

# Parentkind

**Parentkind**  
(formerly Parent Teacher Associations UK)

**Report and Accounts**  
**for the year ended 31 December 2018**

**Contents**

	<b>Page</b>
<b>Company Information</b>	<b>3</b>
<b>Trustees' Report</b>	<b>4</b>
<b>Independent Auditors' Report</b>	<b>22</b>
<b>Consolidated Statement of Financial Activities</b>	<b>25</b>
<b>Consolidated Balance Sheet</b>	<b>26</b>
<b>Consolidated Cash Flow Statement</b>	<b>27</b>
<b>Notes to the Financial Statements</b>	<b>28</b>

**Parentkind - Company Number 3680271**

**Company Information as at 31 December 2018**

**Incorporated** England 2<sup>nd</sup> December 1998

**Company Number** 3680271

**Charity Number** 1072833

<b>Trustees</b>	Joe Saxton, Chair of the Board	
	Joni Alexander *	Amanda Shepard
	Steve Bannister	Gary Sims
	Pauline Doohan (resigned 19 <sup>th</sup> June 2018)	Mos Somji *
	Jennifer Dyer	Pat Sowa *
	Rob Hayter *	Karen Wespleser *
	Doris Neville-Davies	Yvonne Wood
	Charlie Samuda *	

*(Those marked with \* were co-opted between Sept 18 and Jan 19 and appointed at the AGM on 4<sup>th</sup> June 2019)*

**Chief Executive** Emma Hunt nee Williams

**Acting Chief Executive** Michelle Doyle Wildman (from 15 May 2017)

**Company Secretary** Tara Wright (resigned 22 February 2018)  
Graham Stone (appointed 23 February 2018)

**Registered Office** 39 Shipbourne Road  
Tonbridge  
Kent TN10 3DS

<b>Bankers</b>	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	Aldermore Bank PLC 1st Floor, Block B Western House Lynch Wood Peterborough PE2 6FZ
----------------	-----------------------------------------------------------------------	-------------------------------------------------------------------------------------------------

<b>Investment Managers</b>	Sarasln and Partners LLP Juxon House 100 St Paul's Churchyard London EC4M 8BU	<b>Solicitors</b>	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS
----------------------------	-------------------------------------------------------------------------------------------	-------------------	-------------------------------------------------------------------

<b>Auditors</b>	Saffery Champness LLP 71 Queen Victoria Street London EC4V 4BE	<b>Insurer</b>	Zurich Insurance plc The Zurich Centre 3000 Parkway Whiteley Fareham Hampshire PO15 7JZ
-----------------	-------------------------------------------------------------------------	----------------	--------------------------------------------------------------------------------------------------------

## Report of the Trustees for the year ended 31 December 2018

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2018 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and 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).

On 19 February 2018 the Charity officially changed its name from Parent Teacher Associations UK (PTA UK) to Parentkind.

### Overview

#### Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

*'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'*

#### What does Parentkind (formerly PTA UK) do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in England, Wales and Northern Ireland
- We provide parental participation training across the UK
- We provide parents with information and resources on how they can get involved in school life and support their child's learning.

#### Our vision

Our vision is that the active participation of parents is considered an essential ingredient in the success of our children's education by society, schools and parents themselves.

#### Our mission

Parentkind will tirelessly support and champion all the ways parents can participate in education and have their voices heard. We want to be a powerful force for good in education in the UK that strives to bring homes and schools together for the good of all children and society as a whole.

#### Our ambition

We want more parents to get involved and engaged in their child's education, and in more ways – both at home and at school.

The Trustees agreed a two year strategy in 2018 for the charity to achieve our objects (covering activities up until the end of 2020) and to realise our vision, mission and ambition.

**Parentkind - Company Number 3680271.**

**Parentkind's five strategic goals guiding our work in 2018-20 are:**

- 1) Supporting and engaging parents to help them maximise their contribution to their child's education**
- 2) Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible**
- 3) Helping schools to become more parent-friendly**
- 4) Developing new partnerships to reach more parents and schools**
- 5) Championing the role of parents in education and their importance in education policy.**

**Underpinning our five strategic goals is our internal goal of striving for organisational excellence.**

**The Parentkind team consolidated on its success in 2017 and our key achievements in 2018 were:**

- **Successfully re-branding and changing our name from PTA UK to Parentkind to better reflect everything we do as a membership organisation and charity that supports and champions parents playing an active role in their child's education**
- **Delivering, for a fourth year, the *Be School Ready* campaign including welcome packs to help families starting reception and provide a vehicle for our PTA members to engage them; some 120,000 parents received the packs this year covering over 2,350 primary schools. For the first time, we also developed (as a pilot) and distributed a secondary pack to 30,000 parents via 192 secondary schools**
- **Giving parents a voice by raising our profile and mission among stakeholders across England, Wales and Northern Ireland and England through our public relations and external affairs work including our Parentkind Pledge**
- **Helping over 170 schools be more parent-friendly by holding 14 workshops for over 300 school leaders and governors**
- **Launching a new membership to support schools in establishing and effectively running Parent Councils to strengthen their partnership with parents**
- **Providing a new PTA Expert magazine for PTA members as well as developing over 40 new PTA resources including expert guidance on GDPR**
- **Running and publishing the findings of our fourth Annual Parent Survey (with insight from 1,500 parents) as well as our first ever Northern Ireland specific parent survey.**

### **Organisational Excellence**

**Ensuring organisational excellence so that we are working to the best of our ability creates a strong foundation to deliver our strategic goals. Our focus is on developing our people, planning well, investing in our systems and striving for good governance so that we can be as effective as possible.**

**We continued to invest in our people during the year so that the organisation was resourced to deliver our 2018-2020 strategy to see more parents participating in their child's education. February 2018 saw the appointment of an Operations and Finance Director and a Development and Membership Director to support our Acting CEO and bolster our executive team. The Development Team was also restructured with the appointment of a Membership Development Officer, Learning and Development Co-ordinator and Development Manager to support our ambitions for our Parent Council membership, training and other income generation projects.**

**During 2018, Parentkind had eight new starters and six leavers, resulting in 27 staff in head office and two remote workers at the period end. Our annual staff turnover for 2018 was 22%. The average length of service of the staff team that were employed during the year is 3 years and 2 months.**

## **Parentkind - Company Number 3680271**

It was with great regret that Emma Hunt (nee Emma Williams) came to an agreement with the board of trustees to leave her post as CEO of Parentkind on 28<sup>th</sup> December 2018. Emma had been on sick leave for around 18 months after a stroke in March 2017. As the uncertainty of this situation has not been good for Parentkind or for Emma, it was agreed that Emma will cease to be CEO to allow Parentkind to recruit a new CEO, and to allow Emma to continue her recovery without any pressure to return to work.

### **Key highlights**

#### **Changing our name and Identity**

After months of hard work, we changed our name and Identity, becoming Parentkind in February 2018. This required the whole staff team to pull together to ensure this huge project went smoothly. It also required a significant investment in our website and other corporate communications during the year.

#### **General Data Protection Regulations (GDPR)**

In accordance with new legislation, we worked to ensure compliance with GDPR and other data protection legislation was completed. We also took steps to improve our cyber security.

#### **Digital effectiveness**

We dedicated substantial resource in 2018 to making our systems work more effectively so that we can be more efficient and enable members to increasingly self-service online. We also undertook significant work to design and build internal systems and website infrastructure to manage our new Parent Councils membership and training in a much more intuitive and less labour intensive way.

#### **Focus on wellbeing**

We responded to the feedback from our 2017 Staff Survey by continuing to focus on wellbeing and encouraging a good work life balance for staff. We held monthly wellbeing Wednesdays led by our staff consultation group to ensure that all staff took a lunch break and joined in group activities (including dog walking, gardening and a barbeque). This re-emphasised our message to staff that wellbeing is of paramount importance. We also took time out to celebrate our achievements such as our re-brand and the launch of our Parent Council membership.

We appointed two Mental Health First Aiders who undertook training during 2018. Three further members of staff are also being trained in early 2019.

We continued to encourage staff to use up to three additional days of leave for volunteering for other organisations (introduced in 2017). A total of 159 hours of staff time were used for volunteering in 2018.

#### **Innovation fund**

Following approval by trustees in the 2018 budget, we launched an innovation fund to staff in March 2018 for projects that would:

- Increase our reach, impact and profile
- Increase our income
- Increase parental engagement
- Improve the quality of working-life at Parentkind.

## **Our Strategic Goals**

We will now take each of our five strategic goals in turn and report on what we have achieved against each goal so far:

### **(1) Supporting and engaging parents to help them maximise their contribution to their child's education**

**Our aim for 2018-20 is to:**

- Inform and enable parents to participate more – at home and in school
- Help parents to support each other
- Give parents a voice through surveys and new parent insight groups
- Engage parents who aren't currently engaged in school and policy
- Campaign on specific parent concerns or opportunities in school.

**Our achievements during 2018:**

#### **Be School Ready campaign**

Our flagship activity to enable more parents to participate more at home and school was our *Be School Ready* campaign. As part of this, in 2018, we ran the Parentkind Welcome Packs initiative for the fourth time with a total of 150,000 packs issued. During the year we increased our circulation - working with over 2,350 of our PTA members, we distributed 120,000 Welcome Packs to parents with children joining reception class. For the first time, as a pilot, we also distributed a further 30,000 Welcome Packs to parents with children starting secondary school via 192 PTA members.

These were met with really positive feedback from both the parents that received them and our members. Comments included:

*"I think (the welcome packs) are a great way to introduce parents to the PTA without being too pressured. The information provided in helping prepare children for school is very helpful."*

*"Many parents felt the packs reinforced the feeling of care and understanding when settling into school or a new school. [They] expressed a feeling that time and thought had been taken to give the best welcome and ... support."*

*"Love them. They are so helpful and a great way to begin the relationship with new parents. Thank you."*

*"The welcome packs were great. Really informative and well received."*

#### **Website resources**

Website and social media statistics are as follows:

Communication channel	At 31 December 2018	At 31 December 2017	% change
Website session visits	375,491	422,991	-11.2%
Website unique users	205,268	239,007	-14.1%
Page Views	1,957,611	1,370,374	+30%
Average length of web session (minutes)	3:24	2:51	+22.5%
PTA Facebook page 'likes'	37,831	36,461	+3.8%

## Parentkind - Company Number 3680271

Communication channel	At 31 December 2018	At 31 December 2017	% change
Parent Facebook page 'likes'	3,296	2,460	+25.4%
Twitter followers	6,629	5,534	+16.5%
Parent eBulletin mailing list	12,978	5,887	+54.6%

We undertook a significant amount of work to re-brand our website to reflect our name change from PTA UK to Parentkind. As our website address changed, we saw a drop in website users which we expected due to our new name not being featured in search engines when we initially rebranded. However we are confident that the figures will recover in 2019. Additionally, although website users have dropped, the number of pages that are viewed on our website has increased by 30%, reflecting the focus we have put on creating more parent specific content on our website and directing our audiences towards them.

Facebook continues to be a powerful way of engaging parents directly and for parents and others active in PTAs to relate to each other. By the end of 2018, our 'likes' for our member page grew beyond 37,800 and our second Facebook page for parents interested in education matters has over 3,290 likes.

We sent six parent 'eBulletins' to parents who indicated they would like to receive direct communications regarding parents in education matters (mailing list of over 12,900 by the end of 2018, increasing by over 50% compared to 2017) with an impressive average open rate of 34% (well above the industry average of 25% for not-for-profits).

We also published 26 new blogs on our website by both staff and external expert contributors including a number of members who blogged about their PTA activities. We increased our Twitter following over the course of the year by 16.5%.

We also researched and provided information on our website on a range of educational topics, particularly increasing content for parents. Additionally we published over 40 new PTA resources (including posters, flyers and templates) as well as providing expert guidance on GDPR for our PTA members. Our GDPR guidance received an endorsement from the UK Information Commissioner, Elizabeth Denham.

### **PTA Expert Magazine**

Every PTA member association was sent a new PTA *Expert* magazine, packed with ideas and inspiration from fellow PTAs. This was very well received and we will do this again in 2019.

### **Annual Parent Survey**

We conducted our Annual Parent Survey with insight from 1,500 parents. This was the fourth wave of the survey (the first one being run in September 2015) which continues to track parental attitudes year on year and provides an important insight into what parents think about their child's education and school life. The respondents reflected the general make-up of the UK parent population in terms of gender, age and socio-economic factors.

Our key findings included:

#### **Parents are calling on schools to address the accountability gap:**

- Parents want more of a say in the education of their child, with 88% wanting to play an active role in their child's education and 85% supportive of their child's school
- 66% of parents want schools to be more accountable to them
- Only 53% of parents believe their school listens and 55% believe their school takes action based on their views



## **Parentkind - Company Number 3680271**

- Encouragingly, when it comes to satisfaction levels, 71% of parents are happy about the overall quality of their child's school with 67% positive about the school's effectiveness in communicating with them, and 62% in the school's ability to help parents support their child's learning outside of school
- Only 57% of parents report being satisfied with the opportunities to get involved in their child's school.

### **School funding is continuing to impact parents:**

- More parents are donating to their school fund year-on-year, and the average monthly contribution they make is increasing too
- 43% of parents polled had been asked to donate to a school fund (up from 42% in 2017 and 37% in 2016)
- The proportion of parents who donate to the school fund has increased to 36% (34% in 2017, 29% in 2016)
- An average of £11.35 is donated each month, an increase of £2.45 (28%) on the 2017 figure
- More parents are asked to pay for school clubs that used to be free (26%) as well as to attend events such as sports days and concerts (28%)
- 21% of parents have been asked to supply teaching equipment (stationery, books, glue pens etc), up from 15% in 2017
- 12% of parents have been asked to supply essentials such as toilet paper, which is up from 7% last year.

### **Parents are concerned over child mental health in schools:**

- Three in five parents are worried about their child's emotional well-being and mental health at school
- More than half of all respondents were concerned that the school's high expectations were putting pressure on their child (53%)
- Around a fifth of parents said their child had suffered from depression; rising to 23% of parents with children aged 16 or older. More than a quarter (27%) of these respondents said they were not satisfied with the way their child was helped by the school in this regard
- 34% of parents whose child has been bullied were not satisfied with the support offered by the school
- 23% of parents said their child had felt the pressure to constantly engage with social media as a result of something that happened at school
- The majority of parents think self-confidence is one of the key attributes children should leave primary (64%) and secondary (57%) with.

## **Northern Ireland Parent Survey 2018**

Parentkind's Survey of Parents in Northern Ireland was conducted for the first time in 2018 to give a more robust picture of the views of parents in the region. Some of the questions and key demographic breaks were modified to reflect the specific context of Northern Ireland. Our key findings included:

- 68% of parents have been asked to contribute to the school fund, with a monthly average donation of £9.83 being made. Despite this, 72% say they do not know, or are not sure, of how this money is being spent
- 27% of parents have been asked to pay to attend school events such as sports days
- 25% of respondents said they had been asked to pay for school clubs which used to be free
- 27% report their schools have reduced the number of classroom assistants and support staff with nine in ten perceiving it to have a negative impact on their child's education

## Parentkind - Company Number 3680271

- Amongst other cost-cutting measures that parents more frequently report, nearly nine in ten say increasing class sizes and reducing the number of subjects on offer are also perceived to be amongst the most detrimental options.

### (2) Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible

Our aim for 2018-2020 is to:

- Enhance benefits and support for our PTA members
- Providing market-leading expertise to parents and schools on PTAs, parent groups and parental engagement
- Champion more PTAs, Parent Councils and parent groups and helping them to evolve so as to engage the entire school community.

Our achievements during 2018:

#### PTA Membership

As of December 2018, we had **13,633** PTA members (49% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2018	Year to 31 December 2017
PTA members at year start	<b>13,725</b>	<b>13,788</b>
Lapsed PTA members	<b>(357)</b>	<b>(582)</b>
New PTA members	<b>371</b>	<b>422</b>
Total PTA members at year end	<b>13,633</b>	<b>13,725</b>
PTA member retention rate	<b>97.2%</b>	<b>96.4%</b>

Our presence in the three nations is as follows:

Nation	Parentkind PTA Members	All Schools	% Market Penetration
England	12,461	24,539	51%
Wales	762	1,635	47%
Northern Ireland	395	1,569	25%
Other	15	N/A	N/A
<b>Total</b>	<b>13,633</b>	<b>27,743</b>	<b>49%</b>

Using government pupil number statistics, we estimate that the work of our PTA members positively impacts as many as 4.4 million children in the UK.

Parentkind PTA membership includes access to the Parentkind model constitution which is approved by the charity commissions of England and Wales, and Northern Ireland. Just over 56% of our PTA members have charitable status.

We received and dealt with 17,375 enquires from PTA members during 2018 via telephone, email and website. We engaged with 63% of our membership either by members directly contacting Parentkind or the organisation contacting them.

Our PTA membership newsletter circulation list figures dropped in 2018. This was due to ensuring we had appropriate consent from our members to contact them in line with GDPR.

Types of contact with members	At 31 December 2018	At 31 December 2017	% change
Total enquiries from PTA members	17,375	17,367	0.05%
PTA membership support via telephone	9,537	9,218	3.3%
PTA membership newsletter mailing list numbers	29,808	31,888	-6.5%

### Improving PTA Membership Engagement

As part of our Innovation Fund, we kick-started a project on PTA Membership Engagement in mid-2018 to drive better management of our PTA memberships by enhancing the use of our internal resources, people and data which in turn will drive better engagement rates for commercial and marketing.

As part of our response to the introduction of GDPR regulations we recognised that we had an undesirably high number of poor or missing contact details for our members. We have invested this funding in employing temporary call centre staff to address this. As of the end of 2018, we had achieved:

- A decrease of poor/missing contacts (no updates in the last three years or incomplete) from 62.3% to 56.7%
- An increase of good contacts (details but no consent to market) from 9.5% to 11%
- An increase in excellent contacts (up to date plus consent) from 28.2% to 32.3%.

### Membership benefits

We continued to successfully work with a number of long-term and new partners to offer a wider range of exclusive benefits to help our PTA members be as effective as possible as well as raise more money, including:

- Zurich Insurance plc is the provider of our insurance for PTA members. During 2018, Zurich provided training for Parentkind's Membership Services Team and also updated our PTA member information on financial procedures
- Our ongoing partnership with easyfundraising meant that 5,384 of our PTA members raised over £675,000 through the "donate as you shop" online service to support their children's education
- We teamed up with EduCare, experts in duty of care and safeguarding training, to provide an exclusive discounted online training for our PTA members
- We began working with SumUp that offer a discounted card payment solution for our PTA members' events
- We continued to partner with Booker/Makro to secure an annual cash rebate for qualifying PTA members as well as free delivery and sale or return on non-perishable items
- Motion Picture Licensing Company (MPLC) provided our PTA members with an exclusive discount on their film licences
- Our partnership with Grants 4 Schools continued to give our PTA members up to the minute information about funding opportunities in the education sector at half the usual price
- We continued to team up with Raffle Tickets 4U to offer an exclusive discount that enables our PTA members to design and theme their own tickets
- We also promoted the Aviva Community Fund to help our PTA members apply for funding for local projects. Subsequently, 58 Parentkind PTA members won funding to enhance educational opportunities for children in their schools.

### **Annual PTA membership survey**

Our 2018 annual PTA membership survey was completed online by over 1,000 PTA members and highlights the important role that they play in contributing to improving children's education and to society as a whole. The survey also revealed that 85% of our PTA members rate their membership as excellent or good.

Our key findings included:

- Our PTA members raised an average of **£8,030 in 2018** (compared to 7,373 in 2016)
- 26% of our PTA members raised £10,000 or more in their last financial year
- The total amount raised by our PTA members that goes directly into schools is more than **£108 million** (a growth of over 8% since 2016)
- Our PTA members have spent the most funds on educational materials (e.g. books, classroom/sports equipment) (82% of funds), playground equipment (60%), school trips (54%) and renovation projects (31%)
- When asked what they consider to be the two main roles of their association, 96% said raising funds or other resources for their school, 83% said holding events to build the school community, 12% to enhance communications between parents and school and 4% to help parents have a voice at school
- Collectively, committee members volunteer, on average, more than seven hours a week, or **270 hours per school year**, for their PTA. This is equivalent to an average of **£2,114 per PTA committee per year**, based on a minimum hourly wage of £7.83. Across all our PTA members, this adds up to almost **3.65 million** volunteer hours, worth over **£28.5 million** a year for our PTA members' schools.

### **(3) Helping schools to become more parent-friendly**

Our aim for 2018-2020 is to:

- Provide parental engagement and Parent Council training right across the UK
- Offer evidence-based toolkits, success stories and network membership to inspire schools to be more parent-friendly and increase participation
- Support schools to help parents have a say and support their child's learning
- Join forces with education organisations.

### **Training**

We ran workshops for schools leaders, governors and staff on how to engage and involve parents better.

Our training programme comprised of three workshops on:

- Overcoming barriers to engage all parents
- Whole school approach to parental engagement
- Developing a Parent Council.

We focused on our marketing and making our offering more competitive building on our experience from 2017. This resulted in exceeding our annual target of welcoming over 300 delegates to our workshops during 2018. During quarter four, we recruited 12 new associate trainers (all with educational expertise), who we will deploy in 2019 to enable our training offering to grow so that even more schools can be parent-friendly and have the conditions for parent participation to thrive.

Measure	Achievements in 2018	Achievements in 2017
Number of workshops	14	15
Number of delegates	311	283
Number of schools supported	174	Data not available

#### **Parent Council membership**

We launched our new Parent Council membership to schools in September 2018 as a pilot with free membership to past training delegates and a £25 annual fee for new members. At the close of the year, we had 239 members. We began working to promote the Parent Council membership to schools and will focus on this into 2019.

#### **(4) Developing new partnerships to reach more parents and schools**

**Our aim for 2018-2020 is to:**

- **Work with schools and parents in more disadvantaged areas where parental engagement has been challenging in the past**
- **Deliver support and training for parents to improve their skills and confidence**
- **Team up with other charities to give a voice to the feelings of parents and improve our children's school lives and education.**

Work in this area is due to begin in earnest during 2019. However we had an Innovation Fund project to look into the feasibility of engaging parents in an online platform known as Vocaleyes in quarter 4 2018.

Vocaleyes is an online platform which encourages parental engagement by making communication and participatory democracy between stakeholders easier. We developed an action research pilot project with the Vocaleyes team, delivering it to six Welsh schools.

The delivery phase took place between September and December 2018 with schools and parents meeting to learn how to register and use the platform, generate ideas and explore the use of the forum to the group. During 2019, we will host a celebration event bringing together representatives from parent and school groups, Assembly Members and other key education stakeholders to showcase how the platform can be used as a tool for parents and schools to work together to support pupils learning and the school community.

#### **(5) Championing the role of parents in education and their importance in education policy**

**Our aim for 2018-2020 is to:**

- **Advocate the benefits of parental participation in education including PTAs/parent groups, parent voice in school and supporting learning at home**
- **Provide parent opinion to inform policy development**
- **Help parents to be aware of and have a say on a wide range of government policy**
- **Promote what makes a school parent-friendly as well as parental engagement CPD (Continued Professional Development) for leaders and staff**
- **Campaign on the education issues that matter to parents and our children's education.**

### **Our achievements during 2018**

From our research and surveys, we know that parents want to have a say and be more involved in their child's education but do not always feel they are heard or even have the opportunity.

During 2018, we continued our work to champion the role of parents in education across England, Wales and Northern Ireland, most notably leading successful stakeholder events across the three nations and our Parentkind Pledge campaign. These unique events brought Parentkind staff and policymakers together to discuss the value of parental engagement in education.

#### **England and National highlights included:**

We held our first ever Parliamentary event at Westminster attended by 37 MPs who also signed our Parentkind Pledge. We introduced MPs in person to our new name and our ambitions as a charity representing the vital role parents play in education. We answered questions from MPs about what we do and how they can support us, and also informed them about the great work of parents in member schools within their constituency. The Parentkind Pledge acknowledges that parents are an essential ingredient in the success of our children's education. Signatories commit to supporting education policy that brings homes and schools together for the good of all children and society.

We also held meetings with Robert Halfon MP (Chair of Education Select Committee), Tony Lloyd MP, James Frith MP, Lord Watson, Tom Tugendhat MP and Mike Kane MP to discuss the importance of parent voice in children's education.

We published our annual parent survey results on parent voice and accountability (see p9).

We also continued to build strong stakeholder relationships and met with a number of organisations including the Social Mobility Commission, National Governance Association, Association of Schools and College Leavers, National Association of Head Teachers, Achievement for All, National Foundation for Education Research and The Chartered College of Teaching. Prior to our re-brand, we also hosted a successful stakeholder lunch with 14 key stakeholders, led by the Chair of Parentkind's Board.

We responded to calls for evidence/consultations on:

- Department for Education's (DfE) review on school exclusions in England
- Information Commissioner's Office (ICO) on an Age Appropriate Design Code
- Children and the GDPR guidance (for ICO)
- Strengthening Qualified Teacher Status (Teacher Training)
- National Audit Office's study on the value for money of Ofsted's school inspections
- Ofsted's new inspection framework
- DfE's Relationship and Sex Education Curriculum.

Additionally we supported DfE with the development of an Activity passport for primary school children with our logo and website link posted on DfE's own website.

#### **Wales highlights included:**

We held a successful drop-in event at the Senedd, Cardiff in April 2018, hosted by Vicki Howells, Welsh Labour Assembly Member and with a keynote speech by Welsh Education Secretary, Kirsty Williams and one of our member PTAs. The event was well attended, raising the profile of our organisation amongst Welsh politicians and stakeholders and highlighting the importance of parents in education. 21 Assembly Members signed the Parentkind Pledge.

## **Parentkind - Company Number 3680271**

We met with Assembly Members and their officers, Estyn, the Director of Education for Welsh Government, the Education Workforce Council, the Royal College of Speech and Language Therapists and Adopt Wales amongst others primarily on parental engagement and the Importance of championing parental participation.

We recruited parents and conducted a focus group that informed the Estyn Thematic Report published in June 2018 – *Involving Parents: Communication between schools and parents of school-aged children*.

We participated regularly in stakeholder groups including school inspectorate, Estyn and the Education Workforce Council.

### **Northern Ireland highlights Included:**

We undertook a Parentkind launch at Stormont in April 2018 to engage a wide number of stakeholders and politicians. 31 Members of the Legislative Assembly (MLAs) signed our Parentkind Pledge. The event was particularly significant as we secured representation from across all the political parties in Northern Ireland.

For the first time, we conducted a specific Northern Ireland Parent Survey with 1,000 respondents (see p9).

We launched the first in a series of Parents' Parliaments in December 2018 at a Community Hub in Bangor in partnership with the Council for the Curriculum, Examinations and Assessment (CCEA), The Graduate School at Queen's University Belfast, and with the Department of Education Northern Ireland (DENI). Parents, teachers, policymakers and education experts had the opportunity to debate a number of key education topics including the value of a consultative parent body in every school.

## **Public Affairs and PR**

We continued to build on our media work to raise our profile and promote parental engagement. We had 111 pieces of media coverage in 2018, across national and regional press, broadcast press and trade publications. On average we dealt with 14 media stories a month covering issues such as our annual parent research, school funding, accountability, mental health, homework and parent councils. Our Acting CEO also wrote a regular column for TES online and we had key features in Schools Week, Teach Primary, Teach Secondary and Academy Today.

Our Acting CEO and External Affairs Manager also participated in a range of education conferences including as key note speakers and panel members to give our views on a wide range of issues such as parental engagement, accountability and maths anxiety. Additionally, we hosted a joint session with NGA at their Summer Conference on engaging and involving parents.

## **Forward look to 2019**

During 2019, we will continue to support our Inspiring PTA members and work towards achieving our strategic goals (as identified on page 5) including:

- Furthering our PR, insight and public affairs work in England, Wales and Northern Ireland
- Increasing the reach of our Be School Ready campaign
- Expanding our Parent Council membership and learning and development offer to schools
- Increasing our reach, profile, income and impact through new strategic and commercial partnerships and projects.

We want to be viewed as a leading champion and enabler of parental participation in education and we look forward to reporting back on our progress next year.



## **Financial Review**

### **Income**

Total incoming resources for the year amounted to £1,556,924 compared with £1,489,378 for 2017 (an increase of £67,546: 4.5%).

Funding was primarily from PTA membership, which provided £1,314,716 of income representing an increase on the prior year of 5.2% (2017: £1,249,969). This was predominantly due to the full year effect of the inflationary increase applied from September 2017.

The Charity's wholly owned trading subsidiary, NCPTA Enterprises Limited ('NEL'), continued to trade well and income from commercial was £181,368 (£189,970 in 2017). Our advertising income grew, with the Approved Suppliers listing proving popular and extending our Be School Ready Magazine to Secondary Schools as well as Primary Schools. Our income from working with commercial partners fell this year, largely as a result of meeting GDPR, which impacted upon our ability to market third parties to our members.

In this period, NEL made a payment of £20,028 (2017: £33,441) under Gift Aid to the Charity, representing a decrease of 40.1% on the prior year. This decrease was as a direct result of the increased costs of producing the Be School Ready Magazine to Secondary Schools and the impact of GDPR as detailed above.

The Charity received income of £39,045 related to training workshops provided to enhance parental reach into schools as part of our wider schools programme, this represents an increase on the prior year of 13.2% (2017: £34,492). We hope to build on this income stream going forward.

Investment income for the period was £16,795 (2017: £8,547). We appointed Sarasin & Partners LLP as our Investment Managers in November 2016. At 31 December 2018 the investment was valued at £393,352 (2017: £424,568)

Parentkind does not undertake any direct forms of voluntary fundraising from the general public.

### **Expenditure**

Total expenditure for the year amounted to £1,828,584 compared with £1,551,357 in 2017 (an increase of £277,227: 17.9%).

The Trustees recognised that the organisation needed to invest in its brand, parental engagement resources and making the investment in Parent Councils UK (following acquisition in 2016) as successful as possible.

The net result of the Charity for the year ended 31 December 2018 was a deficit of £302,876. This is within the budgeted deficit for the year and in line with activities required to deliver the 2018-20 strategy.

### **Reserves policy**

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims it is necessary to maintain an adequate level of reserves.

Free reserves are the part of Parentkind's unrestricted funds that is freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

## **Parentkind - Company Number 3680271**

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form.

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding that will allow the Charity to respond to opportunities arising which enable the organisation to meet its strategic objectives.

On this basis, the Trustees consider that the ideal level of free reserves as at 31 December 2018 is £450,000 of which at least 20% should be held as cash. At 31 December 2018 the charity held cash of £490,976.

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS. The board has agreed to retain the land and building for use of the Charity until such time that the liquidation of the asset is required in order to provide access to free reserves as per the policy.

The balance held in unrestricted funds (excluding tangible and intangible fixed assets) at 31 December 2018 was £716,406. £133,822 of unrestricted funds are designated by the Trustees as a development fund, to extend our reach in encouraging parental participation in schools. To date this fund has been used to support the operational cost of embedding schools training activity in our operations following the purchase of Parent Councils UK. During the year the Trustees decided to release the designation of £33,000 as a capital expenditure fund.

The Charity has reported a deficit both this year and in the prior year. This has been in line with our long term strategy and represents an intentional investment in our business. The Trustees envisage a further deficit for the year ending 31 December 2019 as our strategy is embedded into the organisation (see forward look to 2019 on page 16). The Trustees are careful to balance the ongoing sustainability of the Charity with the need to invest in achieving the charitable objectives in the future. The Trustees are satisfied that the Charity is operating on a going concern basis, despite these planned deficits.

## **Investment policy and performance**

Parentkind's investment policy is to manage investments in such a way as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively both in the short term and over the longer term
- Maintain and preserve asset values and where possible, the value of the assets should be enhanced so as to at least keep pace with inflation over the longer term
- Minimise the impact of:
  - Financial loss through inappropriate or speculative investment
  - Unforeseen severe adverse investment conditions
  - Financial loss through lack of investment advice and lack of diversity
  - Cash flow difficulties arising from lack of liquidity.

At 31 December 2018 in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits spread between two UK banks. Further investment of these funds will be assessed during 2019 by the Trustees.

## **Structure, governance and management**

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees which is collectively responsible for the governance and strategic direction of Parentkind together with its financial health, delivery of public benefit, probity of its activities and the development of the organisation's aims, objectives and goals.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. During 2018, we took the opportunity to increase the number of our Trustees to broaden the range of expertise at Board level as well as ensure we have a succession plan for our current Trustees who will inevitably reach the end of their appointments in accordance with our Articles of Association. One Trustee was co-opted in September 2018 and the remaining five Trustees were co-opted in January 2019. All co-opted Trustees were formally appointed at the AGM in June 2019.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All Trustees give their time freely and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

Day to day management of the Charity is delegated to the Chief Executive, who manages a team of 29 staff (25.7 full time equivalent), of whom 27 are based in the office and two work remotely.

### **Board and Trustee Development**

The Board meets five times per year, with the following committees meeting at least twice a year consisting of the following Trustees (voting) and Executive staff (non-voting):

- Nominations, Governance and Employment Committee
  - Doris Neville-Davies (Chair)
  - Steve Bannister
  - Yvonne Wood
  - A member of the Executive Team.
- Audit and Finance Committee
  - Gary Sims (Chair)
  - Jennifer Dyer

## **Parentkind - Company Number 3680271**

- Amanda Shepard
- A member of the Executive Team.

Our Chair of the Board, Joe Saxton, sits ex officio (with voting rights) on each committee.

Overall Trustee attendance at Committees was an average of 94% over the period and Trustee attendance at Board meetings was also 94%.

We appointed an external consultant to conduct a governance and development review in late 2018 to help ensure that the Board is working to full effect. The findings and recommendations were reported to the Board in early 2019 with Implementation throughout the year.

The Board held an away day early in 2019 to consider the outcome of the Board Governance and Development Review and to consider priorities for 2019. Trustees have also been encouraged to take up governance training and other development opportunities throughout the year as well as developing familiarity with the NCVO Charity Governance Code.

The Board has also developed its own set of guiding principles called "What are the Hallmarks of an effective Trustee" which covers attendance and involvement at meetings, knowledge of Parentkind and its work and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is included in every board pack as an aide memoire and has also been included in the latest draft of the Trustee Manual that is currently being updated following the Board Governance and Development Review.

### **Risk management**

The major risks for Parentkind are reviewed and scrutinised by the Audit and Finance Committee (AFC) and the Board of Trustees. This year, the top risks have been:

- Lack of income sustainability and growth
- Loss of share in relation to PTA market
- Insufficient financial resources to sustain the organisation
- Failure to meet statutory duties
- Disruption due to loss of key staff or Trustees

Staff and trustees have worked closely together in 2018 to mitigate these risks especially in light of the development of the executive team. This included additional board meetings and working parties to help steer the rebrand and schools training programme.

We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance and access to training to ensure they understand their obligations in relation to safeguarding children and vulnerable adults.

### **Trustees' responsibilities in relation to the financial statements**

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)

## **Parentkind - Company Number 3680271**

- **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 statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.**

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

### **Statement as to disclosure to our auditors**

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

- **There is no relevant audit information of which the company's auditors are unaware, and**
- **He/she has taken all the steps that he ought to have taken as a trustee in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.**

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.



**Joe Saxton (Chair of the Board)**

**4<sup>th</sup> June 2019**

## **Independent auditors' report to the members and trustees**

We have audited the financial statements of Parentkind (formerly Parent Teacher Associations UK) for the year ended 31 December 2018 which comprise the consolidated statement of financial activities, balance sheets, consolidated cash flow statement and notes to the financial statements, 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 affairs of the group and the parent charitable company as at 31 December 2018 and of the group's 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and the parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### **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 auditor's 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.

**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 Report of the Trustees which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

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

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

- the group or parent 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 parent 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 to take advantage of the small companies exemption in preparing the Report of the Trustees and the Strategic Report.

**Responsibilities of Trustees**

As explained more fully in the Statement of Trustees' Responsibilities set out on page 20, 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 the 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 group's and parent 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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditors under the Companies Act 2006 and report in accordance with that Act.

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 auditor's 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.

Parentkind - Company Number 3680271

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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

**Use of our report**

This report is made solely to the charitable company's members and the trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees 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, the charitable company's members and trustees as a body, for our audit work, for this report, or for the opinions we have formed.



.....  
Liz Hazell (Senior Statutory Auditor)

For and on behalf of Saffery Champness LLP

Saffery Champness LLP  
Chartered Accountants  
Statutory Auditors

71 Queen Victoria Street  
London  
EC4V 4BE

Date: 20 June 2019

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006



**Consolidated Statement of Financial Activities for the year ended 31 December 2018**  
(Incorporating the income and expenditure account)

	<b>Note</b>	<b>Total funds 2018 £</b>	<b>Total funds 2017 £</b>
<b>Income from:</b>			
Charitable activities	2	1,353,761	1,284,461
Commercial activities	3	181,368	189,970
Investments		16,795	8,547
Donations		5,000	6,400
<b>Total income</b>		<b>1,556,924</b>	<b>1,489,378</b>
<b>Expenditure on:</b>			
Charitable activities	4	(1,667,244)	(1,393,428)
Commercial activities	3	(161,340)	(157,929)
<b>Total expenditure</b>		<b>(1,828,584)</b>	<b>(1,551,357)</b>
<b>Net gains/(losses) on investments</b>	10	<b>(31,216)</b>	<b>10,568</b>
<b>Net expenditure for the year</b>		<b>(302,876)</b>	<b>(51,411)</b>
<b>Transfer between funds</b>	14	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>(302,876)</b>	<b>(51,411)</b>
<b>Total funds brought forward 1 January</b>	14	<b>1,420,320</b>	<b>1,471,731</b>
<b>Total funds carried forward 31 December</b>	14	<b>1,117,444</b>	<b>1,420,320</b>

All activities for the years ended 31 December 2018 and 2017 relate to continuing operations.

There are no restricted funds for the year ended 31 December 2018 or the year ended 31 December 2017.

Parentkind - Company Number 3680271

**Consolidated Balance Sheet as at 31 December 2018**  
**Company number 3680271**

	Note	Group 2018 £	Group 2017 £	Charity 2018 £	Charity 2017 £
<b>Fixed assets</b>					
Tangible assets	8	401,038	405,655	401,038	405,655
Intangible assets	9	-	-	-	-
Investments	10	393,352	424,568	394,352	425,568
		<b>794,390</b>	<b>830,223</b>	<b>795,390</b>	<b>831,223</b>
<b>Current assets</b>					
Debtors	11	206,016	178,209	385,289	337,566
Cash at bank and in hand		253,770	286,871	54,852	112,212
Cash on deposit		237,206	380,415	237,206	380,415
		<b>696,992</b>	<b>845,495</b>	<b>677,347</b>	<b>830,193</b>
Creditors: amounts falling due within one year	12	(373,938)	(255,398)	(355,293)	(241,096)
<b>Net current assets</b>		<b>323,054</b>	<b>590,097</b>	<b>322,054</b>	<b>589,097</b>
<b>Total net assets</b>		<b>1,117,444</b>	<b>1,420,320</b>	<b>1,117,444</b>	<b>1,420,320</b>
<b>Funds of the Charity</b>					
Total funds (unrestricted)	14	1,117,444	1,420,320	1,117,444	1,420,320

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was £302,876 (2017: £51,411).

The financial statements on pages 25 to 37 were approved and authorised for issue by the Board of Trustees on 4 June 2019 and signed on its behalf by:



**Joe Saxton**  
**Chair of the Board**



**Gary Sims**  
**Chair – Audit and Finance Committee**

**Consolidated Cash Flow Statement for the year ended 31 December 2018**

	<b>Note</b>	<b>Group 2018 £</b>	<b>Group 2017 £</b>
<b>Net cash provided by/(used in) operating activities</b>	<b>17</b>	<b>(182,547)</b>	<b>58,319</b>
<b>Cash flows from investing activities:</b>			
Dividends from investments and interest		<b>16,795</b>	<b>8,547</b>
Purchase of tangible fixed assets		<b>(10,558)</b>	<b>(3,962)</b>
Purchase of Intangible fixed assets		-	-
Purchase of investments		-	<b>(414,000)</b>
Proceeds from the sale of Investments		-	-
<b>Net cash (used)/provided by Investing activities</b>		<b>6,237</b>	<b>(409,415)</b>
<b>Change in cash and cash equivalents during year</b>		<b>(176,310)</b>	<b>(351,096)</b>
<b>Cash and cash equivalents at start of year</b>		<b>667,286</b>	<b>1,018,382</b>
<b>Cash and cash equivalents at end of year</b>		<b>490,976</b>	<b>667,286</b>

Notes to the Financial Statements for year ended 31 December 2018

**1 Accounting policies**

**Basis of preparation and assessment of going concern**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

**Group financial statements**

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, NCPTA Enterprises Limited (NEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

**Incoming resources**

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as Income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

**Resources expended**

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind.

Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	84.1% (2017: 81.0%)
PR, policy and research	15.9% (2017: 19.0%)

**Notes to the Financial Statements for year ended 31 December 2018 (continued)**

**Investments**

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

**Tangible fixed assets**

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost (previously net book value)
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

**Intangible fixed assets**

Intangible fixed assets are non-financial fixed assets that do not have physical substance but are identifiable and are controlled by the Charity through custody or legal rights. The amortisation period is usually two years with an annual review for impairment.

**Fund accounting**

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

**Pension costs**

Employees of the Charity are entitled to join a defined contribution 'money purchase' pension scheme once they have completed three months of service. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

**Irrecoverable VAT**

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

**Financial Instruments**

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**Critical estimates and judgements**

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

**Notes to the Financial Statements for year ended 31 December 2018 (continued)**

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor who revalued the building in 2016. The depreciation policy for the building was changed from on net book value to the on cost basis to better reflect the useful economic life. This change in estimation is applied from 1 January 2018 onwards.

**2 Charitable activities**

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	2018 £	2017 £
Members' subscriptions	1,371,986	1,306,094
Discounts allowed	(57,270)	(56,125)
Parent Councils UK training	39,045	34,492
<b>Total charitable activities</b>	<b>1,353,761</b>	<b>1,284,461</b>

**3 Incoming resources from activities for generating funds**

The wholly owned trading subsidiary NEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. NEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each. A summary of the trading results is shown below.

The summary financial performance of the subsidiary alone is:

	2018 £	2017 £
Commercial trading activities	181,368	189,970
Donations	-	1,400
Cost of sales and administration costs	(161,340)	(157,929)
<b>Net profit</b>	<b>20,028</b>	<b>33,441</b>
Payment made via Gift Aid to the Charity	(20,028)	(33,441)
<b>Retained in subsidiary</b>	<b>-</b>	<b>-</b>
Current assets	200,983	247,392
Current liabilities	(199,983)	(246,392)
<b>Total net assets</b>	<b>1,000</b>	<b>1,000</b>
<b>Aggregate share capital and reserves</b>	<b>1,000</b>	<b>1,000</b>

## Notes to the Financial Statements for year ended 31 December 2018 (continued)

<b>4a)</b>	<b>Analysis of charitable activities 2018</b>	<b>Staff costs</b>	<b>Other direct costs</b>	<b>Governance &amp; support costs (see note 4b)</b>	<b>Total 2018</b>
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	Membership services	549,986	353,732	309,327	1,213,045
	PR, policy & research	322,630	67,009	64,560	454,199
	<b>Total resources expended</b>	<b>872,616</b>	<b>420,741</b>	<b>373,887</b>	<b>1,667,244</b>
	<b>Analysis of charitable activities 2017</b>				
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	Membership services	427,740	261,982	285,254	974,976
	PR, policy & research	283,688	61,561	73,203	418,452
	<b>Total resources expended</b>	<b>711,428</b>	<b>323,543</b>	<b>358,457</b>	<b>1,393,428</b>
<b>4b)</b>	<b>Analysis of governance and support costs 2018</b>		<b>General support</b>	<b>Governance function</b>	<b>Total 2018</b>
			<b>£</b>	<b>£</b>	<b>£</b>
	Legal & professional fees		120,393	32,433	152,826
	Meeting costs – venue hire, travel and catering		25,744	7,236	32,980
	Staff training		10,746	3,020	13,766
	Premises costs		38,778	10,899	49,677
	IT and communications		80,106	22,515	102,621
	General office		8,834	2,483	11,317
	Audit fees		-	10,700	10,700
	<b>Total governance and support costs</b>		<b>284,601</b>	<b>89,286</b>	<b>373,887</b>
	<b>Analysis of governance and support costs 2017</b>		<b>General support</b>	<b>Governance function</b>	<b>Total 2017</b>
			<b>£</b>	<b>£</b>	<b>£</b>
	Legal & professional fees		91,355	28,065	119,420
	Meeting costs – venue hire, travel and catering		22,255	7,232	29,487
	Staff training		11,652	3,787	15,439
	Premises costs		34,260	11,134	45,394
	IT and communications		51,310	16,675	67,985
	General office		16,251	5,281	21,532
	Audit fees		-	9,200	9,200
	Amortisation		25,000	-	25,000
	Impairment		25,000	-	25,000
	<b>Total governance and support costs</b>		<b>277,083</b>	<b>81,374</b>	<b>358,457</b>

Notes to the Financial Statements for year ended 31 December 2018 (continued)

**5 Total expenditure**

Included in total expenditure is the following:

	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>£</b>
Audit of accounts	<b>10,700</b>	<b>10,400</b>
Depreciation	<b>15,175</b>	<b>11,818</b>
Operating lease rentals	<b>1,292</b>	<b>1,689</b>

**6 Taxation**

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

**7 Employees**

The monthly average number of employees for the year was 27 (2017: 27) whose total remuneration was:

	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>£</b>
Salaries and wages	<b>823,011</b>	<b>686,676</b>
Social security costs	<b>78,444</b>	<b>65,269</b>
Pension costs	<b>63,461</b>	<b>55,557</b>
	<b>964,916</b>	<b>807,502</b>

1 employee received emoluments which fell within the band £60,000 - £70,000 (2017: 1).

1 employee received emoluments which fell within the band £80,000 - £90,000 (2017: 1).

During the year the charity recognised a liability to make a future termination payment to an employee totalling £55,000 (2017: £nil). This cost is recognised as a salary cost and included as an accrual within 2018.

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2018, we had three members of the Executive Team - the Acting Chief Executive, the Operations and Finance Director and the Development and Membership Director. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2018 were £174,687 (2017: £162,381).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees to whom benefits were accruing under a money purchase pension scheme was 28 (2017: 27).



**Notes to the Financial Statements for year ended 31 December 2018 (continued)**
**8 Tangible fixed assets (Group and Charity)**

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£	£	£
At 1 January 2018	456,559	38,317	494,876
Additions	-	10,558	10,558
At 31 December 2018	<b>456,559</b>	<b>48,875</b>	<b>505,434</b>
<b>Depreciation</b>			
At 1 January 2018	60,652	28,569	89,221
Charge for year	7,108	8,067	15,175
At 31 December 2018	<b>67,760</b>	<b>36,636</b>	<b>104,396</b>
<b>Net book value</b>			
31 December 2018	<b>388,799</b>	<b>12,239</b>	<b>401,038</b>
31 December 2017	<b>395,907</b>	<b>9,748</b>	<b>405,655</b>

All assets are used in the administration of the Charity. Freehold land is held at a value of £152,186 and is not depreciated.

**9 Intangible fixed assets (Group and Charity)**

	Goodwill	Total
	£	£
Cost at 1 January and 31 December 2018	50,000	50,000
Amortisation at 1 January and 31 December 2018	(50,000)	(50,000)
<b>Net book value</b>		
31 December 2018	-	-
31 December 2017	-	-

Goodwill relates to the purchase of business assets from Alternatives in Education Limited, trading as 'Parent Councils UK', on December 20<sup>th</sup> 2016. The executive team made the decision during 2017 to impair the remaining goodwill balance in its entirety given the change in focus of the Schools Programme for the following year.

**10 Fixed asset investments**

Market value	Group and Charity Listed Investments	Charity Subsidiary company	Charity total
	£	£	£
At 1 January 2018	424,568	1,000	425,568
Additions	-	-	-
Gain/(loss) on investments	(31,216)	-	(31,216)
31 December 2018	<b>393,352</b>	<b>1,000</b>	<b>394,352</b>
<b>Historic cost</b>			
31 December 2018	<b>414,000</b>	<b>1,000</b>	<b>415,000</b>
31 December 2017	<b>414,000</b>	<b>1,000</b>	<b>415,000</b>

**Notes to the Financial Statements for year ended 31 December 2018 (continued)**

The Charity holds investments in the Alpha Charity Authorised Investment funds for Endowments Long Term Reserve managed by Sarasin & Partners LLP.

The Charity owns 100% of the issued share capital of NEL and the balance of reserves at 31 December 2018 was £1,000. The Charity is also the sole member of National Confederation of Parent Teacher Associations (NCPTA) and Parent Teacher Associations UK (PTA UK), both of which are a company limited by guarantee. Neither company has any share capital and the liability of Parentkind is limited to the sum of £1 for each. During this accounting period both NCPTA and PTA UK remained dormant.

**11 Debtors**

	<b>Group</b>	<b>Group</b>	<b>Charity</b>	<b>Charity</b>
<b>Amounts falling due within one year</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Trade debtors	32,213	25,444	4,082	6,396
Balances due from subsidiary	-	-	161,310	156,529
Amount due from subsidiary under Gift Aid	-	-	20,028	33,441
Value added tax receivable	43,253	1,575	88,775	10,253
Prepayments and accrued income	130,550	151,190	111,094	130,947
	<b>206,016</b>	<b>178,209</b>	<b>385,289</b>	<b>337,566</b>

**12 Creditors**

	<b>Group</b>	<b>Group</b>	<b>Charity</b>	<b>Charity</b>
<b>Amounts falling due within one year</b>	<b>2018</b>	<b>2017</b>	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Trade creditors	32,032	53,556	32,032	53,556
Membership subscriptions paid in advance	161,839	147,621	161,840	147,621
Accruals and deferred income	156,877	33,978	138,231	19,676
Other taxation and social security	23,190	20,243	23,190	20,243
	<b>373,938</b>	<b>255,398</b>	<b>355,293</b>	<b>241,096</b>

**13 Membership subscriptions paid in advance**

	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>£</b>
Balance at 1 January	147,621	134,500
Amount released to income earned from charitable activities	(147,621)	(134,500)
Amount deferred in year	161,840	147,621
Balance at 31 December	<b>161,840</b>	<b>147,621</b>

Notes to the Financial Statements for year ended 31 December 2018 (continued)

14 Analysis of charitable funds

a) Analysis of group net assets between funds

	Total and unrestricted funds 2018 £	Total and unrestricted funds 2017 £
Investments	393,352	424,568
Tangible fixed assets	401,038	405,655
Intangible fixed assets	-	-
Cash	490,976	667,286
Other net current assets/(liabilities)	(167,922)	(77,189)
At 31 December	<b>1,117,444</b>	<b>1,420,320</b>

b) Analysis of movements in funds

	Total and unrestricted funds 2018 £	Total and unrestricted funds 2017 £
At 1 January	1,420,320	1,471,731
Net movement in funds	(302,876)	(51,411)
At 31 December	<b>1,117,444</b>	<b>1,420,320</b>

The unrestricted funds relate to free reserves subject to designated funds, available to spend on any purpose of the Charity.

c) Analysis of unrestricted funds

	General fund £	Capital expenditure fund £	Development fund £	Total £
At 1 January 2017	1,238,731	33,000	200,000	1,471,731
Net movement in funds	(23,785)	-	(27,626)	(51,411)
At 31 December 2017	<b>1,214,946</b>	<b>33,000</b>	<b>172,374</b>	<b>1,420,320</b>
At 1 January 2018	1,214,946	33,000	172,374	1,420,320
Net movement in funds	(297,324)	(33,000)	(38,552)	(302,876)
At 31 December 2018	<b>950,622</b>	<b>-</b>	<b>133,822</b>	<b>1,117,444</b>

During the year ended 31 December 2016 the Trustees allocated £283,000 from the general fund to two designated funds. The Capital Expenditure fund was to support the future replacement of our IT infrastructure and other assets held by the Charity – during the year the Trustees decided to remove this designation and release these funds back to the general fund. The Development fund is designated to support research and develop opportunities to extend our reach in encouraging parental participation in schools. Please refer to page 18 of the Trustees' Report for further information.

**Notes to the Financial Statements for year ended 31 December 2018 (continued)**

**15 Transactions with Trustees and connected persons**

The Trustees do not receive any remuneration. Four of the eight Trustees received in total £1,899 (2017: 7 Trustees received £4,187) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

Included in both income and expenditure is £5,000 (2017: £5,000) relating to survey services gifted to the Charity by nfpSynergy, a research consultancy specialising in the not-for-profit sector, of which Joe Saxton is also a Director. These services would otherwise have been performed by Parentkind staff.

There are no other related party transactions.

**16 Commitments**

At 31 December 2018 the Charity had the following commitments payable relating to office equipment held under non-cancellable leases:

	2018	2017
	£	£
Non-cancellable operating leases which fall due as follows:		
within one year	629	1,292
two to five years	472	1,101

**17 Reconciliation of net outgoing resources to net cash flow from operating activities**

	2018	2017
	£	£
Net outgoing resources for the year	(302,876)	(51,411)
Depreciation	15,175	11,818
Loss/(Gains) on investments	31,216	(10,568)
Amortisation and impairment of intangible fixed assets	-	50,000
Dividends from investments	(16,795)	(8,547)
(Increase)/decrease in debtors	(27,807)	4,567
Increase/(decrease) in creditors	118,540	62,460
Net cash provided by/(used in) operating activities	(182,547)	58,319

**18 Limited by Guarantee**

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2018 was £7 (2017: £8).

Notes to the Financial Statements for year ended 31 December 2018 (continued)

19 Financial Instruments

	Group 2018	Group 2017	Charity 2018	Charity 2017
	£	£	£	£
<b>Financial assets measured at amortised cost</b>				
Trade debtors	<b>32,213</b>	25,444	<b>4,082</b>	6,396
Total due from subsidiary	-	-	<b>181,338</b>	189,970
Cash and cash equivalents	<b>490,976</b>	667,286	<b>292,058</b>	492,626
<b>Financial assets measured at fair value</b>				
Investments	<b>393,352</b>	424,568	<b>394,352</b>	425,568
<b>Financial liabilities measured at amortised cost</b>				
Trade creditors	<b>32,032</b>	53,556	<b>32,032</b>	53,556
Accruals excluding deferred income	<b>133,231</b>	15,980	<b>133,231</b>	15,980