

ParentiKind

Report and Accounts
for the year ended 31 December 2023

Parentkind - Company Number 3680271

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Company Information as at 31 December 2023

Incorporated England and Wales 2nd December 1998

Company Number 3680271

Charity Number 1072833

Trustees	Alex Peace-Gadsby, Chair of Board David Hatchett Rob Hayter Pat Sowa Jo Walmsley	Victoria Bacon Elizabeth Milovidov Steven George Mark Tarry Consola Evans
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Chief Executive Jason Elsom

Company Secretary Sarah Welford (From Feb 2023)

Registered Office 16 Old Queen Street
London
SW1H 9HP

Bankers CAF Bank Ltd
25 Kings Hill Avenue
West Malling
Kent ME19 4TA

Solicitor Cripps LLP
22 Mount Ephraim
Tunbridge Wells
Kent TN4 8AS

Independent Auditors Saffery LLP
71 Queen Victoria Street
London
EC4V 4BE

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Report of the Trustees for the year ended 31 December 2023

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 2023, 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).

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.'

The Trustees have considered the Charity Commission's guidance on public benefit while developing plans for activities during the year.

What does Parentkind 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 the United Kingdom
- We provide parental participation training across the United Kingdom
- We provide parents with information and resources on getting involved in school life and supporting their child's learning.

In 2022, the Trustees revised its strategy to achieve Parentkind's objectives, covering activities up until 2025 and to realise its vision, mission, and ambition.

Our purpose

Parentkind exists to empower all with parental or educational responsibility to improve the life chances of children, young people, and their communities.

Our values

We are:

- Brave – We address issues head-on.
- Informed – We base our decisions and actions on fact.
- Co-operative – We work together to achieve more than we can on our own.
- Entrepreneurial – We embrace ideas knowing we will sometimes make mistakes, but we will learn from them.
- Progressive – We challenge ourselves and others to make change.

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Our Strategic Objectives

Parentkind's four strategic pillars in 2023-25 are:

1. GROWTH

To develop our ambitious plans for Parentkind, we need to grow as a network by attracting and retaining more PTAs to broaden our opportunity to influence the education system and provide vital financial resources to support our charitable work.

The key to achieving this is through an active focus on both PTA membership recruitment and retention: continuing to develop a relevant and useful product offering and through advocating for the addition of a PTA within schools.

2. INCLUSIVITY

Equality, diversity and inclusion are at the core of all four pillars of the Parentkind strategy.

Reflecting the diversity of the school community through our PTAs, our research and general parental participation in children's education is vital if we are to have the biggest positive impact on children and young people's lives and if we are to remain relevant and important advocates for those with parental responsibility. To achieve this, we need to work to break down any barriers to participation and ensure that we are reaching and supporting parents in education who are most in need in the most disadvantaged areas.

3. CREDIBILITY

To achieve the best outcomes for children and young people, we need to ensure that we have the gravitas to be able to influence. This comes through the size of our representation (growth), being relevant (inclusivity) and ensuring that we have strong evidence to support our assertions so that we are seen as a key authority.

The key to achieving this is through leveraging our 'industry' knowledge and professionalism to continue to establish our credible position, using the strong evidence base that we are developing and maximising the coverage of our work.

4. COLLABORATION

To maximise our impact, we recognise that this will not be achieved by working alone, and it is important that we work collaboratively with other stakeholders to achieve our goals. Because we are outcomes-focused, it means that we recognise that it will not always be Parentkind's 'name above the door' but that we will be the influencers to affect the change that we have identified the need for.

The key to achieving this is very clearly linked to our other strategic pillars and hinges on our credibility and relevance (inclusivity and growth) as well as ensuring our policies are developed 'open book' and that we are establishing clearly defined plans for stakeholder engagement so that interactions with us are seen as adding value to the other parties.

Achieving Parentkind's Strategic Goals

The arrival of Parentkind's new Chief Executive, Jason Elsom, toward the end of 2022 and the departure of all members of the Executive Leadership Team have afforded Parentkind the opportunity to undertake a root and branch review of its position in the market and of its services.

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For the first time in recent memory, Parentkind colleagues and stakeholders came to understand that Parentkind is one of the largest 'federated charities' in the United Kingdom in terms of membership locations (other federated charities include: The Scout Association; Girlguiding; Home Start; Samaritans; and Age UK). Further, based on Parentkind's members survey in the past decade, our members have spent more than £1 Billion on 'Charitable Activities', which exceeded that of the NSPCC or BBC Children in Need in supporting young people at school. It is estimated that the total monies spent by all PTAs (in membership and not in membership) are similar to that of the NSPCC and BBC Children in Need combined.

Formed by its membership 68 years ago, Parentkind has played a significant role in the successful delivery of this impact through its membership support, advice, guidance, materials, and partnerships, and during the decade ahead, Parentkind aspires to deliver even greater impact to help its members exceed £2.5 Billion in fundraising during the following decade.

To help achieve this, 2023 has seen a sizeable reshaping of work. Not only has this reduced the deficit by almost two-thirds, but it has also increased investments in Fundraising, Marketing, Policy, and Research. The successful launch of a new PTA Magazine (PTA Extra), the relaunch of 'The Annual Parent Voice' as 'The National Parent Survey', and the recruitment and forming of an in-house fundraising team have been critical in raising the profile and impact of Parentkind among stakeholders. This has been complemented by Parentkind's move toward becoming 'apolitical', putting the support of children, parents, and parent's voices at the heart of everything we do, rather than following the political winds of change. We believe this makes Parentkind a long-term partner to any organisation with an aligned mission.

Consideration will now be given to each of Parentkind's strategic goals, in turn, reporting on activities and achievements against each goal so far:

1. Supporting and engaging parents to help them maximise their contribution to their child's education.

Giving parents a voice

Parentkind has continued to regularly gather a parent's voice through online polls and surveys, covering a wide range of current topics. These polls are short, giving a measure of parent views, with the potential to generate media coverage and influence policy. There is no doubt that these additions to Parentkind's research have been a quick way to inspire many parents to respond and give their voice seriously. Parentkind has continued to be a reference organisation for governments, political parties, media, and other stakeholders working in the education and parent space. Strong media coverage has been gained by polls, including parental views on industrial action by teachers.

Parentkind has built upon this through improvements to the research programme and research capability to better understand which parent groups are responding to our research. This ensured a representative range of feedback that reflects the demographics of parents across the UK.

Parent programme development

In 2023, we developed and launched a series of live, free-of-charge, online parent webinars to benefit PTA member schools' parent bodies to help parents navigate parenthood. Delivering parent webinars in a proactive and planned way, with regular weekly webinars on a range of subjects such as 'A nutritionist's guide to dealing with fussy eating', 'Helping your child achieve in school' and 'Supporting your child's mental health', has been part of the development and expansion of our parent programme. The growth of our webinar offer has enabled us to increase our support to parents in navigating parenthood and broaden the benefits to our Parentkind PTA members. Webinar content was designed and delivered by freelance

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facilitators and trainers or through a charity partner. The webinars were broad in topic to support parents in developing their knowledge and skills and receiving guidance. 228 parents attended and benefited from the webinar series, and robust feedback was provided. 97% agreed that they were satisfied with the content and delivery of the webinar, 96% agreed that they would recommend the session to other parents, and 94% agreed that they gained greater knowledge and awareness of the topic area and that they can apply what they've learned to improve their parenting approaches or support themselves and others more effectively.

In addition to the parent webinar series, we hosted a webinar in partnership with the Foundation for Education Development (FED) in late November, which has open access for all parents. The webinar was entitled: "Use your Parent Voice, Help Shape an Education System Fit for the Future." It consulted parents and captured their views on the FED's goal for long-term planning in education in England.

In Summer/Autumn 2023, we launched our 'Be School Ready' campaign. The aims were to promote the existing 'Be School Ready' guides to support those with children starting school in September 2023, position us as a voice of authority for parents, and support parents with this transitional moment in their child's lives. We continued to share resources throughout the Autumn term, including top tips and a preparation checklist, a blog on how to speak to your child on the first day of school, a yearly planner, a video from Parentkind staff on what they wish they knew before their children started school, and a video on what parents can expect from their first parents' evening.

In addition to the 'Be School Ready' campaign and resources, we have shared advice with parents about choosing a primary and secondary school and the admissions process. We also shared regular tips on dealing with bullying in collaboration with Parenting NI to coincide with Anti-Bullying Week in November.

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

PTA Membership

As of December 2023, Parentkind had 12,912 PTA members (47% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2023	Year to 31 December 2022	% Change
PTA Members (Year Start)	12,722	12,588	+1.1%
PTA Members – who did not renew	745	800	-6.9%
PTA Members – new & returning	935	934	+0.1%
PTA Members (Year End)	12,912	12,722	+1.5 %
PTA Member Retention Rate	94.1%	93.7%	+0.4%

Our presence in the three nations as at 31 December 2023 was as follows:

	PTA Members	Number of Schools	% Market
England	11,762	24,323	48.4%
Wales	690	1,494	46.2%
Northern Ireland	407	1,094	37.2%
International	53	-	-
TOTAL	12,912	26,911	48.0%

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PTA membership benefits

Parentkind continued to provide high-quality support to PTA members via the telephone and email. In addition, we introduced live chat via the website and expanded our responses on our main Facebook group, PTA Hangout by Parentkind.

	At 31st December 2023	At 31st December 2022	% Change
Total Number of Enquiries	9,742	14,947	-34.8%
PTA Member – support via telephone	3,087	3,133	-1.5%
PTA Members – receiving e-newsletter	21,870	23,247	-5.9%

Having recovered from the pandemic, PTA members have required less campaign support, so we ceased providing the 'BIG's' fundraising programme. We have started to introduce two comprehensive fundraising guides per term with all of the assets and materials needed to run a successful event, allowing members to be more flexible around timings and the events they want to use to fundraise. In 2023, we produced guides covering Christmas Fairs and Quizzes.

After a break of more than ten years without a PTA membership magazine, the summer of 2023 saw the launch of a new termly magazine for PTAs in the form 'PTAextra'. PTAextra is distributed in hard copy to all members and in digital format on our website every term. PTAextra includes ideas, inspiration, and helpful advice for PTA committees. We distributed two editions of 25,000 hard copies in 2023; the Autumn edition launched in July, and our Spring edition launched in December. The print magazine is free of charge to members, supported by advertising revenue. Feedback has been very positive, and digital readership exceeds 2,000 readers each edition, making PTAextra an unequivocal success.

The Big PTA Cash Draws have been withdrawn after the contract with our External Lottery Manager ended.

In addition, Parentkind held its third National PTA Week, which included online training videos and awards. 160 PTA members viewed our online training videos, and the number of awards nominations increased to 131 entries. Ten PTAs and three volunteers collectively won £3,250 across eight award categories, Three PTAs won a collective £3,000 across the nation-level awards (England, Wales, and Northern Ireland), and one PTA won £2,000 for PTA of the Year.

Parentkind continued to successfully work with several long-term partners to offer a wider range of exclusive benefits, help PTA members be as effective as possible, and raise more money. Parentkind's ongoing partnership with Easyfundraising meant that in 2023, over 993 PTAs registered to use the service raising £673,422.

Annual PTA membership survey

Our most recent PTA membership survey (2022) was completed online by Parentkind PTA members. The key headlines are summarised below:

- PTA members raised an average of £7,814 (£4,874 in 2021).
- The total amount raised by all PTA members that goes directly into schools is estimated to be more than £99 million, a significant increase from the estimated £60.8 million raised in 2021.
- Committee members of Parentkind's PTA members collectively volunteered 3.98 million hours, worth at least £35.4 million (based on the national living wage).

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3. Helping schools to become more Parent-Friendly.

Blueprint for Parent-Friendly Schools

Throughout 2023, we delivered CPD-accredited training to school staff and leaders. Based on our Blueprint for Parent-Friendly Schools model, this has included our Introductory Workshop, *Overcoming Barriers for Parental Participation* and our two masterclasses, *A Whole School Approach to Parental Participation* and *Successful Parent Consultation*. In April this year, we launched our offer of free training for PTA member schools to broaden the benefits to PTAs and their associated schools and make the training as accessible as possible. Training for non-members and all bespoke training remains at cost.

We saw a strong response to the offer of free training. This year, we have trained 122 school staff, 69 for our introductory workshops and 53 for masterclasses. 77% of those trained booked training via their free-to-access option as PTA member schools. We ran nine masterclasses and seven introductory workshops. In addition to the off-the-shelf training, Southern University Network, which we trained via our Train the Trainer product, we have delivered training to their network of schools. We also ran bespoke training with TEAM Education Trust in Nottinghamshire and the cluster of eight Northern Ireland schools participating in the Blueprint action research as part of our funded student Sarah Gowan's MTeach course.

We continued to engage users with the Blueprint for Parent-Friendly Schools Audit Tool - a free self-assessment tool enabling schools to measure the effectiveness of parental engagement methods - launched in October 2022. By the end of 2023, we had 235 registered users.

Sara Gowan, a Parentkind-funded Master of Teaching (MTeach) student at Stranmillis University College in Belfast, completed her course and action research project on parental engagement and implementing the Blueprint this year. Sara's academic findings will be translated into a report for Parentkind in 2024, giving us more data and case studies and heightening our understanding of the effectiveness and impact of the Blueprint in action.

4. Developing new partnerships to reach more parents and schools.

Partnership work has continued this year. Speaking engagements included the APPG for Schools Learning and Assessment evidence session, the Fatherhood Institute PIECE research launch, the Governors for Schools conference on effective parental participation for governors, the Senedd Insight conference on ALN reform and parental participation and the Confederation of School Trusts on The Blueprint and best practice for effective communication. We gave an interview to the Social Innovation Partnership on engagement between families and school, and we have continued to chair the Foundation for Education Development's parent and carer steering group, as well as co-producing a parent webinar on parents' views on the future of education. We have developed partnerships with several external facilitators and organisations to lead webinars, including Parenting NI, who facilitated three Parent webinars with us. We continue to grow our relationships with organisations across the sector, where we meet regularly through joint forums and steering groups.

Due to the higher profile that parent polls have given Parentkind, it has collaborated on the following research projects:

- Independent Assessment Commission, reviewing potential changes to exams
- Education Authority Northern Ireland on Area Planning for the future of schools
- Child Poverty Action Group on free school meals and extending the school day

5. Championing the role of parents in education and their importance in education policy.

The National Parent Survey (NPS) was published in December with coverage across the national media. This survey is one of the most extensive parent polls in the UK with a sample size of over 5,000 parents. The NPS was conducted by YouGov and represented the parent population by gender, age, region, and social

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grade. The report covers topics on parental engagement, cost of living, mental health and wellbeing, and connecting schools with the wider community.

The All-Party Parliamentary Group on Parental Participation in Education is sponsored by Parentkind and chaired by Ian Mearns MP. Meetings are increasingly well attended by both MPs and Peers. In 2023 the meetings discussed:

- Free School Meals, hearing from Zarah Sultana MP, Magic Breakfast and Parentkind's Research Manager
- Disadvantage, heading from Professor Lee Elliot Major, the National Governance Association and Parentkind's Research Manager
- Mental health, hearing from Suzanne Alderson of Parenting Mental Health, Citizens UK, Beyond and Parentkind's Research Manager
- The National PTA Awards, bringing National PTA Award-winning parents into Parliament, along with Parentkind's Head of Marketing and Campaigns
- School buildings and RAAC, hearing from the National Audit Office, Professor Chris Goodier and Sir Jon Coles of United Learning
- School attendance, hearing from the Education Endowment Foundation, Public First, Dr Markus Klein and Parentkind's Research Officer

Parentkind continues to work closely with a wide range of organisations, including Ofsted, Ofqual, Qualifications Wales, the Welsh Government, NEU, NAHT and We also continued to be approached by government stakeholders, with policy leads at the Welsh Government approaching Parentkind for advice and support on consulting parents ahead of future policy changes.

Parentkind works closely with an array of partners, meeting regularly with the Department for Education, Ofsted, Ofqual, teaching unions and other non-governmental groups interested in education. Parentkind recognises the importance of these relationships as we strive to amplify parents' voices in policy debates.

Through Parentkind's Chief Executive Jason Elsom's membership of its board, Parentkind represented parents' views in the NEU's Beyond Ofsted Inquiry. Chaired by the former minister for schools, Lord Jim Knight, the Inquiry was set up to research stakeholders' views of Ofsted, explore different models of school inspection from across the globe, and produce recommendations for a new model for school inspections. The findings of its report were presented at the Houses of Parliament to members from both Houses of Parliament and a broad range of stakeholders.

Parentkind responded to numerous consultations and submitted written evidence to the Education Select Committee's inquiry into Ofsted's work with schools. This led to Parentkind's Chief Executive Jason Elsom being called as a witness to give evidence in Parliament to the Committee. Parentkind's polling and written evidence were extensively cited in the Committee's resulting report. Written evidence was also sent to the Committee's Financial Education inquiry and was published online.

Parentkind also submitted written evidence to the Lords' Education for 11 - 16 Year Olds Committee. Parentkind's polling and written evidence were extensively cited in the Committee's resulting report.

The National Audit Office approached Parentkind to submit evidence to their consultation on the attainment of disadvantaged children. The basis of this response has been crafted into a disadvantage report, using the data on free school meals from the National Parent Survey to evidence it.

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Parentkind was approached by the Department for Education to provide a quotation for its press release on RSHE, which was subsequently widely picked up and reported by the media.

Parentkind submitted briefings to parliamentarians ahead of debates to represent parents' voices in education and share relevant polling or research.

In research, collaborations were made with ASCL on behaviour polling and with BBC Radio 4 on RSHE. There were two separate polls on teaching staff strike action, the results of which were mentioned by the NEU's General Secretary, Kevin Courtney, on national television. In Northern Ireland, there was a collaboration with Ulster University to better understand education in NI and EIRE Border Communities. Collaboration with the Welsh Government continued to explore the challenges to pupil attendance, as combatting absenteeism remains a high priority. There was also polling to help the Welsh Government to better understand the views of parents on the teaching of RSE.

Financial Review

Income

Total incoming resources for the year increased by £245k to £1.746m (£1.501m in 2022).

Funding was primarily from PTA membership, which continued to exceed our 2022 strategy, increasing by £232k to £1.593m (£1.361m in 2022).

The Charity's wholly-owned trading subsidiary, Parentkind Enterprises Limited (PEL), continued to trade satisfactorily, and commercial income was £125k (£124k in 2022).

In this period, PEL donated £42k (£32k in 2022) under Gift Aid to the Charity, representing an increase of £10k from the prior year.

The Charity received an income of £6k (£11k in 2022) related to training workshops provided to enhance parental reach into schools as part of our wider school programme. This represents a decrease from the prior year of 45% as we decided to provide them free to all member schools during 2023.

Investment income for the period was £23k (£17k in 2022). At 31 December 2023, the investment was valued at £549k (£511k in 2022) as the market improved.

Expenditure

Total expenditure for the year amounted to £1.883m (£1.823m in 2022), an increase of £60k: 3.3%. The new management team has scrutinised the expenditure and restructured the team to improve value for money.

The net result of the Charity was a deficit of £125k for the year ended 31 December 2023 (£392k deficit in 2022).

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 part of Parentkind's unrestricted funds that are 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.

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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 to allow the Charity to exploit strategic opportunities

On this basis, Trustees decided that the level of free reserves as at 31 December 2023 should be at least £450k of which at least 20% should be held as cash. At 31 December 2023, Parentkind unrestricted funds (excluding tangible and intangible fixed assets) exceeded this at £583k (£337k in 2022). The decision to reduce stock market volatility led to an increase in the cash balance at year-end, and our unrestricted funds. The group held cash of £268k at 31 December 2023 (£101k in 2022).

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS, which the Board has decided to dispose of due to the property being underutilised in the wake of the move to home working during the pandemic. The net book value of the property, furniture and fittings have been reclassified as assets held for resale. At 31 December 2023, 39 Shipbourne Road was expected to realise more than £400k.

The reclassification of the fixed assets as assets held for resale in current assets resulted in a net current assets position at year-end, compared to a net current liabilities position in the previous year.

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 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 2023, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits in CAF bank and Sarasin & Partners LLP.

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 with its financial health, delivery of public benefit, probity of its activities and development of the organisation's aims, objectives, and goals.

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Parentkind wholly owns two subsidiary companies: a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) and a dormant subsidiary, Parent Teacher Associations UK (PTA UK) (company number 11234157), whose directors are selected by the Trustees from among their number and the staff team.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All trustees gave 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.

The day-to-day management of the charity is delegated to the chief executive, who manages a team of 32 staff members (29.2 full-time equivalent).

Pay policy for senior staff

The Charity's performance-related pay system measures all staff against work performance and our agreed values and behaviours. The same system applies to the Senior Leadership Team, with a cost of living rise and consolidated and non-consolidated bonuses being dependent upon performance.

Board Structure and Trustee Development

The Board meets four times per year. To improve inclusivity, the Board dispensed the subcommittees. The Executive Leadership Team meets fortnightly with the Chair and Vice Chair. A linked trustee structure was set up as follows:

- Jo Walmsley – HR
- Mark Tarry – Finance and Risk
- Elizabeth Milovidov – Digital Marketing
- David Hatchett – Education Policy

A Task and Finish Group was set up for the office disposal.

Overall, Trustee attendance at Board meetings was 80% over the period.

The Board has also developed its own 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 also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Board of Trustees. This year, the top risks have been:

- Lack of mixed-income portfolio
- Failure to retain PTA membership
- Insufficient financial resources to sustain the organisation
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind

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Staff and trustees have worked closely together in 2023 to mitigate these risks. Financial risks are mitigated by regularly reviewing our financial position through management accounts and conducting bi-annual forecasting and scenario planning. Our new CEO has started working to diversify our income and has focussed on providing members with a relevant membership offer, including fundraising support and scrutiny of our expenditure to improve financial sustainability.

Further to this, we have seen a gradual diversification of income streams. Parentkind has, for the first time, begun to build an experienced fundraising team to help support its activities and provide match funding opportunities for its membership. At the end of 2023, Parentkind received commitments for 2024 from an online retailer to provide an in-kind donation valued at £25k and a commitment by a branding agency to support its rebranding, valued at more than £100k. Conversations are progressing well with several other potential funding partners.

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 to safeguard children and vulnerable adults.

Future plans

In 2024, we plan to further strengthen our PTA membership and ensure it remains relevant to our members. We are enhancing our PTA membership's benefits with the launch of the 'Be School Ready' magazine with the existing 'PTA Extra' magazine; we are gaining momentum in fundraising with our new fundraising team focusing on grant and corporate fundraising. The funding will provide us with the resources to support our PTAs in the most needed regions.

We continue to enhance our parent and school programmes with webinars and training to improve the engagement of parents with schools.

During 2024, the newly formed Policy and Research team will publish the second National Parent Survey with the ambition of doing it 'bigger and better'. In 2024, we will also see a Parentkind manifesto published ahead of an expected General Election and greater attempts to build policy relationships for the organisation to promote our work in support of parents.

We continue to restructure our teams and review our suppliers to ensure we are more effective, efficient and economical in delivering our mission.

We expect to complete the sale of our office in mid-2024, and the proceeds will be invested in line with our investment policy.

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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)
- 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 to prevent and detect 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.

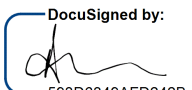
Statement as to disclosure to our auditors

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/herself 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.

DocuSigned by:

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Alex Peace-Gadsby (Chair of the Board)

DocuSigned by:

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Mark Tarry (Treasurer)

24th April 2024

Parentkind - Company Number 3680271

Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2023 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including 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 2023 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 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

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 group or the parent 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 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.

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 course of 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 this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

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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 Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report 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 their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

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

- adequate accounting records have not been kept by the parent charitable company, 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 Trustees' Annual Report and the Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 15, the trustees (who are also the directors of the parent 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 and the 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 regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent 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

Parentkind - Company Number 3680271

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.

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 specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

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Use of our report

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

DocuSigned by:
Claire Wills
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Claire Wills (Senior Statutory Auditor)
for and on behalf of Saffery LLP

Chartered Accountants 71 Queen Victoria Street
Statutory Auditors London
 EC4V 4BE

Date: 01/05/2024

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

Parentkind - Company Number 3680271

Consolidated Statement of Financial Activities for the year ended 31 December 2023

(Incorporating the income and expenditure account)

	Note	Unrestricted funds £'000	Total funds 2023 £'000	Total funds 2022 £'000
Income from:				
Charitable activities	2	1,593	1,593	1,361
Commercial activities	3	125	125	124
Investments		23	23	17
Donations		5	5	-
Total income		1,746	1,746	1,502
Expenditure on:				
Charitable activities	4	(1,800)	(1,800)	(1,732)
Commercial activities	3	(83)	(83)	(92)
Total expenditure		(1,883)	(1,883)	(1,824)
Net gains / (losses) on investments	10	4	4	(70)
Profit / (loss) on disposals		8	8	-
Net (expenditure)/income for the year		(125)	(125)	(392)
Transfer between funds	14	-	-	-
Net movement in funds		(125)	(125)	(392)
Total funds brought forward 1 January	14	816	816	1,208
Total funds carried forward 31 December	14	691	691	816

All activities for the years ended 31 December 2023 and 2022 relate to continuing operations and all income and expenditure was unrestricted.

Parentkind - Company Number 3680271

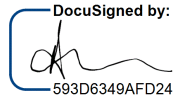
Consolidated and Charity Balance Sheets as at 31 December 2023

	Note	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Fixed assets					
Tangible assets	8	28	377	28	377
Intangible assets	9	80	102	80	102
Investments	10	549	511	550	512
		657	990	658	991
Current assets					
Assets held for resale	11	367	-	367	-
Debtors	12	180	168	180	159
Cash at bank and in hand		63	82	52	76
Cash on deposit		1	1	1	1
		611	251	600	236
Creditors: amounts falling due within one year	13	(577)	(425)	(567)	(411)
Net current assets / (liabilities)		34	(174)	33	(175)
Total net assets		691	816	691	816
Funds of the Charity					
Total funds (unrestricted)	14	691	816	691	816

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 -£125k (-£392k in 2022).

The financial statements on pages 20 to 31 were approved and authorised for issue by the Board of Trustees on 24th April 2024 and signed on its behalf by:

DocuSigned by:

 593D6349AFD242B...
 Alex Peace-Gadsby
 Chair of the Board

DocuSigned by:

 A5BA2805724E49B...
 Mark Tarry
 Treasurer

Parentkind - Company Number 3680271

Consolidated Cash Flow Statement for the year ended 31 December 2023

	Note	Group 2023 £'000	Group 2022 £'000
Net cash provided by / (used in) operating activities	17	13	(140)
Cash flows from investing activities:			
Dividends from investments and interest		23	17
Purchase of tangible fixed assets		(40)	(6)
Purchase of intangible fixed assets		-	(63)
Proceeds from the sale of investments		171	-
Net cash provided by / (used in) investing activities		154	(52)
Change in cash and cash equivalents during year		167	(192)
Cash and cash equivalents at start of year		101	293
Cash and cash equivalents at end of year		268	101

Notes to the Financial Statements for year ended 31 December 2023

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 the Charity's has the ability to continue as a going concern. 2023 continued to be a challenging year with the inflationary challenges and key staff movement, the Trustees are confident with the new leadership team to ensure the charity's financial sustainability as outlined in the Trustees' report. The trustees have based their going concern assessment on the cashflow forecast extending to May 2025. The trustees acknowledge that despite the deficit in the year, the trustees expect to return to profitability in 2024.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) 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	78% (2022: 69%)
PR, policy and research	22% (2022: 31%)

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.

Notes to the Financial Statements for year ended 31 December 2023 (Continued)

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
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Intangible fixed assets

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of intangible fixed assets calculated at the following rates:

Website build costs	20% on cost
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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 join a defined contribution 'money purchase' pension scheme upon starting their employment. 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.

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. Following the decision to dispose of the property, it has been transferred to the current assets held for resale and no depreciation was charged in 2023.

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Notes to the Financial Statements for year ended 31 December 2023 (Continued)**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.

	2023	2022
	£'000	£'000
Members' subscriptions	1,693	1,395
Discounts allowed	(108)	(57)
<i>Members' subscriptions (after discounts)</i>	1,585	1,338
Training	6	11
CJRS + Kickstarters	2	12
Total charitable activities	1,593	1,361

3 Incoming resources from activities for generating funds

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL 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.

The summary financial performance of the subsidiary alone is:

	2023	2022
	£'000	£'000
Commercial activities	125	124
Cost of sales and administration costs	(83)	(92)
Net profit	42	32
Payment made via Gift Aid to the Charity	(42)	(32)
Retained in subsidiary	-	-
Current assets	46	55
Current liabilities	(45)	(54)
Total net assets	1	1
Aggregate share capital and reserves	1	1

Notes to the Financial Statements for year ended 31 December 2023 (Continued)

4 Analysis of charitable activities 2023	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2023
	£'000	£'000	£'000	£'000
Membership services	937	282	223	1,442
PR, policy & research	215	80	63	358
Total resources expended	1,152	362	286	1,800

Analysis of charitable activities 2022	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2022
	£'000	£'000	£'000	£'000
Membership services	773	252	161	1,186
PR, policy & research	358	115	73	546
Total resources expended	1,131	367	234	1,732

4a. Analysis of governance and support costs 2023	General support	Governance function	Total 2023
	£'000	£'000	£'000
Legal & professional fees	32	8	40
Meeting costs – venue hire, travel and catering	38	10	48
Staff training	11	3	14
Premises costs	27	7	34
IT and communications	73	19	92
General office	28	7	35
Audit fees	-	23	23
Total governance and support costs	209	77	286

Analysis of governance and support costs 2022	General support	Governance function	Total 2022
	£'000	£'000	£'000
Legal & professional fees	41	13	54
Meeting costs – venue hire, travel and catering	19	7	26
Staff training	10	4	14
Premises costs	25	8	33
IT and communications	54	18	72
General office	14	4	18
Audit fees	-	17	17
Total governance and support costs	163	71	234

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**5 Total expenditure**

Included in total expenditure is the following:

	2023	2022
	£'000	£'000
Audit fee	23	17
Depreciation	12	14
Amortisation	22	5

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 31 (compared to 32 in 2022) and the monthly average Full-Time Equivalent was 27 (compared to 29 in 2022) whose total remuneration was:

	2023	2022
	£'000	£'000
Salaries and wages	1,052	1,042
Social security costs	99	93
Pension costs	68	69
	1,219	1,204

	2023	2022
£60,001 - £70,000	-	1
£80,001 - £90,000	-	1
£100,001 - £110,000	1	-

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated.

During 2023, we had two members of the Executive Team – the Chief Executive Officer (CEO), the Chief Finance Officer (CFO). During the financial year, the Executive Director of Programmes, Membership and Charitable Services resigned and the post was not replaced. The CFO replaced the Executive Director of Corporate Services. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2023, were £205k (£267k in 2022).

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 31 (2022: 32).

Redundancy Costs

During the financial year, the charity incurred redundancy costs as part of its restructuring and cost-saving measures. The total redundancy costs amounted to £23k (£14k in 2022).

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**8 Tangible fixed assets (Group and Charity)**

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£'000	£'000	£'000
At 1 January 2023	457	46	503
Additions	-	40	40
Transferred to Current Assets	(457)	(12)	(469)
Disposals	-	(34)	(34)
At 31 December 2023	<u>-</u>	<u>40</u>	<u>40</u>
Depreciation			
At 1 January 2023	92	34	126
Charge for year	-	12	12
Transferred to Current Assets	(92)	(10)	(102)
Disposals	-	(24)	(24)
At 31 December 2023	<u>-</u>	<u>12</u>	<u>12</u>
Net book value			
31 December 2023	<u>-</u>	<u>28</u>	<u>28</u>
31 December 2022	<u>365</u>	<u>12</u>	<u>377</u>

9 Intangible fixed assets (Group and Charity)

	Website	Total
Cost	£'000	£'000
At 1 January 2023	107	107
Additions	-	-
Disposals	-	-
At 31 December 2023	<u>107</u>	<u>107</u>
Amortisation		
At 1 January 2023	5	5
Charge for year	22	22
Disposals	-	-
At 31 December 2023	<u>27</u>	<u>27</u>
Net book value		
31 December 2023	<u>80</u>	<u>80</u>
31 December 2022	<u>102</u>	<u>102</u>

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**10 Fixed asset investments**

Market value	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
At 1 January	511	566	512	567
Additions	30	-	30	-
Disposals	(200)		(200)	
Change in cash held by investment manager	204	15	204	15
Net gains/(losses) on investments	4	(70)	4	(70)
At 31 December	549	511	550	512
Historic cost	507	473	508	523

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve and cash managed by Sarasin & Partners LLP. In December 2023 the trustees decided to hold more funds in cash to achieve a higher rate of interest and reduce the risk of investment volatility.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2023 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. PTA UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

11 Assets held for resale

	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Freehold property	365	-	365	-
Furniture, fixtures and fittings	2	-	2	-
	367	-	367	-

The Board has set up a property sale task group to sell the vacated office at Tonbridge. The net book value of the property, the furniture and fixtures have been reclassified as assets held for resale. Further details are disclosed in note 21

12 Debtors

Amounts falling due within one year	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Trade debtors	24	39	9	-
Balances due from subsidiary	-	-	-	1
Amount due from subsidiary under Gift Aid	-	-	42	30
Value added tax receivable	-	5	-	5
Prepayments and accrued income	156	124	129	123
	180	168	180	159

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**13 Creditors: Amounts falling due within one year**

	Group	Group	Charity	Charity
Amounts falling due within one year	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Trade creditors	215	147	214	147
Balances due to subsidiary	-	-	2	-
Membership subscriptions paid in advance	274	205	274	205
Accruals & deferred income	54	20	52	20
Other taxation and social security	34	53	25	39
	577	425	567	411

a) Membership subscriptions paid in advance

	2023	2022
	£'000	£'000
Balance at 1 January	205	168
Amount released to income earned from charitable activities	(205)	(168)
Amount deferred in year	274	205
Balance at 31 December	274	205

14 Analysis of charitable funds**a) Analysis of group net assets between funds**

	Total and unrestricted	Total and unrestricted
	2023	2022
	£'000	£'000
Investments	549	511
Tangible fixed assets	28	377
Intangible fixed assets	80	102
Assets held for resale	367	-
Cash	64	83
Other net current assets/(liabilities)	(397)	(257)
At 31 December	691	816

b) Analysis of unrestricted funds

	General fund	Website fund	Fixed Asset fund	Total
	£'000	£'000	£'000	£'000
At 1 January 2023	439	-	377	816
Net movement in funds	224	-	(349)	(125)
At 31 December 2023	663	-	28	691
At 1 January 2022	768	56	384	1,208
Allocation of designated funds	(46)	46	-	-
Net movement in funds	(283)	(102)	(7)	(392)
At 31 December 2022	439	-	377	816

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity. The designated fixed asset fund is equivalent to the net book value of our tangible fixed assets.

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**15 Related Party Transactions**

The Trustees do not receive any remuneration. 3 of the 10 Trustees who served during the year received in total £605 (compared to 3 Trustees receiving £554 in 2022) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

During the financial year, the Charity provided staffing support to its subsidiary, ParentKind Enterprises Ltd (PEL), to the value of £73,712 (£84,634 in 2022) which was recharged to the subsidiary. The gift aid payment from the subsidiary is disclosed in note 3. The amounts due from PEL at the year end are shown in note 12.

Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

16 Commitments

At 31 December 2023 the Charity had no commitments payable under non-cancellable leases.

17 Reconciliation of net (outgoing) / incoming resources to net cash flow from operating activities

	2023	2022
	£'000	£'000
Net (outgoing) / incoming resources for the year	(125)	(392)
Depreciation	12	14
Loss / (Gains) on investments	(4)	70
Loss / (Gains) on Disposal	(8)	-
Amortisation and impairment of intangible fixed assets	22	5
Dividends from investments	(23)	(17)
Decrease/(increase) in debtors	(12)	1
(Decrease)/increase in creditors	151	179
Net cash (used in) / provided by operating activities	13	(140)

18 Analysis of changes in net debt

	At start of year	Cashflows	At end of year
	£'000	£'000	£'000
Cash	83	(19)	64
Cash held with investment manager	18	186	204
Total	101	167	268

19 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 2023 was £10 (£10 in 2022).

20 Financial instruments

	Group	Group	Charity	Charity
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Financial assets measured at fair value				
Investments	549	511	550	512

21 Post Balance Sheet Event

In March 2024, the trustees accepted an unconditional offer of £500k for the Tonbridge office.