled £122.3 million (2023: £100.3 million), of which £30.2 million was held in equities (2023: £25.2 million), £41.5 million was held in fixed income bonds (2023: £39.0 million), £48.7 million was held in bank deposits and money market funds (2023: £35.4 million) and £1.9 million in investment property (2023: £0.7 million).

**A total of £75.1 million is held by Credit Suisse and JP Morgan** (2023: £66.8 million). This increase is due to £7.2 million of investment gains combined with £1.1 million net investment income. The table below shows the performance of our investment managers at 31 March 2024:

Fund manager	Benchmarks used	Fund value 31 March 2024 £'000		Inception	Performance Since Inception %	
JP Morgan	51% BBG Capital Sterling Corporate 1-10yrs 49% MSCI World After Tax	Equities	18,203	1st October 2018	Performance	39.38
		Bonds	19,606		Benchmark	45.93
		Deposits	952			
		<b>Total</b>	<b>38,761</b>		<b>Variance</b>	<b>(6.55)</b>
Credit Suisse	37% Bloomberg GBP Non-Gilts 1-10yr 31% MSCI World Idx TR Net Hdg into GBP 24% Bloomberg GBP Gilts 1-10yr 8% JPMorgan Cash GBP 1M	Equities	12,022	2nd July 2018	Performance	24.32
		Bonds	21,852		Benchmark	23.68
		Deposits	2,503			
		<b>Total</b>	<b>36,377</b>		<b>Variance</b>	<b>0.64</b>

The investment managers' performance against their respective benchmarks is monitored closely by the Finance, Audit & Risk Committee. JP Morgan's underperformance versus its benchmark since inception has been impacted by sustainability objectives. Although JP Morgan's performance has been below benchmark, it has delivered a strong overall absolute return since inception.

Current investments and cash were £4.6 million (2023: £8.9 million), comprising operational cash held plus overnight money market investments. The overall return on cash investments for the year ending 31 March 2024 was 4.2% (2023: 1.3%). We also earned rental income of £0.1 million (2023: £0.1 million) from our investment properties.

## Pensions

We provide a defined contribution pension scheme available to all staff, operated by Aviva. We also operate a defined benefit scheme.

The non-contributory section of this defined benefit scheme was closed to new members on 1 July 2002, and the contributory section was closed to new members on 1 July 2008. The full scheme was closed to future accrual on 31 December 2009; on closure, members of the scheme had the opportunity to join the defined contribution scheme.

The most recent triennial actuarial valuation at 31 March 2021 reported a deficit of £23.3 million, being the valuation used for funding purposes. Based on this valuation, the Society agreed with the pension scheme trustees that it would aim to eliminate the deficit over a period of five years and six months from 31 March 2021 by the payment of annual contributions of £1.8 million. In addition to the annual contributions, it was agreed that a lump sum of £11.4 million would be paid by 31 December 2021. Also, and in accordance with the actuarial valuation, the Society has agreed with the pension scheme trustees that it will pay £0.4 million per annum to meet expenses of the scheme and levies to the Pensions Protection Fund (previously £0.5 million per annum). The Society trustees consider that the pension deficit is recoverable from future cash flows.

The actuarial deficit as at 31 March 2024 has been estimated as £25.2 million (2023: £24.9 million). This deficit increase reflects £1.0 million actuarial losses, and expenses of £1.5 million, partly offset by £2.2 million of contributions during the year.

The basis of calculating a pension surplus and deficit for funding purposes is different to the basis that needs to be adopted to determine an accounting valuation under FRS 102. The FRS 102 valuation as at 31 March 2024 reported assets of £113.3 million with liabilities of £138.5 million, giving a deficit of £25.2 million (2023: £24.9 million).

## Going concern

When setting the 2024/25 budget, we reviewed our income expectations in light of historic returns and future scenario modelling.

We have considered our risks and opportunities, to ensure that our income targets are realistic, and have aligned our planned services and activities with our expected future short term income. We have considered our need to balance investment in future income streams to ensure financial longevity, against the desire to do as much as we can for children now, and the potential consequences of upward trends in inflation on our financial position.

Despite management's view that the 2024/25 budget represents a realistic, risk adjusted, view of our expected outcome for the year, we acknowledge that our operating environment continues to reflect some uncertainty. Sensitivity analysis has been prepared to model the impact that unexpected changes in income might have on our overall position and viability. Two scenarios have been considered: firstly, the impact of a worsening of economic and political climate, with higher inflation and reductions in donor contribution and, secondly, the impact of damage from an adverse reputational event.

We have assessed projected future income, expenditure and cash flows over the period to 31 March 2026, including additional downside scenarios, and analysed the strength of the Society's reserves, liquid assets and its ability to withstand a short-term material fall in income. In conclusion, the trustees have agreed that there is a reasonable expectation that the Society and its subsidiaries have adequate resources to continue their activities for the foreseeable future. Therefore, we have continued to adopt the going concern basis in preparing the financial statements.



**Neil Berkett**  
Chair, 17 July 2024

# Independent Auditor's Report to the Trustees of the NSPCC

## Opinion

We have audited the financial statements of NSPCC ('the charity') and its subsidiaries ('the group') for the year ended 31 March 2024 which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet and Charity Balance Sheet, Consolidated Cash Flow Statement 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 state of the group's and the parent charity's affairs as at 31 March 2024 and of the group's incoming resources and application of resources, including its income and expenditure 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 Charities Act 2011 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 group 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 trustee's 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 charity's or the group'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.

## **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient and proper accounting records have not been kept by the parent charity; or
- the financial statements are not in agreement with the accounting records and returns; 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, the trustees 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 group's and the parent charity'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 charity 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 151 of the Charities Act 2011, and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 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](http://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 charity and group 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 Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005, together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charity's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charity and the group for fraud. The laws and regulations we considered in this context for the UK operations included General Data Protection Regulation, Fundraising regulations, Child Welfare legislation and Employment legislation.

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 within the timing of recognition of legacy income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management, legal counsel and the Finance, 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, 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 charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Crowe U.K. LLP*

**Crowe U.K. LLP**  
Statutory Auditor,  
London,  
18 July 2024

# Financial statements



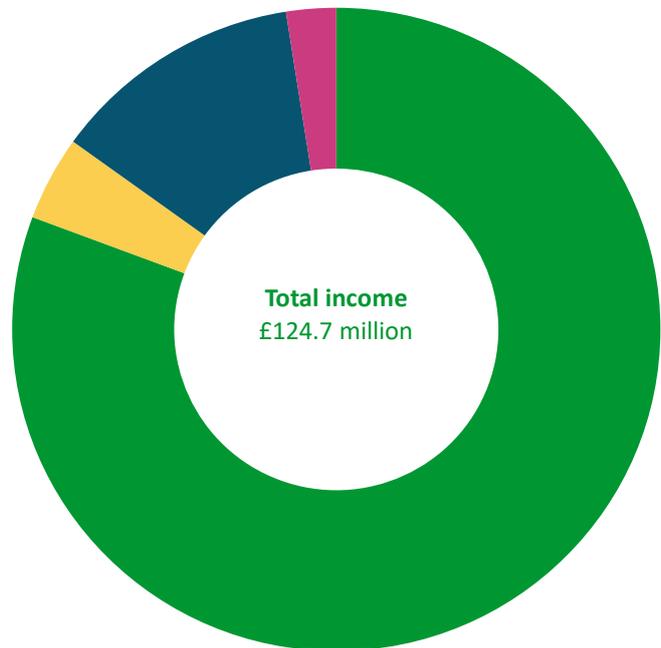
# The support we received

## Donations and legacies

**£100.6 million (80.7%)**

Voluntary donations made by our supporters on a regular or one-off basis, including grants which do not have performance-conditions attached.

(£96.8 million in 2023)



## Income from carrying out our charitable work

**£15.7 million (12.6%)**

Income which we receive in the course of carrying out our charitable work. For example, income received from service level agreements with local authorities; government grants; and income received from provision of training and education in child protection to professional groups.

(£14.6 million in 2023)

## Other trading activities

**£5.3 million (4.2%)**

Activities undertaken for the purpose of raising funds to support our charitable work. For example, dinners and balls, auctions, challenge events, sale of Christmas cards and allowing commercial organisations to use our name and logo in their marketing activity.

(£5.6 million in 2023)

## Investment income

**£3.1 million (2.5%)**

Income received from our bank accounts and investment holdings.

(£2.1 million in 2023)

## Other

**£nil**

This includes profit on sale of properties and other capital assets.

(£1.5 million in 2023)

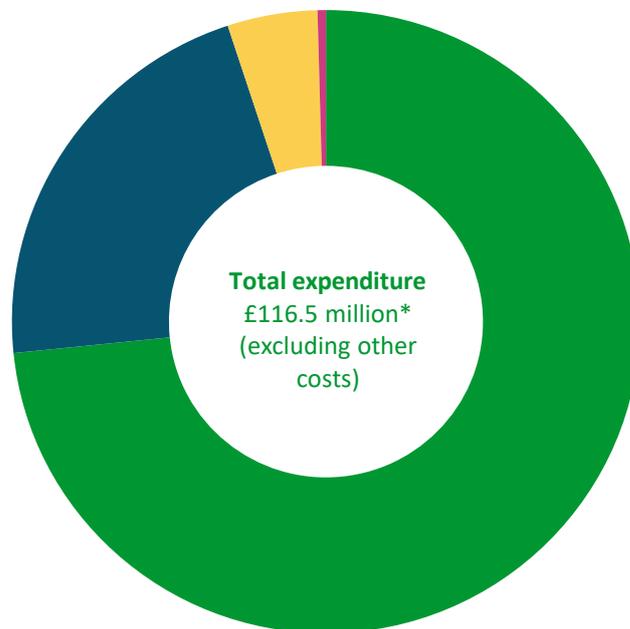
# How we helped protect children

## Charitable expenditure

**£85.5 million (73.4%)**

The cost of undertaking direct charitable activities which are defined under the following headings: (£77.3 million in 2023)

- Services for children and families £25.1 million (£24.0 million in 2023)
- Childline and the Schools service £24.3 million (£24.2 million in 2023)
- Child protection advice and awareness £29.9 million (£23.9 million in 2023)
- Child protection consultancy £6.2 million (£5.2 million in 2023)



## Raising donations and legacies

**£25.1 million (21.5%)**

The cost of receiving voluntary donations, attracting new supporters and ongoing supporter care.

(£20.5 million in 2023)

## Other trading activities

**£5.4 million (4.6%)**

The cost of fundraising events, attracting support for our weekly lottery and other trading activities to raise funds to support our work.

(£4.8 million in 2023)

## Investment management costs

**£0.5 million (0.4%)**

The cost of managing our investments.

(£0.4 million in 2023)

## Other\*

**£1.7 million**

Costs outside business as usual activities, such as restructuring and impairments.

(£0.5 million in 2023)

*\*Total expenditure was £118.2 million (£103.5 million in 2023) including other expenditure of £1.7 million (£0.5 million in 2023). These costs have been excluded from the figures presented above as they are outside business as usual activities.*

# NSPCC Consolidated Statement of Financial Activities

## for the year ended 31 March 2024

	Notes	Unrestricted funds £'000	Restricted & endowment funds [i] £'000	Year ended 31 March 2024 £'000	Year ended 31 March 2023 £'000
<b>Income from:</b>					
Donations and legacies	3	86,176	14,463	100,639	96,790
Charitable activities	4	5,018	10,683	15,701	14,594
Other trading activities	3	3,173	2,079	5,252	5,635
Investments	3	3,093	49	3,142	2,068
Other		-	-	-	1,495
<b>Total income</b>		<b>97,460</b>	<b>27,274</b>	<b>124,734</b>	<b>120,582</b>
<b>Expenditure on:</b>					
Raising donations and legacies	6	24,831	309	25,140	20,527
Other trading activities	6	5,320	34	5,354	4,821
Investment management costs	6	456	4	460	404
<b>Raising funds</b>		<b>30,607</b>	<b>347</b>	<b>30,954</b>	<b>25,752</b>
<b>Net income available for charitable application</b>		<b>66,853</b>	<b>26,927</b>	<b>93,780</b>	<b>94,830</b>
<b>Expenditure on:</b>					
Services for children and families		15,299	9,782	25,081	23,955
Childline and the schools service		10,987	13,326	24,313	24,158
Child protection advice and awareness		26,761	3,133	29,894	23,948
Child protection consultancy		5,540	720	6,260	5,192
<b>Charitable activities</b>	<b>6</b>	<b>58,587</b>	<b>26,961</b>	<b>85,548</b>	<b>77,253</b>
Other	6	1,728	-	1,728	528
<b>Total expenditure</b>		<b>90,922</b>	<b>27,308</b>	<b>118,230</b>	<b>103,533</b>
<b>Net income before investment gains/(losses)</b>		<b>6,538</b>	<b>(34)</b>	<b>6,504</b>	<b>17,049</b>
Net gains/(losses) on investments	14	8,570	101	8,671	(4,187)
<b>Net income</b>		<b>15,108</b>	<b>67</b>	<b>15,175</b>	<b>12,862</b>
<b>Transfer between funds</b>	22	<b>96</b>	<b>(96)</b>	<b>-</b>	<b>-</b>
<b>Other recognised losses:</b>					
Actuarial losses on defined benefit pension scheme	20	(1,012)	-	(1,012)	(26,824)
<b>Net movement in funds</b>		<b>14,192</b>	<b>(29)</b>	<b>14,163</b>	<b>(13,962)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		102,193	3,246	105,439	119,401
<b>Total funds carried forward</b>		<b>116,385</b>	<b>3,217</b>	<b>119,602</b>	<b>105,439</b>

[i] The net gains on investments shown under Restricted & endowment funds are attributable to permanent endowment investments and along with the allocation of investment management fees are the only movements on the Permanent endowment fund. All other income and expenditure relates to restricted funds. Details of the Permanent endowment fund are given within notes 22 and 23.

There were no other recognised gains and losses other than those listed above and the net income for the year. All income relates to continuing operations.

The Consolidated Statement of Financial Activities with fund comparatives is detailed within note 2.

# NSPCC and Consolidated Balance Sheets

as at 31 March 2024

	Notes	Group		Charity	
		2024 £'000	2023 £'000	2024 £'000	2023 £'000
<b>Fixed assets</b>					
Tangible assets	12	18,106	18,579	18,106	18,579
Intangible assets	12	3,041	2,533	3,041	2,533
Investments	14	122,288	100,320	122,288	100,320
<b>Total fixed assets</b>		<b>143,435</b>	<b>121,432</b>	<b>143,435</b>	<b>121,432</b>
<b>Current assets</b>					
Debtors	15	13,871	17,265	13,549	17,136
Investments	16	4,210	8,555	4,210	8,555
Cash at bank and in hand	16	375	336	308	297
<b>Total current assets</b>		<b>18,456</b>	<b>26,156</b>	<b>18,067</b>	<b>25,988</b>
Creditors - amounts falling due within one year	17	(13,514)	(13,596)	(13,155)	(13,458)
<b>Net current assets</b>		<b>4,942</b>	<b>12,560</b>	<b>4,912</b>	<b>12,530</b>
<b>Total assets less current liabilities</b>		<b>148,377</b>	<b>133,992</b>	<b>148,347</b>	<b>133,962</b>
Provisions for liabilities	18	(3,531)	(3,638)	(3,531)	(3,638)
<b>Net assets excluding pension scheme liability</b>		<b>144,846</b>	<b>130,354</b>	<b>144,816</b>	<b>130,324</b>
Defined benefit pension scheme liability	20	(25,244)	(24,915)	(25,244)	(24,915)
<b>Total net assets</b>		<b>119,602</b>	<b>105,439</b>	<b>119,572</b>	<b>105,409</b>
<b>Total funds</b>	22	1,563	1,466	1,563	1,466
Endowment funds					
Restricted income funds	22	1,654	1,780	1,654	1,780
<i>Unrestricted funds:</i>					
Designated funds	22	41,531	37,644	41,531	37,644
General funds	22	100,098	89,464	100,068	89,434
<i>Unrestricted funds excluding pension liability</i>		<b>141,629</b>	<b>127,108</b>	<b>141,599</b>	<b>127,078</b>
Pension reserve	22	(25,244)	(24,915)	(25,244)	(24,915)
<i>Total unrestricted funds</i>		<b>116,385</b>	<b>102,193</b>	<b>116,355</b>	<b>102,163</b>
<b>Total funds</b>		<b>119,602</b>	<b>105,439</b>	<b>119,572</b>	<b>105,409</b>

The accompanying notes form part of these accounts.

Approved by the Board of Trustees on 17 July 2024 and signed on its behalf by



**Neil Berkett,**  
Chair



**Mark Corbidge**  
Treasurer

# Consolidated Cash Flow Statement

## for the year ended 31 March 2024

	Notes	2024 £'000	2023 £'000
<b>Cash flows provided from operating activities:</b>			
Net cash provided/(used) by operating activities	a	7,848	18,106
<b>Cash flows from investing activities:</b>			
Dividends and interest from investments		3,142	2,068
Proceeds from the sale of tangible and intangible fixed assets		-	2,826
Purchase of tangible and intangible fixed assets		(2,331)	(3,572)
Proceeds from sale of investments		55,518	68,041
Purchase of investments		(68,483)	(87,620)
<b>Net cash used in investing activities</b>		<b>(12,154)</b>	<b>(18,257)</b>
Change in cash and cash equivalents in the reporting period		(4,306)	(151)
Cash and cash equivalents at the beginning of the reporting period	b	8,891	9,042
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>b</b>	<b>4,585</b>	<b>8,891</b>
<b>Notes to the cash flow statement</b>			
		<b>2024 £'000</b>	<b>2023 £'000</b>
<b>a. Reconciliation of net income to net cash flow from operating activities</b>			
Net income		15,175	12,862
Adjustments for:			
Depreciation and amortisation charges		1,964	2,332
Impairments		-	(16)
(Gains)/losses on investments		(8,671)	4,187
Dividends and interest from investments		(3,142)	(2,068)
Profit on the sale of tangible and intangible fixed assets		-	(1,495)
Decrease/(increase) in debtors		3,395	2,930
Increase in creditors		(82)	1,381
Decrease in other provisions		(107)	(98)
Difference between pension contributions paid and charges made		(684)	(1,909)
<b>Net cash provided/(used) by operating activities</b>		<b>7,848</b>	<b>18,106</b>
<b>b. Analysis of cash and cash equivalents</b>			
Cash at bank and in hand		375	336
Current investments		4,210	8,555
<b>Total cash and cash equivalents</b>		<b>4,585</b>	<b>8,891</b>

# Notes to the Consolidated Accounts

for the year ended 31 March 2024

## 1 Accounting policies

### 1.1 Basis of accounting

The NSPCC is a public benefit entity. The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019. The accounts are prepared under the historical cost convention as modified for the revaluation of investments.

After making enquiries, the trustees have a reasonable expectation that the charity and its subsidiaries have adequate resources to continue their activities for the foreseeable future. When setting the 2024/25 budget, we reviewed our income expectations in light of historic returns and income modelling. We have considered our risks and opportunities, to ensure that our income targets are realistic, and have aligned our planned services and activities with our expected future short term income. Having assessed projected future income, expenditure and cash flows over the period to 31 March 2026, including additional downside scenarios and analysed the strength of the charity's reserves, liquid assets and its ability to withstand a short- term material fall in income we have concluded that there is a

reasonable expectation that the charity and its subsidiaries have adequate resources to continue their activities for the foreseeable future. Therefore, we have continued to adopt the going concern basis in preparing the financial statements.

### 1.2 Consolidated accounts

The results of NSPCC Trading Company Limited (the 'Trading Company') and Childline, which are wholly-owned subsidiaries, have been consolidated on a line-by-line basis in the Statement of Financial Activities (SOFA) and Balance Sheet. A summary of the results of the parent charity are given within note 11.

Where Childline is used to describe part of charitable income or expenditure by activity, this does not refer to the results of the statutory entity. Childline, the entity, exists to receive legacy income otherwise not receivable by the NSPCC. Childline, the charitable activity, provides support and advice to ensure that every child is listened to and protected.

NSPCC Pension Scheme Limited, a wholly owned subsidiary, has not been consolidated as it is a dormant entity with no assets or liabilities. The company acts solely as a corporate trustee of the NSPCC Pension Scheme and does not trade on its own behalf.

### 1.3 Principal accounting estimates and judgements

In the application of the Charity's accounting policies, management is required to make judgements, estimates

and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources.

The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from those estimates and the estimates, along with their underlying assumptions, are continually reviewed. 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 both current and future periods.

The following critical judgements have been made in the process of applying the Charity's accounting policies and that has the most significant effect on the amounts recognised in the financial statements:

- Legacy income recognition: Income from residuary legacies are recognised when there is entitlement and the income is measurable and probable as detailed within accounting policy 1.5. Legacy income recognised in the year is shown in note 3, and legacies not recognised in the year are detailed in note 24.
- Expenditure allocations: Expenditure is apportioned where it relates to more than one cost category as detailed within accounting

policy 1.6.

- The following are the key sources of estimation uncertainty:
- Actuarial assumptions: See detailed disclosure within note 20.
- Property impairments: See detailed disclosure within note 12.

### 1.4 Financial instruments

Financial assets and financial liabilities are recognised when the Society becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are initially measured at transaction price (including transaction costs). Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of fixed asset investments, as detailed within accounting policy 1.9.

Trade and other debtors are recognised at the settlement amount due after any discount offered and net of the bad debt provision. Prepayments are valued at the amount prepaid net of any trade discounts due. Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### 1.5 Income

All income is accounted for in the SOFA when the Charity is legally entitled to the income, it is probable that the income will be received, and the amount can be quantified with reasonable accuracy.

For pecuniary legacies the recognition point is normally at the date probate is granted, and residuary legacies are normally recognised when draft

estate accounts are available or other suitable information which allows the legacy to be measured with reasonable accuracy. Income is not recognised for legacies which remain subject to a life interest. Income received from fundraising activities organised by volunteer groups operating under the Charity's control is in many cases received net of related expenditure. An estimate of the expenditure has been calculated according to payments made out of the branch bank accounts and returns sent from the volunteer groups. Income and expenditure have been increased by this amount. The trustees have concluded that this is a reasonable estimate to use given the cost and administrative effort involved to account for the actual gross branch income.

Gifts in kind and donated services have been included at the lower of their value to the Society and their estimated open market value. No amount has been included for services donated by volunteers.

All grants and contractual payments are included on a receivable basis. Contract income is recognised as performance obligations are satisfied. Grant income with performance related conditions received in advance of delivering specified goods and services, or income with a time restriction placed on it by the donor, is deferred until the donor stipulated criteria are met. Income is also deferred if it is probable it could become refundable. Income from contracted services and performance related grants generated through the delivery of goods and services furthering the objects of the Charity is included under income from charitable activities. This policy applies to both non-government and government grants, including coronavirus job retention scheme.

### 1.6 Expenditure

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts.

Charitable activities expenditure enables the Society to meet its charitable aims and objectives. Expenditure on raising funds includes expenditure incurred in raising donations and legacies, other trading activities and investment management costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Expenditure is apportioned where it relates to more than one cost category, such as communication with the public around child protection advice and awareness with the parallel purpose of encouraging potential donors to contribute funds to the Society. The method of apportionment uses the most appropriate basis in each case. Marketing activities with the dual purpose of generating funds and informing the public about child protection are allocated based on content. An analysis of the split between directly attributable costs and allocated costs incurred for fundraising activities and child protection advice and awareness is detailed within note 7.

Support costs are those costs which enable raising funds and charitable activities to be undertaken. These costs include finance, human resources, information systems, communications, property management, legal costs, and governance costs. All support costs are apportioned on the basis of full time equivalent staff numbers, except costs relating to information systems which are apportioned based on the number of computers and laptops in use.

Redundancy costs are recognised when there is a legal or constructive obligation. Employment related costs and redundancy costs are detailed

within note 9.

Any irrecoverable VAT is included as part of the cost to which it relates. The amount suffered in the year is detailed within note 6.

### 1.7 Fund Accounting

General funds - these are funds given freely to the organisation that can be applied at the discretion of the trustees in accordance with the Society's charitable objects.

Designated funds - these are funds set aside by the trustees out of general funds, to cover the value of property fixed assets and investment property held, or to fund specific future purposes or projects.

Restricted funds - these are funds received for undertaking an activity specified by the donor when making the gift, or may result from the terms of an appeal for funds.

Endowment funds - these are funds where the assets must be held permanently by the Society, principally in the form of investments. Endowment funds are not shown separately on the SOFA on the basis of materiality but are detailed within note 22. Income received from endowments is added to the appropriate fund in accordance with any restriction placed upon it. Any capital gains or losses arising on the investments form part of the fund.

Further explanation of the nature and purpose of each fund is detailed within note 22.

### 1.8 Tangible and intangible fixed assets

Tangible and intangible fixed assets are stated at cost. Depreciation and amortisation is calculated to write off the cost of fixed assets by equal annual instalments over their expected useful lives as follows:

Freehold property 50 years  
Leasehold property the shorter of the lease term or 50 years  
Furniture, fittings and equipment 2 - 5 years  
Intangible assets 2 - 5 years

No depreciation is provided on freehold land.

Tangible and intangible fixed assets costing less than £2,000 are not capitalised, and are written off in the year of purchase. Technology hardware refresh projects that purchase individually insignificant items but that in aggregate are over £100,000 are capitalised in order to reflect the hardware's pattern of use.

Impairment reviews on fixed assets are conducted on an annual basis and if found to have a carrying value materially higher than its recoverable amount, it is written down accordingly. As part of the impairment review, an assessment is performed to record properties at the lower of net book value and recoverable amount. Fair value is estimated through property valuations which are conducted triennially by an independent valuer. The valuation, which conforms to International Valuation Standards, was arrived at by reference to market evidence of transaction prices for similar properties.

### 1.9 Investments

Other than investments in subsidiaries, which are stated at cost, and donated shares as in the paragraph below, investments are stated at fair value (market value) through the SOFA.

Investment properties are held by the Society to earn rentals or for capital appreciation, or both rather than for use by the entity. Investment properties are initially recognised at cost which includes purchase cost and any directly attributable expenditure. They are subsequently held at fair value with the fair value assessment being conducted triennially by an independent valuer. The valuation, which conforms to International Valuation Standards, was arrived at by reference to market evidence of transaction prices for similar

properties.

No depreciation is provided on the investment properties and changes in fair value are recognised in the SOFA. Rental income from operating leases is recognised as income from investments in the SOFA on a straight-line basis over the term of the lease.

Donated shares that come with a requirement that they be held for a fixed period or are infrequently traded are included in the balance sheet at the lower of market value if available and a value assessed by the trustees. This value is reviewed by the trustees at each balance sheet date.

Investment income is recognised gross of costs when the Charity is entitled to it, it is probable that it will be received, and it can be reliably measured. Realised and unrealised gains and losses are combined in the appropriate section in the SOFA.

### 1.10 Pension costs

The NSPCC defined benefit scheme is closed to new entrants and to further accrual. The assets of the scheme are held separately from those in the group, in a separate trustee administered fund. Pension scheme assets are measured at fair value and liabilities are measured on an actuarial basis using the projected unit method and discounted at a rate equivalent to the current rate of return on a high quality corporate bond of equivalent currency and term to the scheme liabilities. The resulting defined benefit asset or liability is presented separately after other net assets on the face of the balance sheet. Whilst the scheme includes a provision to allow the Society to claim a refund after the payment of all outstanding benefits, the scheme trustees retain full discretion over whether to grant such a refund and may instead apply any balance of assets to augment members' benefits. As such, the Society does not

recognise an asset in respect of potential future refunds. Full actuarial valuations are obtained triennially.

The amounts charged in expenditure are gains and losses on settlements and curtailments. These are included as part of staff costs together with losses and gains due to benefit changes which are recognised immediately if the benefits have vested. The net amount of interest cost and the discount rate applied to the assets are included within other expenditure. Actuarial gains and losses are recognised immediately under Other recognised gains and losses.

Costs incurred in relation to the defined contribution scheme are included in staff pension costs.

Costs recognised are equivalent to the contributions in the year and are recognised on an accruals basis and any unsettled amounts are included in other creditors.

### **1.11 Operating leases**

Rentals under operating leases are charged on a straight-line basis over the lease term, even if the payments are not made on such a basis. Benefits received and receivable as an incentive to sign an operating lease are similarly spread on a straight-line basis over the lease term.

### **1.12 Tax**

The NSPCC as a registered charity is exempt from tax under Chapter 3 of Part 11 to the Corporation Tax Act 2010 or Section 256 of the Taxation

for Chargeable Gains Act 1992, to the extent surpluses are applied to its charitable purposes. No corporation tax charge has arisen in the Charity's subsidiaries since all their profits are gifted to the NSPCC.

### **1.13 Cash flow**

The Society meets the definition of a qualifying entity under FRS 102 and has therefore taken advantage of the disclosure exemption in relation to presentation of a cash flow statement in respect of its separate financial statements, which are presented alongside the consolidated financial statements.

## 2 Consolidated Statement of Financial Activities with fund comparatives

	Unrestricted funds £'000	Restricted & endowment funds £'000	Year ended 31 March 2024 £'000	Unrestricted funds £'000	Restricted & endowment funds £'000	Year ended 31 March 2023 £'000
<b>Income from:</b>						
Donations and legacies	86,176	14,463	100,639	85,345	11,445	96,790
Charitable activities	5,018	10,683	15,701	5,040	9,554	14,594
Other trading activities	3,173	2,079	5,252	3,204	2,431	5,635
Investments	3,093	49	3,142	2,047	21	2,068
Other	-	-	-	1,495	-	1,495
<b>Total income</b>	<b>97,460</b>	<b>27,274</b>	<b>124,734</b>	<b>97,131</b>	<b>23,451</b>	<b>120,582</b>
<b>Expenditure on:</b>						
Raising donations and legacies	24,831	309	25,140	20,381	146	20,527
Other trading activities	5,320	34	5,354	4,808	13	4,821
Investment management costs	456	4	460	399	5	404
<b>Raising funds</b>	<b>30,607</b>	<b>347</b>	<b>30,954</b>	<b>25,588</b>	<b>164</b>	<b>25,752</b>
<b>Net income available for charitable application</b>	<b>66,853</b>	<b>26,927</b>	<b>93,780</b>	<b>71,543</b>	<b>23,287</b>	<b>94,830</b>
<b>Expenditure on:</b>						
Services for children and families	15,299	9,782	25,081	14,546	9,409	23,955
Childline and the schools service	10,987	13,326	24,313	12,615	11,543	24,158
Child protection advice and awareness	26,761	3,133	29,894	21,872	2,076	23,948
Child protection consultancy	5,540	720	6,260	4,524	668	5,192
<b>Charitable activities</b>	<b>58,587</b>	<b>26,961</b>	<b>85,548</b>	<b>53,557</b>	<b>23,696</b>	<b>77,253</b>
Other	1,728	-	1,728	528	-	528
<b>Total expenditure</b>	<b>90,922</b>	<b>27,308</b>	<b>118,230</b>	<b>79,673</b>	<b>23,860</b>	<b>103,533</b>
<b>Net income before investment gains/(losses)</b>	<b>6,538</b>	<b>(34)</b>	<b>6,504</b>	<b>17,458</b>	<b>(409)</b>	<b>17,049</b>
Net gains/(losses) on investments	8,570	101	8,671	(4,128)	(59)	(4,187)
<b>Net income</b>	<b>15,108</b>	<b>67</b>	<b>15,175</b>	<b>13,330</b>	<b>(468)</b>	<b>12,862</b>
<b>Transfer between funds</b>	<b>96</b>	<b>(96)</b>	<b>-</b>	<b>83</b>	<b>(83)</b>	<b>-</b>
<b>Other recognised losses:</b>						
Actuarial losses on defined benefit pension scheme	(1,012)	-	(1,012)	(26,824)	-	(26,824)
<b>Net movement in funds</b>	<b>14,192</b>	<b>(29)</b>	<b>14,163</b>	<b>(13,411)</b>	<b>(551)</b>	<b>(13,962)</b>
<b>Reconciliation of funds:</b>						
Total funds brought forward	102,193	3,246	105,439	115,604	3,797	119,401
<b>Total funds carried forward</b>	<b>116,385</b>	<b>3,217</b>	<b>119,602</b>	<b>102,193</b>	<b>3,246</b>	<b>105,439</b>

### 3 Analysis of income from raised funds

	2024 £'000	2023 £'000
<b>Donations and legacies:</b>		
Individual giving including regular donations	43,291	45,527
Legacies	30,832	28,183
Regional and community fundraising	9,035	9,349
Corporates, trusts and major donors	16,075	12,646
Schools fundraising	499	599
Other donations and gifts	907	486
<b>Total</b>	<b>100,639</b>	<b>96,790</b>
<b>Other trading activities:</b>		
Fundraising events	3,182	3,618
Sale of goods and other activities*	2,070	2,017
<b>Total</b>	<b>5,252</b>	<b>5,635</b>
<b>Investments:</b>		
Dividends	385	483
Interest	2,632	1,470
Investment property	125	115
<b>Total</b>	<b>3,142</b>	<b>2,068</b>

\*Other activities include sponsorship, promotions, training, sundry sales, lotteries and rental income, none of which are individually material.

Donated goods and services amounted to £4,970,000 (2023 £3,279,000), of which £4,309,000 (2023 £2,580,000) has been recognised within Corporates, trusts and major donors, £350,000 (2023 £400,000) within Regional and community fundraising and £311,000 (2023 £299,000) within Other donations and gifts.

Donations and legacies includes £250,000 (2023 £nil) income received for a capital purpose within Other donations and gifts.

Income from donations and legacies includes £5,785,000 from non-performance related grants (2023 £5,488,000), of which £614,000 are government grants (2023 £790,000). £2,600,000 was received from People's Postcode Lottery (2023 £2,500,000), recognised within Corporates, trusts and major donors. There were no unfulfilled conditions or other contingencies relating to government grant income recognised in the year.

None of the income received from government grants has been used to fund political campaigning.

Although required to disclose the aggregate donated by trustees the Society recognises that all of our trustees give their time on a voluntary basis and make valuable non-financial contributions. Total trustee donations of £37,000 (2023 £70,000) have been received in the year, of which £36,000 (2023 £66,000) was restricted. In addition, in 2023, included in fundraising events was £8,000 income reflecting trustee support for other trading activities (such as the purchase of tickets).

## 4 Analysis of income from charitable activities

Income raised by the following child protection activities:

	Statutory funding		Non-Statutory funding		Total 2024 £'000	Total 2023 £'000
	Contracts and fees £'000	Performance related grants £'000	Contracts and fees £'000	Performance related grants £'000		
Services for children and families	929	5,387	149	-	6,465	6,427
Childline and the schools service	-	1,916	4	-	1,920	1,969
Child protection advice and awareness	12	1,780	54	315	2,161	1,259
Child protection consultancy	424	720	4,011	-	5,155	4,939
<b>Total</b>	<b>1,365</b>	<b>9,803</b>	<b>4,218</b>	<b>315</b>	<b>15,701</b>	<b>14,594</b>

Statutory funding includes income received from government, government agencies and similar bodies whether local, national or international.

Income from charitable activities includes £10,118,000 from performance related grants (2023 £9,025,000), of which £9,803,000 are government grants (2023 £8,689,000). There were no unfulfilled conditions or other contingencies relating to government grant income recognised in the year. Other forms of government assistance include income from statutory contracts and fees of £1,365,000 (2023 £1,386,000). None of the income received from government grants has been used to fund political campaigning.

Statutory contracts and fees include donated services and facilities under service level agreements (SLAs) of £10,000 (2023 £10,000) in respect of premises and other facilities which have been recognised as gifts in kind.

## 5 Analysis of other income

	2024 £'000	2023 £'000
Profit from sale of tangible fixed assets	-	1,495
<b>Total</b>	<b>-</b>	<b>1,495</b>

## 6 Analysis of total expenditure

	Notes	Direct Costs £'000	Support Costs £'000	Total 2024 £'000	Total 2023 £'000
<b>Expenditure on raising funds:</b>					
<b>Expenditure on raising donations and legacies:</b>					
		8,554	254	8,808	6,157
Individual giving including regular donations					
Legacies		2,204	64	2,268	2,212
Regional and community fundraising		5,391	255	5,646	5,426
Corporates, trusts and major donors		7,426	213	7,639	5,979
Schools fundraising		582	27	609	578
Other donations and gifts		161	9	170	175
<b>Total</b>		<b>24,318</b>	<b>822</b>	<b>25,140</b>	<b>20,527</b>
<b>Expenditure on other trading activities:</b>					
		3,440	106	3,546	3,109
Fundraising events					
Sale of goods and other activities		1,772	36	1,808	1,712
<b>Total</b>		<b>5,212</b>	<b>142</b>	<b>5,354</b>	<b>4,821</b>
Investment management costs		460	-	460	404
<b>Total expenditure on raising funds</b>	<b>7</b>	<b>29,990</b>	<b>964</b>	<b>30,954</b>	<b>25,752</b>
<b>Expenditure on charitable activities:</b>					
		23,830	1,251	25,081	23,955
Services for children and families					
Childline and the schools service		22,825	1,488	24,313	24,158
Child protection advice and awareness	7	28,666	1,228	29,894	23,948
Child protection consultancy		5,952	308	6,260	5,192
<b>Total expenditure on charitable activities</b>		<b>81,273</b>	<b>4,275</b>	<b>85,548</b>	<b>77,253</b>
<b>Other expenditure:</b>					
		86	-	86	179
Dilapidations					
Restructuring		100	-	100	49
Impairments		-	-	-	(16)
Defined benefit pension costs (see note 20)		1,542	-	1,542	316
<b>Total other expenditure</b>		<b>1,728</b>	<b>-</b>	<b>1,728</b>	<b>528</b>
<b>Total expenditure</b>		<b>112,991</b>	<b>5,239</b>	<b>118,230</b>	<b>103,533</b>

Included in total expenditure is irrecoverable Value Added Tax of £4,635,000 (2023 £4,307,000).

Included in total expenditure are grant payments of £3,292,000 (2023 £3,265,000) which are grants to Blackpool council for delivery of services for the Big Lottery funded 'Better Start' programme.

The Society undertakes annual property impairment reviews, comparing the properties' net book value to value in use. Properties identified with a net book value in excess of value in use are written down to the higher of market value or value in use.

During the year the Society completed a full review of the potential liability to dilapidations at the end of the leases on occupied buildings. The provision is calculated based on average historic landlord claims received. The movement on the provision reflects both changes in the average landlord claims and changes in properties occupied by the Society.

The restructuring costs relate primarily to the cost of redundancies (see note 9).

**The activities underlying the costs above under each heading are:**

**Services for children and families** - work with children, young people, families and communities throughout Great Britain, Northern Ireland and the Channel Islands to provide preventive, therapeutic and assessment services across the United Kingdom. The services work in partnership with local authorities and Local Safeguarding Children Boards, health services and other statutory and voluntary agencies; and children and young people's participation activities.

**Childline and the schools service** - work to provide accessible support and advice to ensure that every child is listened to and protected. Childline includes a free 24-hour helpline (telephone, online and

automated text services) for children and young people to access advice and support from trained counsellors; and work with schools to educate children about how to protect themselves.

**Child protection advice and awareness** - work in partnership with adults across the UK, empowering them to take action on behalf of children. This includes the NSPCC helpline (telephone and online services) providing advice and support to adults; the Child Trafficking Advice Centre (CTAC); the provision of comprehensive and expert information services; public campaigning and government lobbying; and activities to raise awareness and influence behaviour within adult audiences.

**Child protection consultancy** - work with organisations, networks and professionals that come into contact with children, challenging them to ensure that children are protected from harm. This includes the provision of training and consultancy services; use of the NSPCC's authorised person status; work in partnership with other bodies; and representation on boards and committees where the NSPCC can influence change.

**Expenditure on raising donations and legacies** - promoting the awareness of the NSPCC and its work to create the income flow needed to support our activities.

**Expenditure on other trading activities** - investing in products and organising events to create the income flow needed to support our activities.

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	2024	2023
	£'000	£'000
<b>Total expenditure is stated after charging:</b>		
<b>Operating lease rentals:</b>		
Land and buildings	935	961
Other	152	124
<b>Fees payable to the Charity's auditor for:</b>		
Statutory audit of the Charity and Group accounts	122	116
Statutory audit of the Charity's subsidiaries' accounts	8	8
<b>Total audit fees</b>	<b>130</b>	<b>124</b>
Other assurance services	4	3
<b>Total non-audit fees</b>	<b>4</b>	<b>3</b>
<b>Charges on owned assets:</b>		
Depreciation and amortisation	1,964	2,332
Impairment	-	(16)
<b>Trustees' expenses:</b>		
Trustees' travel, subsistence and other expenses	4	3

Our trustees are based all over the United Kingdom and give their time on a voluntary basis; the trustees are not entitled to and did not receive any remuneration or other benefits during the year (2023 £nil).

Total trustee expenses of £4,000 (2023 £3,000) were incurred in the year, in respect of ten trustees (2023 seven). In addition the Society paid indemnity insurance in respect of the trustees of £16,000 (2023 £16,000).

The trustee expenses disclosed above were incurred solely in furtherance of their duties. Trustee expenses include travel, subsistence and other incidental expenses reclaimed or paid directly by the charity.

## 7 Child protection advice and awareness

As part of its mission to end cruelty to children, and in accordance with its Royal Charter, the NSPCC undertakes a broad range of publicity and educational work aimed at influencing adults. It aims to work in partnership with adults across the UK, empowering them to take action on behalf of children. Expenditure of this nature:

- makes the public aware of the incidence and effects of child abuse and everyone's shared responsibility to act to stop it;
- provides comprehensive and expert advice and information on child protection to professionals and other relevant parties;
- provides advice, guidance and support to adults who are concerned about the welfare of a child or young person, enabling them to take appropriate action; and
- informs the public and fellow professionals about the NSPCC's own action to protect children and young people through its services for them and their families.

Communication with the public through child protection advice and awareness has a parallel purpose of encouraging potential donors to contribute funds to achieve the mission of the NSPCC.

	2024		2023	
	Raising funds	Child protection advice and awareness	Raising funds	Child protection advice and awareness
	£'000	£'000	£'000	£'000
Charged directly	14,765	17,195	11,566	10,736
Allocated costs	15,225	11,471	13,355	12,166
<b>Direct costs allocated</b>	<b>29,990</b>	<b>28,666</b>	<b>24,921</b>	<b>22,902</b>
Support costs allocated	964	1,228	831	1,046
<b>Total</b>	<b>30,954</b>	<b>29,894</b>	<b>25,752</b>	<b>23,948</b>

Expenditure incurred each year is, where possible, charged directly to raising awareness or raising funds. Where there is more than one purpose, costs are shared between the activities in proportion to the work undertaken. For example, marketing materials are evaluated by content.

## 8 Allocation of support costs

Type of cost	Raising funds £'000	Charitable activities £'000	Total 2024 £'000	Total 2023 £'000
Central management and administration	601	2,605	3,206	2,894
Premises, infrastructure and communications	266	1,253	1,519	1,263
Governance	97	417	514	425
<b>Total support costs allocated</b>	<b>964</b>	<b>4,275</b>	<b>5,239</b>	<b>4,582</b>

Central management and administration costs includes the relevant proportion of human resources, legal services and risk management, and central finance including procurement and transaction processing.

Premises, infrastructure and communications are costs which enable the buildings and NSPCC facilities to operate effectively, this includes provision of information system services and internal and external communications.

Governance cost are costs associated with the governance arrangements of the NSPCC, including internal and external audit costs, legal advice for trustees and costs associated with constitutional and statutory requirements.

Support costs are allocated on the basis of relevant full time equivalent staff numbers. Information Systems support costs are allocated on the basis of personal and laptop computers in use.

## 9 Employees

Total staff costs recognised in the year	2024 £'000	2023 £'000
Wages and salaries	54,062	47,988
Social security costs	5,438	4,976
Pension costs	7,594	5,670
Other forms of employee benefits	346	343
<b>Total</b>	<b>67,440</b>	<b>58,977</b>

Redundancy costs of £50,000 have been paid (2023 £253,000). The amount expensed in the accounts, not included in the above table, is £50,000 (2023 £137,000), of which £nil is provided for (2023 £nil).

Included within pension costs of £7,594,000 (2023 £5,670,000) are costs relating to the defined contribution scheme of £6,052,000 (2023 £5,354,000) and costs relating to the defined benefit scheme of £1,542,000 (2023 £316,000). Pension costs in relation to the defined benefit pension scheme are detailed within note 20.

Other forms of employee benefits include life assurance and car allowances, where applicable.

The average number of employees on the payroll for the year was 1,648 (2023 1,555). The average number of employees, calculated on a full time equivalent basis for the year was 1,468 (2023 1,372). The NSPCC operates a family-friendly policy including part-time work and job-sharing. The above numbers include staff responsible for the management and support of the volunteers.

**The average number of employees, calculated on a full-time equivalent basis, analysed by function was:**

	2024 Number	2023 Number
Activities to end cruelty to children	1,115	1,039
Raising funds	220	213
Support and governance	133	120
<b>Total</b>	<b>1,468</b>	<b>1,372</b>

**The number of employees whose total employee benefits (excluding employer pension and national insurance costs) for the reporting period amounted to over £60,000 was as follows:**

	2024 Number	2023 Number
£180,001-£190,000	1	1
£140,001-£150,000	1	1
£130,001-£140,000	2	-
£120,001-£130,000	2	3
£110,001-£120,000	1	1
£100,001-£110,000	1	2
£90,001-£100,000	5	-
£80,001-£90,000	8	10
£70,001-£80,000	21	17
£60,001-£70,000	41	35
<b>Total</b>	<b>83</b>	<b>70</b>

The table above does not include termination benefits paid in the year. If these were included, there would be no change in banding for 2024. In 2023 one additional employee would be included in banding £60,001-£70,000, one in banding £70,001-£80,000, and one in banding £80,001-£90,000.

<b>Key management personnel (Executive Board) - Group and Charity</b>	<b>2024 £'000</b>	<b>2023 £'000</b>
Total employee benefits* received by the Executive board for their services during the year	1,288	1,241

\*Employee benefits are all forms of consideration paid by a charity in exchange for the service rendered by employees and include all remuneration, salary, employer's pension and national insurance contributions and any termination payments made.

## 10 Contribution from volunteers

We are very grateful to our large and hugely supportive volunteer base. Some work tirelessly to raise funds for our work, whilst others work directly with children, young people and families through our services such as being a trained volunteer counsellor for our Childline service or delivering our schools service.

- Our Childline service delivers 24/7 support to children throughout the year. Our Childline counselling service delivered almost 188,000 counselling sessions (2023 almost 195,000 sessions) with the help of over 1,000 volunteer counsellors (2023 over 1,100 volunteer counsellors) providing over 123,000 hours (2023 over 132,000 hours).
- Our Speak Out. Stay Safe. service delivers assemblies and workshops in primary schools to equip pupils with the knowledge and resilience to protect themselves from abuse, and the confidence to seek help. This year the assemblies continued to be completed virtually, and we delivered assemblies to over 5,600 schools (2023 delivered virtual assemblies to over 5,300 schools) reaching over 1,376,000 children across the UK (2023 reaching over 1,235,000 children).
- Supporting our fundraising team, there are a number of Special Events Committees,

Volunteer and Business Boards, each focussing on NSPCC activities they feel particularly passionate about, and where their skills and expertise can be best utilised. Our Board and Committee members use their expertise and contacts from their own fields of business, employing a range of fundraising techniques, from corporate introductions to charity event creation, securing major gifts and legacies, and raising awareness. In the year, the Boards and Committees supported our fundraising team in generating income of £6,063,000 (2023 £4,533,000).

- We have 150 branches and 474 districts (2023 150 branches and 477 districts) raising funds around the UK, with around 2,800 members (2023 around 2,900 members) who raised over
- £1,500,000 (2023 almost £2,000,000) in the year through organising local community fundraising events.
- In addition there are approximately 53 volunteers (2023 approximately 53 volunteers) working in our service centres across the country in a range of roles, primarily providing support through our young witness in Northern Ireland.

Given the absence of a reliable measurement basis, donated services from our volunteers are not included within the financial statements. This is in line with the requirements of Charities SORP (FRS 102).

## 11 Subsidiary companies and their activities

The Charity has three wholly-owned subsidiaries. Information and financial data on Childline and NSPCC Trading Company Limited are detailed below. The NSPCC Pension Scheme Limited acts solely as a corporate trustee of the NSPCC Pension Scheme, does not trade on its own behalf and has no assets or liabilities.

### NSPCC Trading Company Limited

NSPCC Trading Company Limited (NSPCC Trading) is incorporated in the UK (Company registration number 00890446). The main activities consist of corporate sponsorships, fundraising events, sale of goods – including Christmas cards, and income from promotional activities.

A summary of the trading company results are below. The information is taken from the audited accounts for the company and therefore includes transactions undertaken with the NSPCC.

	<b>NSPCC Trading 2024 £'000</b>	<b>NSPCC Trading 2023 £'000</b>
<b>Profit and loss account</b>		
Revenue	649	723
Cost of sales	(83)	(79)
<b>Gross profit</b>	<b>566</b>	<b>644</b>
Net operating costs	(302)	(425)
<b>Operating profit</b>	<b>264</b>	<b>219</b>
Amount gift aided to NSPCC	(264)	(219)
<b>Retained profit for the year</b>	<b>-</b>	<b>-</b>
<b>Assets, liabilities and funds:</b>		
Assets	789	662
Liabilities	(759)	(632)
<b>Total funds including 100 ordinary shares of £1 each</b>	<b>30</b>	<b>30</b>

NSPCC Trading runs fundraising events that benefit the NSPCC. As such the NSPCC has been charged a management fee to cover these costs plus a commission totaling £1,132,000 (2023 £1,211,000). Revenue includes £33,000 in commission for fundraising events (2023 £35,000).

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In addition NSPCC Trading pays the NSPCC £10,000 for the use of the NSPCC logo (2023 £10,000) and £576,000 in staff and building costs (2023 £647,000).

Profits from NSPCC Trading are gift aided to the NSPCC at the value of the taxable profits.

### Childline

Childline is a charitable company limited by guarantee, registered in England and Wales and incorporated in the UK (company registration number 2622689, charity registration number 1003758). Childline the entity exists to receive legacy income otherwise not receivable by the NSPCC. These funds are paid by way of a grant to the NSPCC.

A summary of Childline results are below. The information is taken from the audited accounts for the charity and therefore includes transactions undertaken with the NSPCC.

	<b>Childline 2024 £'000</b>	<b>Childline 2023 £'000</b>
Total income	1,579	954
Total expenditure	(1,579)	(954)
<b>Net expenditure</b>	<b>-</b>	<b>-</b>
<b>Reconciliation of funds:</b>		
Total funds brought forward	-	-
<b>Funds balance carried forward</b>	<b>-</b>	<b>-</b>
<b>Assets, liabilities and funds:</b>		
Assets	33	142
Liabilities	(33)	(142)
<b>Total funds</b>	<b>-</b>	<b>-</b>

### NSPCC results (excluding subsidiaries)

A summary of the results of the parent charity are below.

	<b>NSPCC Excluding subsidiaries 2024 £'000</b>	<b>NSPCC excluding subsidiaries 2023 £'000</b>
Total income	123,260	118,912
Total expenditure	(116,756)	(101,863)
Net gains/(losses) on investments	8,671	(4,187)
<b>Net income</b>	<b>15,175</b>	<b>12,862</b>
Actuarial losses on defined benefit pension scheme	(1,012)	(26,824)
<b>Net movement in funds</b>	<b>14,163</b>	<b>(13,962)</b>
<b>Reconciliation of funds:</b>		
Total funds brought forward	105,409	119,371
<b>Funds balance carried forward</b>	<b>119,572</b>	<b>105,409</b>

Total income for the NSPCC excluding subsidiaries, includes the gift aid donation from the NSPCC Trading Company Limited of £264,000 (2023 £219,000) and the grant from Childline of £1,579,000 (2023 £954,000).

## 12 Tangible and intangible fixed assets

Group and Charity	Freehold property £'000	Leasehold property £'000	Furniture, fittings, and equipment £'000	Total Tangible assets £'000	Total Intangible assets £'000	Total Fixed assets £'000
<b>Cost</b>						
1 April 2023	25,964	10,770	7,754	44,488	12,140	56,628
Additions	197	415	421	1,033	1,298	2,331
Disposals	-	(196)	(325)	(521)	(187)	(708)
Transfers	(467)	-	-	(467)	-	(467)
<b>31 March 2024</b>	<b>25,694</b>	<b>10,989</b>	<b>7,850</b>	<b>44,533</b>	<b>13,251</b>	<b>57,784</b>
<b>Depreciation and amortisation</b>						
1 April 2023	10,734	8,806	6,369	25,909	9,607	35,516
Depreciation and amortisation	388	208	578	1,174	790	1,964
Disposals	-	(196)	(325)	(521)	(187)	(708)
Transfers	(135)	-	-	(135)	-	(135)
<b>31 March 2024</b>	<b>10,987</b>	<b>8,818</b>	<b>6,622</b>	<b>26,427</b>	<b>10,210</b>	<b>36,637</b>
<b>Net book value</b>						
<b>31 March 2024</b>	<b>14,707</b>	<b>2,171</b>	<b>1,228</b>	<b>18,106</b>	<b>3,041</b>	<b>21,147</b>
31 March 2023	15,230	1,964	1,385	18,579	2,533	21,112

Intangible assets represent the cost of software development and other computer software.

The Society undertakes annual property impairment reviews, comparing the properties' net book value to value in use. Properties identified with a net book value in excess of value in use are written down to the higher of market value or value in use.

Depreciation and amortisation is recognised as an expense in the SOFA. The expense is charged or apportioned to the relevant SOFA headings reflecting the assets use.

The transfer from tangible assets represents the rental of part of a property that has been reclassified as an investment property as disclosed within note 14.

## 13 Capital commitments

There were capital commitments of £55,000 at 31 March 2024 (2023 £1,162,000).

## 14 Investments

Group and Charity	Equities £'000	Bonds £'000	Bank deposits £'000	Investment properties £'000	Total 2024 £'000	Total 2023 £'000
Market value at 1 April	25,232	39,019	35,361	708	100,320	84,928
Transferred from fixed assets	-	-	-	332	332	-
Purchases at cost	8,016	11,593	48,874	-	68,483	87,620
Disposals at carrying value	(8,567)	(10,486)	(36,465)	-	(55,518)	(68,041)
Realised (loss)/ gain on investment	205	50	533	-	788	(1,974)
Unrealised gain/(loss) on investment	5,341	1,282	410	850	7,883	(2,213)
<b>Value at 31 March</b>	<b>30,227</b>	<b>41,458</b>	<b>48,713</b>	<b>1,890</b>	<b>122,288</b>	<b>100,320</b>
Historical cost as at 31 March	21,848	45,317	48,674	1,303	117,142	99,486

The majority of fixed investments are held with and managed by Credit Suisse and JP Morgan. Bank deposits also include £45,260,000 of deposits held directly (2023 £32,840,000).

Investments are accounted for as detailed within accounting policy 1.9.

With reference to FRS 102 properties that are held to generate rental income are included within investments properties. This year part of our Head Office has been let out in order to generate rental income and therefore this has been transferred from tangible fixed assets to

investments properties. These properties are leased to not for profit organisations, however as their activities are not in line with NSPCC charitable objectives, these elements of the properties are classified as investment properties. These properties have been revalued based on an independent property valuations carried out as at 31 March 2024. The lease for the previous investment property was renewed in February 2024 on comparable terms.

**Future minimum lease payments for rent receivable under non-cancellable operating leases on investment properties are:**

	<b>Total 2024 £'000</b>	<b>Total 2023 £'000</b>
<b>Group and Charity</b>		
Less than 1 year	193	68
Between 1 and 5 years	245	-
<b>Total</b>	<b>438</b>	<b>68</b>

## 15 Debtors

	<b>Group</b>		<b>Charity</b>	
	<b>2024 £'000</b>	<b>2023 £'000</b>	<b>2024 £'000</b>	<b>2023 £'000</b>
Trade debtors	943	939	895	839
Amounts owed by group undertakings	-	-	433	637
Prepayments	2,743	2,688	2,111	2,226
Accrued income	7,269	10,910	7,235	10,763
Other debtors	2,916	2,728	2,875	2,671
<b>Total</b>	<b>13,871</b>	<b>17,265</b>	<b>13,549</b>	<b>17,136</b>

Amounts owed to by group undertakings are non-interest bearing and repayable on demand.

## 16 Current investments and cash at bank and in hand

	<b>Group</b>		<b>Charity</b>	
	<b>2024 £'000</b>	<b>2023 £'000</b>	<b>2024 £'000</b>	<b>2023 £'000</b>
Current investments	4,210	8,555	4,210	8,555
Cash at bank and in hand	375	336	308	297
<b>Total</b>	<b>4,585</b>	<b>8,891</b>	<b>4,518</b>	<b>8,852</b>

Current investments represents monies invested through the NSPCC's bankers in short-term money market instruments, and available for return on demand.

## 17 Creditors: amounts falling due within one year

	<b>Group</b>		<b>Charity</b>	
	<b>2024 £'000</b>	<b>2023 £'000</b>	<b>2024 £'000</b>	<b>2023 £'000</b>
Trade creditors	1,938	2,087	1,723	2,070
Accruals	4,930	6,923	4,886	6,872
Deferred income (see note 19)	1,863	1,543	1,763	1,473
Taxation and social security	1,469	1,307	1,469	1,307
Grants payable	2,509	1,023	2,509	1,023
Other creditors	805	713	805	713
<b>Total</b>	<b>13,514</b>	<b>13,596</b>	<b>13,155</b>	<b>13,458</b>

## 18 Provisions for liabilities

Group and Charity	Dilapidations on leasehold properties		Other £'000	Total £'000
	£'000	£'000		
Carrying amount at 1 April 2023	3,589	49		3,638
Additions and remeasurement	266	-		266
Amounts utilised against the provision	(193)	-		(193)
Unused amounts reversed	(180)	-		(180)
<b>Carrying amount at 31 March 2024</b>	<b>3,482</b>	<b>49</b>		<b>3,531</b>
<b>Commitments are likely to be met:</b>				
Within one year	1,399	49		1,448
After one year and less than five years	1,535	-		1,535
After five years	548	-		548
<b>Total</b>	<b>3,482</b>	<b>49</b>		<b>3,531</b>

The provision for dilapidations on leasehold properties relates to the estimated future cost of landlord claims at the end of the lease. The provision is calculated based on average historic landlord claims received. The movement on the provision reflects both changes in the average landlord claims and changes in properties occupied by the Society.

No discounting has been applied to any of the provisions as the effect of this would be immaterial.

## 19 Deferred income

	1 April 2023 £'000	Deferred £'000	Released £'000	31 March 2024 £'000
Statutory sources	382	35	(382)	35
Other non-statutory sources	369	396	(369)	396
Income from fundraising activities	722	1,332	(722)	1,332
<b>Total for the Charity</b>	<b>1,473</b>	<b>1,763</b>	<b>(1,473)</b>	<b>1,763</b>
Income from fundraising activities	70	100	(70)	100
<b>Total for the Group</b>	<b>1,543</b>	<b>1,863</b>	<b>(1,543)</b>	<b>1,863</b>

The main reasons for deferrals are as follows:

	Group		Charity	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Performance related grant conditions not met	-	427	-	427
Potentially refundable income received for future events	1,432	792	1,332	722
Other deferrals	431	324	431	324
<b>Total</b>	<b>1,863</b>	<b>1,543</b>	<b>1,763</b>	<b>1,473</b>

## 20 NSPCC Pension Schemes

The NSPCC operates both a defined contribution and a defined benefit pension scheme which require contributions to be made to separately administered funds for the benefit of the employees. Further details of these schemes are provided below.

### NSPCC defined contribution pension scheme

The pension costs for the year in relation to the defined contribution pension scheme were £6,052,000 (2023 £5,354,000). As at 31 March 2024, £523,000 was outstanding and included in creditors (2023 £478,000). Expenditure is allocated to the appropriate heading in the accounts on the basis of full time equivalent staff numbers.

### NSPCC defined benefit pension scheme

The Society operates a defined benefit scheme in the UK. This is a separate trustee

administered fund holding the pension scheme assets to meet long term pension liabilities. A full actuarial valuation was carried out at 31 March 2021 and this has been updated to 31 March 2024 by a qualified actuary, independent of the scheme's sponsoring employer. The present value of the defined benefit obligation, the related current service cost and past service cost were measured using the projected unit credit method. The major assumptions used by the actuary are shown below.

This most recent triennial actuarial valuation showed a deficit of £23,300,000. Based on this valuation the Society has agreed with the trustees that it will aim to eliminate the deficit over a period of five years and six months from 31 March 2021 by the payment of annual contributions (payable monthly) of £1,800,000. In addition to the annual contributions it was agreed that a lump sum of £11,400,000 would be paid by 31 December 2021. In addition and in accordance with the actuarial valuation, the Society has agreed with the trustees that it will pay £425,000 per annum (payable monthly) to meet expenses of the scheme and levies to the Pensions Protection Fund (previously £475,000 per annum).

### Present values of defined benefit obligation, fair value of assets and defined benefit asset

	31 March 2024 £'000	31 March 2023 £'000
<b>Group and Charity</b>		
Fair value of plan assets	113,328	116,174
Present value of defined benefit obligation	(138,572)	(141,089)
<b>Defined benefit liability to be recognised</b>	<b>(25,244)</b>	<b>(24,915)</b>

### Reconciliation of opening and closing balances of the defined benefit obligation

	31 March 2024 £'000	31 March 2023 £'000
Defined benefit obligation at start of period	141,089	181,813
Expenses	389	343
Interest expense	6,622	4,998
Actuarial gains	(2,803)	(39,100)
Benefits paid and expenses	(6,725)	(6,965)
<b>Defined benefit obligation at end of period</b>	<b>138,572</b>	<b>141,089</b>

Expenses include £43,000 Pension Protection Fund levy (2023 £75,000) and £15,000 pension regulator fee (2023 £21,000).

### Reconciliation of opening and closing balances of the fair value of plan assets

	31 March 2024 £'000	31 March 2023 £'000
Fair value of plan assets at start of period	116,174	184,887
Interest income	5,469	5,111
Actuarial losses	(3,815)	(69,084)
Contributions by the Society	2,225	2,225
Benefits paid and expenses	(6,725)	(6,965)
<b>Fair value of plan assets at end of period</b>	<b>113,328</b>	<b>116,174</b>

The actual return on the plan assets over the period ended 31 March 2024 was a gain of £1,654,000 (2023 loss of £63,973,000).

**Defined benefit costs recognised in the Statement of Financial Activities**

	<b>31 March 2024 £'000</b>	<b>31 March 2023 £'000</b>
Expenses	389	343
Net interest cost	1,153	(27)
<b>Defined benefit costs recognised in expenditure</b>	<b>1,542</b>	<b>316</b>
Actuarial losses on assets	(3,815)	(69,084)
Actuarial gains on liabilities	2,803	39,100
Changes in asset ceiling (excluding interest income)	-	3,160
<b>Actuarial losses on defined benefit pension scheme</b>	<b>(1,012)</b>	<b>(26,824)</b>

**Assets:**

	<b>2024 £'000</b>	<b>2023 £'000</b>
Equity instruments	10,873	10,318
Property	-	6,059
Cash and cash equivalents	8,350	2,979
Other	94,105	96,818
<b>Total assets</b>	<b>113,328</b>	<b>116,174</b>

None of the fair values of the assets shown above include any direct investments in the Society's own financial instruments or any property occupied by, or other assets used by, the Society.

**Assumptions:**

	<b>2024 £'000</b>	<b>2023 £'000</b>
Discount rate	4.80% pa	4.80% pa
Inflation (pre and post 2030)	3.30% pa	3.40% pa
Inflation (CPI Pre 2030)	2.30% pa	2.40% pa
Inflation (CPI Post 2030)	3.20% pa	3.30% pa
Allowance for revaluation of deferred pensions of CPI or 5% pa if less (Pre 2030)	2.30% pa	2.40% pa
Allowance for revaluation of deferred pensions of CPI or 5% pa if less (Post 2030)	3.20% pa	3.30% pa
Allowance for revaluation of deferred pensions of CPI or 2.5% pa if less (Pre 2030)	2.30% pa	2.40% pa
Allowance for revaluation of deferred pensions of CPI or 2.5% pa if less (Post 2030)	2.50% pa	2.50% pa
Allowance for pension in payment increases of RPI or 5% pa if less (Pre and post 2030)	3.10% pa	3.20% pa

The mortality assumptions adopted at 31 March 2024 imply the following life expectancies:

	Life expectancy at age 65 (Years)
Male retiring in 2024	20.7
Female retiring in 2024	23.2
Male retiring in 2044	21.6
Female retiring in 2044	24.3

## 21 Operating lease commitments

Total of future minimum lease payments for the Group and Charity under non-cancellable operating leases for each of the following periods:

	Land and buildings 2024 £'000	Other 2024 £'000	Land and buildings 2023 £'000	Other 2023 £'000
<b>Group and Charity</b>				
Not later than one year	779	3	760	12
Later than one year and not later than five years	712	-	675	2
<b>Total</b>	<b>1,491</b>	<b>3</b>	<b>1,435</b>	<b>14</b>

## 22 Endowment, restricted and designated funds

	Balance				Gains / (losses)	Transfers	Balance				Balance
	1 April	Income	Expenditure				31 March	Income	Expenditure		
	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
<b>Permanent endowment funds</b>											
<b>Charity</b>											
Permanent endowment fund	1,501	-	(5)	(59)	-	1,437	-	(4)	101	-	1,534
N Knatchbull endowment fund	10	-	-	-	-	10	-	-	-	-	10
M Glaister fund	10	-	-	-	-	10	-	-	-	-	10
A Sykes fund	9	-	-	-	-	9	-	-	-	-	9
<b>Total permanent endowment funds</b>	<b>1,530</b>	<b>-</b>	<b>(5)</b>	<b>(59)</b>	<b>-</b>	<b>1,466</b>	<b>-</b>	<b>(4)</b>	<b>101</b>	<b>-</b>	<b>1,563</b>
<b>Restricted funds</b>											
<b>Charity</b>											
Childline restricted funds received by NSPCC including funding received from the Child's Voice Appeal for the Helpline Development Project	76	9,382	(9,305)	-	14	167	11,716	(11,569)	-	(14)	300
Activities to end cruelty to children funded by other restricted donations	1,976	5,300	(5,781)	-	(90)	1,405	5,652	(6,070)	-	15	1,002
Capital Projects, including Acquisition of Buildings	70	-	-	-	10	80	267	-	-	(97)	250
<b>Details are given below in respect of restricted funds where separate disclosure is required by the funder:</b>											
Childline and NSPCC Helpline funded by the Department for Education	-	2,600	(2,600)	-	-	-	2,000	(2,000)	-	-	-
Childline Foyle Helpline in Londonderry funded by the Department of Education Northern Ireland	-	266	(266)	-	-	-	159	(159)	-	-	-
Childline counselling staff salaries in Northern Ireland funded by the Department of Health, Social Services & Public Safety (DSSHPS) of Northern Ireland	-	47	(47)	-	-	-	23	(23)	-	-	-
"A Better Start" project in Blackpool funded by the Big Lottery Fund	-	4,773	(4,773)	-	-	-	4,952	(4,952)	-	-	-
Building public awareness about child sexual abuse set out in the Tackling Child Sexual Abuse Strategy 2021 funded by the Home Office.	-	-	-	-	-	-	1,447	(1,447)	-	-	-
Childline in Wales funded by the Welsh Government 'Children and Families Organisation' (CFOG)	-	90	(90)	-	-	-	90	(90)	-	-	-
Northern Ireland Young Witness Support Service funded by the Department of Justice Northern Ireland	13	471	(472)	-	(12)	-	467	(467)	-	-	-
Community Potential in Plymouth funded by the National Lottery Community Fund	132	91	(90)	-	(5)	128	55	(81)	-	-	102
Practitioner Salaries delivering 'Pregnancy In Mind' in Northern Ireland funded by Community Foundation Northern Ireland	-	82	(82)	-	-	-	7	(7)	-	-	-
Delivery of 'Letting The Future In' and scale-up in England and Wales funded by the Home Office	-	289	(289)	-	-	-	359	(359)	-	-	-
Delivery of 'Letting The Future In' Project in South Wales funded by the South Wales Police and Crime Commissioner	-	30	(30)	-	-	-	48	(48)	-	-	-
Delivery of 'Domestic Abuse, Recovering Together' Project in South Wales Funded by the South Wales Police and Crime Commissioner	-	30	(30)	-	-	-	12	(12)	-	-	-
Provide bilingual 'Pantosaurus' books to all primary schools and libraries in Wales funded by the Welsh Government.	-	-	-	-	-	-	20	(20)	-	-	-
<b>Total restricted funds</b>	<b>2,267</b>	<b>23,451</b>	<b>(23,855)</b>	<b>-</b>	<b>(83)</b>	<b>1,780</b>	<b>27,274</b>	<b>(27,304)</b>	<b>-</b>	<b>(96)</b>	<b>1,654</b>
<b>Total restricted and endowment funds</b>	<b>3,797</b>	<b>23,451</b>	<b>(23,860)</b>	<b>(59)</b>	<b>(83)</b>	<b>3,246</b>	<b>27,274</b>	<b>(27,308)</b>	<b>101</b>	<b>(96)</b>	<b>3,217</b>
<b>Designated funds</b>											
<b>Charity</b>											
Freehold and leasehold properties	23,004	-	(657)	-	(663)	21,684	-	(597)	658	504	22,249
Strategic spend	12,595	5,000	(1,124)	-	(511)	15,960	6,000	(1,789)	-	(889)	19,282
<b>Total designated funds</b>	<b>35,599</b>	<b>5,000</b>	<b>(1,781)</b>	<b>-</b>	<b>(1,174)</b>	<b>37,644</b>	<b>6,000</b>	<b>(2,386)</b>	<b>658</b>	<b>(385)</b>	<b>41,531</b>

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Other unrestricted funds											
<b>Charity</b>											
General funds	79,975	90,454	(75,899)	(4,128)	(968)	89,434	89,232	(84,766)	7,912	(1,744)	100,068
<b>Total general funds for the Charity</b>	<b>79,975</b>	<b>90,454</b>	<b>(75,899)</b>	<b>(4,128)</b>	<b>(968)</b>	<b>89,434</b>	<b>89,232</b>	<b>(84,766)</b>	<b>7,912</b>	<b>(1,744)</b>	<b>100,068</b>
<b>Subsidiary companies</b>											
NSPCC Trading Company Limited	30	723	(723)	-	-	30	649	(649)	-	-	30
Childline	-	954	(954)	-	-	-	1,579	(1,579)	-	-	-
<b>Total general funds for the Group</b>	<b>80,005</b>	<b>92,131</b>	<b>(77,576)</b>	<b>(4,128)</b>	<b>(968)</b>	<b>89,464</b>	<b>91,460</b>	<b>(86,994)</b>	<b>7,912</b>	<b>(1,744)</b>	<b>100,098</b>
Pension reserve	-	-	(316)	(26,824)	2,225	(24,915)	-	(1,542)	(1,012)	2,225	(25,244)
<b>Total funds for the Group</b>	<b>119,401</b>	<b>120,582</b>	<b>(103,533)</b>	<b>(31,011)</b>	<b>-</b>	<b>105,439</b>	<b>124,734</b>	<b>(118,230)</b>	<b>7,659</b>	<b>-</b>	<b>119,602</b>

Income within general funds for the charity excludes the gift aid donation of £264,000 (2023 £219,000) from NSPCC Trading Company Limited and the grant of £1,579,000 from Childline (2023 £954,000).

Transfers include £2,225,000 transferred from general funds for payments in relation to pensions (2023 £2,225,000), and £504,000 to designated funds in relation to property additions. In 2023 £663,000 was transferred from designated funds in relation to property disposals.

## 23 Analysis of group net assets between funds

Fund balances are represented by:

	Unrestricted				2024 Total funds £'000	Unrestricted				2023 Total funds £'000
	General £'000	Designated £'000	Restricted £'000	Endowment £'000		General £'000	Designated £'000	Restricted £'000	Endowment £'000	
Tangible and intangible fixed assets	4,270	16,877	-	-	21,147	3,668	17,387	57	-	21,112
Investments	99,553	21,172	-	1,563	122,288	82,186	16,668	-	1,466	100,320
Current assets and liabilities	(194)	3,482	1,654	-	4,942	7,248	3,589	1,723	-	12,560
Provisions	(3,531)	-	-	-	(3,531)	(3,638)	-	-	-	(3,638)
<b>Total net assets excluding pension reserve</b>	<b>100,098</b>	<b>41,531</b>	<b>1,654</b>	<b>1,563</b>	<b>144,846</b>	<b>89,464</b>	<b>37,644</b>	<b>1,780</b>	<b>1,466</b>	<b>130,354</b>
Pension reserve	(25,244)	-	-	-	(25,244)	(24,915)	-	-	-	(24,915)
<b>Total net assets</b>	<b>74,854</b>	<b>41,531</b>	<b>1,654</b>	<b>1,563</b>	<b>119,602</b>	<b>64,549</b>	<b>37,644</b>	<b>1,780</b>	<b>1,466</b>	<b>105,439</b>

## 24 Legacies

The NSPCC has been notified of 822 legacies (2023: 772 legacies) which have not been included within the financial statements as they do not yet meet the income recognition criteria. This includes 37 pecuniary legacies which have an average value of £4,400 (2023: 52 cases with an average value of £4,324). Pecuniary legacies are only recognised once notification of probate is received. The remaining 785 are residuary legacies, which have an average value of £46,779 (2023: 720 cases with an average value of £43,807). Residuary legacies are normally recognised once draft accounts are received or other information which allow them to be measured with reasonable accuracy. Included within the above figures are 7 pecuniary legacies (2023: 9) and 135 residuary legacies (2023: 135) which are not recognised because they are subject to a life interest.

The NSPCC waived the rights to two legacy entitlements totalling £7,505 (2023: two totalling £600) related to claims made by the family of the deceased on the basis that the claim reflected the deceased's wishes.

## 25 Related party transactions

Related party transactions with and between wholly-owned subsidiaries are detailed as follows. Further details on subsidiaries and their activities are provided in note 11.

	<b>2024</b>	<b>2023</b>
	<b>£'000</b>	<b>£'000</b>
Management charge (payable by NSPCC to NSPCC Trading)	1,132	1,211
Logo licence fee (payable by NSPCC Trading to NSPCC)	10	10
Staff and building costs (payable by NSPCC Trading to NSPCC)	576	647
Profits distributable under Gift Aid (payable by NSPCC Trading to NSPCC)	264	219
Profits distributable under Gift Aid (payable by Childline to NSPCC)	1,579	954

Related party transactions with NSPCC Pension Scheme are disclosed in note 20. Related party transactions with the trustees are detailed within in notes 3 and 6.

There were no transactions with other related parties in the year.

## **NSPCC offices**

### **Headquarters and registered office address**

Weston House, 42 Curtain Road,  
London EC2A 3NH  
Tel: 020 7825 2500

### **National and regional hubs**

#### **Cymru/Wales National Office and Hub**

Diane Engelhardt House, Treglown Court, Dowlais Road, Cardiff CF24 5LQ  
Tel: 02920 108 081

#### **Northern Ireland National Office and Hub**

Unit 7, The Lanyon Building, Jennymount Business Park, North Derby Street, Belfast BT15 3HN  
Tel: 028 2044 1524

#### **Scotland National Office**

3rd Floor, Templeton House, 62 Templeton Street, Glasgow, G40 1DA  
Tel: 0141 212 3844

#### **London and South East Regional Hub**

Alexandra Ciardi House, 7-8 Greenland Place, Camden, London NW1 0AP  
Tel: 020 3772 9905

#### **North East, Yorkshire and the Humber Regional Hub**

Suite 1-3 5<sup>th</sup> Floor, St Johns Offices, Albion Street, Leeds, LS2 8LQ  
Tel: 01274 381 440

#### **North West Regional Hub**

##### **Hargreaves Centre**

112 Great Homer Street, Liverpool, L5 3LQ  
Tel: 0151 556 1000

#### **Midlands Regional Hub**

Jenny Farr House, 1 Cranmer Street, Nottingham, NG3 4GH  
Tel: 0115 960 5481

#### **South West and Channel Islands Regional Hub**

5 Little London Court, Albert Street, Swindon, SN1 3HY  
Tel: 01793 683 100

# NSPCC

Together, we can stop child abuse and neglect – by working with people and communities across the UK and Channel Islands to prevent it, transforming the online world to make it safer for children, and making sure every child has a place to turn for support when they need it.

We campaign for change. We work with schools to help children understand what abuse is and support them to speak out and feel safe. Childline is there for young people when they need us. And the NSPCC Helpline is ready to respond to adults with any worry about a child. We develop services in local communities to stop abuse before it starts and help children recover, so it doesn't shape their future.

And, above all, we work together – because we can't stop child abuse alone. Everyone has a part to play in keeping children safe. By building a bigger team, we can give more children the safety and support they need. Every pound you raise, every petition you sign, every minute of your time, will make a difference. Together, we can change children's lives.

**[nspcc.org.uk](https://nspcc.org.uk)**