

**Charity Number 1123658**

**Company Number 05809200**

**Scottish Charity Register Number SC044490**

**Kids in Museums**

**(A company limited by guarantee)**

**Trustees' Report and Financial Statements**

**For the year ended 31 March 2019**

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## **Trustees' Report and Financial Statements for the year ended 31 March 2019**

### **Legal and Administrative Information**

Charity Number 1123658  
Company Number 05809200  
Scottish Charity Number SC044490

Registered Office First Floor, 135 Notting Hill Gate, London, W11 3LB

Administrative Office CAN Mezzanine, 7-14 Great Dover Street, London, SE1 4YR

President Philip Mould OBE

Trustees Stephen Allen (appointed 04.10.16)  
Emmajane Avery (joined and appointed Chair 02.10.17)  
Anne Brisbin (appointed 05.02.19)  
Sasha Haines (appointed 08.05.13, stood down 19.06.19)  
Anra Kennedy (appointed 08.05.06, stood down 14.06.18)  
Rachel Kuhn (appointed 05.02.19)  
Rosemary Laryea (appointed 08.10.15)  
George Mackintosh (appointed 23.06.14)  
Elizabeth McKay (appointed 02.10.17)  
Sarah Moreno (appointed 09.10.18)  
Victoria Pinnington (appointed 05.02.19)  
Amy Shakespeare (appointed 09.10.18)  
Eleri Thomas (appointed 14.10.16)  
Linsay Trueman (appointed 02.10.17)  
Dominic Waghorn (appointed 04.10.16)

Secretary Alison Bowyer

Accountants Katz & Co LLP, First Floor, 135 Notting Hill Gate, London, W11 3LB

Bankers Barclays Bank PLC

## **Report of the Trustees (incorporating the Directors' report) For the period ended 31 March 2019**

The Trustees present their report and the financial statements for the year ended 31 March 2019.

The Trustees, who are also the Directors of Kids in Museums for the purposes of company law and who served during the year and up to the date of this report are set out on page 3.

### **About Kids in Museums**

Kids in Museums was founded in 2003 by journalist and campaigner Dea Birkett and has grown into a highly regarded independent charity that is dedicated to making museums more welcoming and accessible to families, children and young people.

Our vision is that all families will be welcomed, involved and belong in museums, so every child and young person is part of the experiences and opportunities that a museum offers.

Our mission is to work with museums nationwide to make them more welcoming of families, children and young people.

Our objectives are to lead and support museums to:

- Put young people at their heart as active participants
- Encourage children and young people to develop and maintain a life-long interest in and commitment to them
- Identify, challenge and overcome hurdles to participation by families, children and young people
- Support workforce diversity by opening up information about and access to careers in the sector
- Become easy to reach for everyone

### **2018/19 Key Achievements**

- In April 2018, Kids in Museums joined Arts Council England's National Portfolio as a Sector Support Organisation for museums and galleries.
- January 2019 saw the launch of the new Kids in Museums website designed by 38Digital. The new site had 7.2k users in the first three months of it being live.
- Our hashtag #TakeoverDay trended in the UK on Teen Twitter Takeover (3 August 2018) and Takeover Day (23 November) with at least 850k people seeing tweets about takeovers during the year.
- We ran a pilot Instagram Takeover with nine museums in February 2019. Its success lead us to broaden Teen Twitter Takeover to become Teen Digital Takeover from 2019.
- Over 6,000 children and young people aged 2-22 took over museums, galleries, castles, historic houses and other heritage sites across England and Wales on Takeover Day.
- Leeds City Museum won the 2018 Family Friendly Museum Award at a ceremony in London supported by our award sponsor Edwardian Hotels.
- We launched a new programme to bring more young people's voices into the organisation, appointing Sarah Moreno and Amy Shakespeare as our first Young Trustees.



- 59 new museums signed up to support the Kids in Museums Manifesto. After a consultation with families, children and young people, we launched a new Manifesto at the end of March 2019.
- We welcomed Anne Brisbin, Rachel Kuhn and Victoria Pinnington to our Board of Trustees.
- Following a restructure, we created three new roles in the staff team: Head of Programmes, Content and Communications Manager and Fundraising and Administration Officer.
- We published a new online resource about using collections to support family numeracy learning, a series of films about participation in Takeover Day and updated our Takeover Day resources.
- 22 dedicated volunteers gave 420 hours of their time to support Kids in Museums projects.

## **2018/19 Review of the Year**

2018/19 was the first year of Kids in Museums being part of Arts Council England's National Portfolio as a Sector Support Organisation for museums and galleries. It was also a period of change as we implemented the recommendations of our Resilient Heritage project funded by the National Lottery Heritage Fund including a new staffing structure.

With the restructured team in place, we have had an active year including launching a new website, a revised Manifesto based on consultation with families, children and young people, and a range of new Takeover Day resources. We introduced a programme to bring more young people's voices into the organisation, appointing two Young Trustees to our Board. Our existing programmes such as the Family Friendly Museum Award, Takeover Day and Teen Digital Takeover continued to be successful. We expanded Teen Digital Takeover to include a pilot Instagram Takeover in February 2019. Our work in Wales included two more successful live music events in partnership with Get It Loud In Libraries.

## **Kids in Museums Manifesto**

Following feedback from families and museum staff, we decided to retire our 20-point Manifesto and focus on the more compact Mini Manifesto. We felt we could highlight the most important aspects of offering a family friendly welcome with more impact in a shorter document. In the consultation for updating the Manifesto in early 2019, we focused on creating a document with up to eight points.

The newly updated six-point Manifesto was launched at the end of March 2019 following consultation with museum youth panels, groups at a children's centre and an ESOL class, uniformed groups and families and children in an online survey. Their feedback highlighted the importance of families feeling comfortable and confident during a museum visit and being able to find comprehensive information about a museum before visiting. There was also an increased interest in projects involving co-creation and co-production.

We increased our focus on encouraging museums to use the Manifesto and embed it across their organisation. This included developing training with Museum Development Organisations in England. During the year, we delivered training and information sessions about the Manifesto in London and the North West and promoted it at the West Midlands and SHARE East Museum Development conferences as well as the Family Arts Campaign Conference.

59 new museums signed up and pledged to support the Kids in Museums Manifesto in 2018/19 bringing the total number of signatories to 941. We created a new logo to help museums to promote their commitment to family friendly working.

## **Family Friendly Museum Award 2018**

The Family Friendly Museum Award is the only museum award in the UK judged entirely by children, young people and families. In 2018 we received 550 nominations for 75 different museums.



The shortlisted museums were:

Erewash Museum, Derbyshire  
Leeds City Museum  
Museum of the Order of St John, London  
National Maritime Museum, London  
Perth Museum and Art Gallery  
The Postal Museum, London  
The Red House, Suffolk  
Torquay Museum, Devon  
The Whitworth, Greater Manchester  
Wrexham County Borough Museum,  
Yr Ysgwrn, Gwynedd

Being on the shortlist is recognised as an important accolade for museums of all sizes. It provides a quality stamp for exhibitions and families, helps raise profile and increase visitor numbers, boosts staff morale and supports funding applications.

"The Family Friendly Museum Award had definitely helped to increase people's awareness of us and our visitor figures, combined with anecdotal feedback, suggest that being shortlisted helped to boost the number of family visitors to the Museum during the summer. Forming a partnership with Alex at the Family Holiday Association has also been extremely positive as it has helped us to reach new families, who we hope to develop a lasting relationship with." (Hannah Agass, Museum of the Order of St John)

53 families travelled across England, Scotland and Wales to judge the shortlisted museums. We formed partnerships with the Family Holiday Association and the Fostering Network to bring a wider range of families into the judging process. Competition was stiff, but we were delighted that Leeds City Museum was named the winner of the 2018 Family Friendly Museum Award at a ceremony hosted by our sponsor, Edwardian Hotels.

"We're all incredibly proud to have won this award in the year of our 10th birthday having attracted over 2.7m visits. It is a fantastic recognition by our visitors and the judging panel. I'm particularly thrilled for our front of house team, who clearly gave the judges such a warm welcome when they visited.

We always strive to make the museum a fun and accessible place for children and families and to help young people to connect with the collection and exhibitions. That takes a great deal of time, passion and dedication and it's a huge boost for the team to see that recognised.

It is also a recognition of the great work done by the whole service of Leeds Museums and Galleries and our wonderful staff across our nine sites who contribute to our programme. It provides evidence of the services commitment towards providing a welcome to all our users of whatever age and background." (Samantha Flavin, Leeds City Museum)

## **Takeover Day**

Takeover Day is a national day when children and young people take on real roles and responsibilities in museums, galleries, castles, historic homes and other heritage sites. The programme enables museum staff to hear directly from children and young people about what they think about museums and gives young people a new perspective on visiting museums and the range of jobs on offer in the heritage sector. Takeover Day is our largest programme. Since it was established in 2010, over 35,000 children and young people have taken part across the UK including nearly 6,000 this year.

During the year, we updated all the online resources to support participation in Takeover Day and created a series of films to provide a step by step guide to organising a Takeover Day and offering advocacy for Takeover Day in an organisation.

## **Takeover Day England – 23 November 2018**

From toddlers taking over at the British Museums and Girl Guides taking over their Archive in Norfolk, to young people running the aquarium at The Deep in Hull and participating in the Christmas celebrations at Kensington Palace, Takeover Day 2018 was an exciting and diverse day.

- 17 museums were taken over for the first time.
- 5,038 children and young people participated, taking over 117 museums.

Young people took over the Museum + Heritage Advisor website for the day, providing all the stories for the front page of their website. They also wrote an article for Museum Crush published by Culture24. The event was covered in London Evening Standard and tweets with #TakeoverDay reached over 500,000 people.

We had very positive feedback from museums:

"It was an event we had never run before. It was great to have young people engaged in the history of our building."

"It was our first year doing it but we feel it worked really well as we had excellent feedback from the partner school and visitors."

And the partners and families involved:

"Experience was brilliant for Toddlers. My almost 3 year old loved it! Thank You for the brilliant event."

"The children enjoyed the experience. Their parents were also thrilled to see the children speaking so confidently. We also had governors, head teachers coming to see the children too and they were very impressed with their presentations. The museum staff were all very accommodating and encouraging. It was a very pleasant experience for all involved."

"We had a wonderful time at the museum today. We have enjoyed learning about the jobs and would love to do this again."

## **Takeover Day Wales – 15 November 2018**

Takeover Day in Wales continues to be a successful initiative across the country. We continued to work with Fusion areas, seeing success in Takeover Day supporting many of the Fusion outcomes.

60% of the museums that were involved in our evaluation said that the young people involved had learned new digital skills. These included working with Augmented Reality and taking part in our takeover of the Museum + Heritage Advisor website.

"This year we were testing augmented reality headsets with the children. We have now collated all of their feedback and this will be used as we develop AR into a permanent feature for schools." (National Museum Cardiff)

40% of the museums who participated in the evaluation said that being involved in Takeover Day improved young people's attitudes to formal learning and a similar proportion said that it had helped young people get into new volunteering roles.

100% of the museums that took our evaluation survey reported that being involved in Takeover Day was a positive experience and they would take part next year.

## **Teen Twitter Takeover – 3 August 2018**

The fifth edition of Teen Twitter Takeover involved 67 organisations across the UK and internationally being taken over by young tweeters. 2017 was the biggest year yet of Teen Twitter Takeover:



- #TakeoverDay trended in the UK for about six hours in 3 August 2018.
- Tweets from the day were read by nearly 350,000 people and received 534 likes.

Museums taking part in the project valued the opportunity to engage young people with their collections, build their understanding of what young people wanted from their museums and gain confidence in working with young people. The young people involved were inspired to learn more about museums and museum jobs.

Feedback from participating museums included:

"Staff got a greater understanding of what sort of objects engage and interest young people, and the sort of things that catch their eye. One of the young people in particular was really excited to be asked to take part and it has cemented her wish to be an art curator in the future. The young people are home schooled, and this project has created a buzz amongst the local home school community who all want to get involved now!"

"The young people gained a better understanding of what a visit to our museum is like. The young people really enjoyed the opportunity and said it was much more fun than they thought it would be. The staff gained a better understanding of opportunities we can take part in. The staff gained more confidence in our ability to work with young people and trust their capabilities."

We also ran our first Instagram Takeover with nine museums participating in February 2019. The pilot venues were:

People's History Museum  
Cornwall Museums Partnership  
Dulwich Picture Gallery  
Wrexham Museum  
Tullie House  
Leeds City Museum  
Westminster Abbey

The feedback from the pilot was very positive with organisations highlighting how the Instagram Takeover helped to increase numbers of Instagram followers, engage young people with their collections and give young people confidence in teaching adults how to use Instagram.

"It was useful and a different way for us to promote the museum and the work we do, as well as show we work with young people which hopefully will change perceptions that we are old and stuffy!" (Eleri Farley, Wrexham Museum)

As a result of the success we have changed the name of Teen Twitter Takeover to Teen Digital Takeover and from 2019, the day will feature takeovers of all museum social media channels.

## **Gigs in Museums**

We continued our pilot project, Gigs in Museums, in partnership with Get It Loud In Libraries and funded by the Welsh Government. We promoted two further live music events to coincide with Libraries Week and the Welsh Museums Festival:

14 October 2018  
Estrons at Llanelli Library

28 October 2018  
Candelas at the National Slate Museum



Both gigs were sold out in advance, although the poor weather meant that some audience members were unfortunately not able to travel to Llanelli for the Estrons. The total attendance across both events was over 300 people. As with the previous events, both were matinees to enable young people to attend independently and families with young children to be part of the audience.

Staff at the National Slate Museum noted that the event helped them to reach a teenage audience that they usually find hard to reach and that families responded positively to being able to bring their children to a live music event with no alcohol in a safe location.

"It was great to welcome Candelas to the Museum and seeing the Foundry full of people, young and old, enjoying themselves on a Sunday afternoon. The Foundry is a really different space to hold a music event and everybody seemed to appreciate this. We very much hope to organise further events in the future, having received such a positive response to this gig." (National Slate Museum)

## Resources

Kids in Museums online resources remain extremely popular. Our new website includes around 100 free case studies, guides and films to working with children and young people in museums and delivering programmes such as Takeover Day. They aim to provide information, best practice examples and practical advice that works for all museums. We want to address questions and issues raised by many different types of museums.

In 2018/19 we created and published:

- A resource to promote family numeracy learning in partnership with Maths on Toast.
- A series of seven films to support museums to participate in Takeover Day.
- A case study about digital takeovers at Cornwall Museums Partnership.
- A new set of Takeover Day resources including information about roles young people can takeover, how to build partnerships, event planning and promotion.
- A new Manifesto.

We also worked on a resource about working children, young people and families who are blind or visually impaired to museums, collaborating with VICTA and the SELVIS. This was published in April 2019 just after the end of the period covered by this report.

## Training, Consultancy and Events

We organised ten free Planning and Sharing meetings across England and Wales. These events helped to share best practice and enabled museum professionals to meet their peers. We also began our free programme of training to support museums to embed the Manifesto in their organisations with events in the North West and London.

Representatives from Kids in Museums attended and spoke at a variety of sector conferences in the UK and internationally including those run by the Association of Independent Museums, Culture, Health and Wellbeing Alliance, GEM, Family Arts Campaign, SHARE East and West Midlands Museum Development.

With our new organisational structure in place, our Head of Programmes completed the development of a new programme of training and consultancy which was launched in early 2019, with the first events taking place in April and May 2019 just after the end of the period covered by this report.

## National Lottery Heritage Fund Resilient Heritage Project

We completed work on our National Lottery Heritage Fund funded Resilience project in December 2018, having extended the work to involve the new staff team in the final stages of the work. As a result of the work carried out during the project, we have been able to:

- Develop a more robust overall business and organisational model including a new staffing structure
- Implement a long-term fundraising and income generation plan
- Create a training and consultancy programme
- Start to use a Theory of Change and take a more systematic approach to measuring outputs and outcomes from our project
- Make new resources to support the expansion of key programmes including the Family Friendly Museum Award, Manifesto and Takeover Day

Overall, there have been many benefits to this project, and it has been an extremely positive experience for the staff team to have time and support to think about how the organisation functions and how we go about offering the best support that we can to museums all over the UK.

## **Social Media and Website**

Following a competitive process, we appointed 38Digital to develop our new website. The project gave us a valuable opportunity to review the content of the site and how it was being used and make improvements to respond to the needs of our main audiences (museum staff and volunteers). Our new website was launched in January 2019 and received very positive feedback. In the first three months of being live, the new site attracted 7,200 users.

"Looks brilliant! So much helpful information and so easy to find – congratulations!" (Feedback from National Maritime Museum staff)

Kids in Museums continues to have a prominent social media presence with around 33,000 Twitter followers (an increase of 1,000 during the year), over 3,260 followers on Facebook and 1,800 Instagram followers (an increase of 800 during the year). Our reach on Twitter in 2018/19 was approximately 2.6m views of tweets from our @kidsinmuseums account and #TakeoverDay trended in the UK on Teen Twitter Takeover and Takeover Day.

## **Volunteers**

Kids in Museums volunteers remain an important part of our organisation. With our new staffing structure, we moved to a more project-based approach to volunteering during the year, with a focus on supporting Takeover Day and the Family Friendly Museum Award.

During 2018/19 we had 22 active volunteers who contributed around 420 hours to the organisation.

## **Our Organisation**

Kids in Museums is a small but ambitious charity governed by a Board of Trustees chaired by Emmajane Avery (see page 3 for details).

The permanent staff team has undergone significant change during the year, with a restructure creating three new roles: Head of Programmes, Content and Communications Manager and Fundraising and Administration Officer. These followed the recommendations of our NHLF Resilient Heritage Project to combine part-time roles into full-time roles and bring as many of the skills required to run the organisation in-house. We completed recruitment for the new team in November 2018 and when all the roles were filled the number of staff was 4.4FTE.

During the year, we continued to improve our office infrastructure and administrative processes. We migrated all our IT systems to a cloud-based platform to facilitate more flexible working and improve the security of data storage. We reviewed and updated our data protection and privacy policies with the introduction of GDPR and updated various HR policies including those around recruitment.



Our longest serving Trustee, Anra Kennedy, stood down in June 2018. We are hugely grateful for all the support and expertise Anra generously gave to Kids in Museums during her time as a Trustee. We were delighted to welcome three new Trustees to our board in February 2019: Anne Brisbin, Rachel Kuhn and Victoria Pinnington.

They were recruited following a competitive open application process during which we sought to bring skills in financial management and business planning, HR and fundraising and communications to our board.

2018 also saw the launch of our new Young Trustees programme. We wanted to bring the voices of young people into our decision-making process and appoint two 18-25 year olds to our board of Trustees. We received 16 applications for the new roles and were thrilled to welcome Sarah Moreno and Amy Shakespeare as Trustees in October 2018. They initially served a one-year term, with the possibility of a year extension. During the year, one of the projects they have advised on is the creation of a Youth Panel for Kids in Museums which was established after the end of this reporting period in summer 2019.

## **Financial Statement**

The Trustees present their report and the financial statements for the year ended 31 March 2019. The Trustees who are also the Directors of Kids in Museums for the purposes of company law and who served during the year and up to the date of this report are set out on page 3.

## **Financial Performance**

The year in question showed a decrease in income from £399,055 to £262,577. This can entirely be attributed to decreased restricted income as a result of the end of the Takeover Birmingham programme, which included two additional staff members and activity being delivered by 20 organisations. Expenditure decreased during the year for the same reason.

The year shows a deficit of income over expenditure of £2,147 compared to a surplus of £16,427 in the previous year. This can be attributed to reduced staff capacity for income generation during the restructure.

Overall resources at the end of the year are £50,919 (2018: £53,066). The account preparation regards some sources of funding as restricted and the balance of restricted funds at the year end is £5,021 which represents funds and expenditure to be carried forward.

The unrestricted fund balance is £45,898 (2018 £40,352). This represents just over two months of operating income. This is short of the need outlined in our Reserves Policy for funds to cover three months' operating costs. However, it represents progress from the previous year towards our target of having funds in place to meet the full requirements of our Reserves Policy by 2021/22. We have plans in place to continue to build our unrestricted reserves over the next three years.

The cash balance at year end of £60,609 (2018: £86,374) is sound despite significant investment in a new website. This was required to fulfil our role to support the museum sector and support the future growth of the charity. There is deferred income of £31,645 which represents money received in the year which should be recognised in 2019/20.



## Independent Examiners' Report to the Trustees of Kids in Museums

I report on the accounts of the company for the year ended 31 March 2019, which are set out on pages 13 and 14.

### Respective responsibilities of Trustees and Examiner

The charity's Trustees (who are also the Directors of the Company for the purposes of company law) are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The charity trustees consider that the audit requirement of Regulation 10 (1) (a) to (c) of the 2006 Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44 (1) (c) of the Act and to state whether particular matters have come to my attention.

The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

### Basis of independent examiner's report

My examination was carried out in accordance with Regulation 11 of the 2006 Accounts Regulations. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; Section 44 (1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006, and Regulation 8 of the 2006 Accounts Regulations and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Name: Stewart Katz

Relevant professional qualification or body: FCA

135 Notting Hill Gate London W11 3LB

Dated: 30/11/2019.

**Statement of financial activities (incorporating the income and expenditure account)**  
**For the period ended 31 March 2019**

	Notes	Unrestricted Funds £	Restricted Funds £	2019 Total £	2018 Total £
<b>Incoming resources from generating funds:</b>					
Arts Council England		160,000	-	160,000	-
Other voluntary funding		63,968	38,609	102,577	399,055
<b>Total incoming resources</b>		<b>223,968</b>	<b>38,609</b>	<b>262,577</b>	<b>399,055</b>
<b>Resources expended</b>					
Project costs		29,581	46,301	75,882	89,357
Staff salaries		138,197	-	138,197	92,742
Overheads		38,035	-	38,035	38,699
Governance costs		2,717	-	2,717	1,811
Staff expenses, training and memberships		3,946	-	3,946	8,302
Websites and databases		5,473	-	5,473	8,862
Marketing and fundraising costs		473	-	473	-
Other /Consultants costs		-	-	-	142,856
<b>Total resources expended</b>		<b>218,422</b>	<b>46,301</b>	<b>264,723</b>	<b>382,629</b>
<b>Net incoming/ (outgoing) resources for the year</b>		<b>5,546</b>	<b>(7,692)</b>	<b>(2,146)</b>	<b>16,426</b>
Total funds brought forward		40,352	12,714	53,066	36,639
<b>Total funds carried forward</b>		<b>45,898</b>	<b>5,022</b>	<b>50,920</b>	<b>53,065</b>

# Balance Sheet at 31 March 2019

		2019	2018
	Notes	£	£
<b>Fixed Assets</b>			
Tangible Assets	2	1,396	867
Intangible Assets - Website		<u>11,000</u>	<u>-</u>
		12,396	867
<b>Current assets</b>			
Debtors	3	15,539	37,878
Cash at bank		<u>60,609</u>	<u>86,374</u>
		76,148	124,252
<b>Creditors: amounts falling due within one year</b>	4	( 37,624)	( 72,053)
		<u>38,524</u>	<u>52,199</u>
<b>Net current assets</b>		38,524	52,199
<b>Total assets</b>		<u>50,920</u>	<u>53,066</u>
<b>Funds</b>	5		
Restricted income funds		5,022	12,714
Unrestricted income funds		<u>45,898</u>	<u>40,352</u>
<b>Total funds</b>		<u>50,920</u>	<u>53,066</u>



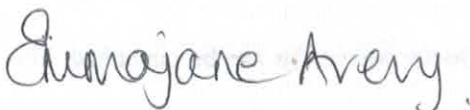
**Trustees' Statements required by the Companies Act 2006 for the period ended 31 March 2019**

In approving these financial statements of the company, we hereby confirm:

- a) For the financial year ended 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006
- b) That no notice has been deposited at the registered office of the company pursuant to section 476 of the Companies Act 2006 requesting that an audit be conducted for the year ended 31 March 2019.
- c) That we acknowledge our responsibilities for:
  1. Ensuring that the company keeps proper accounting records which comply with Section 386 of the Companies Act 2006 and,
  2. Preparing financial statements which give a true and fair view of the state of affairs of the company at the end of the financial year and of its profit and loss for the year ended in accordance with the requirements of sections 394 and 395, and which otherwise comply with the provisions of the Companies Act in relating to financial statements so far as applicable to the company.

These financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and in accordance with FRS 102.

The Financial Statements were approved by the board on 19 November 2019 and signed on its behalf by



**Emmajane Avery**  
**Director**

The attached notes form an integral part of the financial statements.

## Notes to financial statements for the year ended 31 March 2019

### 1. Accounting Policies

The principle accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and the preceding year

#### 1.1. Basis of accounting

These financial statements have been prepared in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' ('FRS 102') and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2. Incoming Resources

All incoming Resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income.

Voluntary Income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional of the delivery of a specific performance are recognised when the charity becomes unconditionally entitled to the grant.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

#### 1.3. Resources Expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is reported as part of the expenditure to which it relates.

Cost of generating funds comprise the costs incurred by the charity in attracting voluntary income.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both the costs which can be directly allocated to such activities and those costs of an indirect nature necessary to support them.

#### 1.4. Taxation

The Charity's activities fall within the exemptions afforded by the provisions of the Income and Corporation Taxes act 1988. Accordingly, there is no taxation charge in these accounts.



## Notes to financial statements for the year ended 31 March 2019

### 1.5. Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

### 1.6. Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all its financial instruments.

#### *Basic financial assets*

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

#### *Classification of financial liabilities*

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all its liabilities.

#### *Basic financial liabilities*

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

### 1.7. Tangible Fixed Assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs. Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:



Fixtures, fittings & equipment 33% on a straight line basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset and is credited or charged to profit or loss.

### 1.8. Intangible fixed assets other than goodwill

Intangible assets are initially recognised at cost. After recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases

Website – 6 years on straight line.

## 2. Fixed Assets

	Fixtures, Fittings & Equipment £	Total £
<b>Fixed Assets</b>		
<b>Tangible Assets</b>		
<b>Cost</b>		
<b>As 1 April 2018</b>	1,310	1,310
Additions	1,158	1,158
Disposal	-	-
<b>At 31 March 2019</b>	<u>2,468</u>	<u>2,468</u>
<b>Depreciation and Impairment</b>		
<b>As 1 April 2018</b>	443	443
Depreciation	629	629
Depreciation adjustment on disposal	-	-
<b>At 31 March 2019</b>	<u>1,073</u>	<u>1,073</u>
<b>Carrying amount</b>		
<b>At 31 March 2019</b>	1,396	1,396
<b>At 31 March 2018</b>	867	867
<b>Intangible Assets - Website</b>		
<b>Cost</b>		
<b>As 1 April 2018</b>	-	-
Additions	12,000	12,000
Disposal	-	-
<b>At 31 March 2019</b>	<u>12,000</u>	<u>12,000</u>
<b>Amortisation</b>		
<b>As 1 April 2018</b>	-	-
Amortisation	1,000	1,000
Amortisation adjustment on disposal	-	-
<b>At 31 March 2019</b>	<u>1,000</u>	<u>1,000</u>
<b>Carrying amount</b>		
<b>At 31 March 2019</b>	11,000	11,000
<b>At 31 March 2018</b>	-	-

### 3. Debtors

	2019	2018
	£	£
Prepayments and accrued income	9,714	31,440
Other Debtors	5,825	6,438
	<u>15,539</u>	<u>37,878</u>

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

	2019	2018
	£	£
Trade Creditors	1,664	13,060
Accruals and deferred income	31,645	57,661
Other Creditors	4,315	1,332
	<u>37,624</u>	<u>72,053</u>

### 5. Unrestricted Funds

	At 1 April 2018 £	Incoming Resources £	Outgoing Resources £	At 31 Mar 2019 £
Unrestricted Funds	40,352	223,968	(218,422)	45,898
	<u>40,352</u>	<u>223,968</u>	<u>(218,422)</u>	<u>45,898</u>

### 6. Restricted Funds

	At 1 April 2018 £	Incoming Resources £	Outgoing Resources £	At 31 Mar 2019 £
Restricted Funds	12,714	38,609	(46,301)	5,022
	<u>12,714</u>	<u>38,609</u>	<u>(46,301)</u>	<u>5,022</u>

### 7. Company Limited by Guarantee

Kids in Museums is a company limited by guarantee and accordingly does not have a share capital.

Every member of the company undertakes to contribute such amount as may be required not exceeding £1 to the assets of the charitable company in the event of its being wound up while he or she is a member, or within one year after he or she ceases to be a member.