



FAMILY FRIENDS IN WINDSOR AND MAIDENHEAD

Company registration Number: 7462339 (England and Wales)

Report of the Trustees and Unaudited Financial Statements

Period of Accounts

Start date : 1st April 2013

End date : 31st March 2014

FAMILY FRIENDS IN WINDSOR AND MAIDENHEAD

Company Information for the year-ended 31st March 2014

Directors:

Dianne Fletcher
Julie Greatwood
Catherine Hollingsworth
Patricia Mary Laković
Judith Littlewood
Janet Rose

Registered Office:

The Lawns Nursery School
Imperial Road
Windsor
SL4 3RU

Company Registration Number:

7462339 (England and Wales)

FAMILY FRIENDS IN WINDSOR AND MAIDENHEAD

TRUSTEES' ANNUAL REPORT

For year ended 31st March 2014

Family Friends is a small but growing charity, set up in 1995, based in the Royal Borough of Windsor and Maidenhead. Last year we worked with more families than ever before whilst maintaining extremely high standards as evidenced by the evaluations provided by families who have received our services. As a registered charity and company limited by guarantee, the primary objective of Family Friends is stated in its Articles – “to preserve the good physical and mental health of the public, in particular those resident in the Royal Borough of Windsor and Maidenhead, with particular regard to families, through the provision of practical and emotional support to families in need.”

Family Friends provides an early intervention service to families with children aged 13 and under living in the Royal Borough. We have a dedicated team of professionals and volunteers who work tirelessly to ensure that families receive the best possible assistance to address their particular needs. We provide two core services – a family support service supporting children and parents either on a 1-1 basis or in groups and a service where fully inducted volunteers support families in their homes. We also deliver specifically funded project work including work with children affected by domestic abuse and those with a substance-misusing parent. During our last financial year we were privileged to be part of the local Schools Service Partnership working with Army families, particularly in Windsor. This project ended on 31st March 2014, but our focussed work with Army families is ongoing.

Our services are free and are offered unconditionally to any family whose needs satisfy our service provision criteria. Family Friends is committed to enabling as many families as possible living in the Royal Borough of Windsor and Maidenhead to benefit from the services we provide. The Trustees are confident therefore that Family Friends satisfies the ‘public benefit’ requirement imposed on us by the Charities Act 2006.

In respect of our operational base in Windsor we have been able to agree in principle an extension of our lease for a further 3 years from February 2015.

Governance

Directors

The directors shown below have held office during the whole period from 1st April 2013 to 31st March 2014:

Dianne Fletcher
Julie Greatwood
Patricia Mary Laković
Judith Littlewood
Catherine Hollingsworth

Janet Rose, co-opted director was appointed to the Board on 4th July 2013. She has now become a company member and is therefore eligible for election to the Board at the AGM.

Directors, Heather Cox and Margaret Maskell, resigned from the Board on 17 July 2013 after many years of service to Family Friends. The Board organised a farewell lunch for them, their husbands and Family Friends staff shortly before last year's AGM.

The Board continues to seek to increase its membership; staff actively promote Board membership.

Last year (i.e. 2012-13), the Board created a Standing Committee intended to meet 4 times during the year. We reviewed the success of this change in November 2013 and decided that this committee duplicated the content of Board meetings and it was therefore disbanded. In future, trustees will be asked to take on specific tasks as and when the Board needs to focus on a particular topic.

We have also used electronic means to discuss and formally vote on Board matters where it has not been practicable to meet. This mechanism has worked well, even when Board members have been abroad.

Trustees are all volunteers and give of their time and energy most freely and willingly, for which we are most grateful.

Staffing

We now have a complement of 8 staff members, 5 of whom are part time, including the Head of Services and we continue to use the services of Clare Cogan as part time Volunteer Coordinator working- with Sophia Lazarou.

We were sorry to lose our Administrator Sandy Scully after 6 years with us. She and her husband moved to Weymouth at the end of July. Sandy's replacement, Kerry Byde is an excellent Administrator and has blended into the team seamlessly.

This year we received some short term funding from Awards for All (part of the Big Lottery Fund) ending in July 2014 to increase our volunteer numbers and to improve their skills and knowledge. Michele Cook has undertaken this particular project with great success - volunteer numbers have increased and the training programme that she developed in conjunction with other providers has enhanced the knowledge and skills of our volunteer team as well as those of volunteers in other organisations within the Borough.

From April 2014, we will be replacing Anna Morgan-Cox with a 'Term Time only' Family Support Worker while she is on maternity leave. Tracy Muschamp, Senior Family Support Worker, recently celebrated 10 years with Family Friends. Her role has changed significantly since her original appointment and it is a credit to her that her expertise and advice are widely praised and sought out by clients and professionals alike.

The appointment of a part time Head of Services has proved successful, especially as Mike Simpson is a very able and experienced manager. The Board decided to increase his working hours slightly from 1st April 2014; we are now entering a period of significant change in the coming year as we prepare for formal contract tendering with the Borough.

It is possible that employee numbers and hours will vary during the coming year as we take on more projects or existing part time staff take on other responsibilities demanded of new projects.

A copy of our organisational structure at the end of March 2014 is shown in Annex 1.

Organisational Development

Family Friends continues to evolve and in spite of ongoing financial pressures, we have been able to respond to change when needed. This has been particularly evident in the use of technology. Our website has been completely revamped with videos of families talking about our work with them, together with clear information on our services. The new website has improved our volunteer application rate. We now have a Facebook page and Twitter account to further enhance our profile. A new internet based telephone system has been purchased and is due for installation in June and our Microsoft Offices packages will be upgraded within the first quarter of the coming year. Some new hardware has also been purchased. Up to date technology is essential even for a small organisation such as ours, to ensure that we communicate effectively in whatever medium we need to use.

Over the years, we have established a group of dedicated staff who are willing and are generally able to respond to wide ranging demands. The Borough has informed us that the services we currently provide under a Service Level Agreement will be put out to tender ready for April 2015. In order not to be subsumed into another organisation, Family Friends will need to submit a bid that provides excellent value for money for the Borough. Preparing to win this tender will be a significant challenge for Family Friends as an organisation and may necessitate some radical thinking so that we deliver Best Value services stipulated in the contract document at acceptable cost.

With the end of the Schools Service Partnership in March 2014, the Board decided to create, in effect, a new project – the Army Families project – to support Army families in Windsor in a unique way. This builds on the excellent rapport the team has created with the Army Welfare Units in the Coldstream Guards and the Household Cavalry regiments. We will continue to employ 3 part time workers until at least the end of October 2014 (at end March 2014) by when all the deployed troops should have returned from Afghanistan.

At the moment, the BBC Children in Need charity is considering our bid for 3 years' funding for Family Friends to establish a new Maidenhead base with part time staffing for a range of activities, particularly for those in minority communities. We will hear the outcome in June.

Funding

The income we receive from our Service Level Agreement with the Royal Borough of Windsor and Maidenhead and the Windsor, Ascot and Maidenhead Clinical Commissioning Group contributes about 51% towards our running costs. To raise additional funds, we must submit bids to appropriate funders (many of these bids are time limited and/or outcome specific), approach local companies, give talks about our work to interested groups etc. This all takes time.

It is a credit to Asma Aziz, our Fundraising and PR Executive, that she has managed to raise the £55,000 necessary to cover our shortfall in income (which was £11,000 greater than the previous year). These results would not have been possible without Asma's efforts and hard work. She also accessed additional income sources from within the Borough and has established and developed links with local organisations to raise funds on our behalf as well as, with support from Mike Simpson, bidding successfully for at least £25,000 of grants towards the costs of the new Army Families project next year.

The Trustees would like to thank in particular Maidenhead Rotaract who nominated Family Friends as its charity of the year 2013-14 and helped us to raise money and awareness at so many events. Thanks are also due to Helen Price, a longstanding volunteer who has worked closely with Asma and attended many networking and other similar events on our behalf to raise awareness of Family Friends and find potential new sources of income.

Jonathan Adams, Director of Our Community Enterprise, has continued to advise us in identifying potential bids and assisting with some of the bids we have made.

Much of our income comes from local organisations such as Maidenhead Golf Club, Maidenhead Rotaract and local Rotary Clubs. We have also received funds from larger local charitable foundations such as the Louis Baylis Trust and the Shanly Foundation. The majority of our benefactors are listed on our website at <http://family-friends.org.uk/donate>.

Since our Treasurer, Heather Cox, moved to Wales during the year, we have been keeping our books using unqualified internal resources. It is thanks to Heather for her ongoing support since she moved that we have approved accounts and the means to keep financial records for the coming year. Thank you Heather.

Services

Families & children supported:

Mid year, we distributed many service leaflets to schools, GP surgeries and other public places frequented by families and/or by their children. This resulted in a 19% increase in the number of families supported (total of 329 families) compared to last year. Just under 38% of our families asked for support themselves. In particular, we experienced a large increase in the number of families referred to us by health professionals.

In early summer 2013 we ran a PICADA course. This stands for Positive Intervention for Children Affected by Domestic Abuse. It comprises group sessions for children and a separate support group for the victims of the abuse. 6 families benefited from the sessions.

Early in 2014 we held a 'Looking Out For Me' programme - targeted at children affected by parental substance misuse. Feedback from children who completed the groups was positive. We will aim to hold at least one each of these programmes during the coming year. Running these groups is challenging and we would like to reach more families in need of this type of support in the coming year. During the year, the Head of Services spent some time attending meetings with local professionals to increase their awareness of these programmes.

Under the Schools Service Partnership for April 2013 – March 2014 we delivered targeted family support to 47 families, but in addition we have developed a huge amount of community style work. Some of the highlights are:

- Working with a number of schools with Army children, such as supporting the Family SEAL programme (Social and Emotional Aspects of Learning - a government programme designed to teach children and young people the social and emotional skills they need to learn effectively) at Alexander First School;
- Developing a strong partnership with the welfare units of both the Household Cavalry and the Coldstream Guards and key involvement in the support provided to families prior, during and post deployment of soldiers to Afghanistan;
- Piloting a brand new programme developed by our team to support the children of Army families. This is known as SCWAD (Supporting Children with Army Dads and Mums).

Volunteers

We inducted 17 family support volunteers during the year and now have an active cohort of 44 volunteers supporting families which is slightly higher than last year's total of 37. Our new website and the Awards for All activities have stimulated volunteer applications. In addition, we have designed a Volunteer Recruitment poster and updated other volunteer recruitment marketing materials. This year we advertised more consistently in the local media and locally distributed family publications for volunteers. However, we continue to experience difficulties in finding sufficient volunteers who are able to support families during the day. We aim to ensure that the ethnic mix of our volunteers continues to reflect that of the community we serve.

Our volunteer induction training has been modified and adapted to ensure that prospective volunteers are as confident as possible before they are allocated their first family. It is now a requirement for new trustees to attend the volunteer induction training; 3 longer standing trustees also attended 2 induction sessions during the year.

In addition to mandatory First Aid and Safeguarding (Child Protection) training for new volunteers – we aim to have an ongoing volunteer training programme although resources were somewhat limited earlier on in the year for this to take place, until we secured the Awards for All funding mentioned above.

A sample of some of the training courses arranged for volunteers in the last year by Michele Cook (as part of the Awards for All project) is shown below:

- Listening skills
- Domestic abuse
- Post natal depression
- Autism
- The Positive Parenting Programme
- The needs of Army families
- The Value of play

Annex 3 has a selection of comments made by parents during the year.

We were delighted when one our volunteers, Sue McCormack won the Volunteer of the Year Award in the age 25-59 years Community Category at the annual Volunteer of the Year ceremony in October 2013 at Eton College Rowing Centre.

Links with the Local Authority and community

Our relationships with the Local Authority and the local Clinical Commissioning Group have developed during the year and both parties have been supportive of our work. They helped us financially when we were concerned about the future funding for the work with Army Families in Windsor. The outcomes required of us by our Service Level Agreement with the Borough and with the Clinical Commissioning Group are linked directly to key outcomes in the local Partnership Plan for Children and Young People (see Annex 2).

Our Fundraiser, Asma Aziz, has been successful in creating links with a number of local organisations which have supported us financially and practically, in kind. These organisations are listed on our website.

Mike Simpson has built strong relations with the new Strategic Director of Children's Services at the Borough, Alison Alexander, and he is now the Vice Chairman of the Children and Young People's Partnership Board. David Scott, Head of Children and Families, remains very supportive of our activities as do Councillors Phillip Bicknell and Charles Hollingsworth.

Treasurer's Report

Family Friends retained an overall surplus for the financial year ended 31st March 2014 of £3,149.

Income included grants received of £164,445, with £41,250 of this being grant income for the Schools Service Partnership Project. The total amount raised through donations and fundraising events was £45,467 plus £25,000 specifically raised for the Army Families Project for 2014-15. This totals £15,567 more than our original target. Many thanks must go to staff, volunteers and trustees who worked so hard in order to achieve this.

The work of the charity continues to expand but expenditure has been kept under good control during the year which resulted in the small overall surplus. We also invested £5,100 in a new telephone system, new computer equipment and updated software.

This puts us in a good position financially at the start of the new financial year with liquid funds of £130,609; this includes £85,000 held as a general reserve for ongoing activities, £8,056 held for ongoing projects and £25,000 received for future periods, leaving the remainder to benefit the charity's work next year.

The above report has been prepared in accordance with the special provisions in part 15 of the Companies Act 2006.

The above report was approved by the Board of Directors on 2nd June 2014.

And signed on behalf of the Board by:

A handwritten signature in black ink that reads "Pat Laković". The signature is written in a cursive style with a horizontal line above the 'i'.

Pat Laković
Director

Family Friends in Windsor and Maidenhead

Accounts for year-ended 31st March 2014



I have examined the attached statement of income and expenditure, together with the supporting balance sheet, bank statements and other records.

My examination was carried out in accordance with the General Directions given by the Charity Commission.

My examination included a review of the accounting records kept by the charity and a comparison of the accounts with these records.

In connection with my examination (which did not include a complete audit), no matter has come to my attention to doubt the accuracy of the records or that they have not been kept in accordance with the relevant legislation.

Daniel Moriarty (MBE, HMIT Retd)

26th May 2014

Family Friends in Windsor and Maidenhead

Income and Expenditure Account

1 April 2013 to 31 March 2014

<u>2012/13</u>		<u>2013/14</u>
£		£
	Income	
	<u>Grants</u>	
103,753	Grants - RBWM	108,753
37,820	Grants - Schools Service Partnership	41,250
	Grants - Other	14,442
<u>141,573</u>		<u>164,445</u>
49,139	Donations and Fundraising	45,467
454	Interest	678
7	Other Income	300
<u>191,173</u>	Total Income	<u>210,890</u>
	Expenditure	
	<u>Staff Costs</u>	
159,793	Salaries	177,113
3,731	T&S - Coordinators	3,778
614	T&S - Volunteers	85
401	DBS Costs	421
<u>164,539</u>		<u>181,395</u>
	<u>Administrative Costs</u>	
1,501	Insurance	2,868
773	Payroll	722
0	Audit	0
5,000	Rent	5,400
385	Postage	310
2,297	IT Costs	2,019
2,315	Telephone & Communications	2,197
1,102	Stationery	1,386
0	Cleaning	261
1,029	Miscellaneous	392
<u>14,402</u>		<u>15,555</u>
	<u>Specific Fund Related Costs</u>	
21	Accommodation - Meetings & Courses	0
668	Expenses - Meetings & Courses	1,346
	Family Enrichment Payments	50
	Activity Resources	59
781	Costs of Fund-Raising	1,172
<u>1,470</u>		<u>2,626</u>
	<u>Development Costs</u>	
1,034	Promotion & Printing	3,320
3,783	Training	1,344
1,979	Recruitment	440
<u>6,796</u>		<u>5,104</u>
<u>187,207</u>	Total Expenditure	<u>204,681</u>
3,092	Depreciation	3,059
<u>874</u>	Surplus/(Deficit) for the Year	<u>3,149</u>

The notes form part of these financial statements.

Family Friends in Windsor and Maidenhead
Statement of Total Recognised Gains and Losses
1 April 2013 to 31 March 2014

The company does not have any gains and losses to report other than that disclosed in the Income and Expenditure Account for the period

The notes form part of these financial statements

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

The notes form part of these financial statements.

The financial statements were approved by the Board of Directors on 19th May 2014.

Signed on Behalf of the Board by:



Pat Laković
Director

Bankers

Lloyds TSB
Windsor and Eton (309972) Branch
Lloyds TSB Bank plc
PO Box 1000
BX1 1LT

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Independent Examiner

Mr Daniel Moriarty
69 Pinkneys Road
Maidenhead
Berks SL6 5DT

The notes form part of these financial statements

Family Friends in Windsor and Maidenhead

Notes to the Financial Statements

For the year-ended 31st March 2014

1. Accounting Policies

Basis of Measurement and Preparation of Accounts

The financial statements have been prepared under the historical cost convention in accordance with the Financial Reporting Standard for Smaller Entities.

Tangible Fixed Assets Depreciation Policy

Depreciation is provided, after taking account of any grants receivable, at the following annual rates, in order to write off each asset over its estimated useful life.

Computers	25% on cost
Equipment	33% on cost
Furniture	20% on cost

2. Tangible Assets

	Computers	Equipment	Furniture	Total
	£	£	£	£
Cost				
At 1 st April 2013	31,180	6,350	764	38,294
Acquisitions	5,100	0	0	5,100
At 31 st March 2014	36,280	6,350	764	43,394
Depreciation				
At 1 st April 2013	25,827	6,350	764	32,941
Charge for year	3,059	0	0	3,059
At 31 st March 2014	28,886	6,350	764	36,000
Net Book Value				
At 31 st March 2014	£7,394	0	0	£7,394

3. Income and Expenditure Account

	2014	2013
	£	£
Opening Balance	16,616	20,742
Surplus/(Deficit) for the period	3,149	874
Transfer to Ongoing Activities Provision	(5,000)	(5,000)
Retained Surplus	£14,765	£16,616

Family Friends in Windsor and Maidenhead

Notes to the Financial Statements (continued)

For the year-ended 31st March 2014

4. Provision for Ongoing Activities

The Provision for Ongoing Activities is an amount held to ensure that the activities of the Charity can continue should there be any reduction in our main sources of funding. The amount would allow time to find other sources of funding while continuing our work.

The provision has been increased by £5,000 to £85,000 this year. The objective is to increase this further in the coming financial years so that it is sufficient to fund six months of the Charity's work.

5. Restricted Funds

The Charity has utilised the following funds for restricted activities during the year-ended 31st March 2014:

	Funds held 1 April 2013	Funds received	Expenditure	Funds retained 31 March 2014
	£	£	£	£
Enrichment Activities	703	0	(50)	653
Safeguarding Training Fund	1,684	0	0	1,684
Schools Service Partnership	7,500	34,750	(42,250)	0
Awards for All	0	9,800	(4,081)	5,719
	<u>£9,887</u>	<u>£44,550</u>	<u>£(46,381)</u>	<u>£8,056</u>

6. Statement of Trustees' Responsibilities

The Trustees, who are also directors of Family Friends for the purpose of company law, are responsible for preparing the Trustees' report and the accounts in accordance with applicable law and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law applicable to charities in England and Wales requires the Trustees to prepare accounts for each financial year which give a true and fair view of the charity's financial activities during the year - of incoming resources and application of resources, including the income and expenditure - and of its financial position at the end of the year. In preparing these accounts, the Trustees are required to:

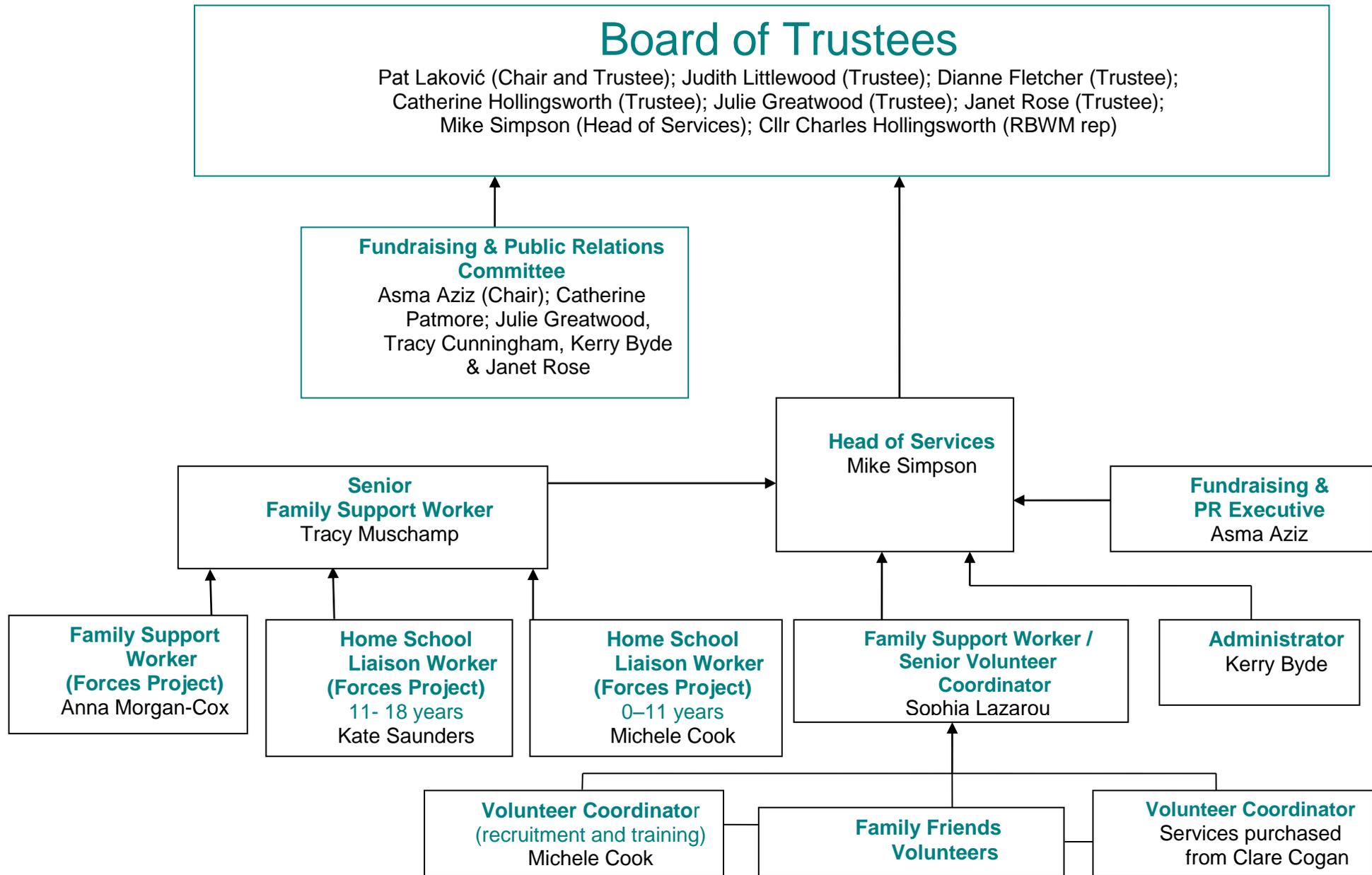
- select suitable accounting practices and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and

- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy the financial position of the charity and which enable them to ensure that the accounts comply with the regulations under S42 (1) of the Charities Act 1993, the Charities (accounts and Reports) Regulations 1995, the Charities (Accounts and Reports) Regulations 2005 (both made under part VI) and with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ORGANISATIONAL STRUCTURE (March 2014)

Annex 1



Contribution to Priorities identified in the Partnership Plan for Children and Young People 2011-14

The service supports the five strategic priorities within the RBWM Partnership Plan for Children & Young People 2011-14 and any relevant updates.

1. Keep all children and young people safe;
2. Improve the physical and mental health, emotional wellbeing and behaviour of vulnerable children and young people;
3. Enable children and young people to achieve their full potential;
4. Improve the life chances of children and young people at risk of poor outcomes through effective family support and engagement;
5. Reduce the number of children and young people coming into care and be an excellent Corporate Parent for those in care.

and the Windsor & Maidenhead CCG Strategic Programmes of work, 'Providing Support, Preventing Crisis'.

Comments by service users

(Names have been changed)

SCWAD course

Feedback from one of the wives:

“My son, Harry, has just completed the first ever SCWAD course! He loved it and nicknamed it ARMY CLUB. The group was made up of 7 children aged from 5-11. The course was adapted superbly by Michele and Kate who were fantastic with the children. They explored all sorts of emotions in a friendly low key manner using games, stories and creative activities. The topics and methods used were all age appropriate. Harry got a lot out of the sessions and will be able to use the tools taught in the SCWAD sessions as he navigates the unique situations (such as regular house moves and new schools) that army children have to face on a regular basis. Apart from all of the above, Harry has made some great friends and SWCAD has taught him that he is not alone in dealing with deployment and that for other children it is also a part of daily life”.

Alongside the children’s SCWAD sessions, there were a few parent sessions to inform us of the strategies being used to ensure continuity at home. But these sessions were also extremely useful as I met some other wives in the same situation.”

Individual parenting

It has been the best help out of everything. I really appreciate it. It has helped me and my husband’s relationship greatly and has had a real positive affect on our daughter. It has made me feel a lot more confident about dealing with her behaviour. It has really helped a lot. You have also helped with follow on support for our daughter and have been really understanding of my mental health issues. I can’t thank you enough.

Individual support of a child

My son has finally spoken to someone about his feelings! The book and what you manage to get him to put down is incredible. After reading it took me quite a while to put myself together again. It’s so good to see that he confessed some of his feelings that way and even better that he is happy about it. Things are much better at the moment. He still has the occasional tantrums with me, but they are somehow easier to manage and he calms down quicker. All in all, things are so much better. Thank you so much for everything you have done for us. I could never pay you back and I will be grateful to you all my life.

Volunteer Service

The support from Karen and your organisation was something really fantastic but I am happy to continue on my own. I will be sad that Karen will no longer be visiting me as she has really listened to me and helped me so much. Karen knew so much and helped me a lot with my baby. I am feeling so much more confident now and I have told others about the help I have had and they think it is really great. Karen has helped me realise that I can manage and I am in a much happier place right now.