

NSPCC
Report and accounts
2009/10



Delivering more for children

Welcome from Sir Christopher Kelly, chairman of the board of Trustees and Andrew Flanagan, chief executive of the NSPCC.

Welcome to this year's annual report and accounts. This is the last time I will write to you as chairman, as I am stepping down from the post immediately after the Annual Council Meeting. I do so at an exciting but challenging time.

The new direction we have taken over the past 12 months involves a fundamental change in the way we operate our services. Every area of our work has come under scrutiny, to ensure that we are focusing our efforts where they can make most difference, while building on our traditional strengths and values.

I am confident that the result will be a stronger, more effective Society, with a greater number of frontline staff helping more children, and concentrating the most effort on those areas of greatest vulnerability. That will become even more important as spending on services for children is cut elsewhere, as it inevitably will be, following the new Government's spending review.

However exciting our new approach and the potential it offers for the future may be, it would be foolish not to recognise that the transition has been, and will continue to be, difficult. I am greatly encouraged by, and very grateful for, the way our staff and volunteers have responded to the challenge. Your constructively critical support makes our difficult task a whole lot easier.

Thank you also for the encouragement so many of you have given to me personally over the last nine years. I will miss you all enormously. I wish Mark Wood well as he takes on the role. I am confident that I leave the Society in very capable hands.



Sir Christopher Kelly
Chairman

Welcome to the NSPCC's annual report and accounts for 2009/10.

The past 12 months have seen the launch of a new strategy for the National Society for the Prevention of Cruelty to Children, and with it has come a lot of hard work. We are in the process of reshaping our activities to ensure that what we do is more effective, more efficient and delivers more for children.

Our approach has been to look at the things we do well, and to build on them, focusing on the areas where we can make the maximum impact. At the same time, even though the economic conditions are poor, we are planning for growth. With that in mind, we are launching a new schools service, and are committed to increasing the number of practitioners who carry out our services, as well as expanding other aspects of our work.

This year has been very much about setting a new direction and preparing for changes that will ensure we deliver more for children. However, there have been many stark reminders of the fact that child abuse is still a major issue in the UK. Many have come from our own experiences, but we have also all been shocked by a number of stories about children – not least Khyra Ishaq, who died after months of abuse – in the media. They are a clear sign of just how much is needed to improve child protection in the UK.

Our income, whilst down slightly on last year, is still holding up. This allows us to maintain our existing services as far as possible, while continuing to develop our planned services and other activities. As always there have had to be compromises, and there may be more in future as we hear about public service cutbacks. I hope, with the generosity of our supporters, that this can be kept to a minimum.

A new strategy and enormous change – but our vision remains the same: ending cruelty to children in the UK.



Andrew Flanagan
Chief executive, NSPCC

How you gave your help 2009/10



76.5%

Donations, gifts and legacies

£116,499,000

These are voluntary donations made by our supporters on a regular or one-off basis.



15.3%

Charitable activities income

£23,213,000

This is income that the NSPCC receives for carrying out its charitable activities (as opposed to fundraising income above). Examples would include the income from a local authority for providing welfare services, grant income from the Department for Children, Schools and Families (now Department for Education) for the development of the NSPCC's helpline services, charges for training social workers, and income from the sale of a research report the NSPCC has produced.

Activities for generating funds

£9,760,000

These are activities undertaken for the purpose of fundraising, and are not directly concerned with the objectives of the NSPCC. Examples of these activities include dinners and balls, auctions, challenge events, sale of Christmas cards and allowing commercial organisations to use the NSPCC's name in their marketing activities.



6.4%

Other incoming resources

£938,000

This is the NSPCC share of the income of our jointly-owned entity Charityshare, and other miscellaneous income.



1.2%

Investment income

£1,800,000

This is interest and dividends receivable from NSPCC bank accounts and other investment holdings.



0.6%

How we helped children 2009/10

0.6%

Cost of governance

£983,000

General running costs to meet constitutional and statutory requirements.

Other resources expended

£13,269,000

This includes the costs associated with restructuring; write down of property and equipment assets; proving for remedial works when leases expire on properties we occupy; and the transfer to a new IT services provider.

Cost of generating funds

£30,226,000

This is the cost of receiving voluntary donations, our fundraising activities and attracting new supporters. These are our main sources of funds.

Activities to end cruelty to children

£112,926,000

- Services directly for children and families.
- Child protection helplines and websites.
- Public awareness, education, influencing and motivation to take action.
- Partnerships with other child protection organisations.
- Professional training on safeguarding and child protection.
- Research on the causes of, and responses to, child abuse.

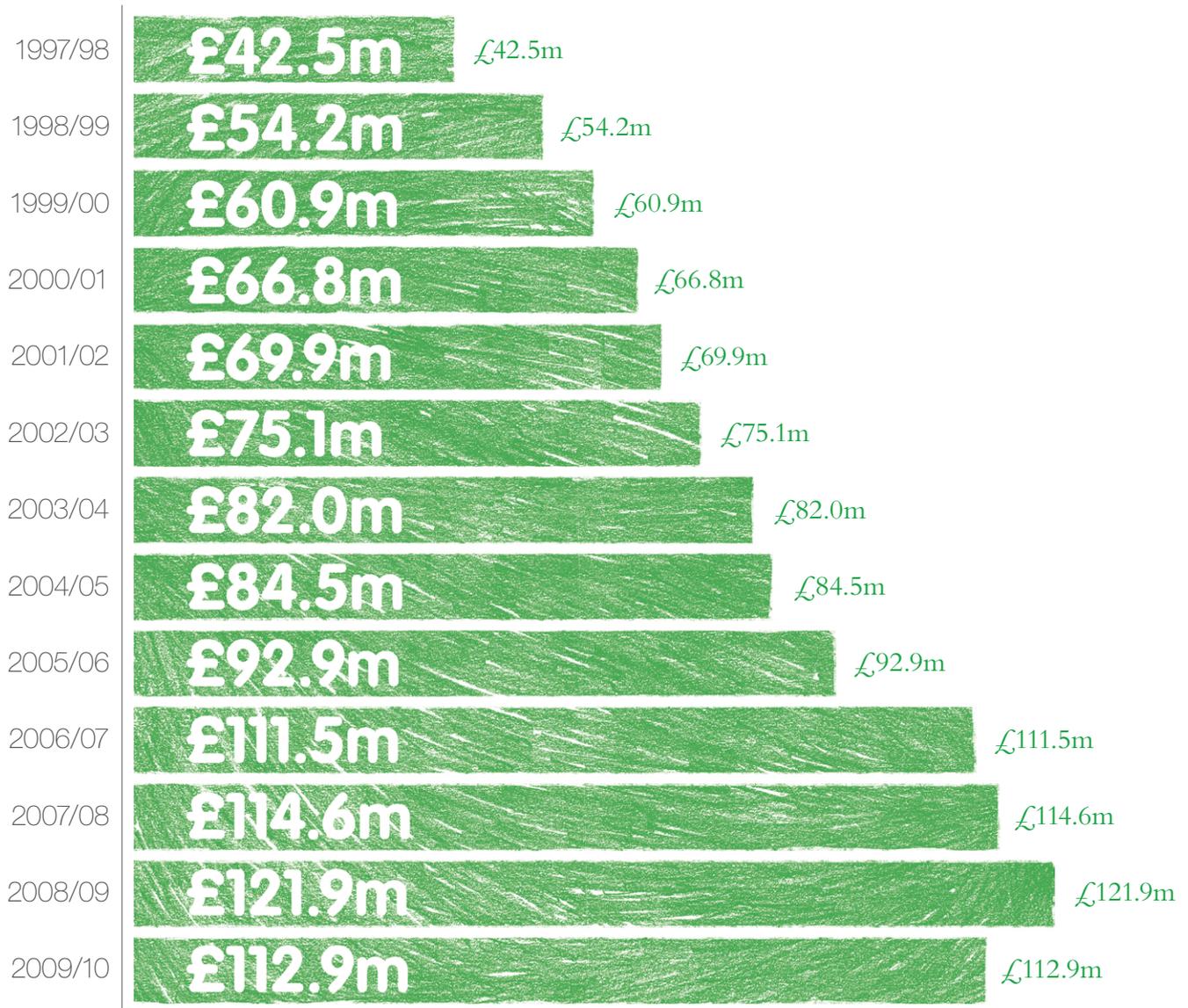
8.4%

19.2%

71.7%

Our spending year on year

Total expenditure on activities to end cruelty to children since 1998



Report against objectives for 2009/10

A new strategy to deliver more for children

Perhaps the most important objective we set ourselves last year was to review the NSPCC's strategy to end cruelty to children in the UK.

In meeting this aim, it became clear that the Society excels in a number of activities – services for children, influencing and campaigning to name a few. However we could be even more effective with specific priorities and a more measurable sense of direction. And as an organisation just one-fiftieth the size of the combined statutory and voluntary child protection sectors, the NSPCC cannot hope to end cruelty to children on its own. It must act as a catalyst for change, working with and through others to achieve maximum impact.

This understanding underpins the NSPCC's new strategy to 2016. At its heart are four principles: focus on what achieves maximum impact; prioritise the children most at risk; learn as much as we can from everything we do; and create the leverage for much wider social change.

The combined approach of providing services alongside advice, influencing and campaigning remains our preferred approach. Looking through all available information, we have identified the seven most acute issues and vulnerable groups of children:

- children in care
- sexual abuse
- neglect
- those with disabilities
- children from certain black and minority ethnic communities
- children under one
- physical abuse in high risk families.

Each of these areas will have a strategic lead, an expert in their field, who will direct our work on these issues. They will commission innovative services and other solutions to make the biggest possible impact on the problem of child abuse.

At the same time many activities are now set to grow. In primary schools, for example, a new part of the ChildLine service will help children from five to 11 to understand about abuse and how to stay safe. Meanwhile our Child Protection Consultancy division will train more people and create more leverage with professionals in the public and third sectors and far beyond.

Listening to children and responding to their needs

We have achieved last year's objective to ensure more children have access to counsellors through voice and online services. However, we know that children's likelihood to use the phone continues to decrease as the internet offers up more and more ways of seeking support. In 2009/10 we answered about 455,000 children on the phone. While this was down by around 35 per cent on the previous year we were encouraged that our new ChildLine online service was visited by 810,000 children even though it was only officially launched in September 2009.

A significant proportion of these children and young people will have found the information and advice they needed through the Explore pages rather than talking directly to a counsellor. Importantly, there were also 20,000 peer-to-peer messages on the moderated message board last year. This all helps children and young people to find solutions themselves, an essential part of ChildLine's approach. However, from September we also offered online counselling and have already helped more than 55,000 through online one-to-ones and private emails over the first six months. Whilst our counselling approach online is the same as on the phone, we have found that one-to-ones have taken much longer often as our early experience shows we are reaching some of the most vulnerable children and having a higher incidence of the most serious cases.

We decided at this stage only to introduce an automated texting service. This is partly because children told us they did not feel as comfortable using SMS as they did the internet when it comes to counselling. In addition, the advent of smartphones now means there is a greater ability to use the web and instant messaging whilst on the go as alternative ways to talk. These automated texts help to redirect children to the phone or online services.

Meanwhile, practitioners on the NSPCC Helpline, our service for adults worried about a child, answered 30,000 total contacts, of which some 12,000 were referred to social services. Ten per cent were so serious and needed such immediate attention, they were directed to the police. We saw a marked increase in the number of calls and emails about neglect – almost 18 per cent – driven in part by terrible stories in the news about the experiences of children like Khyra Ishaq.

Awareness of the NSPCC Helpline is not as high as it should be, so we are raising its profile through the use of online and outdoor media, and the materials we distribute at events. One significant area for growth will be promoting the service with professionals working with children in order that they can access independent, 24-hour advice and information about safeguarding concerns.

Our direct projects working with children and families across the UK worked with 13,682 individuals last year, directly benefiting 9,188 children. This shows an increase of 8.5 per cent from the previous year, most requests coming for support in relation to domestic violence and sexual abuse – achieved despite the economic slowdown and a reduction in the number of services we operate. We also worked with some 4,500 adults, helping to protect children more effectively within the family.

Policy and campaigns driven by high quality research

Research continues to drive our policy and campaigns work. Last year, we commissioned our second study into the prevalence and scale of child abuse in the UK and the factors that lead to it. The first study in 2000 was a seminal piece of research and is still used in policy formulation and debate now. We partly achieved this objective, as the research phase for this major new piece of work is now complete. Its findings will be published in 2010/11, allowing us to establish the current incidence of abuse but importantly for the first time to be able to analyse trends over two generations.

Over the last two years we have actively collated nationwide figures from UK police forces to show how many children were recorded as victims of sexual abuse and their respective ages. This process revealed there were 21,000 recorded child victims. Shockingly, 800 were under five. With support from the public and the media for our campaigning, the Home Office has agreed to compile this data from April 2011. This means there can be a more nationally joined up approach from the government and police forces to addressing this terrible form of cruelty.

Thanks to our research and service-based understanding of the issues, the Society's views on child protection policy are highly trusted. In 2009, parties from across the political spectrum declared their support for government action based on our research into violence in teen couples' relationships. This led to a government advertising campaign to address the issue of teenage boys' physical and sexual behaviour.

Last year we achieved our objective to influence the government's thinking on serious case reviews, which occur when a child has died or been seriously abused. While the new government's position differs from ours we will continue working to influence their laws and policies to protect children.

Creating and maintaining partnerships for long-term change

One example of how we influence work with children at a very local level is through Safe Network. Jointly managed by the NSPCC and Children England, it was created in June 2009 to support community and voluntary organisations which provide activities for children. By giving them knowledge and skills, we are helping to ensure every child they see is better protected. The Safe Network website provides high quality help, advice and training courses, attracting almost 70,000 visitors last year alone.

Meanwhile, we have also been reviewing the ways in which we involve the people most dedicated to or involved in our work; including the adults and children who give their time for free. Children are naturally at the heart of all we do. Despite making a huge contribution already, we believe they can play an even more meaningful role in what we do. A new strategy has been developed to ensure their experiences and opinions influence a wide range of the Society's activities, from the development of training products to our campaigns.

The NSPCC's services and other activities owe a great deal to our 27,000 volunteers. Around 1,450 provide counselling through ChildLine. Others tirelessly raise funds as well as awareness in their local communities. We are very privileged to benefit from this community, on whom we depend for so much. We have strengthened our approach to working with volunteers to ensure they feel more valued and motivated, so that together we can more effectively progress towards ending cruelty to children in the UK.

We are also indebted to everyone who supports the NSPCC's work through a donation, no matter how big or small, because they make our work possible. Last year the Society raised £152.2 million, a little down from the £157.5 million in the previous year. However, in difficult financial conditions, we are immensely pleased with this performance which results from a range of generous direct donors, corporate supporters and philanthropists, alongside innovative fundraising events such as a race to the top of London's iconic Gherkin building. Most importantly, this means that so far our activities are not as affected by the economic climate as they might have been.

We are concentrating our limited resources to make the greatest possible impact whilst effectively reaching the most vulnerable children. Increasing the efficiency of all our services, and demonstrating their real effectiveness is a priority; as is developing the way we use our influence with professionals, organisations and governments who can make a difference. With these foundations, we will continue to deliver more for children.

Objectives for 2010/11

Building on the successes and learnings from last year, we have set the following objectives to deliver more for children.

Fully implement the Society's new strategy

Without doubt, the introduction of our new strategy was the Society's most significant development last year – and it will continue to be so this year. All our objectives for 2010/11 are borne out of this.

First and foremost, our seven strategic leads will develop research-led ideas for ending cruelty to children in the UK, and commission new services to test them focusing on the most vulnerable and highest risk areas.

The knowledge from those services will inform our work across the NSPCC and, where appropriate, allow us to approach others who have the capacity to help many more children.

Continue to develop our helplines

We are now in the final year of a three-year development programme for ChildLine and the NSPCC Helpline. During that time we have increased the efficiency with which we answer children and adults, offered new ways to get in touch, and worked to raise awareness that these services exist. But there is much more to do.

We will further promote the NSPCC Helpline across the UK, especially with professional groups who have regular, prolonged contact with children. Our experience has shown that they find the service valuable when used in conjunction with their existing child protection procedures. And we will improve our system for tracking what happens after we have made a referral, so we can have a more definitive view of the outcome for each child.

We will also improve response rates for ChildLine's online one-to-ones to ensure we can meet our rapidly growing demand. While maintaining numbers of volunteer counsellors, we will also introduce staff counsellors to enhance future performance levels.

ChildLine's new primary schools service is a significant part of our new strategy enhancing our ChildLine offering by coming face to face with children, to help them understand about abuse and staying safe. We will pilot four potential models of the service with 72 schools. This experience will eventually help us to better define the service and then commence rolling out to all 22,000 primary schools in the UK.

Challenge and support professionals

Our new Child Protection Consultancy division is the key part of the organisation for creating extra leverage to end cruelty to children in the UK – through training, consultancy, learning materials and more. Currently small in size, we will expand

our capacity by increasing the number of staff working in this area, widening the range of products and services that we offer. Alongside this we will develop the NSPCC's information services for professionals.

We will continue to build on our influence with the statutory sector, especially with health, education and local authorities. But we will also reach out to new organisations and sectors such as retail, entertainment, tourism and other areas to help protect children in those environments where child protection is not currently a legal responsibility.

Meanwhile, we will review our use of our authorised person status, which gives us the power to apply to the courts to have a child removed from an abusive environment. No other organisation, apart from the police and social services, has this status, so it is important to have a robust set of criteria for when and how to use it to ensure the safety of children.

Set the agenda with groundbreaking research

Understanding the nature and scale of abuse is vital if we are to get closer to ending cruelty to children in the UK. With the research phase for our new prevalence study, which assesses the extent of abuse, complete, we will analyse and publish the findings in 2010/11.

This will help to drive the work of the NSPCC and give comparison to the findings of our last study in 2000, the first of its kind, which helped to shape child protection practice and debate over the last decade.

Strengthen our presence across the UK

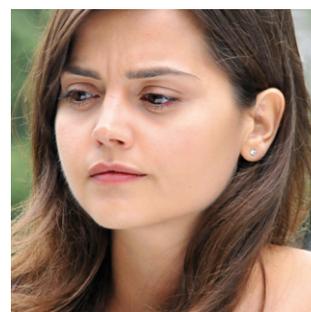
While the prevalence study will help to set the wider agenda for our influencing work, we are committed to strengthening our public affairs in the devolved nations specifically.

As part of this, and in an effort to truly make a difference for children across the UK, we are significantly increasing our activity in Scotland. Much of this will be about building relationships with political parties and policy makers. But, building on ChildLine's presence in Scotland, we will also commission up to two new local projects before April 2011.

Conclusion

The extent and nature of the abuse of children in the United Kingdom continues to be a major issue. The NSPCC is dedicated to bringing about an end to such cruelty. While this is a long term ambition we have made steady progress in the current year and have exciting and important plans for 2010/11. We continue to aspire to making our society safer for every child.

Maria's story



Maria called ChildLine after years of sexual abuse. It was the first step in a long journey to turn her life around.

I wouldn't describe it as sexual abuse.

I'd call it rape.

He did it loads of times, but I do really remember this once. Really clearly. I remember the day. It was 31 March.

I was seven, and there was blood on the bed afterwards.

I was so confused. I didn't know. I just didn't know. So as I grew up I'd do everything I could to try to avoid it. I'd wet the bed. Wouldn't wash. I didn't brush my teeth. My teeth were green by the time I was twelve.

But it didn't ever work.

I think I thought I was weird, because I didn't like it. I couldn't tell anyone. How could I? Then when I was 16, I saw a programme on TV and it made me understand. I wasn't the odd one out and it wasn't normal.

That's when I decided to call ChildLine.

When I first got through, it was like...that first time, I can't even remember what I said to be honest. But there was someone at the other end of the phone who was prepared to listen.

That's powerful stuff, you know. Just having someone listening to you. Because it can be a very, very frightening thing to say, "This is happening to me."

And then I said, "Do you believe me?" That counsellor was the first person I told, ever. She said yes and I cried and cried and cried.

But I'd always feel better when I finished.

I started talking to them a lot about all sorts of things.

"Am I odd? Am I crazy?" "No," they would say.

They never tell you what to do, it's all you and as you're speaking, you work out what it is that you need to do.

But talking to ChildLine, it really was the start and I've come so far. I've changed my life.

I'm thinking about taking my dad to court, its giving me the confidence to do that.

They just listen and that's important.

Who knows what I would have been, had they not been there?

Maria's story shows how one child's life can be changed forever by ChildLine. It's a great demonstration of how your support makes an incredible difference to thousands of children and young people. Services such as ChildLine are at the very heart of what we do. We want to carry on being there for many more children across the UK.

A new strategy to deliver more for children



Perhaps the most important objective we set ourselves last year was to review the NSPCC's strategy to end cruelty to children in the UK.

In meeting this aim, it became clear that the Society excels in a number of activities – services for children, influencing and campaigning to name a few. However we could be even more effective with specific priorities and a more measurable sense of direction. And as an organisation just one-fiftieth the size of the combined statutory and voluntary child protection sectors, the NSPCC cannot hope to end cruelty to children on its own. It must act as a catalyst for change, working with and through others to achieve maximum impact.

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Looking through all available information, we have identified the seven most acute issues and vulnerable groups of children:

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- neglect
- those with disabilities
- children from certain black and minority ethnic communities
- children under one
- physical abuse in high risk families.

Each of these areas will have a strategic lead, an expert in their field, who will direct our work on these issues. They will commission innovative services and other solutions to make the biggest possible impact on the problem of child abuse.

At the same time many activities are now set to grow. In primary schools, for example, a new part of the ChildLine service will help children from five to 11 to understand about abuse and how to stay safe. Meanwhile our Child Protection Consultancy division will train more people and create more leverage with professionals in the public and third sectors and far beyond.

The NSPCC is inspired by a belief that we can make a difference for all children. That's why we aim to end cruelty to children in the UK. Even if it takes many generations to realise it, we achieve much more for children by having this inspirational vision. Find out more at nspcc.org.uk/whatwedo

How many children did ChildLine help?



We have achieved last year's objective to ensure more children have access to counsellors through voice and online services.

We know that children's likelihood to use the phone continues to decrease as the internet offers up more and more ways of seeking support. In 2009/10 we answered about 455,000 children on the phone. While this was down by around 35 per cent on the previous year we were encouraged that our new ChildLine online service was visited by 810,000 children even though it was only officially launched in September 2009.

A significant proportion of these children and young people will have found the information and advice they needed through the Explore pages rather than talking directly to a counsellor. Importantly, there were also 20,000 peer-to-peer messages on the moderated message board last year. This all helps children and young people to find solutions themselves, an essential part of ChildLine's approach. However, from September we also offered online counselling and have already helped more than 55,000 through online one-to-ones and private emails over the first six months.

Whilst our counselling approach online is the same as on the phone, we have found that one-to-ones have taken much longer often as our early experience shows we are reaching some of the most vulnerable children and having a higher incidence of the most serious cases.

We decided at this stage only to introduce an automated texting service. This is partly because children told us they did not feel as comfortable using SMS as they did the internet when it comes to counselling. In addition, the advent of smartphones now means there is a greater ability to use the web and instant messaging whilst on the go as alternative ways to talk. These automated texts help to redirect children to the phone or online services.

ChildLine is the UK's free, confidential helpline dedicated to children and young people. Whenever and wherever children need us, ChildLine will be there for them. Trained volunteers provide advice and support, by phone on 0800 1111 and at childline.org.uk, 24 hours a day.

How many children did the NSPCC Helpline protect?



Practitioners on the NSPCC Helpline, our service for adults worried about a child, answered 30,000 total contacts last year.

The NSPCC Helpline referred 12,000 of those 30,000 contacts to social services. Ten per cent were so serious and needed such immediate attention, they were directed to the police. We saw a marked increase in the number of calls and emails about neglect – almost 18 per cent – driven in part by terrible stories in the news about the experiences of children like Khyra Ishaq.

Awareness of the NSPCC Helpline is not as high as it should be, so we are raising its profile through the use of online and outdoor media, and the materials we distribute at events. One significant area for growth will be promoting the service with professionals working with children in order that they can access independent, 24-hour advice and information about safeguarding concerns.

The NSPCC Helpline is a service for anyone concerned about the safety or welfare of a child. You can contact the helpline 24 hours a day, seven days a week by phone on 0808 800 5000, email or online at nspcc.org.uk/helpline.

How many children were helped by local projects?



Our direct projects working with children and families across the UK worked with 13,682 individuals last year.

The work done by our direct projects directly benefitted 9,188 children. This shows an increase of 8.5 per cent from the previous year, most requests coming for support in relation to domestic violence and sexual abuse – achieved despite the economic slowdown and a reduction in the number of services we operate.

We also worked with some 4,500 adults, helping to protect children more effectively within the family.

We aim to make the biggest impact we can through our local projects. The NSPCC will never be big enough to be able to help every child who needs us. But by being innovative and showing others the way forward, we can demonstrate success and help many more children.

Were our campaigns effective?



Research continues to drive our policy and campaigns work.

Last year, we commissioned our second study into the prevalence and scale of child abuse in the UK and the factors that lead to it. The first study in 2000 was a seminal piece of research and is still used in policy formulation and debate now. We partly achieved this objective, as the research phase for this major new piece of work is now complete. Its findings will be published in 2010/11, allowing us to establish the current incidence of abuse but importantly for the first time to be able to analyse trends over two generations.

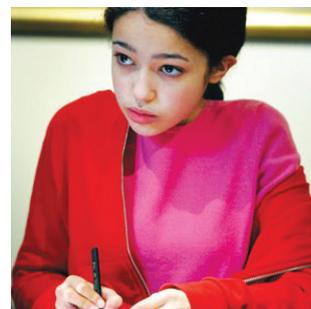
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Thanks to our research and service-based understanding of the issues, the Society's views on child protection policy are highly trusted. In 2009, parties from across the political spectrum declared their support for government action based on our research into violence in teen couples' relationships. This led to a government advertising campaign to address the issue of teenage boys' physical and sexual behaviour.

Last year we achieved our objective to influence the government's thinking on serious case reviews, which occur when a child has died or been seriously abused. While the new government's position differs from ours we will continue working to influence their laws and policies to protect children.

We campaign for changes to legislation, policy and practice to ensure they best protect children, both at a local and national level. Our campaigning efforts have seen major developments for children's wellbeing and safety for over 125 years. Find out more at nspcc.org.uk/campaigning

Did we help community groups?



One example of how we influence work with children at a very local level is through Safe Network.

The Safe Network was created in June 2009 and is jointly managed by the NSPCC and Children England. It is there to support community and voluntary organisations which provide activities for children. By giving them knowledge and skills, we are helping to ensure every child they see is better protected.

The Safe Network website provides high quality help, advice and training courses, attracting almost 70,000 visitors last year alone.

Safe Network helps to keep children safe when taking part in activities – from after school art clubs to weekend reading groups and more – outside the home. It supports the third sector, which includes charities, community and voluntary groups and social enterprise organisations. Find out more at safenetwork.org.uk

Why involve children and young people?



We have been reviewing the ways in which we involve the people most dedicated to or involved in our work.

The adults and children who give their time for free to the NSPCC are vital to what we do and what we want to achieve.

Children are naturally at the heart of all we do. Despite making a huge contribution already, we believe they can play an even more meaningful role in what we do. A new strategy has been developed to ensure their experiences and opinions influence a wide range of the Society's activities, from the development of training products to our campaigns.

A mixture of service users and other children support the NSPCC by giving their input on a wide range of our activities. By better understanding their needs, the better we can end cruelty to children in the UK.

What part do volunteers play?



The NSPCC's services and other activities owe a great deal to our 27,000 volunteers.

Around 1,450 provide counselling through ChildLine. Others tirelessly raise funds as well as awareness in their local communities. We are very privileged to benefit from this community, on whom we depend for so much.

We have strengthened our approach to working with volunteers to ensure they feel more valued and motivated, so that together we can more effectively progress towards ending cruelty to children in the UK.

In many ways volunteers are the lifeblood of the NSPCC. Giving your time, skills and creativity can make an amazing difference. From raising money to supporting our services, there's a role for everyone.

How have we coped with the recession?



We are indebted to everyone who supports the NSPCC's work through a donation, no matter how big or small, because they make our work possible.

Last year the Society raised £152.2 million, a little down from the £157.5 million in the previous year. However, in difficult financial conditions, we are immensely pleased with this performance which results from a range of generous direct donors, corporate supporters and philanthropists, alongside innovative fundraising events such as a race to the top of London's iconic Gherkin building. Most importantly, this means that so far our activities are not as affected by the economic climate as they might have been.

We are concentrating our limited resources to make the greatest possible impact whilst effectively reaching the most vulnerable children. Increasing the efficiency of all our services, and demonstrating their real effectiveness is a priority; as is developing the way we use our influence with professionals, organisations and governments who can make a difference. With these foundations, we will continue to deliver more for children.

Every single day, thousands of children experience terrible abuse and suffer in silence. But with your help, we can stop it. By making a donation today you can help us be there for more abused children. Find out more at nspcc.org.uk/donate

What are we doing next year?

Building on the successes and learnings from last year, we have set the following objectives to deliver more for children.

Fully implement the Society's new strategy

Without doubt, the introduction of our new strategy was the Society's most significant development last year – and it will continue to be so this year. All our objectives for 2010/11 are borne out of this.

First and foremost, our seven strategic leads will develop research-led ideas for ending cruelty to children in the UK, and commission new services to test them focusing on the most vulnerable and highest risk areas.

The knowledge from those services will inform our work across the NSPCC and where appropriate, allow us to approach others, who have the capacity to help many more children.

Continue to develop our helplines

We are now in the final year of a three-year development programme for ChildLine and the NSPCC Helpline. During that time we have increased the efficiency with which we answer children and adults, offered new ways to get in touch, and worked to raise awareness that these services exist. But there is much more to do.

We will further promote the NSPCC Helpline across the UK, especially with professional groups who have regular, prolonged contact with children. Our experience has shown that they find the service valuable when used in conjunction with their existing child protection procedures. And we will improve our system for tracking what happens after we have made a referral, so we can have a more definitive view of the outcome for each child.

We will also improve response rates for ChildLine's online one-to-ones to ensure we can meet our rapidly growing demand. While maintaining numbers of volunteer counsellors, we will also introduce staff counsellors to enhance future performance levels.

ChildLine's new primary schools service is a significant part of our new strategy enhancing our ChildLine offering by coming face to face with children, to help them understand about abuse and staying safe. We will pilot four potential models of the service with 72 schools. This experience will eventually help us to better define the service and then commence rolling out to all 22,000 primary schools in the UK.

Challenge and support professionals

Our new Child Protection Consultancy division is the key part of the organisation for creating extra leverage to end cruelty to children in the UK – through training, consultancy, learning materials and more. Currently small in size, we will expand our

capacity by increasing the number of staff working in this area, widening the range of products and services that we offer. Alongside this we will develop the NSPCC's information services for professionals.

We will continue to build on our influence with the statutory sector, especially with health, education and local authorities. But we will also reach out to new organisations and sectors such as retail, entertainment, tourism and other areas to help protect children in those environments where child protection is not currently a legal responsibility.

Meanwhile, we will review our use of our authorised person status, which gives us the power to apply to the courts to have a child removed from an abusive environment. No other organisation, apart from the police and social services, has this status, so it is important to have a robust set of criteria for when and how to use it to ensure the safety of children.

Set the agenda with groundbreaking research

Understanding the nature and scale of abuse is vital if we are to get closer to ending cruelty to children in the UK. With the research phase for our new prevalence study, which assesses the extent of abuse, complete, we will analyse and publish the findings in 2010/11. This will help to drive the work of the NSPCC and give comparison to the findings of our last study in 2000, the first of its kind, which helped to shape child protection practice and debate over the last decade.

Strengthen our presence across the UK

While the prevalence study will help to set the wider agenda for our influencing work, we are committed to strengthening our public affairs in the devolved nations specifically.

As part of this, and in an effort to truly make a difference for children across the UK, we are significantly increasing our activity in Scotland. Much of this will be about building relationships with political parties and policy makers. But, building on ChildLine's presence in Scotland, we will also commission up to two new local projects before April 2011.

Conclusion

The extent and nature of the abuse of children in the United Kingdom continues to be a major issue. The NSPCC is dedicated to bringing about an end to such cruelty. While this is a long term ambition we have made steady progress in the current year and have exciting and important plans for 2010/11. We continue to aspire to making our society safer for every child.

Trustees' report 2010

Reference and administrative details

The trustees are pleased to present their Report and Accounts for the NSPCC Charity (the "Charity") and its subsidiaries (the "Group") for the year ended 31 March 2010.

The NSPCC is registered with the Charity Commission under registration number 216401. The NSPCC is registered with the Office of the Scottish Charity Regulator under registration number SC037717. The NSPCC is registered as a Guernsey Registered Charity under registration number CH214. The NSPCC is registered as a Non-Profit Organisation (Jersey) Law 2008 under registration number NPO 0588. The NSPCC operates across the United Kingdom and the Channel Islands. Details of the NSPCC's trustees and senior staff in post at the date of this report are set out on pages 16-17. The trustees of the Charity are responsible for ensuring that, for each financial year, financial statements are prepared which give a true and fair view of the state of affairs of the Group and the Charity at the end of that year and of the incoming resources and resources expended for that year. These accounts are presented in accordance with the Statement of Recommended Practice (SORP) 2005.

In preparing these accounts the trustees are responsible for ensuring that:

- suitable accounting policies are adopted and applied consistently;
- judgements and estimates made are reasonable and prudent;
- applicable United Kingdom accounting standards and statements of recommended practice have been followed; and
- the accounts are prepared on the going concern basis unless it is inappropriate to presume that the Charity and Group will continue their activities.

The trustees are also responsible for ensuring that proper accounting records are kept which disclose with reasonable accuracy at any time the financial position of the Charity and Group. The records must enable trustees to ensure that the financial statements comply with the Charities Act 2006, the Charities (Accounts and Reports) Regulations 2008, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. They are also responsible for ensuring that the assets of the Charity and Group are safeguarded and hence for ensuring that reasonable steps are taken for the prevention and detection of fraud and other irregularities.

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

Structure, governance and management

The NSPCC was founded in 1884 and incorporated by Royal Charter in 1895. The NSPCC is governed by the Council of the Society which consists of members of the Society appointed as prescribed by the Bye-laws. Trustees are elected by the Council in accordance with the rules set out in the Bye-laws and have the sole and entire management of the business of the NSPCC.

Trustees are sought in a variety of ways involving exploration of the field of potential candidates, including recommendation from the branch network, from existing trustees and supporters or from Members of Council. Potential trustees are scrutinised by the Nominations and Governance Committee and may be subject to competitive interview before being proposed as a trustee. Under the terms of the Charter any trustee appointed in the year by the Board of Trustees must stand for election at the next Annual Council Meeting. All new trustees are required to undertake an induction programme and undergo a structured introduction to the operation of the NSPCC.

Board of Trustee meetings are held nine times a year. One of these meetings is used to review performance over the past year including Board performance, and agree key objectives for the coming year. Presentations before each trustee meeting keep the trustees informed about the work of the NSPCC and about external developments. Responsibility for reviewing key areas of activity and policy are delegated to Board committees that report back to the trustee meetings.

Board committees, with specific terms of reference, include specialist co-opted members as well as trustees. These committees monitor and scrutinise the work of the NSPCC. The day-to-day running of the NSPCC and the exercise of executive responsibility is delegated to the chief executive and his executive board.

The Board Committees operating during the year were:

Development – considered scoping, testing, planning, financial and other risk implications of the proposed new activities; including those that arise from entrepreneurial activity with major donors. The committee also reviewed the learning from Quality Assurance processes (performance management, inspection, audit and evaluation) and from research and external work that impacts on the direction and focus of NSPCC development.

Finance – reviewed and monitored the NSPCC's strategies, policies, processes and controls over financial, information technology and real estate assets and resources.

Audit and Risk – ensured the adequacy of NSPCC systems for quality, performance, risk management and internal controls; monitored the relationship with the external auditors; took an overview of the work plan of the Internal Audit and Inspection department; and considered the findings of inspection reports. The role included recommendation to the Board of Trustees for the formal approval of the annual report and accounts.

Remuneration – determined the remuneration of the chief executive and agreed that of other members of the executive board.

Nominations and Governance – reviewed the role and membership of the Board of Trustees and its committees and oversaw adherence to the Charter and Bye-laws.

Divisional Trustees – championed, as volunteer members of branches, the aims and objectives of the NSPCC and represented the NSPCC across all sections of the community, in particular fostering the vitality of the branches.

The NSPCC maintains close links with other children's welfare organisations in the UK and the rest of Europe, including CHILDREN 1ST in Scotland and the Irish Society for the Prevention of Cruelty to Children. CHILDREN 1ST runs and manages the ChildLine service in Scotland under an outsourcing contract with the strategic direction of the service remaining with the NSPCC.

In 2004 the NSPCC established a corporate joint venture with The Children's Society, Charityshare Limited, to operate information technology services more efficiently by sharing those services between the two charities. In March 2007 the Alzheimer's Society joined Charityshare as a full member. The company is jointly and equally owned by the three charities. During the year the NSPCC gave notice to leave Charityshare Limited and has signed an agreement with a third party for the provision of IT services.

The NSPCC continues to work in partnership with many local authorities and other agencies in order to enhance effective child protection services throughout its areas of operations.

Risk management

The chief executive reports to the trustees on the effectiveness of the Integrated Risk Management framework and the management of risk through the Audit and Risk Committee. The key risks identified within the NSPCC have been recorded in a Corporate Risk Register (CRR) which is presented to the Audit and Risk Committee twice a year. The CRR details the scope of each risk, action taken to mitigate that risk and the assessment of the degree to which the risk is being managed. Supporting the CRR are the Functional Risk Registers (FRR) maintained by a network of NSPCC Risk Champions and the Performance and Planning Risk Register (PRR). These are updated and reviewed quarterly by senior management. Action to address risk is planned and monitored in these quarterly reviews and used to update the CRR. Internal audit has the task of checking that any necessary action is completed and for reporting to the trustees on the fulfilment of appropriate responsibilities.

Public benefit

The trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit. The trustees have referred to this guidance when reviewing the NSPCC's aims and objectives, and in planning the future activities of the Charity.

The objective of the NSPCC is to prevent cruelty to children in the UK. The NSPCC has developed its strategic plans to ensure that it provides public benefit and achieves its objectives as set out in the NSPCC's governing document. The benefit that the NSPCC brings to the public through helping to end cruelty to children is through a range of different activities:

- Helping children through ChildLine - ChildLine is the UK's free, confidential helpline for children and young people. Trained volunteers provide advice and support, by phone and online, 24 hours a day. Children can also receive advice by text.
- Services for children and families – the NSPCC's projects in local communities offer a range of services for children who have experienced, or are at risk of, abuse.
- Advice for adults and professionals – services include the NSPCC helplines, general enquiries and specialist advice and information for adults and professionals in order to help them protect children.
- Strategy and development – the NSPCC undertakes research into the issues around abuse, in order to develop services, campaigns and other new ways to end cruelty to children. The NSPCC makes policy recommendations and seeks to influence key policy makers in order to protect children in the UK.
- Consultancy services – the NSPCC works with organisations and professional networks to help them do everything they can to protect children. If necessary the NSPCC will use its authorised person status to intervene when a child is at risk.
- Campaigning – the NSPCC works at a national, regional and local level, influencing and educating so child protection is at the forefront of people's minds.

Further information on the future plans of the NSPCC have been set out in the objectives and activities section. In drawing up the NSPCC strategy to 2016, the requirement to continue to act within the charitable aims and to provide public benefit, as defined by the Charity Commission's guidance, was considered.

Objectives and activities

The NSPCC's vision is to end cruelty to children in the UK. The NSPCC has a strategy for the period to 2016 which is based on four principles:

- **Focus** - providing well defined and distinct activities where the NSPCC can maximise its impact;
- **Prioritise** - concentrating on specific types of abuse and on children who are at most risk to ensure the NSPCC's intervention creates the greatest impact;
- **Learning** – everything the NSPCC does creates learning. The NSPCC will capture that learning and use it to create a cycle of improvement; and
- **Leverage** – the NSPCC cannot end cruelty to children on its own. The NSPCC will work with and through others to multiply its impact many times over.

The following statements define the activities the NSPCC will undertake in pursuit of its vision:

The NSPCC will:

- create and deliver services for children which are innovative, distinctive and demonstrate how to enhance child protection most effectively;
- provide advice and support to ensure that every child is listened to and protected;
- provide advice and support to adults and professionals concerned about a child and if necessary take action to protect the child;
- work with organisations which work with children to ensure they effectively protect children and challenge those who do not;
- campaign for changes to legislation, policy and practice to ensure they best protect children;
- persuade everyone to take personal responsibility for preventing cruelty to children;
- inform and educate the public to change attitudes and behaviours towards children; and
- use its statutory powers as necessary to protect children.

To deliver the NSPCC's strategic objectives the Executive Board prepares an annual corporate plan approved by trustees. The plan sets out the required achievements and outcomes, whilst continuing to deliver business as usual.

The corporate plan for 2010-11 includes:

- focusing our services to children and families on priority areas of abuse and vulnerable children and adopting a new approach to delivering services. This approach will be even more robust on the effective testing, analysis and evaluation of services and other activities, and ensure that the NSPCC is able to offer even more high quality services to children;
- piloting and then rolling out a new primary schools service for five to 11-year-old children across 22,000 UK primary schools, beginning January 2011;
- substantially increasing training and consultancy work in relation to best practice in child protection;
- reviewing the ways in which the NSPCC identifies when and how to use its statutory powers to protect children;
- completing and launching the outcomes of a prevalence study, which aims to identify the scale and occurrence of abuse;
- continuing to improve the performance of ChildLine, delivering an accessible and high quality service;
- increasing awareness of ChildLine and the NSPCC Helpline service for adults, and improving the referral follow-up process for both services;
- developing a range of materials to help support and promote information services for professionals;
- establishing a presence in Scotland, with the establishment of a national office and the implementation of two services by April 2011; and
- working to strengthen public affairs in devolved nations.

Throughout the UK thousands of people give to the NSPCC every month and these donations of £2 or more each month are the largest source of income for the Charity. The NSPCC also relies upon volunteers to raise money through a wide range of community activities, organised largely through the NSPCC branch network.

Many volunteers also directly contribute to the operation of the NSPCC's services, for example the ChildLine service is operated by many committed volunteer counsellors who give of their time to help children.

Achievements, performance and future plans

Achievements for the year and future plans are set out in full in the annual review in the front section of this report. The following sections summarise some of the key areas which affect our annual accounts.

Financial review

In what was a very challenging economic environment for the NSPCC, the trustees are pleased to report that, thanks to the continuing support of its many and diverse supporters, the Charity's fundraising and charitable activities remained largely in line with the prior year.

Fundraising activities – total incoming resources at £152.2 million (2009 £157.5 million) were 3.4 per cent lower than last year. The largest element of this income continues to be monthly donations from individual donors which raised £70.1 million (2009 £69.2 million). Income from legacies remained largely in line with the previous year at £20.3 million (2009 £20.7 million). Incoming Resources from Charitable Activities¹, primarily from local authorities and government for services provided and projects, fell by £0.9 million to £23.2 million (2009 £24.1 million). This fall reflects the restructuring of services within the Services for Children and Families division at the end of 2008-09, where certain projects were discontinued.

The NSPCC's Branch-led fundraising, corporate donations and significant individual donations in aggregate were 11.0 per cent down in the year, amounting to £26.0 million (2009 £29.3 million) but continued to represent a substantial portion of total income, 17.1 per cent (18.6 per cent). The reduction was primarily a result of lower income from major donors. Some of our major supporters, while maintaining vital financial support, were unable to provide this support at the same high level as in the prior year.

Income from trading activity in 2010, £4.8 million, was higher than that in 2009 (£4.3 million).

Expenditure and operating results – total resources expended at £157.4 million (2009 £161.8m), were 2.7 per cent lower than last year. Total expenditure on charitable activities for the year was £112.9 million (2009 £121.9 million), a reduction of £9.0 million (7.4 per cent). Expenditure on child protection and preventative services and helplines reduced slightly by 1.5 per cent to £78.8 million (2009 £80.0 million). Expenditure on influencing and public education reduced by £8.7 million (23.5 per cent) to £28.4 million (2009 £37.1 million). This is primarily driven by a reduction in advertising and grants made. Expenditure on child protection training and consultancy increased by £1.0 million to £5.8 million (2009 £4.8 million).

Although expenditure on charitable activities has reduced since the prior year, it has remained stable as a proportion of Total Resources Expended at 78.4 per cent (2009 79.1 per cent), after excluding Other Resources Expended of £13.3 million (2009 £7.7 million).

Overall Costs of Generating Funds decreased to £30.2 million (2009 £31.4 million), a reduction of £1.2 million (3.8 per cent), and amounted to 23.6 per cent of generated income (23.8 per cent in 2009). Costs of Generating Funds are monitored and compared to other charities. For every £1 spent on fundraising in the year, £4.19 of income was earned, showing an improvement on the prior year (2009 £4.12).

Governance costs include the cost of internal audit, legal advice, costs associated with meeting constitutional and statutory requirements as well as strategic planning costs. In 2010, governance costs increased by £0.2 million to £1.0 million. This increase was due to the strengthening of internal legal capabilities and the costs of implementing the 2016 NSPCC strategy, provided pro bono by Deloitte and included in the financial statements in line with accounting requirements.

Other resources expended rose to £13.3 million in 2010 (2009 £7.7 million), principally due to the write down of property and equipment assets of £7.9 million.

After taking into account gains on the investment portfolio and actuarial gains on the defined benefit pension scheme (see below), total funds increased by £8.5 million (2009 decrease of £23.4 million).

Reserves – total reserves increased by £8.5 million to £72.3 million. The NSPCC aims to retain sufficient free reserves in a range equivalent to approximately three to five months' forward expenditure. These reserves are held in case of any sudden decline in income and to ensure that contractual commitments to staff, premises and funding partners to provide services to children can be made with some confidence.

At 31 March 2010 Unrestricted Free Reserves were £46.2 million (2009 £33.0 million) and were equivalent to 3.7 months forward expenditure (2009 2.8 months). In order to ensure consistency with other charities, the trustees have revised the calculation method, which previously included that part of Restricted Reserves which related to ongoing expenditure on charitable activities. The prior year comparative has been restated on this basis.

Investment powers and performance – the trustees have wide investment powers set out in the Royal Charter and Bye-laws. Investments may be made in any share or bond unless the underlying activity of the company or institution concerned is in direct conflict with the aims of the NSPCC. The trustees have adopted an investment strategy aimed at capital protection and maintaining liquidity.

The majority of our funds are held in cash or fixed interest bonds available for immediate use. The balance is held in equities.

¹ Where categories of income and expenditure are capitalised, this refers to a statutory heading which may be found in the Financial Statements.

Income from the NSPCC investments (excluding net return on pension scheme assets) was £1.8 million (2009 £3.1 million) largely reflecting a reduction in interest rates. The increase in market value of the investments was £6.6 million (2009 decrease £7.7 million) due to a £3.8 million increase in the FTSE All Share Index Tracker Fund and £2.7 million in bond funds.

At 31 March 2010 the percentage of our portfolio in cash or bonds was 93.7 per cent (2009 74.8 per cent), reflecting the phased sale of equities during the year.

Pensions – during the year the NSPCC operated two schemes:

1. a stakeholder defined contribution pension scheme operated by Scottish Equitable and available to all staff;
2. a defined benefit scheme which was closed to future accrual as at 31 December 2009. On closure members of the scheme had the opportunity to join the stakeholder defined contribution scheme.

The valuation of the defined benefit pension scheme is based on the latest triennial actuarial valuation as at 31 March 2009 – the valuation at that date showed a deficit of £17.1 million and was used to determine a recovery plan whereby the NSPCC has committed to contribute £2 million per annum for a minimum of five years. The FRS 17 valuation as at 31 March 2010 showed liabilities of £151.7 million with assets of £141.4 million, giving a deficit of £10.3 million (2009 deficit £17.1 million). The trustees consider that the pension deficit is recoverable from future cash flows.

Going Concern – the Charity's financial position and performance has been outlined in the financial review above. The trustees have assessed projected future income, expenditure and cash flows over the period to 31 March 2012, and analysed the strength of the Charity's reserves and liquid assets and its ability to withstand a material fall in incoming resources. Consideration has been given to donor attrition rates and the stability and diversity of various income streams in making this assessment.

The trustees have concluded that there is a reasonable expectation that the NSPCC and its subsidiaries have adequate resources to continue its activities for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.



Sir Christopher Kelly
Chairman
22 July 2010

Independent auditors' report to trustees

Independent auditors' report to trustees of the NSPCC

We have audited the financial statements of the NSPCC for the year ended 31 March 2010 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Cash Flow Statement, notes "a" to "g" to the Consolidated Cash Flow Statement and the related notes 1 to 24. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the charity's trustees, as a body, in accordance with section 43 of the Charities Act 1993, regulations made under section 44 of that Act, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the Charity's trustees those matters we are required to state to them in an auditors' 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.

Respective responsibilities of trustees and auditors

The trustees' responsibilities for preparing the annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Trustees' Responsibilities.

We have been appointed as auditors under s43 of the Charities Act 1993 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with regulations made under s44 of the Charities Act 1993 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Charities Act 1993, the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 and the Royal Charter.

In addition we report to you if, in our opinion, the information given in the Trustees' Report is not consistent with the financial statements, if the charity has not kept sufficient and proper accounting records, if the charity's financial statements are not in agreement with those accounting records or if we have not received all the information and explanations we require for our audit.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of opinion

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

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

Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the Group's and parent charity's affairs as at 31 March 2010 and of the Group's incoming resources and application of resources in the year then ended;
- the financial statements have been properly prepared in accordance with the Charities Act 1993, the Charities and Trustee Investment (Scotland) Act 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 and the Royal Charter.



Deloitte LLP
Chartered Accountants and Statutory Auditors
London
22 July 2010

Patron, Trustees, Officers and Professional Advisers (in post on the date of this report)

Royal Patron

Her Majesty The Queen

Patron of ChildLine

HRH The Countess of Wessex
(appointed 20 April 2005)

President

Vacant

Board of Trustees

Sir Christopher Kelly
Chairman
(Development, Finance, Nominations
and Governance, Remuneration)

Mark Wood
Chairman-elect
(Co-opted as Trustee on 19 May 2010)

Anita Green
Vice Chairman
(Divisional Trustees, Nominations
and Governance, Remuneration)

Locksley Ryan
Vice Chairman
(Development, Finance, Nominations
and Governance)

Neil Berkett
(Chair of National Development Board,
appointed Chair 2 July 2010)

Jonathan Bloomer
Honorary Treasurer
(Audit and Risk, Finance)

Heather Henshaw
(Divisional Trustees, Finance)

Hannah Morris
(Audit and Risk)

Ann Morrison
(Audit and Risk, Divisional Trustees)

Dame Denise Platt DBE
(Audit and Risk)

Esther Rantzen CBE
(Development)

Ann Shaw CBE
(Audit and Risk, Divisional Trustees)

Ramez F Sousou
(National Development Board, resigned
as Chair, 1 July 2010)

Professor Jane Tunstill
(Development)

Philippa Webster
(Divisional Trustees, Finance, Pension Trustee)

Dr Hywel Williams
(Development, Divisional Trustees)

The charity thanks and recognises the contribution of Rob Hutchinson who resigned as Trustee in April 2009, of Deborah Fern who resigned as Trustee in June 2009 and of Jane Woodford who retired as Trustee of the NSPCC in October 2009.

Co-opted members

The Trustees would like to recognise the support given by the following co-opted members who bring their special expertise to the committees on which they sit.

Foster Archer
(Audit and Risk, resigned March 2009)

Fiona Curteis
(Divisional Trustees)

Hugo Were
(Finance)

John Worth
(Finance)

Mike Cawley
(Pension scheme chairman, resigned October 2009)

Pan Governance LLP
(Pension scheme chairman)

Senior management

Chief executive*

Andrew Flanagan

Director of corporate planning and performance*

Nicola Alderson

Director of fundraising*

Paul Amadi

Interim director of communications*

Keith Bradbrook

Director of finance and corporate services*

Ian Chivers

Director of services for children and families*

Wes Cuell

General counsel and company secretary*

Catherine Dixon

Director of child protection consultancy*

John Grounds

Director of adult advice and information services*

Peter Liver

Director of human resources*

Alistair Milne

Director of strategy and development*

Phillip Noyes

Director of ChildLine services*

Christine Renouf

Director of internal audit and inspection

Mary Handley

*NSPCC Executive Board

Head Office

NSPCC

Weston House

42 Curtain Road

London EC2A 3NH

Bankers and professional advisers

Bankers

Barclays Bank Plc
One Churchill Place
London E14 5HP

The Co-operative Bank Plc
9 Prescott Street
London E1 8BE

Auditors

Deloitte LLP
Chartered Accountants & Statutory Auditors
2 New Street Square
London EC4A 3BZ

Solicitors

Hempsons
20 Embankment Place
London WC2N 6NN

Investment Advisors

BlackRock
33 King William Street
London EC4R 9AS

UBS AG
1 Curzon Street
London W1J 5UB

Legal & General
1 Coleman Street
London EC2R 5AA

M&G Investments
Laurence Pountney Hill
London EC4R 0HH

Henderson Global Investors
201 Bishopsgate
London EC2M 3AE

NSPCC Consolidated Statement of Financial Activities

for the year ended 31 March 2010

	Notes	General & Designated Funds £'000	Restricted & Endowment Funds £'000	Total 2010 £'000	Total 2009 £'000
Incoming resources					
Voluntary income	2	102,074	14,425	116,499	119,122
Activities for generating funds	2	6,215	3,545	9,760	9,929
Investment income	2	1,758	42	1,800	3,066
Incoming resources from generated funds		110,047	18,012	128,059	132,117
Incoming resources from charitable activities	3	6,869	16,344	23,213	24,103
Other incoming resources (including profit on disposals of fixed assets)		938	-	938	1,298
Total incoming resources		117,854	34,356	152,210	157,518
Resources expended					
Costs of generating voluntary income	4	25,399	815	26,214	27,760
Fundraising trading: costs of goods sold and other costs	4	2,640	1,302	3,942	3,557
Investment management costs	4	68	2	70	121
Costs of generating funds		28,107	2,119	30,226	31,438
Charitable activities	4	72,755	40,171	112,926	121,864
Governance costs	4	978	5	983	778
Other resources expended	4	13,269	-	13,269	7,720
Total resources expended	4	115,109	42,295	157,404	161,800
Net incoming/(outgoing) resources before transfers		2,745	(7,939)	(5,194)	(4,282)
Transfer to restricted funds	21	-	-	-	-
Net movement in funds before other recognised gains and losses		2,745	(7,939)	(5,194)	(4,282)
Other recognised gains and losses					
Gains/(losses) on investment assets	12	6,462	162	6,624	(7,671)
Actuarial gains/(losses) on defined benefit pension scheme	19	7,062	-	7,062	(11,471)
Net movement in funds		16,269	(7,777)	8,492	(23,424)
Total funds brought forward		37,890	25,877	63,767	87,191
Total funds carried forward		54,159	18,100	72,259	63,767

All income relates to continuing operations.

The net losses on investment assets shown under the Endowment and Restricted Funds column are attributable to permanent endowment investments and along with the allocation of investment management fees are the only movements on the Permanent Endowment Fund. Details of the Permanent Endowment Fund and the Restricted Funds are shown in notes 21 and 22.

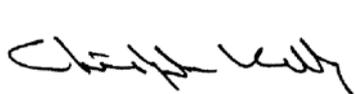
The accompanying notes are an integral part of this consolidated statement of financial activities.

NSPCC and Consolidated Balance Sheets

as at 31 March 2010

	Notes	Group		Charity	
		2010 £'000	2009 £'000	2010 £'000	2009 £'000
Fixed assets					
Tangible assets	10	34,736	41,098	34,736	41,098
Investments	12	55,432	48,964	55,432	48,964
Total fixed assets		90,168	90,062	90,168	90,062
Current assets					
Debtors	13	8,695	11,926	8,177	11,160
Investments	14	6,218	3,078	6,218	3,078
Cash at bank and in hand	14	2,355	966	1,942	766
Total current assets		17,268	15,970	16,337	15,004
Creditors - amounts falling due within one year	15	(11,446)	(16,249)	(10,548)	(15,315)
Net current assets/(liabilities)		5,822	(279)	5,789	(311)
Total assets less current liabilities					
		95,990	89,783	95,957	89,751
Creditors - amounts falling due after one year	16	(1,026)	(1,021)	(1,026)	(1,021)
Provisions for liabilities	17	(12,361)	(7,922)	(12,361)	(7,922)
Net assets excluding pension scheme liability		82,603	80,840	82,570	80,808
Defined benefit pension scheme liability	19	(10,344)	(17,073)	(10,344)	(17,073)
Net assets including pension scheme liability		72,259	63,767	72,226	63,735
Capital funds					
Endowments	21	1,381	1,221	1,381	1,221
Income funds					
Restricted	21	16,719	24,656	16,719	24,656
Unrestricted:					
Free Reserve		46,155	33,017	46,122	32,985
Pension Reserve	19	(10,344)	(17,073)	(10,344)	(17,073)
General	21	35,811	15,944	35,778	15,912
Designated	21	18,348	21,946	18,348	21,946
Total unrestricted		54,159	37,890	54,126	37,858
Total funds		72,259	63,767	72,226	63,735

Approved by the Board of Trustees on 22 July 2010 and signed on its behalf by



Sir Christopher Kelly
Chairman



Jonathan Bloomer
Honorary Treasurer

Consolidated Cash Flow Statement

for the year ended 31 March 2010

	Notes	2010 £'000	2009 £'000
Net cash inflow/(outflow) from operating activities	a	9,416	(5,025)
Returns on investments and servicing of finance	b	2,038	3,108
Capital expenditure and financial investment	c	(6,925)	7,538
Net cash inflow before management of liquid resources and financing		4,529	5,621
Financing	d	-	(3,548)
Management of liquid resources	e	(3,140)	(2,389)
Increase/(decrease) in cash in the year		1,389	(316)

Notes to the Cash Flow Statement		2010 £'000	2009 £'000
a. Reconciliation of net incoming resources to net cash inflow/(outflow) from operating activities		£'000	£'000
Net outgoing resources before other recognised gains and losses		(5,194)	(4,282)
Investment income		(1,800)	(3,066)
Depreciation		4,051	2,870
Impairment charges		9,257	246
(Gain)/loss on disposal of tangible fixed assets		(103)	48
Decrease/(increase) in debtors		3,231	(2,694)
Decrease in creditors		(4,798)	(1,432)
Difference between pension contributions paid and charges made		333	363
Increase in other provisions		4,439	2,922
Net cash inflow/(outflow) from operating activities		9,416	(5,025)
b. Returns on investments and servicing of finance			
Investment income received		2,038	3,108
c. Capital expenditure and financial investment			
Purchase of tangible fixed assets		(6,968)	(9,473)
Sale of tangible fixed assets		125	510
Purchase of investments		(43,335)	(32,638)
Sale of investments		43,253	49,139
Total		(6,925)	7,538
d. Financing			
Capital repayments made on bank loan		-	(3,548)
e. Management of liquid resources			
(Increase) in short term investments		(3,140)	(2,389)
f. Analysis of changes in net funds		1 April	Cash
		2009	Flow
		£'000	£'000
Cash at bank and in hand		966	1,389
Short term investments		3,078	3,140
Total		4,044	4,529
g. Reconciliation of net cash flow to movement in net funds		2010	2009
		£'000	£'000
Increase/(decrease) in cash in the year		1,389	(316)
Cash used to increase liquid resources		3,140	2,389
Cash outflow from decrease in financing		-	3,548
Change in net funds		4,529	5,621
Net funds/(debt) balance brought forward		4,044	(1,577)
Net funds balance carried forward		8,573	4,044

Notes to the Consolidated Accounts for the year ended 31 March 2010

1. Accounting policies

1.1 Basis of accounting

The accounts have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice (SORP), published in March 2005, the Charities Act and applicable UK accounting standards. 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 Society and its subsidiaries have adequate resources to continue its activities for the foreseeable future. Accordingly, they continue 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, wholly owned subsidiaries, have been consolidated on a line-by-line basis in the Statement of Financial Activities (SOFA) and Balance Sheet. NSPCC Pension Scheme Limited, a wholly owned subsidiary, has not been consolidated. The company 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 Children's Services Limited, NSPCC Warrington YPC Limited and ChildLine Trading Limited have now been dissolved. Charityshare Limited, a 33.3 per cent joint arrangement with The Children's Society and The Alzheimer's Society, has been accounted for as a joint arrangement that is not an entity (JANE) in accordance with FRS 9. The NSPCC has accounted for its share of the assets, liabilities and cash flows of the company.

1.3 Incoming resources

All incoming resources are accounted for in the SOFA when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the date of receipt. Income is not recognised for legacies which remain subject to a life interest.

Income received from the many thousands of fundraising activities organised by volunteers (excluding major events which are separately accounted for through the Trading Company) is in many cases received net of related expenditure. In order to reflect the gross position, an estimate of the expenditure has been calculated according to payments made out of the branch bank accounts, and 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. Income that has a time restriction placed on it by the donor or income that may become refundable is deferred as shown in note 18.

1.4 Resources expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Costs of generating funds include the costs incurred in generating voluntary income, fundraising trading costs and investment management costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Charitable activities expenditure enables the NSPCC to meet its charitable aims and objectives.

Governance costs are associated with the governance arrangements of the charity and relate to the general running of the charity. These costs include external and internal audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include finance, human resources, information systems, communications, property management and legal costs. Where expenditure incurred relates to more than one cost category, it is apportioned. The method of apportionment uses the most appropriate basis in each case. 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 personal laptops in use. Reference should be made to note 5 for further information on the allocation of influencing and public education expenditure.

Any irrecoverable VAT is included as part of the cost to which it relates. The amount suffered in the year is disclosed in note 4.

1.5 Fund Accounting

General funds – these are funds which can be used in accordance with the NSPCC's charitable objects at the discretion of the trustees.

Designated funds – these are funds set aside by the trustees out of unrestricted general funds for specific future purposes or projects.

Restricted funds – these are funds received for undertaking an activity specified by the donor.

Endowment funds – these are funds where the assets must be held permanently by the charity, principally in the form of investments.

Further explanation of the nature and purpose of each fund is included in notes 21 and 22.

1.6 Tangible fixed assets

Tangible fixed assets are stated at cost. Depreciation 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	5 years
Major software development	5 years
Other computer software and hardware	2 years

Major software development is any system with a capital cost in excess of £1 million.

No depreciation is provided on freehold land. Tangible fixed assets costing less than £2,000 are not capitalised, and are written off in the year of purchase.

Impairment reviews are conducted on an annual basis. If any asset is found to have a carrying value materially higher than its recoverable amount, it is written down accordingly.

1.7 Investments

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

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 or a value assessed by the trustees. This value is reviewed by the trustees at each balance sheet date.

Realised and unrealised gains and losses are combined in the appropriate section in the statement of financial activities.

1.8 Pension costs and balance sheet provision

For the defined benefit scheme the amounts charged in resources expended are the current service costs and gains and losses on settlements and curtailments. They are included as part of staff costs. Past service costs are recognised immediately in the statement of financial activities if the benefits have vested. If the benefits have not vested immediately, the costs are recognised over the period until vesting occurs. The interest cost and expected return on the assets are shown as a net amount of other finance costs or credits adjacent to interest. Actuarial gains and losses are recognised immediately in Other recognised gains and losses.

The defined benefit scheme is funded, with the assets of the scheme 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. Full actuarial valuations are obtained triennially.

1.9 Operating leases

Expenditure on operating leases is accounted for on a straight line basis over the life of the lease.

1.10 Finance leases

Assets held under finance leases are capitalised at their fair value, and provision for depreciation is made over the shorter of the lease term and their useful lives. The present value of the future lease payments is shown as a liability under obligations under finance leases. The implicit finance charge is charged to the statement of financial activities in the year that it arises over the period of the lease to produce a constant rate of charge on the balance of capital repayment outstanding.

1.11 Corporation Tax

The NSPCC as a registered Charity is exempt from Corporation tax under Section 505 of the Taxes Act 1998 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 due to their policy of gifting all the taxable profits to the NSPCC in the year.

2. Analysis of incoming resources from generated funds

	Total 2010 £'000	Total 2009 £'000
Voluntary income:		
Monthly donations from individuals	70,122	69,206
Legacies	20,338	20,654
Community fundraising	8,417	7,966
Other donations and gifts	17,622	21,296
Total voluntary income	116,499	119,122
Activities for generating funds:		
Sale of goods	316	347
Fundraising events	7,220	7,666
Other*	2,224	1,916
Total activities for generating funds	9,760	9,929
Investment income:		
Dividends - UK	143	622
Interest	1,594	2,485
Net return on pension scheme assets	63	(41)
Total investment income	1,800	3,066

* Other income in activities for generating funds includes sponsorship, promotions, training, sundry sales, lotteries and rental income, none of which are individually material.

3. Analysis of income from charitable activities

Income raised by the following child protection activities:

	Total Statutory Funding			Other Funding		Total 2010 £'000	Total 2009 £'000
	Income from SLAs £'000	Donated services & facilities £'000	Grants & one-off fees £'000	Fees from non-statutory bodies £'000	Sale of training materials £'000		
Child protection and preventative services and helplines	5,536	695	13,335	697	-	20,263	21,015
Influencing and public education	48	-	24	114	-	186	628
Child protection training and consultancy	135	-	14	2,215	400	2,764	2,460
Total incoming resources from charitable activities	5,719	695	13,373	3,026	400	23,213	24,103

Donated services and facilities under service level agreements amounted to £320,000 (2009 £370,000) in respect of staff secondments, and £375,000 (2008 £269,000) in respect of premises and other facilities.

Statutory bodies are government agencies or departments where as non-statutory are not government related.

The presentation of note 3 has been changed this year. Therefore prior year comparatives have been restated accordingly.

4. Analysis of total resources expended

	Note	Direct costs £'000	Support costs £'000	Total 2010 £'000	Total 2009 £'000
Costs of generating funds:					
Costs of generating voluntary income:					
Costs of raising monthly donations from individuals		12,019	217	12,236	15,225
Costs of raising legacy income		1,654	86	1,740	1,654
Costs of community fundraising		4,346	392	4,738	3,087
Costs of raising other voluntary income		6,848	652	7,500	7,794
Total costs of generating voluntary income		24,867	1,347	26,214	27,760
Costs of fundraising trading:					
Costs of sales of goods		291	12	303	378
Costs of fundraising events		2,737	59	2,796	1,994
Costs of other activities for generating funds		789	54	843	1,185
Total costs of fundraising trading		3,817	125	3,942	3,557
Investment manager costs		70	-	70	121
Total costs of generating funds	5	28,754	1,472	30,226	31,438
Direct charitable expenditure:					
Child protection and preventative services and helplines		73,180	5,610	78,790	80,029
Influencing and public education	5	27,074	1,290	28,364	37,072
Child protection training and consultancy		5,399	373	5,772	4,763
Total activities to end cruelty to children		105,653	7,273	112,926	121,864
Total governance costs	7	983	-	983	778
Other resources expended:					
Dilapidations provision		(225)	-	(225)	890
Restructuring costs		807	-	807	5,087
Write down of property and equipment		7,940	-	7,940	-
Other costs		3,913	-	3,913	916
Share of expenditure of joint arrangement not an entity; Charityshare Limited	9	834	-	834	827
Total other resources expended		13,269	-	13,269	7,720
Total resources expended		148,659	8,745	157,404	161,800

Included in total resources expended is irrecoverable Value Added Tax of £5,986,000 (2009 £6,571,000).

During the year, the NSPCC completed a full review of the potential liability to dilapidations at the end of the leases on occupied buildings. Following the review, no change was made to the basis for calculation of the provision. The movement on the provision has arisen due to the vacation of properties at the end of the lease term and the commitment to new leases.

The activities underlying the costs above under each heading are:

Child protection and preventative services and helplines – work by NSPCC staff in teams and projects throughout Great Britain, Northern Ireland and the Channel Islands delivering services to children; maintaining the NSPCC and ChildLine 24-hour helplines and associated minority helplines in seven languages; and supporting our interactive internet site achance2talk.com.

Influencing and public education – carrying out research into the nature and effects of child abuse and responses to it, influencing policy makers, raising public awareness to end cruelty to children and informing the public at large of the impact on society of child abuse, see note 5.

Child protection training and consultancy – delivering a child protection training and consultancy service to those working with children from our centre in Leicester, and in London.

Cost of raising voluntary income – promoting the awareness of the NSPCC and its work to create the income flow needed to support our activities.

Cost of fundraising trading – investing in products and organising events to create the income flow needed to support our activities.

Governance costs – expenditure incurred in administering the charity and complying with statutory requirements.

Total resources expended is stated after charging:	2010 £'000	2009 £'000
Operating lease rentals:		
Plant and machinery	78	116
Other	3,245	3,244
Fees payable to the Charity's auditors for:		
The audit of the Charity and Group accounts	88	86
The audit of the Charity's subsidiaries' accounts pursuant to legislation	6	6
Total audit fees	94	92
Tax services	24	5
Other consultancy	193	-
Consultancy provided on a pro-bono basis (recognised as a gift in kind)	237	-
Total non-audit fees	454	5
Depreciation:		
On assets held under finance leases	42	177
On owned assets	4,009	2,693
Trustees' expenses:		
Trustees' travel and other expenses	6	9

The trustees are not entitled to and did not receive any remuneration during the year (2009 £nil). Eight trustees reclaimed travel and other expenses during the year (2009 5). During the year, the NSPCC paid indemnity insurance in respect of the trustees of £12,300 (2009 £12,000).

5 Influencing and public education

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.

The expenditure in influencing and public education:

- makes the public aware of the incidence and effects of child abuse and everyone's shared responsibility to act to stop it;
- provides evidence for the need for policy change and legislative reform to protect children from abuse and prevent its occurrence;

- enables effective action to be taken to influence policy makers effectively and to speak up for children and young people's protection; 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 influencing and education has a parallel purpose of encouraging potential donors to contribute funds to achieve the mission of the NSPCC.

	2010		2009	
	Costs of generating funds £'000	Influencing & public education £'000	Costs of generating funds £'000	Influencing & public education £'000
Charged directly	10,260	7,023	10,050	14,454
Allocated costs	18,494	20,051	18,960	20,828
Sub-total	28,754	27,074	29,010	35,282
Support costs allocated	1,472	1,290	2,428	1,790
Total	30,226	28,364	31,438	37,072

Expenditure incurred each year is, where possible, charged directly to influencing or the costs of generating funds. Where there is more than one purpose, costs are shared between the activities in proportion to the work undertaken. Influencing and public education now includes costs associated with research undertaken. Therefore the prior year comparatives have been restated for consistency.

6. Allocation of support costs

Type of cost	Total allocated to fundraising £'000	Total allocated to charitable activities £'000	Total 2010 £'000	Total 2009 £'000
Divisional management	100	1,168	1,268	1,339
Central management and administration	639	3,407	4,046	3,424
Premises, legal and other support costs	733	2,698	3,431	4,901
Total support costs allocated	1,472	7,273	8,745	9,664

Divisional management costs are the support costs which enable the functioning of divisional offices, including divisional human resources.

Central management and administration costs are the support costs which enable fundraising and charitable work to be carried out. These costs include the relevant proportion of central finance, human resources and information systems that support frontline services.

Premises costs are the costs which enable the buildings from which the Society operates to function effectively.

Information systems and communications costs are allocated, where appropriate, directly to the frontline services. Those elements used by support functions and the elements not otherwise directly allocated are included in support costs.

Support costs are generally 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.

7. Governance costs

	2010 £'000	2009 £'000
Governance and professional support for trustees	889	686
External audit	94	92
Total governance costs	983	778

Governance and professional support costs represent the costs of internal audit, legal advice and costs associated with meeting constitutional and statutory requirements. In 2010 it also includes costs relating to the implementation of the new strategy of the NSPCC to 2016, including pro bono services received from Deloitte.

8. Employees

Total staff costs	2010 £'000	2009 £'000
Wages and salaries	57,803	64,063
Cost of seconded staff	330	379
Social security costs	5,851	6,471
Pension costs	7,264	7,915
Total	71,248	78,828

The average number of employees on the payroll for the year was 2,249 (2009 2,555). The average number of employees, calculated on a full time equivalent basis for the year was 1,871 (2009 2,089). The NSPCC operates a family-friendly policy encouraging part-time work and job-sharing.

The above numbers include staff responsible for the management and support of the volunteers involved in fundraising, and the costs of seconded staff relate to those staff provided to us as part of a service level agreement usually with a local authority.

Remuneration policy and benefits

The Society bases its reward policies and strategies on the needs of the organisation. Salaries in general are determined by reference to local authority scales and grades, and where appropriate are adjusted to reflect market rates. Executive board and chief executive remuneration is decided by the Trustee Remuneration Committee which has access to externally prepared data. The Society undertakes a

benchmarking exercise against other comparable organisations to ensure suitable rates of salary are paid to all our staff.

Details on the NSPCC pension schemes open to employees are set out in note 19. Cars or an employee car ownership plan are provided to employees if their job requires a significant amount of business travel.

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

	2010 Number	2009 Number
Activities to end cruelty to children	1,345	1,542
Generating funds	371	396
Support and governance	155	151
Total	1,871	2,089

The number of employees whose emoluments (including benefits in kind) as defined for taxation purposes amounted to over £60,000 in the year was as follows:

	2010 Number	2009 Number
£150,001 - £160,000	1	-
£110,001 - £120,000	-	1
£100,001 - £110,000	5	1
£90,001 - £100,000	-	2
£80,001 - £90,000	1	1
£70,001 - £80,000	13	14
£60,001 - £70,000	11	9
Total	31	28

Twenty-eight out of the 31 employees earning more than £60,000 participated in a Society pension scheme. Twenty-one of the 28 employees (2009 21 of the 28) accrued retirement benefits under a defined benefit scheme. At the date of closure of the scheme, 19 of these 21 employees transferred into the NSPCC stakeholder scheme. In addition to this, a further seven (2009 2) accrued retirement benefits under the NSPCC stakeholder scheme during the year.

Employer contributions to the defined benefit schemes for employees earning over £60,000 in the year were £229,000 (2009 £310,000).

Employer contributions to the stakeholder scheme for employees earning over £60,000 in the year were £98,000 (2009 £16,000).

9. Subsidiary companies, joint venture 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. Three other former dormant subsidiaries; NSPCC Warrington YPC Limited, NSPCC Children's Services Limited and ChildLine Trading Limited have been dissolved. The Charity also holds an interest in Charityshare Limited, a joint arrangement not an entity (JANE).

Charityshare Limited

Charityshare Limited is incorporated in the UK. It was set up as a vehicle to share information technology services between NSPCC and the Children's Society, and was jointly and equally owned by the two participants. On 29 March 2007 The Alzheimer's Society joined Charityshare and was allocated a one-third share of the Company. The NSPCC held a 33.3 per cent interest in Charityshare from this date. Following The Alzheimer's Society joining in 2007, the accounting for Charityshare has been revised to reflect in these accounts, the NSPCC interest in the turnover, cost of sales and underlying assets and liabilities. Consolidation is on a line by line basis.

NSPCC interest in Charityshare Limited

	2010 NSPCC Share £'000	2010 Eliminate on Consolidation £'000	2010 NSPCC Interest £'000	2009 NSPCC Interest £'000
Profit and loss account				
Turnover	2,433	(1,598)	835	828
Cost of sales and administration costs	(2,432)	1,598	(834)	(827)
Retained profit for the year	1	-	1	1
Assets, liabilities and funds:				
Assets	501	(17)	484	235
Liabilities	(499)	17	(482)	(233)
Total funds including the NSPCC's holding of one A share of £1	2	-	2	2

NSPCC Trading Company Limited

NSPCC Trading Company Limited (NSPCC Trading) is incorporated in the UK. The main activities consist of mail order catalogue sales, corporate sponsorships and fundraising events. There is a small amount of sales of donated goods from the remaining NSPCC charity shop.

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

	NSPCC Trading 2010 £'000	NSPCC Trading 2009 £'000
Profit and loss account		
Turnover	4,806	4,322
Cost of sales	(1,598)	(1,103)
Gross profit	3,208	3,219
Net operating costs	(513)	(918)
Operating profit	2,695	2,301
Interest receivable	-	6
Profit on ordinary activities before gift aid payment	2,695	2,307
Amount gift aided to NSPCC and ChildLine	(2,695)	(2,307)
Retained profit for the year	-	-
Assets, liabilities and funds:		
Assets	915	1,144
Liabilities	(885)	(1,114)
Total funds including 100 ordinary shares of £1 each	30	30

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

NSPCC results (excluding subsidiaries) and ChildLine

ChildLine is a charitable company limited by guarantee, registered in England and Wales and incorporated in the UK. ChildLine became a subsidiary from 1 February 2006. Funds raised by ChildLine are paid by way of grant to the NSPCC.

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

	NSPCC excluding subsidiaries 2010 £'000	ChildLine 2010 £'000	NSPCC excluding subsidiaries 2009 £'000	ChildLine 2009 £'000
Total incoming resources	149,274	695	154,670	546
Total resources expended	(154,469)	(695)	(158,953)	(546)
Net incoming resources	(5,195)	-	(4,283)	-
Profit/(loss) on investment assets	6,624	-	(7,671)	-
Actuarial profit/(loss) on defined benefit schemes	7,062	-	(11,471)	-
Net movement in funds	8,491	-	(23,425)	-
Funds balance brought forward	63,735	-	87,160	-
Funds balance carried forward	72,226	-	63,735	-

The total incoming resources figure for the NSPCC excluding subsidiaries, includes the gift aid donation from the NSPCC Trading Company Limited of £2,695,000 (2009 £2,307,000) and the grant from ChildLine of £695,000 (2009 £546,000)

10. Tangible Fixed Assets

Group and Charity	Freehold property £'000	Leasehold property £'000	Furniture, fittings, equipment and computer software £'000	Total £'000
Cost				
1 April 2009	27,164	14,793	17,421	59,378
Additions	41	2,147	4,780	6,968
Disposals	(1)	(380)	(150)	(531)
31 March 2010	27,204	16,560	22,051	65,815
Depreciation				
1 April 2009	4,627	6,406	7,247	18,280
Impairment charges	5,914	853	2,490	9,257
Charge for year	285	706	3,060	4,051
Disposals	-	(361)	(148)	(509)
31 March 2010	10,826	7,604	12,649	31,079
Net book value				
31 March 2010	16,378	8,956	9,402	34,736
31 March 2009	22,537	8,387	10,174	41,098

Included in furniture and equipment above are assets held under finance leases that were transferred to the NSPCC when the Society merged with ChildLine on 1 February 2006. The fair value of these assets as at 1 April 2006 was £573,000. The depreciation charge to 31 March 2009 was £531,000 giving a net book value as at 31 March 2009 of £42,000. The depreciation charge for the year ended 31 March 2010 was £42,000 giving a nil net book value as at 31 March 2010.

The Society undertakes an external valuation of its property portfolio on a triennial basis. This valuation was performed by Colliers CRE, Chartered Surveyors, in 2009. The valuation was performed on the basis of market value, existing use value and market rent. This valuation was used for the Society's impairment review carried out in the year, to determine net realisable value and value in use. Where the net book value was higher than the recoverable amount, the assets were written down accordingly.

11. Capital commitments

There were capital commitments of £210,000 at 31 March 2010 (2009 £nil).

12. Investments

	Group and Charity	
	2010 £'000	2009 £'000
Market value at 1 April	48,964	73,178
Purchases at cost	43,335	32,638
Disposals at carrying value	(43,253)	(49,139)
Less adjustment for dividend income reflected in valuation	(238)	(42)
Increase/(decrease) in market value (excluding movement in value of donated shares)	6,624	(7,671)
Value at 31 March	55,432	48,964
Historical cost as at 31 March	53,517	52,723

The listed investments include shares in six companies, one listed on the Channel Islands Stock Exchange, the others unlisted, which the charity accepted as donations under the condition that they would not be sold until various dates up to March 2007. At 31 March 2010 the value of the listed shares was £39,000 (2009 £39,000). Due to the illiquidity of these shares, they have been conservatively valued at nil value.

	2010 £'000	2009 £'000
At the balance sheet date, the portfolio was invested as follows:		
UK equity shares	3,459	12,349
UK fixed interest bonds and deposits	26,561	27,341
Overseas fixed interest bonds and deposits	-	271
UK money market instruments	-	800
UK deposit bank accounts	24,877	7,794
UK cash instruments	535	409
Value at 31 March	55,432	48,964

At 31 March 2010 the following investments represented more than 5 per cent of the portfolio by market value:

	%	Value £'000
Legal & General CAF UK Equitrack Fund	6.2	3,459
Henderson Pref & Bond CLS	8.8	4,884
M&G Corporate Bond Fund	20.2	11,172
Bank of Scotland Deposit Account	8.7	4,826
RBS Call Plus Account	16.8	9,299
Barclays Fixed Deposit	5.4	3,000
Cater Allen 1 Year Fixed Deposit	8.3	4,625

13. Debtors

	Group		Charity	
	2010 £'000	2009 £'000	2010 £'000	2009 £'000
Trade debtors	2,310	2,914	1,884	2,084
Amounts due from group undertakings	-	-	467	421
Other debtors	2,724	2,698	2,641	2,633
Prepayments	1,418	1,453	1,164	1,236
Accrued income	2,243	4,861	2,021	4,786
Total	8,695	11,926	8,177	11,160

14. Short term investments and cash at bank and in hand

	Group		Charity	
	2010 £'000	2009 £'000	2010 £'000	2009 £'000
Current investments	6,218	3,078	6,218	3,078
Cash at bank and in hand	2,355	966	1,942	766
Total	8,573	4,044	8,160	3,844

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

The amount of cash at bank and in hand for both the group and the charity is after deducting £409,000 relating to cash held as an agent (2009 £409,000). This relates to grant income received by the NSPCC which has not been paid to the beneficiary as at 31 March 2010.

15. Creditors: amounts falling due within one year

	Group		Charity	
	2010 £'000	2009 £'000	2010 £'000	2009 £'000
Obligations under finance leases falling due within one year	41	41	41	41
Trade creditors	6,930	7,872	6,661	7,697
Other creditors	979	3,279	719	3,035
Accruals	2,561	4,157	2,460	4,006
Deferred income (see note 18)	935	900	667	536
Total	11,446	16,249	10,548	15,315

16. Creditors: amounts falling due after one year

	Group		Charity	
	2010 £'000	2009 £'000	2010 £'000	2009 £'000
Obligations under finance leases falling due after one year and less than five years	-	156	-	156
Accruals	795	609	795	609
Deferred VAT liability	231	256	231	256
Total	1,026	1,021	1,026	1,021

17. Provisions

Group and Charity	Dilapidations on	Restructuring	Other	Total
	leasehold properties			
	2010	2010	2010	2010
	£'000	£'000	£'000	£'000
Opening balance 1 April 2009	5,890	2,032	-	7,922
Increase in provision in the year	31	903	4,333	5,267
Utilised in the year	(315)	(513)	-	(828)
Closing balance 31 March 2010	5,606	2,422	4,333	12,361
Commitments are likely to be met:				
Within one year	2,799	1,795	4,333	8,927
After one year and less than five years	2,585	627	-	3,212
After five years	222	-	-	222
Total	5,606	2,422	4,333	12,361

The provision for dilapidations on leasehold properties relates to the estimated future cost of building work required at the end of the lease, in order to meet the conditions of the lease. The provision for restructuring relates to the cost of redundancies, onerous leases and building works to be incurred as a result of the NSPCC's restructuring. Other provisions include expenditure committed due to the transition of IT provider. No discounting has been applied to any of the provisions as the effect of this would be immaterial.

18. Deferred income

	1 April	Deferred	Released	31 March
	2009	£'000	£'000	2010
	£'000			£'000
Statutory sources	75	87	(75)	87
Other charitable sources	102	186	(102)	186
Income from fundraising activities	359	394	(359)	394
Total for the Charity	536	667	(536)	667
Income from fundraising activities	364	134	(364)	134
Income from Charityshare	-	134	-	134
Total for the Group	900	935	(900)	935

The main reasons for deferrals are as follows:

	Group		Charity	
	2010	2009	2010	2009
	£'000	£'000	£'000	£'000
Time restrictions imposed by funder	87	75	87	75
Potentially refundable income received for future events	528	723	394	359
Other deferrals	320	102	186	102
Total	935	900	667	536

19. 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 £2,592,000 (2009 £1,556,000). As at 31 March 2010, £365,000 was outstanding (2009 £169,000).

NSPCC defined benefit pension scheme

The Society operates a funded defined benefit scheme, the NSPCC Pension Scheme, the assets of which are held in a specific trust separately from those of the Society. Contributions are paid to the scheme as agreed with the Scheme's trustees.

Following a consultation period with staff, the NSPCC implemented changes to the scheme which took effect from 31 December 2009. From that date the scheme was closed to future accrual, and members of the scheme were instead offered membership of the defined contribution scheme from 1 January 2010.

Accounting for the defined benefit scheme under FRS17

The full actuarial valuation of the defined benefit scheme as at 31 March 2009 was updated to 31 March 2010, by an independent qualified actuary in accordance with FRS17. As required by FRS17, the defined benefit liabilities have been measured using the projected unit method.

The expected rate of return on the scheme's assets for the financial year ending 31 March 2010 was 6.7% pa (2009 6.4% pa). This rate is derived by taking the weighted average of the

long-term expected rate of return on each of the asset classes that the scheme was invested in at 31 March 2009.

The estimated amount of total employer contributions expected to be paid to the scheme during 2010/11 is £2,000,000 (2009/10 actual: £4,300,000). This figure relates to contributions that will be payable by the Society in accordance with the Schedule of Contributions towards the scheme's deficit. The figure is lower than the contributions paid during 2009/10 due to the closure of the scheme to future accrual. As active members of the scheme were offered membership of the defined contribution scheme following the closure of the defined benefit scheme, the Society's contributions to that arrangement have increased significantly during 2009/10, and will increase again in 2010/11 as the former defined benefit scheme members will belong to the defined contribution arrangement for the full year.

The following table sets out the key FRS17 assumptions used for the scheme:

Assumptions	31 March 2010	31 March 2009
Price inflation	3.80% pa	3.25% pa
Discount rate	5.25% pa	5.75% pa
Pension increases (5% LPI)	3.70% pa	3.15% pa
Salary growth	n/a	3.25% pa
Life expectancy of male aged 60	25.8 years	25.8 years

Allowance is made for future improvements in life expectancy. Following the closure of the scheme, benefits which were previously linked to salary now increase in line with inflation.

The amounts included in the balance sheet arising from the NSPCC's obligations in respect of the defined benefit scheme for the current and previous four periods are as follows:

	31 March 2010 £'000	31 March 2009 £'000	31 March 2008 £'000	31 March 2007 £'000	31 March 2006 £'000
Fair value of assets	141,371	106,474	128,600	125,402	118,255
Present value of liabilities	(151,715)	(123,547)	(133,839)	(127,540)	(128,990)
Deficit in the scheme, equalling the net pension liability	(10,344)	(17,073)	(5,239)	(2,138)	(10,735)

The following amounts have been included within total resources expended under FRS17 in relation to the defined benefit scheme:

	2010 £'000	2009 £'000
Employer's part of current service cost	4,175	6,344
Past service cost	500	-
Interest cost	7,069	8,310
Expected return of scheme's assets	(7,132)	(8,269)
Total expense	4,612	6,385

The current allocation of the scheme's assets is as follows:

	2010 £'000	2009 £'000
Equities	75,786	56,041
Bonds	54,654	42,915
Property	8,887	6,408
Cash/other	2,044	1,110
Total assets	141,371	106,474

Changes in the present value of the scheme liabilities over the year are as follows:

	2010	2009
	£'000	£'000
Opening value of scheme liabilities	123,547	133,839
Employer's part of current service cost	4,175	6,344
Past service costs	500	-
Interest cost	7,069	8,310
Contributions from scheme members	307	474
Actuarial loss/(gain)	21,888	(21,206)
Benefits paid	(5,771)	(4,214)
Closing value of scheme liabilities	151,715	123,547

Changes in the fair value of the scheme assets over the year are as follows:

	2010	2009
	£'000	£'000
Opening value of scheme assets	106,474	128,600
Expected return on plan assets	7,132	8,269
Actuarial gain/(loss)	28,950	(32,677)
Contributions by the employer	4,279	6,022
Contributions by scheme members	307	474
Benefits paid	(5,771)	(4,214)
Closing value of scheme assets	141,371	106,474

The actual return on the scheme's assets over the year was a gain of £36,082,000 (2008/09: loss of £24,408,000).

The following amounts for 2006-2010 have been recognised under the "actuarial gains and losses on defined benefit pension scheme" heading within the statement of financial activities:

	2010	2009	2008	2007	2006
	£'000	£'000	£'000	£'000	£'000
Actual return less expected return on scheme assets	28,950	(32,677)	(11,294)	(2,837)	17,188
Percentage of scheme's assets	20%	(31%)	(9%)	(2%)	15%
Experience gains and (losses) arising on scheme's liabilities	3,796	-	(11%)	5,296	n/a
Percentage of the FRS17 value of the scheme's liabilities	3%	0%	0%	4%	n/a
Gain or (loss) due to changes in assumptions underlying the present value of the scheme liabilities	(25,684)	21,206	8,206	6,774	(14,370)
Percentage of the FRS17 value of the scheme's liabilities	17%	17%	6%	5%	(11%)
Actuarial gain/(loss)	7,062	(11,471)	(3,098)	9,233	2,818
Percentage of the FRS value of the scheme's liabilities	5%	9%	2%	7%	2%

The cumulative amount of actuarial gains and losses recognised under the above heading in the statement of financial activities since 1st April 2002 is a loss of £11,753,000.

20. Annual operating lease commitments

Annual operating lease commitments of the Group and Charity at 31 March are in respect of leases expiring:

	Land & buildings	Other	Land & buildings	Other
	2010	2010	2009	2009
	£'000	£'000	£'000	£'000
Within one year	982	10	170	45
Between one and five years	1,266	230	869	70
After five years	207	13	1,131	-
Total	2,455	253	2,170	115

21. Endowment, Restricted and Designated Funds

Permanent Endowment Funds Charity	Balance	Incoming resources £'000	Outgoing resources £'000	Gains and losses £'000	Transfers £'000	Balance
	1 April 2009 £'000					31 March 2010 £'000
Permanent Endowment Fund	1,192	-	(2)	162	-	1,352
N Natchbull Endowment Fund	10	-	-	-	-	10
M Glaister Fund	10	-	-	-	-	10
A Sykes Fund	9	-	-	-	-	9
Total	1,221	-	(2)	162	-	1,381
Restricted funds						
Charity						
Projects and helplines funded by local authorities and other statutory bodies	87	3,508	(3,561)	-	-	34
Projects funded by the Big Lottery Fund (see i)	25	236	(261)	-	-	-
Projects funded by City Bridge Trust (see ii)	-	15	(15)	-	-	-
Project funded by London Councils (see iii)	6	230	(214)	-	-	22
Helpline Development Project funded by DCSF (see iv)	4,508	9,500	(11,167)	-	-	2,841
Activities to end cruelty to children funded by restricted donations from the FULL STOP Appeal	4,244	981	(2,360)	-	-	2,865
ChildLine restricted funds received by NSPCC	1,492	3,689	(4,257)	-	-	924
Helpline Development Project funded by Child's Voice Appeal	1,882	9,000	(9,442)	-	-	1,440
Acquisition of buildings	8,414	108	(4,217)	-	-	4,305
Child Trafficking Helpline funded by the Home Office (see v)	-	106	(106)	-	-	-
ChildLine counselling funded by DHSSPS of Northern Ireland (see vi)	-	62	(62)	-	-	-
Project funded by Commission of European Communities (see vii)	-	51	(37)	-	-	14
The Parenting Fund funded by DCSF (see viii)	-	81	(81)	-	-	-
Project funded by 'V' (see ix)	-	186	(186)	-	-	-
Activities to end cruelty to children funded by other restricted donations	2,284	4,872	(5,757)	-	-	1,399
Cardiff Centre for Wales	1,192	1,078	(491)	-	-	1,779
Contact Point	522	653	(80)	-	-	1,095
Total	24,656	34,356	(42,293)	-	-	16,719
Total restricted and endowment funds	25,877	34,356	(42,295)	162	-	18,100
Designated funds						
Charity						
The Development Fund	298	-	(300)	-	2	-
Freehold and leasehold properties	21,648	8	(3,310)	-	2	18,348
Total	21,946	8	(3,610)	-	4	18,348
General funds						
Charity						
Free reserves	32,985	111,447	(104,768)	6,462	(4)	46,122
Pension reserve	(17,073)	63	(396)	7,062	-	(10,344)
Total for the Charity	15,912	111,510	(105,164)	13,524	(4)	35,778
NSPCC Trading Company Limited	30	4,806	(4,806)	-	-	30
ChildLine	-	695	(695)	-	-	-
Share of Charityshare funds	2	835	(834)	-	-	3
Total general funds for the Group	15,944	117,846	(111,499)	13,524	(4)	35,811
Total funds for the Group	63,767	152,210	(157,404)	13,686	-	72,259

The incoming resources figure for free reserves for the Charity excludes the gift aid donation of £2,695,000 from NSPCC Trading Company Limited and the grant of £695,000 from ChildLine.

Details are given below in respect of restricted funds where separate disclosure is required by the funder:

	Balance 1 April 2009 £'000	Incoming resources £'000	Outgoing resources £'000	Gains and losses £'000	Transfers £'000	Balance 31 March 2010 £'000
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(i) Funds received from the Big Lottery Fund have been granted towards expenditure on the following projects:

Teenage Dating Violence	25	-	(25)	-	-	-
Family and Substance Support Team (FASST)	-	236	(236)	-	-	-
Total	25	236	(261)	-	-	-

In addition to the above, £43,588 was received from the Big Lottery Fund in 2008-09, of which £30,553 was spent.



(ii) Funds received from the City Bridge Trust have been granted towards expenditure on the following projects:

ChildLine	-	9	(9)	-	-	-
Young People's Centre, East London	-	6	(6)	-	-	-
Total	-	15	(15)	-	-	-



(iii) Funds received from London councils have been granted towards expenditure on the following projects:

ChildLine and CHIPS	6	230	(214)	-	-	22
Total	6	230	(214)	-	-	22

(iv) Funds received from DCSF has been granted towards expenditure on the following projects:

Helplines Development	239	7,600	(7,839)	-	-	-
Helplines Development - Capital	4,269	1,900	(3,328)	-	-	2,841
Total	4,508	9,500	(11,167)	-	-	2,841

(v) Funds received from the Home Office have been granted towards expenditure on the following project:

ChildLine Trafficking Helpline	-	106	(106)	-	-	-
Total	-	106	(106)	-	-	-

(vi) Funds received from the DSSHPS of Northern Ireland have been granted towards expenditure on the following project:

ChildLine counselling staff costs	-	62	(62)	-	-	-
Total	-	62	(62)	-	-	-

(vii) Funds received from the Commission of European Communities have been granted towards expenditure on the following project:

Safer Internet Plus Programme	-	51	(37)	-	-	14
Total	-	51	(37)	-	-	14

(viii) Funds received from the DCSF have been granted towards expenditure on the following project:

The Parenting Fund	-	81	(81)	-	-	-
Total	-	81	(81)	-	-	-

(ix) Funds received from 'V' have been granted towards expenditure on the following project:

ChildLine	-	186	(186)	-	-	-
Total	-	186	(186)	-	-	-

22. Analysis of group net assets between funds

Fund balances at 31 March 2010
are represented by:

	Unrestricted General £'000	Designated £'000	Restricted £'000	Endowment £'000	Total funds £'000
Tangible fixed assets	6,302	18,348	10,086	-	34,736
Investments	54,080	-	-	1,352	55,432
Current assets and liabilities	(840)	-	6,633	29	5,822
Long term liabilities excluding pension reserve	(1,026)	-	-	-	(1,026)
Provisions	(12,361)	-	-	-	(12,361)
Total funds excluding pension reserve	46,155	18,348	16,719	1,381	82,603
Pension reserve	(10,344)	-	-	-	(10,344)
Total net assets	35,811	18,348	16,719	1,381	72,259

Of the Restricted Funds represented by tangible fixed assets, £6,989,000 relates to freehold and leasehold property, and £3,097,000 relates to other tangible fixed assets.

Included in the Restricted Funds represented by current assets and liabilities figure is £10,000 which relates to restricted donations to be spent on property.

23. Legacies

The NSPCC has been notified of 1,073 legacies, which have not been included within the financial statements as no notification of impending distribution has been received (2009 1,095). Of these, 21 per cent are pecuniary legacies which have an average value of £3,576 (2009 55 per cent £2,812) and the remaining 79 per cent are residuary legacies, which have an average value of £39,293 (2009 45 per cent £41,500). The Society does not have any indication of when it is due to receive these monies and there is no certainty of receipt. Included within the above figures are 14 pecuniary legacies (2009 15) and 162 residuary legacies (2009 166) which are subject to a life interest.

24. Related party transactions

Advantage has been taken of exemptions under FRS8 (3) not to disclose balances with or transactions between related parties eliminated on consolidation.

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

Supporters

We are grateful for all the support we receive. In particular the NSPCC would like to thank the following supporters for their donations during 2009/10, including those who have chosen to remain anonymous.

Peter Andre	Slimming World	Mrs Phyllis Somers
BT	Standard Life Plc	Mr and Mrs Ramez Sousou
The Cadogan Charity	Mr Vincent Tchenguiz	Superdrug Stores Plc
The Children's Charity for the good of all children	Sir Stanley Thomas OBE	telent
Department for Education	Timpson Ltd	The Underwood Trust
The Doughty Family Foundation	Towergate Partnership	The Volant Charitable Trust
The Ellerdale Trust	v, the national young volunteers service	Working Title Films Ltd
Mr Doug Ellis OBE	Visa Europe	Mr and Mrs Philip Yates
Mr John Hargreaves and Family	Welsh Assembly Government (CFOG)	
	Will Aid	29th May 1961 Charitable Trust
Diane Briere de L'Isle Engelhardt	WM Morrisons Supermarkets Plc	A D Power Will Trust
Caudwell Children	Yellow Moon	Adam & Company Plc
Mr John Cleese		Adidas
Clothes Aid (Services) Ltd	Alliance & Leicester Plc	AES Kilroot Power Ltd
Deloitte	Ant and Dec	The AIM Foundation
SPAR (U.K.) Ltd	B & Q Plc	The Alan Edward Higgs Charity
Toyota Motor Manufacturers (UK) Ltd	Barclays Bank Plc	Alere Ltd
	Barclays Capital	The Alternative Travel Awards
Accenture (UK) Limited	Capital Corporate Finance	ARAMARK Plc
BGL Group Limited	The Cayo Foundation	Amdocs
Bhs Limited	The City Bridge Trust	APOLLO GROUP
Big Lottery Fund	Clore Duffield Foundation	APSCO
Michael Carrick	The Community Foundation	Army Central Fund
Comic Relief	Department of Health, Social Services and Public Safety	The Arpad Busson Foundation
Debenhams Plc	The Dorset Foundation	Avalon Trust
Department of Education, Northern Ireland	Edinburgh House	Mark and Rhianon Bailey
first direct	European Commission - Safer Internet Plus Programme	The Balcombe Trust
Home Office	The Family and Parenting Institute	Lady Bamford OBE
The Katherine Martin Charitable Trust	Miss Deborah Fern OBE	Jeff Banks CBE
Links of London	Henderson Wholesale	Mr and Mrs Baratta
Lloyds Banking Group	The Henry Smith Charity	The Barbour Trust
London Councils	Home Bargains	Barclays Bank Plc - Wales and West Region
Matalan Retail Ltd	Nicholas Hoult	The Bay Tree Charitable Trust
Microsoft Ltd	Mr and Mrs Robert Howes	Pam and Paul Bell
Network Rail	Marvin Humes	The Right Honourable The Baroness Benjamin of Beckenham in Kent OBE DL
The Number UK	John Hurt CBE	Bernard Sunley Charitable Foundation
Private Equity Foundation	The Hutton Family	Mr and Mrs Tony Best
The Royal Bank of Scotland	The Ingram Trust	The Billy Butlin Charitable Trust
Scottish Executive	John Lewis Partnership	Michael and Katrina Birkin
Michael Sheen OBE	Leeds Community Foundation	The Bonita Trust
Skipton Building Society	The Recycling Factory	Mr Stephen Boocock

Mr Paul Bostock	Hello! Ltd	Mr Dominic Myers
Mr Ben Rick and Ms Naomi Bourne	Mr Tom Henderson and Mr James Henderson	The National Pawnbrokers Association
BP Oil Limited	Henkel Consumer Adhesives	NCC Group
Bracknell Forest Council	Noddy Holder MBE	Next Plc
Julia Bradbury	Mrs Michael Hollingbery	Nolan Nicholas
Brake Family (Frank & William)	HSBC Bank Plc	Nickelodeon UK Limited
Bright House	Interserve	Odeon & UCI Cinemas Ltd
Mr David Brownlow and Mr Philip Eaton	Mr Samuel Joab	Orange
BSkyB Ltd	The Jodie Kidd Foundation	OTM Consulting Ltd
Buckingham Covers	John Coldman Charitable Trust	P F Charitable Trust
Mr Duncan Cameron	The Johnson Foundation	Howard Palser
Carey Sheffield Photography	Mr Michael Josephson	Chris Parker
Mr Michael Chandler	K H Hair	Mr and Mrs John Paynter
Charles Stanley & Co Ltd	Mr Henry Kenner	Philip Smith's Charitable Trust
Claranet Limited	Tarek and Diala Khat	Phoenix IT
Clothing Collections International Ltd	lastminute.com	Photobox
Cox Food Markets	Mr Brian Lay	David and Justine Pickering
Ian and Jan Currie	Mr Christopher Little	Poundland
Deeside College	Liverpool Property Aid	PTS Ltd
Detica	Lloyds TSB Foundation for the Channel Islands	Miss R C R Angel Charitable Trust
Matthew and Joanna Doel	Logica Plc	R S Components Ltd
Donald Forrester Trust	Zoe Lucker	Rank Foundation
The Doughty Hanson Charitable Foundation	Mr John Macpherson	Esther Rantzen CBE
Mr and Mrs George Downing	The Magheramorne Foundation	Real Radio Wales
Mr P Dyer	Mr Andy Maidwell	Mr Anthony Reeves
Early Learning Centre	Mansell Construction Services Ltd	Levi Roots
Karen Jones CBE and Hamish Easton	Marshall Amplification Plc	Mr Brian Roper MBE
Noel Edmonds DL	Nick and Annette Mason	Mr Andrew and Mrs Nicola Rosenfeld
Eversheds	The May & Stanley Smith Charitable Trust	Rotary Club of Enniskillen
Everton Football Club	Mr Anthony McGreevy	Rowlands Pharmacy
F & P C Scotto Charitable Trust	MCM Net Limited	Royal Antediluvian Order of Buffaloes
First Trust Bank	Fred and Anneke Mendelsohn	Glasgow & District
First Choice Holidays & Flights Ltd	Midas Group Limited	Mr Roland Rudd
Foot Anstey Solicitors	Millie's Cookies	Sabre Travel Networks
Free Mantle Home Media	Mr Paul G Milne	Mr and Mrs Khaled Said
GCHQ	Mr C L Molloy	Dr Scholl Foundation
Glasgow City Council	Molton Brown	The Schroder Foundation
Kara Gnodde	Samantha Morton	Mr and Mrs Andrew Sibbald
Goldman Sachs Gives	MPHO	Mr Barry Slate
Mr Philip S Gower	The Mulberry Trust	The Souter Charitable Trust
Hamelin Paperbrands Ltd	Multipart	Southern Water
J W C Hands Charitable Trust	Dominic and Sarah Murphy	The Spielman Charitable Trust
Mr Nick Harris	Mr Alan Murphy	Stavros Niarchos Foundation
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The charity thanks and recognises the contributions of Ramez Sousou who stepped down as chairman of the National Development Board in July 2010, of David Grigson who stepped down as member of the National Development Board in September 2010 and of Philip Rowley who stepped down as member of the National Development Board in September 2010.

National Volunteer Boards

ChildLine Board
Corporate Development Board
Helpline Board
Rebuilding Childhoods Board
Sports Board
Stop Organised Abuse Board

Special Event Committees

The APSCo Committee
The ChildLine Ball Committee
The ChildLine Polo Committee
The City Conker Cup Committee
The City Dinner Committee
The City Fine Wine Challenge Committee
The Leadenhall Ball Committee
The London Critics' Circle Film Awards Committee
The Nomura Dragonboat Committee
The PAmper Committee
The Royal Windsor Shoot Committee
The White Hat Committee

The NSPCC would like to thank our dedicated volunteers and fundraising groups across the UK.

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Ade Adepitan MBE
Peter Andre
Lesley Garrett CBE
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Nicholas Hoult

Hall of Fame 2004

Saffron Aldridge
Atomic Kitten
David Beckham OBE and Victoria Beckham
Jono Coleman
Lesley Garrett CBE
Jerry Hall
Martin Johnson CBE
Gabby Logan
Hermione Norris
David Seaman MBE
Alan Shearer OBE
Gillian Taylforth
Emily Watson

Hall of Fame 2005

Peter Andre
The Right Honourable The Baroness Benjamin of Beckenham in Kent OBE DL
Jasper Carrott OBE
Matt Dawson MBE
Laurence and Jackie Llewelyn-Bowen
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Alec Stewart OBE

Hall of Fame 2007*

Dame Judi Dench CH, DBE, FRSA
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Tracey Emin RA
Carl and Michaela Fogarty
Torey Hayden
Nicholas Hoult

Hall of Fame 2009

Vicky Alcock
Fiona Bruce
Graham Cole
Beth Cordingly
Ryan Jones
Lord Lloyd-Webber

ChildLine ambassadors

Fiona Bruce
Caprice
Graham Cole
Ronnie Corbett OBE
Beth Cordingly
Nicholas Parsons OBE
Wendi Peters
Anthea Turner
Ian Wright MBE

*Hall of Fame became a biennial event after 2005

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*The NSPCC North East and Cumbria, and Yorkshire and the Humber regions will be moving offices in the coming year.
For further information visit www.nspcc.org.uk