

**FAMILYLIVES (PARENTLINE PLUS)**  
**Financial statements for year ending 31 March 2010**

**FAMILYLIVES**

**(Parentline Plus)**

**ANNUAL REPORT AND ACCOUNTS**

**For the year ended 31 March 2010**

**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:

Anastasia De Waal	Chair – 1.11.09
S Bayliss	Acting Chair as of 17.04.09 until 1.11.09
M Leadbetter	Chair – deceased 17.04.09
W Jones	Treasurer, reappointed 29.10.09
S Hayman	
M Hubbard	
D Marden	
A Montgomery	Vice Chair, reappointed 29.10.09
J Penny	Resigned 28.05.09
J Thoburn	
S Vahid	
S White	Re-appointed 29.10.09

### **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

### **Registered Office**

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

### **Auditors**

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

### **Solicitors**

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

## Report of the Trustee Board for the year ended 31 March 2010

### 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 2010 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 was delighted to announce the appointment of Anastasia De Waal as our new Chair on 1 November 2009. Anastasia de Waal is Deputy Director (Research) and Director of Family and Education at Civitas. A social policy analyst, she is a

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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 will work 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.

The Board regretfully accepted John Penny's decision to stand down after a number of years of significant service. We would like to acknowledge and thank John for his expertise and dedication during his 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.

### **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 (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, New 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.

## **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 2006. 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**

### **Overview**

This has been a challenging financial year for for Parentline Plus with substantial cost savings needed, we have made cuts that will result in full year savings of of just under £482,000. This required the closure of three call centres and redundancy across all teams in the organisation. This has resulted in a reduction from six call centres down to three, which are now based in Essex, Hertfordshire and Newcastle. Despite this difficult climate our staff and volunteers have continued to deliver, and Parentline has met just over 95% of its operational target and saw the highest call volume in March 2010 for two years. In addition we have been able to maintain significant numbers of staff and volunteers who have been redeployed to other areas of organisational delivery.

Our Local Services work has increased over this last year and we have seen the reintroduction of our parenting courses, engagement with the Common Assessment Framework, the introduction of some home visiting and working with couples. Parentline Plus was featured in the Times for our specialist work in prisons and also produced two significant reports that came out of our community engagement.

Parentline Plus has developed its political and lobbying activity through the excellent work of the policy and communications department. Working with parents across the country we developed the "Give Parents a Voice" project. GPAV was a manifesto document for the political parties to be aware of issues that families felt that they were

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currently facing. We launched the event at Parliament with cross party support. In addition we undertook a report with the Teacher Support Network entitled 'Beyond the School Gate', this sought to identify the importance of the parent, teacher relationship and was also supported by a cross party launch in Westminster. Teachers Support Network and Parentline Plus then travelled to the key teachers' unions conferences and held three lively fringe events on the report.

Parentline Plus has become a regular contributor to GMTV and is frequently asked for comment on family and parenting issues. In addition we have seen our national media presence increase.

Collaboration remains a key priority for us as an organisation and examples include a new partnership with Bounty who now provide Parentline Plus information in all of their Bounty Packs. In addition our online services have continued to increase, exceeding all targets, and we won an industry award for 'Customer Engagement' for our work with the consultancy firm Tribal for our Got a Teenager Website. We also have a number of local partnerships for delivery with Relate.

A new fundraising team was established this year to ensure diversification of income and a broad range of bids and approaches have been made to statutory, trust and corporate funders. In addition we have successfully implemented a broad range of community fundraising events across the country.

Technology has provided cost efficient and effective solutions and has successfully introduced a new intranet and mobile working. This will result in a relocation of Central Office in Autumn 2010 with 'hot desking' and subsequent reduction in organisational overheads. We have also seen expansion in our 'warm transfer' service on the helpline, enabling us to directly place a call into another partner organisation call centre. Finally, we have introduced a new service of 'Live Chat' that has seen increased demand since its conception, it now provides additional choices for family engagement. We will be looking to enhance this service in the coming year.

### **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**

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.

We also monitor compliments and complaints on a regular basis. We are proud to have received 611 unsolicited compliments during the year and these are shared with all volunteers and staff. We received a total of 28 complaints during the year. All

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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.

**Parentline Plus national universal services**

**Parentline 0808 800 2222**

*"Thank you PLP have been a fantastic help I am so glad I rang today, I had no-one to talk to as my friend was out"*

*"I have used PLP many times, fantastic, amazing, I have never had anyone who has responded in anything less than a supportive way" and "I would recommend PLP to all"*

*"This is a wonderful service (first time caller); I am so glad I have found it. I feel so much clearer in my mind and will go off and think about what we can do, thank you"*

We answered 66,474 unique callers on Parentline; answering 87% of the parents who rang us with 71% 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 Department for Education in delivery of our national helpline and innovations work and are in the final year of a three year funding stream.

**Issues raised by callers\***

<i>Issue</i>	<i>% of long calls</i>
<i>Children: Behaviour</i>	<i>27%</i>
<i>Children: Mental health</i>	<i>24%</i>
<i>Children: Divorce\Separation</i>	<i>15%</i>
<i>Children: Conflict</i>	<i>14%</i>
<i>Children: School\Education</i>	<i>7%</i>
<i>Children: Bullying</i>	<i>5%</i>
<i>Children: Development</i>	<i>4%</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>42%</i>
<i>Adults: Divorce\Separation</i>	<i>14%</i>
<i>Adults: Couple Disagreements</i>	<i>11%</i>
<i>Adults: Isolation\Loneliness</i>	<i>7%</i>
<i>Adults: Abuse</i>	<i>4%</i>

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<i>Adults: Financial</i>	<i>2%</i>
<i>Adults: Physical Health</i>	<i>1%</i>
<i>Adults: Disability</i>	<i>0%</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 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>Children's Behaviour (CB) calls</i>	<i>% of Long Calls</i>	<i>% of CB calls</i>
<b>Location</b>		
<i>At Home</i>	<i>24%</i>	<i>88%</i>
<i>At School</i>	<i>5%</i>	<i>18%</i>
<i>Other Location</i>	<i>3%</i>	<i>10%</i>
<b>Type</b>		
<i>Verbal Aggression</i>	<i>17%</i>	<i>62%</i>
<i>Physical Aggression</i>	<i>8%</i>	<i>30%</i>
<i>Lying</i>	<i>5%</i>	<i>18%</i>
<i>Staying away from home</i>	<i>5%</i>	<i>18%</i>
<i>Other</i>	<i>5%</i>	<i>17%</i>
<i>Bad Crowd</i>	<i>4%</i>	<i>15%</i>
<i>Stealing</i>	<i>3%</i>	<i>13%</i>
<i>Drugs</i>	<i>3%</i>	<i>13%</i>
<i>Alcohol</i>	<i>3%</i>	<i>10%</i>
<i>Wanting to leave home</i>	<i>3%</i>	<i>10%</i>
<i>Smoking</i>	<i>2%</i>	<i>8%</i>
<i>Peer Pressure</i>	<i>2%</i>	<i>6%</i>
<i>Internet Misuse</i>	<i>1%</i>	<i>5%</i>
<i>Runaway\Threatening</i>	<i>1%</i>	<i>5%</i>
<i>Involved with Youth Justice System</i>	<i>1%</i>	<i>3%</i>
<i>Gang membership</i>	<i>&lt;1%</i>	<i>1%</i>
<i>Weapon carrying</i>	<i>&lt;1%</i>	<i>&lt;1%</i>
<i>ASBOS</i>	<i>&lt;1%</i>	<i>&lt;1%</i>

The main type of behaviour that callers spoke about was the verbal aggression of their children. This type of behaviour represented 62% 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 09/10 mental health was the main adult issue for our callers.

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Adult: Mental Health

<i>Mental Health</i>	<i>% of Long Calls</i>
<i>Anxiety &amp; Stress</i>	<i>39%</i>
<i>Anger</i>	<i>11%</i>
<i>Other</i>	<i>5%</i>
<i>Depressed feeling (Identified by a health professional)</i>	<i>4%</i>
<i>Depressed feelings (not identified by a health professional)</i>	<i>4%</i>
<i>Grieving</i>	<i>3%</i>
<i>Suicide-attempted feelings expressed</i>	<i>1%</i>
<i>Post-natal depression</i>	<i>1%</i>
<i>Panic attacks</i>	<i>1%</i>
<i>Self-harm</i>	<i>&lt;1%</i>

**Email Support**

**[parentsupport@parentlineplus.org.uk](mailto:parentsupport@parentlineplus.org.uk)**

*"Thanks very much for your email, it is nice to know that others think I am doing the right thing, and giving me support. I also appreciate you saying that you are there for me if I need you again. Best regards"*

*"Thank you so very very much for your caring reply – it is so very helpful to know I can share these feelings – I will certainly make use of the advice you have given me"*

We responded to 6,780 emails and 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.

**Main Parentline Plus Website**

**[www.parentlineplus.org.uk](http://www.parentlineplus.org.uk)**

The number of parents using our website continues to expand. In the past year Parentline Plus has launched a new look website on a high level platform which allows us to now host a range of multimedia content for the first time. Multi-media content such as pod and vodcasts is becoming increasingly popular with parents that are visiting our site. For example, for Valentines Day, we launched interactive materials to encourage parents to reignite their love life after having children. The "Get it On Campaign" proved hugely popular with several hundred parents downloading the multi-media content.

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. Approximately 100 parents a month are using this facility. We have also piloted Live Chat which allows parents to speak to a trained advisor on line. This can be accessed through our home page.

This year we have had 412,522 unique visitors to the website; 2,138,476 page views. Parents downloaded 62,694 files including leaflets, pod and vodcast files. Our other parent websites [www.besomeonetotell.org.uk](http://www.besomeonetotell.org.uk) and [gotateenager.org.uk](http://gotateenager.org.uk) have gone from strength to strength. A full outline of this activity is detailed below.

### Parentline Plus 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 and Turn2us. 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.*

<b>Organisation</b>	<b>% of long calls</b>
<i>Parentline Plus for individual support or telegroups</i>	6%
<i>Children's Legal Centre</i>	2%
<i>Young Minds</i>	1%
<i>Turn2us</i>	<1
<i>FRG</i>	<1%

### Extended Telephone Support

*"The worker was extremely knowledgeable and understanding. Our conversations enabled me to 'take stock' of the situation and reflect on my past parenting 'disasters'. Non judgemental and supportive. Many thanks"*

*"I found it good to talk to someone when I was calm, and therefore in a more reflective mood. I felt much supported by the worker and I was able to be open and honest about my situation and how it was making me feel. This is a very worthwhile service. Many thanks"*

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 1,493 parents received individual telephone support and 193 parents attended telephone groups.

### Print Information

Parentline Plus continues to produce a range of printed material that support parents in a range of circumstances. This financial year we were grateful to receive funding from the Department of Children, Schools and Families to enable us to produce and distribute 972,012 leaflets for families affected by the recession. These were distributed to tens of thousands of schools, GP surgeries and children's centres across England. We have also been fortunate to secure an in kind relationship with Bounty who distribute packs to expectant and new parents across England. Bounty allowed us to carry over 750,000 credit cards and 438,000 leaflets in their packs which go direct to parents. This means that including the 57,325 leaflets we sold via our

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website, we distributed over 2,217,337 leaflets to parents this financial year. We also outsourced our leaflet distribution to increase cost efficiency.

### **Parentline Plus 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"*

Parentline Plus has a network of 8 area offices that support, enhance and deliver our parent-to-parent services. 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 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. For example, Nottingham now has a presence in both the county and the city, alongside activity in Derby and Sheffield. In addition we will continue to develop strong collaborative partnerships to maximise our impact across the country and seek to work with the Sure Start network.

### **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. 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

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considering whether to extend our service by providing support in the family home and working with couples.

We gave information to 25,637 parents via local events and outreach work and we engaged with over 8,900 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 nearly 15,000 contacts with professionals from over 8,000 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 682 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 1,851 parents attended workshops and 1,340 parents attended parenting groups.

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.

### **Policy and Communications**

The Policy and Communications department is responsible for Parentline Plus' new media including its four websites ([parentlineplus.org.uk](http://parentlineplus.org.uk), [gotateenager.org.uk](http://gotateenager.org.uk), [besomeonetotell.org.uk](http://besomeonetotell.org.uk) and [parentlineplusforprofessionals.org.uk](http://parentlineplusforprofessionals.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**

Parentline Plus 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 increased our commitment to policy and lobbying through the appointment of a full time Policy and Parliamentary Manager. As well as building relationships across the political spectrum in Westminster, we have also worked with a range of MPs and candidates in their constituencies to promote the work of our national and local services. Equally we were delighted to host Maria Miller MP, the then Shadow Minister for the Family, in one of our call centres.

In addition to this activity, Parentline Plus attended all three party conferences for the first time. We hosted a popular fringe at the Conservative Party conference with the charity Home Start on the issue of volunteering and its role in family support. We were delighted to be able to bring one of our volunteer's Ali Withers to the event to speak personally and with passion about how volunteering with us has led to part-time employment.

We have completed a number of substantial policy reports on a variety of issues. The Give Parents A Voice Report was a culmination of 18 months work to ensure that a range of parents views were reflected in a manifesto prior to the election through a range of focus groups, surveys and polls. The event hosted by Graham Allen MP brought together parents from across the areas that we work and we were grateful for full cross party representation and speeches from the Minister Baroness Morgan (Labour), Annette Brooke MP (Liberal Democrat) and Maria Miller MP (Conservative). A large number of other MPs and peers also attended the event.

Parentline Plus worked collaboratively with Teachers Support Network (TSN) on a policy report called "Beyond the School Gate: How schools and families can work better together". Teachers and parents were surveyed on their experience of working together and from this we developed a range of policy recommendations on how schools, parents and Government could work together to improve children's outcomes. This collaborative work led to a parliamentary event hosted by Diane Abbott MP, where parents from her constituency could express their views on this issue. TSN and Parentline Plus also hosted fringe meetings at ATL, NUT and NASUWT for teachers and policy makers to share their views.

In addition to feeding in to a number of consultations and producing a data report on bullying, Parentline Plus has drafted 25 policy and practice documents that clearly outline our policy positions and our calls for change. We very much look forward to further expanding this policy and lobbying work in the new Parliament and working with the new Government.

## **Press and public relations and marketing**

This has been a hugely successful year in terms of media coverage. We made the decision to relocate our press office from the Wirral to London in September 2009 and since then we have gone from strength to strength in terms of profile and coverage.

We have become a regular commentator on the GMTV sofa for parenting issues but have also received widespread radio and television media coverage on a number of

## FAMILYLIVES (PARENTLINE PLUS)

Financial statements for year ending 31 March 2010

topics including teenage jargon, children being abusive to their parents, bullying, Valentine's Day and parent-teacher relationships. In addition to broadcast we have continued to feature in a large number of print media from parenting magazines to broadsheets. A highlight must be the in depth coverage of our project working with prisoners in Durham and their families.

In the year April 2009 to March 2010 our media coverage generated over 210m opportunities to see or hear about Parentline Plus and the issues parents struggle with. The advertising equivalent value of £2,080m. We have also increased the number of spokespeople for the organisation to ensure that the broadest range of voices and views can be represented. In the coming financial year, our spokesperson strategy will expand further to include more parents and service users who wish to have their voices heard.

Parentline Plus received a significant boost through marketing activity funded by the Department for Children, Schools and Families to support parents affected by the recession. In addition to distributing nearly 1 million leaflets, we were also able to fund radio adverts on local stations across England urging families in need of support to ring up and request a recession pack. Over 1115 families requested and received a pack.

### **Got a Teenager site**

Parentline Plus' Got A Teenager project has gone from strength to strength. This project funded by the Department for Children, Schools and Families is now in its second year. We have exceeded our target of unique visitors to the site by 18% with 113,307 parents visiting the site and 1,239,160 page views. In addition to this 3,421 parents registered to the site.

In an exciting development, the Got a Teenager site launched an interactive section called i-parent. Materials in this section included an online game to improve teen communication, videos hosted by Suzy Hayman on a wide variety of topics including talking about sex with your teen. We also launched six mini i-parent modules to support parents of teenagers; topics include teenage violent behaviour and drugs and teenagers. Comic books, another interactive way to work through a typical parent-teen scenario, were developed on dealing with anger and handling truancy.

Registered parents now receive a monthly update which highlights all of the site's developments. To celebrate the one year anniversary of the site we released the top ten new teen slang words to significant press coverage.

Polls and quizzes continue and like our main site, parents of teenagers can now access live chat with an expert advisor through [gotateenager.org.uk](http://gotateenager.org.uk). In the first two months (February to March 2010, 340 parents accessed this indepth service through [gotateenager.org.uk](http://gotateenager.org.uk)).

Parents can rate our site and the content and this year average rating from parents was 4/5. Compliments this year include:

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

## FAMILYLIVES (PARENTLINE PLUS)

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*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 (Parentline Plus and Tribal) won first prize in the prestigious MCA Management Awards.

### **Be Someone To Tell**

Parentline Plus continued to receive funding for this project from the Department for Children, Schools and Families Anti-Bullying Team.

Year 2 of the project has continued to deliver a wide range of services to a variety of parents and professionals. Parentline Plus has exceeded its targets on the Be Someone to Tell (BSTT) website by 73% and has had over 68,993 page views. We continue to add to **the site with** 15 pieces of new content on bullying topics from cyberbullying to beating bullying (on film) being added. In addition to this, Parentline Plus has successfully managed 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 BSTT site and this project will continue in to 2010-2011.

Parentline Plus has also completed a special e-learning module commissioned by the BSTT project called "Understanding and tackling bullying" which acts as a introductory module packed with activities and information to give professionals an insight into how, why and where bullying can take place as well as what can be done to help tackle it.

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 312 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 Parentline Plus, Department for Children, Schools and Families 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 Parentline Plus and the Teacher Support Network.

Parentline Plus very much looks forward to the final year of the project where we will be looking to mainstream our learning and ensure that strong exit strategies are in place, or future funding where possible, to carry on the positive learning from BSTT.

**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 17% of long calls. We continue to reach many more lone parents than in the population as a whole. Lone parents represented 52% of callers to Parentline during April 09 – March 10.

This year we continued work to collect anonymous information on household income of our service users, and this data was available from April 2009 to March 2010. It shows that around 27% of Parentline service users and 19% 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.

**Services Reach**

<b>GENDER</b>	<b>Female</b>	<b>Male</b>
Parentline	80% of long calls 68% of short calls	17% of long calls 25% of short calls
Local face-to-face services	85%	14%
<b>ETHNIC ORIGIN</b>	<b>White</b>	<b>Black and minority ethnic</b>
Parentline	73%	12%
Local face-to-face services	80%	16%
<b>INCOME</b>	<b>£15,000 pa and over</b>	<b>Under £15,000 pa</b>
Parentline	40%	27%
Local face-to-face services	33%	19%

## **FAMILYLIVES (PARENTLINE PLUS)**

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### **Working with professionals**

[www.parentlineplusforprofessionals.org.uk](http://www.parentlineplusforprofessionals.org.uk)

Over the past 12 months we have delivered external training to 215 professionals working in the parenting support arena. This represents an increase of 37% over the previous years and constitutes 384 attendances. Our longer courses, such as our 5 day Open College Network accredited 'Working with Parents' and our 3 day 'Webster – Stratton approach' training have proved, once again to be the most popular. These particular training courses have been re-commissioned by Blaenau Gwent Integrated Children's Centre, Oxfordshire Children, Young People and Families Directorate, Caerphilly Flying Start and Merthyr Tydfil Borough Council. New commissioners of our training this year have included the National Children's Bureau, Greater Merseyside Connexions, Monmouthshire Youth Offending Team, The Crescent Family Assessment Centre and West Sussex County Council.

In addition to our face to face training delivery we have developed and launched an e-learning module for professionals on understanding and tackling bullying. This module was initially piloted, by school transport drivers, as part of our training contract with West Sussex County Council. Parentline Plus has been present at a number of key conferences for professionals this year including the teachers union conferences. We received 17,450 unique visitors to our professionals website, with a strong returns rate of 28%. 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.

### **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. We introduced a Staff Satisfaction Survey that will now be undertaken on an annual basis and have held a number of management conferences.

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 Parentline Plus, 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.

## **FAMILYLIVES (PARENTLINE PLUS)**

Financial statements for year ending 31 March 2010

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.

### **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.
- 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 £5.60m (2009 £5.75m) and spent £5.57m (2009 £5.75m). After allowing for the allocation of the appropriate expenditure in the year against restricted funds balances brought forward, a surplus of £19k (2009 surplus of £75k) was added to the free reserves in line with the charity's policy.

The Unrestricted Funds of the charity now total £0.89m (2009 £0.87m). After allowing for £0.05m (2009 £0.01m) funding of fixed assets, the free reserves now stand at £0.89m (2009 £0.87m).

### **Restricted funds**

A total of £4.59m (2009 £4.59m) of restricted income was received in the year and there was a balance of £0.20m (2009 £0.28m) brought forward from the previous year. Expenditure of £4.57m (2009 £4.67m) was set against this leaving an amount of £0.21m (2009 £0.20m) to carry forward to fund restricted activities next year.

### **Designated funds**

There were no designated funds carried forward at 31 March 2010. No new designations were made in the year.

### **Unrestricted funds**

The charity raised £1.02m (2009 £1.15m) of general or unrestricted income. Expenditure of £1.0m (2009 £1.08m) was set against this, leaving a surplus of £19k (2009 surplus of £75k) to add to the general reserves brought forward.

### **Sources of income**

4.20m (2009 £3.8m) was from Central Government sources, £0.88m (2009 £1.45m) was from Local Authority sources and £0.48m (2009 £0.19m) was from Corporate bodies, Trusts & Foundations and individuals. The Trustees would like to thank all those who funded our work during 2009/10. Trustees would also like to thank the charity's volunteers who generously provided 18,675 (2009 15,576 hours) of their time to support other parents. This equates to £0.23m (2009 £0.22m) of gifts in kind.

### **Expenditure**

Investment in all areas of the charity's work reduced as cost savings were implemented: National services reduced to £3.15m (2009 £3.21m); local services reduced to £1.61m (2009 £1.75m); public education reduced to £0.51m, (2009 £0.57m); and policy work also reduced very slightly to £0.12m (2009 £0.14m).

The charity's governance costs account for 1.1% (2009 1.2%) of gross expenditure at £0.06m (2009 £0.07m). Expenditure on fundraising was £0.08m with the appointment of a fundraising team to focus on securing and diversifying income streams.

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### **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. This equates to £1.16m. The surplus of £19k (2009 £0.08m) was added to the free reserves in line with the charity's policy. After adjustment for fixed assets of £0.05m the free reserve levels now stand at £0.84m (2009 £0.86m).

### **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 29 July 2010 and signed on its behalf by:



Anastasia de Waal (Chair)



Warwick Jones (Treasurer)

## **Independent Auditor's report to the Trustees of Parentline Plus**

### **For the year ended 31 March 2010**

We have audited the financial statements of Parentline Plus on pages 24 to 34, which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and related notes for the year ended 31st March 2010. These financial statements have been prepared under the historical cost convention and in accordance with the accounting policies set out on pages 27 to 28.

This report is made solely to the charitable company's members, as a body, in accordance with Section 495 and 496 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 the charitable company's members as a body, for our audit work, or for the opinions we have formed.

### **RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND AUDITORS**

The trustees' (who are also the directors of Parentline Plus for the purposes of company law) responsibilities for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards of 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 United Kingdom Generally Accepted Accounting Practice and have been prepared in accordance with the Companies Act 2006. We also report to you whether, in our opinion, the information given in the Trustees' Annual Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosure of trustees' remuneration specified by law are not made.

We read the Trustees' 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 significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are

## **Independent Auditor's report to the Trustees of Parentline Plus**

### **For the year ended 31 March 2010**

We have audited the financial statements of Parentline Plus on pages 24 to 34, which comprise the Statement of Financial Activities, Balance Sheet, Cash Flow Statement and related notes for the year ended 31st March 2010. These financial statements have been prepared under the historical cost convention and in accordance with the accounting policies set out on pages 27 to 28.

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FAMILYLIVES (PARENTLINE PLUS)  
Financial statements for year ending 31 March 2010

appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

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 of the state of the charitable company's affairs as at 31 March 2010 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- the financial statements have been prepared in accordance with the Companies Act 2006;
- the information given in the Trustees' Annual Report is consistent with the financial statements.

*C Leach*

C Leach (Senior statutory auditor)

For and on behalf of Hillier Hopkins LLP  
Chartered Accountants  
Statutory Auditor  
64 Clarendon Road  
Watford  
Hertfordshire  
WD17 1DA

Date *9 August 2010*

FAMILYLIVES (PARENTLINE PLUS)  
Financial statements for year ending 31 March 2010

**Statement of Financial Activities (incorporating Income and Expenditure Account)  
for the year ended 31 March 2010**

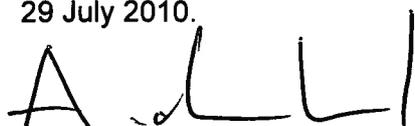
	note	General fund £'000	Restricted fund £'000	2010 Total £'000	2009 Total £'000
<b>Incoming resources</b>					
Incoming resources from charitable activities		951	4,361	5,312	5,419
Incoming resources from generated funds					
Voluntary income	2	12	225	237	216
Bank Interest		10	-	10	65
Other incoming resources		43	-	43	52
<b>Total incoming resources</b>	3	<b>1,016</b>	<b>4,586</b>	<b>5,602</b>	5,752
<b>Resources expended</b>	4				
Charitable activities					
National services		371	2,813	3,184	3,209
Local services		413	1,202	1,615	1,752
Public education and information		151	362	513	573
Policy development		7	109	116	144
Fundraising		9	75	84	-
Governance costs	5	46	13	59	71
<b>Total resources expended</b>		<b>997</b>	<b>4,574</b>	<b>5,571</b>	5,749
<b>Net (outgoing)/incoming resources</b>		19	12	31	3
Fund balances brought forward at 1 April 2009		873	203	1,076	1,073
<b>Funds at 31 March 2010</b>	17/21	<b>892</b>	<b>215</b>	<b>1,107</b>	1,076

FAMILYLIVES (PARENTLINE PLUS)  
Financial statements for year ending 31 March 2010

**Balance Sheet as at 31 March 2010**

	note	2010		2009	
		£'000	£'000	£'000	£'000
<b>Fixed assets</b>					
Tangible assets	10	48		15	
Investments	20	-		-	
			48		15
<b>Current assets</b>					
Debtors & Prepayments	11	602		348	
Cash on deposit		850		1,400	
Cash at bank and in hand		274		8	
			1,726		1,756
<b>Creditors:</b>					
<b>amounts falling due within one year</b>	12	667		695	
<b>Net current assets</b>			1,059		1,061
<b>Total funds</b>			1,107		1,076
<b>Unrestricted funds</b>					
Designated Funds	16	-		-	
General funds	17	892		873	
			892		873
<b>Restricted funds</b>	21		215		203
<b>Total funds</b>			1,107		1,076

The financial statements were approved by the Members of the Board on 29 July 2010.

  
Anastasia de Waal (Chair)

  
Warwick Jones (Treasurer)

The notes on pages 26 to 34 form part of these financial statements

FAMILYLIVES (PARENTLINE PLUS)  
Financial statements for year ending 31 March 2010

**Cash flow statement for the year ended 31 March 2010**

	note	2010 £'000	2009 £'000
<b>Net incoming resources from operating activities</b>	a	<b>(235)</b>	<b>272</b>
<b>Returns on investment and servicing of finance</b>		<b>10</b>	<b>65</b>
<b>Capital expenditure and financial investment</b>	b	<b>(59)</b>	<b>-</b>
		<hr/>	<hr/>
<b>Increase/(decrease) in cash</b>	c	<b><u>(284)</u></b>	<b><u>337</u></b>
<hr/>			
		2010 £'000	2009 £'000
<b>a Reconciliation of net incoming resources to net cash inflow from operating activities</b>			
Net incoming/(outgoing) resources for the year		31	3
Investment income		(10)	(65)
Depreciation charges		26	13
(Increase)/decrease in debtors		(254)	191
(Decrease)/increase in creditors		(28)	130
Total		<u>(235)</u>	<u>272</u>
<hr/>			
		2010 £'000	2009 £'000
<b>b Capital expenditure and financial investment</b>			
Purchase of tangible fixed assets		(59)	-
Disposal of investments		-	-
Total		<u>(59)</u>	<u>-</u>
<hr/>			
		1 April 2009 £'000	31 March 2010 £'000
<b>c Analysis of changes in net debt</b>			
Cash at bank and in hand		8	274
Cash at COIF deposit		1,400	850
Total		<u>1,408</u>	<u>1,124</u>

## 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**

	<b>Unrestricted funds £'000</b>	<b>Restricted funds £'000</b>	<b>2010 Total £'000</b>	<b>2009 Total £'000</b>
General donations	12	-	12	12
Donated services	-	225	225	204
Donated gift vouchers	-	-	-	-
<b>Total</b>	12	225	237	216

The charity is indebted to its volunteers for the time spent providing services to the charity. Based on 18,675 hours spent (2009:15,576 hours) at an average rate of £12.05 per hour, a value for their services of £ 225,034 (2009: £203,890) has been recognised within incoming resources as a donation and an equivalent charge included within resources expended.

FAMILYLIVES (PARENTLINE PLUS)  
Financial statements for year ending 31 March 2010

	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
	National services	Local services	Public education & information	Policy development	Support	Fundraising	Governance	2010 Total	2009 Total
<b>3 Incoming resources</b>									
Unrestricted	377	408	149	7	75	-	-	1,016	1,154
Restricted	2,322	986	294	88	883	-	13	4,586	4,598
	<b>2,699</b>	<b>1,394</b>	<b>443</b>	<b>95</b>	<b>958</b>	<b>0</b>	<b>13</b>	<b>5,602</b>	<b>5,752</b>

**4 Resources expended analysed by activity**

Staff, volunteer & staff-related costs	1,871	778	157	47	806	51	27	3,737	3,956
Travel & subsistence	25	41	8	2	37	-	3	116	96
Freelance specialists	23	155	7	16	66	-	1	268	457
Premises & equipment	312	70	2	-	365	-	-	749	544
Office & meeting costs	117	56	70	8	60	1	1	313	281
Information & publicity	123	133	124	3	(9)	-	-	374	389
Other costs	1	1	-	-	(10)	-	22	14	26
Allocation of support costs	712	381	145	40	(1,315)	32	5	-	-
<b>Total resources expended</b>	<b>3,184</b>	<b>1,615</b>	<b>513</b>	<b>116</b>	<b>-</b>	<b>84</b>	<b>59</b>	<b>5,571</b>	<b>5,749</b>

**FAMILYLIVES (PARENTLINE PLUS)**  
**Financial statements for year ending 31 March 2010**

<b>5 Governance costs</b>	<b>2010</b>	<b>2009</b>
	<b>£'000</b>	<b>£'000</b>
Governance costs are made up of:		
Staff salaries	28	12
Staff travel & meetings	1	1
Trustees' expenses	3	1
Audit fee	13	13
Professional fees	9	12
Allocation of support costs	5	32
	<hr/>	<hr/>
	59	71
	<hr/> <hr/>	<hr/> <hr/>
 <b>6 Net movement in funds</b>	 <b>2010</b>	 <b>2009</b>
	<b>£'000</b>	<b>£'000</b>
The net movement in funds is arrived at after charging:		
Depreciation	26	13
Operating leases for land and buildings	204	205
Auditors' remuneration	13	13
	<hr/>	<hr/>
 <b>7 Staff costs and numbers</b>	 <b>2010</b>	 <b>2009</b>
	<b>£'000</b>	<b>£'000</b>
Staff costs were as follows:-		
Salaries	3,103	3,230
Social security costs	257	268
Pension contributions	61	62
	<hr/>	<hr/>
	3,421	3,560
	<hr/> <hr/>	<hr/> <hr/>
The number of employees employed by the charity whose emoluments exceeded £60,000 were:-		
£70,001 - £80,000	1	1
	<hr/>	<hr/>
Average weekly number of employees during the year, calculated on the basis of full time equivalents:-		
	<b>No</b>	<b>No</b>
Charitable activities	108	123
Governance	1	1
	109	124
	<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 £61,297 in the year (2009: £61,819).

## 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 £6,535 (2008: £7,917) from the charity during the period.

3 trustees were reimbursed expenses for travel and subsistence amounting to £1,537 (2009: 5 Trustees, £1,113).

## 10 Tangible assets

	Furniture & equipment	Office fittings	Total
	£'000	£'000	£'000
<b>Cost</b>			
At 1 April 2009	103	60	163
Additions	59	-	59
Cost of disposals	(2)	-	(2)
	<hr/>	<hr/>	<hr/>
At 31 March 2010	160	60	220
	<hr/>	<hr/>	<hr/>
<b>Depreciation</b>			
At 1 April 2009	102	46	148
Charge for the year	21	5	26
On disposals	(2)	-	(2)
	<hr/>	<hr/>	<hr/>
At 31 March 2010	121	51	172
	<hr/>	<hr/>	<hr/>
<b>Net book value</b>			
At 31 March 2010	39	9	48
	<hr/>	<hr/>	<hr/>
<b>Net book value</b>			
At 31 March 2009	1	14	15
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

**FAMILYLIVES (PARENTLINE PLUS)**  
**Financial statements for year ending 31 March 2010**

	<b>2010</b>	<b>2009</b>
<b>11 Debtors</b>	<b>£'000</b>	<b>£'000</b>
Debts payable within one year		
Debtors and prepayments	577	323
Debts payable after more than one year		
Rent deposit	25	25
	<hr/>	<hr/>
	602	348
	<hr/> <hr/>	<hr/> <hr/>

	<b>£'000</b>	<b>£'000</b>
<b>12 Creditors</b>	<b>£'000</b>	<b>£'000</b>
Deferred income	176	193
Creditors and accruals	419	414
Taxation and Social Security	72	88
	<hr/>	<hr/>
	667	695
	<hr/> <hr/>	<hr/> <hr/>

**13 Commitments**

All expenditure approved by the Trustees at 31 March 2010 was provided for in these accounts.

**14 Obligations under operating leases**

	<b>2010</b>	<b>2009</b>
	<b>£'000</b>	<b>£'000</b>
At 31 March 2010, the Charity had annual commitments under operating leases as set out below:-		
Operating leases expiring within 1 year	15	5
Operating leases expiring between 1 and 5 years	189	213
	<hr/>	<hr/>
Total operating leases	204	218
	<hr/> <hr/>	<hr/> <hr/>

The above leases all relate to land and buildings.

**15 Analysis of net assets between funds**

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>2010 Total</b>
	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Fixed assets	48	-	48
Net current assets	844	215	1,059
	<hr/>	<hr/>	<hr/>
Net assets	892	215	1,107
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

## 16 Purposes of designated funds

There were no designated funds carried forward at 31 March 2010. No new designations were made in the year.

## 17 Movements in unrestricted funds

	At 1 Apr 2009 £'000	Incoming resources £'000	Resources expended £'000	Tfrs £'000	Net mvmt in funds £'000	At 31 Mar 2010 £'000
<b>Unrestricted funds</b>						
General Unrestricted funds	873	1,016	997	-	19	892
Designated fund	-	-	-	-	-	-
<b>Total unrestricted funds</b>	<b>873</b>	<b>1,016</b>	<b>997</b>	<b>-</b>	<b>19</b>	<b>892</b>

## 18 Movements in deferred income

	At 1 Apr 2009	Incoming resources	Resources expended	Tfrs	Net mvmt in funds	At 31 Mar 2010
Deferred income	193	176	(193)	-	(17)	176

## 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. At the beginning of the year the monthly support contract was cancelled. During the year IT consultancy services was £nil (2009: £25,752). The balance outstanding at 31 March 2010 was £nil (2009: £10,120)

## 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 2010 were £ 21,756 (2009 - £21,756) and loss for the year was £nil (2009 - £nil).

## 21- Movements in restricted funds

Restricted grants over £10,000	purpose	Balance b/fwd 2009 £'000	Grants received £'000	Funds spent £'000	Tfr btwn funds £'000	Balance c/fwd 2010 £'000
DfE (Parenting Fund/FSG)	Helpline/Support services expansion	-	2,111	2,111	-	-
DfE (CYPF grant programme)	Support services expansion	-	720	720	-	-
DfE (Parenting Fund)	Parenting Education: Newcastle	-	68	68	-	-
DfE (Children's support grant)	Support services expansion	-	415	415	-	-
DfE (Recession Helpline grant)	Helpline service	-	124	123	-	1
DfE (Kids In The Middle grant)	Support services expansion	-	264	264	-	-
Croydon Council	Parenting Education: Croydon	20	76	63	-	33
Hertfordshire County Council	Parenting Education: Hertfordshire	-	42	41	-	1
S. Tyneside MBC Youth Offending Team	Parenting Education: S Tyneside	10	41	23	-	28
Southampton City Council	Parenting Education: Southampton	12	-	12	-	-
Big Lottery: Reaching Communities	Parenting Education: Gloucestershire	6	91	84	-	13
Gloucestershire County Council - CYPD	Parenting Education: Gloucestershire	14	34	34	-	14
Thurrock Council	Parenting Education: Thurrock	10	42	46	-	6
Brentwood CYPSP	Parenting Education: Brentwood	1	18	19	-	-
Nottingham County Council: One Nottingham	Parent Engagement: Nottingham	-	78	78	-	-
Ladbroke's	Parenting Education: DVD project	18	-	-	-	18
Basildon County Council	Parenting Education: Basildon	8	17	25	-	-
Nottingham City Council: PEEP	Parenting Support: Nottingham	5	25	10	-	20
Essex County Council: Family Learning	Parenting Support: Essex	6	18	24	-	-
Luton Mental Health Service	Parenting Support: Luton	36	9	32	-	13
City Bridge Trust	Parenting Education: Knife crime	-	74	42	-	32
Derby City Council	Parenting Education: Derby	-	12	1	-	11
Essex County Council	Parenting Education: Rochford & Castlepoint	-	18	12	-	6
Bedford Borough TaMHS	Parenting Education: Bedford	-	10	1	-	9
grants < £10k		57	54	101	-	10
		<b>203</b>	<b>4,361</b>	<b>4,349</b>	-	<b>215</b>

Note:

As requested by funders the following precise amounts were awarded:  
Big Lottery Fund: Reaching Communities £91,018.