

FAMILYLIVES
Financial statements for year ending 31 March 2011

FAMILYLIVES

ANNUAL REPORT AND ACCOUNTS

For the year ended 31 March 2011

CAN Mezzanine, 49-51 Old Street, London, N1 6AH
Charity Number 1077722
Company Number 3817762
Registered in England and Wales

FAMILYLIVES

Financial statements for year ending 31 March 2011

Contents:

Legal and administrative information	3
Report of the Trustee Board	4
- Trustees	
- Senior Management	
- Report of activities of the organisation	
Report of the auditors	22
Statement of financial activities	24
Balance Sheet	25
Cash flow statement	26
Notes forming part of the financial statements	27

FAMILYLIVES

Financial statements for year ending 31 March 2011

FamilyLives

Legal and administrative information

Status

FamilyLives is a registered company limited by guarantee; company number 3817762. It is also a registered charity, charity number 1077722; registered in England and Wales.

The charity was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association. These will be treated as if they are in the new form of a single set of Articles as specified under the Companies Act 2006.

Trustee Board

The members of the Board during the year were:

Anastasia De Waal	Chair
S Bayliss	
M Hubbard	Resigned 17 th September 2010
W Jones	Treasurer
S Hayman	
D Marden	Reappointed 4 th November 2010
A Montgomery	Vice Chair
J Thoburn	
S Vahid	Reappointed 4 th November 2010
S White	

Trustee Members of Policy & Finance Sub-Committee:

W Jones, S Bayliss, D Marden, A Montgomery, S White, A De Waal

President

Rt Hon Lord Justice Thorpe

Chief Executive and Company Secretary

J Todd

Registered Office

CAN Mezzanine, 49-51 East Road, London N1 6AH

Auditors

Hillier Hopkins LLP, 64 Clarendon Road, Watford, Hertfordshire WD17 1DA

Solicitors

Farrer and Co., 66 Lincoln's Inn Fields, London WC2A 3LH

FAMILYLIVES

Financial statements for year ending 31 March 2011

Report of the Trustee Board for the year ended 31 March 2011

Objectives

The objectives of the Company are:

1. To promote, protect and preserve the good health, both mental and physical, of family members and families;
2. To advance public education in and promote research into the psychological, legal, medical and other problems and experiences of family members and families and to disseminate the useful results of such research; and
3. To relieve poverty among family members and families, in particular by the provision of an advice and information service for those unable to access such resources.

For the purpose of the above 'family members' includes parents, children and others forming part of the wider or extended family, including grandparents and step relatives.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

Governance and management

Board of Trustees

Members of the Trustee Board, who are directors for the purpose of company law and trustees for the purpose of charity law, who served during the year and up to the date of this report, are set out on page 3. Members of the charitable company guarantee to contribute an amount not exceeding £10 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31 March 2011 was 9.

The Board is responsible and accountable for FamilyLives' policies and activities to the Charity Commission, to Funders and Stakeholders, and for compliance with Charitable and Company Law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts. The Chief Executive is accountable to the Board of Trustees and presents an Accountability Report against the organisations' agreed strategic objectives.

Max Hubbard stood down from the Board after many years of service and the Trustees would like to publically acknowledge and thank him for his contribution.

Diversity

The Board is committed to diversity across the organisation in all areas of its activities. The organisation is continuing to monitor our service reach and workforce so as to move forward continuously on our diversity targets. All offices will have achieved wheelchair accessibility by September 2011.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Board Annual Review

The Board has been Chaired by Anastasia De Waal since the 1 November 2009. Anastasia de Waal is Director (Research) and Director of Family and Education at Civitas. A social policy analyst, she is a qualified primary school teacher, trained specifically for teaching in the inner city. Anastasia's particular interest is in the design and implementation of policy which supports parents and families practically, in fostering the best life chances for their children. Author of books including *Second Thoughts on the Family*, she is a regular contributor to print and broadcast media, panellist for *The Observer* and board member of Women's Parliamentary Radio.

Anastasia works with the Board of Trustees, the Chief Executive, volunteers and staff to engage with existing service users whilst exploring ways to attract and engage with hard to reach parents and adults who find themselves in a parenting or carer role in the UK.

Board Recruitment

One third of Trustees are required to retire annually and there is no limit to the number of times a Trustee may be reappointed. Appointment to the Board continues to be by open advertisement and formal recruitment process. Trustees are enhanced CRB checked (as are all staff and volunteers). Appointments made during the year are ratified at the AGM.

Board Induction and Training

An Induction programme is in place for new Trustees. Any training needs may be identified for both new and established trustees via the Individual Review programme.

Board Meetings

The Trustees meet as a full Board five times a year to include the Annual General Meeting. The Trustees hold an Annual Strategic Away Day which includes the Senior Management Team.

Board Sub-Committees

There is one Sub-Committee: Policy & Finance. Which is decision making and makes recommendations to the Board for approval.

FamilyLives' Companies

Parents Direct Ltd, FamilyLives' trading company, did not trade during the year. Family Business Training Ltd is retained as a registered name. FamilyLives acquired Bullying UK on 4 November 2011.

Senior Management

The Senior Management Team (SMT) meets 11 times a year and addresses cross-organisational issues. To ensure that the strategic discussions are inclusive of all relevant staff the SMT has been expanded to include the Heads of Teams, these are Fundraising, Information Technology, Digital Media, Training and Development. However, the Directors still hold principal responsibility for the budget and key strategic decisions. All Senior Managers work across the whole organisation and are accountable to the Board of Trustees via the Chief Executive.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Trustees' responsibilities statement

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

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

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

Review of activities

Overview

As an organisation we made the important decision to change our operating name Parentline Plus, by reverting to our charity name FamilyLives, and we were delighted that Deidre Sanders (a long standing supporter of our work) agreed to become our patron. As an organisation we recognised that as a name FamilyLives encapsulated more effectively the range of work we undertake with and on behalf of all family members through helpline, digital services and face to face delivery.

FAMILYLIVES

Financial statements for year ending 31 March 2011

FamilyLives also produced an important report 'Family Matters' in January 2011 to coincide with our name change. In it we highlighted the changing nature of family life and the particularly worrying trends of increased mental ill-health, financial worry and aggression within the home. The Organisational Vision and Values were also reviewed and a decision taken to focus our work on four core areas: Education, Health, Family Relationships, Rights and Responsibilities.

This has been a challenging financial year for FamilyLives with substantial cost savings needed, we have made cuts that will result in full year savings of just under £450k. A key contributor to cost savings has been the relocation of our Central Office to CAN Mezzanine, a third sector building.

The core funding streams that we have received from government concluded in March 2011 and the organisation has spent considerable energy in securing contracts and grants for the new financial year. As an organisation we were successful in securing Department for Education money to strengthen local services and preferred provider status for helpline and digital services.

Despite the significant reductions in income, 37% over the last two years, FamilyLives has not had to close any regional offices and has seen an expansion of our provision in London and the South East, alongside an improved website and a growing social network community.

For the first time in a number of years FamilyLives has also secured money from the Department of Health to develop of volunteering programme through the provision of support services within GP Surgeries.

Diversification of income has been a core focus of the organisation over these last two years and has resulted in a restructure of the Senior Management Team. It is with regret that this meant the loss of the Director of Local Services, but the creation of a new Director of Business Development. This new Business Team has built on work undertaken by the fundraising team, and has seen increased support from corporate partners and a strategic commitment to building Social Return On Investment and Social Enterprise Models.

FamilyLives has maintained its political and lobbying activity and contributes to the All Parliamentary Groups for families. In addition we continue to co-chair the Kids in the Middle Coalition of 25 Charities and 30 National Agony Aunts. Through this partnership we gave evidence to the Family Justice Review and secured a meeting with the Prime Minister last December.

FamilyLives has become a regular contributor to the Today Programme and within National Press and media, we are frequently asked for comments on family and parenting issues.

Collaboration remains a key priority for us and examples include a new partnership with Marriage Care for whom we provide their helpline.

Technology continues to provide cost efficient and effective solutions and has successfully introduced a new intranet and mobile working. All staff and volunteers now have global access to the HUB our organisational intranet and we have seen

FAMILYLIVES

Financial statements for year ending 31 March 2011

communications continue to improve, despite a period of organisational instability, through the re-issuing of the Investors in People Award. Finally, our relatively new service of 'On Line Live Chat' that has seen increased demand since its conception, and now provides additional choices for family engagement. We will be looking to enhance this service in the coming year. In addition we are developing an exciting online 'virtual town' in partnership with Leeds Metropolitan University.

Monitoring systems

During the year we have continued to improve our monitoring systems to ensure accurate collection and analysis of reliable data. Our Risk of Harm procedure has been centralised on-line to improve monitoring.

The team are now working on centralising the local services database in order to ensure security of data, performance monitoring, speed of data analysis and ease of data input for mobile working.

Quality assurance

FamilyLives is committed to providing the best possible quality services. We understand that quality is intimately connected to the training and support that we provide to volunteers and staff.

We also monitor compliments and complaints on a regular basis. We are proud to have received 728 unsolicited compliments during the year and these are shared with all volunteers and staff. We received a total of 21 complaints during the year. All complaints are investigated and an annual report presented to Trustees that gives details of learning from the complaint and actions we took to remedy any weakness.

Our child and adult safeguarding procedure is in line with recommendations from the Working Together to Safeguard Children government paper. Risk of harm reports are presented twice a year to Senior Management and Trustees, and in turn, give an indication of arising training and development issues for practitioners.

FamilyLives national universal services

Parentline 0808 800 2222

"It's my first call, Parentline has been a gem, a star, thank you".

"I feel really empowered after this call. You have been brilliant and the service is brilliant, I feel more informed to be able to take this issue forward".

- We answered 61,169 unique callers on Parentline; answering 87.3% of the parents who rang us, with 73% of them answered on their first attempt.

Our case management system, to handle very frequent and prolific callers, continues to work well and to free up capacity on the main lines.

We continued to work closely with the Department for Education in delivery of our national helpline and innovations work, in the final year of a three year funding stream.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Issues raised by callers*

<i>Issue</i>	<i>% of long calls</i>
<i>Children: Mental health</i>	<i>29%</i>
<i>Children: Behaviour</i>	<i>28%</i>
<i>Children: Conflict</i>	<i>16%</i>
<i>Children: Divorce\Separation</i>	<i>15%</i>
<i>Children: School\Education</i>	<i>7%</i>
<i>Children: Bullying</i>	<i>5%</i>
<i>Children: Development</i>	<i>5%</i>
<i>Children: Abuse</i>	<i>4%</i>
<i>Children: Sexual Health</i>	<i>3%</i>
<i>Children: Physical Health</i>	<i>1%</i>
<i>Children: Disability</i>	<i>1%</i>
<i>Adults: Mental Health</i>	<i>50%</i>
<i>Adults: Divorce\Separation</i>	<i>15%</i>
<i>Adults: Couple Disagreements</i>	<i>12%</i>
<i>Adults: Isolation\Loneliness</i>	<i>8%</i>
<i>Adults: Abuse</i>	<i>4%</i>
<i>Adults: Financial</i>	<i>2%</i>
<i>Adults: Physical Health</i>	<i>2%</i>
<i>Adults: Disability</i>	<i><1%</i>

The table above highlights the range and complexity of problems that parents face on a day to day basis. * Due to callers having multiple problems, the total equates to more than 100%.

The main child issue parents called Parentline about was their children's mental health.

<i>Children: Mental Health (CMH)</i>	<i>% of Long Calls</i>	<i>% of CMH calls</i>
<i>Stress</i>	<i>16%</i>	<i>54%</i>
<i>Anger</i>	<i>14%</i>	<i>47%</i>
<i>Confused</i>	<i>8%</i>	<i>28%</i>
<i>Fearful</i>	<i>5%</i>	<i>17%</i>
<i>Self esteem</i>	<i>4%</i>	<i>15%</i>
<i>Withdrawn</i>	<i>4%</i>	<i>12%</i>
<i>Isolated</i>	<i>3%</i>	<i>11%</i>
<i>Depressed feelings (not identified by a health professional)</i>	<i>3%</i>	<i>9%</i>
<i>Other</i>	<i>3%</i>	<i>9%</i>
<i>Self-harm</i>	<i>1%</i>	<i>5%</i>
<i>Suicide-attempted feelings expressed</i>	<i>1%</i>	<i>5%</i>
<i>Depressed feeling (identified by a health professional)</i>	<i>1%</i>	<i>4%</i>

FAMILYLIVES

Financial statements for year ending 31 March 2011

During the period 2010/11 mental health was the main adult issue for our callers.

<i>Adult Mental Health (AMH)</i>	<i>% of Long Calls</i>	<i>% of calls about AMH</i>
<i>Anxiety & Stress</i>	<i>47%</i>	<i>94%</i>
<i>Anger</i>	<i>13%</i>	<i>25%</i>
<i>Other</i>	<i>4%</i>	<i>9%</i>
<i>Depressed feeling (Identified by a health professional)</i>	<i>4%</i>	<i>8%</i>
<i>Depressed feelings (not identified by a health professional)</i>	<i>5%</i>	<i>7%</i>
<i>Suicide-attempted feelings expressed</i>	<i>1%</i>	<i>2%</i>
<i>Post-natal depression</i>	<i>1%</i>	<i>1%</i>
<i>Panic attacks</i>	<i>1%</i>	<i>1%</i>
<i>Self-harm</i>	<i><1%</i>	<i>94%</i>

Email Support

parentsupport@parentlineplus.org.uk

" Thank you very much for your response, there's a lot of comfort there and constructive advice. [...] - it's good to know there's someone out there"

" I can't thank you enough for your amazing email. You hit the nail on the head so much, it made me cry - so nice that I'm not being stupid or abnormal and am feeling "normal" things about all this. [...] Thanks again , you've really made me feel better."

" Firstly thank you so much for getting back to me so quickly and secondly for making me feel normal. I appreciate everything that you have said. Not only has it made me realise I am not a failure but that my daughter has a good guideline of how to behave from me. I felt I was being too strict and maybe coming down on her too much. [...] She is a very kind little girl and has no problem about donating her toys to charity and would always help others. [...] She can turn from gorgeous to a little madam in seconds in front of an audience!! She lies and throws strops like a two year old. The more I talk to others, the more I think this is normal whatever situation they happen to be in. [...] I'm sure this is just a good patch but it certainly feels like I have the strength to carry on with the way I am doing it. The doubt has gone and I feel happier. I will do the worry diary you suggested for both of us!! Then I can talk to her about what she has written and I can get down on paper my frustrations without taking them out on others. Many thanks for your help and guidance. Have a lovely day".

We responded to 4794 emails including 112 Q & A's from the website and web stories, with each parent receiving an individual response. In addition we responded to 2,158 Live Chats. This service mirrors that offered by Parentline, and offers a route for parents who prefer to write about their difficulties.

Main FamilyLives Website
www.familylives.org.uk

The number of parents using our website continues to expand. In the past year FamilyLives has launched a new look website on an open source platform, which allows us to now host a range of multimedia content and enhance the site in a dynamic and cost effective way. The new website also clearly highlights our full range of services and also offers the opportunity for parents to call via Skype to the helpline.

FAMILYLIVES

Financial statements for year ending 31 March 2011

We have developed content sharing partnerships with a wide range of specialist organisations, including producing two new videos in collaboration with Parentchannel.tv. We have also grown our live chat service, which allows parents to speak to a trained advisor online. This can be accessed through our home page.

This year we have had 590,565 unique visitors to the website; 1,068,998 page views. Parents downloaded 14,100 files including leaflets, pod and vodcast files.

FamilyLives targeted national services

As a first port of call to parents, we offer support, information, signposting and referrals. Parents contacting us have a very wide range of difficulties, some of which need more specialist support. We provide some of this extended support ourselves, and we have a range of partnership agreements in place with key specialist providers, so that parents can be referred to an appropriate source of help. These providers are Children's Legal Centre, YoungMinds, Family Rights Group, Turn2us and Marriage Care. We also offer signposting to a wide range of national agencies via a Useful Organisations List that is checked and updated on a quarterly basis.

The table below shows the percentage of callers that were referred on to our own extended services and to partner organisations for additional call back support.

Organisation	% of long calls
<i>FamilyLives for individual support or telegroups</i>	<i>5%</i>
<i>Children's Legal Centre</i>	<i>1%</i>
<i>Young Minds</i>	<i>1%</i>
<i>Turn2us</i>	<i><1%</i>
<i>Family Rights Group</i>	<i><1%</i>
<i>Marriage Care</i>	<i><1%</i>

Extended Telephone Support

"Without this service I feel I would not be feeling so much better as I am today. What I was going through was extremely difficult and my support worker/counsellor was more than excellent in the way she listened and by the advice she gave me. She really helped me through a very difficult period and, even though I am not out of the woods yet, she has shown me that I can achieve success through dealing with problems in a positive way and helped me to realise that I can work at my pace and not other people's which was a bit of a revelation. I do feel much better and equipped now to deal with the challenges in a more positive way. This service has been invaluable to me."

"I now feel like a responsible parent - not a suffering parent"....

"You have trained me to be the parent of a teenager"

We offer extended telephone support to provide a coaching-based model of support to parents individually or via telephone based groups. This service reaches parents with severe and entrenched difficulties, who are isolated and find it difficult to access other services. During the year 1564 parents received individual telephone support and 107 parents attended telephone groups.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Live Chat

Live Chat was introduced within the last 12 months to provide an additional opportunity for family members to contact us via use of the internet. People can speak to a family support worker in 'real time' and get support on any family matter.

"I had the opportunity to use the chat facility on this site today, I am currently going through an incredibly stressful situation and just wanted to say a big thank you to Kendall, the advisor who was fantastic, very understanding and helpful; it helped just to have someone immediate there to talk to. This website is fantastic, Thanks for the great work that you do."

"You too, I think this is a great facility, especially for some people who may find talking about certain subjects difficult, well done Kendall ☺ "

Print Information

FamilyLives continued to distribute printed material to support parents in a range of circumstances, including to all new parents via the Bounty Pack. The Cross Government Marketing Freeze meant that the funding for this service was cut during the year, so we ensured that the most popular leaflets are available to download free from our website.

FamilyLives Local Services

"I would certainly encourage any parent who is struggling as I was to attend your course as I found it invaluable. I am no longer fighting against my daughter to control her behaviour but trying to be a good role model for her and to engage her in positive behaviour and we are getting along much better"

FamilyLives has a network of 7 area offices that support, enhance and deliver our parent-to-parent services. Trustees remain committed to the prospect of the charity delivering face to face services in each of the nine government regions for England if at all possible, because:

- The work of area offices enables the organisation to learn from direct face-to-face contact with parents, especially those who find it most difficult to access services, which informs our practice, our development and our policy lobbying, as well as suggesting new areas for development.
- It ensures national coverage.
- It offers the opportunity to diversify our funding sources.

The focus of the area offices is to:

- Increase the availability of local parenting support at levels 1, 2 and 3 of the continuum of need.
- Add to local social capital amongst excluded parents and communities.
- Ensure that parents participate in the development and delivery of family and parenting support services.

FAMILYLIVES

Financial statements for year ending 31 March 2011

The FamilyLives area office does not seek to compete with other local providers (statutory or voluntary) but to add value to their work and to ensure that the local area has a mix of provision across the different levels of parents' needs.

We have seen expansion into a number of new regions from a number of area offices and are looking to redefine some of the offices as regional centres rather than area, as this more accurately reflects the work that is being undertaken. Examples of this include the development of a London and the South East Area which has seen expansion into new areas in London, alongside delivering work in Buckinghamshire, Hertfordshire, Essex and Middlesex. In addition the North East office has seen new expansion into Cumbria.

Outreach

Evidence continues to grow that parents are reluctant to attend longer parenting programmes without any prior work to engage with them and build their trust and confidence. FamilyLives has focused on building on our successful outreach work. We target this work to reach the most excluded parents. We work alongside them to identify their needs and aspirations, building their trust and confidence and so helping them to access the services that they might need – our own, or those of others. We use a variety of approaches, including stands and stalls at shopping centres, schools and other community venues and events, local poster displays at pharmacies, surgeries, and similar community venues, mailshots and fun events.

We gave information to 15,547 parents via local events and outreach work and we engaged with over 6,346 parents at such events, talking with them about their needs and the different ways that they might wish to seek support from us and from others.

Networking with professionals is another facet of our outreach service and we attend a variety of conferences and events as well as liaising with a wide range of local service providers. We had 7,593 contacts with professionals from 3,904 agencies over the year enabling other agencies and professionals to signpost parents to our national and local services.

Individual Support

"This was an excellent service and has given me much more confidence in dealing with my children and would recommend 110%. Thank you."

"The service has been fantastically helpful. The counsellor was brilliant, and I feel very lucky that I - and my family - were able to participate. Thank you."

This service mirrors the Extended Telephone Support service but on a face-to-face basis. The service is tailored to meet the needs of each parent, offering up to six sessions of support at a local community venue, including schools and children's centres. As with the telephone version of the service, it is targeted to meet the needs of parents who are struggling with challenging and entrenched difficulties. During the year 643 parents received this service from our area offices.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Groups and workshops

During this year, all our area offices have delivered groups and workshops, utilising the flexibility of our programme to cater for specific needs e.g. bullying, transition, teenage issues. These services are targeted at parents who are considered "hard to reach" and are offered in flexible ways to meet the needs of complicated family lives.

During the year 1054 parents attended workshops and 1273 parents attended parenting groups.

FamilyLives focuses on less formal groups and workshops which provide a safe way into more structured courses. We can then signpost them to locally available programmes from other providers.

"Just wanted to send an email to say a huge thank you to FamilyLives for this morning's workshop in London Colney. They were really inspiring leaders & were excellent with all of us. The group was fantastic & I can honestly say this morning was the most worthwhile 2 hours I have spent since being a mum! (I have a 4 & 3yr old). So please let me know if there are any more sessions like today's."

Policy and Communications

The Policy and Communications department is responsible for FamilyLives' digital media including its websites (familylives.org.uk, gotateenager.org.uk, besomeonetotell.org.uk, bullyinguk.org.uk), policy and lobbying, press, PR and marketing work and the information function. It also manages the Be Someone To Tell project. It has been a busy and successful year for the department.

Policy and Lobbying

FamilyLives uses its knowledge, data and expertise to develop clear, strong policy positions and to lobby for changes to improve family life in England. This year we have built on the relationships we forged in the previous year, establishing parliamentary champions in each of the political parties, ensuring MPs across England are fully aware of the services we offer their constituents and how to refer families to our FamilyLives for help. As the secretariat to the All Party Parliamentary Group on Fatherhood, we will be holding meetings to raise awareness of the important role father's play in their child's life. We are already working closely with the MPs and Peers who founded the group to develop a programme of policy meetings and receptions that will drive our agenda forward in Parliament. In addition to our work with Parliament, we have continued to develop constructive working relationships with Government Ministers and civil servants

In addition to this activity, FamilyLives attended all three party conferences once again. We hosted a popular fringe at the Conservative Party Conference with the charity Gingerbread on the issue of shared parenting, which attracted national media to the audience including Channel 4 news and BBC 2's Newsnight. Tim Loughton, the Under- Secretary of State for Children spoke at the event alongside Jeremy. We were also delighted to co-host a fringe meeting with the education charity, Teacher Support Network. The meeting was well attended and Nick Gibb, Minister for Schools gave a speech on the panel with Jeremy. At the Liberal Democrat conference FamilyLives was part of a round table meeting with Sarah Teather, Minister of State in the

FAMILYLIVES

Financial statements for year ending 31 March 2011

Department of Education, which meant that we significantly engaged with all of the relevant department for Education Ministers during the conference season.

The change of Government has brought with it a raft of new policy consultations and proposals which FamilyLives has fed into. We have given written and oral evidence to a number of reviews including Graham Allen MP's review on early intervention; Frank Field MP's review of poverty and life chances; Reg Beiley's review on the Commercialisation and Sexualisation of Childhood. We have also fed into the DWP's Supporting Families consultation paper and the Department of Health's listening exercise on the NHS reforms.

FamilyLives produced a policy report to coincide with launch of our new identity in January. The report examined the policy environment under our four areas of work; Family relationships; education; health and wellbeing and family rights and responsibilities. It made a number of recommendations and we have a clear plan for following up those recommendations which will form the bedrock of the coming year's work.

Press and public relations and marketing

2010/11 was a productive and proactive year for the Press & PR function of FamilyLives. The reversion from Parentline Plus to Family Lives and its accompanying report featured on Day Break (formerly GMTV). The organisation continues to meet the high demand for its services from media outlets in particular national and regional BBC and Commercial Broadcast Media.

FamilyLives representatives have provided expert opinion for parenting issues on a broad range of issues including teenage aggression, cyber-bullying, Sexting, Parent-Teacher relationships and the commercialization of childhood. In addition to broadcast coverage, FamilyLives continues to feature in a large number of print media from parenting magazines to broadsheets.

In the year April 2010 to March 2011 our media coverage generated over 211 million opportunities to see or hear about FamilyLives and the issues parents struggle with. FamilyLives achieved an advertising equivalent value of close to £3 million. We have also increased the number of spokespeople for the organisation to ten to ensure that the broadest range of voices and views can be represented.

Got a Teenager site

FamilyLives' Got A Teenager project has gone from strength to strength. This project, which was funded by the Department for Education, is now in its fourth year. We have exceeded our overall target of unique visitors to the site by 4% with 254,910 unique users and 3,360,945 page views. In addition to this 9,178 parents registered to the site, with 4,800 registered to receive our monthly e-newsletter.

We launched four new i-Parent mini modules. Topics covered were drink, sex, truancy and body image. These were in addition to our existing modules, mini modules, comic books and teen jargon buster. We also ran live chats with agony aunt and FamilyLives patron Deidre Sanders, DrinkAware and the Advisory Centre for Education.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Compliments this year include:

"Hi There, I have just been looking at your lovely website. Its really informative and well laid out"

I am just so grateful for sites like this where i can read other parents experiences and realise we are not alone...

"I find it so supportive, just somewhere I can come and have a bit of a rant and rave when things get too bad and know that people will understand where I'm coming from."

The highlight of the year was the external recognition of this project when gotateenager.org.uk (FamilyLives and Tribal) won first prize in the prestigious MCA Management Awards.

Be Someone To Tell

FamilyLives continued to receive funding for this project from the Department for Education Anti-Bullying Team.

Year 3 of the project has continued to deliver a wide range of services to a variety of parents and professionals. The site was received 17,019 unique users and 56,000 pageviews. In addition to this, FamilyLives has continued to enlist the help of a father whose son's death led him to campaign for greater awareness of the bullying risks on school transport. He has been blogging on the site.

We have also delivered marketing and press/pr to a variety of audiences in creative and collaborative ways including significant press coverage in anti-bullying week. Our local work based in Gloucestershire and Hertfordshire continues to deliver to parents and is also increasing our knowledge of how we can support children, parents and professionals affected by the issue of bullying. In depth support has been delivered to 170 parents either through ongoing individual support or group support.

In particular, the Hertfordshire project is growing in stature as a successful model and has been widely applauded by FamilyLives, Department for Education and the NUT. Parents who have been part of the BSTT project have had the opportunity to feed into our "Give Parents a Voice Project" which resulted in the pre-election manifesto and meeting with a wide range of decision makers and MPs at a recent event in Parliament. The views and experiences of the BSTT project of how teachers and parents can work together effectively has been included in a recent report by FamilyLives and the Teacher Support Network.

Bullying UK

In October 2010 FamilyLives merged with Bullying UK, which provides information, advice and interactive resources to parents, schools and young people. Highlights include an innovative children's poster creator, which enables children to express their feelings about bullying by creating and uploading a personalised poster. Over 55,000

FAMILYLIVES

Financial statements for year ending 31 March 2011

posters have been created to date and in 2010/11 the website received 378,840 unique users.

Social networking

Thanks in part to the merger with Bullying UK, FamilyLives' social networking reach and influence grew significantly. We now have over 45,000 fans and followers on Facebook and Twitter, which are rapidly becoming key tools for engaging users and driving traffic to our websites.

Diversity and Equality

We met the additional equality & diversity related criteria from the Telephone Helpline Association Quality Standards in March 2009.

We are clear that our commitment to equality and diversity demands that we make special and targeted efforts to reach those parents who might not otherwise access our services. Also that we must ensure that higher numbers of parents on low incomes and from black and minority ethnic communities than are in the local population should be accessing our services because they are disproportionately affected by exclusion and disadvantage.

The organisation reaffirmed its commitment to equality & diversity by setting up a Task Group to implement this agenda further in a pragmatic way. Our volunteering strategy is focussing on recruiting a diversity of practitioners – in gender, family situations, cultural and ethnic background as well as disability - at community level, for our face to face work, and at a national level on the helpline. To enable this, our local network of offices have been working more closely with black and minority ethnic (BME) community organisations, as well as volunteer bureaux to offer opportunities to wider range of people.

We have made a concerted effort to reach fathers as all too often fathers assume parenting services are aimed at mothers only. Male callers represented 25% of short calls to Parentline and 18% of long calls. We continue to reach many more single parents than in the population as a whole. Single parents represented 51% of callers to Parentline during 2010/11.

This year we continued work to collect anonymous information on household income of our service users, and this data was available from April 2010 to March 2011. It shows that (where the question was answered) around 33% of Parentline service users and 38% of face to face local services users had a household income of under £15,000 per annum which demonstrates that we are reaching a significant number of families living in poverty.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Services Reach

GENDER	Female	Male
Parentline	82% of long calls 68% of short calls	18% of long calls 25% of short calls *7% unspecified
Local face-to-face services	88%	12%
ETHNIC ORIGIN	White	Black and minority ethnic
Parentline	88%	12%
Local face-to-face services	79%	21%
INCOME	£15,000 pa and over	Under £15,000 pa
Parentline	51%	33%
Local face-to-face services	62%	38%

Working with professionals

Over the past 12 months we have delivered external training to 267 professionals working in the family support arena. This represents an increase of 24% over the previous year and constitutes 469 attendances. We have increased the number of sessions delivered by over 40%, despite operating for a majority of the year with reduced staffing capacity.

Our 5 day Open College Network level 3 accredited 'Working with Parents' course remains popular and has been recommissioned consistently across several local council areas in Wales. Oxfordshire Children, Young People and Families Directorate recommissioned our training services to upskill practitioners across the county to deliver the Parents Together curriculum, to enable them to fill a gap in their provision that had been identified by practitioners and families alike.

New commissioners of our training this year have included Warwickshire Children, Young People and Families Team, Families Need Fathers and Family Information Service Directions, who sub contracted us to deliver training to Family Information Outreach Workers. In addition to our face to face training delivery we are also looking to offer a number of our shorter workshops on line. We have developed and launched an e-learning module for families, to support the City Bridge Trust Project on aggression and violence.

FamilyLives has further supported work with professionals in the sector through their involvement in the review of the National Occupational Standards for work with parents and their contribution to a round table on Delivering Evidence Based Practice. FamilyLives has been present at a number of key conferences for professionals this year including the teachers union conferences. We received 15,568 unique visitors to our professionals website, with a strong returns rate of 23%. In the new financial year, we will be moving the site on a new platform to enable us to host a range of multi-media content and increase accessibility from our main site.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Human Resources

We have successfully implemented more volunteering opportunities in central and regional offices. All core teams now have volunteers within them and we have utilized the excellent skills of volunteers from the call centres that were closed to become involved in the delivery of local services. The Hertfordshire Office beat a strong field of national and local charities to be awarded the Volunteering Organisation of the Region and our congratulations to them for their excellent work in this area.

Supervision and management support has been developed to ensure that all staff are properly supported and we have used our new intranet 'The Hub' to ensure that all organisational information is available to staff, volunteers and Trustees wherever they 'log on' i.e. work or home.

Unfortunately, funding difficulties meant the closure of call centres in Croydon, North London and Nottingham; alongside redundancies from the Central Offices teams. Our revised redundancy procedures allowed staff more time for consultation regarding any proposals that could result in their redundancy, and we put in place measures to increase the chances of redundant staff finding alternative employment at FamilyLives, providing they had the experience, knowledge, skills and abilities necessary to do the job. As previously stated we have been able to redeploy large numbers of staff and volunteers to new and existing roles within our teams and locations.

Recruitment and induction procedures have been reviewed and we now have a member of the Human Resources team on all interviews, this has resulted in greater synergy between central office and regional services.

The Board received an equalities report on the breakdown of staff and targets were set regarding the recruitment of men, people with disabilities and black and minority ethnic people. In addition, the recruitment and induction procedures are currently being reviewed and training will be provided to all relevant staff. We have also strengthened and extended our work life balance policies and benefits, including improved provisions for maternity and paternity leave and pay.

Outlook

In 2009 we began work to develop our new three year Vision and Strategy for 2010-2013. We aim:

- To provide accessible, responsive and flexible high quality services to all members of the family.
- To be cost effective and a key collaborator in the sector.
- To set the standard for parent-to-parent services.

We remain committed to our strategic priorities for the coming year that include:

- To develop and market our brand and national services.
- To extend and develop our national services, seeking opportunities to use technology to meet the needs of all parents now and in the future.
- To focus our local services to provide outreach, engagement, information, signposting, enabling volunteering and influencing local services and strategies.

FAMILYLIVES

Financial statements for year ending 31 March 2011

- To raise funds; to develop and implement plans to improve the long-term financial stability of the charity, including rebuilding reserves; to work to a breakeven budget.
- To develop strategic partnerships with key organisations across the sector.

Financial Results

Summary

During the year the charity raised £4.64m (2010 £5.60m) and spent £4.79m (2010 £5.57m). After allowing for the allocation of the appropriate expenditure in the year against restricted funds balances brought forward, a surplus of £29k (2010 surplus of £19k) was added to the free reserves in line with the charity's policy.

The Unrestricted Funds of the charity now total £0.92m (2010 £0.89m). After allowing for £0.03m (2010 £0.05m) funding of fixed assets, the free reserves now stand at £0.89m (2010 £0.84m).

Restricted funds

A total of £3.68m (2010 £4.59m) of restricted income was received in the year and there was a balance of £0.22m (2010 £0.20m) brought forward from the previous year. Expenditure of £3.85m (2010 £4.57m) was set against this leaving an amount of £0.04m (2010 £0.21m) to carry forward to fund restricted activities next year.

Designated funds

There were no designated funds carried forward at 31 March 2011. No new designations were made in the year.

Unrestricted funds

The charity raised £0.97m (2010 £1.02m) of general or unrestricted income. Expenditure of £0.94m (2010 £1.0m) was set against this, leaving a surplus of £29k (2010 surplus of £19k) to add to the general reserves brought forward.

Sources of income

£3.38m (2010 £4.2m) was from Central Government sources, £0.74m (2010 £0.88m) was from Local Authority sources and £0.49m (2010 £0.48m) was from Corporate bodies, Trusts & Foundations and individuals.

Expenditure

Investment in all areas of the charity's work reduced as cost savings were implemented: National services reduced to £3.06m (2010 £3.15m); local services reduced to £1.22m (2010 £1.61m); public education reduced to £0.23m, (2010 £0.51m); whereas policy work increased slightly to £0.15m (2010 £0.12m).

The charity's governance costs account for 1.5% (2010 1.1%) of gross expenditure at £0.07m (2010 £0.06m). Expenditure on fundraising was £0.07m with the continued employment of a fundraising team to focus on securing and diversifying income streams (2010 0.08m).

The Trustees would like to thank all those who funded our work during 2010/2011. Trustees would also like to thank the charity's volunteers who generously provided 13,121 (2010 15,576 hours) of their time to support other parents. This equates to £0.16m (2010 £0.23m) of gifts in kind.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Reserves Policy

The Trustee Board agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should provide sufficient funds for an orderly wind down of the charity if necessary at some future date. The charity's contraction and a significant reduction in lease commitments in 2010/11 reduced this figure to £753k. The Trustee Board also agreed to hold an additional £200k to cover short term deficits required for strategic growth in the current volatile funding environment and also to help with cash flow, since instead of receiving restricted grants in advance (which had been the case to date) the charity will be paid in arrears for more of its work.

The 2010/11 surplus of £29k (2010 £20k), when added to the free reserves, results in a fund of £921k. After adjustment for fixed assets of £28k the free reserve levels now stand at £0.89m (2010 £0.84m)

Investment Policy

In the current climate of uncertainty, volatile equity markets and a recognition that the current reserves are not long term in nature the Trustee Board has decided to take a cautious approach to the investment of its liquid funds. Accordingly these funds have been invested in a high interest COIF Deposit Fund account. The pooled assets of the Deposit Fund are placed on short term money market deposits in accordance with a careful management policy. The Fund can make deposits only to rigorously selected financial institutions approved by the Fund's trustees. For each counterparty there are agreed individual deposit limits. This ensures that the Fund's assets are well spread across a range of institutions: the credit status of these is monitored daily.

Risk Review

Trustees reviewed the risks to which the charity could be exposed and trustees are satisfied that the charity has taken all reasonable steps to minimise risk, and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work.

Provision of information to auditor

Each of the persons who are trustees at the time when this trustees' report is approved has confirmed that:

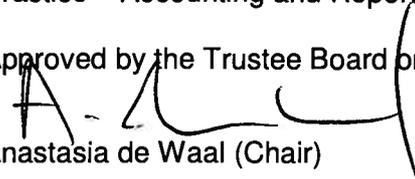
- so far as that trustee is aware, there is no relevant audit information of which the company's auditor is unaware, and
- that trustee has taken all the steps that ought to have been taken as a trustee in order to be aware of any information needed by the company's auditor in connection with preparing its report and to establish that the company's auditor is aware of that information.

Auditor

Hillier Hopkins LLP was reappointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

This report has been prepared in accordance with the Statement of Recommended Practice – Accounting and Reporting by Charities 2005.

Approved by the Trustee Board on 14 July 2011 and signed on its behalf by:


Anastasia de Waal (Chair)

Warwick Jones (Treasurer)



FAMILYLIVES

Financial statements for year ending 31 March 2011

Independent Auditor's Report to the members FamilyLives for the year ended 31 March 2011

We have audited the financial statements of FamilyLives for the year ended 31 March 2011 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out in the trustee report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Catharine Leach FCA DChA (Senior Statutory Auditor)
For and on behalf of
Hillier Hopkins LLP

Chartered Accountants
Statutory Auditor

64 Clarendon Road
Watford
Hertfordshire
WD17 1DA

4/8/11

FAMILYLIVES

Financial statements for year ending 31 March 2011

**Statement of Financial Activities (incorporating Income and Expenditure Account)
for the year ended 31 March 2011**

	note	General fund £'000	Restricted fund £'000	2011 Total £'000	2010 Total £'000
Incoming resources					
Incoming resources from charitable activities		892	3,517	4,409	5,312
Incoming resources from generated funds					
Voluntary income	2	42	158	200	237
Bank Interest		9		9	10
Other incoming resources		26	-	26	43
Total incoming resources	3	969	3,675	4,644	5,602
Resources expended	4				
Charitable activities					
National services		322	2,736	3,058	3,184
Local services		440	778	1,218	1,615
Public education and information		78	151	229	513
Policy development		18	129	147	116
Fundraising		68		68	84
Governance costs	5	14	55	69	59
Total resources expended		940	3,849	4,789	5,571
Net (outgoing)/incoming resources		29	(174)	(145)	31
Transfers between funds		-	-	-	-
Fund balances brought forward at 1 April 2010		892	215	1,107	1,076
Funds at 31 March 2011	17/21	921	41	962	1,107

FAMILYLIVES
Financial statements for year ending 31 March 2011

FAMILY LIVES
Balance Sheet as at 31 March 2011

		2011		2010	
	note	£'000	£'000	£'000	£'000
Fixed assets					
Tangible assets	10	28		48	
Investments	20	-		-	
			28		48
Current assets					
Debtors & Prepayments	11	339		602	
Cash on deposit		1,000		850	
Cash at bank and in hand		418		274	
			1,757		1,726
Creditors:					
amounts falling due within one year	12	823		667	
Net current assets			934		1,059
Total funds			962		1,107
Unrestricted funds					
Designated Funds	16	-		-	
General funds	17	921		892	
			921		892
Restricted funds	21	41		215	
Total funds			962		1,107

The financial statements were approved by the Members of the Board on 14 July 2011


Anastasia de Waal
(Chair)


Warwick Jones
(Treasurer)

The notes on pages 28 to 35 form part of these financial statements

FAMILYLIVES

Financial statements for year ending 31 March 2011

Cash flow statement for the year ended 31 March 2011

	note	2011 £'000	2010 £'000
Net incoming resources from operating activities	a	299	(235)
Returns on investment and servicing of finance		9	10
Capital expenditure and financial investment	b	(13)	(59)
		<hr/>	<hr/>
Increase/(decrease) in cash	c	<u>294</u>	<u>(284)</u>

	2011 £'000	2010 £'000
a Reconciliation of net incoming resources to net cash inflow from operating activities		
Net incoming/(outgoing) resources for the year	(144)	31
Investment income	(9)	(10)
Depreciation charges	33	26
(Increase)/decrease in debtors	263	(254)
(Decrease)/increase in creditors	156	(28)
Total	<u>299</u>	<u>(235)</u>

	2011 £'000	2010 £'000
b Capital expenditure and financial investment		
Purchase of tangible fixed assets	(13)	(59)
Disposal of investments	-	-
Total	<u>(13)</u>	<u>(59)</u>

	1 April 2010 £'000	Cash flow £'000	31 March 2011 £'000
c Analysis of changes in net debt			
Cash at bank and in hand	274	144	418
Cash at COIF deposit	850	150	1,000
Total	<u>1,124</u>	<u>294</u>	<u>1,418</u>

FAMILYLIVES

Financial statements for year ending 31 March 2011

1 Accounting policies

The financial statements have been prepared under the historical cost convention and in accordance with the Companies Act and, unless otherwise stated, applicable accounting standards and the Statement of Recommended Practice "Accounting and Reporting by Charities" issued by the Charity Commission in 2005 (SORP). The following accounting policies have been applied:

Income and expenditure

Income and expenditure are shown gross and include all material amounts known to be due at the balance sheet date. Expenditure includes attributable VAT which cannot be recovered.

Unrestricted income

Unrestricted grants, donations and other income are treated as income in the year in which they are receivable.

Grants and donations

These are included in the Statement of Financial Activities when receivable.

Stocks

Stocks of publications for sale are written off in full in the year of purchase.

Depreciation

Fixed assets costing less than £1000 are written off in full in the year of purchase. Other fixed assets are depreciated in equal installments so as to write off their costs over their estimated useful lives as follows:

Office fittings	shorter of 7 years and remaining period of lease
Office furniture	5 years
Office equipment & software	3 years

Pensions

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

Allocation of resources expended to funds

The costs of staff employed directly in connection with particular projects are allocated directly to the projects concerned together with all directly incurred expenditure.

FAMILYLIVES

Financial statements for year ending 31 March 2011

Support cost allocation

Support costs are apportioned to projects based on the gross expenditure of that project, as agreed with the funder. Our fundraising costs are incurred exclusively in activities to raise restricted funds and service contracts. Since such expenditure is not defined as fundraising costs under SORP 2005, they have been added to support costs and charged out to projects in line with our usual policy.

Unrestricted funds

These are donations and other incoming resources receivable for or generated by the objects of the charity without further specific purpose and are available as general funds.

Designated funds

These are unrestricted funds earmarked by the Trustee Board for particular purposes.

Restricted funds

These are funds which may only be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with an equitable allocation of management and support costs.

Volunteers and donated services

The value of services provided by volunteers is incorporated within these financial statements. Where services are provided to the charity as a donation that would normally be purchased from our suppliers, this contribution is included in the financial statements as an estimate based on the value of the contribution to the charity. Donated services and facilities are analysed in note 2.

2 Voluntary income

	Unrestricted funds £'000	Restricted funds £'000	2011 Total £'000	2010 Total £'000
General donations	42	-	42	12
Donated services	-	158	158	225
Total	42	158	200	237

The charity is indebted to its volunteers for the time spent providing services to the charity. Based on 13,121 hours spent (2010: 18,675 hours) at an average rate of £12.05 per hour, a value for their services of £ 158,108 (2010: £225,034) has been recognised within incoming resources as a donation and an equivalent charge included within resources expended.

FAMILYLIVES
Financial statements for year ending 31 March 2011

	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
	National services	Local services	Public education & information (inc Digital)	Policy development	Support	Fundraising	Governance	2011 Total	2010 Total	
Unrestricted	310	460	88	18	11	68	14	969	1,016	
Restricted	2735	627	128	130	-	-	55	3,675	4,586	
	3,045	1,087	216	148	11	68	69	4,644	5,602	0

3 Incoming resources

4 Resources expended analysed by activity

Staff, volunteer & staff-related costs	2,020	862	102	75	183	104	27	3,373	3,737
Travel & subsistence	50	43	3	2	4	1	2	105	116
Freelance specialists	21	14	1	4	41	-	-	81	268
Premises	119	49	-	-	307	-	-	475	749
Equipment	121	12	3	1	50	2	-	189	
Office	102	33	15	2	20	3	-	175	313
Meeting costs	24	19	3	5	3	1	-	55	
Information & publicity	255	13	42	10	1	-	-	321	374
Other costs	1	0	-	-	(20)	-	34	15	14
Allocation of support costs	345	173	60	48	(589)	(43)	6	-	-
Total resources expended	3,058	1,218	229	147	-	68	69	4,789	5,571

FAMILYLIVES
Financial statements for year ending 31 March 2011

5 Governance costs	2011	2010
	£'000	£'000
Governance costs are made up of:		
Staff salaries	27	28
Staff travel & meetings	-	1
Trustees' expenses	2	3
Audit fee	14	13
Professional fees	20	9
Allocation of support costs	6	5
	<hr/>	<hr/>
	69	59
	<hr/> <hr/>	<hr/> <hr/>
6 Net movement in funds	2011	2010
	£'000	£'000
The net movement in funds is arrived at after charging:		
Depreciation	33	26
Operating leases for land and buildings	89	204
Auditors' remuneration	14	13
	<hr/>	<hr/>
7 Staff costs and numbers	2011	2010
	£'000	£'000
Staff costs were as follows:-		
Salaries	2,879	3,103
Social security costs	234	257
Pension contributions	65	61
	<hr/>	<hr/>
	3,178	3,421
	<hr/> <hr/>	<hr/> <hr/>
The number of employees employed by the charity whose emoluments exceeded £60,000 were:-	No	No
£70,001 - £80,000	1	1
	<hr/>	<hr/>
	1	1
Average weekly number of employees during the year, calculated on the basis of full time equivalents:-	No	No
Charitable activities	99	108
Governance	1	1
	100	109
	<hr/> <hr/>	<hr/> <hr/>

FAMILYLIVES

Financial statements for year ending 31 March 2011

8 Pensions

With effect from the 1st October 2001 the charity set up a group personal pension scheme to which all employees are invited to contribute. In accordance with the scheme the charity makes a contribution of either 4.5% or 6.5% of gross salary as determined by the contributions of the individual employee. This amounted to £65,448 in the year (2010: £61,297).

9 Board of Trustees

One trustee, Suzie Hayman, as permitted by the charity's Memorandum of Association and agreed by the Board of Trustees has been paid for her professional services re the media. She received £1,081 (2010: £6,535) from the charity during the period.

Three trustees were reimbursed expenses for travel and subsistence amounting to £1,687 (2010: 3 Trustees, £1,537).

10 Tangible assets

	Furniture & equipment	Office fittings	Total
	£'000	£'000	£'000
Cost			
At 1 April 2010	160	60	220
Additions	13	-	13
Cost of disposals		(60)	(60)
	<hr/>	<hr/>	<hr/>
At 31 March 2011	173	-	173
	<hr/>	<hr/>	<hr/>
Depreciation			
At 1 April 2010	121	51	172
Charge for the year	24	9	33
On disposals		(60)	(60)
	<hr/>	<hr/>	<hr/>
At 31 March 2011	145	-	145
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2011	28	-	28
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2010	39	9	48
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

FAMILYLIVES

Financial statements for year ending 31 March 2011

11 Debtors	2011 £'000	2010 £'000
Debts payable within one year		
Debtors and prepayments	315	577
Debts payable after more than one year		
Rent deposit	24	25
	<hr/>	<hr/>
	339	602
	<hr/> <hr/>	<hr/> <hr/>
 12 Creditors	 £'000	 £'000
Deferred income	417	176
Creditors and accruals	331	419
Taxation (inc VAT) and Social Security	75	72
	<hr/>	<hr/>
	823	667
	<hr/> <hr/>	<hr/> <hr/>

13. Commitments

All expenditure approved by the trustees at 31 March 2011 was provided for in these accounts.

14 Obligations under operating leases

	2011 £'000	2010 £'000
At 31 March 2011, the Charity had annual commitments under operating leases as set out below:-		
Operating leases expiring within 1 year	7	15
Operating leases expiring between 1 and 5 years	82	189
	<hr/>	<hr/>
Total operating leases	89	204
	<hr/> <hr/>	<hr/> <hr/>
The above leases relate to:		
land and buildings	70	204
photocopiers	19	-

FAMILYLIVES

Financial statements for year ending 31 March 2011

15 Analysis of net assets between funds	Unrestricted funds £'000	Restricted funds £'000	2011 Total £'000
Fixed assets	28	-	28
Net current assets	893	41	934
Net assets	921	41	962

16 Purposes of designated funds

There were no designated funds carried forward at 31 March 2011. No new designations were made in the year.

17 Movements in unrestricted funds

	At 1 Apr 2010 £'000	Incoming resources £'000	Resources expended £'000	Tfrs £'000	Net mvmt in funds £'000	At 31 Mar 2011 £'000
Unrestricted funds						
General Unrestricted funds	892	969	(940)	-	29	921
Designated fund						
Total unrestricted funds	892	969	(940)	-	29	921

18 Movements in deferred income

	At 1 Apr 2010	Incoming resources	Resources expended	Tfrs	Net mvmt in funds	At 31 Mar 2011
Deferred income	176	459	(221)	-	238	417

19 Bullying UK

FamilyLives acquired Bullying UK on 4 November 2010. Bullying UK provides an award winning anti bullying website with a vibrant on line community. FamilyLives will continue to provide these services. One employee transferred cross to FamilyLives under TUPE.

FAMILYLIVES

Financial statements for year ending 31 March 2011

20 Investments

FamilyLives owns 5,000 £1 shares (100% share capital) of Parents Direct Limited which is a company, registered in England and Wales, that designs and delivers training. Parents Direct Limited has not traded for the past 3 years and is not expecting to do so in the near future. Since the Board believes that the shares no longer have a monetary value, it was decided to write off this investment in 2007-08. The net liabilities of the company as at 31 March 2011 were £ 21,756 (2010 - £21,756) and loss for the year was £nil (2010 - £nil).

21 Movement in restricted funds

Funder name	b/fwd	Income	Expenditure	c/fwd
	£'000	£'000	£'000	£'000
DfE Parent know-how Helpline	-	1,550	1,550	-
DfE Parent know-how Information	-	120	120	-
DfE Parent know-how Awareness	-	110	110	-
DCSF Strategic grant	-	687	687	-
Parenting Fund 2 - Newcastle	(1)	71	70	-
DCSF Children's support grant	-	378	378	-
Croydon Council	32	41	73	-
Big Lottery - Reaching Communities Gloucestershire	13	96	93	16
Gloucestershire County Council CYPD	15	37	52	-
Thurrock Council	6	45	40	11
One Nottingham: Notts CC	-	80	80	-
City Bridge Trust	32	56	88	-
Castlepoint and Rochford	6	34	38	2
Bedford Borough TaMHS	9	25	34	-
Luton Bullying Strategy	-	23	23	-
Big Lottery - Reaching Communities Hampshire	-	87	89	(2)
Brent Council-Parenting Expert	-	46	46	-
The Summerfield Trust	-	10	-	10
Grants less than £10k	103	22	121	4
	215	3,518	3,692	41

Note:

As requested by funders the following precise amounts were awarded:

Big Lottery Fund: Reaching Communities £96,161.

Big Lottery Fund: Hampshire £86,756