



# Our Annual Report & Financial Statements 2020/21

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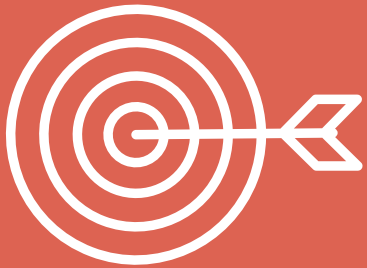
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# Our values



## Our vision

A world in which children's right to live free from sexual abuse and exploitation becomes a reality.



## Our mission

To prevent the sexual abuse of children.



## Our promise

Child sexual abuse is preventable, not inevitable. So we will work tirelessly to protect all children - by providing direct support to individuals in a position to prevent abuse, including those affected by abuse and those perpetrating it, or at risk of doing so; by sharing our expertise and resources with organisations and governments worldwide to make children safer today; and by driving forward new interventions to protect children against tomorrow's threats.



## Our founder

The 'Mother to Hundreds' Baroness Lucy Faithfull was a pioneer of child protection. As the first social worker to be appointed to the House of Lords, she campaigned tirelessly for the powerless and voiceless. Her influence can be found in legislation ranging from children's welfare to the criminal justice system. Lucy was ahead of her time, not least in recognising that if we are to protect children from sexual abuse we must work with sexual offenders, a view that still challenges today's society. She established The Lucy Faithfull Foundation when she was in her eighties – a charity committed to preventing child sexual abuse.

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# How we live up to our values

## Ambition

We embrace being leaders in the field of child sexual abuse prevention and strive for innovation to keep children safe from harm.

We are brave in our efforts, ambitious about our impact and committed to contributing to knowledge about how to safeguard children from harm.

## Hope

We hope for a future free from sexual abuse for all children.

It is this belief in a positive future that inspires our work to protect children from sexual harm.

## Collaborate

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

We acknowledge the importance of collaboration and how working collectively enables the shared insights that achieve better outcomes for children.

## Integrity

We are ethical, open and honest. We respect the confidentiality of colleagues, beneficiaries and stakeholders. We base our actions on evidence, commit to our actions and follow them through.

We act with professionalism, show respect and consideration to all and do what is right.

## Excellence

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

We are committed to providing a safe, supportive and learning environment for our staff that equips them for their role.

# Introduction from the board chair

**This past year the global pandemic has taken up much of our lives and our energy. For many charities it has been incredibly difficult. Tragically, some have had to cease operations altogether. Fortunately, this was not the case for The Lucy Faithfull Foundation, and it gives me great pleasure to present the Annual Report for the year ending 31st March 2021.**

At the start of the year our management team rapidly moved operations to home working, and throughout the pandemic our staff have been providing services and support to our beneficiaries almost entirely remotely. Both I and my fellow trustees were amazed at the speed with which everyone adapted to home working. The team worked tirelessly to ensure that every member of staff had the systems in place to enable them to continue their work and robust support arrangements were put in place to ensure staff were well supported and able to get in touch easily when they needed help or supervision. The effectiveness of the arrangements are perhaps borne out by the fact that we had to make very limited use of the government's furlough scheme.

I want to thank all the staff, and particularly those whose domestic circumstances made home working additionally challenging. For example, those with a lack of appropriate space or the presence of young children who also required home schooling. To put it simply, our staff have done an incredible job during the crisis. They have worked to keep children safe and the trustees are in awe and grateful for the highly professional way they continued working.

The past year has seen a significant increase in the work we have delivered and our ability to do this would not have been possible without the support from our funders, all of whom have been truly supportive. I do, however, want to make special mention of Esmée Fairbairn Foundation who provided much needed unrestricted support near the beginning of the lockdown. Also, the Home Office who helped ensure we could continue to provide the services that were protecting children. And finally, Oak Foundation, who recognised the additional pressures on us and supported activities to help us support our staff. The dedication of our staff and support from our funders has meant we have continued delivering, expanded our work and managed to do this within our budget.

During the year, one of our longstanding trustees, John Trotter, a solicitor, retired from the board after 14 years' service. Over the years, John has been incredibly supportive, helping us through challenges and pointing us in the direction of appropriate legal support where necessary. John has agreed to become one of our patrons and so we look forward to a continuing association albeit in a different form.

We were fortunate to recruit Dr Gopi Krishnan and Jill Mason to the board of trustees. Gopi brings a lifetime of experience as a consultant psychiatrist specialising in working with people with personality disorders and sex offenders. He has also taken on a board responsibility for diversity. Jill is a very experienced solicitor working as a partner with Mills and Reeve solicitors heading up their healthcare team. Both Gopi and Jill are fantastic assets to the board.

The Foundation works in an essential but complex area of work, protecting children by changing the behaviour of those who might offend against them. We know there is a lot of work to do and we are looking forward to continuing our work as we emerge from the pandemic.

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In December 2020, we published our strategic plan 2020-2025 laying out how will reach more people, invest in research and development, and advocate for a greater focus on preventing abuse before it happens.

And in January 2021, the Home Office published its Tackling Child Sexual Abuse Strategy which sets out their whole-system response to all forms of child sexual abuse. In it, they outline their "ambition to prevent, tackle and respond to all forms of child sexual abuse." To protect children effectively right now, all three components in that ambition are vital: tackling and responding to child sexual abuse after it has happened means children are made safe and perpetrators are held accountable. But by bringing prevention centre-stage, the government is committing to actions that will avoid harm to children in the first place, saving the huge impact that abuse has on children, families and wider society. We warmly welcomed the publication of this important strategy and are committed to supporting its implementation going forward.

In closing, I cannot stress how hugely proud I am of the work undertaken by the Foundation and I feel privileged to chair this fantastic organisation.

I want to thank all those involved in our work; the staff who undertake their work in the most professional, yet caring ways; the management team who support them in doing this work; my fellow trustees for the huge contribution they make in ideas, scrutiny and support; our funders who allow all of this to be possible, and finally the people who use our services who show enormous courage in seeking help and support.

**Dr Mike Harris, Chair**  
BSc MB BS MRCS LRCP  
FRC Psych



# Foreword from the chief executive officer

**Unprecedented. Challenging. Testing. All well-worn words to describe our last year. As our chair has reported above, despite Covid-19 we remained operational throughout the year. Not only that, we responded and we grew.**

Having been involved with The Foundation since 2009, I am well aware of the dedication and commitment of the people who make this charity what it is. But our staff team really came into their own this year, and the executive team and I could not be prouder of each and every one of them. Their commitment, hard work, imagination and innovation, meant there was not a single day since the first lockdown when we have not been helping those who need us.

On 23 March 2020, we moved our entire operation to run from the homes of our staff so that we could keep them, their families and our beneficiaries safe while continuing to deliver our services. We adjusted delivery models and implemented new ways of working to ensure this could happen. Assessments and interventions have been conducted

remotely, as have services for those with illegal online behaviour, and the families of those arrested or convicted for this behaviour, as well as our vital services for children and young people who have got into trouble online. The internet has come to be a fundamental part of our service delivery. Our staff also need to be commended for taking their work into their homes and achieving so much – delivering complex and sensitive activities from their homes added additional challenges, and they coped exceptionally well.

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**Before the pandemic hit, we could not have imagined the Stop It Now! helpline working from people's homes. But it has. And, at the time of writing, it still is. And it is just as well - last year we helped more people and took more calls than ever before.**



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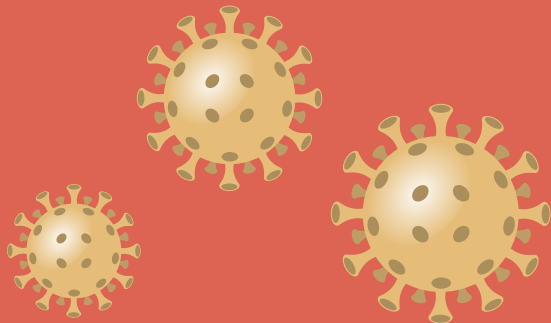
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This is, in part, due to increased financial support from the Home Office that allowed us to increase helpline advisor numbers; but it is also down to the efforts of our communications team, ensuring people know about the help available.

Covid-19 lockdowns also had an impact on caller numbers. In June, we spoke to BBC Radio 4's File on 4 about the types of calls we were taking. One caller explained that being out of work, at home with extra time on his hands, made him feel at higher risk of seeking out illegal material online. Another talked about wanting to take risks after being constrained for so long during lockdown. And a third explained that he had previously been managing his sexual thoughts about children through work and daily routines - but being at home alone, watching neighbours' children playing in the back garden turned his mind towards harmful and unwanted thoughts and feelings.



## Knowing that the pandemic would likely result in an increased risk of child sexual abuse for some children, we launched new services and resources.

In September, we piloted a live chat on the helpline so people could contact us easily and privately, even in a busy house. We're now making this service permanent. We also produced a harmful sexual behaviour prevention toolkit for organisations to use to spread prevention messages and point parents and carers to sources of information and support when they have concerns. This was downloaded more than 3,000 times between September and March 2021. Throughout 2020, every two weeks we shared up-to-date insights and data from the helpline and our websites with law enforcement agencies, government departments and other charities – pooling our information with others to help us all quickly understand the developing threat to children and to respond accordingly.

Despite the pandemic - or maybe because of it - this year saw us receive our highest ever income from donations. This unrestricted funding is so important in complementing project funding. It enables us to drive forward new innovations in services, to invest in research and development and to do

so much more. Building on this funding success will be one focus for us in the year ahead.

Looking forward, we are now focused on delivering on our strategic plan, published in December 2020. With support from funders for our core activities, we are excited about the opportunities we now have to increase our reach, help more people, invest in research and development and share what we know with others.

Throughout this pandemic, we have shown as a nation how the everyday actions of all citizens can help tackle a major social ill. Our children deserve that we bring similar determination and resolve to the problem of child sexual abuse. And that is what we will do - powered by the passion and knowledge that our work is vital for the protection of children.

### Deborah Denis, CEO



# Officers and contacts

## Life President

Dr Arnon Bentovim MB BS  
FRCPsych, FRCPCH, DPM

## Patrons

Mrs Hilary Eldridge

The Baroness Howarth of  
Breckland OBE

Mr Richard Monk CMG, OBE,  
QPM

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

Ms Annie Shepperd OBE

Sir Richard Tilt

Mr John Trotter LLB (Hons)

## Trustees

Dr Mike Harris BSc MB BS  
MRCS LRCP FRC Psych

Dr Vic Baines PhD

Mr Martin Brewer BA (Hons)

Mrs Joy Chamberlain FCA

Dr Gopi Krishnan  
(appointed 11/12/2020)

Mrs Jane Leach BSc FCA

Mr David Lundholm BA (Hons)  
MBA

Dr Michael Marett-Crosby MA  
DPhil

Mrs Jill Mason  
(appointed 19/03/2021)

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

Professor Derek Perkins BSc  
MSc PhD CPsychol AFBPsS

Ms Lynn Saunders OBE

Professor Alec Spencer BA  
(Hons) MA MRes

Mr John Trotter LLB (Hons)  
(resigned 11/12/2021)

Mr Paul West QPM DL

## Company Secretary

Ms Annabel Kroeger BAcc  
CA(SA)

## Senior management team

Ms Deborah Denis PGDip Dip  
CIPR, chief executive officer

Mr Stuart Allardyce MA (Hons)  
MSW, director of Stop It Now!  
Scotland

Mr Donald Findlater, director  
of Stop It Now! helpline

Mrs Annabel Kroeger BAcc  
CA(SA), director of finance

Mr Adrian McNulty CQSW  
Diploma in Probation Studies  
(DipProbation), director of  
operations

## Registered name

The Lucy Faithfull Foundation

## Registration numbers

Registered company number  
02729957

Charity number 1013025

Scottish registered charity  
number SC039888

## Registered office and principal address

2 Birch House  
Harris Business Park  
Hanbury Road, Stoke Prior  
Bromsgrove B60 4DJ

## Independent auditor

Crowe U.K. LLP  
Fourth Floor, St James House  
St James Square  
Cheltenham  
Gloucestershire  
GL50 3PR

## Bankers

HSBC Bank Plc  
Redditch Commercial Centre  
Church Green West, Redditch  
Worcestershire  
B97 4EA

## Solicitors

Bates Wells  
10 Queen Street Place  
London EC4R 1BE

# Purpose and plans



Since 1992 the staff of The Lucy Faithfull Foundation have worked tirelessly to protect children from sexual harm, inspired by our founder, Baroness Lucy Faithfull. Over this period the threats to children have changed, and The Foundation has evolved its responses. But our mission – to prevent the sexual abuse of children – remains the same. As does the commitment of our staff, trustees and supporters to do all we can to ensure children stay safe.

We are agile, effective and use our expertise to innovate, responding to new trends, new threats and the changing needs of our beneficiaries – a diverse population with complex needs.

Our services, programmes and projects are designed to place a protective shield around children, to help prevent abuse from ever happening, or from happening again.

## Purpose and plans Looking ahead 2021/22

We are yet to fully understand the impact Covid-19 restrictions have had on the scale of child sexual abuse, but we know that measures implemented to stop the spread of the virus have increased the risk of sexual abuse to some children – both within families and online.

At the same time, the crisis created new and significant challenges for our organisation in terms of service delivery and our income streams could be affected as statutory funding is stretched and the demand for charitable trust support increases across the sector. Nevertheless, we move into 2021/22 with optimism and hope.

In December we published our 2020-2025 Strategic Plan, outlining our key areas of focus. The strategy centres around three pillars – reach, research and advocacy and it will drive our activities in the years ahead.

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### We are learning from adapting our service delivery during Covid-19, including the use of online tools, and we will use what we know to reach more people who need our help.

We will embed our new live chat function within helpline operations and expand its use by piloting a translate function to enable better access for non-English speakers.

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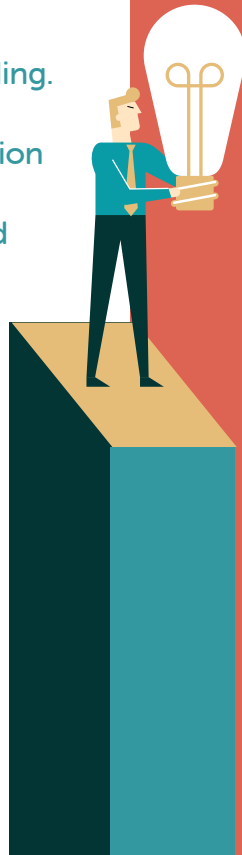
“Tackling child sexual abuse is a top priority for the UK government, and we have a duty to safeguard children against falling victim to this crime.

As detailed in the government’s landmark Tackling Child Sexual Abuse Strategy, preventing offending in the first place is vital and in doing so, we must work closely across government, law enforcement, civil society and with international partners.

The Lucy Faithfull Foundation has a critical role to play in deterring offending and reoffending. Invaluable in this pursuit is the organisation’s confidential helpline, online resources, prevention initiatives, education sessions and support for children and young people. Through combined efforts to prevent offending in the first place, on top of bringing perpetrators to justice and providing holistic support to victims and survivors, we can reduce the impact of this truly horrific crime.

I welcome The Lucy Faithfull Foundation’s continued work on this issue following a period of unprecedented challenges caused by the pandemic, and look forward to further collaboration to safeguard children from all forms of abuse and exploitation.”

**Safeguarding Minister, Victoria Atkins**



We will also work to build partnerships with organisations and communities that could benefit from the new service, including people who are deaf or hard of hearing. We will evolve our support for young people who are concerned about their own or a peer’s sexual thoughts or behaviour towards children, and include this group as a target audience for the helpline. And we will complete development and launch resources for young people concerned about their own or a peer’s online sexual behaviour towards children, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.

Our continued engagement with professionals through assessments, interventions, training and other consultancy will remain an important part of our work to keep children safe. As will our activities to deter online offending and drive people who have abused, or who are at risk of doing so, towards help to stop.

To expand our reach even further, we will invest in research and development and work in partnership with others to share knowledge and skills. A new research strategy will outline our priorities around research over the next three years, including launching a series of insight papers, publishing ‘The Faithfull Papers’ alongside webinars to make what we know and learn available to others. We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.

We have substantial ambitions for the years ahead, and with the support of our partners, funders, supporters and others, we will have a very real impact on child safety.

# We keep children safe by:



Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children



Helping people achieve positive change and offence-free living



Creating safer environments within families, in communities and online



Equipping professionals with knowledge and tools to better protect children



Influencing social and political attitudes about how children can best be protected



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# Achievements 2020/21 - the stats

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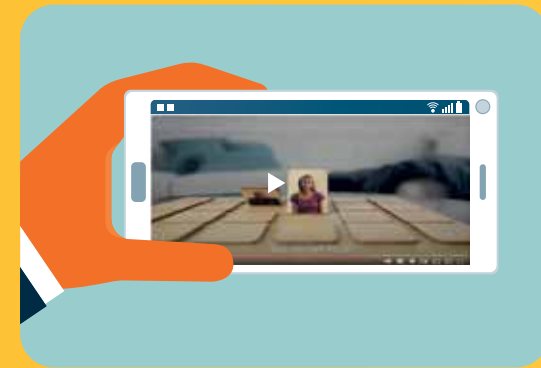
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801 professionals attended our training events



7,300 people received advice and support from our Stop It Now! helpline and messaging service



A new film to promote the helpline used in digital advertising was viewed over 1 million times



More than 831,000 users visited our websites



We completed 215 assessments for local authorities and others and delivered 89 pieces of intervention

# Achievements against our plans



**This year, despite the challenges posed by Covid-19, we achieved many of our aims and objectives.**

We increased our reach, with our Stop It Now! helpline helping more people than ever before, and our practitioner team conducting more assessments and interventions than in 2019/20. We also launched live chat on the helpline, increasing accessibility to our services.

We conducted and engaged in research activities, including commissioning an external evaluation of our Family and Friends Forum (our online resource for people affected by the arrest of a loved one for online offending behaviour); completed the evaluation of our Eradicating Child Sexual Abuse project, and collaborated on and published a range of papers, book chapters and articles.

We shared our knowledge and expertise with statutory and voluntary partners, advocating for a greater focus on preventing abuse before it occurs. This included working with the Home Office on development of their Tackling Child Sexual Abuse strategy, and supporting the WePROTECT Global Alliance through its Civil Society Organisation Reference Group and feeding into the development of their forthcoming Global Threat Assessment.

Some of our project work faced delays due to the pandemic, and some of our activities were modified in response to restrictions imposed to fight the spread of the virus, however, the following sections of this report detail our performance against our plans, and looking forward, outline the steps and actions we will take in the year ahead to achieve our desired outcomes.

**Stop It Now!**

UK & IRELAND

Helping prevent  
child sexual abuse

# Stop It Now! UK and Ireland helpline



## Stop It Now! UK and Ireland helpline

**Child sexual abuse affects more than a million children under the age of 16 in the UK and only one in eight victims is known to the authorities<sup>1</sup>. This is a major public health problem, requiring a range of responses. One response is our Stop It Now! helpline.**

This unique service is available for anyone with a concern about child sexual abuse and is confidential, meaning people can openly talk through their worries and remain anonymous. While helplines for children are an essential component in addressing their concern and harm experienced, it is the responsibility of adults to protect children from sexual abuse. The Stop It Now! helpline serves as a vital resource in helping those adults from across the UK and Ireland meet that responsibility.

## Working through an unprecedented year

In March 2020, in response to government restrictions to tackle Covid-19, we moved the entire helpline operation to our staff's homes. The hard work, flexibility and resilience of helpline advisors and their managers ensured we remained open throughout the pandemic. Not only that, we also developed and launched a new live chat service, so people can contact us more discreetly in real time. And we helped more people than ever before.

## We help people when they need it most

Callers range from those concerned about their own sexual thoughts or behaviour towards children to those concerned about the sexual behaviour of another adult, child or young person; from professionals seeking case advice to adult survivors of child sexual abuse. Each caller is different and our experienced helpline advisors handle every contact with care and professionalism.

Through our call-back service, callers can be connected with other Foundation staff for further in-depth or specialist support. This includes scheduled calls for those concerned about their online behaviour, through which they are supported to work their way through the modules in our **'Stop It Now! Get Help' online self-directed intervention** (see section, Stop It Now! Prevention Activities).

<sup>1</sup> Children's Commissioner for England, 2015

**"What a difference the helpline makes to the lives of women like me - thank you, all of you, very much."**

Female caller whose husband had been arrested for online offending

## We helped more people than ever before

Our ability to help callers is determined by funding available for operating costs and promotion of the helpline. Stop It Now! is not yet a household name, but with continuing financial support from the Home Office and the Ministry of Justice we expanded our operations to be able to help more people. We remain incredibly grateful to our statutory partners.

In addition to core support from the UK government, we remain grateful to The Dulverton Trust and the Welsh government – the former for continued financial support that helps us promote the helpline to key caller groups we need to reach; the latter for funding to recruit a Welsh speaking helpline advisor, enabling us to arrange call-backs with people in Welsh.

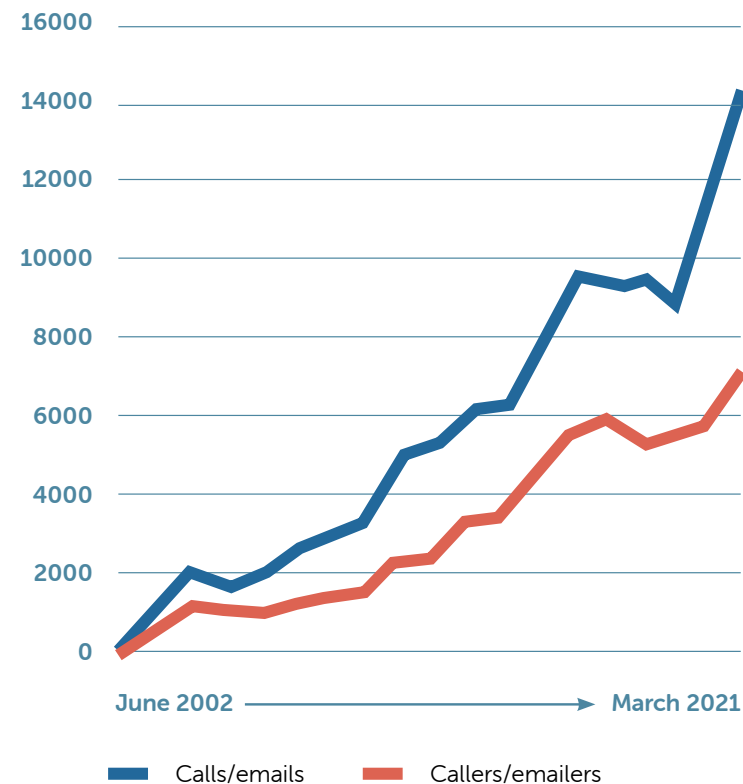
In 2020/21 we helped **7,300** people who between them made **14,197** contacts (calls, chats and secure messages). This is a significant increase on callers (5,959) and contacts (10,636) in 2019/20. The contacts received included 11,363 calls (80% of contacts), 2,417 emails (17% of contacts) and 417 chats (3% of contacts, service operational Sept 2020 - March 2021).

Despite more helpline advisors being available for more hours, over 5,000 callers could not get through on their first call, demonstrating a sustained and high demand for our service.

## During 2020/21:

- Our missed callers increased by 28% to 5,133 from 4,002 in 2019/20.
- The proportion of missed callers eventually getting through to the helpline on a subsequent attempt was 59% (3,043 out of 5,133 in 2020/21) down from 63% (2,514 out of 4,002 in 2019/20), meaning that 41% of missed callers – that is 2,090 people – never got through to the helpline.

Calls/emails/chats & Callers/emailers/chatters since June 2002



## Live chat – expanding the ways people can contact us

In September 2020, we launched live chat – a means of interacting with us electronically, in real time. With support from the Home Office, this new service was developed, in part, in response to national lockdowns resulting in people sharing their living spaces with others and being unable to make private calls very easily.

Operating over nine hours each week, with two advisors and additional management cover, the live chat service has seen a strong demand and has very much been welcomed by those using it. In this inaugural year, the profile of users appears rather different from the main telephone helpline with chatters typically being younger – some in their mid to late teens – with a greater proportion concerned about their sexual thoughts or behaviour and having no involvement with the police. This is a vital group to reach.

Between September 2020 and March 2021, 306 people used the chat service and we completed 417 chats.



“The live chat function is really helpful for me right now as I feel like I can’t speak to someone on the phone till I build confidence. [The advisor] was very helpful and understanding and it feels cathartic to express how I feel about myself to someone who understands.”

Male concerned about his sexual thoughts towards children who used the new live chat function

## Supporting a younger age range

From the outset, the Stop It Now! helpline advertised its services to adult audiences. This year we have seen a significant increase in the number of young people contacting us for advice and support. We received 155 contacts (calls/chats/emails) from under 18s who had committed a sexual offence online – this is a 177% increase compared to 2019/20 (56).

We also received 74 contacts (calls/chats/emails) from under 18s with concerns that did not relate to their online behaviour – a 111% increase compared to 2019/20 (35).

These contacts were from young people who:

- were concerned about their own harmful sexual behaviour (27)
- were concerned about sexual thoughts they were having (23)
- were concerned about their pornography use (2)
- were concerned about another child or an adult (8)
- were victims of sexual abuse (11)
- had a more general question (3)

These contacts included:

- 38 callers\*
- 12 chatters\*
- 64 emailers\*

\*cannot be added together in case of duplication.

**“Thank you very much for responding, I will definitely be going through these resources... Thank you so much again, you have no idea how much this means to me.”**

A 16-year-old who wanted help managing his sexual thoughts about children

## We help people take action to keep children safe

The helpline provides far more than simply a listening service. We provide callers with information relevant to their circumstances and advise them about actions to consider, agreeing one or more protective steps they will take. Each caller is unique and actions will vary from person to person depending on the circumstances they are concerned about.

With each caller we explore immediate child protection issues and agree safeguarding steps needed to minimise risk. We then agree actions they will take to respond to the wider circumstances they have shared.

Actions might range from a parent sharing the NSPCC Pantosaurus video and discussing appropriate boundaries with their 5-year-old; to Mum and Dad agreeing to sit down together with their teenage son and explain how adult pornography does not represent reality; including discussions on respect, consent and mutuality.

With adult survivors of child sexual abuse within the family that has not previously been disclosed, we discuss potential harm to others in the immediate and extended family and may rehearse the difficult conversations to be had with other adult siblings.

With men struggling with sexual thoughts involving children who are worried about their potential for future harm, we agree sources of support they will look to, plus information and exercises they will engage with on the **Stop It Now! Get Support website** prior to making the next call to the helpline.



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“The helpline and all LFF have been incredibly supportive always, thank you. Before I called I felt trapped, now I feel I can work through this and not offend again.”

A man arrested for online offending who sought help to change his behaviour

For those who have viewed or are viewing indecent images of children online, we will agree a number of immediate changes to make to their online habits - for example limiting the amount of time they spend online, moving the location of any devices, discussing their struggles with a close family member or friend, and ceasing all pornography use, including stopping viewing of sexual images of under 18s; but also agreeing further contact with the helpline alongside engagement with the **Stop It Now! Get Help self-directed online intervention** and purchase of “The Porn Trap” or “In the Shadows of the Net”.

Some callers contact us only once. Others will contact us multiple times over an extended period of time. For example, a caller struggling with inappropriate sexual thoughts about children or worried about a family member’s behaviour when around children may need more support and contact us more often than a professional calling for case advice.

### In 2020/21:

- 97% of callers agreed one or more actions to take to protect a child – reducing the likelihood of offending or reoffending.
- 92% of repeat callers tell us they had taken the actions they had previously agreed.

## Preventing offending protects children

The helpline provides an invaluable service in the risk management (including by self-management) of adults arrested for the whole range of sexual crimes against children. But a significant number of people who contact us with concerns about their own sexual thoughts about or behaviour towards children have not yet harmed a child, but are concerned that they might. Other adults contact us because they have concerns about someone they know.

### In 2020/21:

- 468 people contacted us saying they were concerned about their sexual thoughts about children and their risk of committing a contact offence. That’s 14% of all the people with concerns about themselves; and 6% of total callers/chatters/ emailers to the helpline.
- 349 people contacted us because they had concerns about someone they knew who might be at risk of committing a contact offence. That’s 19% of the people concerned about another adult; and 5% of total callers/chatters/emailers to the helpline.

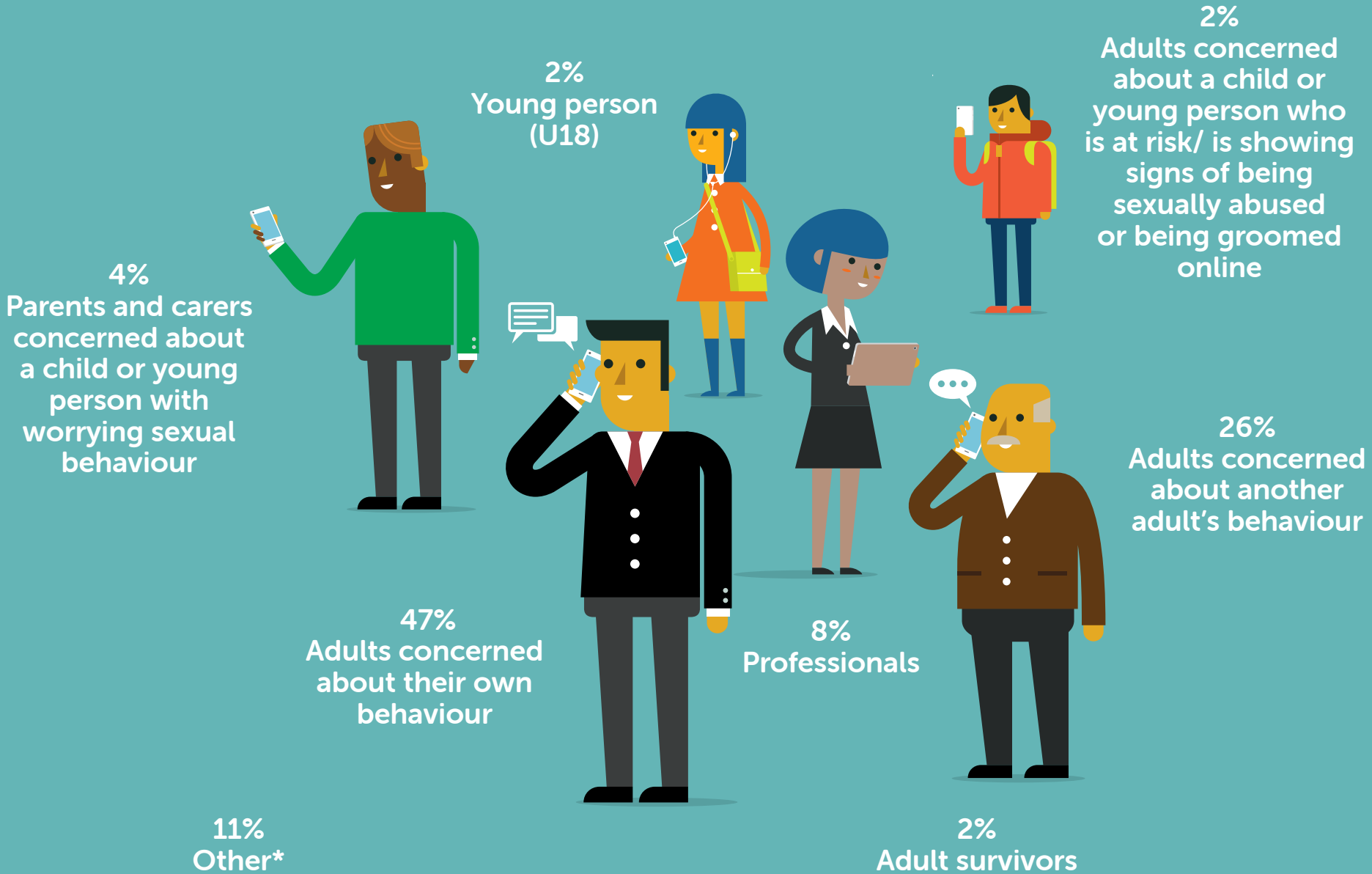
By supporting and advising concerned adults to take action before a child is harmed, we help prevent child sexual abuse.

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“Very helpful - and was able to get all the support I need to begin to address some worries I am having. I really appreciate this service and the advisor I spoke to managed to reassure me and has greatly helped my mental health.”

Male caller who wanted help managing his urges to access child sexual abuse material. He stated he had not yet accessed any illegal content.

# Who called the helpline?



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



## Case Study

### Jack's story

**Jack is a 19-year-old university student who has previously been under investigation for viewing sexual images of children. On that occasion, no further action was taken by the police. He contacted us on our live chat service following a "jokey" exchange online with a 14-year-old boy. He realises there are risks attached to such exchanges and is keen to avoid any behaviours that could cause harm or get him into trouble. That said, he enjoys speaking to younger teenagers online.**

He lives at home with his parents and younger brother but only his mum is aware of his struggles with his online life and she is supporting him as best she can. Jack disclosed that he has struggled in the past with coming to terms with his sexuality. As a younger teenager, he would often engage in sexual conversations online with adult men to explore his sexuality. He did not realise at the time that this behaviour was inappropriate and that some or many of the adults he spoke to online were exploiting him. Jack was feeling very low when he first contacted us and was very worried and anxious.

### First call discussion and advice:

- We encouraged Jack to continue to engage with advisors on our live chat and helpline for ongoing support to help him understand his risky behaviours and to help him stay safe online.
- We discussed the importance of him looking after his mental wellbeing, including confiding in his mum for continued support. We encouraged Jack to pass the helpline details on to his mum so she could call for support.
- We discussed with him the importance of addressing and understanding his online behaviour to ensure that he does not engage in these types of risky behaviours again in the future. He was directed to our online self-directed intervention for people concerned about their online sexual behaviour toward children - 'Stop It Now! Get Help' - to use the self-help modules that would help him explore his behaviour, particularly the modules on sexual communication with children online and building a good life. He was encouraged to keep updating us with his progress as he worked through the modules.
- We encouraged him to use the internet purposefully and to consider limiting the time he spends on social media, including removing contacts from his accounts that he did not know personally in his offline life.
- We advised him to stop having any further online chats with children or individuals he did not know.
- We encouraged him to structure his days and to think about starting a hobby to keep himself occupied.
- As he described his mood as generally anxious and worried, we encouraged him to seek support for his mental wellbeing from his GP but also via the NHS Moodzone website.
- Jack was encouraged to contact One in Four or Survivors UK for support in exploring the exploitation and abuse that he experienced online when he was a child.



## Jack's story: follow-up

Jack continues to use the helpline and live chat service for ongoing support to help him further understand his risky online behaviour. He has worked through the modules on Stop It Now! Get Help, which he found useful. Following this, he had a call-back with a practitioner from our young people's team and agreed that attending Inform Young People could help him consolidate the changes he had recently made. His mum also agreed to be included at the beginning of each session to provide support within but also outside the programme.

Since completing the programme, he has limited the amount of time he spends using social media and has placed parental controls on his devices so he cannot access pornography. He has been spending his time doing more planned and positive activities, including spending more time with his family, going for walks, completing his university assignments, listening to music and podcasts and reading and preparing himself for returning to university, instead of his previous habit of spending long, often rather aimless periods of time online.

## Stop It Now! UK and Ireland helpline Looking ahead 2021/22

- 1 We will embed live chat within helpline operations and expand its use by piloting the use of its translate function to enable better access for non-English speakers. We will also work to build partnerships with organisations and communities that could really benefit from the new service, including people who are deaf or hard of hearing.
- 2 We will evolve our support for young people who are concerned about their own thoughts or behaviour, or the behaviour of someone they know and include this group as a key target audience for the helpline.
- 3 We will focus on research and share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support developments in child sexual abuse prevention, ensuring that what we know and learn benefits children far beyond our own reach.

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# Tackling online child sexual abuse

## Tackling online child sexual abuse

**Online sexual offending continues to be a huge challenge in the UK and globally, with some evidence suggesting the problem escalated during the Covid-19 pandemic. In their 2021 threat assessment, the National Crime Agency estimated there to be between 550,000 and 850,000 people in the UK who pose varying forms of sexual risk to children – including online – and stated that for this reason the frontline of policing must now be online, as well as on our streets. Since 2005 we have been working to prevent online offending by working with those who pose a risk to children.**

Having initially sought assistance through the helpline, callers may go on to a face-to-face meeting where we can offer more in-depth assistance and assess whether they would be suitable and would benefit from one of our Inform programmes. These are evidence-based psycho-educational programmes for people affected by online offending.

Inform Plus is for men who have accessed illegal images of children online. Engage Plus is for men who have engaged in sexual conversation with children online. Inform is for their family members or friends. We also offer a service to young people who have displayed harmful sexual behaviour online (see section 'Working with young people and families').

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## Modifying delivery in response to Covid-19

**In March 2020, when we first experienced restrictions to tackle the spread of the virus, we moved quickly to ensure continued service delivery and switched all face-to-face work to remote delivery through a secure video conferencing facility. All those who were on group programmes finished their courses on an individual basis and all new referrals were started on a remote basis. In summer 2020, we piloted online group work for both Inform Plus and Inform. By the end of the year we had successfully delivered 10 remote Inform Plus groups and eight remote Inform groups, alongside individual programmes and telephone support.**

Staff report a largely positive experience of delivering programmes remotely, with facilitators highlighting some of the benefits of remote delivery including allowing flexibility, increased accessibility for participants, supporting participant engagement, and the ability to be supportive of different learning styles.

We are currently undertaking an evaluation of our remote programmes. We are collaborating with Goldsmiths' University, with two Masters' degree students carrying out quantitative and qualitative studies, the latter involving interviews with online participants. This will help us assess the impact of continued online delivery in the future.

It is clear there are a number of upsides associated with remote delivery. These include increased accessibility for those living further afield from our usual group venues as well as for those whose personal circumstances might make attendance in person challenging (such as caring responsibilities). Likewise, waiting times for the groups have reduced as we are no longer dependent upon having sufficient numbers of participants in any one area to start a group. We expect that we will implement a mixed model of delivery as restrictions start to ease.

## Inform Plus

**Inform Plus is a psycho-educational programme for men who are under investigation for, or have been arrested, cautioned or convicted of accessing sexual images of children online. The programme helps men to understand their behaviour and put in place strategies to avoid reoffending in the future.**

Inform Plus can be delivered as a group or individual programme of work, which is mostly self-funded by the participants with some subsidised places for those in financial hardship. In 2020/21, 78 men from across England and Wales attended the Inform Plus group programme, 62 completed the programme on an individual basis, and an additional 36 men had a face-to-face session. This is 176 men in total, a decrease on 2019/20 (186).

**98% of Inform Plus participants reported making good or maximum progress on their ability to reduce their risk of reoffending.**

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**"I did find the sessions to be very enlightening and useful. I liked the delivery, and thought the facilitators struck a great balance of empathy, positive support, and genuine interest coupled with a firm view that there can be no excuse for this type of illegal behaviour."**

Inform Plus participant

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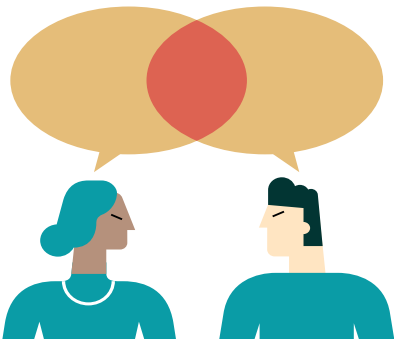
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## Case Study

### Hector's story: Inform Plus

**Hector, 38, is married with three children and works full time in the finance industry. He was recently arrested for having accessed sexual images of children online. After his arrest, Hector attempted suicide and was admitted to a psychiatric hospital for a short period. He contacted our Stop It Now! helpline for advice and support after being given our details by the police.**

Hector told the helpline that his childhood had included many damaging experiences including sexual abuse within the family, early exposure to adult pornography and neglect. He told us that as an adult, he would binge watch pornography and "lose time" accessing sexual content online. He referred to this behaviour as "an addiction".

Hector said he had made many attempts to desist in his illegal online behaviour but all eventually ended in failure. He stated he didn't know how to stop and stay stopped.

### Helpline advice and Inform Plus

He followed the advice provided by the helpline advisors, including reading "The Porn Trap", working through the modules on our online self-directed intervention 'Stop It Now! Get Help', alongside accessing help from other support services including Sex Addicts Anonymous and the local mental health team. As Hector was struggling with his mental health and continuing to have suicidal thoughts, we agreed that he should focus on these aspects before undertaking the Inform Plus course.

Four months later, Hector attended Inform Plus. He was keen to develop and rehearse the skills necessary to ensure that he did not reoffend in the future. Through the course, Hector said he gained a deeper understanding of how the behaviour had begun and how it had escalated over time. He also explored methods to manage his behaviour in the future and recognised how building a healthier lifestyle would support his desistance. He said he had found the victim empathy session particularly helpful, providing a very different perspective on the harm to children from taking and using their sexual images and helping consolidate his determination not to re-offend.

During this period his wife, Jessica, also engaged with the helpline and attended the Inform programme as she wanted to understand more about her husband's offending behaviour and potential risk to their children. Hector is currently allowed only supervised contact with his children.

Hector and Jessica were advised to keep in touch with the helpline in the future.



## Engage Plus

In response to the changing nature of online sexual offending, this year we rolled out delivery of our Engage Plus programme. Piloted in 2019/20, the programme is for men who have had sexual conversations with children online, solicited sexual images from young people online or attempt to meet with a young person after communicating online, with the intention of committing a sexual offence. The programme is delivered on a one-to-one basis. This year we worked with 28 men through Engage Plus, an increase on the 12 men in 2019/20.

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“I just want to thank [Practitioner] for her patience and engagement with me. The programme helped me gain insight which I really needed as a starting place for moving forward.”

Engage Plus participant

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# Case Study

## Peter's story: Engage Plus

**Peter, 40, is an academic and now lives alone. He has no children nor does he have direct contact with any. He was arrested for engaging in sexual communication with a child online, including sending explicit images of himself and requesting self-generated sexual images from a child. Following his arrest, the police provided him with our Stop It Now! helpline details and he has had regular contact with the helpline over several months.**

During his calls, Peter told us about his poor mental health over a number of years, including anxiety, depression and self-harm. He explained that he had begun viewing legal adult pornography online about 10 years ago, and that this behaviour had escalated quickly to sexual chat with adults and then sexual communication with children of varying ages, mostly pubescent girls.

Peter disclosed that he had been engaging in such conversations with children for the last five years and that the severity and frequency of his online behaviour had escalated during lockdown. He believes this was, at least in part, due to him being inactive and feeling isolated.

Peter had a long-term partner at the time of his arrest, but the relationship deteriorated due to his arrest and they have since separated.

## Helpline advice and Engage Plus:

Ahead of having a face-to-face meeting with a practitioner, Peter worked his way through all 18 modules on our online self-directed intervention 'Stop It Now! Get Help'. Over a number of calls with the helpline, he told us how these had aided him in understanding the deterioration in his online behaviour, how he had persisted in his illegal activity before his arrest, and how - as well as why - he was determined he was determined to manage this in the future.

During his initial face-to-face meeting, Peter told us that he was coming to recognise the harm he caused through his online offending, and that he was now struggling with managing his feelings of guilt, self-loathing and anxiety.

Upon completion of Engage Plus, Peter stated that he had found the sessions really helpful and productive, especially those that helped him explore his pathway into offending and his offence cycle. He had completed his relapse prevention plan, detailing warning signs for himself and his family (primarily his siblings) to recognise; the importance of healthy as opposed to inappropriate sexual fantasies; and the child protection measures he will implement into the future where there are opportunities for contact with children - including that any future contact he has with children will be supervised by someone who is aware of his previous offending behaviour. Peter said that he felt he was coping better, is managing his negative feelings and is starting to feel more positive about his future.

Since Peter's engagement with our programme he has remained in occasional contact with the helpline for additional support and to update us on his progress.

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## Inform

This is an educational programme for partners or adult family members or friends of people who have been arrested for online offending behaviour. Families are not traditionally seen as victims of such offending, even though they are often left devastated by the actions of a loved one. Inform offers a safe space in which people who are struggling with the emotional and practical impact of internet offending can bring their questions and anxieties and begin to explore them in a supportive environment.

This year we worked with a total of 170 family members either in person (remotely), or over the phone, from across England, Scotland and Wales (199 in 2019/20).

**95% of participants who completed Inform courses said they felt less isolated after the programme.**

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**"I really appreciated the course. It's such a difficult, traumatic experience and this support makes you feel less alone and less embarrassed."**

Inform participant





## Case Study

### Annabel's story: Inform

**Annabel was signposted to our Stop It Now! helpline by her social worker after recently having had a baby with her partner, who had a previous conviction for accessing sexual images of children online. Following a number of calls to the helpline and a face-to-face meeting with a practitioner, Annabel was recommended to attend the Inform programme.**

Annabel explained how the last year had been a very traumatic for her, largely due to the difficulties of preparing for her first baby with very little support and with a personal background of struggles with her mental health. She explained that her partner had been convicted 18 months previously of accessing sexual images of children online and was now attending a treatment programme with the probation service. As a consequence, she was left to prepare her labour plans largely unaided but was keen to ensure contact between her new born and her partner so long as it is safe to do so. She was anxious to do nothing to alienate social services who she recognises want to ensure her baby is safe. She said she was keen to complete the Inform programme and access support from others in a similar situation to herself.

### How Inform helped

As her partner was undertaking an offender treatment programme, she wanted to understand some of the content that he was covering relating to the processes of offending as well as risk management. This was both for her own needs but also in order to support him in leading a better life and being a good father to their child.

Annabel expressed initial anxiety about attending a programme with a group of strangers online, but afterwards remarked how smoothly it had all gone, and how everyone contributed and she felt listened to and understood.

She said she felt the programme had helped her understand the risks attached to her partner's past behaviour and that this understanding also helped her to communicate more effectively with him and identify any relapse concerns. She said she found the information regarding offending cycles and relapse prevention the most useful.

Annabel was encouraged to use the helpline and our Family and Friends Forum in the future, should she have any worries or concerns.



## Family and Friends Forum

With continued support from The Emmanuel Kaye Foundation, our online forum continued to offer support and help to families who are dealing with the after effects of a loved one's online offending.

In 2020/21, 7,404 posts were made by 622 active users. The forum had 33,171 visitors who made 135,523 visits between them. This represents an average 39% monthly increase in forum visits since last year (11,293 vs 8,136).

This year, we commissioned an external evaluation of the forum's effectiveness led by Professor Rachel Armitage at the University of Huddersfield. This is especially timely as the impact of online sexual offending, including the consequences of police investigations, on close family members is currently an area of focus for policy makers and key stakeholders, including the police. We are therefore uniquely well-placed to contribute to this debate. The evaluation will also inform and shape our decisions about how best to develop the forum in the medium and longer term.

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**"Meeting other ladies on here is a lifesaver because they understand in a way what you're going through like nobody else can."**

Forum user

## Tackling online child sexual abuse Looking ahead 2021/22

1. The feedback we have received from participants and facilitators show that online delivery is both responsive and engaging. We want to complete our research into this mode of delivery to guide our next steps in how we reach more beneficiaries with programmes that have impact.
2. Building on the successful implementation of our Engage Plus programme, we will refresh our delivery manual and develop the programme as a group delivered intervention. This programme provides us with rich information on an individual's journey to having sexual conversations with children online. We will capture that through the production of an insight paper looking at Engage Plus participants, and share this with the sector.
3. We will work with our academic colleagues on the completion of the Family and Friends Forum evaluation and the implementation of its recommendations.

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# Working with young people and families

## Working with young people and families

**Harmful sexual behaviour among young people is a real, and often under-recognised, problem. At least one third of sexual abuse in the UK is committed by children and young people themselves, and between 4-17% of young people look at illegal images of children online. Yet with the right kind of support, most of these young people will go on to live fruitful and worthwhile lives.**

The prevalence of this issue is one of the reasons why we have specialised in work with children and young people who have displayed harmful sexual behaviours. We are also using lessons from this work to help parents, carers and professionals, such as social workers and teachers, provide the right kind of support for children to develop better social, emotional and sexual regulation skills and to move on from harm to become confident, responsible young adults.

In 2020/21, we continued our three-year project, funded by Esmée Fairbairn Foundation, to develop a strategy to tackle harmful sexual behaviour among children and young people. We remain incredibly grateful for their support, which is enabling us to make huge progress towards enhancing services and resources for young people with harmful sexual behaviour, their families, and those that work with them.

## Resources for young people concerned about their own thoughts or behaviour

**One of the things we learn from our work is that it is possible to address the developmental risk factors that relate to why harmful sexual behaviours emerge in adolescence. Sexually abusive behaviour in childhood and adolescence is a highly preventable issue – there is nothing inevitable about abusive behaviour and we can reduce risks and increase protective factors for those where concerns are starting to be seen.**

This year, using research we conducted in 2019/20 with young people, parents and professionals, we started work to develop online resources for young people concerned about their own or a friend's sexual thoughts or behaviour.

While there are great resources available for young people to help them to protect themselves from others online, there are limited options for them if they are worried about themselves or a friend. This is not unique to the UK – there are few resources like this in the world. We are working to change this.

While we had hoped to launch these resources this year, Covid-19 set us back. We are currently working with partner organisations, including the charity Action Breaks Silence, to develop and test the resources, and with support from Charles Hayward Foundation, we will be launching these in late 2021.

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## Improving the response to young people who get into trouble online

Another goal of this project is to help the criminal justice system, and others, make decisions that promote a more positive future for young people. We aim to encourage police, youth justice workers and the courts to respond to behaviours proportionately and consistently, considering the context of the situation.

In 2020/21 we delivered 11 training events to professionals on promoting positive pathways for young people who exhibit harmful sexual behaviour and ran a series of webinars on understanding problematic sexual behaviour in young children.

The screenshot shows the landing page for the 'Harmful sexual behaviour prevention toolkit'. At the top left is the logo for 'THE LUCY FAITHFULL FOUNDATION' with the tagline 'Working to protect children'. At the top right is a 'Contact us' button. The main heading is 'Harmful sexual behaviour prevention toolkit'. Below this is a circular image of a family (a man, a woman, and two children) walking together. To the left of the image, there is text explaining that the toolkit is designed for parents, carers, family members, and professionals to help everyone play their part in keeping children safe. It also mentions that the toolkit has links to useful information, resources, and support, as well as practical tips to prevent harmful sexual behaviour and provide safe environments for families. Below the text is a 'Get started' button. At the bottom left is the 'Stop It Now!' logo with the tagline 'Helping prevent child sexual abuse'. At the bottom center, it says 'Call our confidential helpline 0808 1000 900'. At the bottom right, it says 'For more information visit [stopitnow.org.uk](https://stopitnow.org.uk)'.

## Harmful sexual behaviour toolkit

In September, with funding support from the Home Office, we published a harmful sexual behaviour prevention toolkit for organisations to use to share prevention messages and point parents and carers to sources of information and support. The toolkit is available online and was shared across our own and partners' communications channels, resulting in it being downloaded more than 3,000 times.

## Inform Young People

Our Inform Young People programme, running since 2012, is for under 21s (or 25 where the programme is deemed suitable) who have displayed illegal, harmful or risky sexual behaviour online.

Inform Young People aims to:

- Provide information, advice and support to the young person and their parents or carers
- Alleviate the young person's (and parents'/carers') distress and anxiety arising from their concerning sexual behaviour coming to light
- Give practical advice on strategies to prevent a re-occurrence or escalation of the concerning sexual behaviour – including aids to responsible use of technology
- Give easy to understand information about the law, especially as it applies to young people
- Help more open communication between the young person and their parents or carers.

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**“Thanks, you changed my life, helped improve my relationship with my family and friends, understand myself and become a happier and better person. I will be eternally grateful.”**

Young person

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**“I now better understand why I did what I did and have put in place systems to make sure I don't do it in future.”**

Young person

## Modifying delivery in response to Covid-19

**When the pandemic hit in March 2020, we had to modify our service delivery and moved to engaging with young people online, rather than face-to-face. We created additional practice guidelines for engaging with young people online and updated programme materials to include guidance for participants, including making sure parents or caring adults knew when the engagement would be happening and where. We made assessments of the space to be used, for example, some young people would need to conduct the engagement from their bedroom. We also created guidance in terms of the technology used and security issues. While remote delivery has extended our reach to young people and their families, primarily through removing geographical barriers, this is not possible or appropriate in every case.**

During 2020/21, 72 young people completed Inform Young People and we had single face-to-face sessions with another 13 young people – an increase on 2019/20 (68). We also worked with 36 parents and caregivers.

**All young people we worked with said they felt more confident in using the internet safely and responsibly in the future.**

Parents often find it difficult to access support and help when a young person gets into trouble. This is partly due to the stigma attached to such behaviour, and partly because of the difficulty many have talking to their children about such topics.

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**"I simply cannot thank Inform Young People enough. You're all fantastic people who are doing amazing work within our community. The work you have done with my child will leave me forever in your debt. You've given me my child back."**

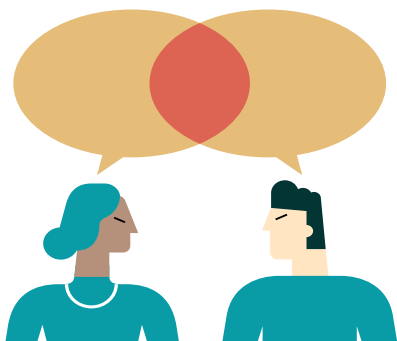
Parent of a young person

Following the 2019/20 refresh of the Inform Young People programme materials, they were piloted with young people and families, and having received positive feedback the new materials have been collated into a toolkit of eleven modules. These are not prescriptive but are delivered with young people based on what is most pertinent to their behaviour and situation. During this work we've sought feedback from, and listened to, young people.

---

**"Thank you LFF for your support, guidance and advice to our family since he was arrested, the service is invaluable at such a stressful time where you don't know where to turn."**

Parent of a young person



## Case Study

### Bobby's story

**Bobby, 17, was arrested on suspicion of viewing and sharing indecent images of children. Bobby also disclosed that he had been engaging in risky online behaviours including accessing adult pornography since he was 14 years old. Bobby's father, John, contacted the Stop It Now! helpline for advice and support while the police investigation was ongoing. He told us there was a possibility that Bobby was on the autistic spectrum, but this had not been diagnosed. John also told us that Bobby was hoping to attend university soon and that he, along with his wife and Bobby, felt that they needed help to move forward.**

At the initial face-to-face meeting with Bobby and his parents, Bobby presented as quite dismissive of the intervention and seemed unconcerned with his situation. However, this was perceived to be a coping mechanism rather than his real attitude and there was an underlying sense that Bobby wanted to understand how and why he behaved in the way he had. While talking about himself, Bobby demonstrated low self-esteem.

His parents were honest and open and showed unconditional support towards their son. Both parents were devastated that Bobby had accessed sexual images of children and had also discovered that

Bobby had been accessing pornography from a young age. They felt guilty for not "spotting his online behaviour sooner" and for not understanding the potential influence of his undiagnosed autism. Bobby's parents were keen for their son to understand how this behaviour had manifested and what could be done to help prevent it from happening again.

Bobby completed seven sessions of our Inform Young People programme. Within these we explored with him the Good Lives Model; the potential impacts of watching pornography and the impact of excessive use on his perceptions of sex, women's role in sex and expectations of sex in real life; the cycle of offending; the law regarding images and the criminal justice process relating to his arrest; perspectives, with a focus on victims of indecent images; building happy relationships, and coping with problems.

There were many recognisable changes in Bobby as the programme progressed; he felt more engaged in each session, he was more open to challenging his negative thoughts, and his personal confidence seemed to increase. He completed work outside sessions which seemed to have a positive impact on him and his family. He reported that while he was still watching some pornography, the frequency had reduced to "maybe once or twice per week" compared to him initially presenting as watching pornography and/or viewing indecent images of children more than once per day. Importantly, he said he was no longer seeking out illegal images at all.

Bobby's positive activities increased, and his negative self-talk had reduced. Bobby developed positive strategies to implement when away from home at university where he may feel unsupervised to help him stay safe online, recognise triggers of risky online behaviour and steps to take when he feels he is unsafe. He had practiced various skills he had identified as important for building healthy relationships and he said he had hope for the future.

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## Working with young people and families Looking ahead 2021/22

1. We will complete development of and launch resources for young people concerned about their own online sexual behaviour or that of someone they know, in partnership with young people, parents and carers and organisations that work with children and families. A communications strategy will be created to support its roll out.
2. With funding secured, we will extend the reach of our Inform Young People programme by training relevant frontline workers to deliver interventions for young people who have got into trouble for their online sexual behaviours.
2. We will grow our work with children under the age of 12, working therapeutically to support more families, aiding recovery and preventing future harm.



# Stop It Now!

UK & IRELAND

Helping prevent  
child sexual abuse

# Stop It Now! prevention activities



## Stop It Now! prevention activities

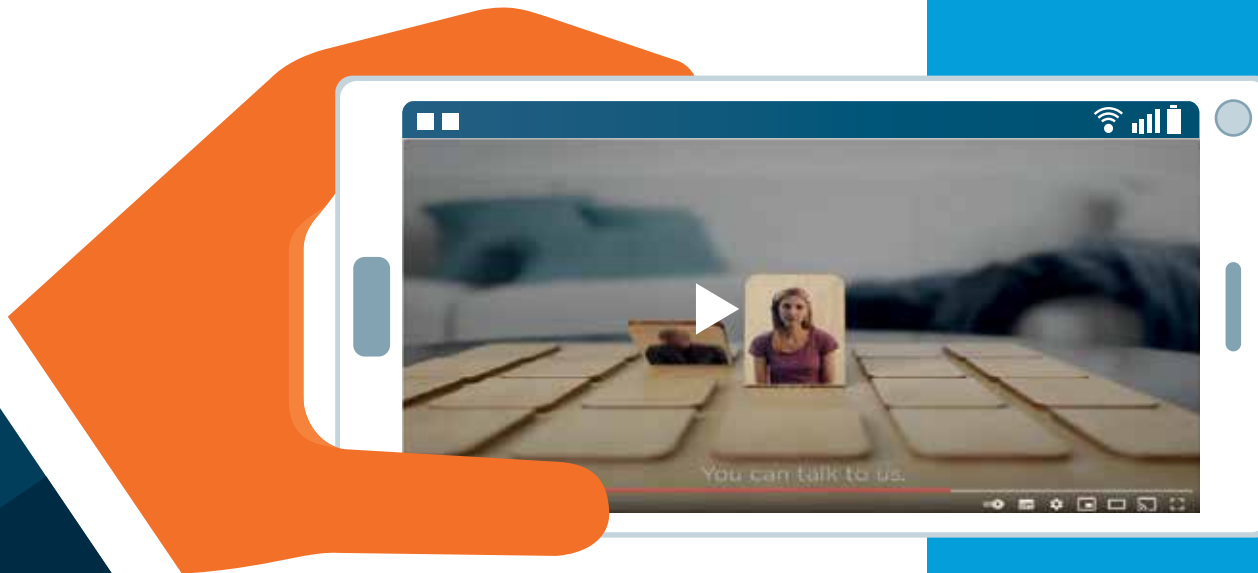
Preventing child sexual abuse has to be the priority for all of us if we are serious about protecting children. Prevention means that children aren't harmed in the first place. Prevention means that children don't become victims. Prevention means that adults and young people don't become offenders.

Since 2002 Stop It Now! UK and Ireland has been working to create a world where there are no victims of child sexual abuse. To achieve this, we work with adults and young people who have offended or who are at risk of doing so. We also work with the people around them and the public so that everyone knows what they can do to keep children safe.

Through our confidential helpline, secure messaging service and live chat, we provide advice and support to adults with concerns about child sexual abuse.

Our online communications, press and marketing work makes sure that anyone who needs us knows about the help we offer.

And since 2015 our campaigns have worked to deter people from offending online and combat this growing problem.



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# Online and traditional communications

**Working with people who have offended isn't always popular or easily understood. That's why we explain what we do and how it protects children.**

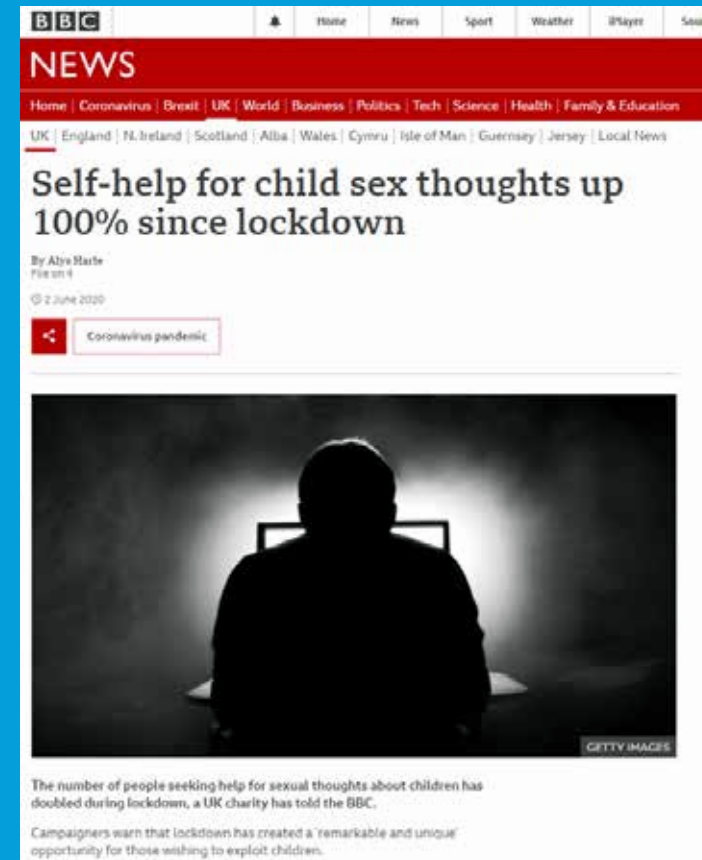
This year, pandemic restrictions meant that many children were at greater risk of being harmed, and more adults were at greater risk of offending. Our communication work was more important than ever, and we worked hard to share information and help the public and professionals keep children safe.

## Press

**We work with journalists across the UK and around the world to share our knowledge. We spoke to the BBC's File on 4 to explain the effect of the pandemic on our services. We were featured by the Guardian where we talked about the effect of adult pornography on future online offending. And our online child sexual abuse deterrence campaign was widely covered, including across the BBC and Woman's Hour, the Daily Telegraph and regional outlets.**

We advocate for prevention across the globe and this year we worked with journalists in Australia who featured our work in a documentary by SBS Dateline.

We also worked with partners to extend the reach of our work, including the Internet Watch Foundation who launched a podcast series that featured the director of our helpline and a partner of an offender who shared her experiences.



The screenshot shows a BBC News article. The header includes the BBC logo and navigation links for Home, News, Sport, Weather, and iPlayer. The article title is "Self-help for child sex thoughts up 100% since lockdown" by Alice Harte, dated 2 June 2020. A red box highlights a "Coronavirus pandemic" tag. Below the text is a dark image of a person's silhouette sitting at a desk with a computer monitor. The image is credited to GETTY IMAGES. Below the image, the text reads: "The number of people seeking help for sexual thoughts about children has doubled during lockdown, a UK charity has told the BBC. Campaigners warn that lockdown has created a 'remarkable and unique' opportunity for those wishing to exploit children."



The screenshot shows a The Telegraph article. The header includes the Telegraph logo and navigation links for Coronavirus, News, Politics, Sport, Business, Money, Opinion, Tech, Life, Style, Travel, and Culture. The article title is "The day I discovered that my husband was a paedophile" by Anonymous author, dated 7 March 2020. The sub-headline is "As calls to the national helpline for worrying online sexual behaviours rocket, Sarah\* shares her heartbreaking story". Below the text, it says "It was a Friday morning in summer and I was getting ready for work when the doorbell rang. How odd, I thought, that someone should turn up this early - it was only 7am. Next thing I knew, the house was overrun with police officers. From the window I could see two police cars parked on the driveway of our home in the Midlands, which I shared with my husband of 25 years - the loving father of our two grown-up daughters, who were both away at university. I had no idea what was going on. Not even when my husband and a female police officer entered our bedroom where, moments earlier, I'd been applying make-up before heading to the secondary school where I worked as a teacher. My husband was a secondary school teacher, too, but everything was about to come crashing down."

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## Marketing

Reaching people directly through our marketing programme is another important part of sharing our prevention work, including news, helpline promotion and professional training information. Adapting to the challenges of the pandemic, we increased our communications output and sent several emails with Covid-19-specific safeguarding information to supporters, schools and other professionals to combat the impact of the lockdown restrictions on child protection. To reach new audiences, we created a newsletter for our supporters and professionals in Wales.

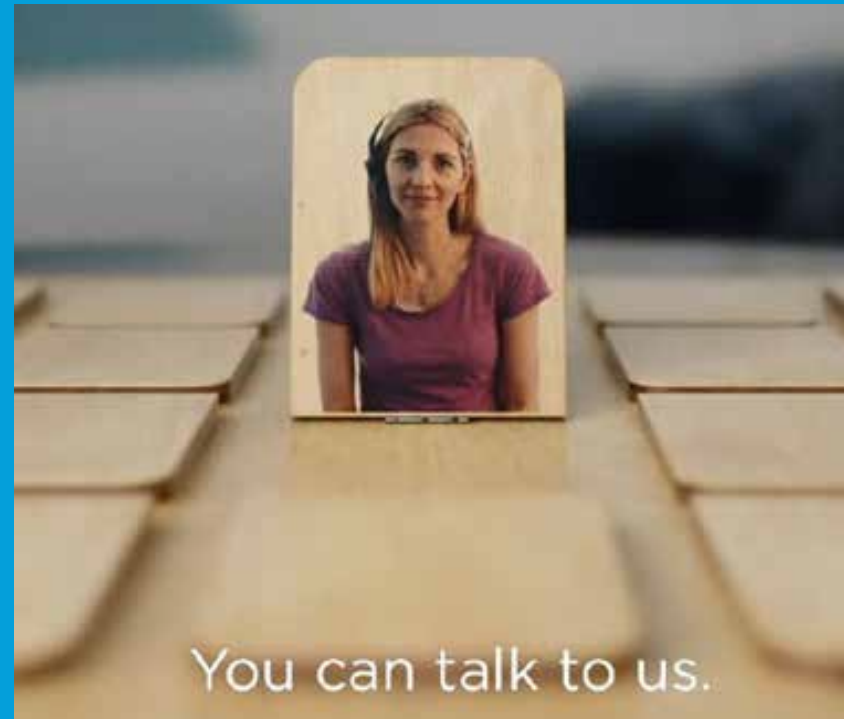
This meant that our marketing output increased significantly this year: our emails were sent over 653,000 times to a wide range of people including professionals, parents and carers, up from nearly 276,000 in 2019/20. People clicked on the information in the emails at a rate of more than double the industry average (8.5% vs 4.2%).

## Digital

Last year we launched a new 30-second film to raise awareness of our helpline for people worried about another adult or young person's sexual behaviour towards children. This had been planned before the pandemic but we were able to use it to good effect to advertise our services online, including with funding from the UK Home Office.

We ran social media adverts for three weeks aimed at parents and professionals who work with young people. These adverts brought more than 2,500 new users to our website.

Up to 31 March 2021, the main video and its shorter versions have been viewed over 1,019,000 times.



## Online support to prevent offending

Our websites give help and support to different groups and make sure the public and professionals anywhere in the world can get the information they need when they need it.

These websites were visited by more than 831,000 users from across the world, with high engagement.

**The Stop It Now! website had over 400,000 users from across the world, including over 80,000 to Get Help and over 40,000 to Get Support.**

## Campaign to deter online child sexual abuse

As online sexual offending is expected to have increased during Covid-19 restrictions, we continued to provide deterrence messages and help to stop for offenders and those at risk of offending. Raising public awareness of our services is more important than ever, so that people know about the support we offer to prevent child sexual abuse.

Our campaign to deter online viewing and sharing of sexual images of children began in 2015. Following a successful pilot, this year's campaign was extended to include online grooming deterrence and will end in June 2021, with a new phase expected to start in September.

### Get Support

#### Get Support

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

Over 41,000 users

Over 2,100 sessions  
of more than 10 minutes

### Get Help

#### Get Help

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

Over 81,000 users

Over 4,900 sessions  
of more than 10 minutes

### Family and Friends Forum

#### Family and friends forum

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

Over 33,000 users

Over 30,600 sessions  
of more than 10 minutes

## Working in collaboration

As well as our press coverage mentioned above, the campaign uses digital adverts and partnerships to spread key messages. A significant development this year was our pro-bono work with MindGeek, owner of adult pornography websites including Pornhub.

MindGeek had already recognised the need for deterrence messaging on their adult content sites, where they had noted attempts by a small minority of users, to seek child sexual abuse material using banned search terms. Following our collaboration, these searchers now receive a clear message about the illegality of sexual images of under 18s; the harm done to victims; and about the help available to stop through our confidential helpline and Get Help self-help resources.

Between the launch in early February 2021 and 31 March 2021, nearly 22,000 users from around the world clicked through to our website after seeing a deterrence message. Messages have since been added to other MindGeek websites.

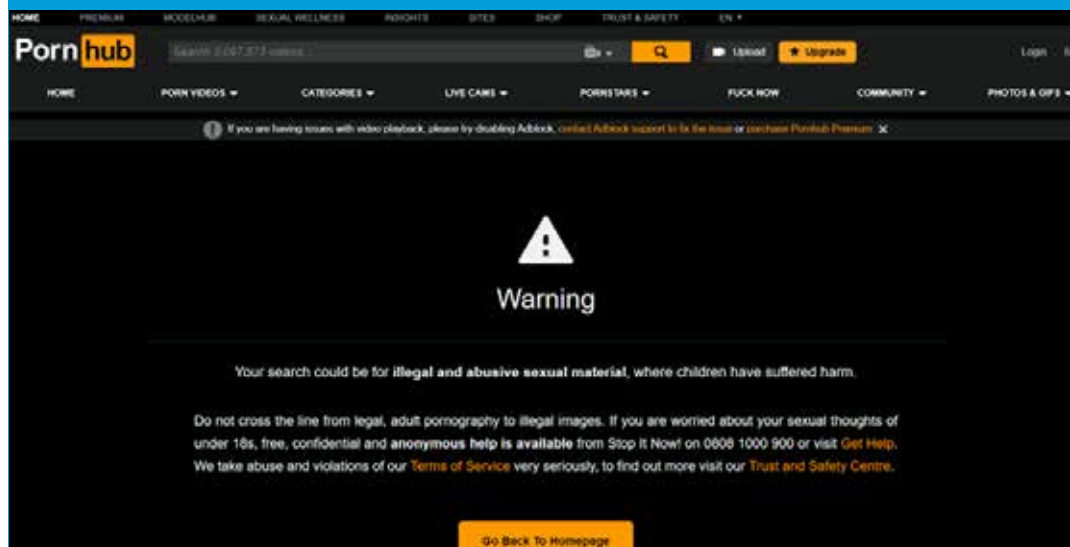
**“The Lucy Faithfull Foundation is marching towards the sound of gunfire. These are exactly the places they should be stepping into. If they can stop even one person from engaging with children in a sexual way, they are performing a hugely important child protection service.”**

John Carr, online child safety expert

**“It is vital to take a holistic approach to combating child sexual abuse, and prevention is central to this. We know from what victims and survivors tell NAPAC that they wish their abuse had never happened and want it not to happen to others.**

**This innovative collaboration between The Lucy Faithfull Foundation and MindGeek will deter people from accessing child sexual abuse material and offer routes to seek help and change their behaviours. We all have a part to play in protecting children, and partnership work like this will help to achieve that.”**

Gabrielle Shaw, chief executive of NAPAC (National Association for People Abused in Childhood)



We also continued our partnership with the Met Police in London and supported their communications – with coverage in the Evening Standard – and operational work. We also worked with Police Service of Northern Ireland on a press and social media campaign with BBC and ITV covering the story.

The impact of the campaign is measured through analysis of calls to our helpline and an anonymous survey on our online self-directed intervention for people concerned about their online sexual behaviour toward children - 'Stop It Now! Get Help'.

## Independent evaluation in 2019/20 shows:

1. Campaign activity drives un-arrested offenders towards Stop It Now! resources.
2. More than half of un-arrested helpline callers and online survey respondents heard about Stop It Now! through campaign activity.
3. After engaging with Stop It Now! resources, un-arrested offenders report positive attitude changes including a greater awareness of personal and legal consequences of viewing indecent images of children, and a belief in their ability to stop for the long-term.
4. Un-arrested offenders self-report adopting behavioural changes to prevent reoffending, including:
  - Enlisting the support of a friend or family member
  - Stopping pornography use
  - Avoiding risky situations
  - Stopping all internet use
  - Installing controls and filters on devices
  - Using online self-help resources to help with desistance.

Full campaign evaluation, including statistics on digital advertising, will be finalised in summer 2021.



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Comments from users of the Get Help self-help website show how some were uncomfortable with their behaviour and wanted help; others express a clear motivation to change.

I believe I am strong enough to change.

Un-arrested online offender, online survey

Now that I'm actively seeking help, I feel confident that with support I can truly help myself.

Un-arrested online offender, online survey

I think it is 60% my own decision-making, and 40% the online support, tools and structure of Stop It Now!

Un-arrested online offender, online survey

"In May 2021, we explained that there are between 550,000 and 850,000 UK-based individuals posing various degrees of sexual risk to children. Given the magnitude and gravity of this threat, a whole system response to tackling child sexual abuse is essential.

In the year ending March 2021, the NCA and UK policing made 9,431 arrests and voluntary attendances and safeguarded and protected 12,529 children. We also continue our work to raise the bar to offending, increasing the risk and difficulty of obtaining and distributing child sexual abuse material online, whilst also deterring individuals from offending in the first place.

The NCA works closely with The Lucy Faithfull Foundation, whose valuable work is dedicated to safeguarding children through the deterrence of offenders. Their helpline services, targeted messaging and publicity campaigns support vital work under our collective PREVENT domain, reducing this crime and stopping the suffering it inflicts on children and young people."

National Crime Agency's Director of Threat Leadership, Rob Jones

## Innovative use of technology to expand prevention

The scale of online offending is such that different and new solutions are needed to effectively protect children. This year we began work on a new chatbot targeting people trying to access online child sexual abuse images, in partnership with the Internet Watch Foundation (IWF).

The chatbot, named 'reThink', will engage with internet users who are showing signs that they might be looking for sexual images of children.

The automated pop up will attempt to engage users in a friendly and supportive conversation before they commit a crime. It will point them towards the confidential Stop It Now! helpline, which could help them change and control their behaviour.

The chatbot project is a collaboration between the IWF and Stop It Now! and funded by the End Violence Against Children global partnership.

## Online support for families

Our Parents Protect website gives information, support and advice to families who want to know more about how to keep children and young people safe from sexual abuse, whether or not something has gone wrong.

**Parents Protect**

Together we can prevent  
child sexual abuse

Over 7,500 sessions of  
more than 10 minutes

## New information videos

This year we updated our learning programme, turning the 30-minute video into 12 bitesize versions ranging from general information to specific tips on how to spot abuse and how to protect children.

Between their launch in early December and March 2021, the films were viewed more than 14,000 times, the webpages had over 87,000 users, and emails publicising them were sent nearly 101,000 times. We have since translated the films into Welsh to ensure more people can get the help they need.





## Stop It Now! prevention activities Looking ahead 2021/22

1. We will continue to develop and expand our online child sexual abuse deterrence campaign, looking to provide help and support to families of people who have offended or who might.
2. We will streamline our websites to make sure everyone who needs us can find the help they need when they want it.
3. We will create and implement a strategy to advocate for prevention and deterrence initiatives in the UK and globally.



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**Stop It Now!**  
SCOTLAND | ALBA

Helping prevent  
child sexual abuse

# Stop It Now! Scotland



## Stop It Now! Scotland

More than 1,500 crimes involving sexual exploitation of children were recorded by Police Scotland between April and December 2020 - a 13% jump on the same period the year before and 34% higher than the five-year average.

Clearly work tackling child sexual abuse is needed now more than ever. Stop It Now! Scotland has had its busiest year to date, while also dealing with practicalities such as online delivery of services during lockdown and moving to a new office in Edinburgh.

### #GetHelpOrGetCaught

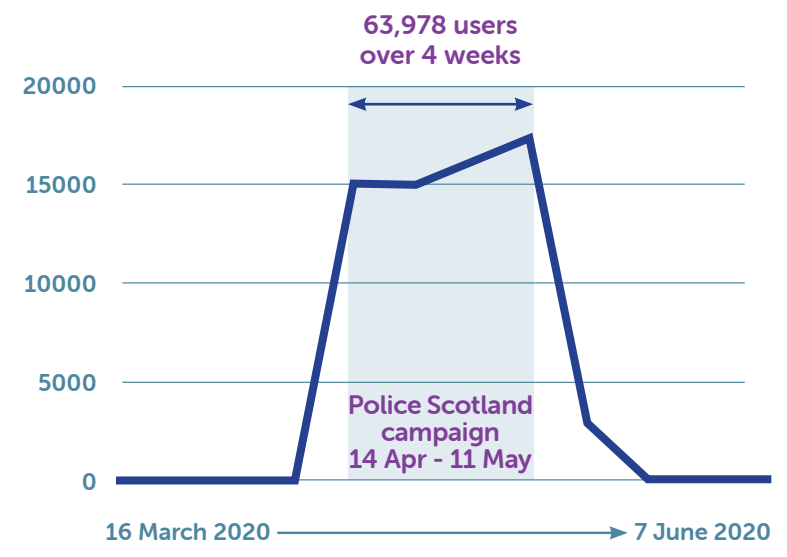
On 14 April 2020, Police Scotland launched a campaign targeting un-arrested offenders across Scotland who are involved with the sexual exploitation of children online. The #GetHelpOrGetCaught campaign, developed in partnership with Stop It Now! Scotland, promoted a video on social media that directed people who are, or are at risk of, offending to the Stop It Now! Scotland website where they could learn about the anonymous and confidential support available to stop their behaviour.

The campaign ran for four weeks initially and brought a large increase in traffic to the Stop It Now! Scotland pages of the website, from 244 users in the four weeks before the campaign to 63,978 during the four-week campaign period – a 262x fold increase.

The initial success of the campaign led to it being relaunched by Police Scotland in September 2020. The campaign went on to win the gold award in both Best Online Advert or Campaign and Best Online Film / Video / Viral Advert in the Roses Creative Awards in 2020/21. It was later used as an advert on the online STV Player in April 2021.



### UK users of Stop It Now! Scotland pages



## Working with professionals

In 2020 we developed a training package for kinship carers in Scotland on cyber resilience and online safety (kinship care is when a child is looked after by their extended family or close friends if they cannot remain with their birth parents). Commissioned by the cyber resilience team at the Scottish government, the package was positively evaluated following initial delivery to two carer groups. Two online 'training for trainers' modules were then delivered to social workers throughout Scotland in June 2020. Materials for the online training course are available online for free and are backed by a guidebook for carers. In January 2021, we were asked to roll out further training in 2021 to foster carers, residential workers and adoptive parents using these materials.

In October 2020 we were commissioned by Education Scotland to prepare a training package for schools across Scotland on tackling technology assisted harmful sexual behaviour. This four-hour training course was delivered in two high schools in November 2020 and the training will be delivered to child protection leads across Scotland by Education Scotland staff in the 2021/22 academic year.

The image shows the cover of a digital handbook. At the top left is the 'Stop It Now!' logo with the tagline 'Helping prevent child sexual abuse'. At the top right is the 'Education Scotland' logo with 'Foghlam Alba' below it. The main title is 'Promoting healthy relationships in schools: tackling technology-assisted harmful sexual behaviour'. Below the title is a circular image of three students in school uniforms looking at a smartphone. Underneath the image is a short description: 'This digital handbook accompanies the 'Promoting healthy relationships in schools: tackling technology-assisted harmful sexual behaviour' training course. It is designed for child protection leads, pastoral staff, senior management teams and all professionals working with children and young people, both within schools and beyond.' At the bottom left is 'THE LUCY FAITHFULL FOUNDATION' logo with 'Working to protect children' below it. At the bottom center is the text 'For confidential advice and support call 0131 556 3535'. At the bottom right is the text 'For more information visit [stopitnow.org.uk/scotland](https://stopitnow.org.uk/scotland)'. A 'Get started' button is located below the description.

## Case consultations

Across the year we also undertook 12 consultations for multi-agency colleagues who were looking for support with complex cases involving child sexual abuse and its prevention.

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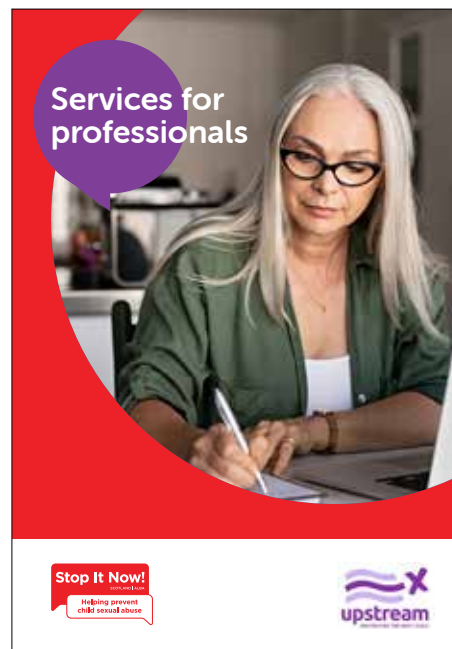
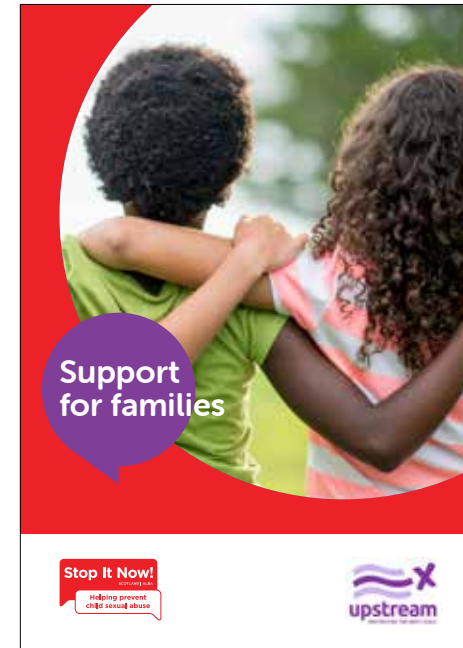
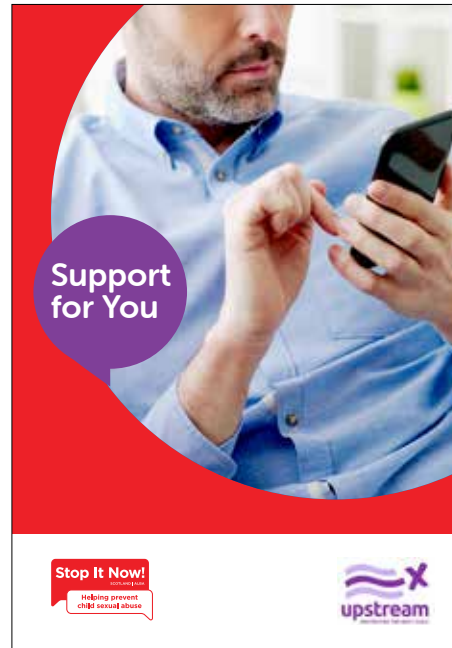
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## Upstream – preventing abuse before it happens

In July 2020, we produced an Upstream Prevention Pack – a set of leaflets for children and family and community justice social workers, as well as police and education colleagues. This was in response to feedback from child protection colleagues who wanted additional resources for families and communities at a time when social work's capacity to monitor and support vulnerable families (particularly those at the edge of statutory measures) was compromised due to Covid-19 restrictions. The pack reached over 200 organisations and agencies across Scotland. We received more than 300 requests for electronic or printed copies of the leaflets and more than 3,000 copies were posted out to a wide range of services.

The roll out of our Upstream Prevention Pack was supported by agencies working with survivors of child sexual abuse across Scotland. Following this, we now chair a child sexual abuse prevention network that meets quarterly, with strong support from survivor agencies ensuring that survivors' voices are at the heart of child sexual abuse prevention initiatives in Scotland.



## Direct work to protect children

In March 2020, we shifted all individual and group work online. Between April 2020 – March 2021 we worked with 105 people from Scotland worried about their own sexual thoughts, feelings or behaviours towards children, including online behaviour. We undertook more than 1,000 1-1 sessions online or by phone and ran five Inform Plus groups which reached 38 people.

Of those who completed our pre- and post-evaluation tool, by the end of the Inform Plus programme:

**84% felt their mental health and wellbeing had increased**

**66% experienced fewer thoughts about suicide**

We also ran two Breaking the Links groups, an adaptation of Inform Plus for people who have committed online offences who have significant issues in relation to trauma. Half of this group disclosed experiences of sexual abuse. Others had family members who experienced child sexual abuse or witnessed child sexual abuse, or were involved in harmful sexual behaviour as a child. This group reached a further nine people.

Those who did not meet criteria for group work were offered one-to one work with our forensic psychologist, including individuals who had not sexually offended but who are worried about presenting a sexual risk to children.

**All of those who attended Breaking the Links and individual work reported an increase in their mental health and wellbeing as well as an increase in their ability to lead a crime free life.**

## Working with families

We worked with 76 family members of people arrested for online offending, and 18 attended three Inform groups. Others were offered individual programmes of work and support.

“Since my arrest last year, Stop It Now! has been absolutely vital – I cannot stress this enough. Without them, there would have been nowhere to turn, and I dread to think where that may have ended.

The staff have helped me begin to come to terms with my offending and explore the causes of my behaviour. More than that, they have helped me see that though I have done wrong and that I knew I had, that my offending behaviour does not define me as a person.

With their help I have, for the first time, opened up about repressed trauma from my own past.... It is not an exaggeration to say that without Stop It Now! I would not be here to tell this story. For that I will be grateful for as long as I draw breath.”

Breaking the Links participant



# Case Study

## Karen's testimony

**The following testimony was provided in 2020 by a previous participant of Inform in Scotland.**

Approximately two years ago, I found out that my brother had downloaded sexual images of children. I was informed by a social worker in an abrupt ten-minute phone call. To find out that you have a sex offender in the family is an incredibly isolating experience and I found my emotions overwhelming. In the first few months I could feel hatred, love, anger, shame, fear and helplessness simultaneously.

I feared for the safety of my family and for my children, who were too young to understand the crime, but would potentially be ostracised too. I did not feel worthy of any professional help. I remember looking up the Samaritan's helpline, but not ringing it, feeling that this helpline should be best focused on 'true victims'.

However, my family were lucky to receive support from Stop It Now!, both myself and my brother attended courses. The facilitators were incredibly kind and caring and meeting others in a similar situation to myself was an enormous help. My brother was suicidal and without the support of Stop It Now! I do not know how we would have coped as a family.

I needed information to help me process what had happened, and to make an informed decision on what I could do going forward. The information that I could find online was either very emotive or written by academics using a terminology of their own.

Stop It Now! provided factual information that gave me the confidence to make a decision and process my emotions. The facilitators provided difficult information with compassion and respect. They understood the ordeal that I was going through and gave me the space to voice my worries/questions and hear from others in the same situation. There were many biscuits eaten and cups of tea drunk, as the attendees on my course offered each other tissues and tried to process what had happened to our families. The facilitators were there to help and guide us through it.

We received lots of practical information about internet crimes, sentencing and court, the sex offenders register, etc. They also organised talks from the Offender Management Unit and from another family member who had already been through the process. I was emotionally drained after each session, but each session helped me feel more in control and knowledgeable.

I made the decision to support my brother. It is always a very personal decision but I felt that he was genuinely remorseful and I believe in second chances. My brother is now aware of his triggers and he knows that he has the support of his family, provided he does not re-offend. I believe that the support provided by Stop It Now! significantly reduces further victims.

Stop It Now! have continued to provide advice and support to my family many years on, as we have encountered various difficulties. The helpline is a great source of information and I know of many who benefit greatly from the online Family and Friends Forum because it provides an opportunity to speak with others in a similar position and feel slightly less alone.

I love the ethos of Stop It Now! and believe that their holistic approach of working with victims, offenders and families will create a much safer society.



## Working with young people

**This year we entered the third year of our Reducing Online Sexual Abuse (ROSA) project in Glasgow. Funded by The RS Macdonald Charitable Trust, the project provides early intervention for young people who have got into trouble because of their sexual behaviour online.**

Over the last year, the ROSA project provided individual sessions with 13 young people who had displayed abusive or harmful sexual behaviour to peers and other children online, meaning we worked with 61 young people over the course of the project. The project is being independently evaluated and we hope to share findings from this action research project later in the year.

In 2020/21 we secured funding from The Robertson Trust to develop services for children who have been affected by parental arrest for a sexual offence. We know that non-abusing partners are profoundly affected by the arrest of a partner for an online sexual offence. We also know this can be devastating for children in these families, and we have set up referral pathways in Edinburgh and Fife and started to develop a programme to support this client group.

## Stop It Now! Scotland Looking ahead 2021/22

1. We hope to take the learning from our ROSA project and use that to drive good practice in responding to and preventing adolescent online harmful sexual behaviour across Scotland.
2. We plan to offer a wider range of training courses in the year ahead to help build professional confidence in preventing and responding to child sexual abuse across Scotland.
3. Our lease ended in 2020/21 and we are settling into new offices in Edinburgh. Ensuring our work is sustainable and delivered in a safe manner are priorities for the year ahead.

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**Stop It Now!**  
WALES | CYMRU

Helping prevent  
child sexual abuse

# Stop It Now! Wales



## Stop It Now! Wales

**One of the main barriers to preventing child sexual abuse is the stigma associated with talking about it. Every child has the right to be safe from harm and we need to break down these barriers if we are to prevent child sexual abuse.**

In July 2019, the Welsh government published its National Action Plan: Preventing and Responding to Child Sexual Abuse, demonstrating their commitment to adopting a public health approach to tackling child sexual abuse. Since then, we have been working to deliver various aspects of this plan.

### Keeping children safe from sexual abuse

**March 2020 saw the start of our three-year, government-funded, 'Keeping children safe from sexual abuse' project. This primary prevention project aims to prevent child sexual abuse and reduce adverse childhood experiences.**

The work seeks to ensure parents, carers, professionals and volunteers working with children and families are as best placed as possible to protect children from sexual harm by:

- Delivering public education sessions for parents, carers, and those who work with children and families so they have increased awareness about to protect children from harm and what to do if they have a concern
- Running a public education campaign to promote information, advice and resources
- Creating a bilingual toolkit for professionals with resources and information
- Delivering train-the-trainer sessions to professionals to increase confidence and skills in talking about child sexual abuse, and enabling them to deliver their own prevention sessions
- Hosting multi-agency training days.

**"Everything was helpful - particularly the thought process, thinking about it, justification, conscience, planning on doing it and getting away with it, and signs to look out for both in children and perpetrators. I took a lot of helpful information that I can use as a parent."**

Parent who attended a public education session

**Covid-19 restrictions meant our delivery was immediately hampered. We worked with the Welsh government to adjust our plans and by the end of the year had:**

- Conducted nine consultation sessions with parents and fifteen consultation sessions with professionals to help shape the project and feed into the development of the toolkit which is almost complete
- Delivered 45 public education sessions to 585 people using online video conferencing
- Delivered seven train the trainer sessions to 35 people who work with children and families so they can run their own awareness sessions
- Delivered eight webinars for professionals to 359 participants, covering topics such as 'understanding problematic sexual behaviour in children' and 'preventing child sexual abuse and the Stop It Now! helpline'
- Translated our 12 short Parents Protect films and our harmful sexual behaviour prevention toolkit into Welsh
- Conducted a social media campaign across Twitter, Facebook and YouTube to raise awareness and share information and resources, resulting in increasing traffic to our website, and launched a Stop It Now! Wales newsletter reaching more than 700 people
- Recruited one North Wales project worker and advertised for a South Wales project worker.

**97% of parents who attended a public education session said they felt supported to protect the people that matter to them**

**"Really informative presenter. Well thought out presentation. Easy to follow and remain engaged. Lots of useful information that can be used to improve practice."**

Webinar attendee

## Campaigning in partnership

To contribute to the Welsh government's National Action Plan and in response to the increased risk to children during the Covid-19 lockdowns, we partnered with South Wales Police to run a child sexual awareness campaign.

Targeting adults, the campaign aimed to raise awareness of where the risks of child sexual abuse are and to encourage people to seek advice from the Stop It Now! helpline and website if they have concerns.

The campaign ran between January and February and included social media and radio advertising, which brought an increase in visitors to our website. Due to the success of the campaign, we funded the campaign for an additional four weeks.

The campaign contributed to the Welsh Government's 'National Action Plan: Preventing and Responding to Child Sexual Abuse', in particular, Action 1: *Develop a public awareness campaign to promote attitudes to CSA that will contribute to the prevention of abuse.*



## Early intervention for vulnerable or at-risk families

In March 2020, we started our government-funded early intervention project. Building on a previous pilot, this project provides a programme of educational intervention for families identified by statutory or community services as at risk or as needing early intervention with regard to child sexual abuse. It results in families creating and implementing a family safety plan.

Designed to be delivered in a group or a one-to-one basis, this project was also affected by restrictions to tackle Covid-19. Despite this, in 2020/21 we completed interventions with 12 families and we received referrals from across Wales.

The interventions were tailored to participants' needs, giving participants the opportunity to voice their concerns, speak openly about their worries and shape content and delivery. By the end of each intervention, each family had co-produced a family safety plan to help protect children in the future.

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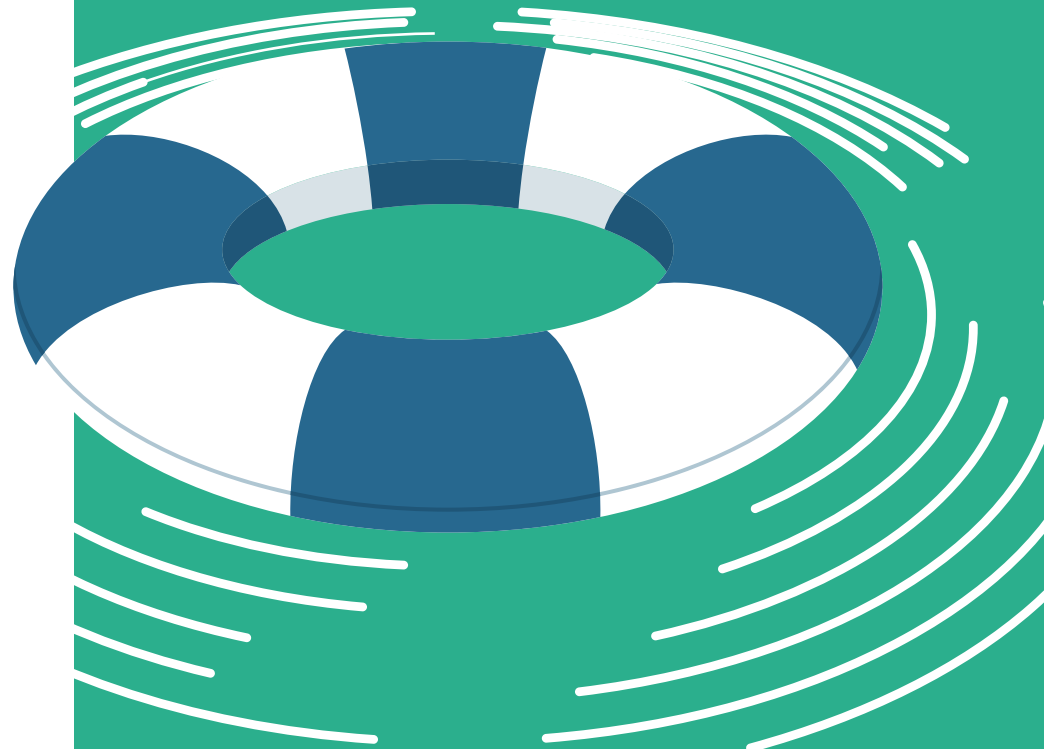
**"I have more of an understanding of the risks around child sexual abuse, how it happens and know the next steps to take."**

Early intervention participant

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**"[Practitioner] was able to support me, even though it was on a computer screen. It gave me things to think about and look at things in a different perspective."**

Early intervention participant





## Case study

### Lynsey's story

Lynsey, 36, was referred to the early intervention service by social services. A single mother to three young children (aged 6, 8 and 9), her brother had been convicted in the past of viewing sexual images of children online and had served a short prison sentence. He had since breached his Sexual Harm Prevention Order a number of times, including accessing further illegal material online and having contact with a child, resulting in him returning to prison. As his release date approached, social services were worried about Lynsey's capacity to understand the seriousness of his offences and his potential risk to her children.

### How early intervention helped

Lynsey completed eight sessions with us. When talking about her children she was incredibly engaged; but appeared to have difficulty speaking about her brother's behaviour. Over the course of the sessions we discussed the significance of his offences and explored what risk looks like. Lynsey engaged well when looking at the manipulative and grooming behaviours often displayed by individuals who abuse children and came to recognise some of these behaviours in her brother.

Towards the end of the intervention, a family safety plan was co-produced with Lynsey. This included her stating that she would not allow her brother to have contact with the children upon his release from prison, whether supervised or unsupervised, and that this would be reviewed, in time, with social services. We also worked with Lynsey to help her plan educational work with her children. In her plan, she outlined how she would speak to them about the PANTS rules using NSPCC Pantosaurus resources, and that she would also set up a safe network, which would include helping her children identify trusted adults they could talk to if they were ever worried or confused about something.

In addition, Lynsey committed to talking to her wider family members about her brother and his behaviour, but also about her family safety plan, as she was aware her cousin was close to her brother and also has young children.

Lynsey remains in contact with social services and is implementing her family safety plan.



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**“I will take a greater interest in what he [my son] is doing and who his friends are.”**

Session participant

### **The Families First, Conwy Borough Council project**

**We continued delivery of work funded by Families First to deliver child sexual abuse prevention awareness sessions to parents and carers in Conwy, with a focus on families with children who have additional needs.**

Despite challenges posed by Covid-19 restrictions, we delivered 22 sessions to 114 participants, exceeding our target of 20 sessions.

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**“I will let them know it’s ok to say no if they don’t want to kiss a member of family.”**

Session participant

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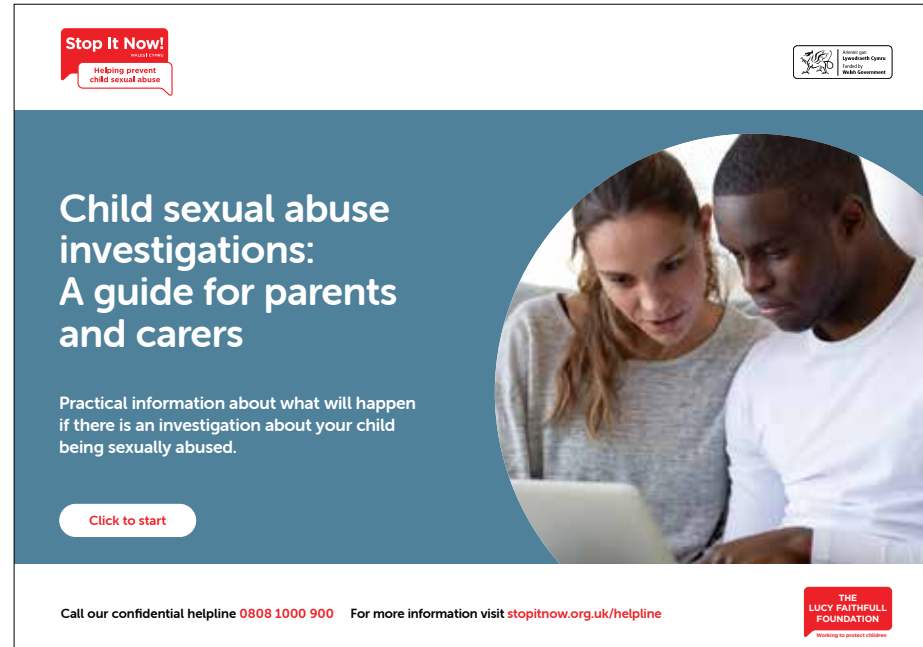
## Support for families of children being abused

Many parents and carers have feelings of shock, confusion, anger or fear after they find out that their child may have been sexually abused. In response to this, in 2020/21 we created a guide that gives practical information about what will happen if there is an investigation into a child being sexually abused.

It includes links to information on supporting children, the process surrounding medical examinations, and prosecution, including where the police or Crown Prosecution Service decide not to proceed.

Funded by the Welsh government, the resource is available in Welsh and English and has been distributed to police forces, education and health providers, Safeguarding Boards and to members of our Stop It Now! Wales Action Group, as well as being used with families we were working with.

This resource supports the Welsh government's 'National Action Plan: Preventing and Responding to Child Sexual Abuse', in particular, Objective 6: *Increased awareness in non-abusing parent/carers of what should happen if a child is sexually abused, of how to support children and of how to access support for themselves.*



**Stop It Now!**  
Helping prevent child sexual abuse

**Child sexual abuse investigations:  
A guide for parents and carers**

Practical information about what will happen if there is an investigation about your child being sexually abused.

[Click to start](#)

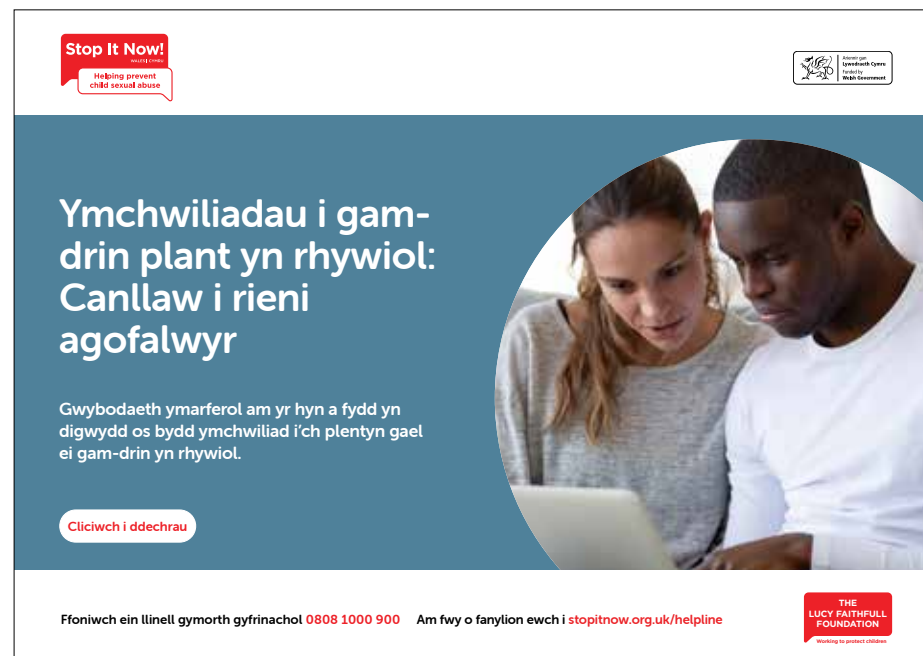
Call our confidential helpline **0808 1000 900** For more information visit [stopitnow.org.uk/helpline](https://stopitnow.org.uk/helpline)

**THE LUCY FAITHFULL FOUNDATION**  
Working to protect children

Welsh Government

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Welsh Government



**Stop It Now!**  
Helping prevent child sexual abuse

**Ymchwiliadau i gam-drin plant yn rhywiol:  
Canllaw i rieni agofalwyr**

Gwybodaeth ymarferol am yr hyn a fydd yn digwydd os bydd ymchwiliad i'ch plentyn gael ei gam-drin yn rhywiol.

[Cliciwch i ddechrau](#)

Ffoniwch ein llinell gymorth gyfrinachol **0808 1000 900** Am fwy o fanylion ewch i [stopitnow.org.uk/helpline](https://stopitnow.org.uk/helpline)

**THE LUCY FAITHFULL FOUNDATION**  
Working to protect children

Welsh Government

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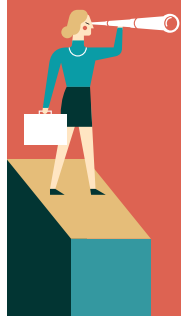
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## Policy development

**Stop It Now! Wales continued to act as joint secretariat of the National Assembly for Wales Cross Party Group on Preventing Child Sexual Abuse (Saving Futures) and supported activities around Action 1 and Objective 6 of the 'National Action Plan: Preventing and Responding to Child Sexual Abuse' (see above).**

We also continued partnership work through the Stop It Now! Wales Action Group. Members include NSPCC Cymru, Barnardo's, Catholic Archdiocese of Cardiff, South Wales Police, Children's Society, Cardiff University, WISEKIDS, Jig-So Children's Centre, Crime Stoppers UK, Survivors Trust, Ethnic Minorities & Youth Support Team (EYST).



## Stop It Now! Wales Looking ahead 2021/22

1. We will continue delivery of our government-funded project 'Keeping children safe from sexual abuse'. We will launch our bilingual toolkit for professionals, making resources and information accessible to those who work with children and families, and we will publish specific resources to support parents and carers from ethnic minority groups, parents and carers with disabled children, parents and carers who have learning disabilities and parents and carers with LGBT+ children, all developed in partnership with partner organisations.
2. We will support more families through our early intervention project for vulnerable or at-risk families.
3. We will continue to act as joint secretariat on the Cross-Party Group on Child Sexual Abuse Prevention and we will be inviting new members to join the Stop It Now! Wales Action Group.

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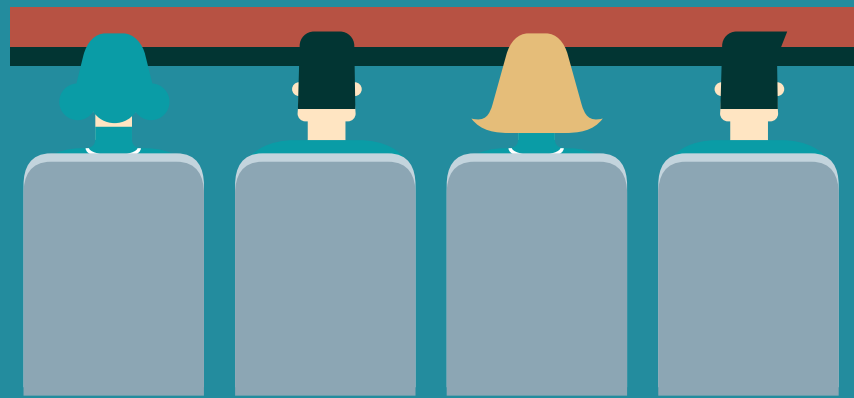
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# Training and consultancy





## Training and consultancy

Child sexual abuse is a complex subject. Abuse typically happens in secrecy and signs and indicators may be difficult to detect. Once abuse is known about, the complexity may not ease and working with people who have offended and their families can be extremely challenging. Our training aims to strengthen the ability of fellow professionals to identify, respond to, and protect children from sexual harm.

### Adjusting training in response to Covid-19 restrictions

Before Covid-19 restrictions were introduced in March 2020, almost all of our training was delivered face-to-face. In contrast, by the end of 2020 it was almost all online. Our dedicated staff worked hard to modify our training courses for online delivery and as the year progressed developed an expertise in working virtually. This learning will undoubtedly influence how we deliver training in the years ahead.

In 2020/21, we provided 59 training events to 801 professionals. Included in this are six Safer Recruitment events and four Safer Recruitment Train the Trainer events. This is lower than 2019/20 overall (72 events to 920 people) but is a real achievement given that at the start of the year almost all our events were either cancelled or postponed, and by quarter four we were running ahead of last year's figures (25% ahead of the prior year).

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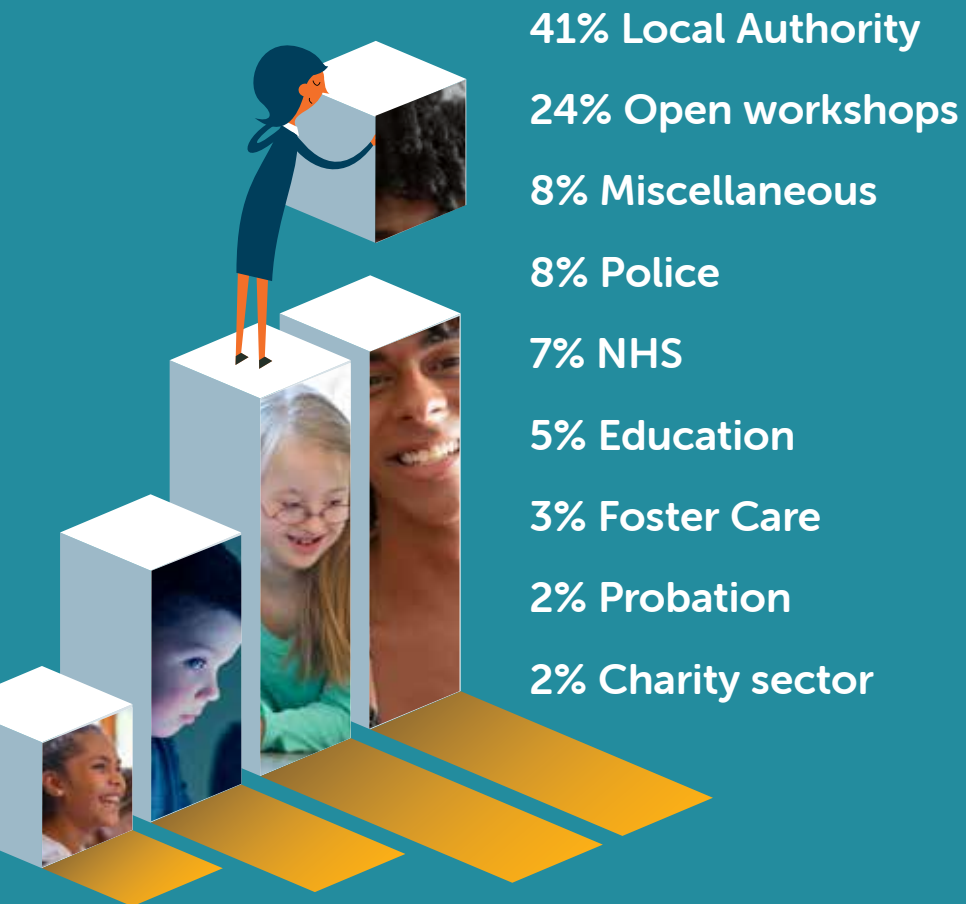
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## Who did we deliver training to?

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

We work with local authorities, local safeguarding children's boards, police and other law enforcement agencies, education settings including schools, colleges and universities, health services, faith communities, residential care units and many more.



"I much prefer face-to-face training, however given the current constraints this is the best example of how to run training via Zoom that I've seen. The use of Mentimeter, the chat box and breakout rooms allowed us to feel we were still participating."

'Understanding men who sexually abuse children' course participant

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

**79% of participants said our training will make a great deal or a lot of difference to the way they do their job**

**95% would recommend our training to colleagues**

"I found the training informative and challenging. The learning could easily be applied to my job role and I could see how this would increase confidence in working in an area where many workers feel challenged. The trainers were knowledgeable and made the sessions interesting and engaging."

'Promoting positive pathways for young people who have exhibited harmful sexual behaviour' course participant

"The training was great and has made me consider the perpetrator and the victim very differently and how the non-abusing partner will feel. I think I will definitely try to be less judgemental."

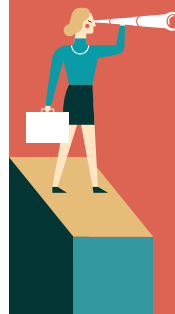
'Understanding men who sexually abuse children' course participant

## Consultancy

**This year we continued to provide consultancy to organisations both within the UK and internationally, including documentary makers, Norwegian Correctional Services (Southern Region) and Eton College. Bespoke training and consultancy remain a key part of our services for professionals.**

The year-end coincided with substantial press coverage of the Everyone's Invited website. The website was set up for schoolchildren to post their experiences of harassment, sexual abuse and assault, and has received thousands of testimonies from children and young people about physical and online harm they had suffered. While the stories are written anonymously, many identify the school linked to the allegations.

In response, we participated in cross-government meetings and we supported a number of schools as they sought to manage the crisis. This included providing information to share with staff, parents and pupils including signposting to sources of help and in one case, having staff on site to offer pupils a safe space to talk about their worries and concerns.



## Training and consultancy Looking ahead 2021/22

1. Feedback tells us that our training delivery enhances the practice of other professionals and we want to further embed quality and impact measures into our training evaluation.

2. We will promote our consultancy work and provide our expertise to support other organisations in their delivery of effective child sexual abuse prevention.

3. We will explore partnerships with other providers to enhance our delivery and reach more people, and we will offer a mixed economy of online and in-person training with an approach driven by offering quality delivery to a wide range of professionals.

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# Assessments and intervention



## Assessments and intervention

Throughout 2020/21, our skilled team provided expert assessments of, and intervention for, children, young people and adults for the family court system, local authorities and others. We provide a national service and are approved by the Legal Aid Agency to provide expert witness testimony to the family courts.

We serve the whole of the UK and our staff come from various backgrounds, disciplines and statutory agencies, and have a range of skills and qualifications. This includes psychologists, former probation and police officers, and social workers.

Our assessment reports assess the potential harm and risk posed by the subject (which could be an adult or a young person) to children. We also provide expert reports focusing on the protective factors of a partner or family member with a view to assessing the overall risk to a child or children within a family environment. Our assessments of young people are often the first step to their accessing appropriate interventions to prevent harmful sexual behaviour escalating.

Our multi-disciplinary team deliver interventions across all age ranges as well as provide bespoke case consultations to promote effective child protection and safeguarding support.

## Modifying delivery

This year our staff excelled themselves in their ability to adapt their working practices in hugely challenging circumstances. When government restrictions were imposed in March 2020 to tackle the pandemic, all our assessments and interventions were postponed or cancelled. Realising that the restrictions were to remain in place for some time, we made remarkably swift changes so our practitioner team could interview and engage clients over video-conferencing facilities enabling our service to the family courts and local authorities to continue.

Operating over secure video conferencing enabled us to remove geographical barriers and resulted in us being able to respond more quickly. Practitioners became skilled in online delivery and we maintained a quality approach that focused on the impact of our service on child sexual abuse prevention. However, online delivery can create additional burdens to clients in terms of the demands of the technology and their limited access to it, as well as their dealing with the intrusion of the practitioner into their own home. Practitioners can face additional difficulties in relation to establishing and maintaining rapport with clients over a video call. It is to our practitioners' great credit that they navigated these challenges so admirably.

In 2020/21, we completed 215 assessments, an increase from 178 in 2019/20. The majority of our assessments were for local authority children's services followed by the Legal Aid Agency and other assessments, such as those commissioned by individuals.

This year we delivered 89 pieces of intervention, an increase from 52 in 2019/20, the majority of which were for local authorities.

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**Our assessments and interventions help in a variety of situations, such as:**

- Family court proceedings (such as care proceedings or adoption hearings), private law proceedings (such as residence or contact disputes)
- Local authority decision-making about the viability of family reconstruction
- Therapeutic work with children, young people and families
- Employers' decision-making regarding employees against whom allegations of a sexual nature have been made
- Assessment and treatment of individuals, to manage and reduce risk of sexual harm and identify and meet treatment needs
- Management of male and female adults in prison or under community supervision for sexual offences
- Applications for a Sexual Harm Prevention Order or Sexual Risk Order
- Placement of children and young people known to pose a risk to other children.

**Expert assessments in 2020/21**

- 166 Children's Services
- 31 Legal Services
- 18 Other





## Case study

**Our integrated family work has been valued for many years. Our experts have extensive experience in this area and engage in intractable and complex cases, involving multiple family members. They recommend the best way forward, underpinned by our guiding principle that the needs of children come first.**

One case undertaken by the team in 2020 illustrated wider issues arising from online offences. A court dealing with a private law matter commissioned an assessment into the potential risks posed by a man, Liam, who had been found in possession of child sexual abuse material. He had formed a relationship on a dating app with a woman, Nadine, who was the mother of two children. Liam informed Nadine of his conviction and on the same day his police offender manager visited her and suggested she should end the relationship. She decided not to. Nadine's children lived with their father, who said he would not allow the children to visit their mother until a risk assessment had been completed.

## Our assessment

Our assessment explored Liam's offending behaviour. His downloading of illegal images occurred at the end of his own marriage, when he was experiencing significant amounts of stress, was using illegally obtained pain killing drugs and was struggling to see a future for himself. To distract himself, he had developed a heavy pornography habit and had been viewing a wide range of material. Liam had been subject to probation supervision for two years and had successfully undertaken treatment, being regarded as low risk. Liam had a clear-eyed view of the harms his behaviour had caused to unknown children, and it was clear he understood the causes of his offending and how relapse could be avoided.

The practitioner concluded that on a situational risk assessment, he posed a low risk to Nadine's children. The couple had no intention of living together but wanted to occasionally take the children out for the day. Nadine's understanding of safeguarding was adjudged to be adequate, but her precise knowledge of online offending was poor. It was recommended, and accepted, that she attend an Inform group (see section Tackling Online Offending) to improve that knowledge, and that once she had done so we would help Liam and Nadine create a family safety plan.



## Assessments and intervention Looking ahead 2021/22

1. We will build on the progress made on our delivery of professional services to children, looking for opportunities to enhance and extend the services we offer and the outcomes that we achieve. This will include supporting our staff and clients in navigating through a mixed economy of online and in person delivery, guided by experience of the past year and maximising the impact we have.
2. We pride ourselves on delivering an effective clinical service and this year will see us do more to embed quality and impact into the evaluation of our clinical practice.
3. We will extend the reach of our assessments and interventions team, promote our vital child protection services and share our insights into the delivery of clinical services in these challenging times.



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# International work, research and publications

## International work, research and publications

**The pandemic has inevitably slowed down our international child sexual abuse prevention work, but it also gave us time to take stock of future directions for our work. Additional online and offline risks to children around the world during lockdown underline how vital it is to redouble global efforts to work towards the eradication of child sexual abuse. Our research and publications continue to influence, both in the UK and beyond.**

## International projects

### The Eradicating Child Sexual Abuse (ECSA) project

**Our ECSA project is an international knowledge exchange project helping agencies around the world develop more strategic approaches to prevent child sexual abuse and exploitation. We are very grateful for the support of Oak Foundation over the last seven years in helping us develop and deliver this work.**

Central to this project has been our support to agencies in Bulgaria and Brazil over the last three years, helping them to assess the extent and nature of child sexual abuse and exploitation in their respective regions, reframe the issue as a public health matter and, in Bulgaria, create effective and joined up strategies for its prevention. These strategies involve government departments, statutory and voluntary organisations, members of the public and children themselves. Our support has also involved training partner agencies and providing technical assistance in relation to all aspects of tackling sexual abuse and exploitation.

The pandemic has prevented us working face-to-face with colleagues in Bulgaria, Brazil and elsewhere, and many partner

agencies we support have been challenged by operational demands made of them directly or indirectly because of Covid-19. This slowed down the progress of certain components of our work, and support has had to be offered remotely to our international partners. Nonetheless, we worked with Professor Lorraine Radford throughout 2020/21, supporting her to independently evaluate our work in Brazil and Bulgaria. This was a mixed methods evaluation combining a review of our data along with surveys, interviews and focus groups with practitioners and policy makers in Bulgaria and Brazil. The evaluation underlines the importance of this collaborative work with colleagues internationally.

In March 2021, Professor Radford's report concluded: "The ECSA website and knowledge transfer programme have provided practical resources that have clearly filled a gap that needs to be addressed to build service capacity to implement community prevention approaches to child sexual abuse and exploitation... Moving forward, it seems that there is an appetite among stakeholders in both countries for more proactive approaches to prevention to be taken. The achievements to date need to be sustained and developed."

#### Comments from stakeholders included:

**"We already had some data on the extent of sexual violence against children and adolescents ... but the child sexual abuse eradication project contributed to an excellent systematization of data from various agencies."**

Brazil practitioner

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**“The information LFF has been sharing with local partners around prevention and the prevention model ... this has helped the agencies to think around what could be a response.”**

Brazil practitioner

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**“The most valuable things for me from the whole project are the methods and tools that enable us to connect with the nation and think about prevention. Another important thing was the training on this topic too. We all know how important it is for expertise in this area to go to the schools and provide training for children about how important this topic is. The world is changing very fast and our everyday lives are changing too. We don’t realise how this change reflects on us. For me, those manuals and guidelines that we use are very helpful.”**

Participant, Bulgarian focus group

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**“For me, what was the most important was the actual development ... (and) implementation of a strategy against CSE. With this strategy, we managed to activate the community and the engage them in the implementation. We achieved the result that was a long-standing result that will last beyond the project.”**

Participant, Bulgarian focus group

Other aspects of the ECSA project progressed while our test site work slowed down. Our ECSA website has continued to be updated and the interventions database now includes 250 interventions from around the world. We spoke at online conferences in the USA (ATSA), Bulgaria (Demetra), Chile (PAICABI) and Poland (Empowering Children Foundation) outlining the ECSA methodology and resources and encouraging colleagues to use them locally. Our weekly ECSA social media ‘WorldWide Wednesday’ has showcased prevention initiatives from around the world. This international work led to our principal practitioner, Mike Sheath, being invited to join the EU Commission’s ‘Network on Prevention’.

In 2020/21, Oak Foundation and Neo-Philanthropy approved funding that enabled us to commission two pieces of work central to our international work. The first enabled recruitment of an external consultant to collect stakeholder views on the ECSA website and advise us on potential future direction of and opportunities for the website. The second, undertaken jointly with Stop It Now! USA, enabled us to commission colleagues at the Sexual Violence Research and Prevention Unit at USC in Australia, to catalogue the development of Stop It Now! projects in in the USA, UK and Ireland, Belgium and The Netherlands, and to explore areas of potential future collaboration. Both tasks will be completed in the year ahead.

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## International projects Looking ahead 2021/22

1. We will share lessons from the evaluation of our international test site work so that other organisations and agencies can learn from both the successes and challenges in this work.
2. We will develop a strategy, using the work of our external consultant, for the future development of ECSA website as well as for additional international work including continued support for our test sites in Brazil and Bulgaria.
3. We will publish a report looking at areas of strategic collaboration between different Stop It Now! helplines and campaigns internationally.

## Research and publications

**We are committed to using our expertise to contribute to national and international knowledge about preventing child sexual abuse.**

Our research committee meets every three months and has an overview of internal research activity as well as our collaborations with external academics and research students. In 2020/21, we updated our website which now contains an up to date list of research our staff have been involved with over the last five years.

In January 2021, we collaborated on a report for the Centre of expertise on child sexual abuse titled '*Sibling sexual abuse: A Knowledge and Practice Overview*'. Donald Findlater, Stop It Now! helpline director, and practitioner, Jenny Rogers, were also consulted by the Centre on their '*Guide for professionals working with non-abusing parents and carers following identification or concerns of child sexual abuse*', due to be published soon.

Our director of Stop It Now! Scotland, Stuart Allardyce, co-authored a book chapter on gendered perspectives on adolescent harmful sexual behaviour. Our clinical manager for young people services, Sian Meader, and Stuart Allardyce, published an expert insight into adolescent harmful sexual behaviour as part of NSPCC's '*How Safe Are Our Children*' 2020. Stuart Allardyce, Peter Yates (NSPCC) and practitioner, Gurpreeti Krothe, wrote a knowledge overview for the NSPCC on current research around interventions for children who have displayed harmful sexual behaviour, including a survey of intervention providers in the UK looking at treatment models they currently use.

In 2020/21, we co-funded Lynsey Fenwick, a PhD student from Leeds Beckett University who is in the final year of researching the impact of contact with the Criminal Justice System on men investigated for offences relating to online child sexual abuse. Assistant psychologist, Aimee Johnson, is also writing up findings from her study *'Should I stay or should I go: An exploratory look into the trauma and distress experienced by non-offending partners of men who have been detected committing sexual offences against children online, and the role of coping.'*

With support from a NOTA (National Organisation for the Treatment of Abuse) research grant, Stop It Now! Scotland has cleaned up its database of 800 people charged with viewing sexual images of children online which will be analysed by colleagues at onlinePROTECT in the year ahead.

Independent academic evaluations of our ROSA project in Scotland, our Friends and Family Forum and the Stop It Now! helpline are being undertaken at universities of Strathclyde, Huddersfield and Cardiff respectively.

Over the last financial year, with the support of the Home Office, two pieces of research focussed on the sexual images of children deterrence campaign have been underway. The first, titled *'Pathways and Prevention for Indecent Images of Children Offending: A Qualitative Study'* has been submitted to a peer reviewed journal. The second is focused on the online self-directed intervention, 'Stop It Now! Get Help', and the evaluation of this resource. This research has included interviews with pre- and post-arrest online offenders who received Get Help call-back services to help them work through the self-help modules. This paper is in its final stages of drafting.

## Conferences and collaborations

**Our work was presented at a range of conferences both nationally and internationally in 2020/21 and we supported a number of domestic and international forums.**

This included Donald Findlater and William Manson, CSA prevention manager, presenting at the online Law Enforcement and Public Health Conference which was hosted online from Philadelphia. Donald also collaborated with the Project Parafile in the Czech Republic and helped colleagues in Canada translate some of our materials for adults worried about sexual thoughts towards children in setting up the resource 'Ça Suffit'. We also supported colleagues in Iceland to translate Get Help materials into Icelandic. Stuart Allardyce spoke at the Scottish Catholic Church's Safeguarding Service's National Webinar on Safeguarding in a Pandemic and has been asked to repeat this at the Vatican's International Safeguarding Conference (May 2021). He also spoke on Safeguarding Online Delivery of Services at The RS Macdonald Charitable Trust annual safeguarding webinar.

Throughout the year, Deborah Denis, CEO, and Donald Findlater supported the WePROTECT Global Alliance through its Civil Society Organisation Reference Group and have fed into the development of their forthcoming Global Threat Assessment.

Principal practitioner, Mike Sheath, developed an online course for police officers: 'Interviewing Child Sex Offenders' for CEPOL, effectively the EU College of Policing and spoke at the online harms and prevention INHOPE conference in September. He also represented LFF on the Interpol Specialist Group on Crimes against Children (Sex Offender Management and Victim Care subgroup). Mike's 'Crossing the Line' trilogy - three plays looking at online harm from different perspectives - was launched onto YouTube as a contribution to the Buxton Festival in the summer of 2020.

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## Research, publications and collaborations Looking ahead 2021/22

1. We will produce a research strategy which outlines our priorities around research over the next three years and recruit a head of research and evaluation to help us deliver our ambitions.
2. We will launch a series of insight papers, publishing 'The Faithfull Papers' alongside associated webinars to make what we know and learn available to others. These publications will synthesise learning and we will make it accessible for practitioners and policymakers across the world.
3. We will host an annual international child sexual abuse prevention conference and seek to influence national and global networks to place prevention at the heart of strategies to tackle child sexual abuse, armed with the evidence of effective and hopeful interventions from elsewhere.



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# Fundraising

## Fundraising

We appreciate every gift, large or small, and we truly value the support we receive from people who share our vision of a world in which children's right to live free from abuse and exploitation becomes a reality. Each and every donation is vital to us and our work to prevent child sexual abuse and that is why our donors and supporters are so special to us.

We are hugely appreciative to two anonymous donors who donated £10,000 each this year – thank you so much.

And sincere thanks go to a company which wishes to remain anonymous, whose staff nominated us to receive an amazing £22,500 donation to support our work – thank you.

A huge thank you to Caitlan-Amber Clucas who ran 50km a month for two months while we were in lockdown, raising £414. Caitlan said:

**“The Lucy Faithfull Foundation does some outstanding work. It is refreshing to know that as well as there being charities that help victims, there is also a charity to prevent people becoming victims in the first place. I really admire how The Foundation not only helps prevent people becoming victims, but also helps nip the risk of child sexual abuse in the bud, by helping those who are at risk of offending.”**



We are incredibly grateful to Holly and Rob who took part in the first ever virtual Prudential RideLondon-Surrey 46 and raised £510. They said:

**“The Lucy Faithfull Foundation is an incredible charity that is wholly committed to preventing child sexual abuse and we wanted to undertake this challenge in support and recognition of the work they do. We thoroughly enjoyed it despite punctures and continual rain.”**



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Thank you to Helen Mac who walked every day in January to not only raise £97 but also awareness of our work; along her route she handed out leaflets and put up posters in her local area. Thank you.

Helen said:

**"I heard about The Foundation in the media and it struck me as a good cause to support."**



## Friends of The Foundation

The Lucy Faithfull Foundation is incredibly grateful to all those who support our work to protect children from harm. In 2019, we created the 'Friends of the Foundation' scheme to show our appreciation to those who support our work regularly. Now in its second year we have more and more people signing up to be a friend. All those joining the scheme receive regular communications including our newsletters, a lapel pin, a pen and a copy of our annual report.

Comments from friends who have joined us this year:

**"I am delighted to be a friend of The Lucy Faithfull Foundation, thank you for the great work you do."**

**"I would love to become a friend and continue to actively support this campaign."**

**"It means a lot to me that there are charities like The Lucy Faithfull Foundation, I would certainly like to become a friend."**

## Donations and grants

We remain grateful to the UK, Scottish and Welsh governments, which continue to support our work. We would also like to thank all the charitable trusts and partners who have supported us over the last year and helped us to develop and deliver our services and help more people.

We are enormously grateful to Esmée Fairbairn Foundation, Oak Foundation and the Home Office for their additional support during the ongoing Covid-19 pandemic. This enabled us to continue delivering our vital services to those who needed it while supporting our staff working remotely.

We continue to be incredibly grateful for the support offered by Google through the donation of advert credits and also the valuable provision of expert time to enable us to maximise this resource. We are also grateful for the credits received from Facebook to run targeted online social media advertising campaigns. In December, Bing granted us advertising vouchers which we are very grateful for. This support allowed us to reach more people and brought in over 150,000 users across our Stop It Now! and Parents Protect websites.

We are, as always, extremely grateful to all our private donors, including our service users, who have supported our work during this difficult year. As an organisation we would be unable to deliver our services without your support so this is greatly appreciated.

## Fundraising standards

**The Lucy Faithfull Foundation voluntarily subscribes to the Fundraising Regulator and its Code of Fundraising Practice. We continually review the way we engage with our supporters and the public.**

We work hard to ensure that we manage our money and other assets responsibly and do all we can to maintain our good reputation by being transparent and trustworthy. We pride ourselves on a high standard of ethical fundraising including adopting an 'opt-in only' communications strategy. We are aware of our obligations to the public in this area and are vigilant in our fundraising activities to ensure there is no intrusion on people's privacy or any undue pressure applied. Our staff conduct all our fundraising activities, ensuring we follow relevant regulations. We do not commission external professional agencies to carry out fundraising activities on our behalf, therefore we do not have a requirement to monitor

or manage any third-party fundraisers. We have not received any complaints regarding fundraising. Fundraising activity is monitored by our senior management team and the board of trustees. That being said, we are constantly looking for ways to improve and to ensure we address new challenges and adopt new regulations effectively.

The contribution that fundraising makes to us is vital and we acknowledge the need to increase charitable giving and public donations to support our sustainability. We are committed to ensuring that those who support us understand our work, our impact, and how their money is spent, and we have rigorous financial controls in place to ensure that donated funds are spent on the right activities, at the right time. Despite the ongoing Covid-19 pandemic, we remain committed to our high standards and continue to drive good practice throughout our fundraising activities.

## Protecting the vulnerable

**We are committed to making sure our supporters are themselves fully supported in the true sense of the word.**

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

## Complying with fundraising laws and regulation

We take our fundraising obligations extremely seriously and our small fundraising team keeps abreast of any amendments to regulation. The trustees are satisfied that we adhere to appropriate fundraising standards. We are registered with the Fundraising Regulator.



## Supporter data

We are committed to being compliant with the EU General Data Protection Regulation (GDPR). Responsible use of personal data remains at the heart of our fundraising practice, meaning that we will contact only supporters who have given unambiguous and explicit permission for the charity to contact them for marketing activity, including fundraising support. Transparency is key, and we strive to ensure our supporters know what we do with their personal data. By putting supporters' wishes at the heart of fundraising communications, we hope this will achieve a greater level of engagement, loyalty and value in the long term.



## Fundraising Looking ahead 2021/22

We received our highest ever income from donations this year. This unrestricted funding is so important to driving our work forward and delivering on our strategic plan. Building on this success will be a focus for us in the year ahead. We will review our fundraising strategy and seek new ways to diversify our income. The ongoing global Covid-19 pandemic will certainly have an effect on this. We will continue to build on the amazing relationships we have with our funders and look to forge new ones.

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# Structure, governance and management



## Governing document

The trustees, who are also directors of the Lucy Faithfull Foundation (“the charity” or “LFF”) for the purposes of the Companies Act, submit their annual report and the audited financial statements for the year ended 31 March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) “Accounting and Reporting by Charities” FRS102 and Financial Reporting Standard 102 in preparing the annual report and financial statements of the charity.

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

## Our strategic plan

**In December we published our 2020-2025 Strategic Plan, outlining our key areas of focus for the forthcoming years. Its publication, while delayed due to managing the Covid-19 crisis, has been welcomed by staff and stakeholders alike. The strategy centres around three pillars – Reach, Research and Advocacy. Our ambitions are:**

- **Reach:** to ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

- **Research:** to make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.
- **Advocacy:** to drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.

A range of delivery plans will sit beneath our organisational pillars to turn our ambitions into outcomes. Success in delivering on our strategy will be measured through monitoring and tracking, and the strategy will be reviewed annually, to ensure we continue to meet the changing needs of our beneficiaries – a diverse population with complex needs. Throughout the years, our website will feature updates and key achievements, making sure that our supporters, partners, funders and other interested parties can follow our progress, and be inspired by our work.

## Management

- The board of trustees, listed on page 9, ensures that all activities are undertaken to further our charitable purposes. The trustees use and implement Charity Commission guidance including public benefit and comply with the requirements of the Office of the Scottish Charity Regulator.
- The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The Annual Report highlights the significant activities undertaken to carry out our aims for the public benefit.

- The charity's trustees are directors of the company for the purposes of charity law and under the company's Articles. The charity is run by a board of trustees which meets on a quarterly basis, and at such other times as considered necessary. The board has a governance, finance and general purposes committee, which meets quarterly and at such other times as considered necessary and reports back to the board.
- Potential trustees are most commonly identified through existing trustees' networks. All potential new trustees are considered for appointment by the governance, finance and general purposes committee and recommendation for their appointment is put forward to the full trustee board, which makes the final decision on appointments. In addition, this committee regularly reviews the skillset of trustees and seeks new board members to ensure an appropriate balance of expertise is maintained. An induction pack is in place for new trustees to ensure complete familiarity with the duties of a charitable trustee and the work of The Foundation for all new trustees.
- Some trustees have been given specific areas for responsibility including diversity, safeguarding and fundraising to ensure board oversight is strengthened. The trustees have also ensured that all safeguarding policies and procedures are of a high standard, up to date and embedded within The Foundation. This has included an independent review of our safeguarding policy and practice which was nearing completion towards the end of the year.
- The board of trustees is responsible for setting the strategic direction of The Foundation. The board approves our strategic plans, budgets and reserves policies, and monitors and evaluates our progress against planned objectives and financial targets. The board delegates responsibility for

operational management to the chief executive, who leads an executive team. The executive team develops most of the organisation's plans, policies and processes, and is responsible for their implementation, following the board's advice and approval. Their names can be found on page 9. As a team they are committed not only to focusing on the delivery of our core child protection activities, but also looking forward to ensure we remain sustainable as an organisation, and able to respond to changing trends and external factors.

## The impact of the Covid-19 pandemic

**This year has seen us work through an unprecedented situation. Our staff adapted quickly to the impacts of the virus to keep our vital work going. Throughout, we have been following government advice to ensure the safety of our staff, their families and our beneficiaries. And while presenting us with substantial challenges, the Covid-19 pandemic has also enabled us to diversify our service delivery, and we expect a mixed model of delivery will be implemented in the future, even after restrictions have eased.**

At the onset of the pandemic, a business continuity plan was drawn up and all staff were moved to home working by 23 March 2020. With support from our funders, we invested in IT, which enabled all services to continue delivery throughout the year, including the helpline and client facing work. Discussions were held with funders regarding projects and, where required, adjustments to deliverables and targets were agreed. Although some delays to booked assessments and interventions were incurred as referrers adjusted to the new circumstances, our adjusted delivery models enabled our service to the family courts and local authorities to continue and by June we were delivering expected levels of activity.

Likewise, while we initially saw a drop off in calls to the helpline in March and April, as people adjusted to pandemic restrictions, in June we took a record number of calls and this demand has continued to increase during the year.

We returned to the office in August, operating on a rota system to ensure numbers were kept within a minimum and maximum threshold, but again returned to home working as more lockdowns were put in place. We are now planning for a similar phased return to our offices in June 2021 and will continue to be guided by government guidance.

## Risk management

**The board of trustees reviews and assesses the risks facing the charity on an ongoing basis. A risk register identifying strategic and operational risks is maintained and updated by executive management. It is a working document that is submitted to the general finance and general purposes committee and the full board at every meeting to ensure that we, as an organisation, manage risks within a changing environment.**

Projects are regularly reviewed with particular attention to risk management, and a new project review process established in 2019/20 was embedded in 2020/21. Quarterly reports are provided to trustees showing the progress of longer-term contract/grant funded projects, grant applications in process and short-term contract activity.

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

trustees' risk appetite. Each risk has an identified director or trustee with lead responsibility for oversight of it.

Internal control risks are minimised by procedures for authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety and for promoting and safeguarding the welfare of children and adults.

Particular attention has been given to the potential risk around fraud. Policies relating to anti-fraud and bribery as well as whistleblowing are in place and already given special emphasis in staff induction. However, potential to reduce fraud risk by additional trustee checks on bank transactions was identified as an area for improvement and this has now been implemented.

Among the principal risks facing the charity is the impact of Covid-19 on statutory and charitable trust funding as well as constraints on local authority budgets which will potentially reduce the support available for family court work (see section 'Reserves policy reflecting principal risks' on page 107).

We also remain concerned about staff capacity. This year we added the equivalent of 10 full time staff and we plan to recruit to some new posts in the year ahead.

## Staffing changes

**This year we had no staffing changes within the executive team. We did, however, increase our staff numbers by 10 full time equivalents despite the challenges posed by Covid-19. This included bolstering our practitioner team, with a particular focus on recruiting staff able to work with younger age ranges.**

We also strengthened our support teams. Of note, in January 2021 we recruited an IT technician to support our IT manager. This important appointment is creating additional capacity within IT to ensure we have an effective IT function able to respond to changes and challenges and place an increased focus on cyber security and data protection by design. We also recruited a media and communications officer to support our vital PR and communications activities.

## HR, pay and remuneration

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

In 2019/20, we established a remuneration committee and had planned to strengthen our pay processes in 2020/21, with support from external remuneration experts, however, due to the Covid-19 crisis this has been delayed and we plan to complete this work in the year ahead. This year we have

strengthened our HR resource by signing up the HR support service provider, Croner. This service provides advice and guidance on policy development and implementation and includes a support and advice helpline.

## Information security

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

Security measures are in place to protect unauthorised access to IT systems and to carry out ongoing tests for potential vulnerabilities on the IT network. Policies and procedures are also established for protecting data within the working environment. Over the following year we will be strengthening these measures even further, and designing and implementing an Information Security Management System, which will classify all Foundation data with customised retention and sharing policies.

## General Data Protection Regulation (GDPR)

**This year we continued to monitor and make improvements to our GDPR processes to ensure compliance. An internal GDPR committee met monthly to implement a data protection action plan, developed with our expert data protection consultants. We operate a centralised data breach process, issue regular staff GDPR updates to all staff, and completed annual awareness raising data protection training.**

There is still more to do to embed and maintain GDPR compliance, and this remains a trustee and senior management team priority.

Our priorities for 2021/22 are to refresh all data flows within the organisation, update department asset registers, ensure due diligence is applied to third party processors and apply data protection impact assessments on any new or changed LFF activity. These will be the key components of LFF's data protection by design approach.

We reported one data breach to the Information Commissioners Office (ICO) and the Charities Commission this year. A ransomware attack on one of our software providers had compromised some LFF data. In consultation with a data protection specialist we took all actions to protect data subjects. We contacted all data subjects affected to outline the nature of the breach, what our response had been, our advice to them, and offer a named point of contact. We also updated our funders and published a statement on our website. The ICO responded to our report and closed the case with no further action required. While they have not closed their investigation into the security incident itself, they have determined that we, acting as a data controller, acted properly in selecting a third party in line with the requirements of Article 28 of the GDPR.

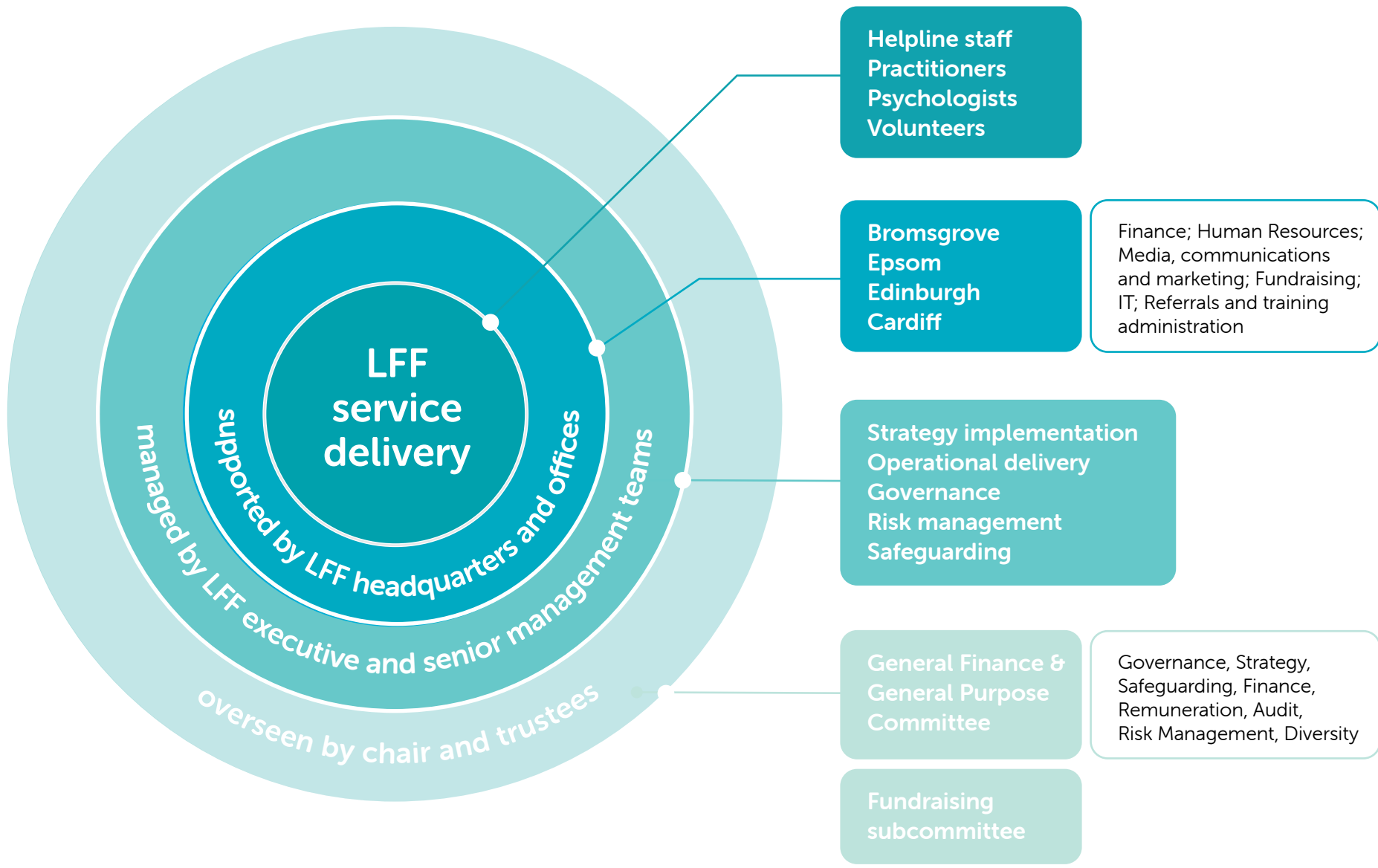
## Staff engagement and wellbeing

**We recognise that our staff are our most important resource in preventing child sexual abuse and that this year in particular threw additional challenges at our teams. With thanks to our funders, we implemented specific wellbeing activities throughout the year to help alleviate some of these challenges. We also sourced an Employee Assistance Programme (EAP) with Health Assured to provide staff with a confidential service able to assist with personal and professional issues that could be affecting home or work life, health or general wellbeing. This service includes a 24-hour helpline and counselling support.**

We are committed to listening to staff views in shaping the future of the Foundation and throughout 2020/21 we held a bi-monthly staff engagement forum to discuss future changes and how they could be implemented, make improvement recommendations to the senior management team and communicate key messages. We also held strategy consultation sessions with senior staff throughout the process of developing our 2020-2025 strategic plan.

Protecting children from harm motivates all our staff in delivering the best service they can. Operating in this area brings its own challenges and we remain committed to supporting all our staff. The functions of last year's wellbeing group have now been migrated over to our Staff Engagement Forum. Covid-19 has dominated this year's wellbeing activity with centrally commissioned well-being events provided by Dr Jo Clarke of Petros Training as well as a variety of events designed to connect up our people operating remotely during the pandemic. While we have a draft well-being policy, we will refresh it considering this year's experience of remote working and it will retain its focus on prevention and early intervention in relation to staff mental health.

# LFF governance and management structure



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# Financial review 2020/21



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# Overview 2020/21

**During 2021, the charity's reserves increased by a net £6,637 (2020: increase of £122,453) with a reduction in restricted reserves of £12,117 (2020: increase of £80,438) and an increase in unrestricted reserves of £18,754 (2020: increase of £42,015).**

The unrestricted surplus of £18,754 was reassuringly close to the 2020/21 budget of £25,000, given the challenges that Covid-19 created. This positive outcome is attributable to the following key factors:

- **Emergency Covid-19 grant funding supporting expenditure of £127,751 (2020 £31,534)**

The Home Office, the Scottish government and our long-standing funder, Oak Foundation, working in partnership with Tides Foundation, awarded us grants in March 2020 that enabled us to fully fund the myriad of extra costs that came with the pandemic. These costs included IT hardware and software as we switched to remote working for all staff, plus funding to support management time and staff welfare as well as funding to increase our media presence and reach out to beneficiaries.

- **Unrestricted grants and donations totalled £192,874 (2020: £55,744)**

This was a significant increase of 104% on the prior year and included £54,373 from Esmée Fairbairn Foundation which was donated at the start of the Covid-19 pandemic with no restrictions. This donation was an enormous morale boost to the LFF team as the challenges of the pandemic began to surface. We also secured core grant funding of £25,000 from an anonymous charitable trust and an unsolicited donation of

£22,500 from a company who chose to support our work in light of the Covid-19 challenges facing charities. In addition two private donors made substantial donations of £10,000 each.

- **Continuing to deliver services to our beneficiaries**

The successful switch to remote working achieved by our IT team as well as the resilience of the staff to deliver challenging work from home enabled us to continue with all our services. There was an initial reduction in service levels as our referrers and intervention participants adjusted during April and May but we recovered to normal delivery levels across most activities by June. Recruitment plans for 2020/21 were implemented and we increased staff levels by 17% during the year which enabled us to increase our service levels. With the exception of research and development and international work, all beneficiary numbers were running ahead of the prior year by the final quarter of 2020/21. Travel restrictions also gave us greater staff capacity as well as cost savings.

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# Income 2020/21

**Total income increased by a net 1.5% to £3,015,615 (2020: £2,969,648), with increases in charitable trust funding, donations and gifts in kind this year.**

Over the last five years, total income has steadily risen, mainly driven by restricted grant funding, with the Home Office supporting our helpline expansion and our online offending deterrence campaign as well as a growing number of charitable trusts enabling us to develop other project areas, particularly work with young people and families.

## Restricted income vs Unrestricted income 2016/17-2020/21

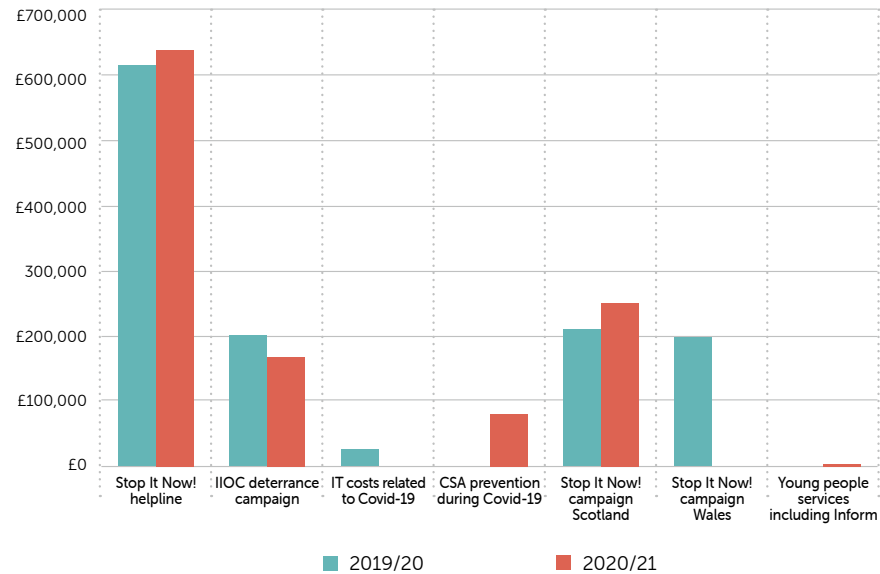


## Restricted income

### Restricted income – government grant funding

**Overall restricted government funding has reduced by 9% in 2021 to £1,148,703 (2020: £1,263,998).**

### Government funding 2019/20 vs 2020/21



Government support for the helpline continues. Funding was significantly increased by 49% in 2020 to £620,731 and 2021 saw a further increase of 4.5% to £648,748.

Scottish government support dipped by 9.5% in 2020 but this year saw a 20% increase to £253,736 (2020: £211,926) as the demand for services continues to drive Stop It Now! Scotland's growth.

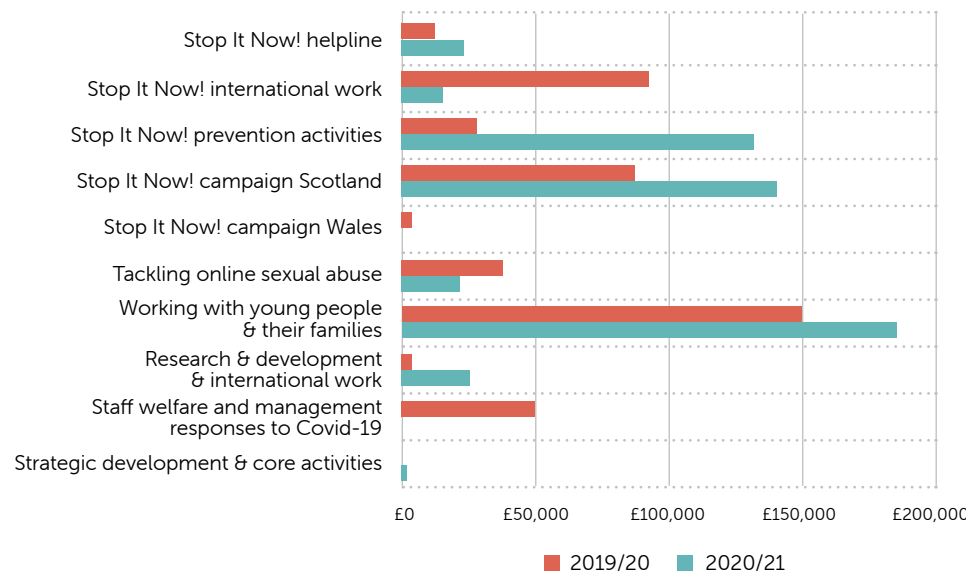
Income fluctuations in restricted grant income can result from the timing of when grants are received rather than reflecting activity levels or funder support, as is the case with the Welsh government funding of Stop It Now! Wales.

The first of the three-year Welsh government grants to facilitate work in early intervention and primary prevention was recognised as income in 2019/20 although the bulk of the work was delivered in 2020/21. The second year of these two grant funding streams will not be through until 2021/22 and so the Stop It Now! Wales funding is showing a reduction in grant support.

### Restricted income – charitable trust funding

**Restricted charitable trust funding increased by 16.5% to £528,943. (2020: £453,764), providing support across the charity's activities.**

#### Allocation of restricted charitable trust funding 2019/20 vs 2020/21



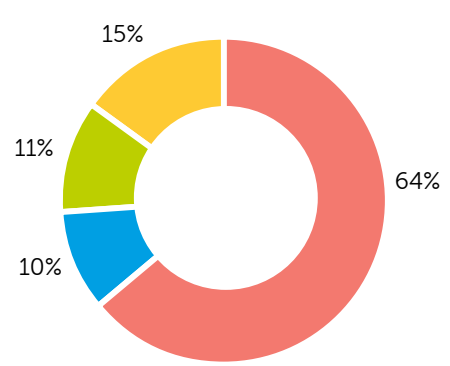
The increase in restricted charitable trust funding for prevention activities is mainly attributable to the new funding stream from The Global Partnership to End Violence Against Children (EVAC) for the chatbot project.

Fundraising efforts for our young people as well as family work in Scotland has brought in new funders including Charles Haywood Foundation, Gwyneth Forrester Trust and The Robertson Trust.

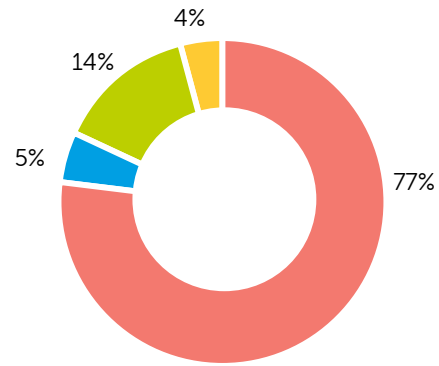
### Unrestricted income

**Unrestricted income increased by 7% to £1,337,969 in 2021 (2020: £1,251,886). Of the four main income categories that make up unrestricted income, professional services and participant contributions were impacted by the Covid-19 restrictions and income reduced, whilst gifts in kind and donations and other unrestricted income increased. This has resulted in a shift in the unrestricted income mix.**

#### Split of unrestricted income 20/21 £1,337,969



#### Split of unrestricted income 19/20 £1,251,886



- Professional services & other fee income
- Gifts in kind
- Participant contribution
- Donations, legacies & unrestricted grants

## Professional services and other fees

**Professional services income from assessments, intervention, training and consultancy together with sundry other fee income were understandably affected in the first quarter of 2021 and income reduced year-on-year by 11% to £856,789 (2020: £960,569).**

However, it is positive that they did not dip below 2019 levels and we also improved our margins due to the constraints on travel reducing staff time and costs. Although the income from this work was only 82% of the 2021 budget, the margin achieved was 118% of budget.

## Participant contributions

**Participant contributions, primarily from the Inform Plus and Engage Plus programmes were impacted by the shift to remote delivery with cancellation of some sessions in April and then sessions being delivered on an individual basis only. It was not until mid-way through the year that we started to deliver group sessions. Income levels for 2021 reduced by 15% to £149,792 (2020: £176,845).**

Contribution levels have been on a downward trend over the last few years, partly due to the expansion of online services such as our self-directed interventions, Get Help and Get Support, partly as a result of local authorities funding some participants, and partly thanks to an increase in charitable trust funding making more subsidised places available.

In contrast, the other two sources of unrestricted income - gifts in kind and unrestricted grants, legacies and donations - grew.

## Gifts in kind

**Gifts in kind, made up mainly of Google, Facebook and Bing adverts, increased by 121% from £58,728 last year to £129,819 in 2021, creating a significant and important route through to our websites and the helpline.**

## Unrestricted grants, legacies and donations

**The final category of unrestricted income includes legacies, donations and unrestricted charitable trust grants and the government Job Retention Scheme funding. These totalled £201,569 in 2021, more than double the prior year (2020: £55,744).**

### Unrestricted charitable trust grants

We received two unrestricted grants totalling £79,353 in 2021 (2020: £nil).

The funding of £54,373 from Esmée Fairbairn Foundation was in response to the pandemic and we utilised this money to support core costs as well as the helpline, the Inform suite of programs, work with young people, and family work in Scotland.

The grant from the anonymous charitable trust of £25,000 was the first unrestricted grant we have secured to help us fund our core costs and the core activities of research and development, advocacy and awareness raising. Previously these activities have been reliant on surpluses generated from professional fees and unfortunately organisational funding gaps in prior years has greatly impeded our ability to invest properly in these areas.

Securing unrestricted grant funding is a significant turning point for the Foundation. We have a further £250,000 secured for 2022 and this enables us to implement important elements of our

strategic plan and also frees up a portion of our professional fees income so that we can start to rebuild our unrestricted reserves to the target level.

### Government grant under the job retention scheme

With demand for our services continuing throughout the pandemic, we made minimal use of the government job retention scheme. Funding amounted to £8,695 (2020: £nil) and was used to support staff whose childcare responsibilities made it impossible for them to work.

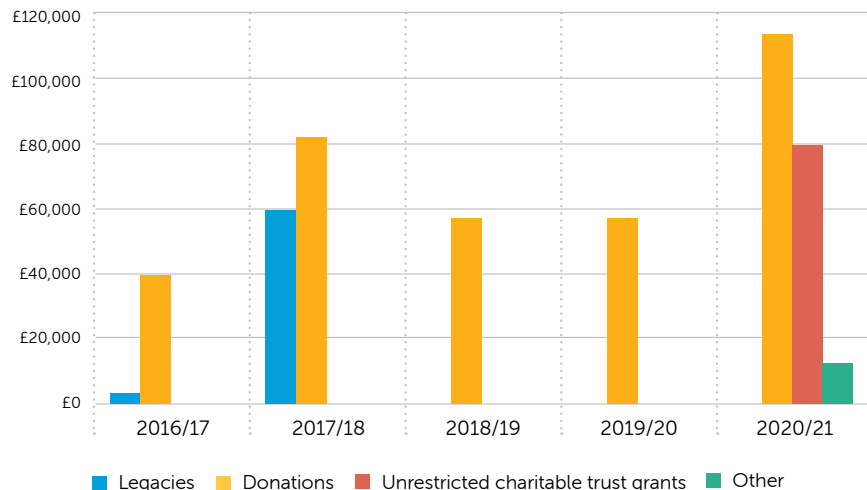
### Legacies

There have been no new legacies for the charity since 2018. However, we hope to develop this income stream in the years ahead with a legacy campaign starting in 2021/22.

### Donations

We have started to build some momentum behind our donations' fundraising with a growing number of regular supporters. This source of income increased by 261% in 2021 to £113,501 (2020: £55,744).

## Unrestricted grants, legacies & donations 2016/17-2020/21



The fundraising challenge for the years ahead will be to continue to grow unrestricted grants legacies and donations. This funding is used to:

- reduce reliance on government funding
- keep the burden of overhead recovery allocations to the projects as low as possible so that resources go into beneficiary delivery
- expand awareness raising so that those in need can find us and the help they need
- develop our research capacity and advance improvements to prevention approaches
- explore and develop new initiatives to provide a leadership role in the field of child sexual abuse prevention
- work with and provide support advice to governments and other organisations
- influence policies to accelerate change with regard to preventing child sexual abuse
- build fundraising capacity to ensure sustainability
- free up part of the surplus from professional services to rebuild reserves.

# Expenditure 2020/21

## Raising funds

The Foundation has been investing more in fundraising with expenditure of £108,615 in 2021, representing a significant increase on prior years (2020: £66,879 and 2019: £24,605).

Since February 2020, the chief executive role encompasses a much stronger focus on fundraising and developing relationships with our stakeholders supported by the fundraising administrator and other senior staff who assume responsibility for liaison with some of our key funders. In spite of achievements in the last year, the need for additional dedicated fundraising resource is acknowledged and recruitment is underway in 2021/22.

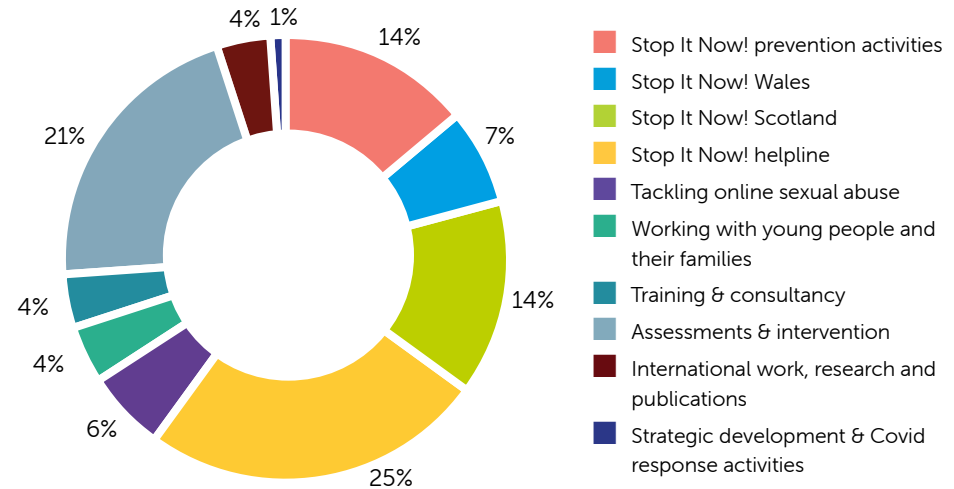
Details of the grant funds secured for the forthcoming year are provided below in the section, 'Looking ahead 2021/22' on pages 102-103 and reflect well on the fundraising approach and the team's success rate with funding bids.

## Charitable activities

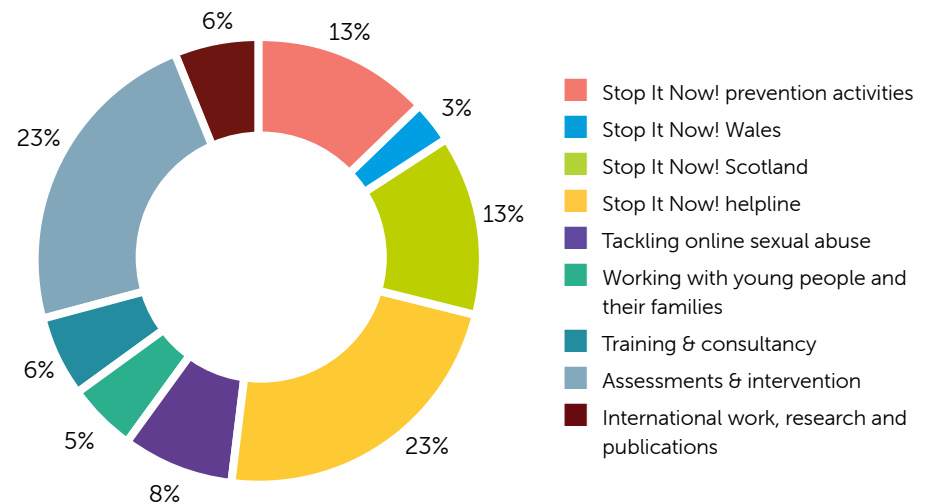
There has not been much change year-on-year in the mix of charitable activities, except for the Wales campaign which has doubled in size to 7% (2020: 3%) and international work and research and development which has reduced to 4% (2020: 6%)

Overall expenditure on charitable activities has increased by a net 4% to £2,900,363 (2020: £2,780,316) with the portion funded by restricted grants remaining much the same in 2021 at 58.2% (2020: 58.8%).

Expenditure on charitable activities 2020/21



Expenditure on charitable activities 2019/20



Salary rises in April 2020 of 1.5% have contributed to the increase in expenditure, but the 4% increase also reflects the additional costs incurred with Covid-19 as well as the expansion of some activities.

Increased costs in some areas have offset reductions in others, most notable of which are the savings on travel costs arising from the Covid-19 movement restrictions.

More significant than the monetary travel expenditure saved has been the change in our delivery models. With minimal staff time spent on travel, there has been additional time available for service delivery. Consequently, although some activities are showing decreases in 2021 costs compared to 2020, we have seen increases in service levels and beneficiary numbers in a number of areas.

## Expenditure on charitable activities that increased in 2020/21

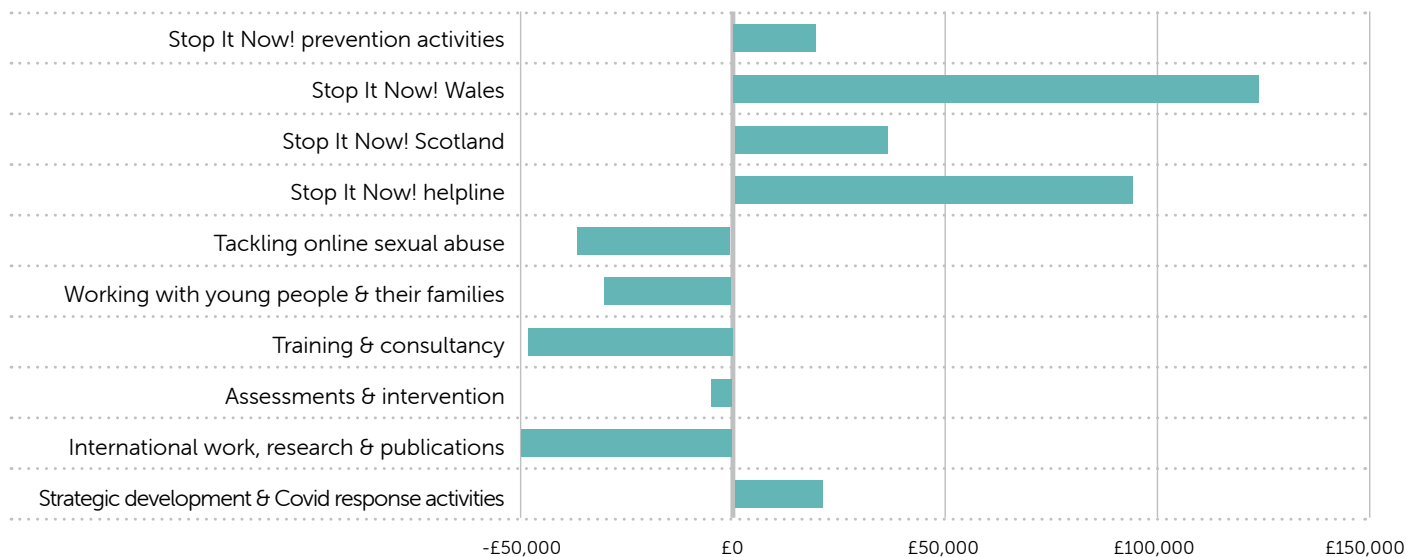
### Prevention activities

Prevention activities increased by a net 6% to £392,928 (2020: £371,248).

Funding for our online offending deterrence campaign reduced in 2021 but this was replaced with the start of the EVAC funded work on the chatbot and more general media and communications work including a child sexual abuse prevention campaign during Covid-19 funded by the Home Office.

The greatest increase relates to the gift in kind Google, Facebook and Bing adverts which more than doubled, increasing from £58,728 in 2019/20 to £129,819. There has been an increase of over £120,000 in the value of free adverts over three years.

### Variance on charitable activity expenditure 2019/20 vs 2020/21



### Stop It Now! Wales

Stop It Now! Wales expenditure increased by 167% from £72,616 in 2020 to £193,819 in 2021 as two new Welsh-government-funded programmes got underway. These new projects covering early intervention and primary prevention (Keeping Children Safe) started in the prior year (March 2020) and required us to double staff capacity. Unfortunately, Covid-19 caused delays in recruitment and slowed down delivery. The first new project worker did not join the team until September 2020, a Welsh-speaking helpline operator started in January 2021 and the second project worker only started after the year end in May 2021.

These delays resulted in significant underspends at the end of quarter two. During the second half of the year the Stop It Now! Wales team worked with the Welsh government and other partner agencies in Wales to put new plans in place so that by the end of the year 87% of the year one funding was constructively used to advance child safety in Wales.

### Stop It Now! Scotland

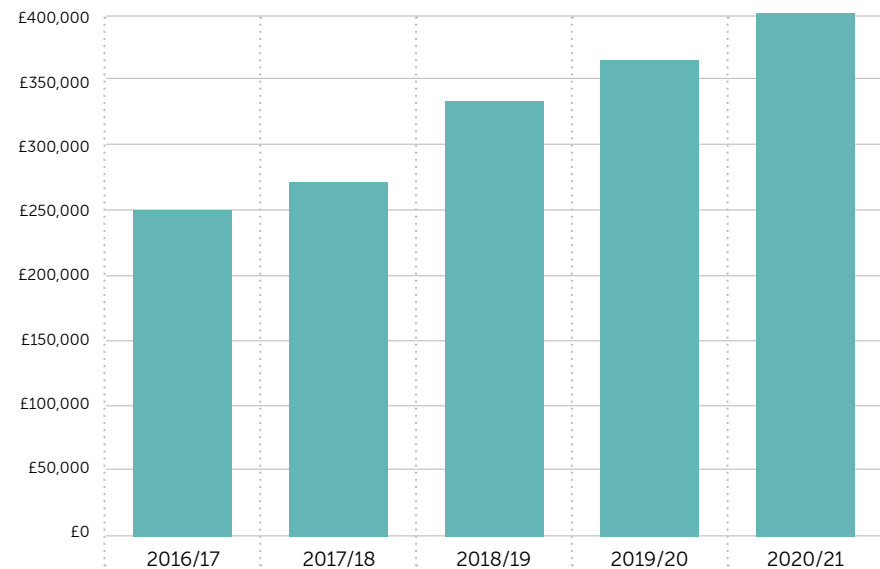
Work in Scotland continues to expand, and increased by a further 10% in 2021 in response to the demand for services.

Over the last five years, expenditure has increased by 63% from £248,176 in 2017 to £404,106 in 2021. Funding for this level of growth to date has been achieved through a mix of government and charitable trust grants with additional income from donations and fees for training and consultancy. Sustaining these levels is challenging and has been affected by changes to government grant streams.

### Strategic development and Covid-19 response activities

A total of £17,175 was spent this year. This includes £4,000 of consultancy costs to assist us in developing our strategic plan funded by Esmée Fairbairn Foundation and the balance was costs incurred in the Covid-19 management response funded by Tides Foundation.

Scotland expenditure on charitable activities 2016/17-2020/21



## Expenditure on charitable activities that reduced in 2020/21

### Tackling online sexual abuse

The expenditure on tackling online sexual abuse reduced by 17% to £184,446 (2020: £222,407), partly attributable to the fall off in-service delivery in the first few months of the year. However, by the end of the year, with group work running remotely, we ended the year having met the needs of 204 Inform Plus and Engage Plus participants (2020: 198). Whilst Inform participants, excluding the work in Scotland, did drop to 96 (2020: 112), overall, we managed to keep beneficiary numbers high. The reduction in expenditure is attributable to remote delivery and the fall in staff time with no travelling as well as no mileage costs and room hire.

### Working with young people and their families

Expenditure on young people work reduced by a net 19% to £116,630 (2020: £144,567).

Whilst our Inform Young People programme delivery increased, working with 85 beneficiaries, up 25% on 2020, our delivery of Esmée Fairbairn Foundation funded young people project slowed. Competing demands for our young people workers, staff capacity issues and Covid-19 delaying recruitment impacted on this project. However, with the project lead returning from maternity leave in May 2021, the project momentum will increase in 2021/22.

### Training and consultancy

Our training work and particularly delivery of Safer Recruitment training was heavily impacted by the Covid-19 restrictions in the first half of the year and the annual expenditure on this activity area reduced by 30% to £113,891 (2020: £163,482).

However, as staff developed new skills in remote delivery, we have seen demand for the service pick up and margins have been higher than normal with minimal travel time.

It is also very positive to note that although the number of events are down by 17% and beneficiaries by 13% for the year as a whole, in quarter four we have fully recovered lost ground and beneficiary numbers are back up and running 25% ahead of the 2020 levels.

### Assessment and intervention

Expenditure on assessments and intervention reduced by 1% to £626,957 (2020: £635,359). This is entirely attributable to the cost savings arising from travel restrictions and remote delivery. The actual amount of work delivered is significantly ahead of the prior year: the number of assessments in 2021 is 21% ahead of 2020 and intervention cases are up 71% year-on-year.

Although travel time is charged to referrers, it is at relatively low rates doing little more than full cost recovery and consequently the loss of this income is more than made up for in additional staff capacity.

### International work, research and publications

Costs reduced by a net 32% to £106,142 (2020: £156,126). This is mainly attributable to the fact that the three-year Oak Foundation funded ECSA project came to an end during the year and expenditure on the project reduced to £58,919 (2020: £118,010).

# Looking ahead to 2021/22

## Continuing impact of Covid-19

**With the help of our funders who provided a number of Covid-19 response grants during 2020 and 2021, we were able to navigate our way through the challenges that the pandemic created and we are now well set up to operate remotely when required. This enables us to face the year ahead with some confidence.**

However, we have to acknowledge the potential for new variants to create staff absence with illness. We are also mindful that local authorities' budgets have been hit hard in the last year and that we may see an impact on their ability to commission assessments and intervention work.

## Income 2021/22

**Our budgets for 2022 require income of £3.6 million made up of professional fees, participant contributions, restricted grants and unrestricted grants and donations.**

### Professional services fees

Our professional services work (assessments, interventions, training and consultancy) is an essential component of the mix as these fees are the source of our surpluses and carry a disproportionate share of overhead costs. Recruitment of children specialists in 2021 has expanded the breadth of services we can offer and our referral rates are providing us with sales in excess of

£86,000 per month since quarter four of 2021. As we continue into the new financial year, both monthly sales to date and our future work pipeline remain at this higher level.

Up to a third of our professional services are delivered by sessional staff and therefore we are also able to mitigate the impact and risk around this income source reducing. However, current indicators only point to increasing demand.

### Participant fees

This is the main funding for our Inform Plus and Engage programmes in England. Lack of participants is the primary risk impacting on income but this is then matched by cost reductions. Since staff capacity is our key issue going into 2022, the financial impact of any adverse variance against the income budget here will not impact on the bottom line.

### Restricted grant income – secured funding

We are holding £646,940 of restricted reserves as at 31st March 2021, to deliver a mix of services in 2021/22. (Refer note 19 to the financial statements for the breakdown of this amount).

We have also secured the following additional funds for the year ahead totalling £994,511 plus a further £448,882 for 2022/23 and £87,634 for 2023/24. In addition, though the grant paperwork is still outstanding, we are expecting £400,000 from the Home Office for the helpline.

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## Details of the secured funding is set out below.

The Ministry of Justice grant of £216,727 for the helpline was agreed early in 2020/21 as part of a two-year grant ending in March 2022.

Stop It Now! Scotland has £125,000 per year for the next two years from the Scottish government's Survivors of Childhood Abuse Fund and a further £19,000 from the Families and Communities Fund. We have also secured charitable trust funding of £16,000 for both 2021/22 and 2022/23 from the Robertson Trust for work with young people and families and The RS Macdonald Charitable Trust is supporting our primary prevention work with a grant of £14,758.

Due to the delay in the Equally Safe fund becoming available, the Scottish Government have made a one-off grant of £58,000 to cover the funding gap in Quarter 1 and 2 for Stop It Now! Scotland. In addition, our anonymous trust funder who has supported our work in Scotland for several years now, has agreed to bridge the initial funding gap in quarter 3 with a further £52,000.

The three-year Welsh government grants for early intervention and primary prevention (Keeping Children Safe) go into their second year. After adjusting for underspends in year one, the grant values of early intervention will be £94,274 (original grant £95,618 less year one adjustment £1,344) and the primary prevention grant funding will be £93,863 (original grant £100,251 less year one adjustment £6,388). For 2023/24 the year three funding totals £191,764.

We have also secured a further £10,000 from Conwy County Borough Council to cover our long-established Parents Protect work in that area of Wales.

The Inform suite of programmes continues to benefit from Porticus UK grant support, with a further £50,000 committed.

Supplementing this funding for the Inform programmes we have a grant of £4,000 from the 29th May 1961 Charitable Trust.

Porticus UK are also supporting a new Research post within the foundation expected to start mid-year in 2021/22 with funding for 3 years totalling £258,330.

Paul Hamlyn Foundation has awarded us a grant of £90,000, providing £30,000 per year for three years in support of developing the Inform Young People programme.

Work on our website for young people concerned about themselves or someone they know is being supported by Charles Haywood Foundation. We are holding year one funding of £25,000 in our restricted reserves at 31st March 2021, and a further amount of £17,500 for year two of this grant will be drawn down in the year ahead.

Our work in partnership with the Internet Watch Foundation for an online deterrence chatbot is funded by EVAC and funding for year two of £101,607 will be received in 2021/22.

We are also grateful to The Samworth Foundation for a grant of £7,204 to cover the additional equipment needs in 2021/22 that will enable our staff to work efficiently between their homes and our offices during the year ahead.

## Unrestricted income – secured grant funding

The anonymous charitable trust support for our core costs and core activities of £25,000 continues for a further two years.

In addition, we have a three-year unrestricted grant commitment from Oak Foundation for £125,000 a year, a further £50,000 a year for three years from The Samworth Foundation and a grant of £50,000 from The Indigo Trust.

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With £250,000 of unrestricted grant funding secured for 21/22, £200,000 for 22/23 and £175,000 for 23/24, we now have the funding to be able to implement our vision for the change and development of The Lucy Faithfull Foundation as set out in our strategic plan.

## Unrestricted income – donations

The 2021/22 budget includes a donation target of £110,000. With one of our private donors having already made a £10,000 donation in April 2021, we are off to a good start and remain confident that the target is achievable.

## Funding gaps

There are still some funding gaps in the budget for the year ahead.

The online offending deterrence campaign funding from the Home Office for 2021/22 is under discussion and not yet finalised.

We expect the demands on the helpline to require between £64,000 and £126,000 of additional funding and discussions with funders are underway.

The most significant funding gap ahead at the time of writing relates to our work in Scotland. Expansion of the services for Scotland has been rapid with growth of 63% over the last five years and there is ongoing difficulty for the Scottish government in determining where our work best fits within their departments and funds.

A number of applications have been submitted including a bid to the Equally Safe Fund as well as requests to various charitable trust funders.

## Staff capacity

**We expanded staff capacity during 2020/21 adding the equivalent of 10 full time staff and we plan to recruit to some new posts in 2021/22. These will include support roles to enable the executive team to spend more time on strategic initiatives as well as new posts to address skills gaps to enable us to better meet the needs of beneficiaries.**

In spite of the growth in staff resource, we still see staff capacity as a major constraint for the year ahead and our ambitious plans to significantly increase our work in the areas of reach, research and advocacy.

## Ongoing review

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

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

# Reserves

## Restricted reserves

Restricted reserves at the end of March 2021 totalled £646,940, a reduction of just under 2% on the prior year (2020: £659,057).

However, looking across the last five years we have seen a significant increase in the level of restricted reserves, reflecting our fundraising successes in securing new charitable trust funders.

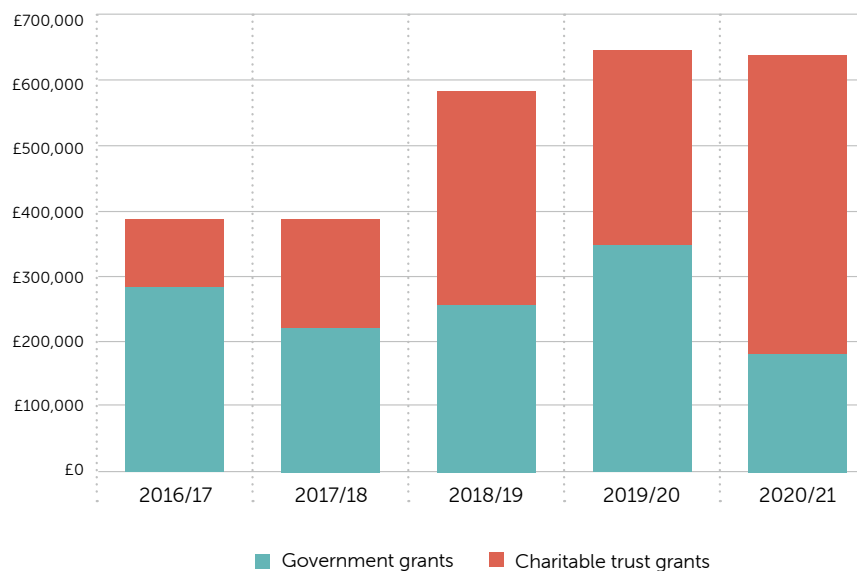
Over this period, the charitable trust funds in restricted reserves have risen from £90,382 in March 2017 to £464,835 by March 2021. 47% of the March 2021 balance is made up of two funds:

- Year three of the Esmée Fairbairn Foundation grant for young people is running behind schedule and £119,066 is still held in reserves.
- The new EVAC grant for the development of the online deterrence chatbot only started in December and £99,469 of year one funding is still unspent at the year end.

Most of our government grants run in line with the financial year and the balance relates to those grants with mid-year start dates or those with flexibility to run for longer than a year. At the end of March 2021, government grant funds remaining totalled £182,015 (2020: £341,341).

The prior year government grant reserves held at March 2020 were unusually high with 54% of the balance attributable to the new Welsh government grants where work had only just started in March 2020.

Restricted reserves 2016/17-2020/21



## Unrestricted reserves

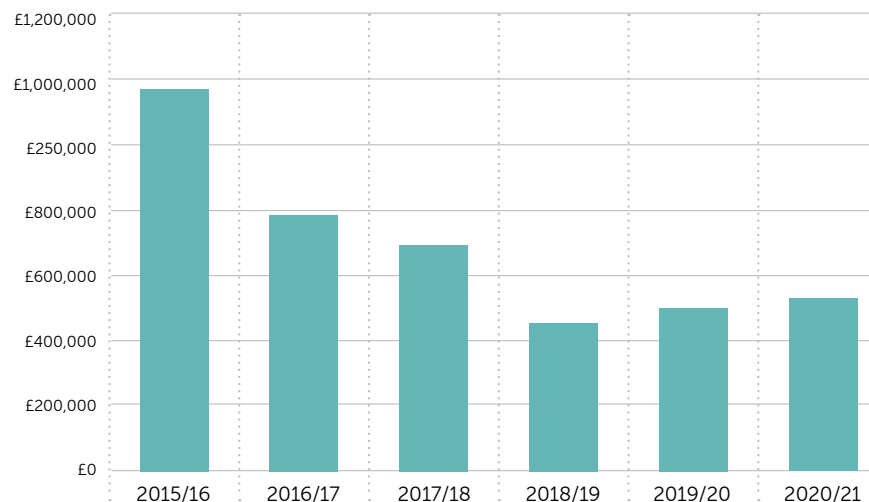
The fluctuations in unrestricted reserves relate directly to the annual losses or surpluses generated by the charity. Between April 2016 and March 2019, the Foundation faced significant challenges and needed to use unrestricted reserves to bridge funding gaps in services and invest in infrastructure and organisational change. During this period £498,721 of unrestricted reserves were utilised, reducing our holding from £955,275 at the end of March 2016 down to £456,554 by March 2019.

Since then we have established a much more robust business model for the charity with higher fee levels for our professional services, increased staff resource providing capacity for more activity which has reduced overhead recovery gaps, investment in fundraising, unrestricted core grant funding and a better balance of high margin, low margin and unfunded work.

During 2020 and again this year, we have generated modest surpluses which have increased reserves up to £517,323 by March 2021. However, we acknowledge that we need to achieve higher annual surpluses in the future and speed up the process of rebuilding these reserves to ensure the charity has sufficient resources to withstand challenges in the future.

In the budget for 2022 and projections for the following two years, we plan to add a further £250,000 to unrestricted reserves by March 2024. These surpluses will come from our professional services work. Currently the surplus level is set at 5% of Professional Services' income for 21/22 rising to 10% by 23/24.

Unrestricted reserves 2015/16-2020/21



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## Reserves policy reflecting principal risks

The trustees keep the reserves under regular review and have set the target for free unrestricted and undesignated funds to fall within a range of three to six months of total expenditure. This equates to £719,790 to £1,439,580 in monetary terms. (2020: £697,117 to £1,394,234).

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

- **Working capital required for growth**

Working capital is required to enable us to increase our fundraising capacity and undertake other initiatives to increase unrestricted income.

- **Developing existing and new services**

Investment is needed to ensure services stay relevant and their impact is maximised. In addition, we need to develop new services responding to technological change, research and beneficiary demands.

- **The short-term nature of grants**

We have a high investment in retaining our staff whose specialist skills are vital to our future. We need time to secure replacement activities, retrain staff where necessary and switch staff into new areas of work.

- **The impact of Covid-19 on statutory and charitable trust grant funding available**

We need to be able to sustain service delivery and retain staff during periods of funding constraints.

- **The impact of Covid-19 on local authority budgets**

Risk of cuts in professional services income (assessments and interventions, training and consultancy) leading to losses.

- **The variable nature of grants and the uncertainty of timing of renewal**

It is often the case that we are not told whether some grants will be renewed until the previous year's grant has come to an end. In addition, there can be a significant time lag between projects starting and the funding being finalised and received, so we need to be able to fund our work in the interim period.

- **Grant payment cash flow**

We have to be able to fund the costs of grant funded projects for up to four months before payments are received as some grant funders pay only quarterly in arrears.

## Consideration of the adequacy of current reserve levels

(Refer Note 20 to the financial statements)

At the end of March 2021, unrestricted free reserves were £500,154, equivalent to 2.1 months expenditure (2020: £466,241 - 2 months) creating a gap of £219,636 to achieve the minimum target of three months expenditure. (2020: £230,876 gap).

In considering the adequacy of the current free reserves level, the trustees have also taken account of the fact that restricted funding made up 56 to 58% of the Foundation's annual income over the last three years and therefore the level of restricted reserves and secured income for the forthcoming year is a mitigating factor in assessing whether our unrestricted reserves are at an acceptable level.

Total reserves excluding balances held in fixed assets amount to £1,146,424 (2020: £1,121,813) equivalent to 4.8 months expenditure excluding gifts in kind (2020: 4.8 months expenditure). The trustees are satisfied that the total reserves meet the Foundation's medium term needs and that they are sufficient

to ensure that commitments and obligations can be fulfilled as they fall due and continuity of services to our client group secured.

Longer term reliance on restricted funding support may be more tenuous and therefore the unrestricted reserves target of three to six months remains in place and the commitment to rebuild the unrestricted reserves in line with this policy will be prioritised by the Board and the executive team.

The trustees acknowledge that reaching the minimum target set out in the policy is particularly challenging when the charity is growing as the monetary amount required keeps increasing annually. However, two factors make it reasonable to conclude that the target is achievable within a reasonable time frame of five years.

- The unrestricted grant funding already secured for the next three years provides assurance that we can avoid any core cost recovery gaps as well as fund the core activities of research and development, advocacy and awareness raising that have previously relied on surplus income generated by the professional fees.
- There is strong demand for our higher margin professional services and we will be able to use a growing percentage of the surplus from this work to replenish reserves.

The budget for 2022 assumes we will add £50,000 to unrestricted reserves by March 2022 and we have planned to add a further £200,000 in the following two years with the expectation and executive's commitment to try and exceed these levels.

## Going concern

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

Risks are regularly reviewed by the executive team and the Board, with mitigation steps put in place and monitored on an ongoing basis. The potential impact of the continuing Covid-19 crisis is considered and action taken where necessary as part of this process.

## Treasury policy

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

## Related party transactions

**There were no related party transactions in the year ended 31 March 2021.**

# Statement of trustees' responsibilities

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

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

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

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

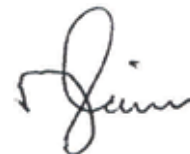
enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the Charity's constitution. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Insofar as each of the trustees of the Charity at the date of approval of this report is aware, there is no relevant audit information (information needed by the company's auditor in connection with preparing the audit report) of which the company's auditor is unaware. Each trustee has taken all of the steps that they should have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

## Auditor

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

The Trustees' Report was approved by the Board of Trustees on 3rd September 2021 and signed on its behalf by:



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

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

## Opinion

We have audited the financial statements of The Lucy Faithfull Foundation ('the charitable company') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

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

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

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

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## Other information

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

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

We have nothing to report in this regard.

## Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and

- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

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

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

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

- adequate and proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' directors' report and from the requirement to prepare a strategic report.

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## Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

## Auditor's responsibilities for the audit of the financial statements

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

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

economic decisions of users taken on the basis of these financial statements.

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

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

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

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

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

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

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

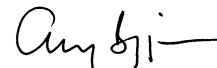
We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within grant income, donations income and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management about their own identification and assessment of the risks of irregularities, designing audit procedures over income, sample testing on the posting of journals, reviewing accounting estimates for biases and reading minutes of meetings of those charged with governance.

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

not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

## Use of our report

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



### Guy Biggin

Senior Statutory Auditor

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

Date: 19 October 2021

# Statement of financial activities

(Incorporating an Income and Expenditure Account) for the year ended 31 March 2021

		Unrestricted Funds 2021 £	Restricted Funds 2021 £	<b>Total Funds 2021 £</b>	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
<b>Income from:</b>							
Donations and legacies	2	252,015	-	<b>252,015</b>	114,472	-	114,472
Charitable activities	5	1,085,954	1,677,646	<b>2,763,600</b>	1,134,254	1,717,762	2,852,016
Investments	3	-	-	-	3,160	-	3,160
<b>Total Income</b>		<b>1,337,969</b>	<b>1,677,646</b>	<b>3,015,615</b>	1,251,886	1,717,762	2,969,648
<b>Expenditure on:</b>							
Raising funds	4	108,615	-	<b>108,615</b>	66,879	-	66,879
Charitable activities	6	1,210,600	1,689,763	<b>2,900,363</b>	1,142,992	1,637,324	2,780,316
<b>Total Expenditure</b>		<b>1,319,215</b>	<b>1,689,763</b>	<b>3,008,978</b>	1,209,871	1,637,324	2,847,195
<b>Net income (expenditure) and movement in funds</b>		18,754	(12,117)	<b>6,637</b>	42,015	80,438	122,453
<b>Reconciliation of funds</b>							
Total funds brought forward		498,569	659,057	<b>1,157,626</b>	456,554	578,619	1,035,173
<b>Total funds carried forward</b>	18, 19	<b>517,323</b>	<b>646,940</b>	<b>1,164,263</b>	498,569	659,057	1,157,626

The notes on pages 117 to 137 form part of these financial statements.

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# Balance sheet

as on 31 March 2021

Registered number: 02729957

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Intangible assets	11	-	-
Tangible assets	12	<b>17,739</b>	35,713
Investments	13	<b>100</b>	100
		<b>17,839</b>	35,813
<b>Current assets</b>			
Debtors	15	<b>542,644</b>	704,297
Cash at bank and in hand		<b>1,013,901</b>	768,202
		<b>1,556,545</b>	1,472,499
<b>Creditors</b>			
Amounts falling due within one year	16	<b>(410,121)</b>	(350,686)
<b>Net current assets</b>		<b>1,146,424</b>	1,121,813
<b>Net assets</b>		<b>1,164,263</b>	1,157,626
<b>Funds</b>			
Unrestricted funds	18	<b>517,323</b>	498,569
Restricted funds	19	<b>646,940</b>	659,057
<b>Total funds</b>	18, 19	<b>1,164,263</b>	1,157,626

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

The financial statements were authorised for issue and approved by the trustees on 3rd September 2021 and signed on their behalf by:



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

The notes on pages 117 to 137 form part of these financial statements.

# Statement of cash flows

for the year ended 31 March 2021

	Note	2021 £	2020 £
<b>Cash flows from operating activities</b>			
<b>Net cash provided by/(used in) operating activities</b>	24	<b>245,699</b>	55,045
<b>Cash flows from investing activities</b>			
Interest received	3	-	3,160
Purchase of tangible fixed assets	12	-	(13,218)
<b>Net cash (used in)/provided by investing activities</b>		-	(10,058)
<b>Change in cash and cash equivalents in the reporting period</b>		<b>245,699</b>	44,987
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>768,202</b>	723,215
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>1,013,901</b>	768,202

The notes on pages 117 to 137 form part of these financial statements.

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# Notes to the financial statements

## 1. Accounting policies

### (a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) applicable to charities preparing their accounts in accordance with FRS102 the Financial Reporting Standard applicable in

the UK and Republic of Ireland issued on 16 July 2014, the Charities Act 2011, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 and UK Generally Accepted Practice as it applies from 1 January 2015. The Lucy Faithfull Foundation meets the definition of a public benefit entity under FRS 102.

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

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

### (b) Company Information

The charity is a private company limited by guarantee (company no. 02729957) and a registered charity in England and Wales

(charity no. 1013025), and in Scotland (Scottish registered charity no. SC039888), which is incorporated and domiciled in the UK. The address of the registered office is 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove B60 4DJ.

### (c) Going concern

Despite the continuing uncertainties arising from Covid-19, the trustees believe that the Charity's financial resources and contingency planning is sufficient to ensure the ability of the Charity to continue as a going concern for the foreseeable future, being at least twelve months from the date of approval of these financial statements and therefore have prepared the financial statements on a going concern basis.

The cash balance at the year end was £1,013,901 of which £467,886 was unrestricted. The unrestricted cash holding had already been reduced by 26% to cover £161,826 of restricted grant expenditure incurred ahead of grant payments being received.

We expect the unrestricted cash reserves at March 21 to increase, with £225k of unrestricted grant funding coming through in Quarter 1 of 21/22 and our professional services continuing to generate reasonable surpluses.

Demand for our professional services remains high as measured by the trend on enquiry levels and the pipeline records of booked work, consequently we are confident that the budgeted surplus of £50,000 for 2021/22 is achievable and that our cash flow will be positive.

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#### (d) Financial instruments

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

Investments in subsidiary undertakings are held at cost less impairment.

#### (e) Fund accounting

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

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

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

#### (f) Income

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

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

Donations are recognised on a receipt basis.

When funding has been specified by the funder as being for a future period, or the Charity has not yet demonstrated entitlement to the income, through performance conditions not having been met, then the income is deferred.

Where material, donated facilities and services or gifts-in-kind are recognised in the Statement of Financial Activities at market value.

The Charity recognises residuary legacies once probate has been granted which therefore requires an estimation of the amount receivable.

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

All other income is accounted for on an accruals basis.

#### (g) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs, including support costs, cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the acquisition, the proportion of staff time spent, or as a percentage of the total direct expenditure on each type of activity.

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

Governance costs comprise constitutional and statutory requirements incurred in the general running of the charitable company.

Redundancy and termination payments are made in line with the terms of settlement agreements and accrued for at the point of commitment when the amount of the payment can be reliably measured.

## (h) Recognition and valuation of donated goods and services

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

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

## (i) Intangible fixed assets

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

**Website and films**            **33.33% straight line**

Amortisation is included within charitable activities.

## (j) Tangible fixed assets

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

**Computer equipment**    **20% - 33.33% straight line**

**Furniture and fittings**    **20% - 25% straight line**

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

## (k) Debtors and creditors

Debtors, with the exception of prepayments, are those amounts that satisfy the income recognition policy in note (f) above, and are recognised at the settlement amount due, where funds have not been received at the year-end.

Prepayments are expenditure amounts in excess of £1,000 that have been paid in the current financial year relating to costs to be incurred in a future accounting period. These are valued at the amount prepaid net of any trade discounts due.

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

Deferred income relates to income received in the current financial year but where the terms and conditions imposed on this income have not been met. Therefore the income is not recognised but deferred as a liability until it is probable that the terms and conditions can be met.

## (l) Cash at bank and in hand

Cash at bank and cash in hand includes petty cash, and cash in bank accounts and short-term deposit accounts with a maturity of three months or less from the date of opening the account.

## (m) Operating leases

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

## (n) Investments

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

### (o) Recognition of liabilities

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

### (p) Taxation

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

#### • Volunteers

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

#### • Pensions

With effect from May 2014 the charity automatically enrolls all qualifying new employees into the NEST contributory pension scheme. Employer contributions are accounted for when they fall due. Pension costs are apportioned to projects and services based on the allocation of staff time between activities. The costs are split between restricted and unrestricted in line with the related income and funding for the activity.

#### • Critical accounting judgements and key sources of estimation uncertainty

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

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

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

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

## 2. Income from donations and legacies

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	<b>Total Funds 2021 £</b>	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Donations	109,330	-	109,330	47,305	-	47,305
Gifts in kind	129,819	-	129,819	58,728	-	58,728
Service users' donations	2,096	-	2,096	4,320	-	4,320
Fundraising events	2,075	-	2,075	3,872	-	3,872
Legacy	-	-	-	247	-	247
Coronavirus job retention scheme grant	8,695	-	8,695	-	-	-
<b>Total income from donations and legacies</b>	<b>252,015</b>	<b>-</b>	<b>252,015</b>	<b>114,472</b>	<b>-</b>	<b>114,472</b>

Gifts in kind includes the value of Google, Facebook and Bing advertising provided at no charge for our websites, which was £129,819 (2020: £57,903). The balance in 2021 of £1,500, relates to the value of the work provided by law firm CMS Cameron McKenna Nabarro Olswang LLP to assist us with new lease arrangements for the Edinburgh office (2020: Alpha Consulting work on Salesforce, £825).

## 3. Income from investments

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	<b>Total Funds 2021 £</b>	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
<b>Bank interest from monies on deposit</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3,160</b>	<b>-</b>	<b>3,160</b>

## 4. Expenditure on raising funds

	Staff Costs 2021 £	Support Costs 2021 £	<b>Total Costs 2021 £</b>	Staff Costs 2020 £	Support Costs 2020 £	Total Costs 2020 £
<b>Fundraising costs</b>	<b>92,387</b>	<b>16,228</b>	<b>108,615</b>	<b>38,938</b>	<b>27,941</b>	<b>66,879</b>

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## 5. Income from charitable activities

	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
<b>Government funding for:</b>						
Stop It Now! helpline	-	648,748	<b>648,748</b>	-	620,731	620,731
Online offending deterrence campaign	-	167,428	<b>167,428</b>	-	199,843	199,843
IT costs related to Covid-19	-	-	-	-	25,000	25,000
CSA Prevention during Covid-19	-	70,000	<b>70,000</b>	-	-	-
Stop It Now! Scotland	-	253,736	<b>253,736</b>	-	211,926	211,926
Stop It Now! Wales	7,284	3,791	<b>11,075</b>	-	206,498	206,498
Working with young people and their families	-	5,000	<b>5,000</b>	-	-	-
	<b>7,284</b>	<b>1,148,703</b>	<b>1,155,987</b>	-	1,263,998	1,263,998
<b>Charitable trust grant funding for:</b>						
Stop It Now! helpline	10,000	19,956	<b>29,956</b>	-	7,596	7,596
Stop It Now! international work	-	14,247	<b>14,247</b>	-	90,372	90,372
Stop It Now! prevention activities	-	123,900	<b>123,900</b>	-	27,739	27,739
Stop It Now! Scotland	10,000	137,123	<b>147,123</b>	-	79,484	79,484
Stop It Now! Wales	-	-	-	-	5,669	5,669
Tackling online sexual abuse	16,000	22,449	<b>38,449</b>	-	38,801	38,801
Working with young people and their families	15,000	183,286	<b>198,286</b>	-	148,631	148,631
Research and development	-	23,782	<b>23,782</b>	-	6,393	6,393
Staff welfare and management response to Covid-19	-	-	-	-	49,079	49,079
Strategic development and core activities	28,373	4,200	<b>32,573</b>	-	0	-
	<b>79,373</b>	<b>528,943</b>	<b>608,316</b>	-	453,764	453,764
<b>Other income generated from:</b>						
Training and consultancy activities for local authorities, statutory agencies and other organisations	150,161	-	<b>150,161</b>	238,774	-	238,774
Assessments and intervention for the family court, local authorities, DBS, faith groups and individuals	699,344	-	<b>699,344</b>	718,635	-	718,635
Participant fees Inform, Inform Plus, Engage Plus, Inform Young People and other contributions	149,792	-	<b>149,792</b>	176,845	-	176,845
	<b>999,297</b>	-	<b>999,297</b>	1,134,254	-	1,134,254
<b>Total income from charitable activities</b>	<b>1,085,954</b>	<b>1,677,646</b>	<b>2,763,600</b>	1,134,254	1,717,762	2,852,016

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## 6. Expenditure on charitable activities 2020/21

	Unrestricted Expenditure 2020/21			Restricted Expenditure 2020/21			Total Expenditure 2020/21		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
<b>Stop It Now! prevention activities</b>	29,379	152,683	<b>182,062</b>	133,671	77,195	<b>210,866</b>	<b>163,050</b>	<b>229,878</b>	<b>392,928</b>
<b>Stop It Now! Wales</b>	6,594	4,584	<b>11,178</b>	107,739	74,902	<b>182,641</b>	<b>114,333</b>	<b>79,486</b>	<b>193,819</b>
<b>Stop It Now! Scotland</b>	24,916	7,057	<b>31,973</b>	304,272	67,861	<b>372,133</b>	<b>329,188</b>	<b>74,918</b>	<b>404,106</b>
<b>Stop It Now! Helpline</b>	39,985	11,294	<b>51,279</b>	540,355	152,635	<b>692,990</b>	<b>580,340</b>	<b>163,929</b>	<b>744,269</b>
<b>Tackling online sexual abuse</b>	127,971	35,774	<b>163,745</b>	16,714	3,987	<b>20,701</b>	<b>144,685</b>	<b>39,761</b>	<b>184,446</b>
<b>Working with young people and their families</b>	14,791	2,960	<b>17,751</b>	75,472	23,407	<b>98,879</b>	<b>90,263</b>	<b>26,367</b>	<b>116,630</b>
<b>Training and consultancy</b>	77,387	35,284	<b>112,671</b>	964	256	<b>1,220</b>	<b>78,351</b>	<b>35,540</b>	<b>113,891</b>
<b>Assessments and intervention</b>	509,435	112,211	<b>621,646</b>	4,359	952	<b>5,311</b>	<b>513,794</b>	<b>113,163</b>	<b>626,957</b>
<b>Research and development and international work</b>	6,018	12,277	<b>18,295</b>	44,151	43,696	<b>87,847</b>	<b>50,169</b>	<b>55,973</b>	<b>106,142</b>
<b>Strategic development and Covid-19 response activities</b>	-	-	-	11,747	5,428	<b>17,175</b>	<b>11,747</b>	<b>5,428</b>	<b>17,175</b>
	<b>836,476</b>	<b>374,124</b>	<b>1,210,600</b>	<b>1,239,444</b>	<b>450,319</b>	<b>1,689,763</b>	<b>2,075,920</b>	<b>824,443</b>	<b>2,900,363</b>

## Expenditure on charitable activities 2019/20

	Unrestricted Expenditure 2019/20			Restricted Expenditure 2019/20			Total Expenditure 2019/20		
	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £	Staff Costs £	Other Costs £	Total Costs £
Stop It Now! prevention activities	17,006	74,471	91,477	190,201	89,570	279,771	207,207	164,041	371,248
Stop It Now! Wales	21,456	7,512	28,968	32,330	11,318	43,648	53,786	18,830	72,616
Stop It Now! Scotland	18,136	5,420	23,556	262,478	81,475	343,953	280,614	86,895	367,509
Stop It Now! helpline	2,260	1,778	4,038	452,221	190,743	642,964	454,481	192,521	647,002
Tackling online sexual abuse	130,574	48,791	179,365	32,970	10,072	43,042	163,544	58,863	222,407
Working with young people and their families	61	20	81	106,721	37,765	144,486	106,782	37,785	144,567
Training and consultancy	98,612	59,393	158,005	4,033	1,444	5,477	102,645	60,837	163,482
Assessments and intervention	491,373	140,356	631,729	2,827	803	3,630	494,200	141,159	635,359
International work, research and publications	10,426	15,347	25,773	73,682	56,671	130,353	84,108	72,018	156,126
	<b>789,904</b>	<b>353,088</b>	<b>1,142,992</b>	<b>1,157,463</b>	<b>479,861</b>	<b>1,637,324</b>	<b>1,947,367</b>	<b>832,949</b>	<b>2,780,316</b>

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## 7. Support costs 2020/21

	Finance 2021 £	IT 2021 £	HR 2021 £	Total 2021 £
<b>Stop It Now! prevention activities</b>	27,709	13,611	6,638	<b>47,958</b>
<b>Stop It Now! Wales</b>	8,622	4,234	2,065	<b>14,921</b>
<b>Stop It Now! Scotland</b>	15,198	7,465	3,641	<b>26,304</b>
<b>Stop It Now! helpline</b>	27,991	13,749	6,705	<b>48,445</b>
<b>Tackling online sexual abuse</b>	6,937	3,407	1,662	<b>12,006</b>
<b>Working with young people and their families</b>	6,072	2,982	1,454	<b>10,508</b>
<b>Training and consultancy</b>	14,687	7,214	3,518	<b>25,419</b>
<b>Assessments and intervention</b>	72,326	35,524	17,325	<b>125,175</b>
<b>International work, research and publications</b>	3,992	1,961	956	<b>6,909</b>
<b>Fundraising</b>	4,085	2,006	979	<b>7,070</b>
	<b>187,619</b>	<b>92,153</b>	<b>44,943</b>	<b>324,715</b>

## Support costs 2019/20

	Finance 2020 £	IT 2020 £	HR 2020 £	Total 2020 £
Stop It Now! prevention activities	43,537	17,845	11,631	73,013
Stop It Now! Wales	2,716	1,113	726	4,555
Stop It Now! Scotland	17,903	7,338	4,783	30,024
Stop It Now! helpline	24,169	9,906	6,457	40,532
Tackling online sexual abuse	8,339	3,418	2,228	13,985
Working with young people and their families	5,408	2,216	1,445	9,069
Training and consultancy	14,330	5,874	3,829	24,033
Assessments and intervention	60,178	24,666	16,077	100,921
International work, research and publications	5,840	2,393	1,560	9,793
Fundraising	2,502	1,025	668	4,195
	184,922	75,794	49,404	310,120

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## 8. Net income is stated after charging

	Staff costs £	Support costs £	2021 Total £	2020 Total £
<b>Governance costs:</b>				
Auditor's remuneration:				
Fees payable to the auditor for the audit of the annual financial statements	-	23,556	23,556	21,663
Fees payable to the auditor in respect of advisory services	-	4,540	<b>4,540</b>	266
Fees payable to the auditor in respect of assurance services	-	1,500	1,500	-
Trustees' expenses/meetings	-	-	-	3,685
Company secretarial	6,411	39	6,450	6,325
Apportionment of management time	20,552	2,677	23,229	16,005
	<b>26,963</b>	<b>32,312</b>	<b>59,275</b>	<b>47,944</b>
<b>Depreciation costs</b>			<b>17,974</b>	<b>21,948</b>
<b>Operating lease payments</b>			<b>102,611</b>	<b>116,090</b>

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## 9. Staff

	2021 Full time equivalent no.	2020 Full time equivalent no.
The average weekly number of persons employed by the group during the year was:		
Charitable activities	61	52
Governance	1	1
	<b>62</b>	53
The average headcount for 2021 is 110 (2020: 97).		
	2021 £	2020 £
Staff costs for the group comprised:		
Wages and salaries	1,945,179	1,782,927
Social security costs	173,523	157,568
Healthcare	5,748	6,622
Pension costs	43,857	39,188
<b>Total staff costs</b>	<b>2,168,307</b>	1,986,305

In 2021, one employee earned between £60,000 and £70,000 (2020: one employee earned between £60,000 and £70,000).

The total employee benefits of the key management personnel of the charity were £324,844 (2020: £370,208 ) During 2021 the key personnel included the trustees, chief executive officer and the directors of finance, operations, Stop It Now! Scotland and the Stop It Now! helpline. During 2020, key personnel also included the director of fundraising.

There were no termination or ex gratia costs in the year. (2020: £6,000 termination and no ex gratia costs).

## 10. Trustees

There were no reimbursed expenses incurred in the year on behalf of trustees (2020: £1,297 for five trustees relating to travel).

No trustees received remuneration during either accounting period.

## 11. Intangible fixed assets

	Internally developed website & films £
At 1 April 2020	269,340
<b>At 31 March 2021</b>	<b>269,340</b>
<b>Amortisation</b>	
At 1 April 2020	269,340
Charge for the year	-
<b>At 31 March 2021</b>	<b>269,340</b>
<b>Net book value</b>	
At 31 March 2020	-
<b>At 31 March 2021</b>	<b>-</b>

## 12. Tangible fixed assets

Office & Refurbishment	Computer & Equipment £	Furniture & Fittings £	Total £
At 1 April 2020	90,578	65,740	<b>156,318</b>
Additions	-	-	-
Disposals	(9,729)	-	<b>(9,729)</b>
<b>At 31 March 2021</b>	<b>80,849</b>	<b>65,740</b>	<b>146,589</b>
<b>Depreciation</b>			
At 1 April 2020	75,547	45,058	<b>120,605</b>
Charge for the year	8,784	9,190	<b>17,974</b>
Depreciation on disposals	(9,729)	-	<b>(9,729)</b>
<b>At 31 March 2021</b>	<b>74,602</b>	<b>54,248</b>	<b>128,850</b>
<b>Net book values</b>			
At 31 March 2020	15,031	20,682	<b>35,713</b>
<b>At 31 March 2021</b>	<b>6,247</b>	<b>11,492</b>	<b>17,739</b>

### 13. Investments

	2021 Total £	2020 Total £
Unlisted investment in dormant subsidiaries	100	100
	<b>100</b>	100

The charity holds unlisted investments at a net book value of £100 (original cost of £200) in the following subsidiary undertakings, both of which are dormant:

	Country of incorporation	Principal activity
Stop It Now! UK & Ireland Limited: Company No: 4197678	England	Dormant
Lucy Faithfull Foundation Trading Limited: Company No: 3540721	England	Dormant

## 14. Taxation

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

## 15. Debtors

	2021 £	2020 £
Trade debtors	<b>200,312</b>	162,482
Prepayments	<b>56,960</b>	61,393
Accrued income from charitable activities	<b>40,499</b>	41,384
Accrued grants income	<b>244,873</b>	439,038
	<b>542,644</b>	704,297

## 16. Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	<b>112,347</b>	139,258
Amount due to group undertakings	<b>100</b>	100
Taxation and social security	<b>71,377</b>	63,070
Accruals	<b>147,623</b>	103,870
Deferred income	<b>78,674</b>	44,388
	<b>410,121</b>	350,686
Deferred income is made up as follows:		
Deferred income at 1 April 2020	<b>44,388</b>	29,677
Resources deferred in the year	<b>77,414</b>	42,672
Amounts released from previous years	<b>(43,128)</b>	(27,961)
<b>Deferred income as at 31 March 2021</b>	<b>78,674</b>	44,388

As at 31 March 2021 the Charity was holding funds received in advance for work that will be undertaken in 2021/22.

## 17. Financial instruments

Financial assets that are debt instruments measured at settlement value.

	2021 £	2020 £
Trade debtors	<b>200,312</b>	162,482
Accrued income from charitable activities	<b>40,499</b>	41,384
Accrued grant income	<b>244,873</b>	439,038
Cash at bank and in hand	<b>1,013,901</b>	768,202
	<b>1,499,585</b>	1,411,106

The impairment to trade debtors during the year was £NIL (2020: £350).

Financial liabilities at settlement value.

	2021 £	2020 £
Trade creditors	<b>112,347</b>	139,258
Amount due to group undertakings	<b>100</b>	100
Accruals	<b>147,623</b>	103,870
	<b>260,070</b>	243,228

As at 31 March 2021 the charity was holding funds received in advance for work that will be undertaken in 2021/22.

## 18. Funds

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
<b>Unrestricted</b>				
<b>General funds</b>	466,341	1,249,901	1,215,988	<b>500,254</b>
<b>Grants</b>				
<b>Charitable trusts</b>				
Esmée Fairbairn	-	54,373	54,373	-
Anonymous Trust	-	25,000	25,000	-
<b>Government</b>				
Job retention scheme	-	8,695	8,695	-
<b>Designated funds</b>				
Helpline office changes	10,338	-	3,864	<b>6,474</b>
New head office set up	21,890	-	11,295	<b>10,595</b>
<b>Total unrestricted funds</b>	498,569	1,337,969	1,319,215	<b>517,323</b>
<b>Total restricted funds</b> (refer Note 19)	659,057	1,677,646	1,689,763	<b>646,940</b>
<b>Total funds</b>	1,157,626	3,015,615	3,008,978	<b>1,164,263</b>

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
<b>Unrestricted</b>				
<b>General funds</b>	418,694	1,238,668	1,191,021	466,341
<b>Designated funds</b>				
Helpline office changes	4,404	13,218	7,284	10,338
New head office set up	33,456	-	11,566	21,890
<b>Total unrestricted funds</b>	456,554	1,251,886	1,209,871	498,569
<b>Total restricted funds</b> (refer Note 19)	578,619	1,717,762	1,637,324	659,057
<b>Total funds</b>	1,035,173	2,969,648	2,847,195	1,157,626

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

The designated funds form part of unrestricted funds but the trustees have specifically set aside a total of £17,069 to cover the future years cost of depreciation relating to the refurbishments of the Epsom/helpline office and the setup of the new head office at Birch House.

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

Included in the restricted reserves balance at 31 March 2021 is an amount of £670 to cover the undepreciated cost of refurbishments relating to Stop It Now! Scotland's Edinburgh office.

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## 19. Restricted funds 2021

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
<b>Government Funding</b>				
<b>Ministry of Justice</b>				
for Stop It Now! Helpline	-	216,727	216,727	-
<b>Home Office</b>				
for Stop It Now! helpline	-	432,021	432,021	-
for online offending deterrence campaign	58,213	167,428	154,716	<b>70,925</b>
emergency grant for IT costs related to Covid-19 response	4,470	-	4,470	-
Grant to support CSA prevention during Covid-19	-	70,000	70,000	-
<b>NHS</b>				
for tackling child sexual exploitation	4,959	-	-	<b>4,959</b>
<b>Greater Manchester Police and Crime Commissioner</b>				
for developing prevention approaches	82,229	-	-	<b>82,229</b>
<b>The Scottish Government</b>				
for Stop It Now! Scotland activities	3,920	237,236	229,186	<b>11,970</b>
<b>Education Scotland</b>				
for Stop It Now! Scotland activity	-	16,500	16,500	-
<b>The Welsh Government</b>				
for Stop It Now! Wales early intervention	95,986	(13,709)	77,643	<b>4,634</b>
for Stop It Now! Wales primary prevention	88,738	-	82,350	<b>6,388</b>
for Stop It Now! Wales digital leaflets	-	7,500	7,500	-
<b>Conwy County Borough Council</b>				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	-
<b>Dyfed-Powys Police and Crime Commissioner</b>				
for Stop It Now! Wales prevention activity	2,826	-	2,826	-
<b>Surrey Police and Crime Commissioner</b>				
for Inform Young People	-	5,000	4,000	<b>1,000</b>
<b>Total Government funds</b>	<b>341,341</b>	<b>1,148,703</b>	<b>1,307,939</b>	<b>182,105</b>

£7,732 of the funding remaining on Welsh government grants will be deducted from the year 2 Welsh government grant funding for 2021/22.

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## 19. Restricted funds 2021 (cont.)

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
<b>Charitable Trust Funding</b>				
<b>Porticus UK</b>				
for Inform, Inform Plus & Inform Young People	9,053	50,000	44,774	<b>14,279</b>
for international situational prevention	44,079	-	12,659	<b>31,420</b>
<b>The Dulverton Trust</b>				
for Stop It Now! prevention activity	22,866	16,775	16,693	<b>22,948</b>
for Stop It Now! helpline awareness raising	-	19,956	-	<b>19,956</b>
<b>29th May Charitable Trust</b>				
for Inform, Inform Plus, Engage Plus and Inform Young People	-	4,000	-	<b>4,000</b>
<b>Gwyneth Forrester Trust</b>				
for Inform Young People	-	20,000	-	<b>20,000</b>
<b>Esmée Fairbairn Foundation</b>				
for young people services	63,202	100,517	44,653	<b>119,066</b>
for consultancy on strategy development	-	4,200	4,200	-
<b>Charles Haywood Foundation</b>				
for young people website	-	25,000	-	<b>25,000</b>
<b>Oak Foundation</b>				
for ECSA toolkit and prevention strategies	58,919	-	58,919	-
<b>Neo Philanthropy</b>				
for international development research	-	14,247	-	<b>14,247</b>
<b>Tides Foundation</b>				
emergency grant for Covid-19 crisis response	40,919	-	40,919	-
<b>The Emmanuel Kaye Foundation</b>				
for Inform work with families of online offenders	20,512	6,218	12,730	<b>14,000</b>
for paedophile self-help materials and online self-directed interventions	1,893	(1,893)	-	-
for online mutual support service for families	3,289	25,675	16,047	<b>12,917</b>

	1 April 2020 £	Income £	Expenditure £	31 March 2021 £
<b>Global Partnership to End Violence Against Children (EVAC)</b>				
for online deterrence chatbot	-	107,125	7,656	<b>99,469</b>
<b>Anonymous Trust</b>				
for Stop It Now! Scotland prevention activity	8,655	33,335	30,222	<b>11,768</b>
<b>Christina Mary Hendrie Trust</b>				
for Stop It Now! Scotland prevention activity	-	5,000	-	<b>5,000</b>
<b>The RS Macdonald Charitable Trust</b>				
for Stop It Now! Scotland prevention activity	17,462	62,788	42,185	<b>38,065</b>
<b>Hugh Fraser Foundation</b>				
for Stop It Now! Scotland prevention activity	-	10,000	10,000	-
<b>Nota Scotland</b>				
for Stop It Now! Scotland research	2,667	-	2,667	-
<b>A B Charitable Trust</b>				
for Stop It Now! Scotland prevention activity	15,000	-	15,000	-
<b>The Robertson Trust</b>				
for Stop It Now! Scotland prevention activity	-	16,000	10,000	<b>6,000</b>
<b>Ryvoan Trust</b>				
for Stop It Now! Scotland prevention activity	2,500	-	2,500	-
<b>The Volant Trust</b>				
for Stop It Now! Scotland prevention activity	6,700	10,000	10,000	<b>6,700</b>
<b>Total Charitable Trust funds</b>	<b>317,716</b>	<b>528,943</b>	<b>381,824</b>	<b>464,835</b>
<b>Total Restricted funds</b>	<b>659,057</b>	<b>1,677,646</b>	<b>1,689,763</b>	<b>646,940</b>

## 19. Restricted funds 2020

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
<b>Government Funding</b>				
<b>Her Majesty's Prison and Probation Service</b>				
for Stop It Now! helpline	-	216,727	216,727	-
<b>Home Office</b>				
for Stop It Now! helpline	-	404,004	404,004	-
for online offending deterrence campaign	130,564	199,843	272,194	58,213
for IT costs related to Covid response		25,000	20,530	4,470
<b>NHS</b>				
for online offending deterrence campaign	5,959	-	1,000	4,959
<b>Greater Manchester Police and Crime Commissioner</b>				
for developing prevention approaches	83,782	-	1,553	82,229
<b>The Scottish Government</b>				
for Stop It Now! Scotland activities	18,595	211,926	226,601	3,920
<b>The Welsh Government</b>				
for Stop It Now! Wales activities	4,153	-	4,153	-
for Stop it Now! Wales early intervention	-	96,512	526	95,986
for Stop it Now! Wales primary prevention	-	89,986	1,248	88,738
<b>Conwy County Borough Council</b>				
for Stop It Now! Wales Parents Protect	-	10,000	10,000	-
<b>Dyfed-Powys Police &amp; Crime Commissioner</b>				
for Stop It Now! Wales Parents Protect	-	10,000	7,174	2,826
<b>Total Government funds</b>	<b>243,053</b>	<b>1,263,998</b>	<b>1,165,710</b>	<b>341,341</b>

There are no unfulfilled conditions requiring repayment of any of the government grant income, with the exception of £2,024 repaid in 2020/21 on one of the Scottish Government grants.

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## 19. Restricted funds 2020 (cont.)

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
<b>Charitable Trust Funding</b>				
<b>Porticus UK</b>				
for Inform, Inform Plus & Inform Young People	23,286	49,000	63,233	9,053
for international situational prevention	49,665	-	5,586	44,079
<b>The Clothworkers Foundation</b>				
for refurbishment of helpline offices	-	9,400	9,400	-
<b>The Dulverton Trust</b>				
for Stop It Now! prevention activity	-	33,694	10,828	22,866
<b>The Pilgrim Trust</b>				
for Stop it Now! Wales Parents Protect	8,917	-	8,917	-
<b>29th May 1961 Charitable Trust</b>				
for Inform, Inform Plus & Inform Young People	-	4,000	4,000	-
<b>Esmée Fairbairn Foundation</b>				
for young people services	57,962	108,745	103,505	63,202
<b>Oak Foundation</b>				
for ECSA toolkit and prevention strategies	86,557	90,372	118,010	58,919
for Stop It Now! Wales prevention activity	3,490	-	3,490	-
<b>Tides Foundation</b>				
Emergency grant for the COVID-19 crisis response		49,079	8,160	40,919
<b>The Emmanuel Kaye Foundation</b>				
for Inform work with families of internet offenders	9,500	23,700	12,688	20,512
for the Get Support website	2,342	1,300	1,749	1,893
for the family and friends forum	3,099	5,000	4,810	3,289

	1 April 2019 £	Income £	Expenditure £	31 March 2020 £
<b>Anonymous Trust</b>				
for Stop It Now! Scotland prevention activity	46,101	-	37,446	8,655
<b>Christina Mary Hendrie Trust</b>				
for Stop It Now! Scotland situational prevention	1,722	-	1,722	-
<b>The RS MacDonald Charitable Trust</b>				
for Stop It Now! Scotland ROSA project	15,432	54,474	52,444	17,462
<b>Hugh Fraser Foundation</b>				
for Stop It Now! Scotland prevention activity	5,000	-	5,000	-
<b>Nota Scotland</b>				
for Stop It Now! Scotland research	3,843	-	1,176	2,667
<b>The A B Charity Trust</b>				
for Stop It Now! Scotland work with families	-	15,000	-	15,000
<b>The Ryvoan Trust</b>				
for Stop It Now! Scotland prevention activity	10,000	-	7,500	2,500
<b>The Volant Trust</b>				
for Stop It Now! Scotland work with families	6,700	10,000	10,000	6,700
<b>Total Charitable Trust funds</b>	<b>333,616</b>	<b>453,764</b>	<b>469,664</b>	<b>317,716</b>
<b>Other fundraising</b>				
<b>Harpenden dentists</b>				
for Parents Protect work	1,950	-	1,950	-
<b>Total Other Restricted funds</b>	<b>1,950</b>	<b>-</b>	<b>1,950</b>	<b>-</b>
<b>Total Restricted funds</b>	<b>578,619</b>	<b>1,717,762</b>	<b>1,637,324</b>	<b>659,057</b>

## 20. Analysis of net assets between funds for the year ended March 2021

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	17,169	500,154	<b>517,323</b>
Restricted funds	670	646,270	<b>646,940</b>
<b>Total funds</b>	<b>17,839</b>	<b>1,146,424</b>	<b>1,164,263</b>

## Analysis of net assets between funds for the year ended March 2020

	Fixed Assets £	Net Current Assets £	Fund Balances £
Unrestricted funds	32,328	466,241	498,569
Restricted funds	3,485	655,572	659,057
Total funds	35,813	1,121,813	1,157,626

## 21. Members' liability

The Charity does not have a share capital and is limited by guarantee. In the event of the charity being wound up, the maximum amount which each member is liable to contribute is £5. There were 14 members at 31 March 2021 (2020: 13).

## 22. Commitments under operating leases

At 31 March 2021 the Charity had future minimum lease payments under non-cancellable operating leases as follows:

	Land & Buildings 2021 £	Other 2021 £	Land & Buildings 2020 £	Other 2020 £
Not later than one year	<b>111,517</b>	<b>2,366</b>	105,342	4,732
One to five years	<b>202,134</b>	-	285,676	2,366
	<b>313,651</b>	<b>2,366</b>	391,018	7,098

The Charity has provided for its possible liability for dilapidations in relation to its two leasehold properties in Epsom and Bromsgrove. This has been estimated at £11,400. (2020:£11,400). The dilapidations liability for the Edinburgh leasehold office is £3,300 held in restricted funds. (2020:£3,300)

## 23. Related party transactions

There were no related party transactions during the year.

In the prior year there were 3 related party matters to report.

We received legal advice from Bates Wells to the value of £6,419 in 2020. The entity was deemed to be a related party as Mr J Trotter was a trustee of The Lucy Faithfull Foundation at the time and was still associated with Bates, Wells & Braithwaite London LLP.

The trustee, Derek Perkins, is part of a research group based at the University of Lincoln. The Lucy Faithfull Foundation collaborated with a research project that Derek Perkins was involved in which started in 2016. Since then, the University of Lincoln paid the Foundation £4,600 in recognition of the Foundation staffs' contribution to the project. Income recognised in 2020 was £1,609.

The son of the director of finance was a director at Alpha Financial Markets Consulting, a company which provided gifts in kind to The Lucy Faithfull Foundation during 2020 in the form of software support from a developer and a consultant developer, totalling £825.

## 24. Reconciliation of net income to net cash flow from operating activities

	Notes	2021 £	2020 £
<b>Net income/(loss) for the reporting period</b>		<b>6,637</b>	122,453
Adjustments for:			
Depreciation charges	8, 12	<b>17,974</b>	21,948
Interest received	3	-	(3,160)
Profit on sale of fixed assets	12	-	-
Decrease (Increase) in debtors	15	<b>161,653</b>	(142,156)
Increase in creditors	16	<b>59,435</b>	55,960
<b>Net cash provided by/(used in) operating activities</b>		<b>245,699</b>	55,045

## 25. Analysis of changes in net debt

	1 April 2020 £	Cashflow £	31 March 21 £
Cash at bank	768,202	245,699	<b>1,013,901</b>

# Thank you

The Lucy Faithfull Foundation would like to thank all of our supporters who make our work to protect children possible. Here are just some of them:

## England

Charles Haywood Foundation

The Dulverton Trust

The Emmanuel Kaye Foundation

Esmée Fairbairn Foundation

Global Partnership to End Violence  
Against Children

Greater Manchester Police and Crime  
Commissioner

Gwyneth Forrester Trust

Home Office

29th May 1961 Charitable Trust

Ministry of Justice

Neo Philanthropy

NHS

Oak Foundation

Porticus UK

Surrey Police and Crime Commissioner

Tides Foundation

Anonymous Trust

## Scotland

The A B Charitable Trust

Christina Mary Hendrie Trust

Education Scotland

Hugh Fraser Foundation

NOTA Scotland

The Robertson Trust

The RS Macdonald Charitable Trust

The Ryvoan Trust

The Scottish Government

The Volant Trust

Anonymous Trust

## Wales

Conwy County Borough Council

Dyfed Powys Police and Crime  
Commissioner

The Welsh Government

## Corporate

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# Board of trustees

## Dr Mike Harris BSc MB BS MRCS LRCP FRC Psych (Chair)

Mike is a consultant in general and forensic psychiatry, having worked in high, medium and low secure services and the community. He has previously been a medical director, operational executive director and chief executive in the NHS and the independent sector. Mike still practises psychiatry privately and supervises doctors who have mental health problems for the GMC.

He was a prison psychiatrist for 10 years, a member of the Nottinghamshire Probation Committee, chair of Nottingham MIND, a sub-dean of the Royal College of Psychiatrists and treasurer of the International Association for Forensic Mental Health Services. He was the visiting psychiatrist to the Gracewell Clinic, the forerunner to The Lucy Faithfull Foundation. He is currently chair of Improving Lives, a Nottingham-based mental health charity and a governor of St Andrews Healthcare. He also chairs a Nottingham Jewish charity and is a custodian trustee of another.

“The last year with Covid-19 and the lockdowns is likely to have made the already huge problem of childhood sexual abuse far worse. Young people have been stuck at home, with some confined with the perpetrators of the abuse. They have been isolated from school where some of those problems would have been picked up. The Covid-19 restrictions have been hard for almost everyone but have been far worse for those most in need. The need for The Foundation is more evident now than ever.

I remain in awe of the professionalism of all of our staff and I admire those perpetrators and their relatives who have summoned up enough courage to come forward and seek help to prevent abuse from happening – it must be very hard, but it is essential. I am also immensely grateful to both my fellow trustees and to our funders.

It is a privilege to chair The Foundation and to do what I can to help the fantastic work done by the staff who have achieved so much throughout the pandemic.”

## Jane Leach BSc FCA (Vice-Chair)

Jane is a chartered accountant and senior advisor at the Bank of England. She has over 30 years’ experience in finance, and spent most of her career at KPMG, where she was a partner for 12 years. She was group capital controller at HSBC before taking up her Bank of England role.

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

## Joy Chamberlain FCA (Treasurer)

Joy is a qualified Chartered Accountant. She has previously worked at PWC, later specialising in healthcare and moved to Partnerships in care in 1997. Since that time she took over as CEO in 2011 and led the sale of 22 hospitals from Partnerships in Care and Priory in 2016, thus forming Elysium Healthcare where she was appointed CEO. Having worked in healthcare for the last 20 years, Joy is passionately engaged in delivering great quality mental health services.

“Since becoming treasurer for LFF, I got to understand the organisation better and I cannot emphasise enough how important the work of The Lucy Faithfull Foundation is. Our children are the future, and they deserve to be safe, nurtured, and free to grow without threat.

The Lucy Faithfull Foundation, along with its partner organisations are breaking down barriers and driving forward the aspirations of us all. I am immensely proud of what has been achieved and I applaud the strategy for the future.”

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### Dr Victoria Baines MA (Oxon)

Victoria is a leading authority in the field of online safety and cybersecurity. She currently holds visiting fellowships at the universities of Oxford and Bournemouth, and is a guest lecturer at Stanford University. In 2019, she was commissioned by the Council of Europe to assess responses to online child sexual exploitation and abuse (OCSEA) in member states. She is Senior Advisor to Disrupting Harm, a project of the Global Fund to End Violence Against Children whose aim is to map the threat and response to OCSEA in Sub-Saharan Africa and Southeast Asia. For several years, Victoria was Facebook's trust and safety manager for Europe, Middle East and Africa. She also led the strategy and prevention team at Europol's European Cybercrime Centre (EC3). Prior to this, Victoria was principal analyst at the Child Exploitation and Online Protection (CEOP) Centre. Victoria serves on the advisory boards of Reliance ACSN and the International Association of Internet Hotlines (INHOPE).

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

### Martin Brewer

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

### Dr Gopi Krishnan (app. December 2020)

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

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

### David Lundholm BA (Hons) MBA

David is a Director, New Income Streams at Legal & General. He is also the founder of Consistency Partners Ltd, a consultancy working with price comparison and private equity clients. David was formerly director, group corporate development, at BGL Group Ltd, owners of comparethemarket.com. Prior to that, David spent eight years at Aviva PLC in UK general management roles, after 10 years working in business development and marketing for Yum Brands across Europe. David has an MBA from London Business School.

*"I'm delighted to be able to contribute to the essential work that The Foundation conducts in preventing and responding to child sexual abuse and exploitation."*

### Dr Michael Marett-Crosby

Michael leads a group of healthcare and education charities that work in and around Myanmar with the UN and other agencies to deliver humanitarian relief, human rights monitoring, healthcare and education in refugee settings. His international and Burmese teams support scholarships, access to learning and mobile health units across the country. He was previously a Catholic priest and worked with young people in prison settings..

*"The charity's mission - to create a world where children can live free of fear - has become all the more urgent during the Covid-19 pandemic. The Lucy Faithfull Foundation's dedicated staff show extraordinary commitment to their brave and innovative work to keep children safe. I know that we can and must do more to deliver this mission, and I am proud to support this as a trustee."*

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### **Jill Mason (app. March 2021)**

Jill is a partner at national law firm, Mills & Reeve LLP, where she is Head of the Health and Care Sector. She is a healthcare lawyer with over 25 years' experience advising NHS and independent sector organisations on all aspects of the law relating to the care of patients, particularly with regard to the Mental Health Act, Mental Capacity Act, Inquests and risk management. Jill also sits on the Audit, Governance and Oversight Panel at Mills & Reeve. Outside of work, she is on the Zero Suicide Alliance Governance Board.

*"This is my first year as a trustee and I look forward to supporting the really vital work undertaken by The Foundation. You can easily take for granted growing up without fear or exploitation, but one shouldn't..."*

### **Dr Paul Monks BA MB BChir MSc MRCPsych**

Paul is a consultant in general and forensic psychiatry. He has worked in low and medium secure inpatient settings as well as prisons, treating adult and adolescent patient groups, including mentally disordered offenders. He currently works solely with young people, many of whom have suffered serious psychological trauma. He has been clinical director responsible for child and adolescent mental health services for two independent sector mental healthcare providers.

### **Professor D Perkins BSc MSc PhD CPsychol AFBPsS**

Derek is a clinical and forensic psychologist with West London NHS Trust, and professor of forensic psychology at Royal Holloway University of London. He was head of psychological services at Broadmoor Hospital (high secure psychiatric service) from 1986-2013, having previously worked in the UK prison service and Midland Centre for Forensic Psychiatry. He is the co-director of the onlineProtect research group on internet-related sexual offending. He has carried out clinical work and research on the assessment and treatment of sex offenders, including the interface between personality disorders and sexual offending, psychophysiological and other lab-based assessments of sexual interest, internet related sexual offending, child sexual abuse and sexual homicide.

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

### **Lynn Saunders OBE**

Lynn is the governor of Whatton prison, the largest treatment site for people with sexual convictions in Europe. She started her career as a social worker and worked as a probation officer for five years before joining the prison service on their management fast-track programme. She co-founded a charity, the Safer Living Foundation in 2014, with the objective to prevent sexual crime. She has been awarded honorary doctorates from Nottingham Trent and Keele Universities, and an OBE in the 2017 New Year's Honours list and a PhD in socio legal studies from the University of Nottingham in 2020. She is an honorary Professor of Social Sciences of the Nottingham Trent University.

*"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of The Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."*

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### Professor Alec Spencer BA (Hons) MA MRes

"The Lucy Faithfull Foundation has a long history in the research and treatment of child sexual abuse. The current initiatives to educate and support practitioners working in this difficult area of work are recognised as best practice by professionals, and the work of the Foundation in the field of sexual harm prevention is important for both individuals and organisations alike."

"I believe the Stop It Now! helpline plays a significant role both in supporting families and children and young people who are concerned with being at risk, and in providing the initial step to assist offenders and potential offenders reduce their risk of abusing others. This contributes to a safer world for children."

### John Trotter LLB (Hons) (resigned December 2021)

John is a consultant solicitor in London with Bates Wells Braithwaite London LLP, where he has been the senior partner and head of public and regulatory law. Part of the work John has been involved with over the years includes representation of the British Association of Social Workers since the 1970s and for many years he represented its members in numerous cases. In particular, John represented social workers and the profession of social work in many child death and child abuse inquiries such as the inquiries into the deaths of Darren Clark, Paul Brown, Jasmine Beckford, Kimberly Carlisle, The Cleveland Inquiry, Victoria Climbié and others. John also represented ChildLine for many years and other organisations concerned with the safety and welfare of children.

"The work of LFF is a vital element in the fight against child sexual abuse. I am enormously impressed by the expertise and commitment of its staff and they deserve our determined support."

### Paul West QPM DL

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

Paul's voluntary roles include significant experience of school governance, as chair of governors at a large Independent School in Worcestershire and as a trustee of a Worcestershire-based Church of England Multi-Academy Trust. In both settings he is also the board's nominated safeguarding lead.

He is an honorary fellow of the University of Worcester, where he previously was a member of the board and vice-chair of governors.

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

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Find out more about our work to protect children at:

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

Visit our Stop It Now! campaign and helpline at:

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

Stop It Now! Scotland:

**[stopitnow.org.uk/stop-it-now-scotland](https://stopitnow.org.uk/stop-it-now-scotland)**

Stop It Now! Wales

**[stopitnow.org.uk/wales](https://stopitnow.org.uk/wales)**

For prevention information visit:

**[parentsprotect.co.uk](https://parentsprotect.co.uk)**

 **Facebook: [@stopitnowukandireland](https://www.facebook.com/stopitnowukandireland)**

 **Twitter: [@StopItNowUK](https://twitter.com/StopItNowUK)**

 **YouTube: [@stopitnowukireland](https://www.youtube.com/stopitnowukireland)**

 **LinkedIn: [the-lucy-faithfull-foundation](https://www.linkedin.com/company/the-lucy-faithfull-foundation)**

Confidential freephone helpline: **0808 1000 900**

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Names of case studies have been changed to protect anonymity.

**THE  
LUCY FAITHFULL  
FOUNDATION**

**Working to protect children**