

FAMILYLIVES (PARENTLINE PLUS)
Financial statements for year ending 31 March 2009

FAMILYLIVES

(Parentline Plus)

ANNUAL REPORT AND ACCOUNTS

For the year ended 31 March 2009



hillierhopkins LLP

Chartered Accountants and Tax Advisers

520 Highgate Studios, 53-79 Highgate Road, London NW5 1TL
Charity Number 1077722
Company Number 3817762
Registered in England and Wales

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FamilyLives Legal and administrative information

Status

FamilyLives is a registered company limited by guarantee, company number 3817762, operating under the name 'Parentline Plus', hereafter referred to as Parentline Plus. 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:

M Leadbetter	Chair – deceased 17.04.09
J Butt	Vice-Chair – resigned 26.3.09
W Jones	Treasurer
S Bayliss	Acting Chair as of 17.04.09 (reappointed 23.10.08)
C Clulow	Resigned 26.3.09
S Hayman	
M Hubbard	
D Marden	
A Montgomery	
J Penny	Resigned 28.05.09
J Thoburn	Reappointed 23.10.08
S Vahid	Reappointed 23.10.08
S White	

Trustee Members of Policy & Finance Sub-Committee:

W Jones, M Hubbard, S Bayliss, D Marden, J Penny

Trustee Members of Succession Planning Sub-Committee:

S Bayliss, M Hubbard, D Marden, A Montgomery, J Thoburn, S Hayman, S Vahid

President

Rt Hon Lord Justice Thorpe

Chief Executive and Company Secretary

J Todd Appointed 01.01.09

Registered Office

520 Highgate Studios, 53-79 Highgate Road, London NW5 1TL

Auditors

Hillier Hopkins LLP, Charter Court, Midland Road, Hemel Hempstead, Herts. HP2 5GE

Solicitors

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

Report of the Trustee Board for the year ended 31 March 2009

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 2009 was 11.

The Board is responsible and accountable for Parentline Plus' 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.

Diversity

The Board is committed to diversity across the organisation in all areas of its activities. The organisation is progressing towards all local offices being wheelchair accessible and continuing to monitor our service reach and workforce so as to move forward continuously on our diversity targets.

Board Annual Review

The Board is sad to announce the untimely death of its former chair Mike Leadbetter on the 17th April 2009. Mike had fought hard against the devastating recurrence of cancer and continued to play a supportive role within the organisation up until the time of his death.

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The Board had previously commissioned a governance review that resulted in a number of Trustees taking the decision to stand down after a number of years of significant service; we would like to acknowledge and thank Jabeer Butt, Christopher Clulow and John Penny for their expertise and dedication during their tenure.

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. The recruitment of a new Chair of Trustees was begun in March 2009.

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 are two Sub-Committees: Policy & Finance and Succession Planning. These sub-committees are decision making and make 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.

Senior Management

The Senior Management Team meets 11 times a year and addresses cross-organisational issues at strategic level and the implementation of the organisation's business and strategic plans. All Senior Managers work across the whole organisation and are accountable to the Board of Trustees via the Chief Executive.

In January 2009 a new Chief Executive, Jeremy Todd, was appointed. He comes with 20 years experience within the Voluntary sector that includes work in substance misuse, homelessness, criminal justice, youth and community development, education and training.

This has been a challenging time for Parentline Plus with substantial cost savings needed, that required the closure of two area offices and redundancy of some staff across the organisation.

Claire Walker the newly appointed Policy & Communications Director has undertaken a Positioning Review of the organisation, to enable the Senior Management Team to develop a more robust policy position alongside increasing the external profile of the organisation. This has resulted in additional money for marketing and a campaign

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push around the impact of the recession on families, which will be completed in 2009/10.

Alongside this, an IT review is currently underway to see how we can both reduce some of our current expenditure, as well as look to see how we might invest in new equipment for the future. There is also a commitment to integrate the helpline and new media functions more effectively.

Board of Trustees' Responsibilities

Company Law applicable to charities in England and Wales requires the Trustee Board (which is also the management committee) to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity's financial activities during the year and its financial position at the end of each year. In preparing those financial statements, the Trustees (who are also Company Directors) are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable 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 assume that the charity will continue in business;

The Trustee Board are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 1985. The Trustee Board 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.

The Trustees are also required to promote the success of the charity by acting in a manner which they consider, in good faith, would be most likely to achieve Parentline Plus' purpose.

Review of activities

"Parentline Plus has provided me with a lifeline during an extremely difficult time for my family and children, whilst going through the first stage of difficult situation. As a father, seeking and finding help during a separation is difficult, with few charities offering the support to discuss the effect on the children and person emotional impact. From first contact, Parentline Plus assisted in a compassionate, non-judgemental and well informed way. I have been offered a range of assistance and information, delivered exactly as promised, at a time when promises count for a lot"

Overview

Parentline Plus has expanded its provision in line with parent need. This has seen a considerable increase in multi media and in particular web based enquiries and support.

It is our future vision to develop a more integrated offer so that parents are able to access support through a multi channel media approach of the helpline, web services and direct referral.

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In the difficult economic climate, like many charities, we have needed to make some significant cost savings due to reductions in funding and this has meant a focus on consolidation of the area offices. We are continuing to innovate new services and an excellent example of this has been a new collaboration with the probationary service in the North East.

Parentline Plus continues to promote its brand through a number of local and national marketing campaigns, most recently through a recession push campaign.

Finally, Parentline Plus remains committed to a collaborative approach within the sector and is playing an active role in a number of campaigns that include Kids in the Middle and Mum, Dad, Baby. We have also been reviewing our policy and positioning in light of the current external environment to ensure that we are well represented in future debate.

Monitoring systems

During the year we have continued to improve our monitoring systems to ensure accurate collection and analysis of reliable data. We developed and centralised the National Services Co-Ordination Team database, and developed as a part of this an online ITS worker booking system. This has now ensured that parent information is passed securely across our network and stored in our secure data centre.

We have also started piloting accessing certain types of data online. Instant data has proved very useful in our performance monitoring, especially with regards to the new ETS service and ITS waiting lists. We are hoping to extend this feature to local offices and their services databases they currently use.

For local services, we have reviewed the questionnaire that asks parents to assess the impact of our service on their children and on themselves to ensure we get informative feedback that can be used to further refine our services, as well as to demonstrate the links between our work and the Every Child Matters framework.

Quality assurance

Parentline Plus 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. The Equality & Diversity supplementary amendments to the Telephone Helplines Association Quality Mark were met in March 2009.

We also monitor compliments and complaints on a regular basis. We are proud to have received 453 unsolicited compliments during the year and these are shared with all volunteers and staff. We received a total of 24 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.

In line with the recent developments and our increasing partnership working with local authorities, our child and adult safeguarding procedure has been reinforced to take into account 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.

Parentline Plus national universal services

Parentline 0808 800 2222

“Rang you a while ago for support because my partner was denying my daughter contact with me, I can’t thank you enough for your support and advice, I now have a contact order so I’m having contact with my daughter again”

“Thank you very much, your telephone talk it through line has been an absolute godsend to me tonight. As a single parent, faced this evening (late) with my son’s father causing distress it has been wonderful to have a kind and patient person to talk to. Thank you so much, you have saved my mental health tonight!”

We answered 93,711 calls on Parentline; answering 85% of the parents who rang us with 68% 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 continue to work closely with the DCSF in delivery of our national helpline and innovations work and are in our second year of a three year funding stream.

Issues raised by callers*

<i>Issue</i>	<i>% of long calls</i>
<i>Children: Behaviour</i>	<i>28%</i>
<i>Children: Emotional Health</i>	<i>23%</i>
<i>Children: Conflict</i>	<i>16%</i>
<i>Children: Divorce\Separation</i>	<i>14%</i>
<i>Children: School\Education</i>	<i>8%</i>
<i>Children: Mental Health</i>	<i>6%</i>
<i>Children: Bullying</i>	<i>5%</i>
<i>Children: Sexual Behaviour</i>	<i>4%</i>
<i>Children: Abuse</i>	<i>4%</i>
<i>Children: Developmental</i>	<i>4%</i>
<i>Children: Physical Health</i>	<i>1%</i>
<i>Children: Disability</i>	<i>1%</i>
<i>Adults: Mental Health</i>	<i>41%</i>
<i>Adults: Divorce\Separation</i>	<i>12%</i>
<i>Adults: Couple Disagreements</i>	<i>10%</i>
<i>Adults: Isolation\Loneliness</i>	<i>8%</i>
<i>Adults: Abuse</i>	<i>4%</i>
<i>Adults: Financial</i>	<i>3%</i>
<i>Adults: Physical Health</i>	<i>1%</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%.*

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The main issue parents called Parentline about was their children's behaviour. The location and type of behavioural concerns can be broken down further as shown in the following table

<i>Behaviour</i>	<i>% of Long Calls</i>	<i>% of Section</i>
Location		
<i>At Home</i>	26%	88%
<i>At School</i>	6%	21%
<i>Other Location</i>	3%	10%
Type		
<i>Verbal Aggression</i>	18%	64%
<i>Physical Aggression</i>	9%	32%
<i>Other</i>	5%	17%
<i>Lying</i>	5%	18%
<i>Bad Crowd</i>	4%	16%
<i>Staying away from home</i>	4%	15%
<i>Stealing</i>	4%	13%
<i>Alcohol</i>	3%	10%
<i>Drugs</i>	3%	12%
<i>Peer Pressure</i>	2%	7%
<i>Wanting to leave home</i>	3%	10%
<i>Smoking</i>	2%	8%
<i>Runaway\Threatening</i>	1%	5%
<i>Involved with Youth Justice System</i>	1%	3%
<i>Internet Misuse</i>	1%	4%
<i>ASBOS</i>	<1%	<1%

The main type of behaviour that callers spoke about was the verbal aggression of their children. This type of behaviour represented 64% of long calls about children's behaviour. A range of serious concerns are highlighted above, and the data also show that parents are most concerned about children's behaviour in the home rather than anywhere else.

During the period 08/09 mental health was the main adult issue for our callers.
Adult: Mental Health

<i>Mental Health</i>	<i>% of Long Calls</i>
<i>Anxiety & Stress</i>	37%
<i>Anger</i>	11%
<i>Other</i>	5%
<i>Depressed feeling (Identified by a health professional)</i>	3%
<i>Depressed feelings (not identified by a health professional)</i>	4%
<i>Grieving</i>	3%
<i>Suicide-attempted feelings expressed</i>	1%
<i>Post-natal depression</i>	1%
<i>Panic attacks</i>	1%
<i>Self-harm</i>	<1%

Email Support

parentsupport@parentlineplus.org.uk

"Hello, I just want to express my gratitude for your prompt and helpful reply. I will read again and again your e-mail; hopefully everything will be fine in my family"

"Thank you for your reply to my e-mail. I just wanted to thank you for your suggestions. I followed up on what you said and now have more information on which to make a decision. Although I have not found a definitive answer to my questions, I feel more confident in my own judgement of the situation."

We responded to 5,362 emails, Q & A's from the website and web stories, with each parent receiving an individual response. This service mirrors that offered by Parentline, and offers a route for parents who prefer to write about their difficulties.

Website

www.parentlineplus.org.uk
www.gotateenager.org.uk
www.besomeontotell.org.uk

"Thanks for listening, and for actually caring enough to have this kind of resources for parents in the first place"

"I didn't have the confidence to sign up to the Online Community, but I got great encouragement from the posts and replies to other parents. I am now a regular in the Online Community, and feel privileged to be able to help others as I was helped last year"

The number of parents using our website continues to expand. This was aided by funding which has enabled us to pay for sponsored links, making it easier for parents to find the site. We had 427,320 visitors to our website with 2,758,687 pages viewed. Parents downloaded 81,526 leaflets. The website has interactive features, and very popular community pages. It provides a mix of information, signposting and parent-to-parent support for very high volumes of parents, and we will be extending our website offers during the coming year.

Print Information

"Thanks for the great tips! I will have a go and keep trying them. It will, hopefully, make things better"

We continue to produce a range of printed materials but have recently undertaken an audit that will help consolidate existing material, alongside making us more cost effective and environmentally conscious. We have distributed 218,377 leaflets in 2008/09, a slight drop from the previous year which can be explained by an increase in web usage. We have also seen an increase in the number of parents downloading leaflets from the website of 2000.

Parentline Plus targeted national services

As a first port of call to parents, we offer generalist support, information, signposting and referral. Parents contacting us have a very wide range of difficulties, some of which need more specialist support. We provide some of this extended support

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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, and Family Rights Group. 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 number of callers that were referred on to our own extended services and to partner organisations for additional call back support.

<i>Organisation</i>	<i>% of long calls</i>
<i>NSCT for individual support or telegroups</i>	<i>6%</i>
<i>CLC</i>	<i>2%</i>
<i>YM</i>	<i>1%</i>
<i>FRG</i>	<i><1%</i>

Extended Telephone Support

'I so look forward to Mondays and talking to you. It has kept me sane. You have definitely saved me from a nervous breakdown and I am so grateful.'

" I actually spoke to a mum today who is using the service and she was really positive. The difference in how she sounded was amazing. It is certainly a service that will be invaluable to us, some off our families really need that regular contact" (From a home-school worker who referred to ETS)

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 1,350 parents received individual telephone support. 1,288 were parents accessing the service via Parentline and 62 were referred via local authorities as part of the ETS pilot. 240 parents attended telephone groups.

Parentline Plus network of area offices

"I must say I think that the service you provide is invaluable and I will certainly recommend it to anyone else who is experiencing any parenting difficulties."

"The course was really useful. Thank you. It helped me understand strategies for dealing with arguments at home in a way that gives value to my children's feelings and gives them clearer boundaries"

Parentline Plus has a network of area offices that support, enhance and deliver our parent-to-parent services. Six of our area offices operate as call centres for Parentline, and all offer a mix of local face-to-face services. The very difficult commissioning and funding environment led to careful reviews of all the offices and their work. Following these reviews, trustees made the strategic decision, with regret, to close two offices at the end March '09. Trustees fully acknowledge the valuable

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work the staff and volunteers achieved at these offices in supporting parents and families over the years. Trustees remain committed to the prospect of the charity maintaining an office 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.

The Parentline Plus 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 recognise that the closing of two local offices this year means that regional representation may for the time being be aspirational and will therefore continue to develop strong collaborative partners to maximise our impact across the country.

Parentline Plus local face-to-face services

Outreach

"I was fortunate enough to meet you at a conference and you shared some parenting advice with me in relation to a CAF I was working on, signposting me to phone numbers and websites that were relevant to the parents. It is my delightful duty to say that this family who are at the point of absolute crisis have completely u-turned and matters are progressing beautifully"

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. Parentline Plus 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 are also revisiting working with couples and home visiting.

We gave information to 31,000 parents via local events and outreach work and we engaged with over 5,000 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.

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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 over 18,000 contacts with professionals from nearly 5,000 agencies over the year enabling other agencies and professionals to signpost parents to our national and local services.

Individual Support

"Nobody has ever listened to me like you before. I have never had this attention. I feel lightened and unburdened"

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 771 parents received this service from our area offices.

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 52 parents attended multi-session facilitated support groups, 61 parents attended single session support groups, 615 parents attended Parents Together courses and 2007 parents attended workshops. 920 parents attended the new Parenting Groups which ran from September 2008.

Parentline Plus 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.

Development

Innovations One

Parentline Plus secured £499,428 for the period January 2008 to March 2009 to undertake a number of developments with the over-arching aim of improving services to parents of teenagers. The money was from the DCSF through the Parent Know How Innovations funding stream. Recently, following successful completion of the first stage of the project, continuation funding of £529,299 has been confirmed.

We developed a number of innovative web products to engage with parents of teenagers:

E-learning modules

- Afforded the opportunity to present the way that Parentline Plus supports parents face-to-face and via telephone groups in an accessible, fun and interactive format to a wide audience.

Comic books

- Gave the opportunity to provide useful tips in a non-text-heavy manner.
- The approach was particularly popular with dads.
- Highly successful, with many compliments returning from parents.



Web TV Shows

- Gave parents the opportunity to ask questions over the internet to a parenting 'expert' – trustee Suzie Hayman.



Jargon buster

- Huge level of press interest.
- Gave a fun element to the site in response to feedback from parents.

Message boards, blogs and user ratings

- Important tools allowing parents to build a supportive community and to receive peer support.
- Highlighted content gaps and afforded feedback on tools and developments.

SMS text pilot project

- Limited resources set aside for this work meant a restricted pilot in set geographical area – however, this has been useful in helping us determine what works.
- Unable to provide personalised responses to parents, but the tips we delivered automatically are provoking a positive reaction.

We had some fantastic feedback from parents:

- *"Excellent! I haven't seen anything quite like this out there and it really does work..."* (e-learning module)
- *"From this site it is good to know that I am not alone and that gives me some extra strength".*
- *"My friend recommended this site and it is great to finally find some source of support for parents who are finding things difficult with teenagers."*
- *"The comic really made me laugh, I know that the whole coming-home-drunk-and-vomiting-thing is just around the corner with my sons and it gave me some good ideas on how to deal with it. Before reading it, I might have just shouted at them for being as stupid as I was as a teenager!"* (comic book)
- *"My parents should take a look at this website!"* (from teenager).



We secured massive press coverage:

Parentline Plus was thrilled with the level of press attention that the launch of www.gotateenager.org.uk received : 148 pieces of coverage, circulation: 23,758,843 across all the major papers, radio and tv channels and not just in the UK!

We will do more in Years Two and Three:

Using the lessons learned from this year we plan to focus future plans on developing more responsive and up to date content. We also want to develop a range of content in other mediums such as vod and podcasts. Parents really enjoyed the fun elements of the site and we learned that we can get a useful message across without being heavy handed so plan to develop a lighter touch and introduce more fun elements to the site.

Be Someone To Tell

The DCSF anti-bullying team has funded Parentline Plus this year to test ways of actively working and engaging with professionals, schools and parents across four strands:

- Information and help via PL+ professional website and Be Someone To Tell micro-site.
- Awareness-raising of anti-bullying issues via PL+ printed materials, leaflets and marketing/press activities.
- Supporting parents and schools to work together in order to tackle bullying via local and national support.
- Sharing of findings and good practice with professionals, practitioners and schools, and disseminating "parental voice" through policy work.

The BSTT website was launched in November 2008 to maximise publicity in the lead up to Anti-Bullying Week 2008.

This is what one parent, who visited the BSTT website said:

"Well done on a fantastic website but more importantly on a superb service generally. I wish I had known about you when my children were growing up"

This funding has allowed Parentline Plus to further develop its own positioning on anti-bullying issues and move away from the narrow content on the website that existed previously. While the website is by no means complete, a plan for its development over the next few years is in progress. The message boards are well used and help us address content gaps dynamically as parents write about them, as well as being an invaluable tool for parents wanting information and peer support. Since its launch in November 2008 the site has steadily increased in popularity experiencing a 75% increase in both page views and unique visitors, reaching 12,706 visitors and with 36,197 page views.

Further evidence that parents have been supported through the BSTT funding is the fact that 18,686 leaflets have been distributed. In addition the co-branded leaflet commissioned by Parentline Plus and written with Contact a Family is now out of print

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from its original print run of 3,500 and has been extremely positively received by parents. The booklet can be downloaded from the website.

The community work to support parents in three areas: Hertfordshire, Gloucestershire and Bristol, reached 1,513 parents, with 211 receiving up to six weekly individual support sessions or attending support groups. The parent evaluation of the service received was extremely positive.

Additional funding was secured to develop an e-learning module that will enable school based staff and staff who work outside schools to flexibly access training on anti-bullying.

A policy report: *I entrusted my child to the school, they let us down: the views of parents* was launched to coincide with Anti-Bullying week and at the same time as a parallel briefing from ChildLine from children's perspectives. A report on aggression also touched on bullying: *Aggressive Behaviour in Children – Parents' Experiences and Needs*. The Policy Manager contributed to several working groups and facilitated collaborative working with several organisations on bullying related issues.

The Press and PR team has secured a range of local press and broadcast coverage and has been a key element in the BSTT programme to raise awareness of bullying issues. In total it secured 98 pieces of coverage, equating to 11,357,640 circulation hits (including reading and viewing/listening figures), the equivalent advertising space would cost in the region of £196,856. This figure continues to rise as the team have taken advantage of the recent reports about Tom Daley to secure coverage and place relevant content on the website.

We are now in the process of building our plans for the next year having successfully secured continuation funding for the project.

Extended Telephone Support.

The Department for Children, Schools and Families has funded a pilot to trial local authority referrals to the extended telephone service where parents can access up to six sessions of individual telephone support.

The pilot began working with five local authority areas and Cafcass. An online booking system was developed and the process for making referrals simplified and streamlined with a wealth of supporting materials. A number of meetings and presentations were attended in each of the five areas but the number of referrals made to date has been disappointing. In discussion with the DCSF we have now extended the offer to many more authorities and have also got permission from them to market the service directly to parents. Several of the original authorities felt that not being able to advertise the service directly to parents was proving a barrier to the take up.

We hope that this hard work and the genuine enthusiasm of all those external stakeholders involved in the pilot for the service will begin to pay dividends and referrals will increase.

Diversity and Equality

We have 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 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 22% of short calls to Parentline and 15% of long calls. We continue to reach many more lone parents than in the population as a whole. Lone parents represented 49.3% of callers to Parentline during April 08 – March 09.

This year we started collecting anonymous information on household income of our service users, and this data was available from April 08 – March 09. It shows that around 26% of service users of national and local services had a household income of under £15,000 p.a. which demonstrates that we are reaching a significant number of families living in poverty.

Services Reach

GENDER	Female	Male
Parentline	78% of long calls 68% of short calls	15% of long calls 22% of short calls
Local face-to-face services	86%	13%
ETHNIC ORIGIN	White	Black and minority ethnic
Parentline	73%	10%
Local face-to-face services	79%	17%
INCOME	£15,000 pa and over	Under £15,000 pa
Parentline	39%*	26%
Local face-to-face services	28.8%**	22.1%

*36% were not asked or preferred not to answer

**49% preferred not to answer

Working with professionals

www.parentlineplusforprofessionals.org.uk

Our external training menu continues to be popular and we have extended our client base. We deliver training for frontline workers offering a number of courses. Courses include one-day, topic-specific workshops, such as 'Supporting Parents Dealing with Bullying', enabling practitioners to work more confidently in supporting parents worried about their children being bullied. And five-day accredited courses, designed to develop practitioners' knowledge, skills and understanding to support family group work and facilitate parenting courses. In addition we have developed a Resource Pack for practitioners to promote and enhance good practice in the delivery of parenting support.

In the last year we have delivered external training to over 157 individuals, across England and Wales who have come from a range of voluntary and statutory services, including Social and Health Care, Education, Children's Information Services, Drugs and Alcohol Abuse services and the Department for Children, Schools and Families.

Lobbying

Parentline Plus uses our knowledge, data and expertise to develop clear and strong policy positions. We aim to be the voice of parents in the political and policy debates. We are committed to change society and services to improve things for families up and down the country.

Parentline Plus has been engaged in lobbying and influencing politicians across the political spectrum. We have also undertaken a significant programme of focus groups listening to the voices of parents across the country as part of our "Give Parents a Voice" project for the General Election. The evidence collected here will be used to develop in depth policy and lobbying positions and around the following key areas for Parentline Plus's users- education, relationships and separation, behavioural issues and parenting in society in 2009/10. We will also ensure that we will be lobbying on these and other key issues in the run up to the next General Election in 2010

We have continued to add to our list of influential briefing papers. Having collected and analysed information on service user concerns, the policy team have produced briefings on:

- Risky behaviour and setting boundaries April 2008
- All change Moving on to Secondary school - what parents are saying (Just Ask) May 2008
- Parentline Plus drugs and alcohol education May 2008

- Love your children more than you hate each other - the impact of divorce and separation on families June 2008
- "I entrusted my son to the school. They let us down" The impact of bullying: views of parents Nov 2008
- Aggressive behaviour in children Nov 2008

Press and public relations and marketing.

The team has continued to achieve qualitative and positive coverage for Parentline Plus in an array of national and regional media ensuring parents are given a voice. Substantial coverage was achieved which equates to a significant saving on advertising

Parentline Plus has also run a number of marketing campaigns both a national and local level which has help raise our brand profile and most importantly has alerted parents to the services that we deliver.

Human Resources

We ran a pilot scheme aimed at providing more volunteering opportunities in local area offices. The scheme was successful and attracted a diverse range of new volunteers. On the basis of the pilot we have further revised our volunteering strategy to make opportunities for volunteering more accessible to members of newer communities. We have also very recently started a scheme to increase the opportunities for volunteering at Central Office and have already had a good degree of success.

We used the management competency framework introduced last year to provide a comprehensive management development training programme for all staff with management and supervisory responsibilities.

Unfortunately, funding difficulties meant that we had to close offices in Oxford, Stamford and Peterborough; several redundancies were necessary. On the plus side we reviewed and revised the redundancy procedures to allow 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 Parentline Plus, providing they had the experience, knowledge, skills and abilities necessary to do the job.

The Board received an equalities report on the breakdown of staff and targets were set regarding the recruitment of men, persons with disabilities and black and minority ethnic persons. In addition, the recruitment and induction procedures are currently being reviewed and training will be provided to all relevant staff.

Outlook

In 2005 we set out our Vision and Strategy for 2005-2010. We aim:

- To provide accessible, responsive and flexible high quality parent-to-parent services.
- To champion parents.
- 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 so that we become a household name.
- To extend and develop our national services, seeking opportunities to use technology to meet the needs of all parents now and in the future.

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- To focus our local services to provide outreach, engagement, information, signposting, enabling volunteering and influencing local services and strategies.
- 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 £5.75m (2008 £6.04m) and spent £5.75m (2008 £6.26m). After allowing for the allocation of the appropriate expenditure in the year against restricted funds balances brought forward, a surplus of £75k (2008 deficit of £0.10m) was added to the free reserves in line with the charity's policy.

The Unrestricted Funds of the charity now total £0.87m (2008 £0.80m). After allowing for the funding of fixed assets the free reserves now stand at £0.86m (2008 £0.77m).

Restricted funds

A total of £4.59m (2008 £5.05m) of restricted income was received in the year and there was a balance of £0.28m (2008 £0.38m) brought forward from the previous year. Expenditure of £4.67m (2008 £5.16m) was set against this leaving an amount of £0.2m (2008 £0.28m) to carry forward to fund restricted activities next year.

Designated funds

There were no designated funds carried forward at 31 March 2008. No new designations were made in the year.

Unrestricted funds

The charity raised £1.15 m (2008 £0.99m) of general or unrestricted income. Against this income £nil (2008 £0.05m) expenditure was charged to the designated fund and £1.08m (2008 £1.05m) to unrestricted funds, leaving a surplus of £75k (2008 deficit of £0.06m surplus) to add to the general reserves brought forward.

Sources of income

£3.80m (2008 £4.24m) was from Central Government sources, £1.45m (2008 £0.80m) was from Local Authority sources and £0.19m (2008 £0.77m) was from Corporate bodies, Trusts & Foundations and individuals. Hours contributed by our volunteers amounted to the equivalent of £0.20m as gifts in kind (2008 £0.23m).

Expenditure

Investment in national services was £3.21m (2008 £3.11m). Expenditure on local services reduced to £1.75m (2008 £2.23m) as the impact of cost savings from regional office closures were felt. Expenditure on public education reduced to £0.57m, (2008 £0.61m) as revenue to invest in advertising decreased. Expenditure on policy work also reduced very slightly to £0.14m (2008 £0.16m).

The charity's governance costs account for 1.2% (2008 1.3%) of gross expenditure at £0.07m (2008 £0.08m).

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The Trustees would like to thank all those who funded our work during 2008/09. Trustees would also like to thank the charity's volunteers who generously provided 15,576 (2008 17,502 hours) of their time to support other parents. This equates to £0.2m (2008 £0.23m) of gifts in kind.

Reserves Policy

The Trustee Board continues with its policy whereby the unrestricted funds not committed or invested in tangible fixed assets ('the free reserves') held by the charity should be 3 months' total operating costs, which equates to £1.1m. At this level, the Trustee Board consider that they would be able to continue the current activities of the charity in the event of a significant drop in funding, or pay redundancy costs. The surplus of £75k (2008 deficit of £0.10m) was added to the free reserves in line with the charity's policy, bringing free reserve levels to £0.86m (2008 £0.77m).

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. The Fund had no exposure to Icelandic banks.

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.

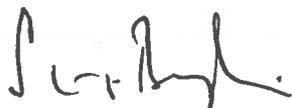
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Auditor

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 23 July 2009 and signed on its behalf by:



Stuart Bayliss (Acting Chair)



Warwick Jones (Treasurer)

Independent Auditor's report to the Trustees of Parentline Plus

For the year ended 31 March 2009

We have audited the financial statements of Parentline Plus the year ended 31 March 2009 set out on pages 25 to 36. These financial statements have been prepared in accordance with the accounting policies set out therein.

This report is made solely to the members of the Trustee Board, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the Trustee Board 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 the Trustee Board, as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND AUDITORS

The responsibilities of the Trustees (who also act as company directors of Parentline Plus for the purposes of company law) for preparing the Trustee Board's Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the statement of the Board of Trustees' responsibilities.

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

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you if, in our opinion, the Trustee Board's Annual Report is consistent with the financial statements.

In addition we report to you if, on our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Trustees' remuneration and transactions with the company is not disclosed.

We read the Trustee Board's Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

BASIS OF OPINION

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

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

OPINION

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the charitable company's affairs at 31 March 2009 and of its incoming resources and application of resources, including its income and expenditure for the year then ended; and,
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and,
- the information given in the Report of the Trustee Board is consistent with the financial statements.



HILLIER HOPKINS LLP

Registered Auditor
Chartered Accountants

Charter Court
Midland Road
Hemel Hempstead
Herts HP2 5GE

Date: 27 July 2009

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**Statement of Financial Activities (incorporating Income and Expenditure Account)
for the year ended 31 March 2009**

	note	General fund £'000	Restricted fund £'000	2009 Total £'000	2008 Total £'000
Incoming resources					
Incoming resources from charitable activities		1,026	4,393	5,419	5,608
Incoming resources from generated funds					
Voluntary income	2	12	204	216	273
Bank Interest		65	-	65	83
Other incoming resources		51	1	52	73
Total incoming resources	3	1,154	4,598	5,752	6,037
Resources expended	4				
Charitable activities					
National services		536	2,673	3,209	3,103
Local services		312	1,440	1,752	2,228
Public education and information		148	425	573	606
Policy development		26	118	144	164
Governance costs	5	57	14	71	83
Total resources expended		1,079	4,670	5,749	6,184
Net (outgoing)/incoming resources		75	(72)	3	(222)
Transfers between funds		-	-	-	-
Fund balances brought forward at 1 April 2008		798	275	1,073	1,295
Funds at 31 March 2009	17/21	873	203	1,076	1,073

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Balance Sheet as at 31 March 2009

	note	2009		2008	
		£'000	£'000	£'000	£'000
Fixed assets					
Tangible assets	10	15		28	
Investments	20	-		-	
			15		28
Current assets					
Debtors & Prepayments	11	348		539	
Cash on deposit		1,400		1,000	
Cash at bank and in hand		8		71	
			1,756		1,610
Creditors: amounts falling due within one year	12	695		565	
Net current assets			1,061		1,045
Total funds			1,076		1,073
Unrestricted funds					
General funds	17		873		798
Restricted funds	21		203		275
Total funds			1,076		1,073

The financial statements were approved by the Members of the Board on 23 July 2009



Stuart Bayliss (Acting Chair)



Warwick Jones (Treasurer)

The notes on pages 28 to 36 form part of these financial statements

FAMILYLIVES (PARENTLINE PLUS)
Financial statements for year ending 31 March 2009

Cash flow statement for the year ended 31 March 2009

	note	2009 £'000	2008 £'000
Net incoming resources from operating activities	a	272	(823)
Returns on investment and servicing of finance		65	83
Capital expenditure and financial investment	b	-	2
		<hr/>	<hr/>
Increase/(decrease) in cash	c	337	(738)
		<hr/> <hr/>	<hr/> <hr/>
<hr/>			
a		2009 £'000	2008 £'000
Reconciliation of net incoming resources to net cash inflow from operating activities			
Net incoming/(outgoing) resources for the year		3	(222)
Investment income		(65)	(83)
Depreciation charges		13	23
(Increase)/decrease in debtors		191	(184)
(Decrease)/increase in creditors		130	(357)
		<hr/>	<hr/>
Total		272	(823)
		<hr/> <hr/>	<hr/> <hr/>
<hr/>			
b		2009 £'000	2008 £'000
Capital expenditure and financial investment			
Purchase of tangible fixed assets		-	(3)
Disposal of investments		-	5
		<hr/>	<hr/>
Total		-	2
		<hr/> <hr/>	<hr/> <hr/>
<hr/>			
c		1 April 2008 £'000	Cash Flow 31 March 2009 £'000
Analysis of changes in net debt			
Cash at bank and in hand		71	8
Cash at COIF deposit		1,000	1,400
		<hr/>	<hr/>
Total		1,071	1,408
		<hr/> <hr/>	<hr/> <hr/>

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 company 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.

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	2009 Total £'000	2008 Total £'000
General donations	12	-	12	39
Donated services	-	204	204	229
Donated gift vouchers	-	-	-	5
Total	12	204	216	273

The charity is indebted to its volunteers for the time spent providing services to the charity. Based on 15,576 hours spent (2008:17,502 hours) at an average rate of £13.09 per hour, a value for their services of £203,890 (2008: £229,124) has been recognised within incoming resources as a donation and an equivalent charge included within resources expended.

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	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
	National services	Local services	Public education & information	Policy development	Support	Governance	2009 Total	2008 Total	
3 Incoming resources									
Unrestricted	506	292	202	24	130	-	1,154	988	
Restricted	2,179	1,063	340	95	907	14	4,598	5,049	
	2,685	1,355	542	119	1,037	14	5,752	6,037	

4 Resources expended analysed by activity

Staff, volunteer & staff-related costs	1,822	972	179	40	933	10	3,956	4,637
Travel & subsistence	22	41	12	1	19	1	96	143
Freelance specialists	207	19	50	53	126	2	457	262
Premises & equipment	116	119	11	-	298	-	544	539
Office & meeting costs	118	73	10	2	77	1	281	326
Information & publicity	222	15	138	-	14	-	389	280
Other	2	5	-	-	(6)	25	26	72
Allocation of support costs	700	508	173	48	(1,461)	32	-	-
Total resources expended	3,209	1,752	573	144	-	71	5,749	6,259

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5 Governance costs	2009	2008
	£'000	£'000
Governance costs are made up of:		
Staff salaries	12	32
Staff travel & meetings	1	2
Trustees' expenses	1	1
Audit fee	13	8
Professional fees	12	12
Allocation of support costs	32	28
	<hr/>	<hr/>
	71	83
	<hr/> <hr/>	<hr/> <hr/>

6 Net movement in funds	2009	2008
	£'000	£'000
The net movement in funds is arrived at after charging:		
Depreciation	13	23
Operating leases for land and buildings	205	205
Auditors' remuneration	13	8
	<hr/>	<hr/>

7 Staff costs and numbers	2009	2008
	£'000	£'000
Staff costs were as follows:-		
Salaries	3,230	3,873
Social security costs	268	328
Pension contributions	62	142
	<hr/>	<hr/>
	3,560	4,343
	<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
	<hr/> <hr/>	<hr/> <hr/>

Average weekly number of employees during the year, calculated on the basis of full time equivalents:-	No	No
Charitable activities	123	159
Governance	1	1
	<hr/>	<hr/>
	124	160
	<hr/> <hr/>	<hr/> <hr/>

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 £61,819 in the year (2008: £142,190).

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 £7,917 (2008: £6,885) from the charity during the period.

5 trustees were reimbursed expenses for travel and subsistence amounting to £1,113 (2007: 8 Trustees, £1,414).

10 Tangible assets

	Furniture & equipment	Office fittings	Total
	£'000	£'000	£'000
Cost			
At 1 April 2008	103	60	163
Additions	-	-	-
	<hr/>	<hr/>	<hr/>
At 31 March 2009	103	60	163
	<hr/>	<hr/>	<hr/>
Depreciation			
At 1 April 2008	97	38	135
Charge for the year	5	8	13
	<hr/>	<hr/>	<hr/>
At 31 March 2009	102	46	148
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2009	1	14	15
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2008	6	22	28
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

FAMILYLIVES (PARENTLINE PLUS)
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	2009	2008
	£'000	£'000
11 Debtors		
Debts payable within one year		
Debtors and prepayments	323	518
Debts payable after more than one year		
Rent deposit	25	21
	<hr/>	<hr/>
	348	539
	<hr/> <hr/>	<hr/> <hr/>
12 Creditors	£'000	£'000
Deferred income	193	189
Creditors and accruals	414	251
Taxation and Social Security	88	125
	<hr/>	<hr/>
	695	565
	<hr/> <hr/>	<hr/> <hr/>

13 Commitments

All expenditure approved by the Trustees at 31 March 2009 was provided for in these accounts.

14 Obligations under operating leases

	2009	2008
	£'000	£'000
At 31 March 2009, the Charity had annual commitments under operating leases as set out below:-		
Operating leases expiring within 1 year	5	14
Operating leases expiring between 1 and 5 years	213	191
	<hr/>	<hr/>
Total operating leases	218	205
	<hr/> <hr/>	<hr/> <hr/>

The above leases all relate to land and buildings.

15 Analysis of net assets between funds

	Unrestricted	Restricted	2009
	funds	funds	Total
	£'000	£'000	£'000
Fixed assets	15	-	15
Net current assets	858	203	1,061
	<hr/>	<hr/>	<hr/>
Net assets	873	203	1,076
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

16 Purposes of designated funds

There were no designated funds carried forward at 31 March 2008. No new designations were made in the year.

17 Movements in unrestricted funds

	At 1 Apr 2008 £'000	Incoming resources £'000	Resources expended £'000	Transfers between Funds £'000	Net mvmt in funds £'000	At 31 Mar 2009 £'000
Unrestricted funds						
General Unrestricted funds	798	1,154	1,079	-	75	873
Designated fund	-	-	-	-	-	-
Total unrestricted funds	798	1,154	1,079	-	75	873

18 Movements in deferred income

	At 1 Apr 2008	Incoming resources	Resources expended	Tfrs	Net mvmt in funds	At 31 Mar 2009
Deferred income	189	193	189	-	4	193

19 Related party transactions

One trustee, Stuart Bayliss, is also a director and shareholder of one of our suppliers, Ecom Group Technology Limited. However, he absented himself from any decisions relating to the appointment of that supplier. During the year this company provided Parentline Plus with IT consultancy services under a one year contract to the value of £25,752 (2008:£36,307). The balance outstanding at 31 March 2009 was £10,120 (2008: nil)

20 Investments

Parentline Plus 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 2009 were £ 21,756 (2008 - £21,756) and loss for the year was £nil (2008 - £355).

FAMILYLIVES (PARENTLINE PLUS)
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21 Movement in restricted funds

		Balance b/fwd 2008	Grants received	Funds spent	Tfr btwn funds	Bal c/fwd 2009
DCSF Parenting Fund/FSG	Helpline/Support services expansion	-	2,250	2,250	-	-
DCSF (CYPF grant programme)	Support services expansion	-	1,000	1,000	-	-
DCSF (Parenting Fund)	Parenting Education: Southampton	5	70	75	-	-
DCSF (Parenting Fund)	Parenting Education: South London	4	50	54	-	-
DCSF (Parenting Fund)	Parenting Education: Nottingham	13	-	13	-	-
DCSF (Parenting Fund)	Parenting Education: South Tyneside	-	94	94	-	-
DCSF (Parenting Fund)	Parenting Education: Liverpool	4	79	83	-	-
DCSF (Parenting Fund)	Parenting Education: Newcastle	-	53	53	-	-
DCSF (Parenting Fund)	Prevention work: Bristol	17	46	63	-	-
DCSF (Parenting Fund)	Parenting Education: Peterborough	20	-	20	-	-
DCSF Children's support grant		-	358	358	-	-
Croydon Council	Parenting Education: Croydon	10	49	39	-	20
Hertfordshire Children's Fund	Parenting Education: Hertfordshire	-	18	18	-	-
Hertfordshire County Council	Parenting Education	10	57	687	-	-
Big Lottery Fund-London	Parenting Education: S London	12	22	34	-	-
Big Lottery Fund East	Parenting Education: Essex	11	24	35	-	-
Tudor Trust & Lankelly Foundation	Prison project: Gloucester Parenting Education: Bath & N.E.Somerset	14	15	21	-	8
Radstock Norton Extended Schools S. Tyneside MBC Youth Offending Team	Respect Agenda	-	10	10	-	-
		10	-	-	-	10
Gloucestershire County Council CYPD	Parenting Education: Gloucestershire	-	10	10	-	-
Gloucestershire Children's Fund	Parenting Education: Gloucestershire	-	16	16	-	-
Bath & North East Somerset Council	Parenting Education: Bath East	5	6	11	-	-
Southampton City Council	Parenting Education: Southampton	35	-	23	-	12
Dulverton Trust	Parenting Education: DVD project Reaching Parents through a Primary Healthcare setting -Gloucestershire	20	-	15	-	5
Reaching communities - Big Lottery	Parenting Support Services: Gloucestershire	-	40	38	-	2
Glos CC - CYPD		-	36	17	-	19
Enfield borough council	Parenting Education Parent Support, Thurrock children's centres	-	17	8	-	9
Thurrock council		-	42	32	-	10
One Nottingham: Notts CC	Parent engagement and support	-	63	63	-	-
Ladbroke	Parenting Education: DVD project	-	18	-	-	18
Parenting support Basildon	Parenting Education: Basildon	-	18	10	-	8
Luton Mental Health Service	Parenting Mental Health in Schools	-	36	-	-	36
Lloyds TSB Foundation	Prison, post release parental support	38	-	32	-	6
Miscellaneous grants under £10,000		47	101	108	-	40
Total		275	4,598	4,670	-	203

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21 Movement in restricted funds
(cont)

Note As requested by funders the following precise amounts were awarded

Big Lottery Fund-London	£	21,887.00
Big Lottery Fund East	£	23,679.00
Reaching communities - Big Lottery	£	39,780.59
Big Lottery (S West)	£	7,239.00