

Annual Report and Accounts

2020-21



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Welcome

From our Chair and Chief Executive

Family Lives has remained a lifeline to so many families who have experienced ever-increasing levels of hardship and vulnerability over this last year due to the pandemic. Through the tenacity, hard work and dedication of our staff and volunteers, not only have we been able to maintain our existing services, we have also been able to respond to an increase in demand, accompanied by a significant rise in the complexity of issues faced by families, and a 54% increase in safeguarding concerns.

We have been able to continue supporting families through the commitment and generosity of our volunteers and staff, who have tirelessly navigated big challenges within their own lives to support others.

Alongside the continued expansion of all of our services we have progressed core elements of our strategic plan, with improved access for users with our digital project, development towards a new website and the implementation of an improved helpline platform. In addition, we have significantly increased our capacity to support families at this time of greater need, with a considerable number of newly recruited volunteers. We are delighted to have been awarded the Investing in Volunteers quality standard as an external recognition for our work with, and support of, our volunteers.

As we approach the end of our current strategic plan, we are starting to think about what the next three years might hold. We are focussing on what families will need going forward, what we can learn from the changes that were made in response to Covid-19 and also some of the unexpected positive consequences which have arisen. These include now being able to recruit and train volunteers from anywhere in the country, and supporting families in areas where we do not have a physical presence.

We know the future remains uncertain as we continue to find a way forward through the pandemic, but we also know that we have the determination and commitment to do whatever it takes to support the families who need us for many years to come.

We look forward to working with you to continue this vital support.

Anastasia de Waal, Chair and Jeremy Todd, Chief Executive

100%

**Service
delivery**



**Increased demand across
all of our services**

+54%

**Safeguarding
concerns**



What we do

Family Lives was formed over forty years ago by volunteers, with the aim of ensuring that all parents and families had somewhere to turn before they reached crisis point. We know that the right support at the right time makes all the difference, and that has been made all the more vital as a result of the pandemic we are currently living in.

We're here to support families, whatever they're going through. We believe all families should have access to active support and understanding.

And we provide a wide range of support services in areas across England, ranging from support for new parents, or parents experiencing teenage aggression, befriending for vulnerable families, to working with couples in conflict.



Why we support families

We understand the difference that being able to access appropriate, timely support can make to families in crisis, knowing there is someone at the end of the phone who will listen to them. And we know the longer-term impact of early intervention on families, such as through the ParentChild+ programme, which supports the home-learning environment, and our family befriending programmes.

The expertise of our staff and volunteers is at the heart of everything we do, and we work together with them to support families through our range of services. We have always been a volunteer-led organisation and we simply could not do it without our 400-plus volunteers who work alongside our dedicated staff. Many of our volunteers began their relationship with us as service users but have stayed to support others on their journey – a testament to the support they themselves received.

Our helpline has always been at the heart of what we do and has remained a beacon of support throughout the pandemic. We were able to recruit and train many more volunteers, including 162 volunteer call takers, over the last year, contributing towards our strategic aims and enabling us to keep our helpline running smoothly and answer more calls.

We know that many families also need more intensive, longer-term support which we have built up in the areas we work in across England, providing befriending services to thousands of families. In 2018 we introduced ParentChild+, a programme addressing the school-readiness gap, which is now going strong in several areas, and which we have just extended to Tower Hamlets, a London borough with the highest child poverty rate in the country.

44,000

**calls, chats and emails
were answered**

Previous year: 36,699 (not including live chats as the service started in June 2020)

2.4 million

people used our website

Previous year: 2.2 million

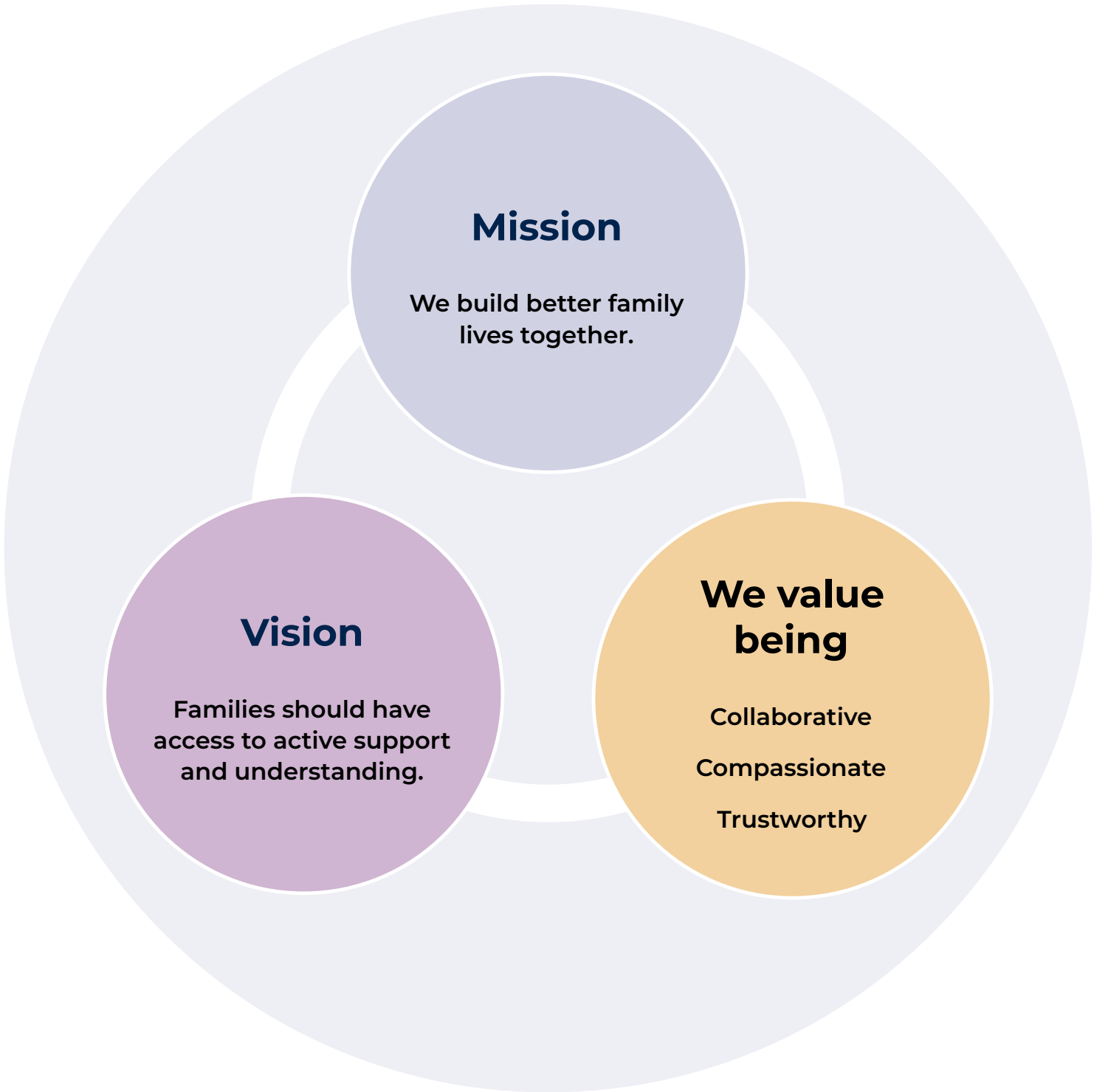
7,600

**people were supported
through community services**

Previous year: 6,690

Last year alone we answered over 44,000 calls, chats and emails providing advice and support on parenting and family issues; over 2.4 million people used our website; and over 7,600 adults and young people were supported through community services. But there are many more who need our services.

Our values

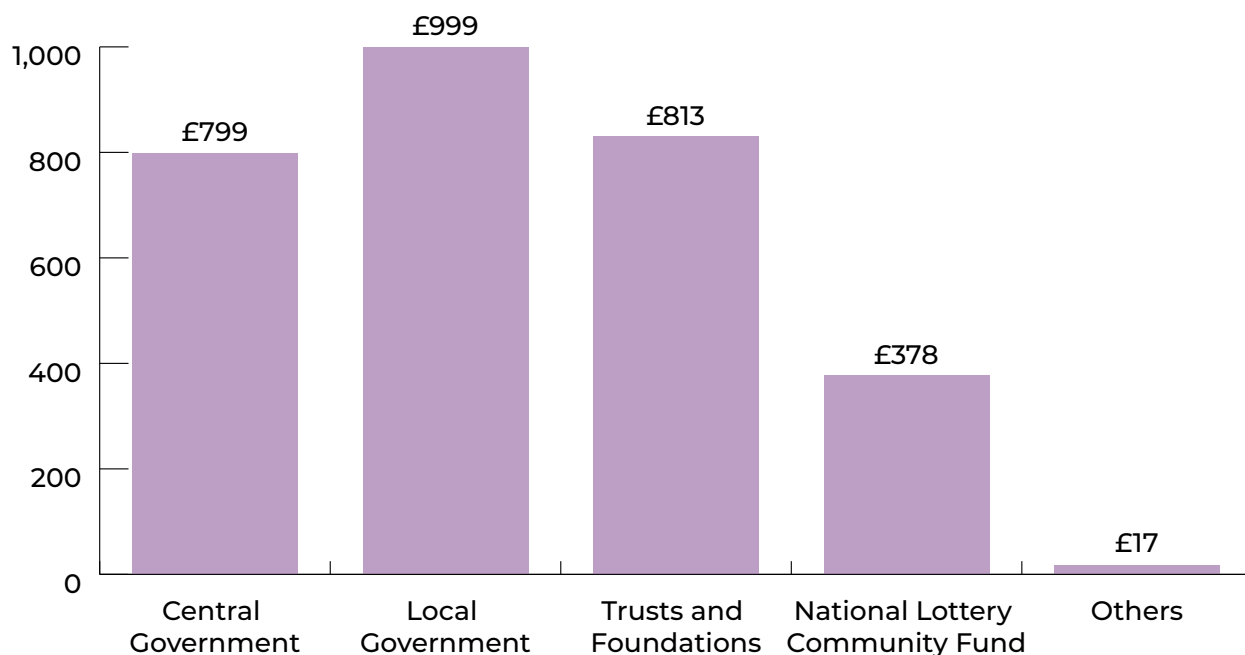


Our finances

Summary

Funding received 2021: £3,006,000

Source of income (£'000):



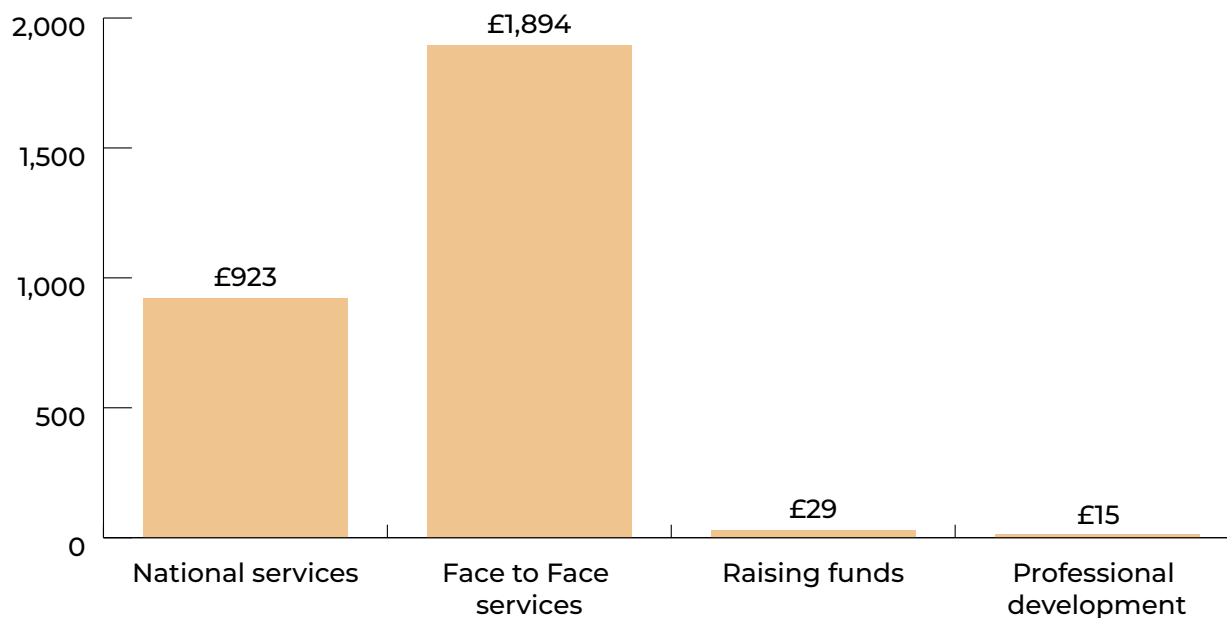
Funding received 2020: £2,623,000

Source of income (£'000):

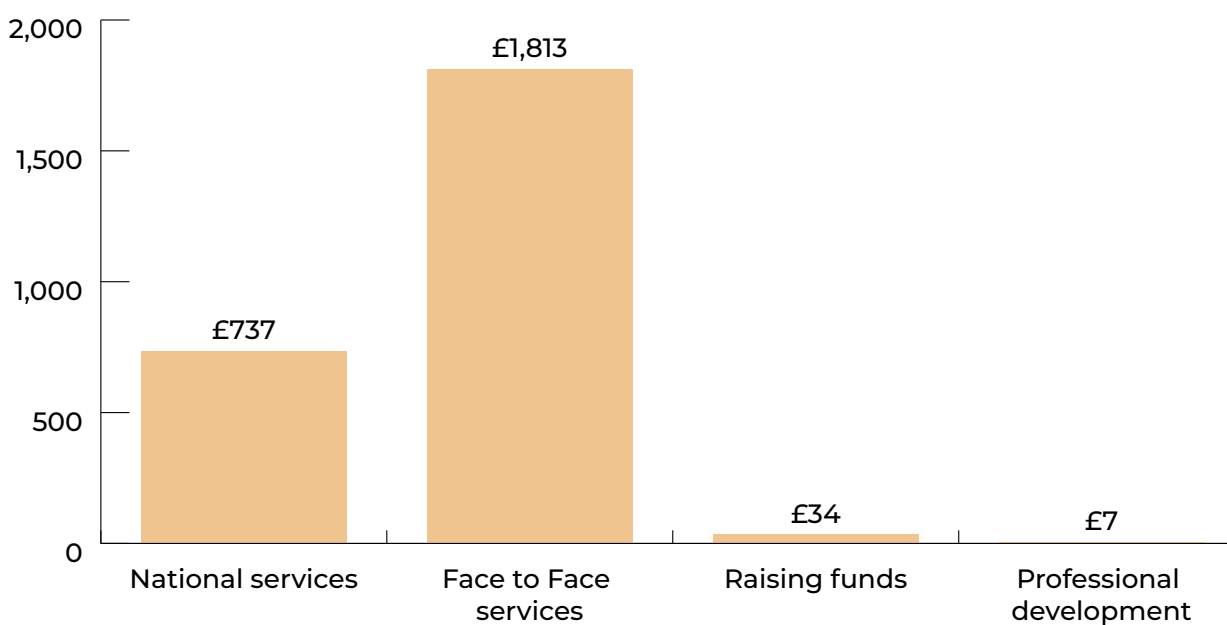


Summary of expenditure 2021: £2,861,000

What we spent the funding on (£'000):

**Summary of expenditure 2020: £2,591,000**

What we spent the funding on (£'000):



How we are reaching our strategic aims

These are the strategic aims we set three years ago and we have made great progress in achieving some of these, such as increasing our number of volunteers, or have put strong foundations in place to reach the aim.

Our strategic aims are:

1

Provide targeted early intervention and crisis support for more parents and carers who are struggling and are in need

2

Work together with volunteers to support more families

3

Make sure families can access help in the way that they need it at the right time (through digital development)



Our response to the pandemic

In March 2020 the world changed. Things we took for granted like going to the office, visiting families at home, meeting up with friends or colleagues, changed overnight and we had to find new ways to support families. We successfully moved our services online, without a break in delivery thanks to our existing digital infrastructure and the dedication of our staff and volunteers. We have continued to reach families, supporting them throughout the lockdown restrictions and by navigating new ways to return to face-to-face delivery.

The safety and welfare of our staff, volunteers and the families we support remains paramount and we assess how any service is delivered on an individual basis, ensuring it is what works best for all, and in line with any restrictions in place.

After receiving crisis funding we were able to expand our capacity to support families. Just a few months after the first lockdown we reintroduced an online chat service, getting it up and running in a matter of weeks. This was in response to the changing needs of families as they were stuck at home with less time and space to themselves, but facing increasingly complex and distressing challenges.

Across our services we can see an increase in the complexity of issues families face, from deteriorating mental health, rising domestic abuse and food poverty, to more challenging and aggressive child behaviour. Many families are close to breaking point. In response, we rolled out additional training for our volunteers and practitioners for dealing with couple conflict, child to parent aggression and risk of suicide, to ensure they had the skills and understanding to be able to support families experiencing these issues.

We saw a 54% increase in the number of safeguarding concerns reported through our different services. This is where we believe an adult or child is at risk of significant harm.

46% of safeguarding incidents concerned the welfare of a child only, 27% concerned an adult's welfare and 26% concerned both an adult and a child's welfare. Emotional abuse is the most frequently reported risk of harm.

We don't yet know the full, longer-term impact of the pandemic on families, on their physical and mental health, on their finances, and on their relationships, but we recognise that it will be felt for many years to come and we are determined to be there to support the families who need us.

How we support families

1

Aim 1: Provide targeted early intervention and crisis support for more parents and carers who are struggling and are in need.

Helpline, livechat and email support

This year we answered over 44,000 calls, chats and emails providing advice and support on parenting and family issues. We achieved this thanks to our staff and the contribution and commitment of our dedicated volunteers across the country who donated over 16,000 hours of their time answering helpline calls.

16,000

hours of donated time by our volunteers answering calls

Previous Year: 15,339

Parents and family members contact us at times when they are most in need of a listening ear to support and guide them, often in highly distressing situations with nowhere else to turn. Our staff and volunteers use a guided process to enable the parent or family member to open up and explore the reasons for their own or their child's difficulties, and consider further actions they could take to improve their situation.

We continue to meet our funder targets but are actively looking for ways to meet the rising demand for support from vulnerable families. Over the year we trained 162 new volunteer call takers and reintroduced an online chat service in response to families' changing needs. We have a further 109 volunteers who are currently not active as they are unable to volunteer from home.

Who are our helpline callers?

- 45% of our callers are mothers and 26% are fathers (Previous year: 45% and 31%)
- 10% are relatives from outside the nuclear family (Previous year: 11%)
- 5% are friends and other third parties (Previous year: 10%)
- 48% are single parents (Previous year: 53%)
- 37% of callers are on a household income of below £15,599 per annum (meaning they are living below the poverty line) (Previous year: 29%)
- 17% have a disability (Previous year: 16%)
- 19% of callers are from Black and Minority Ethnic backgrounds (Previous year: 17%)

Feedback questions asked at the end of calls show the following:

- 99% of callers were satisfied with the service they received (Previous year: 99%)
- 76% said they felt more confident to deal with their situation as a result of calling (Previous year: 79%)

Online advice and support

Our website provides hundreds of pages of online advice and videos for families covering a wide range of issues, such as aggression from teenagers, singing with your baby, coping with the ups and downs of family life, and what to do if you are thinking about getting divorced or separating from a partner. We support all members of the family, from mums and dads, to grandparents and aunts and uncles, as well as the wider family.

We received over 2.4 million users to our website, with over 4 million page views. Over the last year we have continued adding new content and resources for families around the issues raised by the pandemic, such as wellbeing, mental health and challenging behaviour. In addition we have partnered with Bounty to provide content for their parenting app.

Our online forum continues to grow and provide a space for parents to share their experience online, all overseen by our staff and a volunteer forum moderator.

Feedback from our most recent website survey shows:

- 97% would use the website again (Previous year: 75%)
- 96% were satisfied or very satisfied with the website
- 92% felt more confident to deal with their situation as a result of using our website
- 56% of visitors said that using the website meant they no longer needed to contact another service

Our website users also represent diverse demographics:

- 37% of website users had an income of under £15,599 (Previous year: 22% on household income of under £20,000 pa)
- 21% have a disability or additional needs (Previous year: 21%)
- 21% are a parent or carer of a child with a disability or additional needs
- 15% of website users said that English was not their first language



Early years services

Supporting new mothers

Our service for new mothers in Barnsley has provided vital support for many families this year. Becoming a mother can be challenging at the best of times, but women who have given birth during the Covid-19 pandemic have faced unique issues. During lockdown, many families lost support networks such as childcare and grandparents who can help out, home-schooling placed additional pressure and, for some, lockdowns meant no personal space or the chance to shop without children.

For many families it has been a struggle to get food and basic household items such as medical supplies, to replace broken appliances, clothes and shoes. Our support workers for new mums have been there for them, accessing food bank tokens, advising on how to do the weekly shop, sourcing free or low-price household equipment and clothes, and providing personal support and an empathetic listening ear when families are at their lowest. Our staff have continued their work during this difficult time and used their imagination, creativity and determination to support already vulnerable families through the pandemic.

We supported 32 new mums through 444 befriending sessions.

Previous year: 9 mums through 54 befriending sessions.

“

Family Lives give me continual support. It's wonderful in all aspects, friendly, supportive and ready to help in all times.

”

Our service was a good fit for two mothers in particular who both arrived in the UK around two years ago.

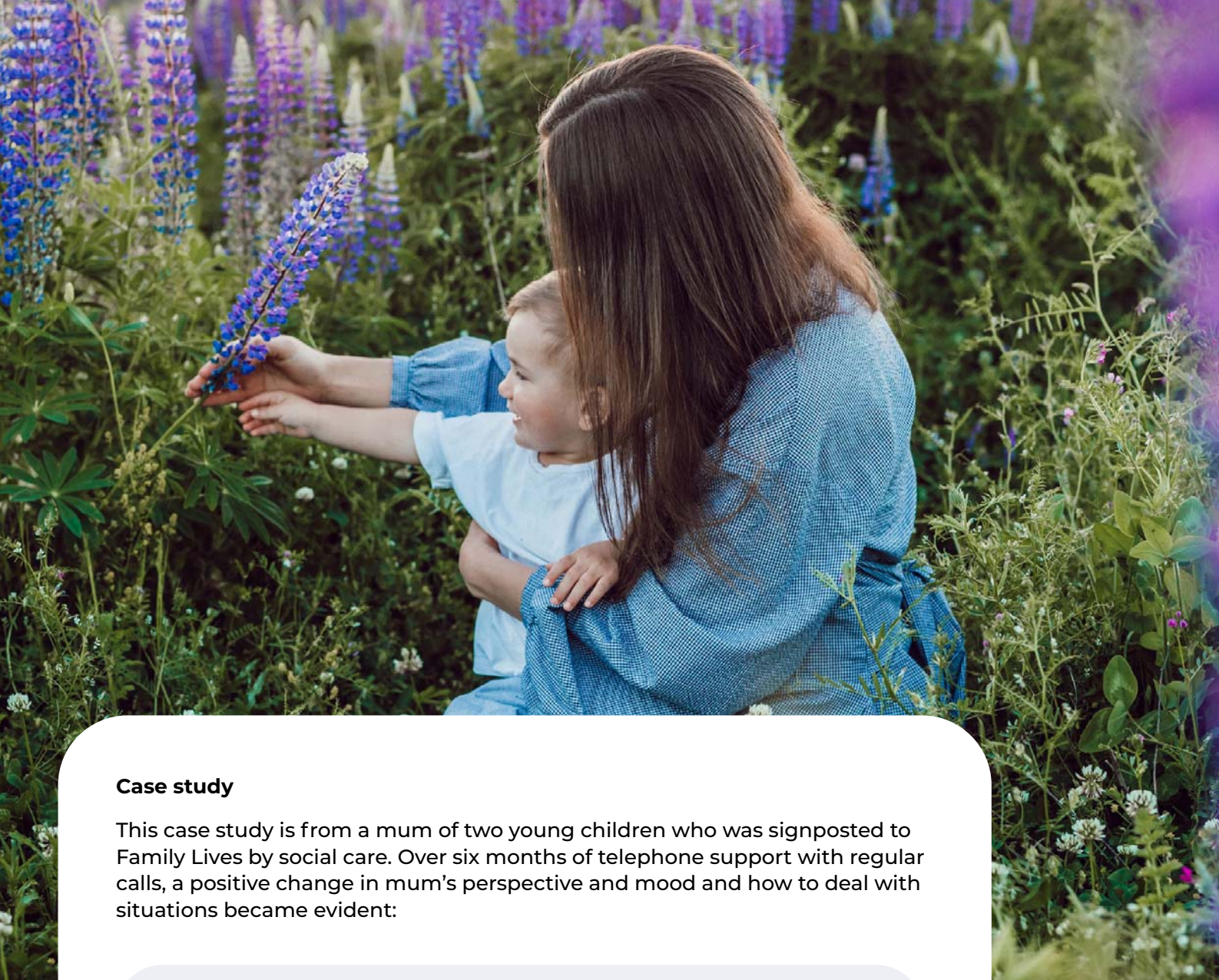
In November 2020, when we went into the second lockdown, both mothers were celebrating the birth of their babies, born three days apart. With the joy though came the challenges of new babies born in lockdown with no support locally, no family nearby and increasing isolation.

Our project coordinator and a volunteer connected the two mums together through a video call, and they and their new babies were introduced to each other. The mums were relieved and delighted to meet someone in similar circumstances and they were able to chat about their backgrounds and share their experiences of being a mum. They agreed to connect and meet up for coffee once lockdown was over.

“

My health visitor referred me to Family Lives since I was already on antidepressants and I was feeling lonely, struggling to do normal things. When I met with the support coordinator and volunteer, it was scary at first but in a good way. It was nice to have someone to talk to, without any judgement, and with their support I was able to start therapy, getting out of the house with the children, talk to other people, I feel more confident too, it has been such a big help I don't know where I would be standing today if wasn't for this service.

”



Case study

This case study is from a mum of two young children who was signposted to Family Lives by social care. Over six months of telephone support with regular calls, a positive change in mum's perspective and mood and how to deal with situations became evident:

“

I had recently fled an abusive relationship and was in dispute over child contact due to safeguarding concerns. I was also struggling with day-to-day life as a new single parent to two very young children. I received telephone support due to the Covid-19 restrictions; I spoke with L on a regular basis at a time that was best for me. She signposted other places that could help with my situation, explained procedures that social workers follow to put my mind at ease and she provided me with a safe space to vent my issues and concerns without judgement.

She was also very understanding of my situation and recognised the struggles that single parents go through; it has been refreshing to speak to someone who really gets it. The support received has been second to none, it has helped calm my anxieties about certain situations and helped me feel less isolated. I have now finished my time with the service but have peace of mind that it is there to utilise if I ever need to. I feel more confident in myself and am extremely thankful for the help and support I have received.

”

Improving children's school readiness

ParentChild+ is an early intervention programme for families with children aged 2 to 4, supporting families to improve their home-learning environment so children are more ready for school.

The programme does this through home visits, modelling with the parent how to support their child with their emotional, physical, language and cognitive development. Home visitors visit families for half an hour, twice a week for up to 92 visits, giving the family a toy or book each week to support the interactions. We constantly review the gifts to ensure they reflect the cultural backgrounds of our families and this year have applied an anti-bias checklist to our choices. Home visitors also take additional activities to support individual needs and interests.

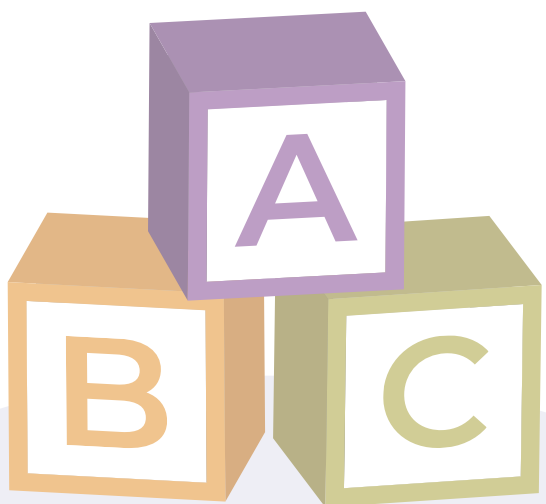
Evidence-based studies from the US, where this programme originated, show that children who go through the programme enter school 10 months ahead of their chronological age, with a 30% higher graduation rate at age 18 than their peers. The intensity of the programme ensures that families who consistently attend sessions often have life-changing experiences.

The pandemic forced us to adapt how we deliver sessions when home visits became impossible. It brought challenges as well as some unexpected and positive benefits. Both the home visitors and families quickly learnt new skills as we changed to delivering sessions virtually or outdoors. We provided help with technical aspects when connecting with families online and learnt ways to engage 2-year-olds for the full 30 minutes of each session. Approaches such as using puppets, soft toys, songs and rhymes worked really well. The team shared their practice with other Family Lives staff, resulting in greater confidence in engaging children via video call. We also found that because parents were forced to be more involved than previously, one has learnt to read, and others say they have learnt to enjoy their children, and their confidence has grown and led them to engage with their children a lot more in their daily lives.



[Virtual play sessions with ParentChild+ Westminster Family Lives - YouTube](#)

During the lockdowns, the role of our home visitors also adapted to include providing emotional and practical support by phone. This resulted in regular referrals to foodbanks, Early Help and Children's Services as well as advice on how to access medical help and other urgent support.





“

I've always seen books as a chore as I struggled to read when I was younger but now I'm starting to enjoy it and read more with her.

”

“

You have helped prepare him for nursery and I'm not scared to send him now like I was 6 months ago, he's ready.

”

The shared experience of lockdowns and home-schooling, and the consistent support and structure provided by ParentChild+ sessions have cemented and strengthened relationships. Parents told us what 'an important, invaluable part of our lives' their home visitors had become this year.

Family Lives introduced ParentChild+ into the UK from the United States in 2018 and it is expanding every year. We are the licenced National Training Centre and have two accredited trainers on our staff enabling us to train our own staff and also other organisations to deliver the programme.

We piloted ParentChild+ with volunteers from 2018 to 2020 in Ealing, Nottingham and Newcastle. The Dulverton Trust are funding an extension in Newcastle using a Coordinator to do some of the home visits supported by 4-5 volunteers.

We supported 275 families through ParentChild+, providing over 9,000 sessions.

Previous year: 224 families, over 5,500 sessions.

Since January 2019, with funding from the Education Endowment Foundation, we have a team of 16 delivering the programme to 132 families as part of a Randomised Controlled Trial in South Yorkshire, with an evaluation team from the University of York.

In London, the team delivering ParentChild+ in Westminster, and Kensington & Chelsea has increased and is now supporting an additional 48 children, including from families affected by the Grenfell tragedy. Our home visitors received additional training around trauma.

We have also expanded ParentChild+ into East London, setting up in Tower Hamlets, an area with the highest child poverty rate in the country coupled with the lowest uptake of the free 2-year-old nursery offer. On average, these children start school 15 months behind their more affluent peers. We work closely with the local authority; they are actively referring families, providing desk space and storage facilities for the books and toys provided to the families.

Mobile play sessions

Family Lives delivers mobile play sessions in the London borough of Bexley. In early 2020, it became apparent that our service would need to adapt quickly to continue supporting families referred to us and to work towards continued positive outcomes, particularly around loneliness, isolation and anxiety.



As a first step we trained our team in virtual delivery and wellbeing calls. Staff were supported weekly by team meetings to discuss successes and challenges, and to keep updated with Covid risk assessments and Government changes. From April 2020, we held weekly support meetings for volunteers focusing on mental health and wellbeing.

The team produced a library of branded resources to support our virtual delivery which could be shared with families. We advertised the virtual sessions on our Facebook page which proved very popular with an average of 3-10 attendees per session. We also developed a programme of virtual workshops including Fussy Eating, Stressbusting and Sleep. As the groups developed, we used evaluations to adapt our delivery to meet the needs of parents.

Families requested a 'Sharing Space' regular session to enable families to have a forum to meet virtually and discuss issues that they are facing and also sharing ideas and successes. This has been incredibly successful and well attended and supports families experiencing isolation and anxiety during the pandemic.

We delivered 107 virtual play sessions targeted at specific stages of development.

Previous year: 3,296 hours of play sessions.

“

Thanks to your colleagues for running the group. It is so nice to have something. The hours go slow when it's just me and the kids.

”

“

Just a quick one to say thanks for today. I really enjoyed it and we had a great laugh. That is just as important as doing baby stuff for mental health and keeping us all going!

”

“

Just wanted to say thank you very much again for running these sessions for us. Think we would be lost without you, Debbie and the others. I think we have a really lovely group going on. We are all very different but get on well and respect and listen to each other's views and opinions which is really nice.

”

Early intervention Outreach Service

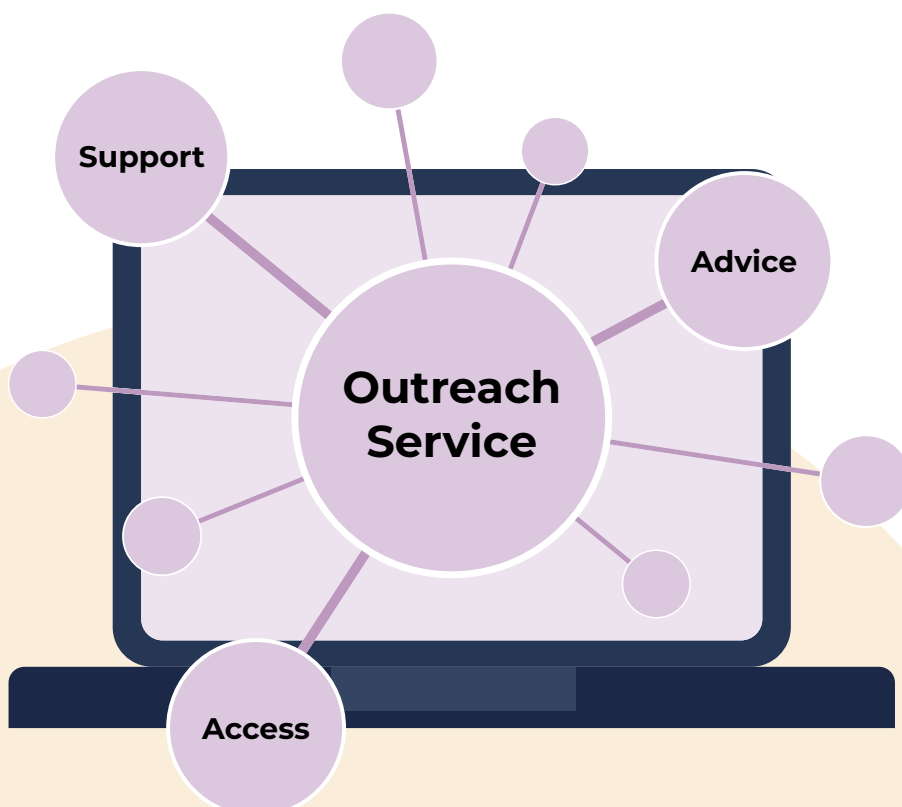
Our Outreach Service in Westminster is an essential early intervention service working mainly from local children centres and family hubs. However in response to Covid-19 we have adapted our service and pre-dominantly support families remotely.

We are a universal service for families with at least one child under the age of five. Our target group is hard to reach families who struggle to access community services and are socially isolated or disadvantaged in some way. These families find it easier to engage with our team because the service is not Social Services and is therefore perceived by families as more approachable and trustworthy. Only 3% of families were referred to Social Services for further intensive support.

The team provides parenting support and advice, access to nurseries and schools, home visiting, benefits checks, housing support and signposting as well as engaging hard to reach families and connecting them with other services and parents in the area to reduce isolation and increase community engagement and participation.

The Outreach Service has excellent relationships with key services such as health visitors, social workers and partner organisations which is essential in providing holistic support for families.

Due to Covid-19 restrictions over the past year, we have continued to support vulnerable, isolated and hard to reach families virtually and with pre-booked appointments at children's centre hubs. Families really appreciated our regular contact and support at a time when most services were closed.





The service receives lots of complex referrals mainly from Early Help, Social Services, and Health Visitors. Housing has become a common and prevalent issue for families – most living in inadequate housing and require advice and support.

We were also able to source and provide over 17 laptops and tablets for those families who needed them during lockdown. This made a huge positive impact on their children's learning and meant families were able to stay in touch virtually, preventing isolation or educational disadvantage.

2,991 families were supported by our Outreach Service.

Previous year: 1,994 families.

Families are very appreciative of our constant support and speak highly of our service in terms of quick access and support in a non-judgemental way. A huge asset for the team is that the Outreach Workers speak community languages and have a diverse pool of volunteers who use their interpreting skills when needed – families engage more when they are able to communicate and be understood effectively. Our families are supported to become independent service users and successfully move forward.

“

Thank you for all the continuous support with my parenting. I didn't know what I was doing right or wrong and was stressed out with two children under five – your advice and strategies really helped with how I managed my children's behaviour, they now have a proper routine and structure and we all feel happier.

”

“

I really didn't know my rights in this abusive relationship, I don't know how I would have left him without your support for which I will always remember, you have given me hope again, I feel confident and ready to move forward in life now thanks to you all.

”



Children and families

Befriending support for families

Over the past year, we have continued to offer four projects in Westminster providing befriending support for families and a project supporting young carers and their parents. Overall, the projects have been highly responsive to families' needs during the difficult and challenging time of the pandemic.

Befriending for families with 0-5-year-old children

Our befriending service for families in Westminster with 0-5-year-olds provides parents with emotional and listening support, and encourages them to interact positively with their children. Practical support is usually a key feature, such as accompanying first-time parents to the children's centre, linking them with local services or encouraging and modelling play and stimulation.

Where practical support has not been possible in most instances this year, we have actively encouraged parents to become confident with meeting via video or conference calls. This has meant we have still been able to offer emotional and listening support as well as online resources and signposting to drop-ins and activities in the borough.

In partnership with the volunteers, the project has been able to tailor support to address families' needs during a stressful period. In doing so, we have made a real difference in terms of enabling families to access the support they need and be a main point of contact for them. This has helped to address issues such as isolation, behaviour issues with toddlers and children, domestic abuse, poor health, bereavement and much more.

Befriending for families with 5-16-year-old children

As part of this befriending service, we supported families in Westminster with parenting routines and boundaries for older children, but also help particularly during lockdown and by giving emotional support to improve wellbeing. Many were then able to learn parenting models based on reflection, active listening and affirmation. This was valuable at a time when parents were home-schooling.

The main issues we have supported families with include housing, mental health and adolescent behaviour, and problems at school. Befriending helps to manage expectations by working in partnership with families and their housing officers, as well as with the charity Shelter to prevent evictions and rising rent arrears. In terms of mental health, many families struggled with increased anxiety and depression, with many experiencing more isolation than usual.

We were able to provide reassurance to help take small steps to ensure they had a routine which helped them and were able to get out of the home and talk with family and friends.

Regular contact from our befrienders helped to build trust. Some families required support from the NHS's Child and Adolescent Mental Health Services (CAMHS), or specialist diagnosis and we were able to arrange meetings which brought families and professional services together. For other families it was handling appointments with a GP and mental health services to help with coping strategies and therapies. It was noticeable that many teenagers were affected by lockdown and by forging good professional relationships with West London Zone, Befriend a Family, and Youth Services we supported them in school and home environments.



Case study

A family were referred to us where the father had been furloughed from his job and this meant they would also have to leave their family home. The parents were concerned about finance, housing and the effect on their children – particularly their daughter who is on the autism spectrum and finds any change to routine very difficult.

We spoke to the family and assessed the support needed. Although the father did get redundancy this was not a great deal and they needed help to see what benefits he was entitled to and support regarding finances. Although there were immediate concerns regarding the father's income and the family's housing, he was conscious about the effects this would have on his children and also thinking ahead regarding training and a change of career.

A referral was made to Shelter so he had advice on housing and to Citizens Advice to support on claiming Universal Credits and entitlements. The father said he was stressed but able to deal with things, but would value calls and check-ins to help give emotional support and discuss frustrations.



Befriending for families after Early Help services

We also provide befriending support for families after they have been supported by Westminster local authority's Early Help Team. We have been able to provide good continuity of support during Covid-19 by supporting families to access online sessions. Our families have continued to engage really well with our services. Virtual joint visits with the Early Help Team have also taken place frequently with vulnerable families, as well as some discretionary face-to face visits for vulnerable parents.

It has been an extremely difficult time for parents and carers and many of the issues we have come across have been complex and further compounded by the pandemic. During this period, partnership work has improved further and it has been very positive to see how more frequent joined-up working has resulted in effective support for families. We are very pleased to have supported 43 families during this period, with families receiving up to four months of befriending or individual support.

Many parents seem more confident with using computers now, including activities that allow the family to build better bonds and healthy relationships. We know that families also find being matched with a volunteer who speaks the same language incredibly valuable. This has been particularly helpful during the pandemic where language barriers have added to the difficulties in accessing the right support. Befrienders have built good relationships with their allocated families and have provided a space for many of them to explore their feelings and culturally sensitive issues, including issues such as domestic violence and mental health. Some parents were so impressed with the support and expressed their interest in becoming volunteers themselves.

Supporting family learning and befriending

We provide befriending combined with activities to support family learning. One of our key successes has been our ability to remain flexible and responsive to families' needs during this difficult time. We have delivered an alternative programme of fun online sessions for families and children, as well as moving forward with face to face and group activities where this has been feasible. As a result, families have enjoyed family learning in the park, trips to the zoo and have been engaged in physical sports with our multi-sports sessions. This has been invaluable for some of our most vulnerable families.

As a result of the pandemic, some of the support we offered families through befriending was more intensive as families were faced with new challenges. Through virtual and telephone support, we continued to provide responsive and holistic support, whether this meant dealing with immediate needs in terms of emergency food bank referrals or carrying out discretionary face-to-face visits at their home. Our befrienders have been able to provide listening and emotional support, and help reduce isolation which was important in terms of helping to contain the escalation of crises and identify emerging needs.

Development of partnerships during this period has been a key success, such as that with Westminster Adult Education Service which has provided bespoke workshops for our families. We have also built on partnerships with key schools in the Church Street ward and neighbouring areas, who are now more aware of our project and regularly refer families to us.



Over 200 families received support through our befriending and family learning services in Westminster.

Previous year: 131 families.

“

During 2020-21 befriending has been an amazing support for me. Having a befriender is something great, especially when you don't have many friends and I was able to speak to my befriender about everything I was going through.

”

Supporting young carers

Our service for young carers in Westminster helps by supporting the relationship between the children and their parents. This can help parents understand their children's needs even if they have physical or mental health issues. We also provide the young carers with activities designed to help them to be free of any stress and enable them to spend quality time with their peers.

During the pandemic, the young carers mostly attended face to face activities during the holidays as well as online workshops during term time. Some also received mentoring support and they found the sessions very useful. The young carers engaged very well with online and one-to-one support. They are able to express their feelings and share their experiences of being young carers. Together with parents, we have communicated with schools in order to ensure that their education is on target and checked with them and their parents if they are doing their homework sufficiently.

Befrienders have a good relationship with their families, who are very open to them, and able to explore their feelings and issues, working through cultural and language barriers. Parents were comfortable to express more and get further support while they were attending the sessions. Parents are all engaging well now and have found that the service helps to narrow the gap between them and their children. They are feeling better about understanding their children's needs and their confidence in their parenting skills has increased.

We supported 49 young carers with additional support for 32 parents of young carers.

Previous year: 44 young carers, support for 26 parents.

Helping families be more active

Last year, 47 families attended online activity sessions and Easter holidays challenges in Ealing, and 36 families were supported in Nottingham.

Our services in the London Borough of Ealing and Nottingham support families to become more active together by encouraging behavioural change. We aim to enable them to become more confident to access activities and services outside the home and provide emotional support to overcome barriers to a more active lifestyle. The service works with families for 1-2 hours a week for 6 months.

Many families are reluctant to incorporate exercise into their daily life and the additional support enables us to remove barriers to an active lifestyle, especially by finding fun activities where formal exercise is too daunting. We provide equipment and ideas for families who do not have access to these and have watched families enjoy the new activities and games as a family unit.



We quickly adapted our service so that we were able to continue supporting families while adhering to Covid-19 restrictions. We encourage families to join in and have fun, providing simple equipment to play with and ideas for activities that are easy to follow with many children motivating their parents to participate and to get active. This is not an 'exercise programme' it is a way to feel better and enjoy family life building better family relationships, providing a listening and support service, and improving health at the same time.



Supporting parents with child aggression

We provide a number of services in the London Borough of Lewisham, including a service to help parents manage child aggression and to develop their skills as a parent, especially where they have not had positive role models in their lives.

We provided 540 befriending sessions.

Previous year: 312 befriending sessions.

The service aims to help parents understand their children's needs at each stage of their life, and therefore how to support them better. We help parents understand children's feelings, including anger, and how to respond to them in a positive way. By supporting parents to practise negotiating with their children and ways of reaching amicable agreement, this helps to promote positive communication and respect for each other.

Supporting children with Special Educational Needs

For many parents whose child has Special Educational Needs, when social distancing restrictions and school closures were introduced, their child's behaviour and social skills regressed. The restrictions also meant delayed or cancelled assessments, and no access to specialist educational provision. Disruptions to daily routines caused significant impact on the mental health and behaviour of children with additional needs, affecting the whole family.

We were able to support parents in Hertfordshire and Bedfordshire through access to our 'Bringing Up Confident SEN Children' programmes. These were often seen as a lifeline in supporting parents' ability to cope and manage more successfully themselves as well as giving them the strategies and mechanisms to understand, parent and manage their child's behaviour more effectively.

We held 10 group sessions with 128 attendees overall.

Previous year: 107 adults and 218 children supported.



Supporting lone parents

We provide support to lone parents in Hertfordshire and over the year were able to extend the areas we can deliver to. This year, as a result of Covid-19 we focussed on setting up online provision for individual and group support services specifically for lone parents.

The pandemic meant that their vital support systems diminished, and their isolation and loneliness increased as well as rising concerns over their children's mental health. Positive feedback from parents accessing this service highlighted that they need more help as they are often juggling home-schooling, childcare, working and parenting alone without any support.

We supported 24 parents through our groups, and provided individual support to 2 parents.

“

I feel less inadequate and more resilient by accepting there is no right or wrong way to parent and that what works for one family may not work for another. The course has given me other perspectives on parenting alone, together with an understanding of why my setup might be particularly challenging at times.

This is important because it's easy to compare yourself with families that might have a better infrastructure to support them and wonder why you're not coping as well as they are. I have always been glad to see my children at the school gate at the end of the day so I can share what they have done. I think they now see a less distracted mummy, which is great for their wellbeing.

”

Working with couples to reduce parental conflict

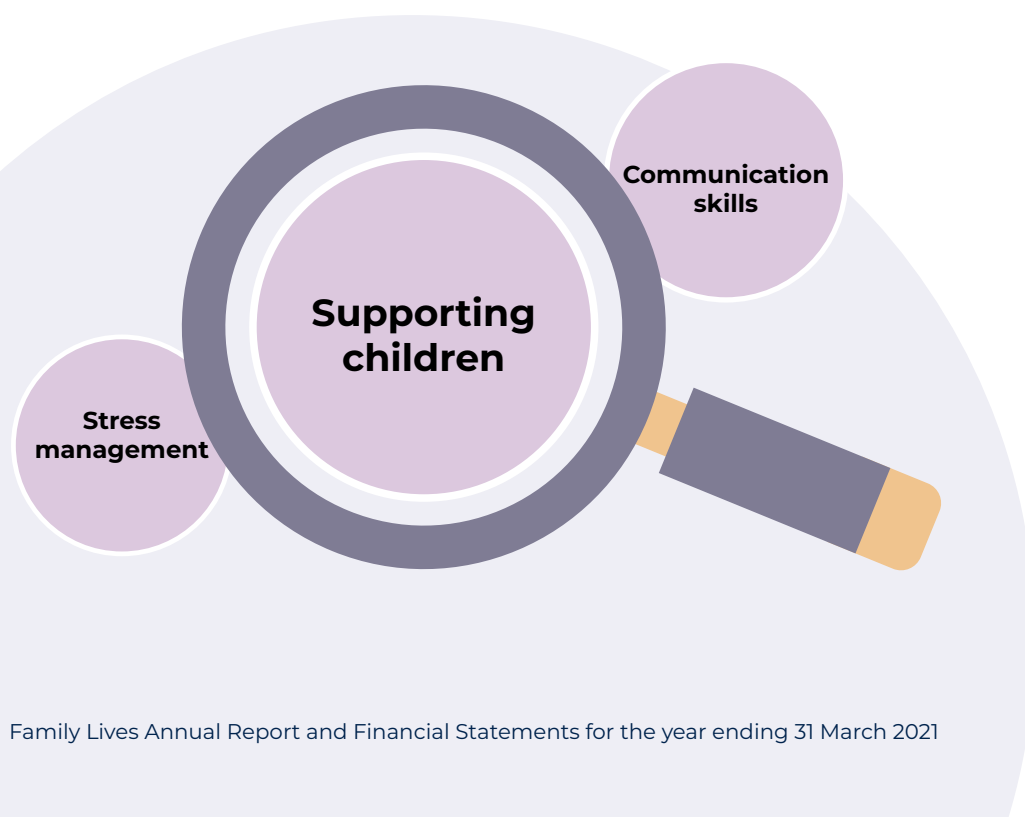
Since 2019, Family Lives has worked in partnership with Tavistock Relationships to deliver one-to-one support and parenting programmes as part of the Department for Work and Pensions' Parental Conflict Programme which aims to reduce conflict in families not in work. We support couples in Hertfordshire, Cambridge and a number of London boroughs.

During the initial phase of the Parental Conflict Programme, we upskilled our practitioners through training from Tavistock Relationships. This covered enabling couples in conflict with each other to develop their communication skills, and learn stress-management techniques to better support their child in coping with the emotional and practical impact of family breakdown.

During March 2020, as the impact of the first lockdown took hold, we were able to react quickly to adapt our delivery and working methods to online platforms. This was due to our forward planning and investment in our technology systems which meant staff could continue delivering support to couples by working remotely in a safe and efficient way. Although this presented some technical challenges for families at first, couples really valued the convenience of being able to participate in the programme from home without the need to travel to venues and arrange childcare.

We provided couple support to 24 couples; held 92 couple sessions. We ran 11 course sessions with 56 attendees.

We are working closely with local authorities to generate referrals onto the programme, and feedback has been extremely positive from those couples participating. Parents report a greater understanding of their ex-partner's perspective, and are becoming more willing to solve co-parenting problems in a positive way which has enabled them to focus on the practical and emotional needs of their child, and less on the challenges between them and their ex. Couples are also requesting additional sessions to build on their communication and relationship skills developed through this programme.



Supporting families living in recovery from addiction

Our Families Living in Recovery Project, in partnership with The Living Room and Relate, adapted swiftly to online delivery from the start on the pandemic. It was widely recognised early on that the impact of Covid-19 would cause a great deal of difficulties for people relying on services to continue their recovery from addiction with detrimental impact on their families and carers.

Feelings of fear and anxiety may hold people back from seeking or continuing addiction treatment, when that treatment may be the key to saving their life. When the Living Room centres closed in Stevenage, St Albans and Watford, our partnership consortium swiftly set up a package of online support. This meant that service users in the recovery programme, and their partners and carers would be able to maintain their contact and receive the support they needed through our online individual and facilitated group sessions.



My time with R from Family Lives was extremely beneficial for me. She could see I needed more support when I couldn't. I was planning on leaving the Living Room and she made me see things in a completely different light.

I'm ever so grateful for that as I really was not ready to leave. Every fortnight after I had my 1-1 I came away feeling so much lighter. Just talking about things actually seemed to be helping. She was extremely approachable and friendly to talk to which made it all that easier to be open and honest. She wasn't judgemental in any shape or form and actually made me feel like I was "normal" or the way I was feeling was actually "normal".

I've come away with so much more awareness about myself now and I have tools in place which I learnt from her to help ease those particularly troublesome days. I'm not quite where I want to be but thankfully because of her I'm nowhere near where I was.



We supported 36 parents through individual support and ran 4 groups with 14 attendees attending each session.

Previous year: 42 parents and family members, 72 group attendees.

Working with hard to reach families

Working with families from the Afghan community

This project in the London Borough of Ealing aims to support families from the Afghan community to overcome their isolation and marginalisation to create more stable, happier families that are more likely to stay together. The project works in partnership with the Afghan Academy International to deliver the outcomes and outputs.

In reaching out to isolated and displaced communities, we gain trust and support them to navigate services and to entrench cooperative and caring relationships between family members. This value is not only recognised by families but by social workers too.

We supported parents through 505 befriending calls.

Previous year: 27 families supported.

“

It is so good, very helpful. I was so depressed and stressed. They came and helped me like an angel. I couldn't find my way – step by step they showed me how I can find my life.

”

“

The Afghan Families project helps me to negotiate with families and break the ice. Without them there would have been many cases that would have gone to child protection or removal – with their support we were able to resolve issues earlier. We [Social Services] do not have time to listen to families, there are too many cases and conflicting demands. This service does listen to them, it provides emotional support - it is a big deal. We depend on projects like this.

London Borough of Ealing social worker

”



Supporting forces families

Our service for families at RAF Northolt provides befriending support to groups, individuals and families. We aim to improve couple and family relationships, generate resilience and increase community support networks. The outcomes are reduced risk of family break-up, increased wellbeing and confidence, and interaction with community activities and services.

Families gain confidence in parenting and build positive relationships with their partners and children. New arrivals at RAF Northolt successfully settle into the community, developing support networks and engaging in community life.

In March 2020 we successfully moved our services online, with no break in delivery, and have continued to reach families, engaging them in support through lockdown restrictions and in navigating new ways to return to face-to-face delivery.

The Covid-19 crisis has had a significant impact on services and we sought to increase our family reach and engagement through a new digital platform and military families Facebook group.

These new platforms provide personnel and families with a means to connect socially, engage with new activities and share interests with others within the restrictions imposed by Covid-19. Building resilience has been a key outcome of our support as we support parents as individuals, listening to their feelings and challenges and helping them to find ways to improve their lives.

“

I would like to thank you for being the biggest support in my life since I had my baby. Thank you for both emotional and physical support. Your advice and encouragement have really made me strong as a young woman and mother. I have learnt to be strong mentally, physically, and emotionally strong through your organisation. You are so caring and helpful. God bless you and your team for the support.

”

Impact of our services

In 2015, Family Lives adopted Outcomes Star as our primary tool for use in local services to demonstrate the difference our work makes to families. The Stars enable us to measure impact in a way that is meaningful and engaging for families, as well as staff and commissioners.

The Family Star puts the family at the centre of the work. The initial assessment is used to identify with the parent/carers where they are on each of the Star scales, and helps to structure key work thereafter. The Star's visual nature makes it easy for the parent and practitioner to track progress and pinpoint strengths and areas where support is needed so that they can develop a targeted change programme.

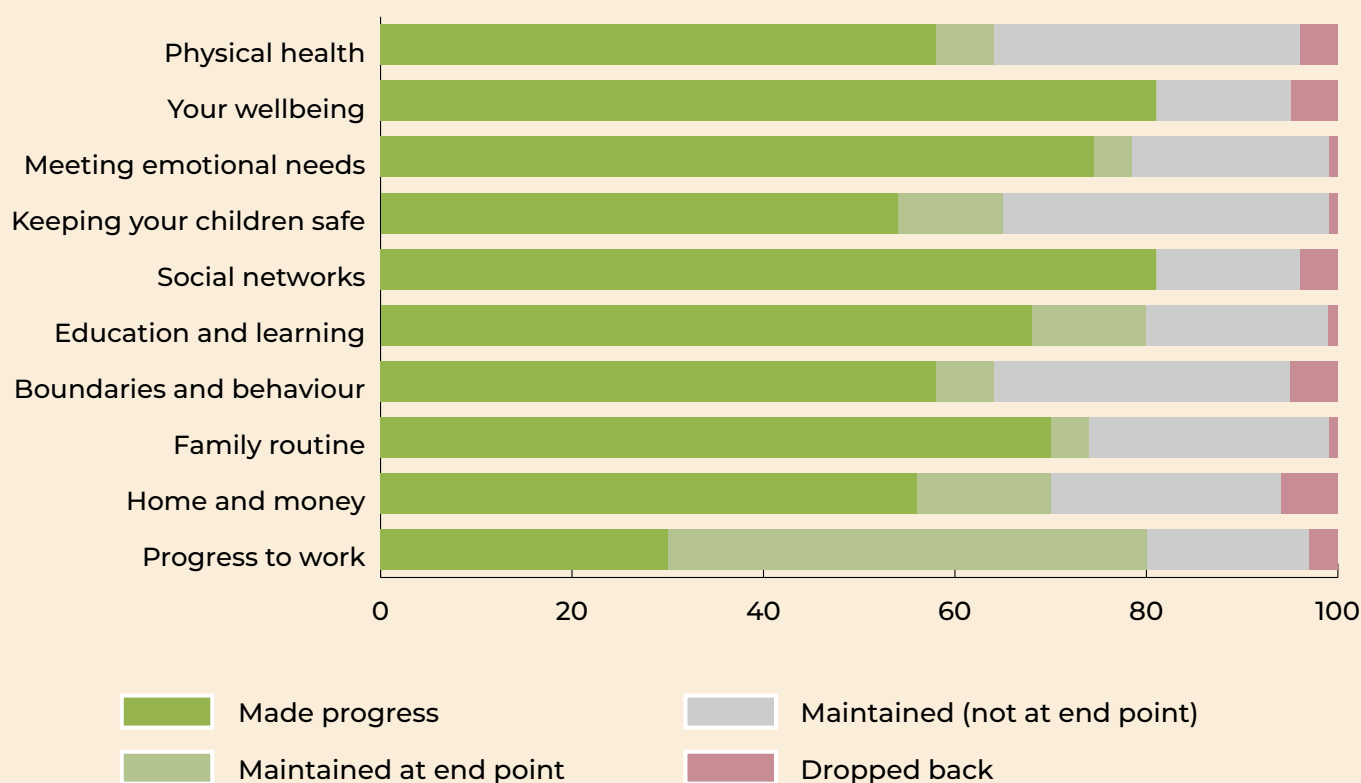
Practitioners find that the Star helps them to communicate how each family has changed in a clear and standardised way. The Star can help clarify when case work can be reduced or concluded, leading to stronger case-load management.

The Star breaks outcomes down into smaller steps, providing a measure of distance travelled towards meeting outcomes. Data from the Star helps services demonstrate the progress made with families.

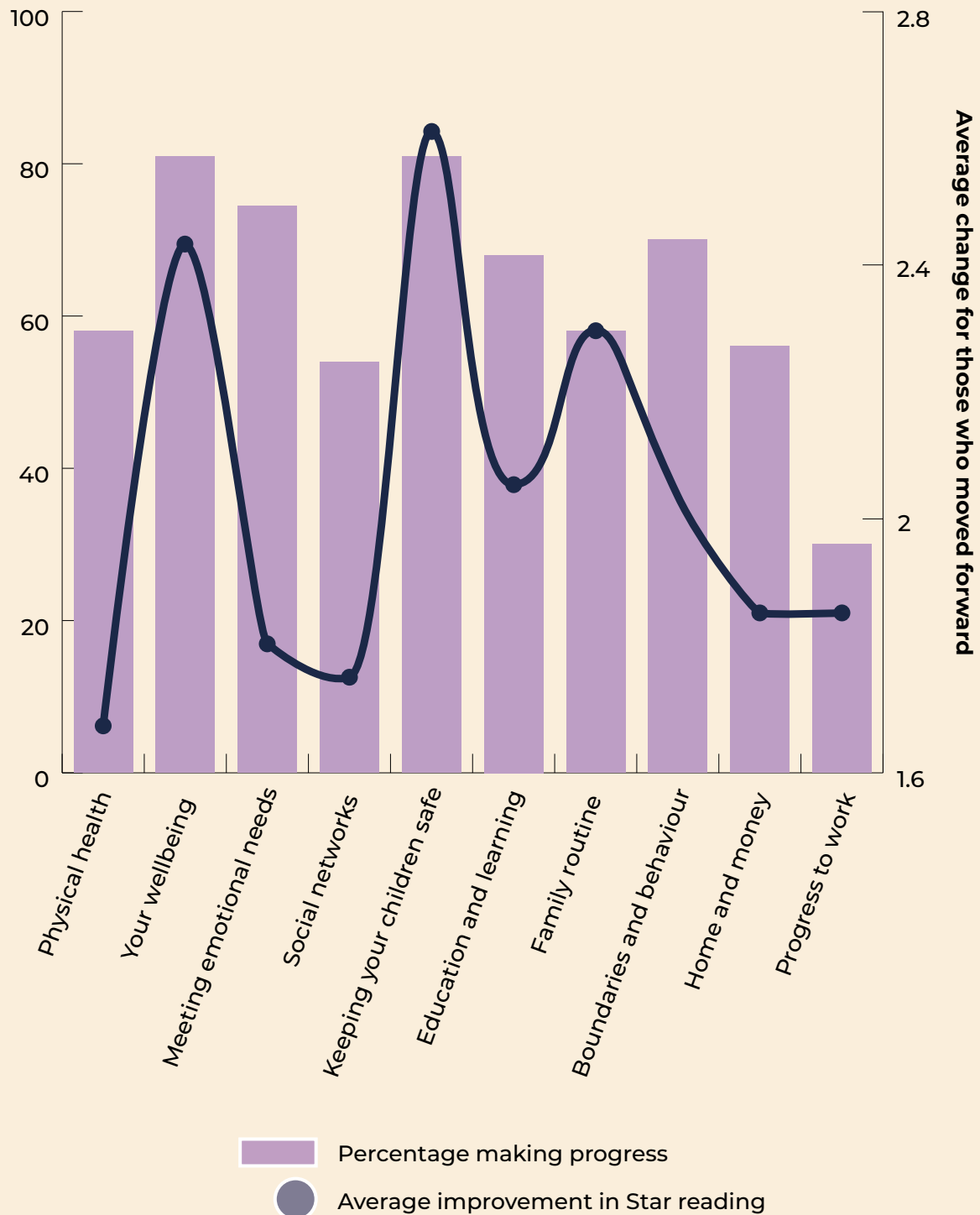
These diagrams illustrate Family Star Plus data for services run by Family Lives, showing progress for each scale made by service users for the time period April 2020 to March 2021.

Star online distance-travelled report

How much progress are people making in each outcome area?



In each outcome area, how much progress are people making?



Our volunteers

2

Aim 2: Work together with volunteers to support more families

Our incredible volunteers play such an essential part in our work, now more than ever as we have seen more and more people applying to become volunteers to support families who need us. We are incredibly grateful for everything they do. We are delighted that this year we gained the Investing in Volunteers quality standard for good practice in volunteer management, to sit alongside our Queen's Diamond Jubilee Volunteering Award 2012.



Our volunteers are at the very centre of the services we provide to families, both in the community and through our helpline. Over the last year, our volunteers donated over 27,000 hours (previous year: 26,000) of support through our helpline, online and face to face services.

We continue to develop strong links with colleges and universities near our helpline hubs to offer volunteer placements to students, particularly those studying counselling or social care and this is working well.

All our volunteers receive substantial training before going on to support families. This is followed up with ongoing professional development and supervision. Our helpline volunteers undertake a 30-hour training programme to ensure they are equipped to become skilled and effective call takers. They support callers with a wide range of issues with care and respect. We are also now training volunteers online to ensure we can provide access to those who do not live near one of our helpline call centres. Our volunteer befrienders also receive appropriate training for their role. Our volunteers often benefit just as much as the people they support, going on to higher education or to find employment.



Volunteer stories

Danielle, Peer Support Volunteer – Support Service for New Mums, Barnsley

Family Lives are a fantastic organisation to work for. Even though my role is voluntary it's given me a lot of new skills and experiences. The job role itself is very rewarding and I enjoy working with my families and my team.

I have been able to obtain so many new skills since joining Family Lives such as being able to offer a listening ear, provide appropriate advice, establish professional working relationships with different people such as parent/guardians, work colleagues, mentor etc. I can accurately record and report any safeguarding concerns to the appropriate designated safeguarding lead.

Family Lives hasn't just helped me gain new skills it's also improved my old ones such as effective communication, time management, meeting deadlines and being able to adapt to new challenges. The Practice Development Groups that the organisation offers have been really informative and provided me with useful and interesting information.

This has given me the confidence to use this information to help and support families that have been or are in challenging situations such as domestic abuse, suffering with mental health, having financial difficulties, etc.

I am able to signpost families to different services and organisations with ease.

My confidence has grown so much since I started with Family Lives, it has given me the opportunity to feel I am able to apply for courses and jobs that are in this area of work. Finally, I hope to use all the knowledge and skills that I have developed and gained and have a successful career working with families and become a Family Support Worker.

**Ann, Helpline Volunteer**

After I retired from London Fire Brigade a friend suggested volunteering for Family Lives. I looked into the work of the charity, I knew that working on the helpline and advising, listening and talking to people who were in difficult situations was something that I was interested in doing. Training for the helpline role was excellent and made me realise that there was going to be more to this role than I originally envisaged. I was quite nervous when I first started taking 'live' calls, it turned out to be quite different to anything I had done before. I was given so much support and help from supervisors and also other helpline volunteers who were originally listening in to my calls.

The first few calls that I took without being monitored were particularly nerve-racking but I tried to put into practice the training I had received. I got such a sense of achievement after dealing with those first calls, and to receive a 'thank you, you've been so helpful' was amazing! I have now been working on the helpline for over 2 years and I'm still enjoying my Tuesday afternoons. The helpline receives such a diverse range of calls, some can be very challenging and some can be quite upsetting but I know that I can always call on my

supervisors and colleagues for help and guidance. Debriefing at the end of my shift with my supervisor and colleagues is so important, we discuss calls, talk about how we could have dealt differently with a particular call, there's never a time where I don't learn something. And we also have a chat and sometimes a bit of a giggle, so we end the shift on a light-hearted note.

I'm so lucky to work with such a great bunch of people.

Volunteering for Family Lives has had a massive impact on my outlook on life and how I deal with my own personal issues and those of my friends and family. I listen more and judge less, I try to give others time to express themselves, I actually think I've become a kinder person. Having said that I know that I am nowhere near perfect so I constantly try to improve myself, both in relation to my volunteering and in my personal life.



Digital innovation

3

Aim 3: Make sure families can access help in the way that they need it at the right time (digital development)

In July 2019 we started on our journey to find ways to use digital innovation to support families, ensuring they can access help in the way they need it and when. Despite the restrictions of lockdowns in 2020, we managed to continue this work almost as normal.

Over the last year we took the opportunity to get a better understanding of the needs of the families who use our services, both online and offline, through in-depth interviews. We also interviewed our staff and volunteers. This research has been enlightening and given us much more insight into the challenges families face, and also the interactions between our different services.

We are now working with a digital agency to redesign our website, ensuring that it is easier for families to find the online advice and videos to support them and using the latest technology to provide a more personalised experience. It will also offer live information on the availability of our support services including our helpline, livechat and email support.

As part of our strategic review, we recognised the need to be a more digitally engaged organisation so we could keep up with the changing needs of families and be more efficient and cost-effective. We are very excited to show you what we have been working on later in 2021.

Our next steps are to look at how digital innovation can support our local services and the integration with our online offer. We want to ensure that our online and offline services are more connected, and that families know the full range of services we can provide. This will help us reach and support even more families in ways they want by being better equipped and more sustainable. We will make the best use of digital technology and communications in all aspects of our work to reach out to and support more families, and in our engagement with volunteers, donors and funders.

Other areas of work

Fundraising

Times are still difficult for charities. Competition for funding available from both government and trusts is becoming ever harder and undoubtedly there will be many changes ahead as society readjusts to the wider impact of Covid-19 and our recovery from it. We are committed to working in partnership with those who commission or fund our services, so we can adapt to emerging needs and reach as many families as possible.

We continually seek new grants to maintain our existing services, alongside developing work in new areas and engaging with an increasing number of issues that impact on family life. Over the last year we have continued to look for ways to diversify our income sources by working with charitable trusts and raising income through donations as part of sales and promotions.



Supporting staff and wellbeing

Our staff and volunteers are our organisational life blood and have provided endless support and care to tens of thousands of families over this last year, whilst contending with many similar and difficult personal circumstances themselves. We have worked hard as an organisation to support 'our family' and have provided regular video updates, virtual coffee breaks, additional open support groups and a new wellbeing platform.

We hold the Investors in People kitemark and continue to be a Living Wage employer, ensuring that all staff are paid at least the Real Living Wage. This is a higher rate of base pay than the National Living/Minimum wage which attempts to meet more realistic basic living costs.

As the impact of Covid-19 emerged and we all went into lockdown, we have focussed on ensuring we support our staff, recognising the different individual scenarios they are now having to work in. That may be balancing work with home-schooling their children, financial worries due to a partner being furloughed or out of work, or worries about a vulnerable relative or key worker. We have offered flexibility in their working hours to help them balance this, as well as additional dependants' leave and annual leave to support everyone's wellbeing at this highly stressful time. We also created a new online resource around wellbeing, to ensure staff and volunteers have access to the wide range of tools and resources available.

Supporting professionals

External supervision

The service is delivered to external frontline practitioners in London and Hertfordshire to support their work with families, and offer them the opportunity to reflect in depth on issues affecting their practice in order to develop personally and professionally towards achieving, sustaining and creatively developing a high quality of practice.

Parenting Programmes' Alliance

Part of our work in supporting professionals includes providing the secretariat for the Parenting Programmes' Alliance which was formed at the beginning of 2015 to provide a forum for programme developers' voices to be heard at national policy level.

The Alliance currently has membership who between them reach over 20,000 parents per year with evidence-informed parenting programmes. We know that the provision of high-quality parenting programmes is a vital part of providing support to parents and families, and key to improving life chances for children and young people.

20,000+

parents reached
per year

The Alliance is independent and engages with policy makers and influencers, as well as developers and providers of parenting programmes to change the narrative about parenting support.

key goals

To move parenting support from something seen as 'nice to have' to something understood as essential to improve outcomes for children and young people.

To support high-quality, evidence-informed development and provision of parenting programmes.

Diversity, equality and inclusion

Over the course of the last year, a number of external factors encouraged Family Lives to review our approach to diversity, equality and inclusion. One factor was the issues raised by international events and the Black Lives Matter movement, the other was the Home Truths report released by Acevo and Voice 4 Change, which focused on undoing racism and delivering real diversity in the charity sector in the UK.

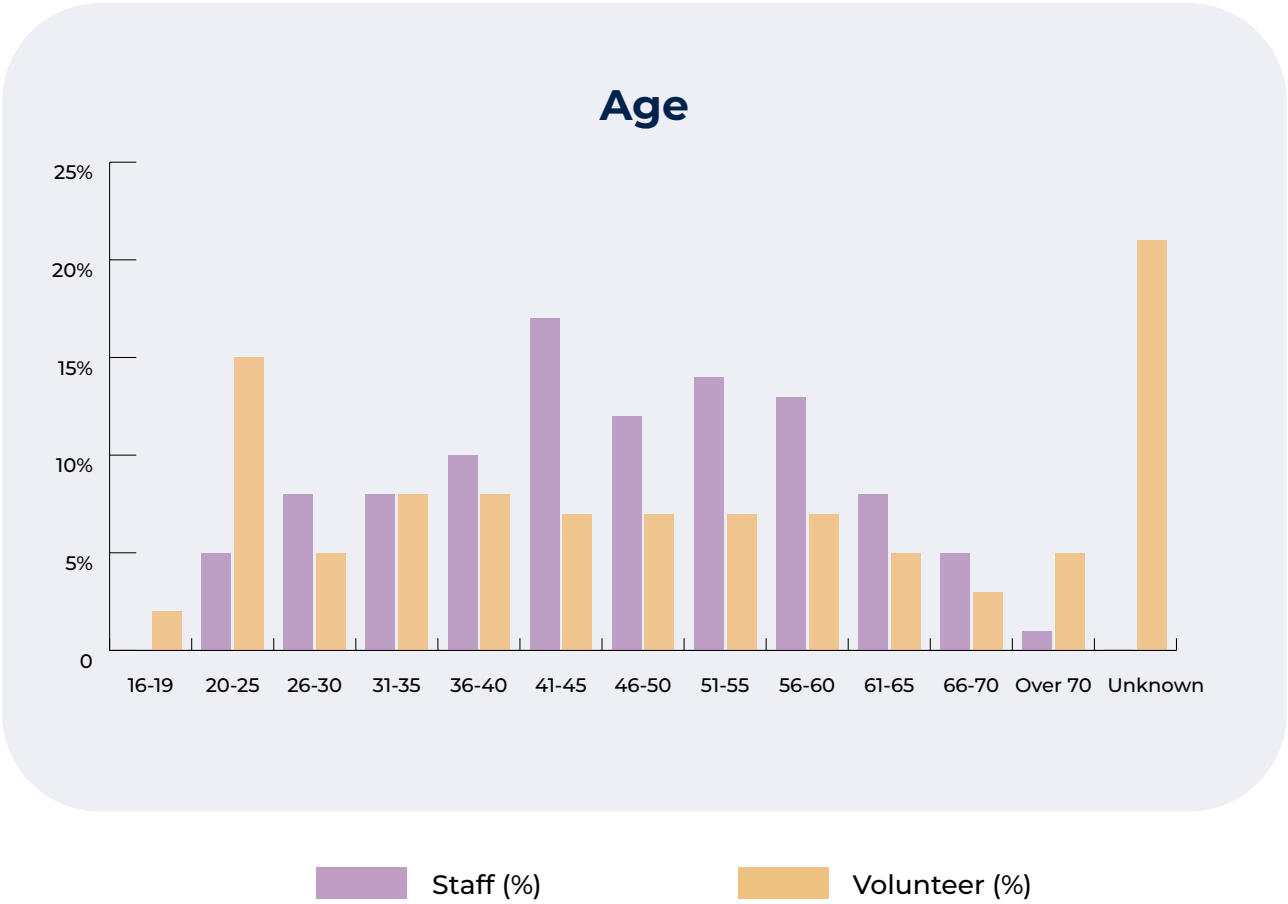
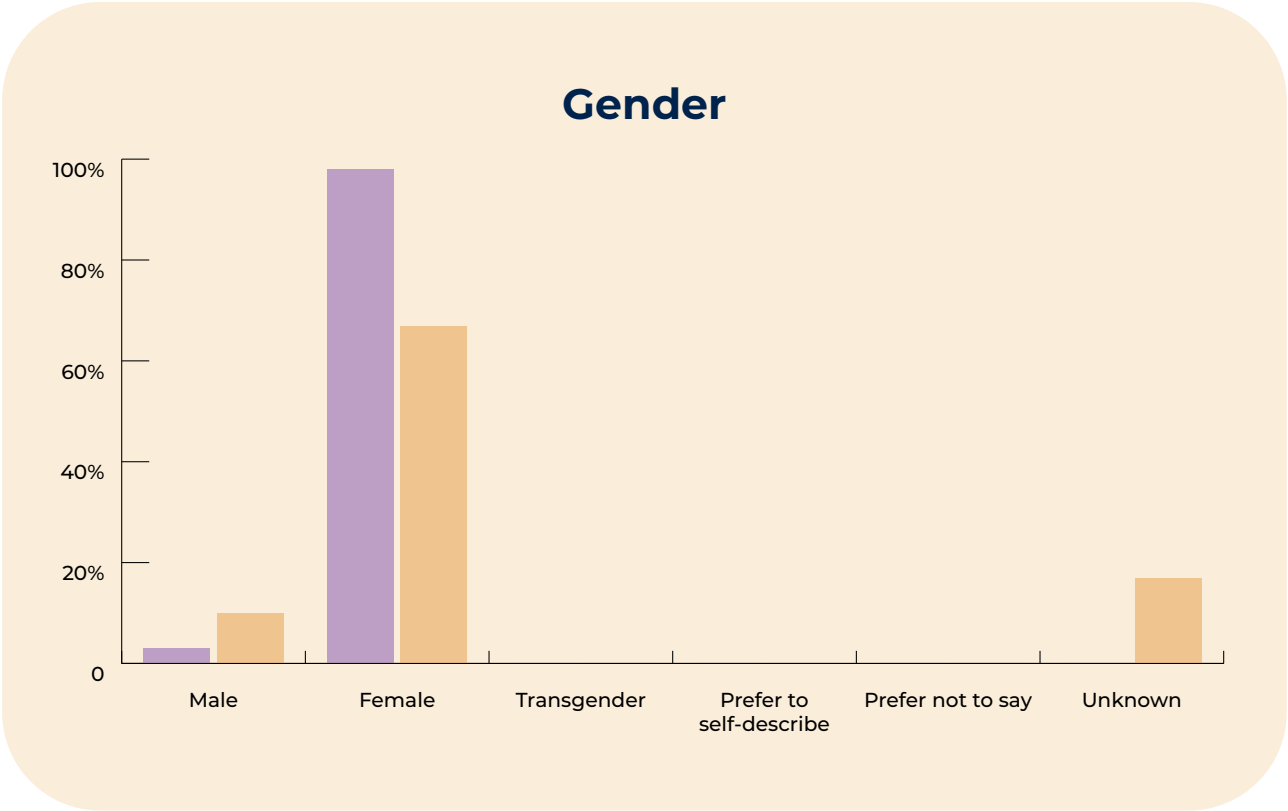
We established a Diversity, Equality and Inclusion (DEI) working group, and began by undertaking a survey of our staff and volunteers to listen to their experience of working at Family Lives. We had nearly 100 respondents, and results showed that staff and volunteers felt Family Lives has a positive approach to diversity, and is fair and equitable. However, there were areas raised in relation to inclusion where we can do better to ensure that all at Family Lives feel able to bring their full selves to work and participate fully and equally.

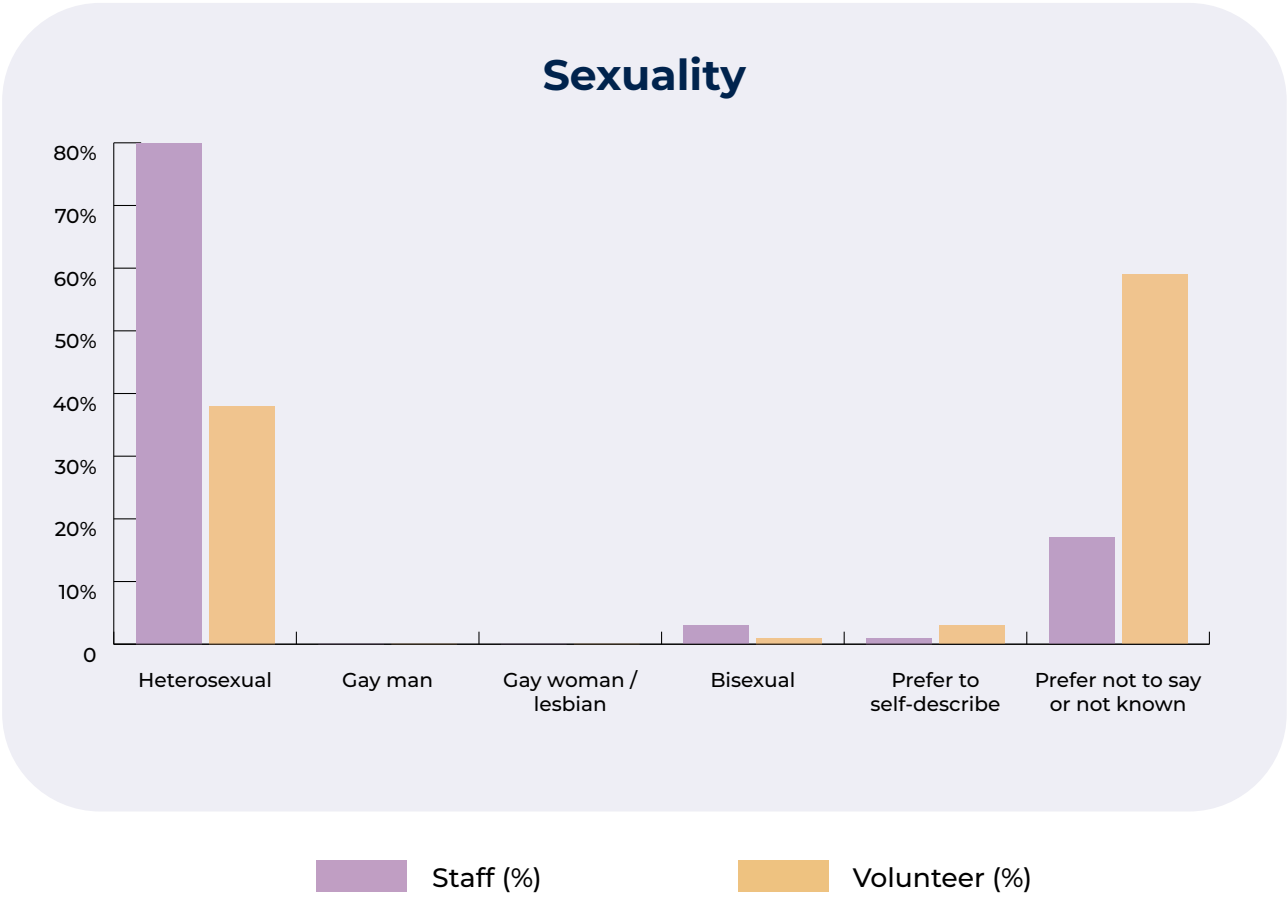
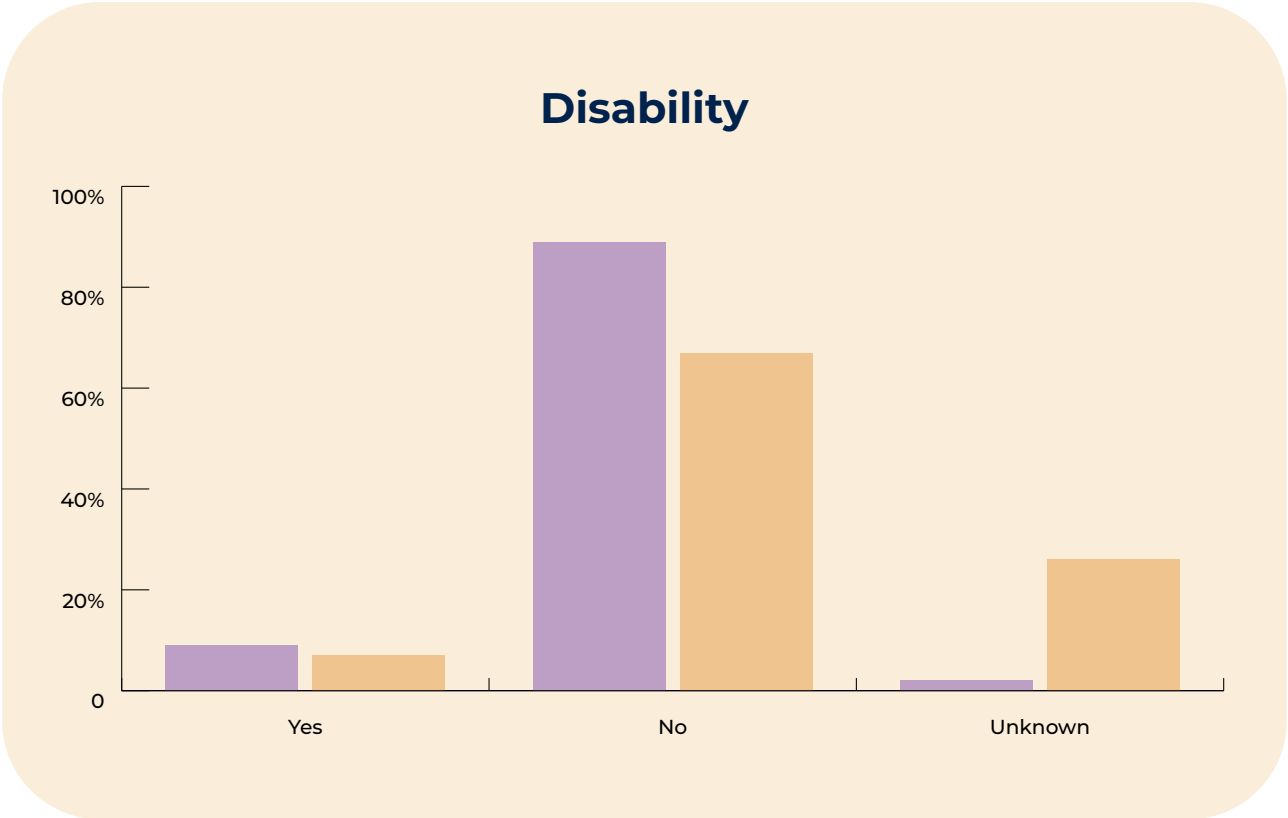
The DEI working group decided to focus on race issues first, and will address other equalities strands in the future. Three priorities were identified:

- Establishing a People of Colour (POC) forum to provide a space to discuss issues that affect staff of colour within Family Lives, and push for initiatives that can help promote diversity and drive greater equality in our workplace
- Improving our DEI training
- Reviewing our policies and procedures

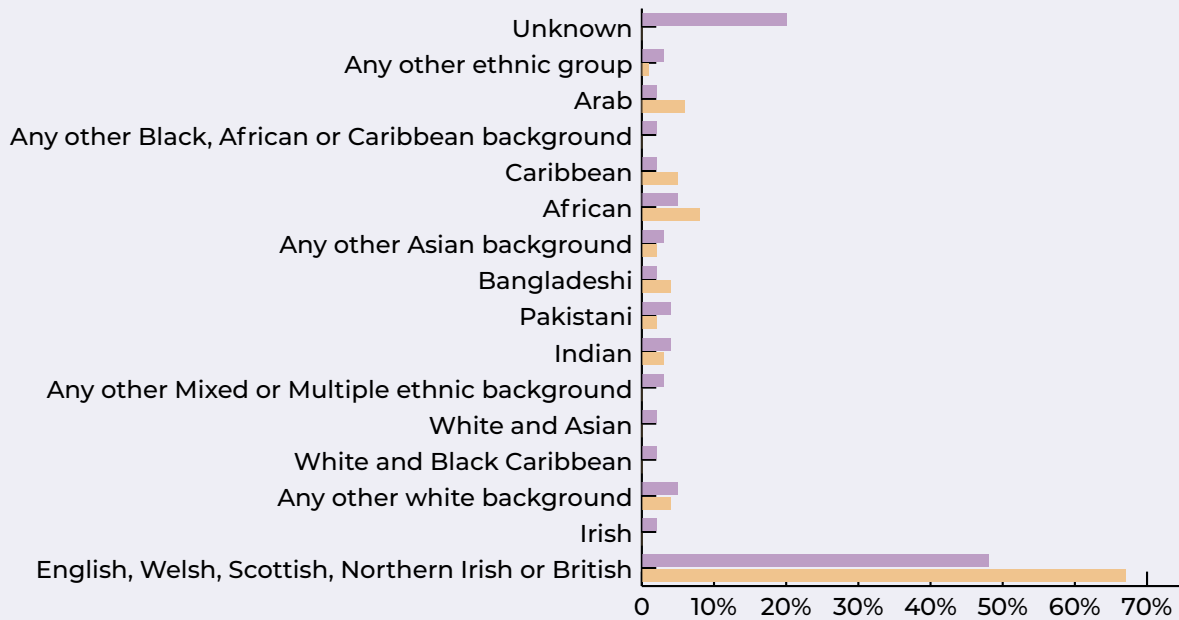
These three priority areas will be implemented during 2021-22.

We are also committed to greater transparency. In addition to publishing DEI statistics annually, as part of our annual review, we will also publish our DEI action plan on our website.

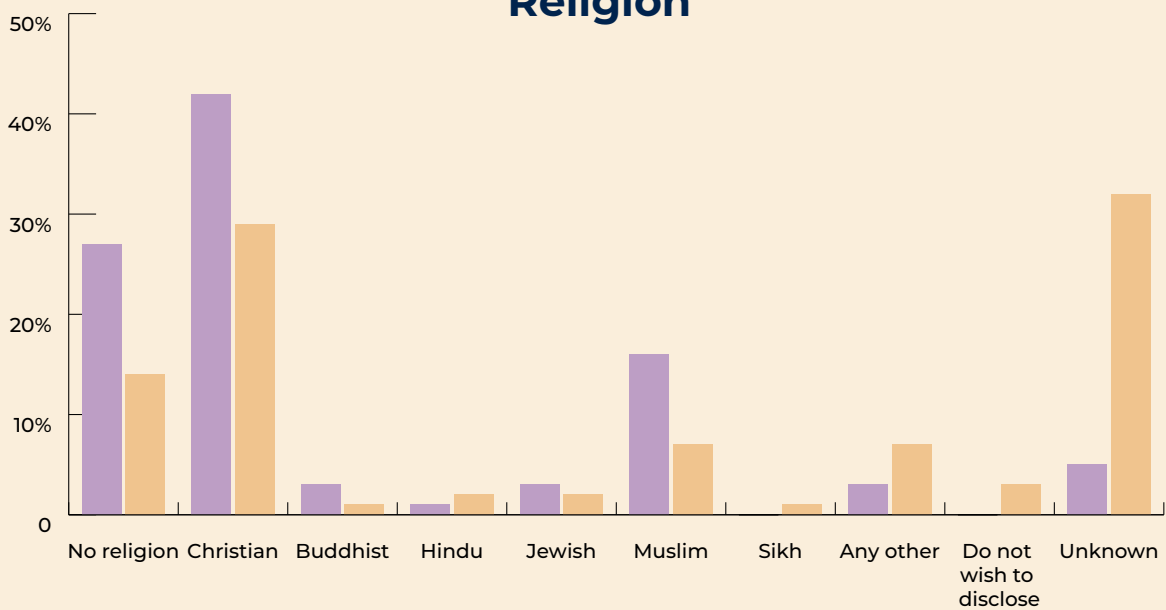




Ethnic origin

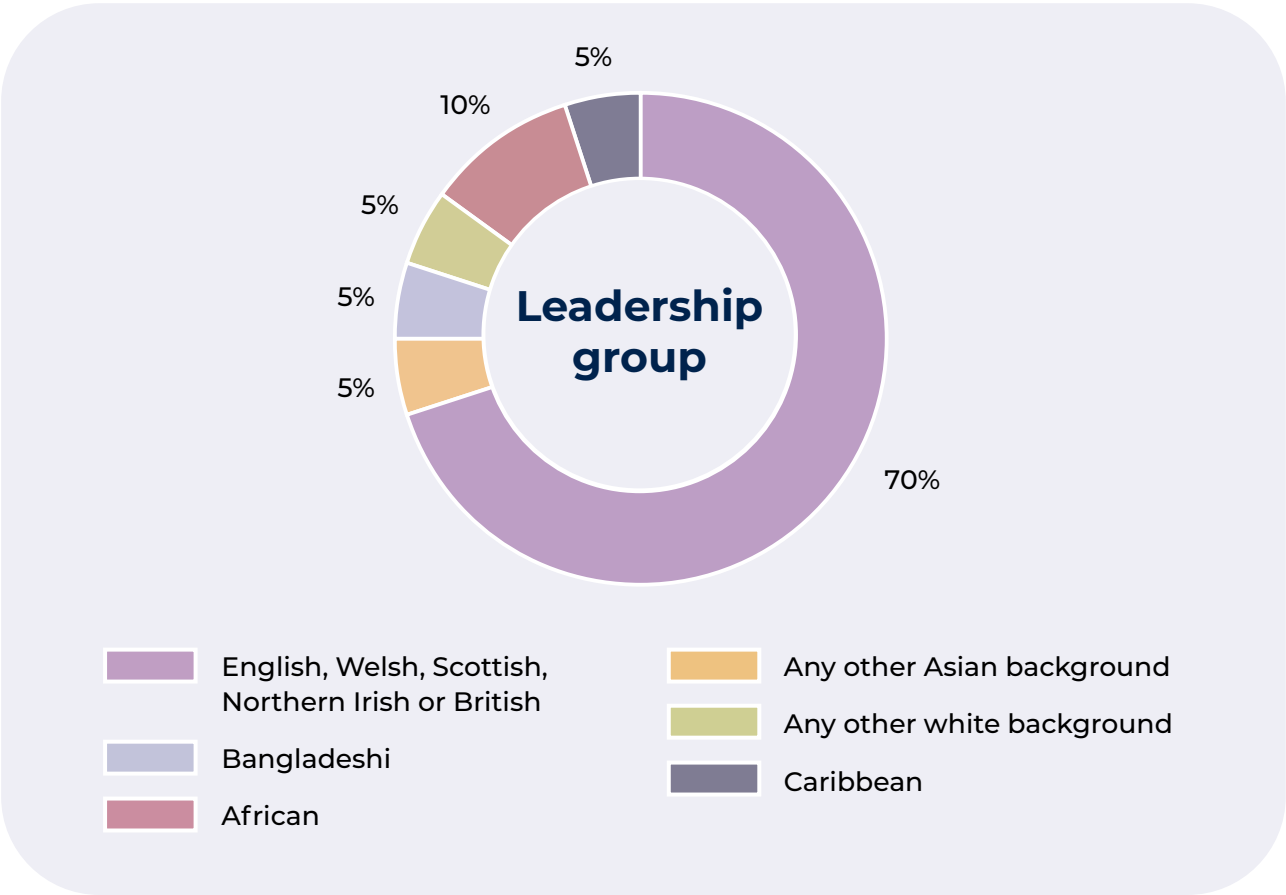
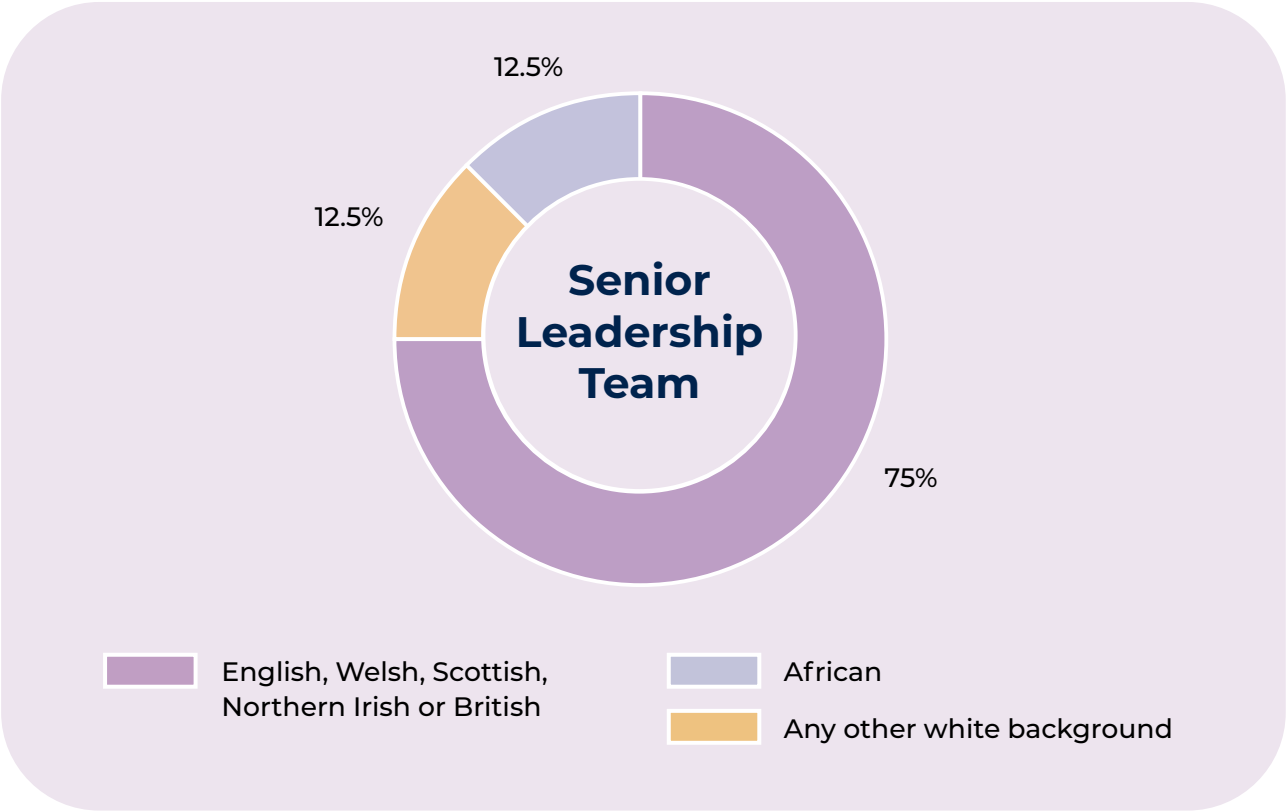


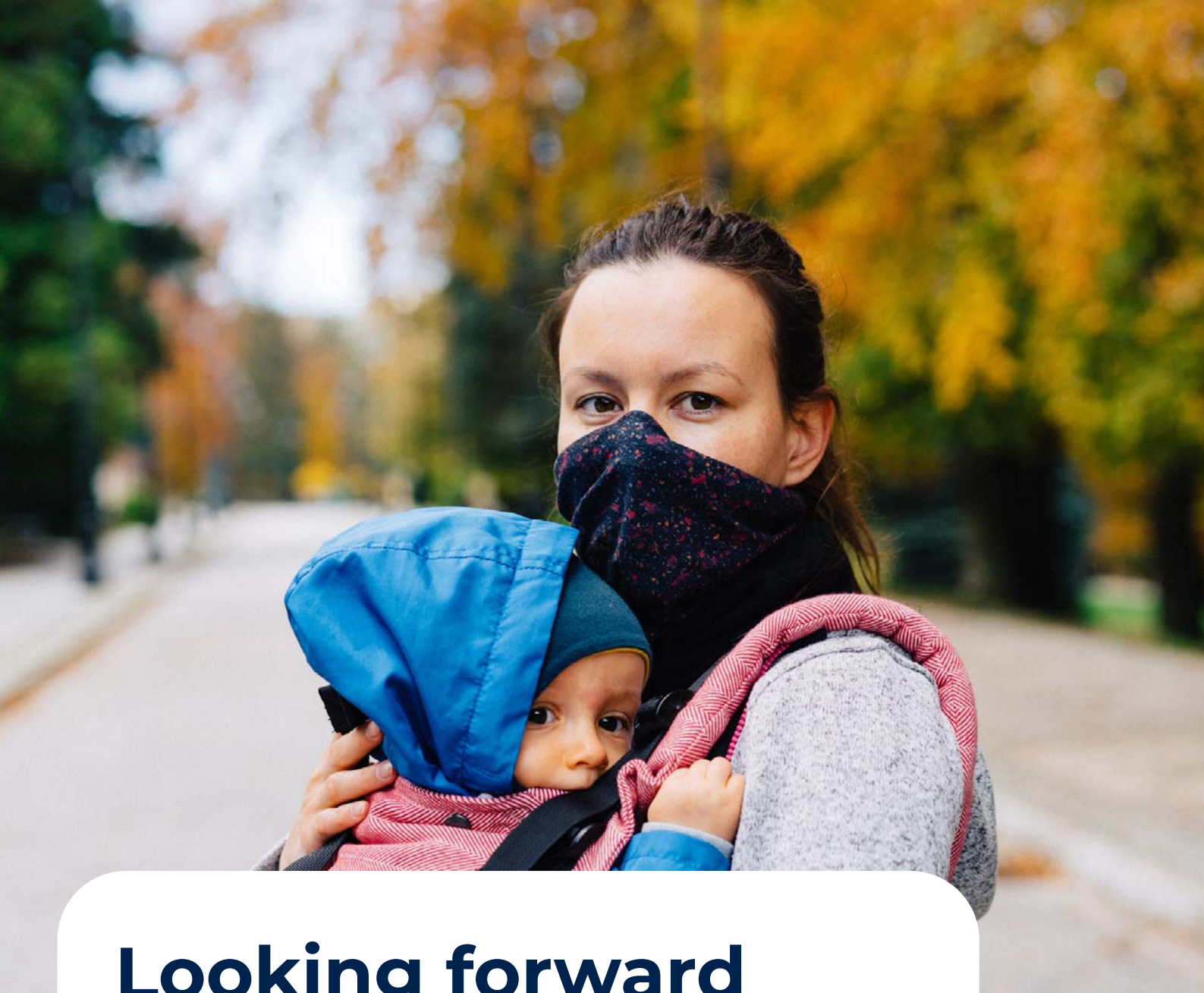
Religion



Staff (%)

Volunteer (%)





Looking forward

It is just over a year since the first lockdown, and the UK is beginning to ease restrictions and take steps towards being able to see friends and family, and getting back to some of the things we have missed doing.

However, we recognise that for many families, life will never be the same again, and the support they need may be long term and complex. We don't yet know the full extent of the impact on our health and wellbeing, but we know that families are going to need more support, and we know that demand for mental health services will increase.

We aim to listen to what families need from us, to adapt and respond to the changes that have happened as a result of the pandemic, and to push to find funding for the services we know families rely on and value.

As we embark on our strategic plan for the next three years, we will continue to put the needs of vulnerable and lower-income families at the heart and centre of our work.

This Year's Financial Results

Summary

During the year, the charity received crisis funding to respond to the high demand for our services throughout the lockdown. In response, we increased our capacity to support more families and accordingly our services, mostly Helpline, LiveChat and email services, expanded.

In total, the charity raised £3,006k (2020: £2,623k) and spent £2,861k (2020: £2,591k). After allocation of the appropriate expenditure in the year against restricted funds, a surplus of £8k (2020: surplus of £43k) was added to the free reserves in line with the charity's policy.

The free reserves of the charity, after allowing for fixed assets of £5k (2020: £10k) and designated funds of £nil (2020: £nil), stand at £918k (2020: £905k). These funds represent free reserves available to the charity, which can be used for any purpose within its charitable objects.

Unrestricted funds

The charity raised £1,533k (2020: £1,569k) of general or unrestricted income. Expenditure of £1,525k (2020: £1,526k) was set against this, leaving a surplus of £8k (2020: £43k). The general reserves carried forward were £923k (2020: £915k).

Designated funds

There were no designated funds carried forward at 31 March 2021. No new designations were made in the year.

Restricted funds

A total of £1,473k (2020: £1,054k) of restricted income was received in the year and a balance of £219k (2020: £230k) brought forward from the previous year. Expenditure of £1,336k (2020: £1,065k) was set against this leaving a balance of £356k (2020: £219k) to carry forward to fund restricted activities next year.

Sources of income

£799k (2020: £767k) was received from Central Government sources, £999k (2020: £790k) was from Local Authority sources, £813k (2020: £748k) was from Trusts and Foundations, £378k (2020: £278k) was from National Lottery Community Fund and £17k (2020: £40k) from individuals, schools and corporate bodies.

Expenditure

Investment in National Services increased to £923k (2020: £737k) due to expansion of LiveChat and email services.

Investment in Face to Face services increased to £1,894k (2020: £1,813k). This was largely due to continuation and expansion of the Parent Child+ programme and introduction of new projects during the year.

Investment in Professional Development increased to £17k (2020: £7k) due to provision of Wellbeing trainings and referrals of DWP Reducing Parental Conflict programme. Expenditure on fundraising decreased to £29k (2020: £34k) due to reduction in activities.

Reserves Policy

The Board of Trustees has 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. At 31 March 2021, this equates to £614k, leaving a buffer of £304k out of total free reserve of £918k.

The Trustees are mindful of the potential need to use the charity's unrestricted reserve as a buffer against the volatile funding environment.

Investment Policy

In today's uncertain climate, volatile equity markets and a recognition that the current reserves are not long term in nature, the Board of Trustees 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 diversified across a range of institutions: the credit status of these is monitored daily.

Fundraising Policy

Family Lives understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. The charity does not currently undertake significant activities in order to fundraise from the public nor does it use any internal fundraisers or external fundraising agencies for either telephone or face-to-face campaigns. The charity has not received any fundraising complaints during the year and did not receive any fundraising complaints in the prior year.

We always strive for best practice in fundraising to ensure our donors feel safe, valued and well supported – adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information. We work hard to respect people's wishes about how they want us to communicate with them, and we are confident that the charity's data practices are compliant with the UK General Data Protection Regulation.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations, schools and individuals who generously supported the work of Family

Lives. With your contributions, we have been able to make a real difference to children and families across the UK at a time when they needed us most. Principal funders are listed below.

Armed Forces Covenant Fund
 Armithea Charitable Trust
 Barnsley Metropolitan Borough Council
 BBC Children in Need
 Bedfordshire County Council
 Brilliant Women
 Burghley Charitable Trust
 Burton CofE Primary School
 Bushey Mead School
 Department for Education
 Department for Work and Pensions
 Education Endowment Foundation
 Esmée Fairbairn Foundation
 Essex County Council
 First Give
 Five Ways County Primary School
 Greater London Authority
 Green Lanes Primary School
 Hertfordshire County Council
 Herts and West Essex Integrated Care System
 Hyde Park Place Estate Charity
 Johannes and Jill Sikkens
 John Lyon's Charity
 Kirk Smeaton CofE Primary School
 London Borough of Bexley
 London Borough of Ealing
 London Borough of Lewisham
 Mantra Jewellery
 National Lottery Community Fund
 OneYMCA
 Royal Borough of Kensington of Chelsea
 Sir Simon Milton Foundation
 Sport England
 The British Land Company
 The British Legion/Covenant Fund
 The Dulverton Trust
 The Living Room
 The Monday Charitable Trust
 The Rayne Foundation
 Untracked restricted grants
 Welsh Government
 Welwyn Garden City Schools Partnership
 Westminster Almshouses Foundation
 Westminster City Council

Legal and administrative information

Status

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

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

Trustee Board

The members of the Board during the year were:

A de Waal	Chair
S Bayliss	
J Coleman	
W Jones	Treasurer reappointed 05/11/2020
S Hayman	re-appointed 05/11/2020
A Holt	
A Montgomery	re-appointed 05/11/2020
N Rupani	
K Summers	

Sub-Committees:

Policy & Finance Sub-Committee:

A de Waal, W Jones, S Bayliss, A Montgomery, N Rupani

Remuneration Sub-Committee:

S Bayliss, A Montgomery, N Rupani

President:

Deidre Sanders

Chief Executive and Company Secretary:

J Todd

Registered Office

15-17 The Broadway, Hatfield, Herts, AL9 5HZ

Auditors

Price Bailey LLP, Causeway House, 1 Dane Street, Bishop's Stortford, Herts, CM23 3BT

Solicitors

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

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 experiences of family members and families and to disseminate the useful results of such research.
3. To help 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.

Achievements and benefits to families, parents, children and other services users which cover public benefit are detailed on pages 9-38.

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 49. 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 2021 was nine (2020: ten).

The Board is responsible and accountable for Family Lives' 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.

The Board is committed to diversity across the organisation in all areas of its activities. The organisation is continuing to monitor our service reach and workforce so as to move forward continuously on our diversity targets. We publish diversity data within this annual report.

The Board has been chaired by Anastasia de Waal since November 2009. Anastasia de Waal is Director of I Can Be, a charity working to help break down barriers to opportunity for disadvantaged children and young people.

In reference to the terms served by the current Chair, Treasurer and Vice-Chair, over the last three years, the Board has held minuted discussion at Board meetings and annual Away Days, as well as through the appraisal process, on term lengths for trustee and officer roles. Board discussion has drawn on guidance from Family Lives' auditors, as well as the Charity Governance Code, to ensure that the Board's approach to decision-making on trustee and officer terms

is sufficiently robust, well-evidenced and transparent. Regular review of the Board's make-up and contribution to the organisation over the last three-year period, has found an effective mix of expertise and background, alongside active engagement from Trustees. The board is committed to recruiting specialist trustees over the course of 2021/22 in social care and digital innovation.

The Board of Trustees, the Chief Executive, volunteers and staff work to engage with existing service users, while 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. We would expect to continue to see higher levels of engagement over this year which will benefit from the introduction of our new helpline platform, new website and broader digital services.

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 re-appointed. Appointment to the Board continues to be via an open and formal recruitment process. 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 including 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 Remuneration, which make recommendations to the Board for approval. In addition, there is an advisory Risk of Harm Committee which meets four times a year and has trustee representation. There is also a digital policy board that also has trustee representation.

Senior Leadership Team

The Senior Leadership Team (SLT) meets eleven times a year and addresses cross-organisational issues. The Directors 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.

Remuneration

Pay and remuneration of Key Management Personnel (with the exception of the Chief Executive) is undertaken as an independent process by HR and two Directors. The process assesses current roles and activities against the existing job description and we have a 'marking system' for any additional responsibility. Once the independent process occurs HR send a letter to the employee informing them of any outcome.

The Board Remuneration subcommittee meets once a year to discuss remuneration for a cost of living rise for all staff, including Chief Executive. This is a non-obligatory process and does not assume an award. The Chair of the subcommittee then reports back to the Board with a recommendation.

Trustees' Responsibilities Statement

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

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom

Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities FRS102 SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Company will continue in operation.

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

In so far as the Trustees are aware:

- There is no relevant audit information of which the Charitable Company's auditor is unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Risk management

Trustees reviewed the risks to which the charity could be exposed in 2021/22 and 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. The key risks were identified as follows:

Principal risks	Steps to mitigate risks
Financial Solvency	Ensure sufficient reserves to cover orderly wind down. Quarterly review of management accounts and forecasts. Plans in place for continued diversification of funding. Ongoing liaison with current and potential funders.
Failure to meet quality standards	£10million Public Liability Insurance in place. £5million Professional Liability Insurance in place. Accreditation for front line staff. THA Quality standard qualification maintained. Risk of Harm Policy procedures implemented. All front line staff and volunteers DBS checked. Complaints procedure in place.
Organisational Risk	Robust Human Resources policies & procedures in place. Robust Financial Management policies & procedures in place. IT infrastructure disaster recovery plan in place. Media policy in place. Periodic review of public benefit.
Impact of Covid-19	Monitor and assess impact of Covid-19 on our services and staff at monthly Senior Leadership Team's meetings. Maintain regular contacts with funders, secure adjustments to delivery models and acceptable amendments to ensure fidelity of cited programmes. Virtual call centres set-up, staff and volunteers working from home with the option of flexible hours. Deliver sessions via online platforms and face to face as appropriate. We promote our work through local authorities, schools and press to maintain or increase take up of services

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2016.

Approved by the Board of Trustees on 15 July 2021 and signed on its behalf by:

A. de Waal

Anastasia de Waal (Jul 17, 2021, 8:57am)
Anastasia de Waal (Chair)

WR Jones

Warwick Jones (Jul 19, 2021, 9:32am)
Warwick Jones (Treasurer)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF FAMILY LIVES

Opinion

We have audited the financial statements of Family Lives (the 'charitable company') for the year ended 31 March 2021 which comprise the statement of financial activities, the balance sheet, the charity balance sheet, the statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

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 2021 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in

accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

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

- the charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the

accounting records and returns; or

- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a Strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

1. Enquiry of management around actual and potential litigation and claims, and any known instances of noncompliance was performed, with no instances found.
2. Reviewing minutes of Board meetings, reviewing any correspondence with the Charity Commission, agreeing the financial statement disclosures to underlying supporting documentation, enquiries of management and officers of the charitable company and a review of the risk management processes and procedures in place including a review of the risk register maintained by the charitable group. We have also reviewed the procedures in place for the reporting of any incidents to the Trustee Board including serious incident reporting of these matters as necessary with the Charity Commission.

3. Performing audit work over the risk of management override and controls, such as reviewing journal entries and reviewing property valuation. We reviewed systems and procedures to identify potential areas of management override risk and evaluated the business rationale of significant transactions to identify large or unusual transactions. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates. This found no indication of irregularities or fraud.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body. 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 auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.


Helena Wilkinson BSc FCA DChA (senior statutory auditor)

for and on behalf of
Price Bailey LLP
Chartered Accountants

Statutory Auditors
Causeway House
1 Dane Street
Bishop's Stortford
Hertfordshire
CM23 3BT
Date: 19 July 2021

Statement of Financial Activities (incorporating Income and Expenditure Account) for the year ended 31 March 2021

	note	Unrestricted funds	Restricted funds	2021 Total	2020 Total
		£'000	£'000	£'000	£'000
Income and endowments:					
Income from:					
Donations and legacies	2	10	1,473	1,483	1,087
Charitable activities	3	1,519	-	1,519	1,522
Other trading activities	4	4	-	4	10
Investment income	5	-	-	-	4
Total income		1,533	1,473	3,006	2,623
Expenditure on:					
Raising funds	6	29	-	29	34
Charitable activities:					
National services	7	693	230	923	737
Face to Face services	8	788	1,106	1,894	1,813
Professional development	9	15	-	15	7
Total expenditure		1,525	1,336	2,861	2,591
Net income		8	137	145	32
Funds at 1 April 2020	25/27	915	219	1,134	1,102
Funds at 31 March 2021	25/27	923	356	1,279	1,134

The notes on pages 57 to 70 form part of these financial statements

The statement of financial activities include all gains and losses recognised during the year. All income and expenditure derive from continuing activities.

Balance Sheet as at 31 March 2021

	note	2021		2020	
		£'000	£'000	£'000	£'000
Fixed assets					
Tangible assets	17		5		10
Current assets					
Debtors	18	228		416	
Cash on deposit		600		600	
Cash at bank and in hand		955		842	
		1,783		1,858	
Creditors:					
Amounts falling due within one year	19	(453)		(619)	
Net current assets			1,330		1,239
Total assets less current liabilities			1,335		1,249
Creditors: amounts falling due after one year					
Social Investment loan	20		(50)		(100)
Provision for liabilities	21		(6)		(15)
Total net assets			1,279		1,134
Unrestricted funds	25		923		915
Restricted funds	27		356		219
Total funds			1,279		1,134

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved by members of the Board on 15 July 2021 and signed on its behalf by:

Anastasia de Waal

Anastasia de Waal (Jul 17, 2021, 8:57am)
Anastasia de Waal (Chair)

WR Jones

Warwick Jones (Jul 19, 2021, 9:32am)
Warwick Jones (Treasurer)

Company Registration Number: 03817762

Statement of cash flows for the year ended 31 March 2021

	note	2021 £'000	2020 £'000
Cash flows from operating activities:			
Net cash provided by (used in) in operating activities:	a	163	165
Cash flows from investing activities:			
Dividends, interest and rents from investment		-	4
Purchase of property, plant and equipment		-	(15)
Net cash (used in) provided by investing activities		-	(11)
Cash flows from financing activities:			
Social Investment Bond bank loan		(50)	100
Change in cash in the reporting period		113	254
Cash at the beginning of the reporting period		1,442	1,188
Cash at the end of the reporting period	b	1,555	1,442

	2021 £'000	2020 £'000
a Reconciliation of net income/(expenditure) to net cash inflow from operating activities		
Net income as per the statement of financial activities	145	32
Depreciation charges	5	8
Dividends, interest and rents from investment	-	(4)
(Increase)/decrease in debtors	188	(152)
(Decrease)/increase in creditors	(175)	281
Net cash provided by (used in) operating activities	163	165

	1 Apr 2020 £'000	Cash flows £'000	31 Mar 2021 £'000
b Analysis of cash:			
Cash at bank and in hand	842	113	955
Cash at COIF deposit	600	-	600
Total cash	1,442	113	1,555

	1 Apr 2020	Cash flows	Other non- cash	31 Mar 2021
Analysis of changes to net debt:				
Cash at bank and in hand	1,442	113		1,555
	1,442	113	-	1,555
Debt:				
Social Investment loan due after one year	(100)	50	-	(50)
Total	1,342	163	-	1,505

1 Accounting policies

Family Lives is a charitable company limited by guarantee and is registered in England and Wales.

The registered office is 15-17 The Broadway, Hatfield, Hertfordshire, AL9 5HZ.

Basis of preparation of financial statements

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

The Presentation currency used is British Pounds Sterling

Going concern and Covid-19

The Trustees consider that there are no material uncertainties about Family Lives ability to continue as a going concern.

Following the World Health Organisation's declaration of COVID-19 as an international pandemic in March 2020 and the subsequent restrictions imposed by the UK government, Family Lives has been affected in some ways and the following measures have been taken to address the challenges:

- Lockdown: staff and volunteers continue to work from home since the lockdown. We invested in IT equipment and acquired the services of an IT company to support with increased demand in IT requirements. Family Lives' services remain fully open and no staff member has been furloughed.
- Face to face services: Family Lives continue to deliver services remotely and through online platforms; group and individual sessions are being delivered through online forums.
- Helpline, LiveChat and email services: the charity continue to deliver and expand these services with no major impact as the services are delivered online, by email or phone.
- Funding: at the time of writing, most of the required income for the year ending March 2022 has been secured.

The Trustees believe that the forecasted results and good level of cash flow of the charity together with the measures taken to date will enable the charity to continue as a going concern and, as a result, do not include any adjustments that would result if the charity was not able to continue as a going concern.

Tax status

The Company is a registered charity and no liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2021.

Income

Income is recognised in the period in which the charity is entitled to receipt and the amount can be measured with reasonable certainty.

Grants are included in the Statement of Financial Activities when the entitlement to the grant is probable. Grants made for specific purposes are classified as restricted income.

Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor or funder has specified that the income is to be expended in a future accounting period.

Accounting policies (continued)

Donations

Donations organised directly by the charity are included gross together with related fundraising expenditure. Donations organised by external parties are shown on the basis of the amounts received.

Donations in kind such as services or facilities provided free of charges are recognised in the Statement of Financial Activities on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities on the open market. Equivalent amount of expenditure is recognised in the period of receipt of the donations. Volunteers donated services have not been included in the Statement of Financial Activities.

Investment income

Interest on deposit funds held is included when receivable and the amount can be measured reliably; this is normally upon receipt of notification of interest paid or payable by the bank.

Expenditure

Expenditure is recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty. All expenditure is allocated to the particular activity where the cost relates directly to that activity.

Irrecoverable VAT is included within expenditure items to which they relate.

Allocation of support costs

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 costs are apportioned to projects on the basis of gross expenditure of that project.

Management and admin costs relate to Management Team's time spent on the overall management, development and direction of the organisation.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against income and expenditure as incurred.

Depreciation

Fixed assets costing less than £1,000 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 charity operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the charity.

The annual contributions payable are charged to the statement of financial activities. The charity also makes contributions into individual's own personal pension arrangements.

Redundancy policy

Employees at Family Lives who are being made redundant are entitled to receive a statutory redundancy payment provided that they have two or more years' continuous service.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short term maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Accounting policies (continued)

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income and tax recoverable are included at the best estimate of the amount receivable at the balance sheet date.

Creditors and provisions

Creditors and provisions are recognised when there is a present obligation at Balance Sheet date as a result of past event resulting in the transfer of economic benefit to a third party and the amount due to settle the obligation can be measured or estimated reliably.

Creditors and provisions are recognised at their settlement amount after allowing for any trade discounts due.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general activities of the charity and which have not been designated for any other purpose.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised and measured at transaction value and subsequently measured at their settlement value with the exception of:

- Fixed assets are measured at cost less depreciation.
- Social investment loan initially recognised and measured at the amount received, with the carrying amount adjusted in subsequent years to reflect repayments.

Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions

The Trustees make estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. There are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

2a Donations and grants (current year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
General donations	10	-	10
Restricted grants:			
National services	-	387	387
Face to Face Services	-	1,086	1,086
Total	10	1,473	1,483

Funding from Central government was £nil (2020: £41k) and Local Governments £301k (2020: £22k). Funding conditions attached to the income have been met and objectives as set out on funding agreements have been achieved.

Funding from Local Governments were for Westminster SIB project and Greater London Authority's Violence reduction projects.

2b Donations and grants (prior year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
General donations	33	-	33
Restricted grants:			
National services	-	151	151
Face to Face Services	-	903	903
Total	33	1,054	1,087

The charity is indebted to its volunteers for the time spent providing services to the charity. Based on 27,019 hours spent (2020: 26,037 hours), this equates to £435,645 (2020: £420,146). The Financial statements do not include donated volunteers' hours and dedicated time of Trustees of the charity.

There has been no other donations in kind during the year.

3 Income from charitable activities

	2021 Total	2020 Total
	£'000	£'000
Helpline services	682	661
Face to Face services	822	853
Professional Development	15	8
Total	1,519	1,522

Income from charitable activities was unrestricted. Amount received from Central government was £799k (2020: £726k) and Local Governments £698k (2020: £768k). Funding conditions attached to the income have been met and objectives as set out on funding agreements have been achieved.

4 Other trading activities

	2021 Total	2020 Total
	£'000	£'000
Sales of wristbands	3	9
Other income	1	1
Total	4	10

Income from other trading activities was unrestricted.

5 Investment income

	2021 Total	2020 Total
	£'000	£'000
Bank interest receivable	-	4
Total	-	4

Investment income was unrestricted.

6 Cost of raising funds

	2021 Total	2020 Total
	£'000	£'000
Staff costs	21	23
Events and fundraising	4	5
Support costs (Note 10)	4	6
Total	29	34

Cost of raising funds in 2021 and 2020 were unrestricted.

7a National Services expenditure (current year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
Direct costs	572	217	789
Support costs (Note 10a)	121	13	134
Total	693	230	923

7b National Services expenditure (prior year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
Direct costs	552	67	619
Support costs (Note 10b)	107	11	118
Total	659	78	737

8a Face to face services expenditure (current year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
Direct costs	628	991	1,619
Support costs (Note 10a)	160	115	275
Total	788	1,106	1,894

8b Face to face services expenditure (prior year)

	Unrestricted funds £'000	Restricted funds £'000	2020 Total £'000
Direct costs	648	873	1,521
Support costs (Note 10b)	178	114	292
Total	826	987	1,813

9 Professional Development expenditure

	2021 Unrestricted funds £'000	2020 Unrestricted funds £'000
Direct costs	13	6
Support costs (Note 10)	2	1
Total	15	7

10a Analysis of support costs (current year)

	Raising Funds £'000	Helpline services £'000	Face to Face services £'000	Professional Development £'000	2021 Total £'000
Management & admin	1	41	85	1	128
Human Resources	1	19	40	-	60
Finance	1	20	40	-	61
Information Technology	1	33	66	1	101
Governance (Note 12)	-	15	32	-	47
Depreciation	-	2	3	-	5
Premises, office and other costs	-	4	9	-	13
Total	4	134	275	2	415

10b Analysis of support costs (prior year)

	Raising Funds	Helpline services	Face to Face services	Professional Development	2020 Total
	£'000	£'000	£'000	£'000	£'000
Management & admin	2	34	85	1	122
Human Resources	1	16	40	-	57
Finance	1	18	44	-	63
Information Technology	1	24	59	-	84
Governance (Note 12)	1	15	36	-	52
Depreciation	-	2	6	-	8
Premises, office and other costs	-	9	22	-	31
Total	6	118	292	1	417

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 costs are apportioned to projects on the basis of gross expenditure of that project. Management and admin costs relate to Management Team's time spent on the overall management, development and direction of the organisation.

11 Net income for the year

	2021	2020
	£'000	£'000
This is stated after charging:		
Depreciation	5	8
Operating leases for land and buildings	50	54
Audit fee	13	12

12 Governance costs

	2021	2020
	£'000	£'000
Governance costs are made up of:		
Staff salaries	24	25
Staff travel & meetings	-	3
Trustees' expenses	-	1
Audit fee	13	12
Insurance and professional fees	10	11
	47	52

13 Staff costs and numbers

	2021	2020
Staff costs were as follows:	£'000	£'000
Salaries	2,165	1,899
Social security costs	172	153
Pension contributions	85	75
Redundancy payments	2	1
	2,424	2,128
The number of employees employed by the charity whose emoluments exceeded £60,000 were:	No	No
£70,001 - £80,000	1	1
£80,001 - £90,000	1	1
	2	2
Average weekly number of employees during the year, calculated based on full time equivalents:	No	No
Charitable activities	68	62
Governance	1	1
	69	63
Average number of staff employed during the year:	128	115

Staff costs increase have principally been around increase in zero-hour employees and recruitment of fixed contract staff due to expansion of services.

Total employee benefits received by key management personnel, including, pension and employer's national insurance contributions was £184,352 (2020: £184,604). Key management personnel include Trustees, Chief Executive and Deputy Chief Executive.

No trustee received any remuneration during the year (2020: £nil).

14 Board of Trustees

Trustees' expenses relate to travel expenses reimbursed for attendance at the charity's Trustees' meetings. Total reimbursed was £nil (2020: £420).

15 Related party transactions

There were no related party transactions that require disclosure.

16 Pensions

The charity has a group personal pension scheme to which employees are automatically enrolled; staff may then opt out. In accordance with the scheme the charity contributed 4% of gross salary as determined by a matched contribution of the individual employee. For staff enrolled prior to 1st April 2013 Family Lives' contribution is 6.5% of gross salary.

Total pension contributions for the year amounted to £85,371 (2020: £75,462).

Pension payment outstanding at year end was £16,972 (2020: £18,091).

17 Tangible Assets

	Furniture & equipment £'000
Cost	
At 1 April 2020	76
Additions	-
Cost of disposals	(10)
At 31 March 2021	66
Depreciation	
At 1 April 2020	66
Charge for the year	5
On disposals	(10)
At 31 March 2021	61
Net book value	
At 31 March 2021	5
Net book value	
At 31 March 2020	10

18 Debtors

	2021	2020
	£'000	£'000
Debts receivable within one year		
Trade debtors	65	292
Prepayments and accrued income	162	123
	227	415
Debts receivable after more than one year		
Rent deposit	1	1
	228	416

19 Creditors

	2021	2020
	£'000	£'000
Trade Creditors	17	55
Accruals	71	47
Deferred income (Note 20)	250	400
Taxation (inc VAT) and Social Security	98	99
Other creditors	17	18
	453	619

Other creditors represents pension contributions outstanding at 31 March 2021.

20 Social Investment loan

The charity has received an unsecured concessionary social investment loan of £100,000 from CAF bank to support upfront service delivery costs of the multi-years **ParentChild+** programme. Interest on capital drawdown and outstanding amount is charged at fixed rate of 6.5%. £50,000 has been paid during the year and the capital amount is repayable on or before 30th April 2023.

21 Provision for liabilities

	At 1 Apr 2020	Provision for the year	Provision released	At 31 Mar 2021
	£'000	£'000	£'000	£'000
Dilapidation of area offices	15	-	(9)	6
	15	-	(9)	6

Funds of £6k were utilised during the year to meet dilapidation and other costs incurred on vacating the Hadleigh office. £3k was deducted from the heading to which the expenditure was originally charged. In total, £9k has been released from provision for dilapidations funds.

22 Movements in deferred income

	2021	2020
	£'000	£'000
Balance at the beginning of the year	400	71
Resources deferred during the year	250	400
Amount released from previous year	(400)	(71)
Balance at the end of the year	<u>250</u>	<u>400</u>

Deferred income represents income received in advance in the year ending 31st March 2021 that relates to next financial year mainly to fund Face to Face and LiveChat services.

23 Obligations under operating leases

	2021	2020
	£'000	£'000
Operating leases expiring within 1 year	<u>37</u>	<u>41</u>

The above leases relate to land and buildings.

24a Analysis of net assets between funds (current year)

	Unrestricted funds	Restricted funds	2021 Total
	£'000	£'000	£'000
Fixed assets	5	-	5
Current assets	1,377	406	1,783
Current liabilities	(453)	-	(453)
Long term liabilities	(6)	(50)	(56)
Total net assets	<u>923</u>	<u>356</u>	<u>1,279</u>

24b Analysis of net assets between funds (prior year)

	Unrestricted funds	Restricted funds	2020 Total
	£'000	£'000	£'000
Fixed assets	10	-	10
Current assets	1,539	319	1,858
Current liabilities	(619)	-	(619)
Long term liabilities	(15)	(100)	(115)
Total net assets	<u>915</u>	<u>219</u>	<u>1,134</u>

25a Movements in unrestricted funds (current year)

	At 1 Apr 2020	Income	Expenditure	Net Trfs	At 31 Mar 2021
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds					
General unrestricted funds	915	1,533	(1,525)	-	923
Designated fund	-	-	-	-	-
Total unrestricted funds	915	1,533	(1,525)	-	923

25b Movements in unrestricted funds (prior year)

	At 1 Apr 2019	Income	Expenditure	Net Trfs	At 31 Mar 2020
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds					
General unrestricted funds	845	1,569	(1,526)	27	915
Designated fund	27	-	-	(27)	-
Total unrestricted funds	872	1,569	(1,526)	-	915

26 Purpose of designated funds

There were no new designation made in the year.

27a Movements in restricted funds (current year)

Funder name	Purpose	At 1 Apr 2020 £'000	Income £'000	Expenditure £'000	At 31 Mar 2021 £'000
<u>National services</u>					
National Lottery Community Fund	Digital Development	99	180	108	171
Simon Gibson and Mazars Charitable Trusts	Helpline training	7	-	7	-
The Monday Charitable Trust		-	100	35	65
Esmée Fairbairn Foundation		-	30	30	-
John Armitage Charitable Trust		-	30	3	27
National Lottery Community Fund	Live Chat services	-	47	47	-
sub-total		106	387	230	263
<u>Face to face services</u>					
BBC Children in Need	Young Carers support	4	7	7	4
Masonic Charitable Foundation, Westminster Foundation	Befriending service	6	-	6	-
NESTA, The Dulverton Trust, The Swire Charitable Trust, The Thomas Farr Charity, Unwin Charitable Trust, The Chetwode Foundation, British & Foreign School Society	Early Years intervention	10	-	10	-
The Dulverton Trust	Early Years intervention	-	35	28	7
The British Legion/Covenant Fund	Supporting Forces families	6	39	40	5
Walcott Foundation	Befriending service	2	-	2	-
Sport England	Active Families project	62	60	117	5
The Rayne Foundation	Young Carers support	4	8	10	2
National Lottery Community Fund	Family Learning and Support	18	95	94	19
National Lottery Community Fund	Afghan Families project	15	56	51	20
Education Endowment Foundation	Early Years intervention	59	442	450	51
Westminster, Kensington & Chelsea SIB	Early Years intervention	(95)	227	193	(61)
The Monday Charitable Trust	Child to Parent Aggression	9	-	9	-
John Lyon Trust- CDA	Individual and Group support	5	7	10	2
St Giles-in-the-Fields & William Sheltons Educational Charity	Befriending service	8	-	8	-
GLA Lewisham and Westminster	Parent Champion service	-	64	41	23
Esmee Fairbairn Foundation	Early Years intervention	-	11	9	2
Essex County Council	Individual and Group support	-	10	1	9
Various small grants		-	25	20	5
sub-total		113	1,086	1,106	93
Total		219	1,473	1,336	356

In March 2019, we started a new multi-year project, Westminster and Kensington & Chelsea SIB, whose primary objective is to narrow the gap in school readiness for disadvantaged children. This is a low risk payment by results project. The deficit for the year £61k (2020: deficit £95k) was the result of timing difference between costs incurred and milestones reached to trigger income recognition. There is high level confidence milestones will be reached in the coming two years and eliminate the short term deficit created by the funding terms.

27b Movements in restricted funds (prior year)

Funder name	Purpose	At 1 Apr 2019 £'000	Income £'000	Expenditure £'000	At 31 Mar 2020 £'000
National services					
The Brook Trust	Early Years intervention	30	-	30	-
National Lottery Community Fund	Digital Development	-	140	41	99
Simon Gibson and Mazars Charitable Trusts	Helpline training	3	11	7	7
sub-total		33	151	78	106
Face to face services					
Hyde Park Place Estate Charity, Portman ECC, Strand Parish Trust	Young Carers support	10	-	10	-
BBC Children in Need	Young Carers support	2	12	10	4
Masonic Charitable Foundation, Westminster Foundation NESTA, The Dulverton Trust, The Swire Charitable Trust, The Thomas Farr Charity, Unwin Charitable Trust, The Chetwode Foundation, British & Foreign School Society	Befriending service	20	-	14	6
	Early Years intervention	75	110	175	10
The British Legion/Covenant Fund	Supporting Forces families	1	40	35	6
Walcott Foundation	Befriending service	2	-	-	2
Sport England	Active Families project	36	121	95	62
The Rayne Foundation	Young Carers support	7	8	11	4
National Lottery Community Fund	Family Learning and Support	15	83	80	18
National Lottery Community Fund	Afghan Families project	11	54	50	15
Education Endowment Foundation	Early Years intervention	10	409	360	59
The Greater London Authority	Early Years intervention	2	7	9	-
Westminster, Kensington & Chelsea SIB	Early Years intervention	(1)	14	108	(95)
The Monday Charitable Trust	Child to Parent Aggression	-	20	11	9
Social Investment Business Foundation	Investment Readiness	7	-	7	-
John Lyon Trust- CDA	Individual and Group support	-	8	3	5
St Giles-in-the-Fields & William Sheltons Educational Charity	Befriending service	-	10	2	8
Various small grants		-	7	7	-
sub-total		197	903	987	113
Total		230	1,054	1,065	219

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