

Registered company number (England and Wales): 05809200

Registered charity number (England and Wales): 1123658

Registered charity number (Scotland): SC044490

**Report of the Trustees and  
unaudited Financial Statements  
for the year ended 31 March 2020 for  
Kids in Museums**

Deans  
Chartered Accountants  
Gibson House  
Hurricane Court  
Hurricane Close  
Stafford  
ST16 1GZ

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The Trustees who are also Directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2020. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### Reference and Administrative Details

Registered company number (England and Wales): 05809200

Registered charity number (England and Wales): 1123658

Registered charity number (Scotland): SC044490

Registered office address: 78 Beckenham Road, Beckenham, Kent, BR3 4RH

Administrative address: 78 Beckenham Road, Beckenham, Kent, BR3 4RH

President: Philip Mould OBE

#### Trustees:

Emmajane Avery (Chair)

Elizabeth McKay (Deputy Chair)

Stephen Allen

Anne Brisbin

Sasha Haines (retired 19 June 2019)

Rachel Kuhn

Rosemary Laryea

George Mackintosh (retired 17 September 2019)

Sarah Moreno

Victoria Pinnington

Amy Shakespeare

Eleri Thomas

Linsay Trueman

Dominic Waghorn

Company Secretary: Alison Bowyer

Independent Examiner: Deans, Chartered Accountants, Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Bank: Barclays, St Albans Branch, St Peter's Street, St Albans, AL1 3LP

## Objectives and Activities

### Objectives and aims

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

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 children, young people and families.

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 lifelong interest in and commitment to them
- Identify, challenge and overcome hurdles to participation by children, young people and families
- Support workforce diversity by opening up information about and access to careers in the sector
- Become easy to reach for ever.

### Public benefit

Having given due regard to Charity Commission guidance, the Trustees reaffirm that the charitable purpose of Kids in Museums is for the public benefit.

Kids in Museums supports museums' public facing work with children, young people and families by showcasing best practice, providing trusted information, training and consultancy, and raising the profile of family friendly museums to visitors. Our programmes also create opportunities for young people and families who would not otherwise visit museums to engage with their work, often for the first time.

This helps museums, galleries, historic houses and heritage sites around the UK achieve their charitable aims to promote public awareness of and access to their collections and offer educational opportunities for children and young people.

### 2019/20 Key Achievements

2019/20 was another successful year for Kids in Museums. We increased the number of sign ups for our Manifesto, relaunched the Family Friendly Museum Award, extended our online reach and encouraged around 50,000 people to visit their local museum as part of Where's Wally? The Big Museum Hunt. Our first Youth Panel brought the voices of eight young people into the organisation and our programme of training and consultancy helped to share best practice and improve our financial resilience.

All the activities described below were undertaken to further the charity's mission and vision to make museums better places for children, young people and families to visit. This includes creating programmes to engage these groups with museums, raising awareness of how these groups view museums and what they need from them, providing information to museums to improve their programmes and facilities, and training museum staff to increase the effectiveness of their work with these groups.

We work with a Theory of Change model and evaluate the impact of our work annually within this framework.

- This year 124 museums signed the Kids in Museums Manifesto, which we published in the six official languages of the United Nations, as well as Welsh.
- We received 860 nominations for the relaunched Family Friendly Museum Award which was won by the Andrew Carnegie Birthplace Museum in Dunfermline, our first Scottish winner.
- Our collection of around 100 free online resources was viewed over 11,000 times. New resources included guides to supporting blind and partially sighted and D/deaf and hard of hearing families and young people visiting museums and a resource about engaging young people with the climate and ecological emergency in museums.
- We ran our first multi-channel Teen Digital Takeover involving around 50 museums on Facebook, Twitter and Instagram, as well as organisations' websites.
- Around 50,000 people visited museums during October 2019 to take part in Where's Wally? The Big Museum Hunt.
- There were over 160 Takeover Days during the year involving over 4,000 children and young people.
- The combined reach of our Twitter, Facebook and Instagram posts was over 4 million social media users.
- We established our first Youth Panel, appointing eight young people aged 19-25 to work closely with our Young Trustees to bring more young people's voices into our organisation.
- Our new website had over 38,000 users in its first year of operation, 100% more than our target.
- We increased the amount of income we generated through fundraising and paid for training and consultancy from 2% to 23% of our total income.
- Nearly 300 people took part in our free and paid for training courses for museum professionals covering subjects including wellbeing.
- Kids in Museums declared a climate and ecological emergency as part of the Culture Declares Emergency movement.

## Kids in Museums Manifesto

The newly updated six-point Manifesto was launched at the end of March 2019 following consultation with a range of children, young people and families.

Our focus in the UK has been to increase the number of new signatories and encourage signatories to embed its principles across their organisation. To raise the profile of the Manifesto, we introduced a new social media feature, #ManifestoMonday, when we promote an example of best practice in using the Manifesto in museums. We have also offered a new logo for Manifesto signatories and made signing the Manifesto a requirement of participating in all our programmes.

To support museums to better use the Manifesto in their work, we delivered 16 free training days for museums across England. These have been well received.

For the first time we have made the Manifesto available in the six official UN languages. This has encouraged a small number of international museums to sign up. We hope that in the longer term this will increase the organisation's international profile.

During the year, 124 museums signed the Manifesto, the largest number for three years. This includes 97 accredited museums in England. Just over 40% of accredited English museums have now signed the Manifesto.

## Family Friendly Museum Award 2019

The Family Friendly Museum Award is the only museum award in the UK judged entirely by children, young people and families.

In 2019 we reviewed the format of the award and introduced categories for the first time. We felt categories would increase the range of museums entering the award. We saw this during the nominations period when we received 860 submissions from the public and museums, the largest number of entries we had received in three years.

The nominations were shortlisted by a panel including volunteers, staff, Trustees, museum trainees, families from an ESOL group in Hackney and young people from the Wallace Collection Young Curators programme.

The shortlisted museums were:

Small museum (up to 150k visits per year)

- Andrew Carnegie Birthplace Museum, Dunfermline
- The Devil's Porridge Museum, Easttriggs
- Erewash Museum, Derbyshire
- Hastings Museum and Art Gallery
- Parc Howard Museum, Llanelli
- Valence House Museum, Dagenham

#### Medium museum (150k - 500k visits per year)

- Bolton Museum and Art Gallery
- Great North Museum: Hancock, Newcastle
- London Transport Museum
- The Potteries Museum and Art Gallery, Stoke-on-Trent
- Sedgwick Museum of Earth Sciences, Cambridge
- University Museum of Zoology, Cambridge

#### Large museums (500k visits plus)

- Museum of Liverpool
- Riverside Museum, Glasgow
- World Museum, Liverpool

Over the summer, 49 families visited the shortlisted museums, with several visiting more than one. We provided free tickets for all the museums that charge an admissions fee and covered up to £25 of travel expenses per visit. This helped to remove barriers for families as part of our efforts to diversify the range of judges involved. Around 18% of the families came from a group who face additional barriers (SEND, autism or looked after children) to visiting museums.

We announced the overall winner of the Family Friendly Museum Award and the category winners on Monday 14 October at the May Fair Hotel. The ceremony was hosted by our President Philip Mould and the venue was made available thanks to in kind support from Edwardian Hotels.

#### Overall winner

- Andrew Carnegie Birthplace Museum

#### Category winners

- Large museum: Museum of Liverpool
- Medium museum: Great North Museum: Hancock
- Small museum: Andrew Carnegie Birthplace Museum

With a dedicated Content and Communications Manager, we have been able to make more impact with the award this year across our communications channels. This has been supported by a suite of tools including a template press release and social media graphics.

The shortlist was covered on page 2 of the national i newspaper and our announcement tweet had 37,000 impressions. The news story on our website had 2,743 page views, making it our most read news story. The announcement of our award winners generated our biggest ever reach on Facebook of over 19,400 and a reach of 41,000 on Twitter. It was featured by local press, including the Dunfermline Press, The Courier, Northern Echo, Chronicle Live, as well as sector press, including Arts Industry, Museums Association and Museum + Heritage Advisor.

Overall, the #FamilyFriendlyMuseum hashtag, from the beginning of the campaign on 25 March to the end of October 2019, had a reach of over 5 million on Twitter. 4,095 tweets have been sent out by 1,479 contributors, delivering to 29.3 million timelines. On Instagram, there were 280 posts from 64 contributors with a reach of over 142,000.

## Takeover Day England

130 museums participated in Takeover Day in England in 2019 working with around 3,800 young people aged 0-25. This is a larger number of events than last year, but still fewer than the peak of the project in 2017. Our evaluation data shows that the project is still valuable to work with children and young people in the museum sector.

Key findings from the Takeover Day evaluation:

- 21% of museums were taking part for the first time, showing that the project is still attracting new museums to get involved.
- About half of the museums that have taken part in previous years state that Takeover Day is an important part of their regular programme.
- Just under 20% of museums involved used Takeover Day to pilot a new way of working.
- Half of the museums involved said that they would do something differently in their work with children and young people as a result of taking part in Takeover Day.

Some examples of what museums have said they will change as a result of Takeover Day:

“We're still very much developing as a family friendly museum and it gave me lots of ideas for how to do this.”

“Develop our work with local uniformed groups as a venue for their activities. Use the children as a positive and informed feedback group for our museum.”

“I would like to include more about museum jobs/careers in future workshops and include curatorial elements too as that was a popular part. Where possible, it would also be good to include other staff more often in school visits.”

90% of the museums that responded to our survey said that Takeover Day had been a positive experience and they would like to participate next year.

In the two weeks around Takeover Day on 22 November, the hashtag #TakeoverDay had a reach of 3.9million on Twitter, with 2.3million impression on the day itself. There were over 2,200 tweets from more than 860 contributors.

We once again partnered with Museums + Heritage Advisor to allow young people to take over the website with a series of blogs reporting on their own Takeover Day event. The blog from the National Archives proved particularly popular on social media. We also worked with Penlee House Gallery in Cornwall to create an online feature by young people for Museums Crush, which was distributed to its 11,000 email subscribers.



## Takeover Day Wales

In 2019 we introduced a summer date for Takeover Day for the first time. This was designed to enable outdoor sites and museums that have seasonal opening to get involved. The new date was particularly popular in Wales, enabling several outdoor venues to take part for the first time.

Across the year, there were 33 Takeover Days involving 849 children and young people (this was an increase of 281 participants from the previous year). Seven organisations were running Takeover Day for the first time.

Based on the responses to the feedback survey, we found:

- 100% of the Welsh museums that participated would get involved in Takeover Day in the future.
- The main reasons for getting involved with Takeover Day were: 'it's part of our regular programme', 'it's a way to build new partnerships' and 'it's a way to expand our outreach work'.
- Many organisations also appreciate the opportunity to build enthusiasm for their work among young people.

“The students who take part are enthused at the end of the day after spending time in different areas around the Library.”

“It raises awareness of the service and the response from the children on the day is fantastic, they genuinely enjoy 'taking over' the service for the day.”

Some museums also identify an important opportunity to hear from young people and learn about what they think about their museum's content and collection.

“We gave the children Go-Pros to film their version of a tour of the Museum. This was very insightful as children don't want to read the information panels, they want to make up their own interpretations of what machines did and why. We are now looking at alternative description for items in the museum to encourage their imaginations.”

It is clear from the feedback that there is now a core group of Welsh museums that have built Takeover Day into their annual programme. This is extremely positive in terms of ensuring that best practice for working with children and young people is built into their activities. However, we were encouraged to see that there were seven organisations getting involved with Takeover Day for the first time in 2019.

## Teen Digital Takeover - 16 August 2019

Teen Digital Takeover took place on 16 August with about 50 museums involved. This was the first year that channels other than Twitter were involved, with Instagram proving the most popular, showing how we have adapted the programme to better reflect the social media channels regularly used by young people.

The event still performed well on social media. In the week of the event, there were 1,097 tweets from 385 contributors, reaching 5.2 million users. The launch tweet from the day was our second-best performing tweet of this quarter, reaching 23,000 people.

The feedback we received from museums shows how Teen Digital Takeover continues to be effective in promoting young people's active participation in museums. As a result of taking part museums said:

- Young people were more interested in taking part in other projects after Teen Digital Takeover
- The organisation saw an increase in social media traffic on the day
- Young people learned more about social media
- The organisation increased their understanding of young people's interests.

As a result of taking part, the majority of museums said they would change how they worked with young people. These changes included:

- Taking more risks working with young people
- Continuing to work with the young volunteer who took over on content creation for social media
- Trusting young volunteers to work on other parts of the site.

95% of museums involved said they would take part in Teen Digital Takeover, now renamed Digital Takeover Day, in future.

## Youth Panel

In summer 2019, Kids in Museums recruited its first ever Youth Panel. Following an open recruitment process, we selected eight young people aged 19-24 to be part of the panel. We want the panel to work closely with our Young Trustees and bring more young people's voices into our organisation.

The panel have been involved with Teen Digital Takeover and Takeover Day, partnering with Borough Road Gallery to create their own event to bring more young people into the gallery. They have also helped choose a new Ambassador, contributed to our work for National Careers Week and planned their own project to highlight how museums can respond to the climate and ecological emergency which launched in June 2020.

## Where's Wally? The Big Museum Hunt

Where's Wally? The Big Museum Hunt was a partnership with Walker Books. We collaborated around the launch of Where's Wally? Double Trouble At The Museum to create a museum trail for 50 museums across England, Wales and Scotland that aimed to increase the number of family visits to museums in the half term holidays during October 2019.

All the museums were provided with a set of materials to run the trail, including Wally standees to hide among their collection, spotter sheets and stickers for successful participants. These were all provided for free. We also offered a range of digital materials to promote the programme.

We collected feedback from all 50 museums involved in Where's Wally? The Big Museum Hunt in an online survey. The response was overwhelmingly positive, with some of the key findings being:

- Nearly 50,000 families took part in the hunt across the UK.
- Around 88% of museums involved felt that participating in the project helped to increase the number of family visitors to their museum.
- 98% of museums said they would be interested in being involved in a similar project in the future.

Feedback included:

“The front of house team felt that Where's Wally brought new visitors to the museum, providing a very effective 'way in' in what can be quite a difficult museum for families access. This was particularly the case for families with younger children.”

“We had families visit to take part in the trail who had not visited the museum before. Very successful week and would happily be involved in something like this again. Thank you for asking us to take part!”

“Families looked at objects they had never looked at before. There was much more interaction between family members, families who had never met, and families with front of house staff. There was a buzz of excitement about the museum, lots of conversations, lots of engaging with the collections, and less family members looking at their mobile phones. Adults were as engaged in the activity as the children. We had to give instructions on how to really 'look', families found this challenging at first, but then became quite determined, and were satisfied when they succeeded. It was a huge success and we would be very keen to be involved in anything similar in the future. Thank you.”

The campaign helped us to raise our profile with family audience, boosted traffic to our website and created our most popular Instagram post of the year.

## Resources

The Kids in Museums website hosts around 100 free resources designed to support museum staff in their work with children, young people and families. The resources encompass materials for Kids in Museums projects, case studies, how to guides and resources published by other organisations that complement our work.

Our resources landing page is the fifth most popular page on our website and in total last year there were 11,200 page views for all our resources.

In 2019/20 we published:

- How can your museum better welcome families and young people who are blind or partially sighted?
- How can your museum better welcome families and young people who are D/deaf or hard of hearing?
- How can your museum support children and young people to understand and respond to the Climate and Ecological Emergency?
- Translations of our Manifesto in six official UN languages
- New resources to help museums participate in Takeover Day and Teen Digital Takeover in English and Welsh

From January 2020 we started publishing themed blogs on our website from guest authors including the Culture, Health and Wellbeing Alliance and a range of museum professionals sharing careers advice for National Careers Week in March.

## Training and Consultancy for Museums

In 2019/20 we implemented our new training and consultancy strategy. This focused on Family Friendly Museum Audits for museum sites and a series of six training courses for museum professionals.

Our Family Friendly Museum Audits assess museum sites against the six points of our Manifesto. They provide feedback about good practice and challenges to develop a museum's family welcome supported by detailed best practice examples. We carried out 20 audits during the year and have been pleased to hear about museums implementing the recommendations in the audit reports.

We delivered six paid for training days during the year, all in partnership with museums and other specialists:

- Welcoming Families and Young People with Autism, with Autism in Museums, National Museums Liverpool and the Museum of English Rural Life (Liverpool and London)
- Young People and Wellbeing (London)
- Children, Families and Wellbeing with Manchester museums (Manchester)
- Meaningful consultation with children and families with Birmingham museums (Birmingham)
- How can museums support young people's employability symposium with London Transport Museum (London).

The feedback from the first year of our training has been very positive and demonstrates how we have been able to increase the skills of museum professionals:

- Five out of six events sold out with 180 participants in total.
- 28% of tickets sold were at the reduced rate for small organisations to widen access to the training.
- 74% of participants who took part in the evaluation rated the training day they attended as excellent or very good.
- 98% said they had learned something that they would share with their colleagues.

Some participant feedback:

“Incredibly interesting day. Made me think without overwhelming me with jargon. Concise clear and informative.” (Welcoming Families and Young People with Autism)

“Very enjoyable, well-paced and professional.” (Children, Families and Wellbeing)

“A brilliant day. Exactly what I was hoping for...” (Young People and Wellbeing)

As well as supporting our role to develop the skills of the museum sector in working with children, young people and families, this new stream of work has been important to diversifying our income and building resilience. Overall, training and consultancy contributed around 15% of our income in 2019/20.

## Social media and website

2019/20 was the first full year of operation for the new Kids in Museums website with a target to achieve 16,800 users. The site has performed well above expectations, and we achieved considerably more than we anticipated in its first year:

- 38,400 website users
- our highest monthly number of users was in October with 5,400
- 130,000 page views.

The Family Friendly Museum Award and Where's Wally? The Big Museum Hunt were particularly important in driving traffic to the site, but there has also been consistent interest in pages providing information in our core programme which were all in the top ten for page views during the year.

A small survey of users shows that 95% rated the site very good or excellent. The site has transformed Kids in Museums communications and enabled us to make a bigger contribution to supporting the museum sector.

Kids in Museums continues to have a prominent social media presence, which is important in reaching both children, young people and families, and museum staff.

We ended the year with around 34,700 Twitter followers (an increase of 1,700 during the year), around 4,000 followers on Facebook (an increase of 800 during the year) and 2,900 Instagram followers (an increase of 1,100 during the year).

Our reach on Twitter in 2019/20 was approximately 3.75m views of tweets from our @kidsinmuseums account, close to a million more than the previous year. On Facebook, our audience reach was around 302,000 and on Instagram around 31,000.

## Volunteers

Our relationship with volunteers has changed over the year, with a greater focus on supporting young volunteers through our Youth Panel. However, we were still delighted to have support from project-based volunteers for the Family Friendly Museum Award. During 2019/20, we had 12 active volunteers, including our Youth Panel who contributed 378 hours of their time to the organisation.

## Environmental Performance

Kids in Museums declared a Climate Emergency in November 2019 in support of Culture Declares Emergency. We are committed to work to combat the climate and ecological emergency in our public programmes and operations.

During the year, our resource about supporting children and young people to respond to the climate and ecological emergency was one of our most popular resources with over 1,000 views. Operationally, we took steps to becoming a paperless office, increased the amount of vegetarian and vegan catering at our events, used public transport for 95% of work travel and took steps to reduce office waste.

## Financial Review

### Financial performance

Kids in Museums is pleased to present financial statements that show a more diverse range of income sources and good control of expenditure. The year end position was not as strong as hoped because of the impact of Covid-19 on our ability to complete consultancy projects in March 2020.

Kids in Museums continues to review and improve its financial processes and develop its approach to income generation to ensure greater financial stability.

The Statement of Financial Activities is set out on page 16. Total income was £251,212 (2019 £262,577). Total expenditure was £254,658 (2019 £264,723). The decrease in income and expenditure is due to the end of the National Lottery Heritage Fund supported Resilient Heritage project.

At 31 March 2020, unrestricted reserves stood at £42,452 (2019 £45,898).

### Income Generation

Our principal funders remain Arts Council England and the Welsh Government.

2019/20 was the first year of Kids in Museums implementing a new approach to income generation developed as part of our Resilient Heritage project funded by the National Lottery Heritage Fund. As a result of the new approach, Kids in Museums was able to create the amount of income generated from fundraising and selling training and consultancy from 2% to 23% of total income.

During the year we secured £23,924 from trusts, foundations, and other organisations and £473 from the launch of Mammoth Club, our new online donation scheme.

Our new programme of training and consultancy generated £36,719. This was a better than anticipated performance and the Business Development Committee will work with the Executive Director and Head of Programmes to grow this work.

We are hugely grateful to all the trusts, foundations, companies and individual supporters who have supported our work in 2019/20.

### Reserves policy

The Trustees' policy is to have unrestricted reserves equal to three months of operating and programme expenditure. This is deemed by the Trustees to be the amount necessary to maintain our programmes should a shortfall in income arise and to cover risks and contingencies that would require an outlay of expenditure above a normal level.

At 31 March 2020, unrestricted reserves stood at £42,452. This is the equivalent of just over two months operating and programme expenditure and so falls short of the amount required in the policy.

The charity has a plan to build its level of unrestricted reserves over the next three years to reach the required level. However, the impact of coronavirus on fundraising and income generation means that period is likely to need to be extended to five years.

## Organisational information

### Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The name of the charity is Kids in Museums. The constitution is set out in the Memorandum and Articles of Association dated 8 May 2006 as amended by Special Resolution 8 August 2018.

The company is limited by guarantee and does not have share capital. The liability of each individual member is limited to £1 in the event of a winding up order.

### Recruitment and appointment of new Trustees

Membership as a Trustee is open to anyone who is interested in supporting the mission and vision of Kids in Museums in a governance role. Trustee roles are advertised openly and appointed after a rigorous application and interview process. Trustee appointments must be approved by the full board of Trustees and Trustees must pass background checks and sign the Trustee register. Trustees are appointed for an initial term of four years with the option to be reappointed for one further term.

Kids in Museums reserves up to two Trustee roles for young people aged 18-25. They are appointed for a one year term with the option to be reappointed for a further year. Young Trustees go through a competitive recruitment process and are subject to the same checks as candidates for other Trustee roles.

### Organisational structure

The Board of Trustees meets three times per year to lead strategy development, financial planning and to review past performance. The Board of Trustees is supported by the Executive Director who reports to the Chair. Members of the Youth Panel can offer input to the Board of Trustees through the Young Trustees.

The Finance Committee and Business Development Committee meet two or three times per year. They report to the Board of Trustees. The Finance Committee monitors risk, financial controls and planning. The Business Development Committee oversees income generation strategy. There is also a Nominations Committee which is convened on an adhoc basis to recruit new Trustees.

Pay rises for staff are recommended to the Board of Trustees annually in February for the implementation in the new financial year. Any pay awards are based on the cost of living determined from the CPI rate.

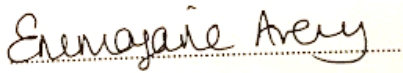
During the year we consolidated the staffing structure created as part of our Resilient Heritage project. We ended the year with 4 FTE staff, a slight reduction in capacity from the previous year.

### Risk management

Kids in Museums maintains a register of the main risks facing the charity. This is regularly reviewed by the Trustees and the Executive Director.

The main risk currently facing the charity is the impact of COVID-19 on the museum sector and income generation. To address this, we have a COVID\_19 working group and a strategy for training and consultancy, and fundraising which have been updated to reflect the impact of the pandemic. The Trustees have established a Business Development Committee to monitor the implementation of these documents and identify opportunities to develop them further.

Approved by order of the board of Trustees on 11/11/2020 and signed on its behalf by:

A handwritten signature in dark ink, reading "Emmajane Avery", is written over a horizontal dotted line. The signature is fluid and cursive.

Emmajane Avery – Chair of Trustees



## Independent examiner's report to the trustees of Kids in Museums ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2020.

### Responsibilities and basis of report

As the charity's Trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of FCA which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Richard Stonier FCA  
Deans, Chartered Accountants  
Gibson House, Hurricane Court, Hurricane Close, Stafford, ST16 1GZ

Date: 27 November 2020

## Statement of Financial Activities

		Unrestricted funds £	Restricted Funds £	2020 total funds £	2019 total funds £
<b>Income and Endowments from</b>	Notes				
	2	214,396	-	214,396	258,077
Donations and legacies	3	36,719	-	36,719	4,500
Investment income	4	97	-	97	-
<b>Total</b>		<b>251,212</b>	<b>-</b>	<b>251,212</b>	<b>262,577</b>
<b>Expenditure on</b>					
<b>Charitable Activities</b>	5				
Charitable expenditure		209,073	-	209,073	214,080
Other		45,585	-	45,585	50,643
<b>Total</b>		<b>254,658</b>	<b>-</b>	<b>254,658</b>	<b>264,723</b>
<b>Net (expenditure)</b>		<b>(3,446)</b>	<b>-</b>	<b>(3,446)</b>	<b>(2,146)</b>
<b>Reconciliation of funds</b>					
<b>Total funds brought forward</b>		<b>45,898</b>	<b>5,022</b>	<b>50,920</b>	<b>53,066</b>
<b>Total funds carried forward</b>	15	<b><u>42,452</u></b>	<b><u>5,022</u></b>	<b><u>47,474</u></b>	<b><u>50,920</u></b>

## Balance Sheet

		Unrestricted funds £	Restricted Funds £	2020 Total Funds £	2019 Total Funds £
	Notes				
<b>Fixed Assets</b>					
Intangible assets	11	9,000	-	9,000	11,000
Tangible assets	12	1,324	-	1,324	1,395
		10,324	-	10,324	12,395
<b>Current Assets</b>					
Debtors	13	27,780	-	27,780	15,539
Cash in hand and at bank		28,466	5,022	33,488	
60,609		56,246	5,022	61,268	76,148
<b>Creditors</b>					
Amounts falling due within one year	14	(24,118)	-	(24,118)	(37,623)
<b>Net Current Assets</b>		32,128	5,022	37,150	38,525
<b>Total Assets Less Current Liabilities</b>		42,452	5,022	47,474	50,920
<b>Net Assets</b>		<u>42,452</u>	<u>5,022</u>	<u>47,474</u>	<u>50,920</u>
<b>Funds</b>	15				
Unrestricted funds				42,452	45,898
Restricted funds				5,022	5,022
<b>Total funds</b>				<u>47,474</u>	<u>50,920</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2020.

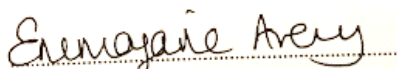
The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 11/11/2020 and were signed on its behalf by:



Emmajane Avery – Chair of Trustees

## Notes to the Financial Statements

### I. Accounting Policies

#### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Kids in Museums is a charitable organisation in the United Kingdom. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 3 of these financial statements. The nature of the charity's operations and principal activities are detailed in the Trustees Report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective from 1 January 2015, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011.

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

The financial statements are prepared under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £1.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

#### **Financial reporting standard 102 - reduced disclosure exemptions**

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

### **Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102).

Income from government and other grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Investment income is earned through holding assets for investment purposes and it includes interest only. Interest income is recognised using the effective interest method.

### **Expenditure**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

### **Governance costs**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include governance costs. They are incurred directly in support of expenditure on the objectives of the charity.

### **Intangible assets**

Intangible assets acquired separately from a business are capitalised at cost. Intangible assets acquired on business combinations are capitalised separately from goodwill if the fair value can be measured reliably on initial recognition.

Intangible assets are amortised on a straight line basis over their useful lives. The useful lives of intangible assets are as follows:

Website - 6 years

Provision is made for any impairment.

**Tangible fixed assets**

Tangible assets are depreciated on a straight line basis over their useful lives. The useful life of tangible assets are as follows:

Computer equipment - 3 years

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

**Taxation**

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

**Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**Debtors and creditors receivable / payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2.	<b>Donations and Legacies</b>	2020	2019
		£	£
	Arts Council England	160,000	160,000
	Welsh Government funding	30,000	58,440
	Other voluntary funding	24,396	39,637
		<u>214,396</u>	<u>258,077</u>
3.	<b>Charitable Activities</b>	2020	2019
		£	£
		<u>36,719</u>	<u>4,500</u>

**4. Investment Income**

	2020	2019
	£	£
Deposit account interest	97	-

**5. Charitable Activities Costs**

<u>2020</u>	<u>Staff Costs</u>	<u>Project Costs</u>	<u>Property Costs</u>	<u>Other</u>	<u>Total</u>
	£	£	£	£	£
Direct charitable expenditure	164,747	34,327	-	10,000	209,074
Support costs	-	-	28,551	17,033	45,584
	<u>164,747</u>	<u>34,327</u>	<u>28,551</u>	<u>27,033</u>	<u>254,658</u>
 <u>2019</u>	 <u>Staff Costs</u>	 <u>Project Costs</u>	 <u>Property Costs</u>	 <u>Other</u>	 <u>Total</u>
	£	£	£	£	£
Direct charitable expenditure	138,197	75,883	-	-	214,080
Support costs	-	-	30,267	20,376	50,643
	<u>138,197</u>	<u>75,883</u>	<u>30,267</u>	<u>20,376</u>	<u>264,723</u>

**6. Net (Expenditure)**

Net (expenditure) is stated after charging

	2020	2019
	£	£
Depreciation own assets	725	630
Other operating leases	23,391	24,485
Website amortisation	<u>2,000</u>	<u>1,000</u>



**7. Trustees' remuneration and benefits**

There were no trustees' remuneration or other benefits for the year ended 31 March 2020 (2019 – nil). The total trustees' travel and subsistence expenses for year ended 31 March 2020 was £2,228 (2019 - £1,967). The total number of trustees receiving expenses during the year was 4 (2019 - 5).

**8. Staff costs**

The average monthly number of employees during the year was as follows:

	2020	2019
Support staff	<u>5</u>	<u>4</u>

There were no employees who received total employee benefits of more than £60,000.

**9. Comparatives for the Statement of Financial Activities**

Net (expenditure) is stated after charging

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Income and endowments from</b>			
Donations and legacies	219,468	38,609	258,077
Income from charitable activities	<u>4,500</u>	<u>-</u>	<u>4,500</u>
	223,968	38,609	262,577
<b>Expenditure on</b>			
<b>Charitable activities</b>			
Charitable expenditure	167,779	46,301	214,080
Other	<u>50,643</u>	<u>-</u>	<u>50,643</u>
<b>Total</b>	218,422	46,301	264,723
<b>Net Income/(Expenditure)</b>	<u>5,546</u>	<u>(7,692)</u>	<u>(2,146)</u>
<b>Reconciliation of Funds</b>			
<b>Total funds brought forward</b>	40,352	12,714	53,066
<b>Total Funds carried forward</b>	<u>45,898</u>	<u>5,022</u>	<u>50,920</u>

**10. Independent Examiners Remuneration**

The independent examiners remuneration amounts to an independent examination fee of £900 (2019 - £750). No other services were provided.

**11. Intangible Fixed Assets**

	Website £
Cost	
At 1 April 2019 and 31 March 2020	<u>12,000</u>
Amortisation	
At 1 April 2019	1,000
Charge for the year	<u>2,000</u>
At 31 March 2020	<u>3,000</u>
Net Book Value	
At 31 March 2020	<u>9,000</u>
At 31 March 2019	<u>11,000</u>

**12. Tangible Fixed Assets**

	Computer Equipment £
Cost	
At 1 April 2019	2,469
Additions	<u>654</u>
As 31 March 2020	3,123
Depreciation	
At 1 April 2019	1,074
Charge for year	<u>725</u>
At 31 March 2020	<u>1,799</u>
Net Book Value	
At 31 March 2020	<u>1,324</u>
At 31 March 2019	<u>1,395</u>

**13 Debtors: amounts falling due within one year**

	2020	2019
	£	£
Trade debtors	7,417	-
Other debtors	5,825	5,825
Prepayments and accrued income	14,538	9,714
	<u>27,780</u>	<u>15,539</u>

**14 Creditors: amounts falling due within one year**

	2020	2019
	£	£
Trade creditors	1,856	1,664
Social security and other taxes	3,306	3,883
Other creditors	630	431
Accruals and deferred income	18,326	31,645
	<u>24,118</u>	<u>37,623</u>

**15. Movement in Funds**

	1 April 2019	Net movement in funds	31 March 2020
	£	£	£
<b>Unrestricted funds</b>			
General funds	45,898	(3,446)	42,452
<b>Restricted funds</b>			
Restricted funds	5,022	-	5,022
<b>Total funds</b>	<u>50,920</u>	<u>(3,446)</u>	<u>47,474</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	251,212	(254,658)	(3,446)
<b>Total funds</b>	<u>251,212</u>	<u>(254,658)</u>	<u>(3,446)</u>

**Comparatives for movement in funds**

	I April 2018 £	Net movement in funds £	31 March 2019 £
<b>Unrestricted funds</b>			
General funds	40,352	5,546	45,898
<b>Restricted funds</b>			
Restricted funds	12,714	(7,692)	5,022
<b>Total funds</b>	<u>53,066</u>	<u>(2,146)</u>	<u>50,920</u>

Comparative net movement in funds, included in the above is as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General funds	223,968	(218,422)	5,546
<b>Restricted funds</b>			
Restricted funds	38,609	(46,301)	(7,692)
<b>Total funds</b>	<u>262,577</u>	<u>(264,723)</u>	<u>(2,146)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	I April 2018 £	Net movement in funds £	31 March 2020 £
<b>Unrestricted funds</b>			
General funds	40,352	2,100	42,452
<b>Restricted funds</b>			
Restricted funds	12,714	(7,692)	5,022
<b>Total funds</b>	<u>53,066</u>	<u>(5,592)</u>	<u>47,474</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General funds	475,180	(473,080)	2,100
<b>Restricted funds</b>			
Restricted funds	38,609	(46,301)	(7,692)
<b>Total funds</b>	<u>513,789</u>	<u>(519,381)</u>	<u>(5,592)</u>

## 16 Related Party Disclosures

There were no related party transactions for the year ended 31 March 2020 (2019 – none).

## Detailed Statement of Financial Activities

	2020 £	2019 £
Income and Endowments		
<b>Donations and legacies</b>		
Arts Council England	160,000	160,000
Other voluntary funding	24,396	39,637
Welsh Government funding	<u>30,000</u>	<u>58,440</u>
	214,396	258,077
Training and consultancy	36,719	4,500
<b>Investment income</b>		
Deposit account interest	<u>97</u>	<u>-</u>
<b>Total incoming resources</b>	251,212	262,577
Expenditure		
<b>Support costs</b>		
<b>Management</b>		
Wages	150,414	128,494
Social security	10,937	7,942
Pensions	3,396	1,761
Rent	23,391	24,485
Rates and water	2,060	1,966
Light and heat	3,100	3,816
Telephone	1,055	1,647
Postage and stationery	3,310	3,925
Project costs	34,327	75,881
Sundries	2,305	3,947
Computer costs	4,413	6,490
Consultancy	10,000	-
Website amortisation	2,000	1,000
Computer equipment depreciation	<u>726</u>	<u>630</u>
	251,434	261,984
<b>Finance</b>		
Bank charges	96	22

Detailed Statement of Financial Activities  
For the year ended 31 March 2020

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**Governance costs**

Trustees' expenses	2,228	1,967
Accountancy and legal fees	<u>900</u>	<u>750</u>
	<u>3,128</u>	<u>2,717</u>
 Total resources expended	 <u>254,658</u>	 <u>264,723</u>
 <b>Net expenditure</b>	 <u><u>(3,446)</u></u>	 <u><u>(2,146)</u></u>