



Child Accident Prevention Trust

Annual report and accounts for
the year ended 31 March 2010

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Trustees' report

The trustees of the charity submit their report and accounts for the year ended 31 March 2010. The trustees who served during the period are disclosed on page 26 of this report.

ABOUT THE CHILD ACCIDENT PREVENTION TRUST

Our mission, vision and philosophy

The Child Accident Prevention Trust's mission is to reduce the number of children who are killed, disabled or seriously injured in preventable accidents. Our vision is of a world where children lead active, healthy lives, safe from the disabling effects of serious accidental injury.

We understand that experimenting and risk-taking are part of growing up, and we do not advocate 'wrapping children up in cotton wool'. Instead we aim to help children and their parents understand the real risks to children's safety, and gain skills in managing those risks.

The need for our work

We exist because accidents are a leading cause of death, serious injury and acquired disability for children in the UK – and because many of these accidents can be prevented.

Accidents are second only to cancer as the leading cause of death for children and young people in the UK. Last year, 400 under 18s died in accidents – almost eight deaths every week. 15 times as many children are killed in accidents as are killed by strangers.

Last year, 120,000 children and young people were hospitalised as a result of accidents – over 2,000 children every week. Some children, who suffered severe burns, will require years of painful skin grafts and will still be scarred for life. Others, who suffered severe head injuries, for example in road accidents, will be left with permanent brain damage.

Children from the most disadvantaged families are 13 times more likely to die from accidental injury overall and 38 times more likely to die in house fires. They are also three times more likely to be admitted to hospital and to be admitted with more severe injuries.

On top of these human costs, there are huge financial costs. The NHS spends £146 million a year on childhood visits to A&E and £131 million on emergency hospital admissions. Long term treatment costs are even higher: In one year, children who have suffered serious bathwater scalds generate lifetime treatment costs for the NHS of £6.7 million.

Our strategic objectives and priorities

Our over-arching strategic priority is:

To undertake child accident prevention activities designed to reduce serious injury rates among all children and young people and, in particular, to reduce the marked inequalities between richer and poorer children.

To support this strategic priority, we have five strategic objectives:

1. Engage with families and communities through innovative educational campaigns and resources, benefiting all children and young people but targeting those at greatest risk of death and serious injury from preventable accidents.
2. Provide an authoritative source of information, support and networking for practitioners and policy makers interested in child accident prevention, using our links with researchers to share learning about what works.

Trustees' report (continued)

3. Build beneficial partnerships with charitable, statutory and commercial organisations to extend the reach of our work, with a focus on those supporting children and young people at greatest risk of death and serious injury from preventable accidents.
4. Raise the profile of child accident prevention with key stakeholders, highlighting the Child Accident Prevention Trust's role as the leading charity in this field.
5. Ensure that the necessary financial, staffing, governance and other resources are in place to support the objectives above.

Our objectives fully reflect the purposes that the charity was set up to further – see page 25.

An overview of our work

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our work and in planning our future activities. All our charitable activities focus on the prevention of death and serious injury to children from accidents, and are undertaken to further our charitable purposes for the public benefit.

We make a difference by:

- Spreading knowledge and changing behaviour
- Supporting staff in local communities
- Providing a centre of specialist knowledge.

We use our skills in community education to engage with families, spreading knowledge, changing attitudes and behaviour, and encouraging local communities to take action to make children safer. While our community education work benefits all children and their parents, we target disadvantaged communities, who have least access to opportunities for learning and whose children are at greatest risk of death and serious injury from accidents.

We take our knowledge and skills to the frontline of family support, by providing expert advice on accident prevention to staff who work with parents and children in their local communities. Our services include good practice guides, email bulletins, training workshops and a website (www.capt.org.uk) with downloadable fact sheets.

We also act as a centre of specialist knowledge on child accident prevention for other charities, local and central government, the NHS, companies and standards bodies. Through our specialist support and consultancy services, our involvement in research projects, and our advocacy work, we support the planning and provision of more effective child accident prevention services, and the development of safer products and environments.

Who benefits from our work

Our work improves children's life chances by stopping children and young people dying in preventable accidents, or suffering needless disability or disfigurement. We focus our work on children from the poorest families, who are far more likely to be admitted to hospital with serious injuries or to die in accidents. The main beneficiaries of our work are therefore children and young people, especially those from the most disadvantaged families.

To achieve this, we target some of our activities at their parents, equipping them with the knowledge and skills they need to make their children safer, without 'wrapping them in cotton wool'. We incentivise parents to learn and to take action to make their children safer. Parents are therefore also beneficiaries of our work, as we help them to build confidence and skills – and to avoid the lifetime of guilt that often accompanies a serious accidental injury to a child.

Trustees' report (continued)

REVIEW OF THE YEAR

The Trustees have taken due regard of the Charity Commission's guidance on public benefit and are pleased to report on the main activities undertaken by the charity to further its charitable purposes for the public benefit. The review looks at the success of each key activity and the benefits they have brought to those people we were set up to help.

Highlights of our achievements include the following:

- Local Child Safety Week activities and events reached an estimated 6 million people UK-wide – 3.5 million parents and grandparents, and 2.5 million children and young people. To support local activity, we distributed over 70,000 copies of our free resource booklet to community-based organisations UK-wide.

Independent market research found high awareness levels of Child Safety Week and its safety messages among parents in social classes D and E, whose children are far more likely to be killed or seriously injured in accidents. Almost one in ten of all the parents polled said they had acted to make their children safer as a direct result of the Week. The impact of Child Safety Week 2009 was recognised through a prestigious European prize, awarded in March 2010 at a World Health Organisation conference.

- We distributed 138,000 copies of our acclaimed picture-based safety advice booklets, an increase of 20% compared to the previous year, and launched a new booklet for parents of toddlers. These resources are aimed at the two in five parents in social class E with serious literacy problems, reaching out to those whose children are at greatest risk, and using innovative formats to engage with parents and support effective action.
- We distributed 495,000 copies of our other user-friendly safety advice leaflets, booklets and posters. Through a licence agreement, the former Department for Children, Schools and Families distributed almost 207,000 copies of our home safety leaflet to organisations working with families throughout England, extending the reach of our safety advice for parents by 45% compared to the previous year.
- We continued to reach out to staff who work with parents and children in their local communities, adding 4,800 active contacts to our database over the year, an increase of almost 25%, bringing the total to well over 25,500. 475 frontline staff and managers attended our training courses, gaining practical knowledge and skills in child accident prevention and risk management to apply in their daily work with children and families.
- We launched the Making the Link programme, designed to support more effective and cost-effective local work on child accident prevention through increased partnership work. Independent evaluation found two-thirds of participants said the programme had provided an impetus for partnership working, and two-thirds said it helped them develop their local strategy. Many were building accident prevention into existing work plans.
- We continued to press for a change to Building Regulations to eliminate the risk of severe bath water scalds at source. In May 2009, the government announced that, from May 2010, all new homes in England and Wales will have protective devices such as thermostatic mixing valves fitted to baths to limit the hot water temperature.
- We ended the year with a total surplus of £115,354, compared to a deficit of £4,105 in 2008-09.

Trustees' report (continued)

SPREADING KNOWLEDGE AND CHANGING BEHAVIOUR

Accident prevention is often dismissed as common sense, with parents whose children are badly hurt in accidents branded as thoughtless or negligent. But how many parents know that a baby's skin is 15 times thinner than that of an adult? Or that a hot drink can still scald a young child 15 minutes after it has been made? And how many drivers know that, if you hit a child at 40 mph, there is a four in five chance that child will die, whereas if you hit a child at 30 mph, there is a four in five chance they will survive?

We use our expertise in community education to engage with families and the frontline staff who support them, spreading knowledge, changing attitudes and behaviour, and encouraging families to take action to make children safer, without 'wrapping them in cotton wool'. During the year under review, our community education work included:

- Child Safety Week 2009, our flagship community education initiative, where we spent 19% of our total charitable expenditure.
- The provision of a wide range of other user-friendly resources and advice – including innovative picture-based safety education resources for disadvantaged parents with poor literacy – where we spent 25% of our total charitable expenditure.

Child Safety Week 2009

“It gives us incentives to make the time to make child safety a public health and community event. It is a way of learning through fun activities and encourages joint working with various community groups. CAPT provides the resources and the theme, which makes planning much easier”

Health Visitor, London

Child Safety Week is the Child Accident Prevention Trust's flagship community education initiative. Its aims are twofold: first, to raise awareness of serious childhood accidents and how to prevent them, in ways that engage children and families; second, to encourage effective local action on child safety, with a strong emphasis on partnership working.

Our over-arching aim is to reduce the number of children seriously harmed or killed in preventable accidents, with an emphasis on children living in poverty, who are at greatest risk of death and serious injury.

The emphasis of the Week is very much on empowering families to take action rather than on telling them what to do or lecturing them on what they are doing wrong. It also stresses that accident prevention is not about restricting children or wrapping them in cotton wool. Instead, it is about creating safer environments where children can be active.

Four government departments – the former Department for Children, Schools and Families, the Department of Health, the Department for Transport and Safer Scotland, the Scottish Government's Community Safety Department – lent their financial support to the Week, encouraging local participation and partnership working.

Macfarlan Smith, the manufacturers of Bitrex (a bittering agent that deters children from accidentally swallowing harmful household chemicals) and the Electrical Safety Council, a charity whose aim is to reduce electrical accidents and injuries to users of electricity, were again official sponsors of Child Safety Week.

Trustees' report (continued)

Child Safety Week generates media coverage for practical safety advice and – by providing free resources to community-based organisations – acts as a catalyst for thousands of local safety activities and events, which reach millions of children and families UK-wide.

In 2009 Child Safety Week ran from 22 to 28 June. Local Child Safety Week activities and events reached an estimated 6 million people UK-wide – 3.5 million parents and grandparents, and 2.5 million children and young people. Frontline staff reported that Child Safety Week provided an opportunity to deliver accident prevention messages in ways that were fun or engaging – and that families were more receptive to the messages as a result:

“Parents enjoy quizzes and will participate freely, it’s fun but informative. Great for evaluating where areas of safety are lacking”

Sure Start Children’s Centre, Staffordshire

“It was a great way to spend time with the kids, helping them realise the dangers of everyday life – without nagging them”

Alison, Mum from Carrickfergus

Many frontline staff reported that Child Safety Week influenced the knowledge and behaviour of children and their parents, including vulnerable parents whose children are at greater risk:

“It really opened the parents’ eyes as to how easy it would be for their child to get hurt. Doing these games and activities helped the children to understand how important it is to be safe while out and about. By the end of the week, all the children knew how and when you should cross roads”

Sure Start Children’s Centre

“Children are far more aware of safety in the home and garden, and are especially more aware of road safety and how to behave near the road”

Childminder, West Yorkshire

“Parents and carers are more aware of the dangers relating to lack of car seat use, badly fitted or incompatible fitted seats. More people realised children should be in car seats longer than originally planned”

Road Safety Officer, Bournemouth

Many disadvantaged parents were also motivated to request free safety checks or safety equipment. There were also strong levels of interest in home fire risk checks and smoke alarm fitting from the fire and rescue service.

“The fire service received lots of referrals for home safety visits. This was welcomed by our outreach team who have concerns for safety”

Sure Start Children’s Centre, Lancashire

The Child Safety Week ‘ideas booklet’ brings together simple but life-saving information and activities in a user-friendly way. 40,000 printed copies were dispatched UK-wide in the run-up to Child Safety Week 2009, supplemented by 30,000 downloads of the booklet from CAPT’s website. 92% of those who organised an activity during the Week indicated they would continue to use the resources over the coming year.

“They get more eye-catching, more information loaded, more supportive each year. You listen to what people want”

Sure Start Children’s Centre, Cheshire

Trustees' report (continued)

Parents and carers also told us that our safety quizzes, activity sheets and competitions were thought-provoking and helped make learning about safety more enjoyable:

“It was an enjoyable and fun way to make my daughter understand and be aware of the dangers – and reminded me too!”

Anne-Marie, Mum from Melksham

Through Child Safety Week, we stress the importance of partnership working as the most effective way of tackling childhood accidents. Almost two-thirds of the activities for Child Safety Week 2009 were organised in this way. A number of organisations reported that the best thing about Child Safety Week 2009 was the opportunity for partnership working:

“Getting all partners together and being seen in the community and making a difference”

Road Safety Officer

“On behalf of the multi-agency working we did this year, we had a wide range of skills, knowledge and experience of staff to enable the public to receive information on child safety. By working together, we can all make a difference”

Sure Start Children's Centre, Lancashire

“It's a focal point to help people think about resources and commissioning needs. It gives Board members and staff in agencies something to focus on and it creates a good balance between collecting information and data, and creating awareness. And when agencies work together, they can achieve so much more than individuals”

Safeguarding Board Officer, Local Safeguarding Children Board

The Child Safety Week partnerships for local action continue long beyond the Week itself. 98% of those who had organised activities in collaboration with other agencies reported that they expected their partnership work to continue.

Media coverage was strong. Independent media evaluation showed 300 items of coverage about Child Safety Week, only one of which was unfavourable. Coverage reached 43% of parents in England and 44% of families with an income below £22,000, whose children are at greater risk of death and serious injury from accidents.

There was good TV coverage, including *GM:TV*, *This Morning* – where a compelling case study highlighted blind cord strangulation – and *Loose Women*. 11 articles appeared in the national tabloid press, increasing the reach to the target audience of parents from lower socio-economic groups. Support from celebrity ambassador Tina O'Brien, who appeared in 57 items of coverage, facilitated the targeting of safety messages to poorer families. 60% of the coverage appeared in regional/local press, one of the most trusted media sources, boosting the credibility of the campaign at grass roots level.

“I learnt about roller blinds and how the cord on them could choke a child. I saw this on “This Morning”. I think this is a very important issue”

Jean, Mum from Southampton

Almost all coverage delivered at least one safety message. Over a third of the coverage contained at least one call to action, signposting families to visit the Child Safety Week website www.childsafetyweek.org.uk or their local Sure Start children's centre for help and advice.

Trustees' report (continued)

Overall, there is strong evidence that Child Safety Week is an effective way of reaching families. Independent market research found that Child Safety Week 2009 had the highest recall levels of awareness weeks in June. High awareness levels of Child Safety Week and its safety messages were found among parents in social classes D and E, whose children are far more likely to be killed or seriously injured in preventable accidents.

9% of all the parents surveyed reported that they had acted to make their children safer from serious accidents as a direct result of the Week. The top five reported actions were:

- Practised road safety with children while out walking
- Moved matches or lighters out of children's reach
- Moved medicines or household chemicals out of children's reach
- Moved hot drinks out of children's reach
- Checked that the smoke alarms were working.

Parents told us:

"It has opened my eyes to all the things that seem ordinary to me but can be a potential hazard to my child"

Rebecca, Mum from Norwich

"I am going to be extra vigilant! I learnt lots of interesting facts like a baby's skin is 15 times thinner than ours!"

Barbara, Mum of triplets, London

In March 2010, the impact of Child Safety Week 2009 was recognised by a prestigious European prize. Judges for the Children's Environment and Health Action Plan for Europe good practice awards were impressed by the numbers of parents taking action to make their children safer, the extent of local involvement and the range of partnership working. The prize was awarded at the fifth Ministerial Conference on Environment and Health, organised by the World Health Organisation.

Supporting changes in behaviour

We provided specialist support to the former Department for Children, Schools and Families for a direct mail campaign to 100,000 of the most disadvantaged families living in areas where hospital admissions for under fives from home accidents are at their highest. This included advice on content, tone of voice and engaging with local agencies.

Independent evaluation showed:

- Almost half of those parents who were sent the direct mail remembered seeing it, including 40% who rarely or never read direct mail.
- Over a quarter who recalled seeing the direct mail took direct action as a result, to make their young children safer from serious accidents.
- The majority of parents thought the information was clear, compelling and informative, and a third told their family and friends about it.

We also provided specialist support to the former Department for Children, Schools and Families PR and partnership marketing agencies, for work promoting home safety to parents of under fives. This included ensuring the accuracy of safety advice, securing case studies, providing interviewees, and helping to develop an online home safety application for use on organisations' websites.

Trustees' report (continued)

Accessible safety education resources

Children living in poverty are far more likely to be killed or seriously injured in preventable accidents than their better-off counterparts. The parents of these children are therefore a priority group for safety education messages. Government research shows that these same parents are over-represented among those with serious literacy problems – parents in social class E are six times more likely to have serious literacy problems than parents in social class A. Almost two in every five parents in social class E have serious literacy problems.

Most adults with serious literacy problems can read but have difficulties doing so. They cannot understand written information by scanning it. Instead they read it one word at a time, slowly moving their eyes across each line of text. As reading is difficult and time-consuming, they often give up when faced with written information, making do with what little they have gleaned. For such parents, high levels of illustration, combined with short sentences written in spoken English, are needed to communicate safety messages effectively.

Through our *Picture of safety* project, we have developed innovative picture-based resources to make our safety advice accessible to the parents who need it most. In our booklets, children introduce the accidents they are most likely to be badly hurt in and explain what parents need to do to keep them safe. Colourful illustrations bring their advice to life.

During the year under review, thanks to project funding from the Department of Health, we developed a new booklet for parents of toddlers, which we launched in January 2010. We again made sure that the accidents shown in pictures were those most likely to kill or seriously injure children from the poorest homes. We also ensured that the booklet reflected emerging trends in serious accidents for toddlers, in particular strangulation from blind cords and burns from hair straighteners.

We distributed almost 138,000 copies of the four booklets in our series to children's centres, clinics, nurseries and charities working with vulnerable and disadvantaged families, an increase of almost 20% compared to the previous year. Parents with serious literacy problems have responded well to the high level of illustration in the resources:

“The pictures tell the story so you can see the danger without having to read it”

“I don't read a lot so this is really good. It's easy and clear to understand and to see some examples of things that can happen”

Poorer parents also liked the device of using the child as the narrator, telling us they felt more relaxed reading about a partnership between a parent and a child, rather than being 'told what to do' by a distant and unknown authority figure. In addition, presenting safety information from a child's perspective helped them think about how children see the world:

“I think having it from a child's point of view is quite clever, as you see it all from a child's angle. It makes you think about seeing things from a child's position and makes me think that, if I were a child, I might do this or that”

Overall, vulnerable parents felt that the booklets are a positive way of reminding them, and sometimes teaching them about dangers in the home:

“This is one I wouldn't have thought of straight away, leaving the flex of the kettle in reach”

“I would never have thought of that, a blind cord being such a danger”

Trustees' report (continued)

Feedback from frontline staff has been extremely positive, with sample comments as follows:

“Ours is a disadvantaged area with high levels of poor literacy. Parents wouldn't normally bother to read things as there are just too many words. But they love the pictures in this booklet. We've been using it at our centre and on home visits, and parents have opened it immediately to look at it. Mums have also been reading it to their children. It has helped us engage more effectively with parents who don't respond well to traditional word-based resources”

Community Family Support Worker, Sure Start Children's Centre, Carlisle

In addition to our picture-based safety education resources, we produce a range of other user-friendly leaflets, booklets and posters for parents, carers, children and young people.

During the year under review, we updated our most popular leaflets to ensure that our advice stays abreast of the latest developments in child safety. We also completely revised our *One Step Ahead* chart, which helps parents of children under two understand potential risks in the home, by mapping accident risks to children's developmental stages.

We distributed almost 495,000 copies of our resources to families via our frontline contacts, an increase of 9% over the previous year. Feedback on our resources has been very positive:

“We have had a very good response to the leaflets we distributed in our home safety campaign. Parents have been asking if they could have a home visit to go through safety needs in the home”

Family Support Worker, Sure Start Children's Centre, Folkstone

“All the people involved here at our centre commented on how easy the information is to understand and how interesting it is to read”

Project Worker, NCH Family Centre, Doncaster

“The leaflets are well-researched and user-friendly”

Early Years Health Worker, Sure Start Children's Centre, Burnley

“Really like your posters – bright, attract your eyes. Leaflets too – have vital information – not overloaded, easy to read. Have always found all the resources user-friendly and informative”

Centre Manager, Early Years Centre, London

In March 2009, we agreed to license our home safety leaflet to the former Department for Children, Schools and Families, so as to make it freely available to organisations working with children and families throughout England. Since then almost 207,000 copies of the leaflet have been dispatched, significantly extending the reach of our safety advice for parents.

Trustees' report (continued)

SUPPORT FOR FRONTLINE STAFF

Many frontline staff need to know more about the links between child development and children's accidents, the main causes of serious childhood accidents, and what works in preventing them, so that they can pass on accurate safety advice to parents and improve safety for children within their own settings.

We take our knowledge and skills to the frontline of family support, by providing expert advice on accident prevention to staff who work with parents and children in their local communities. Our core education and information services for practitioners include a website, fact sheets, good practice guides and training workshops, with strategic and project grant funding enabling us to expand the support we can offer. During the year under review, we spent 14% of our total charitable expenditure on frontline support.

Reaching out to frontline staff

The number of active community contacts on our database grew by 4,800 over the year, standing at 25,500 by August 2010 – an increase of almost 25% compared to the previous year. Our contacts include health visitors, teachers, childminders, nursery staff, road safety officers, community fire safety officers, family support workers and community workers.

Website and email bulletins

Our main website www.capt.org.uk receives over 2 million hits a year. It contains a series of downloadable fact sheets, copies of our quizzes and advice leaflets, and links to other useful sites. The parents area of our website provides safety information by age groups – highlighting serious accidents at different ages and what parents can do to prevent them – as well as by key safety topics such as burns and scalds. While a complete overhaul of our website is planned for autumn 2010, the site has already elicited positive comments:

“Very easy to use and extremely useful. The advice given is clear, brief and to-the-point. In all, a very good website that should be linked to all kids websites”

Mother, London

“Fantastic website which is full of information”

Advanced Nurse Practitioner, Gainsborough

Thanks to a grant from the Department for Transport, we have developed a downloadable action planning guide for road safety teams. This links road safety with other priorities such as health inequalities and signposts good practice in areas such as community engagement, to help road safety teams develop a cross-cutting approach to their work. This resource will become available to download from our website after it relaunches in autumn 2010.

A further grant from the Department for Transport enabled us to develop a downloadable educational resource on road safety for teachers to use with young people at key stages 3 and 4. This will help teenagers understand the reasons behind the rules, and develop skills in handling peer pressure, assessing risks and appreciating the consequences of their actions. It will become available from our website after it relaunches in autumn 2010.

Thanks to a strategic grant from the former Department for Children, Schools and Families (now the Department for Education), we continued to distribute our monthly email bulletin, *CAPT News*. This is designed to help staff working with children and families learn more about childhood accidents and what works in preventing them, to help them improve the services they provide locally.

Trustees' report (continued)

We extended the reach of the *CAPT News* e-bulletin by 30% in the months to March 2010, adding a further 2,000 contacts to our distribution database and also dispatching the bulletin to all Sure Start children's centres, Local Safeguarding Children Boards and Child Death Overview Panels England-wide.

Good practice guides

The focus of our publishing programme is twofold: providing user-friendly resources for families; and offering practical guidance to frontline staff and managers. During the year under review, we distributed over 300 copies of our good practice guides.

In March 2009, we agreed to license our guide *Accidents and child development* to the former Department for Children, Schools and Families (now the Department for Education), so as to make it freely available to organisations working with children and families throughout England. Since then over 31,500 copies of the guide have been dispatched, significantly extending the reach of our good practice advice to frontline staff and managers.

Training and events

Our interactive training is designed to help staff get to grips with key information quickly, provide practical prevention advice and help develop good practice. We encourage delegates to take a risk management approach to child accident prevention and to integrate accident prevention into their work with families.

A key audience is Sure Start children's centres, which provide childcare, early education, health and family support services to parents of young children, especially poorer parents.

During the year under review, we provided 15 bespoke in-house training courses to organisations nationwide. This training is often held on-site, to help staff apply their learning to their own work with families and to the community settings where they are based.

We also held 12 open training courses on child accident prevention and risk management. These courses are designed to provide insight into the causes of serious accidents and the links with child development; develop knowledge of good practice; and offer practical advice on accident prevention and risk management. Of the delegates who attended our open training in 2009, 98% said they would recommend the course to a colleague.

Overall, we reached 474 frontline staff through our training courses, an increase of 45% on the previous year. Evaluation forms show gains in practitioners' knowledge levels and feedback from participants has been very positive:

"I thought child safety was all about wrapping children in cotton wool but I've learnt this isn't the case"

"Really enjoyed this course – interesting, informative and very relevant to our work. Thank you"

"The course will have a positive impact on the parents I encounter"

Trustees' report (continued)

A CENTRE OF SPECIALIST KNOWLEDGE

We act as a centre of specialist knowledge on child accident prevention for other charities, local and central government, the NHS, standards bodies and companies. Through our specialist support and consultancy services, our involvement in research projects, and our representation and advocacy work, we support the planning and provision of more effective accident prevention services, and the development of safer products and environments for children. This work accounted for 41% of our charitable expenditure in 2009-10.

Making the Link

The *Priority Review of Local Child Accident Prevention* recognised that rates of accidental injury and death are too high, particularly amongst disadvantaged children, and saw local partnership work as a major driver for success in reducing death and serious injury from preventable childhood accidents. The Review also highlighted the demand from local organisations for improved knowledge sharing, so that local partnership work builds on existing good practice and draws on the evidence of what works.

The Making the Link programme was developed to respond to the local needs identified, and to support the effective and cost-effective provision of local services, with the aim of reducing death and hospital admissions from childhood accidents, particularly among disadvantaged children at greatest risk. The project began in May 2009 and is funded by the Department for Education (formerly the Department for Children, Schools and Families).

The programme objectives are to support key local stakeholders to:

- Understand the nature and extent of childhood accidents, their frequency and severity, the links with deprivation, and the costs and consequences.
- Identify the opportunities, incentives and motivations to work in partnership, and use these levers to provide better local services.
- Identify potential local partners with whom to collaborate in multi-agency approaches.
- Prioritise intervention approaches, so that local agencies use the most effective interventions and target interventions on those children who will benefit most.
- Equip professionals with the knowledge and skills they need, so as to empower local leadership and frontline services.
- Improve knowledge-sharing and the sharing of good practice, so that agencies pool their expertise, and use evidence and good practice to improve local services.

The Making the Link programme has two main components, both designed to help local agencies work together to provide better local services: First, a series of workshops to encourage communication and collaboration between different sectors. Second, tools to support the sharing of knowledge and good practice, including a 'knowledge hub' website and regular e-bulletin.

The first round of nine workshops, held in September and October 2009, attracted 212 people. The second round of workshops, held from January to March 2010, attracted 179. A wide range of agencies were represented – local authority middle managers and experienced fieldworkers, including people from safeguarding children boards, child death overview panels, road safety and early years service providers; health sector staff, including doctors and nurses involved in child protection and public health; and the emergency services. The project website www.makingthelink.net launched in March 2010.

Trustees' report (continued)

An independent evaluation of the programme is being conducted by researchers from the University of Surrey. Findings from the first year are very positive. Over two thirds of participants felt that the Making the Link programme had helped them consider different approaches to accident prevention and had broadened their horizons, by identifying partners, highlighting shared objectives between partners that facilitate partnership working, and demonstrating how to get safety information to families using different agencies.

Two thirds of participants felt that the Making the Link programme had provided an impetus to partnership working at local level by:

- raising the profile of child accident prevention
- putting accident prevention on the agenda of children's trusts, who were identified as potential local leaders for the issue
- bringing together people from different agencies
- identifying ways of creating new roles
- identifying sources of local data
- and helping to identify good practice.

Two thirds of participants felt that the programme had clarified the roles and responsibilities of potential partners and how they can work together. This was facilitated by understanding the policy links. Over half of the participants said they had received the e-bulletins from CAPT and found them very useful. A senior fire service figure in the Midlands said:

"I'd always want to have them. The last one was really useful because it's got summaries of lots of articles and information and strategies, and all the links"

Over two thirds of participants said that the Making the Link workshops had helped them develop their strategy on accident prevention. For many participants, new partnerships were becoming formally embedded as part of strategic business planning. Many participants were also seeking to maximise existing partnerships and were looking at how to integrate accident prevention into existing programmes of work. Comments included the following:

"Writing a report to the Health & Wellbeing Board (a strategic partnership group) to stress the need to keep childhood accident prevention on the agenda"

"Took a paper on child accident prevention to the Children's Trust Board. I argued that we needed to do some strategic and co-ordinated work on accident prevention, as currently work is being done all over the county by different groups but mainly on road safety and not anything else. They agreed to my proposals. This is a major step forward"

"Arranging to work more closely with the Children's Centres"

"Working with our PCT to set up a injury prevention group - one of our PCT colleagues attended the session and was very inspired to work with us"

We are now scoping a revised year two work programme for the project, in the light of public spending cuts and the need to provide effective and cost-effective services. In many ways, this has intensified the need for partnership working, as one road safety manager explains:

"I'm spending a lot more time in discussion with our NHS and PCT, partly because the authorities have suddenly realised that joined up partnership working is actually best value for money"

Trustees' report (continued)

Specialist support and guidance

We continued our collaboration with the Department of Health: West Midlands, advising on effective action to reduce serious childhood accidents and tackle injury inequalities. This included developing an advocacy toolkit designed to act as a networking resource to support the development of partnerships for child accident prevention in the region. The resource was launched during Child Safety Week 2009 and has had extensive regional distribution in electronic and hard copy format. Dr Rashmi Shukla, Regional Director of Public Health for the West Midlands said:

“We take the challenge of reducing childhood injuries very seriously. This resource is part of a long-term commitment to improve the safety and life chances of children and young people in the West Midlands. Everyone has a part to play in helping children to stay safe, and *Advocating child safety* will create more awareness and understanding of the different roles and opportunities. This is an important contribution to the West Midlands Health and Well-Being Strategy.”

As part of this work, we were invited to give presentations on child accident prevention to Primary Care Trust Children's Leads and Health Visitor Leads for the region. We have met with members of the West Midlands Government Office safeguarding team and the West Midlands Teaching Public Health Network. We have also sent out a survey to obtain user feedback on the advocacy toolkit. The results will form part of a report on this phase of work, which is currently in preparation. Feedback to date has been very positive, for example, a Professional Lead for Health Visiting said:

“The work you are doing is fantastic and will make it easier for frontline staff”

We have now developed plans for a third phase of the work, *Safer together*, to build on the regional strategy for child accident prevention, so as to share good practice and support frontline staff to work together to provide better services.

Thanks to a project grant from the Department of Health, we have been developing a downloadable advocacy and networking tool for the health and children's workforces nationwide, building on our work in the West Midlands. This will facilitate improved partnership working and communication between sectors, encouraging them to join up services around the needs of children and families, by providing information on cross-cutting information, guidance and resources. The advocacy tool will become available to download from our website after it relaunches in autumn 2010.

At a local level, Local Safeguarding Children Boards (LSCBs) play a key role in co-ordinating action across the local authority to safeguard and promote the welfare of children, with their role increasingly seen by local authorities to include preventing both intentional and unintentional injury. Thanks to a strategic grant from the former Department for Children, Schools and Families (now the Department for Education), we have been able to provide specialist support and information on child accident prevention to LSCBs. This has included attending events organised by local LSCBs and Child Death Overview Panels (CDOPs).

We delivered a workshop presentation on child accident prevention at the third national LSCB conference in June 2009. In addition, we attended two Centre for Maternal and Child Enquiries *Why Children Die* seminars in July and October 2009, distributing fact sheets and briefing papers on deaths from accidental injury to LSCB and CDOP members.

Trustees' report (continued)

With funds from the Department for Transport, we undertook a capacity building project to enable road safety teams to grasp the partnership opportunities presented by LSCBs, including researching links and examples of good practice. We also led two workshops at the *Road Safety: Beyond 2010* national conference in June 2009. The guide arising from this project will be launched at the Road Safety GB national conference in November 2010.

The Making the Link programme has led to new opportunities to engage directly with local organisations to support accident prevention strategy development. This has included participating in strategic planning events, such as Cumbria's county-wide stakeholder event, organised jointly by Cumbria Children's Trust and NHS Cumbria and held in March 2010, to launch work to reduce childhood hospital admissions caused by accidents.

Our strategy development work in Scotland, collaborating closely with colleagues in RoSPA in Scotland, the Association of Scottish Local Authority Health Improvement Officers, the Chief Fire Officers Association Scotland, Children in Scotland, NHS Greater Glasgow and Clyde, NHS Health Scotland, Road Safety Scotland and the Scottish Accident Prevention Council, came to an end during the year.

Although the Scottish Government did not endorse the strategy document that was prepared, it has been encouraging to see that the prevention of children's accidents has featured in the government's research agenda and has been included in its draft environmental health policy, *Better Places Better Health*. We participated in two workshops that contributed to the refinement of *Better Places Better Health* during the year.

We worked closely with the newly-appointed accident prevention co-ordinator employed by Wakefield and District Primary Care Trust, helping her to broaden her understanding of child accident prevention and develop a local accident prevention strategy and action plan. This built on our experience of strategy development in Scotland.

Consultancy

We have continued to provide product safety consultancy services to local authority trading standards departments and manufacturers, drawing on the expertise and contacts we have developed as a member of product safety standards committees.

We also delivered specialist play safety consultancy and playground inspections to local authorities. During the year under review, we carried out over 650 site inspections, with an emphasis on correctly identifying real risks to safety and introducing more effective safety systems. In addition, we delivered eight training courses on inspecting children's playgrounds to over 100 council staff and managers.

We also provided play safety consultancy, undertook a survey to assist the development of a local play strategy, worked with a local authority to develop and implement a playground safety rating system, spoke at a conference and contributed to a publication. In June 2010, we ended our playground inspection and play safety consultancy service.

Specialist advice to government and other national bodies

We work to improve children's safety and life chances by contributing specialist advice to government and other national bodies. This includes providing specialist advice to civil servants and participating in high-level advisory meetings, for instance:

Trustees' report (continued)

- The Child Safety Reference Group, which provided advice, support and challenge to the former Department for Children, Schools and Families (DCSF) on the implementation of the former *Public Service Agreement 13: Improving children and young people's safety*.
- The cross-government PSA 13 Preventing Accidental Injury Working Group.
- The Top 100, which brought together a group of key stakeholders to help DCSF work collaboratively with its delivery partners, so as to improve all aspects of children's lives.
- The Business and Community Safety Forum, which gave strategic advice to ministers in the Department for Communities and Local Government (CLG) on reducing fire risk, from the point of view of the communities served by fire and rescue services.

We responded to a number of consultations including: the Draft Scope for the National Institute for Health and Clinical Excellence (NICE) Public Health Guidance on Spatial Planning; the Road Safety Strategy consultation, *A Safer Way* (DfT), and the call for evidence on Parental Engagement (DCSF).

We are represented on the NICE programme development group on developing strategies to prevent unintentional injuries among children and young people under 15. This multi-disciplinary group reviews the evidence developed by specialists using NICE protocols, develops draft recommendations and considers comments made on drafts of the guidance issued for consultation, before making final recommendations. The group is chaired by CAPT's Chair of Trustees, Heather Ward.

The guidance from the group is due to be published in November 2010, together with advice on effective interventions in preventing injuries on the road, in the home and during play and leisure activities. We are currently holding discussions with NICE to explore how we can contribute to the dissemination and implementation of their guidance.

We joined the advisory group for the Safe Network, a national initiative delivered by the NSPCC and Children England, designed to help charities and community groups keep children safe when taking part in activities outside the home. Our role is to support the Safe Network by providing guidance and expert knowledge on accident prevention.

We attended meetings of RoSPA's Home Safety Committee and working group, its Safety Education Committee, and the LASER (Learning About Safety through Experiencing Risk) steering committee. In addition, we attended meetings of the Child Safety Education Coalition and the Play Safety Forum.

We continued to have an interest in the Department of Health funded project to develop a new hospital-based data system. Such a system would enhance the quality of accident and injury information collected, ensuring that prevention activities are appropriate. Data collection at a handful of pilot sites across England is due to start shortly.

We sit on UK standards committees for child car seats, playground equipment, nursery goods and pen safety. A significant move in terms of the safety of pens is that there has been agreement to look at extending the UK standards into the international arena.

We also continue to be active in European standards committees through ANEC, the European consumer voice in standardisation, on whose child safety working group we sit. We have played an active part in a new European standards committee that has started work to develop standards for consumer-mounted window latches as a first priority. The committee also has plans to address child-resistant drawer and cupboard latches, cooker guards and possibly socket covers in due course.

Trustees' report (continued)

Progress has been made on revising the standard for the child safety aspects of cigarette lighters, to make it easier to enforce. We have also helped to develop a research proposal that will examine whether it is possible to test the child-resistant features of lighters without having to use panels of children.

Evidence for effective local action

To make best use of limited resources, it is vital that local action on preventing childhood accidents is based on evidence of what works. To this end, we have developed close ties with the UK's leading accident prevention researchers, helping to link research and practice.

We have an active involvement in the National Institute for Health Research (NIHR) funded *Keeping Children Safe at Home* research project, led by Professor Denise Kendrick at Nottingham University. The project, which is a collaboration between five universities and CAPT, is updating the evidence of what works in home safety, examining the activities of children's centre staff in home safety, using decision analysis to determine the most effective ways forward, and developing and subsequently trialling targeted resources for children's centre staff to use to address key accident issues with their client groups.

CAPT's primary role in the NIHR project starts in 2010-11 through the development of the first of these resources, working closely with colleagues at the University of the West of England. Planning for this activity and participating in the project's management group have been ongoing during the year under review.

We played a role in the research consortia that evaluated the Neighbourhood Road Safety Initiative, a major Department for Transport (DfT) programme set up to tackle high levels of road casualties in disadvantaged areas. This work was led by the Centre for Transport Studies at University College London, with researchers from the Universities of Surrey, Swansea and the West of England, Bristol. The final report of the project has been drafted and submitted to the Department for Transport. It is expected to be published in late 2010.

Working with Professor Ronan Lyons at Swansea University, we assisted in drafting and editing a summary of the final reports of the ten injury-related research projects funded by the Department of Health (DH). The summary, which was written for DH staff, provided an overview of the key points from each project and put the findings into a wider context.

We participate in the Miskin Group, which brings together accident prevention researchers from across the UK. We also sit on the editorial board of the international journal *Injury Prevention*, contributing regular briefings and ensuring that organisations in the UK stay abreast of the latest developments in child accident prevention worldwide. In addition, we are members of the steering group for the next world conference on injury prevention, which will be held in London in September 2010 – again with the aim of ensuring that the UK benefits from the latest research evidence on child accident prevention.

Advocacy and influencing

“My physical injuries are plain for all to see but I have others that cannot be seen. I was robbed of my childhood because I had to grow up and face things that none of my friends had to face” Darren Ferguson, 17

The main focus of our advocacy work with government was the prevention of serious bath water scalds. Hundreds of children are admitted to hospital every year with scalds from hot bath water. Most are very young – the average age is just two.

Trustees' report (continued)

Although bath water scalds make up a small proportion of hospital admissions, they are arguably the worst injuries that children can suffer – severe facial and bodily scarring are common, and impact upon children's entire lives.

Because a young child's skin is so much thinner than an adult's, it can take just **five seconds** for a toddler to suffer a third degree burn from water flowing at 60°C from a bath hot tap. Yet water must be stored at these high temperatures to avoid the risk of legionella.

While parents can make some changes to bath time routine to minimise the risks, given the frightening speed with which these severe injuries occur, the most effective safety measure is installing a device to control the temperature of hot water from the bath tap. These protective devices – called thermostatic mixing valves – still allow hot water to flow but stop taps disgoring water at temperatures that scald young children in seconds.

To tackle this problem, we called on the government to review Part G of Building Regulations for England and Wales, working with our partners in the Hot Water Burns Like Fire Coalition, co-ordinated by Mary Creagh MP. This included working closely with the British Burn Association to highlight the costs of bath water scalds to families and the NHS.

As a result, in May 2009, the government announced that, from May 2010, all new homes in England and Wales will have protective devices such as thermostatic mixing valves fitted to baths to limit the hot water temperature.

Trustees' report (continued)

FUTURE PLANS

We will continue our threefold approach of providing:

- community education and engagement, to support changes in families' knowledge and behaviour, targeting vulnerable families where children are at greatest risk;
- practical support for frontline staff who work with parents and children in their local communities, so that they can pass on accurate safety advice to parents and improve safety for children within their own settings;
- a centre of specialist knowledge on child accident prevention, to help organisations provide better services with quality outcomes, targeted on those who will benefit most.

Community education and engagement

Child Safety Week will remain our flagship community education initiative. For Child Safety Week 2010, we will extend the reach of our safety messages to disadvantaged families whose children are at greatest risk of death and serious injury – with the aim of increasing the proportion taking action to make their children safer – and extend the distribution of our free resources, including to community groups working with vulnerable families.

We will develop the second of three additional picture-based booklets for parents with poor literacy. We will then distribute the booklets widely, targeting disadvantaged communities where serious accidents are most common and poor literacy most widespread.

We will also develop the first of three DVD resource packs to support the work of community health professionals. These will help parents of under fives understand the links between childhood accidents and child development, see hazards in their home from a young child's point of view, and take practical steps to make their homes safer.

Practical support for frontline staff

We will continue to reach out to staff who work with parents and children in their local communities, with a target of adding a further 3,500 active contacts to our database, bringing the total to 29,000.

We will continue to distribute our email bulletin *CAPT News*, to help our contacts learn about effective child accident prevention to support their work with families. We will review our main website www.capt.org.uk to improve its content and usability, and launch new online and downloadable resources designed to improve the support we offer frontline staff.

A centre of specialist knowledge

We will continue to contribute specialist advice to government, showing how effective child accident prevention can secure significant cost savings and improve children's life chances.

We will continue our collaboration with the Department of Health: West Midlands, advising on effective action to reduce serious childhood accidents and tackle injury inequalities.

We will continue to deliver the Making the Link programme, designed to build local capacity for effective partnership working and spread good practice on effective interventions. We will develop the website www.makingthelink.net so that it provides a 'hub' of expert knowledge on child accident prevention. We will also deliver training workshops and provide mentoring support to local agencies.

Trustees' report (continued)

STAFFING

In a rapidly changing policy and programme environment, we have chosen to retain a lean core staff team and buy in additional specialist skills as required, for example from temporary and freelance staff and a range of expert consultants. This gives us much greater flexibility in responding to opportunities, enabling us to scale up quickly to meet new demands. A small core staffing establishment also has the advantage of minimising our overheads and ongoing liabilities.

Core staff

Katrina Phillips	Chief Executive
Kate Bines	Senior Marketing Executive (to May 2010), Marketing Manager (from June 2010)
Gillian Colver	Finance and Admin Assistant
Ian Evans	Head of Education and Engagement (from September 2009)
Bill Giles	Head of Fundraising and Marketing
Mike Hayes	Head of Research and Development
Irene Mitchell	Finance and Office Manager
Pam Prentice	Campaigns Manager

Temporary staff

Ian Evans	Head of Partnership Development (to September 2009)
Laverne Johnson	Finance Officer (from November 2009)
Jane Mackie	Marketing Executive: Analysis and Support (from June 2010)
Nikki Whiteman	Online Content Manager (from January 2010)

Child safety consultants and trainers

Gail Errington	BSc (to January 2010)
Professor Jo Sibert	MD FRCP DCH
Anne Smith	
Rob Wheway	MSc Med MILAM MCMi RPII (to June 2010)
Andrea Woolley	RGN BSc (Hons)

Communications consultant

Henrietta Bond

HR consultants

Sharon Stevens/ Emily Perry	HR Services Partnership
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Trustees' report (continued)

GOVERNANCE AND FINANCIAL MANAGEMENT

Trustees' responsibilities

The trustees are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for the charity for each financial year. Charity law requires the trustees to prepare group financial statements for the charity and its subsidiary undertakings. The financial statements must be prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law) and are required to give a true and fair view of the state of affairs of the charity and the group, and of the incoming resources and application of resources of the group for the year. In preparing the financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and the group, and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 1993 and regulations made thereunder. They are also responsible for safeguarding the assets of the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Trustee recruitment, induction and training

The skills and experience required by the Trustee Board is regularly reviewed and, where gaps are identified, new trustees with the requisite skills and knowledge are actively sought. The methods used for recruiting new trustees include advertising vacancies on trustee registers, such as those held by NCVO (the National Council for Voluntary Organisations), and with volunteer recruitment agencies such as REACH (the Retired Executives Action Clearing House), as well as by word of mouth.

All new trustees receive an induction, which includes meetings with senior staff. They also receive copies of key documents e.g. the charity's governing instrument, the latest annual report and accounts, recent trustee minutes, the strategic plan and the Charity Commission booklet *CC3: The Essential Trustee: What you need to know*. Trustees receive updates on their roles and responsibilities as required.

Trustees' report (continued)

Decision-making

Staff follow the policies laid down by the Trustee Board, working under the direction of the Chief Executive. They are delegated powers for operational matters within those policies and within agreed budgets. The Chief Executive reports back to the Board at regular meetings.

Financial review

CAPT generated a surplus for the year of £115,354, which compares to a deficit of £4,105 in 2008-09. The surplus is broken out between unrestricted funds, which generated a surplus of £116,404 (2008-09: £5,018), and restricted funds, which showed a deficit of £1,050 (2008-09: deficit of £9,123).

Total income rose by 37% in the year to £932,139, up from £680,227 in 2008-09. The main changes in the charity's income streams were as follows:

- A substantial increase in project income, which was up by 58% in the year to £506,912, compared with £319,428 in 2008-09. This reflected a new grant from the Department for Education (formerly the Department for Children, Schools and Families) for the Making the Link project, plus two new project grants from the Department of Health's Third Sector Investment Programme.
- A strong increase in trading income, up by 28% on the previous year, from £293,570 in 2008-09 to £376,363 in 2009-10. This reflected increases in sales of publications, along with our training and consultancy services.
- Donations increased slightly by 13% from £30,427 in 2008-09 to £34,305 in 2009-10. This included a core grant from the Department of Health, which remained unchanged at £30,000. Other income rose from £427 in 2008-09 to £4,305 in 2009-10, primarily reflecting donations from a number of small charitable trusts.
- Investment income fell by 78% from £6,777 in 2008-09 to £1,522 in 2009-10, reflecting falls in interest rates.
- An additional sharp fall in income from general fundraising, down by 57% to £13,037 (£30,025 in 2008-09), reflecting the impact of the worsening economic climate on corporate giving.

Income generation

In recent years we have taken action to diversify our income streams, by generating funds from trading activities and companies in order to supplement our traditional funds from government grants and contracts.

A total of £34,631 was spent on fundraising during 2009-10 (£48,005 in 2008-09). This breaks down as £30,725 on general fundraising and £3,906 on fundraising for new project grants, which will be received in the following financial year.

Fundraising costs included a percentage of salary costs for the charity's Head of Fundraising and Marketing, Chief Executive and Head of Research and Development. Direct costs of fundraising and an allocation of overheads complete the pattern of expenditure.

Trustees' report (continued)

Risk assessment

The trustees have undertaken a comprehensive assessment of the risks to which the charity is exposed. This has included business, operational and financial risks. Major risks identified include the challenges of the funding environment in which the charity operates, particularly the impact of cuts in public spending on income from grants and trading. Systems and procedures are in place to manage and reduce these risks, and the trustees monitor the effects of these systems and procedures via a management information framework.

Reserves policy

It is the long term aim of the trustees to maintain free reserves in the range three to nine months forward unrestricted expenditure, where six months forward unrestricted expenditure is the desired level. This is to act as a financial safety net during times of uncertainty, when cuts in public funding could threaten the survival of the charity, putting its vital services to families and communities at risk.

Free reserves now stand at £176,683, while unrestricted expenditure for the first five months of 2010-11 is projected to be £172,255. The free reserves are therefore within the range stated in the reserves policy. The trustees are conscious of the need to maintain adequate free reserves and will continue to monitor both reserve levels and strategies to improve our fundraising capabilities.

£60,000 has been set aside for Child Safety Week 2011, so that the Week can still go ahead in 2011-12 despite the threatened loss of grant income and concerns that corporate sponsorship will not make good the gap. Given the proven impact of the Week in reaching disadvantaged families and supporting changes in behaviour, the trustees are committed to ensuring that it can continue for as long as possible, while alternative funding is secured. A further £80,000 has been set aside in designated funds as a safeguard, so that, in extremis, the charity can meet its legal obligations to staff should it need to close.

Investment policy

With the current nature of funding for the charity, the policy regarding investments is that all funds held should be in short-term investments of a liquid nature i.e. cash deposits. Cash deposits are held with the Charities Official Investment Fund (COIF). The charity holds no investments in the form of equities or government securities. The investment policy is in keeping with the needs of the charity and cashflow is monitored closely.

Statement of disclosure to auditors

So far as each of the trustees is aware at the time the report is approved:

- there is no relevant audit information of which the charity's auditors are unaware
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The report was approved by the Board of Trustees on 14 September 2010 and signed on behalf of the Board by

Paul Taylor, Treasurer



Trustees' report (continued)

LEGAL AND ADMINISTRATIVE INFORMATION

The directors of the charitable company (the charity) are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

Charitable objects and powers

The charitable objects of the Child Accident Prevention Trust are the preservation and promotion of life and good health among children and young people by education and research or by other means concerning accident and injury prevention and subjects related thereto. In furtherance of these objects, the charity has the following powers:

- To act as a scientific body in all matters concerning the prevention of accidents and injuries to children and young people;
- To initiate, conduct and support research and investigation into accidents and injuries to children and young people, their causes and means of prevention and to disseminate the findings of such research to the general public;
- To act as a reference point and advice centre on accidents and injuries to children and young people and their prevention, and to provide information and advice thereon to any government, central or local authority and to the general public;
- To commission, print, publish or produce books, pamphlets, magazine articles, films, tapes, records, videos, computer programs and any other audible or visual materials.

Constitution

The charity, registered number 284040, was created by Deed of Trust dated 22 December 1981 to take over the Child Accident Prevention Committee of the Medical Commission on Accident Prevention.

The Child Accident Prevention Trust was incorporated as a company limited by guarantee and not having a share capital, on 18 January 1996 and is governed by its memorandum and articles of association. The new registered charity number is 1053549. The net assets of the charity were conveyed to the company on 1 April 1996.

The guarantors of the company are the trustees named overleaf. The liability in respect of the guarantee, as set out in the memorandum, is limited to £1 per member of the company.

Registered Office

Canterbury Court (1.09)
1-3 Brixton Road
London SW9 6DE

Life President

Dr Hugh Jackson OBE MC MA BM BCh FRCP FRCPCH (Hon)

Vice Presidents

Ms Jane Asher
Dr Howard Baderman OBE BSc FRCP FRCS.Ed FFAEM JP
Mrs Joyce Blow Darlington OBE MA FIPR FInstM FRSA

Trustees' report (continued)

Company Secretary

Katrina Phillips BA PGDip (Chief Executive)

Trustees

Malcolm Barrow B.Sc(Eng) MSc DIC ACGI (appointed 2 Sep 2009)
John Graham MA FCA DchA (Treasurer, retired 2 Sep 2009)
Dr Paul Harker MBA FFPH FRCPCH
Prof. Ronan Lyons BA MB BCh BAO DCH MPH MFPHMI Dip Stat MD FFPHMI
FFPH (retired 2 Sep 2009)
Dr Ian Maconochie MBBS, FRCPCH, FFAEM, FRCPI
Meg Galley-Taylor BSc MSc HonFIEHF (appointed 2 Sep 2009)
Paul Taylor FCCA (appointed 2 Sep 2009, Treasurer from 3 Sep 2009)
Heather Ward BSc MSc (reappointed 2 Sep 2009 as Chair)
Caroline Warne OBE MA C Psychol (reappointed 2 Sep 2009)
David J Williams QPM LLB (retired as Chair due to ill health 13 May 2009)

Honorary Advisors

CAPT's constitution is unusual in that it allows for the appointment of Honorary Advisors to assist the charity in fulfilling its role. As individuals with specialist knowledge, they provide a source of authority and an expert sounding board for Trustees and staff.

Nigel Dumbrell M Inst Fundraising: Fundraising, marketing and PR
Meg Galley-Taylor BSc MSc HonFIEHF (to 1 Sep 2009)
Product safety, 'design for all'
Carole Hewison Accident prevention in disadvantaged communities
Prof. Ronan Lyons BA MB BCh BAO DCH MPH MFPHMI Dip Stat MD FFPHMI
FFPH (from 3 Sep 2009)
Prof. Barry Pless CM MD BA FRCPC: Research methodology, international links
Prof. Jo Sibert MD FRCP DCH: Child development applied to product safety
Anne Smith Product safety/testing/standardisation
Prof. David Stone BSc MD FRCP FFPH FRCPCH: Paediatrics, epidemiology,
accident issues in Scotland
Prof. Elizabeth Towner BSc PGCE MA PhD Qualitative safety research methods
Heather Ward BSc MSc (to 1 Sep 2009) Safety research methodology, data
issues
Caroline Warne OBE MA C Psychol (to 1 Sep 2009) Strategy and governance

Bankers

Arbuthnot Latham & Co. 20 Ropemaker Street London EC2Y 9AR	National Westminster Bank plc 104 Tottenham Court Road London W1A 3AW (to January 2010)	Co-op Bank Delf House, Southway Skelmersdale WN8 6WT (from January 2010)
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Auditors

PKF (UK) LLP
20 Farringdon Road
London EC1M 3AP

Solicitors

Bircham Dyson Bell
50 Broadway
London SW1H 0BL

Independent Auditors' Report to the Members and Trustees of the Child Accident Prevention Trust

We have audited the group and parent charity financial statements of The Child Accident Prevention Trust for the year ended 31 March 2010 which comprise the consolidated statement of financial activities, the consolidated and parent charity balance sheets and the related notes. The financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the charity's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the group financial statements, to the charity's trustees as a body, in accordance with regulations made under section 44 of the Charities Act 1993. Our audit work has been undertaken so that we might state to the charity's members and trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity, the charity's members as a body and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

The responsibilities of the trustees (who are also the directors of the company for the purposes of company law) for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom accounting standards ('United Kingdom Generally Accepted Accounting Practice') are set out in the statement of trustees' responsibilities.

The trustees were not required by section 399 of the Companies Act 2006 Act to prepare group financial statements accounts for the financial year and accordingly have prepared the group financial statements in accordance with the requirements of the Charities Act 1993 and regulations made under that Act.

We have been appointed as auditors under the Companies Act 2006 and, in respect of our audit of the group financial statements, under the Charities Act 1993. We report to you in accordance with those Acts and in accordance with regulations made under section 44 of the Charities Act 1993.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been properly prepared in accordance with the Companies Act 2006 and, in respect of the group financial statements, the Charities Act 1993 and regulations made thereunder. We also report whether the information given in the trustees' report is consistent with those financial statements.

We also report to you if, in our opinion, the parent charity has not kept adequate accounting records, if the charity's individual financial statements are not in agreement with those records and returns, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding trustees' remuneration and transactions with the charity and other members of the group is not disclosed.

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

Independent Auditors' Report (continued)

Basis of audit opinion

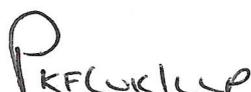
We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the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

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

Opinion

In our opinion:

- The financial statements give a true and fair view of the state of the group's and the parent company's affairs as at 31 March 2010 and of the group's incoming resources and application of resources for the year then ended;
- The financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- The financial statements have been prepared in accordance with the Companies Act 2006 and, in respect of the group financial statements, in accordance with the Charities Act 1993 and regulations made thereunder; and
- The information given in the trustees' report is consistent with the financial statements.



Ian Mathieson

Senior statutory auditor

For and on behalf of PKF (UK) LLP, statutory auditors

London, UK

17 September 2010

Consolidated Statement of Financial Activities
(Including Income & Expenditure Account)
for the year ended 31 March 2010

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2010 £	Total 2009 £
Incoming resources					
Donations and similar incoming resources	2	34,305	-	34,305	30,427
Activities to further the charity's objects:					
Project income	3	16,773	490,139	506,912	319,428
Other income	4	376,363	-	376,363	293,570
Investment income		1,522	-	1,522	6,777
Activities to generate funds		13,037	-	13,037	30,025
Total incoming resources		442,000	490,139	932,139	680,227
Resources expended					
Costs of generating funds		(34,631)	-	(34,631)	(48,005)
Net incoming resources available for charitable application		407,369	490,139	897,508	632,222
Charitable expenditure	5	287,201	494,953	782,154	636,327
Total resources expended	7	321,832	494,953	816,785	684,332
Net incoming / (outgoing) resources		120,168	(4,814)	115,354	(4,105)
Transfer between funds		(3,764)	3,764	-	-
Net incoming / (outgoing) resources after transfers		116,404	(1,050)	115,354	(4,105)
Fund balances at 1 April 2009		200,280	30,445	230,725	234,830
Fund balances at 31 March 2010	14	316,684	29,395	346,079	230,725

All of the above results are derived from continuing activities. The Group has no other recognised gains and losses other than those stated above.

The notes on pages 32 to 40 form an integral part of these accounts.

Consolidated Balance Sheet
as at 31 March 2010
(Company House number: 3147845)

	Notes	2010 £	2009 £
Fixed assets			
Tangible assets	9	1	1
		<u>1</u>	<u>1</u>
Current assets			
Debtors and prepayments	11	206,712	135,124
Cash at bank and in hand		336,956	208,621
Cash in hand		-	-
		<u>543,668</u>	<u>343,745</u>
Creditors: Amount falling due within 1 year	12	(197,590)	(113,021)
		<u>346,078</u>	<u>230,724</u>
Net current assets			
		<u>346,078</u>	<u>230,724</u>
Net assets		<u>346,079</u>	<u>230,725</u>
Funds			
Restricted funds	14	29,395	30,445
Designated funds	14	140,000	-
General funds	14	176,684	200,280
Total funds	14	<u>346,079</u>	<u>230,725</u>

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 14 September 2010

Paul Taylor )
) Trustees
Heather Ward )

Parent Charity Balance sheet
as at 31 March 2010
(Company House number: 3147845)

		2010	2009
	Notes	£	£
Fixed assets			
Tangible assets	9	1	1
Investment in subsidiary	10	100	100
		<u>101</u>	<u>101</u>
Current assets			
Debtors and prepayments	11	184,747	189,022
Cash at bank		320,521	184,768
Cash in hand		-	-
		<u>505,268</u>	<u>373,790</u>
Creditors: Amount falling due within 1 year	12	(159,290)	(143,166)
		<u>345,978</u>	<u>230,624</u>
Net current assets		<u>345,978</u>	<u>230,624</u>
		<u>346,079</u>	<u>230,725</u>
Funds			
Restricted funds	14	29,395	30,445
Designated funds	14	140,000	-
General funds	14	176,684	200,280
Total funds	14	<u>346,079</u>	<u>230,725</u>

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 14 September 2010

Paul Taylor



)

) Trustees

Heather Ward



)

Notes to the accounts

for the year ended 31 March 2010

Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year.

Basis of accounting

The accounts have been prepared under the historical cost convention. The accounts, incorporating a Statement of Financial Activities, have been prepared in accordance with Statement of Recommended Practice *Accounting and Reporting by Charities* (SORP 2005) and applicable accounting standards.

The consolidated financial statements incorporate the financial statement of the parent undertaking and the subsidiary undertaking for the year ended 31st March 2010

Group consolidation of the Statement of Financial Activities (incorporating the income and expenditure account) and the balance sheet is on a line-by-line basis. No separate Statement of Financial Activities (SOFA) has been presented for the charity as permitted by Section 408 of the Companies Act 2006 and Section 397 of SORP 2005.

Fund accounting

General funds are available for use at the discretion of the Directors in furtherance of the general objectives of the Trust.

Restricted funds are subject to specific restrictive conditions imposed by donors or by the purpose of the appeal. The purpose and use of the restricted funds is set out in the notes to the accounts.

The designated funds are funds set aside at the discretion of the trustees for a particular purpose and carry no restrictions.

All income and expenditure is shown in the Statement of Financial Activities.

Incoming resources

1. Grants receivable

Grants are credited to incoming resources on a received basis and unspent balances are carried forward on the appropriate fund. Any grants relating to future accounting periods are deferred and recognised in those accounting periods.

2. Project income

Project income is credited to incoming resources on a receivable basis at the point when the charity becomes entitled to receive the income and where appropriate unspent amounts are carried forward as restricted funds.

3. Gifts in Kind

The value of gifts in kind are recognised when received. The value is calculated on the most appropriate basis for the type of gift received e.g. an individual's salary costs.

Notes to the accounts (continued)

for the year ended 31 March 2010

Resources expended

Charitable expenditure comprises expenditure related to the furtherance of CAPT's charitable objectives and the governance of the charity. Costs of generating funds include costs relating to fundraising.

Where costs cannot be directly attributed, they have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) full cost recovery model. We have allocated salary and other overhead costs using the bases of allocation recommended by ACEVO, thereby ensuring the accuracy of the true full cost of each activity. This model provides the most appropriate way of allocating costs in accordance with an accepted standard of good practice within the charity sector.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost including any incidental expenses on acquisition. Items costing £750 or more intended to be of ongoing use to CAPT in carrying out its activities are capitalised as tangible fixed assets.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost over their expected useful economic lives.

Office furniture and equipment:	15/20% per annum straight line basis
Computer equipment:	25% per annum straight line basis
Computer software:	33% per annum straight line basis

Operating leases

Rentals applicable to operating leases are charged to the income and expenditure account over the period in which the cost is incurred.

Pension costs

The Trust makes contributions to its designated stakeholder pension scheme and employees' personal pension plans. Contributions paid into the stakeholder pension scheme and to employees' personal pension plans are charged to the Statement of Financial Activities in the period to which they relate.

Notes to the accounts (continued)

for the year ended 31 March 2010

2. Donations and similar incoming resources	2010	2009
	£	£
Core funding - Section 64 DH	30,000	30,000
Donations	4,305	427
	34,305	30,427

3. Project income	2010	2009
	£	£
<u>Restricted income</u>		
Child Safety Week 2008	-	162,594
Child Safety Week 2009	84,210	28,500
Child Safety Week 2010	30,000	-
Child Safety Action Plan for Wales	-	1,020
DfT Road Safety for Teenagers	4,680	2,120
DfT Child Carers' Road Safety	-	11,128
DfT Cross Cutting Networks	2,950	2,300
DfT Community Outreach	-	17,635
DfT Road Safety Partnership Project	18,580	13,750
DCSF - Strategic Grant	57,000	58,500
DH - Advocating Child Safety	24,019	-
DH - Picture of Safety	31,700	-
DCSF - Making the Link	237,000	-
Total Restricted Income	490,139	297,547
<u>Unrestricted Income</u>		
Child Safety Week 2008	-	5,512
Child Safety Week 2009	4,780	13
Neighbourhood Road Safety Initiative Evaluation	3,773	5,047
West Midlands	6,190	11,309
Keeping Children Safe	2,030	-
Total Unrestricted Income	16,773	21,881
Total Project Income	506,912	319,428

Notes to the accounts (continued)

for the year ended 31 March 2010

4 Other income	2010	2009
	£	£
Publications sales	225,559	202,133
Publications license fees	16,308	2,632
Consultancy	94,674	64,253
Training	35,544	21,186
Miscellaneous income	4,278	3,366
	<u>376,363</u>	<u>293,570</u>

5 Charitable expenditure	2010	2009
	£	£
Activities in furtherance of charity's objects:		
Project costs	494,953	334,544
Contract costs	6,952	-
Publication costs	145,300	151,371
Consultancy costs	73,405	64,192
Training costs	39,554	22,138
Education and information services	10,082	50,973
	<u>770,246</u>	<u>623,218</u>
Governance	11,908	13,109
	<u>782,154</u>	<u>636,327</u>

Governance costs are made up of audit fees, committee expenses and legal and professional fees.

6 Net incoming/(outgoing) resources is stated after charging:	2010	2009
	£	£
Auditors' remuneration	8,700	8,498
Operating leases:		
Rent	24,189	11,149
	<u> </u>	<u> </u>

Notes to the accounts (continued)

for the year ended 31 March 2010

7 Total resources expended

	Direct Staff Costs £	Other Direct Costs £	Apportioned Costs £	2010 Total £	2009 Total £
Project costs	215,133	221,061	65,713	501,907	334,544
Publishing	31,163	97,813	16,324	145,300	151,371
Consultancy	7,880	62,904	2,620	73,404	64,192
Training	10,890	25,170	3,493	39,553	22,139
Education and information services	6,483	2,493	1,106	10,082	50,972
Fundraising	28,575	2,600	3,456	34,631	48,005
Governance	-	11,908	-	11,908	13,109
	300,124	423,949	92,712	816,785	684,332

Indirect costs have been allocated to activities using the Association of Chief Executives of Voluntary Organisations (ACEVO) model

	2010 £	2009 £
Analysis of other direct costs:		
Direct project costs	221,061	127,370
Consultants	62,904	50,985
Audit	9,301	8,498
Legal & professional	1,789	2,555
Printing	54,907	94,283
Miscellaneous	73,987	63,330
	423,949	347,021

	2010 £	2009 £
Analysis of apportioned costs:		
Support Services staff costs	43,620	44,423
Staff recruitment	532	5,680
Premises	25,765	33,739
Utilities	1,279	1,305
Insurance	2,593	3,607
Equipment	1,268	2,610
Irrecoverable VAT	4,992	4,615
Post, phones, fax	4,483	4,181
Office stationery	970	1,544
Staff training and expenses	3,520	3,885
Miscellaneous	3,690	3,778
	92,712	109,367

	2010 £	2009 £
Staff costs		
Wages and salaries	297,700	236,540
Social security costs	31,438	23,679
Pension costs	14,607	12,148
	343,745	272,367

The number of employees whose emoluments as defined for taxation purposes amounted to over £60,000 in the year was nil (2008/09: Nil)

The average number of employees analysed by function was:

	2010 Number	2009 Number
Direct charitable work	6	4
Fundraising and publicity	1	-
Management and administration	1	1
	8	5

Trustees

The trustees neither received nor waived any emoluments during the year.

Travel expenses were reimbursed to 3 trustees (2008/09: 3) as follows:

	2010 £	2009 £
	357	580

Notes to the accounts (continued)

for the year ended 31 March 2010

8 Taxation

The Trust is a registered charity and therefore is not liable for Corporation Tax or Capital Gains Tax on income and gains derived from its charitable activities, as they fall within the various exemptions available to registered charities.

9 Tangible fixed assets

	Consolidated			Parent Charity		
	Equipment £	Computers £	Total £	Equipment £	Computers £	Total £
Value						
1 April 2009	13,572	11,015	24,587	13,572	11,015	24,587
31 March 2010	13,572	11,015	24,587	13,572	11,015	24,587
Depreciation						
1 April 2009	13,571	11,015	24,586	13,571	11,015	24,586
Charge for year	-	-	-	-	-	-
31 March 2010	13,571	11,015	24,586	13,571	11,015	24,586
Net book value						
31 March 2010	1	-	1	1	-	1
31 March 2009	1	-	1	1	-	1

10 Fixed asset investments

The Trust beneficially owns the whole of the issued share capital of Child Safety Services Limited, a company registered in England.

	2010 £	2009 £
Turnover	79,134	131,062
Cost of sales	(59,965)	(50,985)
Gross profit	19,169	80,077
Administrative expenses	(1,895)	(1,533)
Donation to CAPT	(17,274)	(78,544)
Retained profit	-	-

The company's principal activities during the year were to undertake consultancy and other trading activities and sponsorship.

Investment in the Trading Company is represented by:

	2010 £	2009 £
Net current assets	100	100
Funds (representing 100 ordinary shares of £1 each)	100	100

Notes to the accounts (continued)

for the year ended 31 March 2010

11 Debtors

	Consolidated 2010	Consolidated 2009	Parent Charity 2010	Parent Charity 2009
	£	£	£	£
Trade debtors	192,330	121,919	153,091	97,273
Amount owed by subsidiary undertaking	-	-	17,274	78,544
Other debtors	3,503	4,012	3,503	4,012
Prepayments	<u>10,879</u>	<u>9,193</u>	<u>10,879</u>	<u>9,193</u>
	<u>206,712</u>	<u>135,124</u>	<u>184,747</u>	<u>189,022</u>

12 Creditors: amount falling due within one year

	Consolidated 2010	Consolidated 2009	Parent Charity 2010	Parent Charity 2009
	£	£	£	£
Trade creditors	99,547	60,478	66,837	43,146
Amount owing to subsidiary	-	-	3,184	56,739
Other creditors including taxation & social security	17,518	11,448	17,194	10,577
Accruals	34,346	22,559	32,896	21,168
Deferred income	<u>46,179</u>	<u>18,536</u>	<u>39,179</u>	<u>11,536</u>
	<u>197,590</u>	<u>113,021</u>	<u>159,290</u>	<u>143,166</u>

Deferred Income £18,536 (2009) was all utilised in 2009-10.

Deferred Income £46,179 (2010) will be utilised in 2010-11.

Notes to the accounts (continued)

for the year ended 31 March 2010

13 Analysis of net assets between funds

	General funds £	Restricted funds £	Total £
Tangible fixed assets	1	-	1
Net current assets	316,683	29,395	346,078
Net assets	316,684	29,395	346,079

14 Statement of funds

	Balance 01/04/2009 £	Income £	Expenditure £	Transfer between funds £	Balance 31/03/2010 £
Restricted funds					
DTI Home Safety Checks	8,850	-	-	-	8,850
BBC Children in Need	7,267	-	-	-	7,267
Black and Minority Ethnic Support	14,328	-	1,050	-	13,278
DfT Cross Cutting Networks	-	2,950	2,950	-	-
DfT Teenagers Road Safety	-	4,680	4,680	-	-
DfT Childcarers Road Safety	-	-	-	-	-
Child Safety Action Plan for Wales	-	-	-	-	-
Child Safety Week 2008	-	-	-	-	-
Child Safety Week 2009	-	84,210	84,210	-	-
Child Safety Week 2010	-	30,000	30,000	-	-
DCSF Strategic Grant	-	57,000	57,000	-	-
DfT Road Safety Partnership Project	-	18,580	18,580	-	-
DH Advocating Child Safety	-	24,019	24,019	-	-
DH Picture of Safety	-	31,700	35,464	3,764	-
DCSF Making the Link	-	237,000	237,000	-	-
Total restricted funds	30,445	490,139	494,953	3,764	29,395
Unrestricted funds					
General funds	200,280	442,000	321,832	(143,764)	176,684
Designated funds	-	-	-	140,000	140,000
Total unrestricted funds	200,280	442,000	321,832	(3,764)	316,684
Total funds	230,725	932,139	816,785	-	346,079

Notes to the accounts (continued)

for the year ended 31 March 2010

15 Statement of funds (continued)

Black and Minority Ethnic Support

Funds were received from the Lloyds TSB Foundation for England and Wales towards support for children and families from black and minority ethnic communities.

DfT Cross Cutting Networks

Funds from the Department for Transport's Challenge Fund were used for the development of a downloadable action planning guide.

DfT Teenagers Road Safety

Funds from the Department for Transport's Challenge Fund were used for the development of downloadable road safety education resources for teenagers.

Child Safety Week 2009

Funds from the Department for Transport's Road Safety Partnership Programme, the Scottish Government's Community Safety Department, the Electrical Safety Council and Macfarlan Smith supported Child Safety Week 2009 in 2009-10. Additionally, funds from the Department of Health were used for preparatory work on Child Safety Week 2009 in 2008-09.

Child Safety Week 2010

Funds from the Department of Health were used for preparatory work on Child Safety Week 2010.

DCSF Strategic Grant

A strategic grant was received from the former Department for Children, Schools and Families' Children, Young People and Families Programme for work to reduce childhood death, disability and serious injury from accidents, targeting deprived children, via specialist capacity building and networking support to voluntary and public sector agencies.

DfT Road Safety Partnership

Funds from the Department for Transport's Road Safety Partnership Programme supported a capacity building project to enable road safety teams to grasp the partnership opportunities presented by Local Safeguarding Children Boards.

DH Advocating Child Safety

Funds from the Department of Health's Innovation, Excellence and Service Development Fund were used for the development of a downloadable toolkit to support partnership working.

DH Picture of Safety

Funds from the Department of Health's Innovation, Excellence and Service Development Fund were used for the development of a picture-based safety advice booklet, plus a briefing paper and 'news poster' designed to spread good practice in reaching parents with poor literacy.

DCSF Making the Link

Funds from the former Department for Children, Schools and Families (now the Department for Education) supported the Making the Link project, designed to build local capacity for effective partnership work and spread good practice on effective interventions, and the partnership development aspects of Child Safety Week 2009.

DTI Home Safety Checks

Funds were received from the Department of Trade and Industry's Modernisation Fund to undertake a project on home safety checks and safety equipment.

BBC Children in Need

Funds were received from BBC Children in Need, to revise and reprint information for children and young people on coping with the aftermath of accidental injury.

Designated funds

Funds were designated at the discretion of the Trustees towards Child Safety Week 2011 and costs to enable the charity to meet its obligations to staff should, in extremis, it need to close.