



Annual Review 2017-18

Introduction from our CEO

Change is difficult. There are no two ways about it and we have been through a time of reflection, challenge and transformation. With core funding streams drawing to a close we have had to look at how we can be small at the centre but ambitious about extending our reach to children and families in need.

We have carefully considered our future and are clear that our gift is to provide practical support to children and families facing a bullying situation. We know that our ZAP workshops are a precious lifeline to families and want to make these available to many more children in England and Wales. One parent shared that ZAP 'was the start of life improving for my child and our family'.

We want to draw alongside children and families when they need us most. We want to build a Kidscape community, encouraging and empowering children, parents, carers and teachers throughout England and Wales to stop bullying and keep children safe. We also want to build an army of supporters to raise awareness of Kidscape and help fund our vital work.

With your help we can give hope. Will you join us?

– Lauren Seager-Smith, CEO



Introduction from our Chair

Our children today face complex challenges as they grow to adulthood. Bullying is not only hurtful but, for many children, can seriously damage their confidence, educational development and mental health.

Our education system and child mental health services are increasingly struggling to provide support and as a result failing thousands of children and parents each year.

More than ever, families and children desperately need the support of Kidscape's programmes.

Our services are unique, effective and build on techniques that have been developed over many years.

Our vision is to make these accessible to all children in the UK.

But we can't do it alone.

We need your support to build a UK wide community of teachers, volunteers, parents and supporters who share our belief that "one day with Kidscape can change children's lives".

– George Gawlinski, Chair

Planning for our future

In 2017 we reviewed the future of Kidscape. As the longest running anti-bullying charity in the UK, we believe that our key strength lies in our ability to directly support children and families going through a bullying situation. We want to be known as the anti-bullying charity 'that helps'.



Our 4 key commitments:

Kidscape helps

Kidscape is the anti-bullying charity that helps. We strive to provide children and families across the UK with hope, through interactive programmes that change lives for good. This includes extending the reach of our high impact ZAP assertiveness workshops for children and young people.

Kidscape is with you

Kidscape will develop a network of regional hubs working in communities across the UK; we will invest in our advice service; we will provide training and resources for adults that help keep children safe and we will develop and grow communities of people who can offer support to children and families in need.

Kidscape makes sense

Kidscape will listen to children and young people, parents and carers, teachers and all those that work with children to make sure we are authentic, credible, and that we change lives for good.

Kidscape is collaborative

We will seek out those that can help us further our mission. We want to build an army of supporters across the UK that are actively engaged in giving hope to children and families.

Our goals to 2022

1. To become the go-to charity for any child or family in the UK that needs help with a bullying situation
2. To develop a sustainable and scalable regional service model that provides practical support to children, families and the children's workforce throughout the UK
3. To enhance our central support to children, families, carers and professionals across the UK, providing high quality advice and guidance through our digital platforms and growing the reach of our advice line service
4. To be the leading provider of training for teachers and those that work with children in preventing and responding to bullying, and keeping children safe
5. To develop a thriving and committed team of people who contribute towards our goals, working collaboratively across all areas of the charity
6. To listen to the wider Kidscape community to ensure that our services are developed, evaluated and enhanced in collaboration with children, families, carers and professionals in the UK





New brand identity

We listened to children and young people, parents and carers, partners, funders and supporters who told us it was time for a new look.

The message they shared was the need for Kidscape to be the children’s charity that gives hope. They wanted bright colours and positivity. A young man likened childhood experience of bullying to finding your way through a maze. The new brand identity shares that concept as we draw alongside children and families in difficult times and navigate a way through to a brighter future.

We were very fortunate to receive pro-bono support from Meridian West to conduct a thorough brand consultation exercise and the creative talent of Chromatic Brands to design our new brand identity.



What’s next?

We need your help to build this future.

We are looking for volunteers, partners and supporters who can help us extend our reach to children and families in need.

We want to remain small at the centre but with growing influence; offering clear pathways to children, families, teachers and other professionals that need our help. In the coming year we will be developing our marketing strategy and our fundraising capacity.

We will be launching our volunteer strategy, sharing a new, enhanced training programme, redesigning our website and extending the hours of our Parent Advice Line.



Our services

ZAP anti-bullying workshops

Our confidence-building ZAP workshops for children and families experiencing bullying (funded by the Big Lottery Fund from 2015-2018) have transformed lives. Almost 800 families have participated in the workshops over the last three years.

An independent evaluation of ZAP has found incredible results for children and families:

- **96%** of young people felt more confident
- **98%** felt more able to be assertive
- **95%** felt better about themselves
- **99%** knew more about Kidscape tools they could use to help them respond to bullying

“The whole day was fun but meeting others who had the same problem made me feel not alone. I found some good friends.”

Longer-term impact:

- **83%** of the young people who responded to the follow-up survey had used the Kidscape tools to help them deal with bullying situations



- **81%** felt more assertive and 79% felt more able to deal with bullying
- **72%** said they were now experiencing less bullying
- **90%** reported improvements in one or more aspects of their mental health since attending the workshop, such as feeling less depressed or less stressed

“It’s just that kind of confidence that you can overcome it and knowing that you have got all these tools there to help you if you do need them.”

Longer-term impact on young people’s friendships and education:

- **71%** said they had found it easier to talk to their friends and **61%** had found it easier to make new friends
- **87%** reported improvements in one or more aspects of their schooling, such as attending school more often or being more able to concentrate in class

Positive outcomes

“Before, when I woke up, I used to have this feeling in my tummy like ‘Is something going to happen today? Is someone going to be mean to me?’, but now I don’t really get that often”

Impact of ZAP on parents and carers:

- **99%** said that the workshop had helped them find out more about the tools their child could use in a bullying situation
- **97%** said that the workshop had helped them know more about how to communicate effectively with their child’s school
- **98%** said that attending the workshop had helped them feel less alone

“It was brilliant. It saved us.”

Longer-term impact for families:

- **91%** of young people felt their family relationships had improved since attending the ZAP workshop
- **91%** of parents said that they felt they were more able to support their child as a result of attending the ZAP workshop

“We had a really positive experience that we have been able to reflect upon together which has strengthened our relationship”



Parent Advice Line

Where can parents turn when they need help with bullying?

The Parent Advice Line has been running since February 2016. Parents and carers often report feelings of isolation and despair when they haven't been able to find a solution to their child's bullying problem, and the Parent Advice Line provides guidance and advice to help effectively handle the situation.

From April 2017 to March 2018 the advice line was open for two days a week and received 117 contacts, 55% by phone and 45% by email. Of those contacts where the type of school was disclosed, 48% were with regard to bullying in primary schools, 49% in secondary schools and 3% in further education colleges.

"The advice line has been a lifeline. I've phoned several times and have always been able to move forward in a positive way."

What next?

Future plans for the Parent Advice Line include extending the opening hours to provide more support to families in need, and marketing the service to families beyond those attending the ZAP workshops.



EARA

Kidscape's Extremism and Radicalisation Awareness (EARA) programme worked with London secondary schools, helping to safeguard young people against radicalisation and extremism. This was a one year project funded by the Department for Education, training over 4,500 students and 1,100 staff across 29 schools.

Taking part in the programme enabled young people to develop a better understanding of the issues and risks relating to radicalisation and extremism. As a result, many students felt more able to protect themselves as well as more confident in discussing the issues with their peers and teachers.

The evaluation revealed that the programme enabled schools to strengthen their approach to radicalisation and extremism by increasing the knowledge of staff, and helping schools improve policy and practice.

What next?

Kidscape hopes to continue to share learning from EARA through our wider training programme for schools.

Thrive

Kidscape worked with Wiltshire County Council and Wiltshire Clinical Commissioning Group as part of their wider Thrive mental health and wellbeing programme to develop and support a peer mentoring project in 10 secondary schools across Wiltshire. In total 20 staff were trained to support 317 peer mentors.

The peer mentors then in turn worked with 362 mentees for the life of the programme. The project was designed to provide pupils with the extra support that they might need: someone to talk to, someone who will listen and work with them to help overcome some of the challenges they are facing.

What next?

Kidscape has embedded the learning from the programme into the Kidscape peer mentoring training offer and looks forward to supporting many more schools to deliver peer mentoring programmes in the year to come.

Training

Adults who work with children are on the frontline of keeping children safe from bullying and harm.



Training adults to keep children safe is central to the mission of Kidscape. In 2017-18 we delivered 150 training events to over 6,000 professionals.

We deliver CPD accredited training in advanced and basic safeguarding, anti-bullying, digital safety and peer mentoring to teachers and other professionals working with children and young people. The delivery of our training programme was a key consideration of the strategic review and the decision was made to focus on training delivery in the UK, rather than in the UK and overseas.

Our goal is to be the leading provider of anti-bullying training to the children's workforce. We want to give teachers and other professionals the skills to keep children safe, offering a high quality and professional service, supported with robust evaluation data.

Online Safety & Cyberbullying training

"The course completely opened my eyes to the possible threats out there to young people online. I would recommend this course to anyone who works with children. One of most relevant, thought-provoking and engaging training sessions I've been to in a very long time. Fantastic work from Kidscape once again."

"You should be delivering this course in every school"



Basic Safeguarding

"The course was really good. Well delivered and informative. Good mix of activities"

"Thought-provoking and engaging."

Anti-Bullying

" Brilliant. The scenarios were particularly useful. Engaging"

"Excellent! Made me think about how to improve our procedures"

What next?

In the coming year we will be analysing the most popular courses and those required by law and considering how we can make the training delivery more sustainable.

This will include: reflecting on how we currently deliver training, regularly reviewing all content in line with current law, policy and practice, listening to feedback from participants over the last year who have called for more activity based learning, and rebranding all materials.

We will also be recruiting additional freelance trainers across the UK and supporting all of our trainers to deliver the new material.



Friendship Friday & Anti-Bullying Week



Friendship Friday is Kidscape's annual fundraising and awareness raising campaign which complements Anti-Bullying Week and promotes positive relationships.

Friendship Friday 2017 took place on 10th November, with support from Amazon PR and Scholastic. The theme tied in with Anti-Bullying Week's "All Different, All Equal" and resources and social media focused on being friends with someone who is different to you.

- 1,227 people downloaded the schools Anti-Bullying Week and Friendship Friday pack (three times more than in 2016), including lesson plans, an assembly presentation and a fundraising pack.

- On the day, there were over 300 uses of the hashtag #FriendshipFriday on Twitter, by a mix of schools and individuals.
- Celebrities AJ Pritchard, Chloe Hewitt, Twiggy, Reverend Kate Bottley and Jill Halfpenny made Friendship Friday posts on their social media platforms.
- Our media strategy was to target regional newspapers, and Friendship Friday coverage was featured in over 70 local newspapers, to a total audience of almost 3 million people.
- Friendship Friday was mentioned in anti-bullying blogs shared through blogging sites including the Huffington Post, Selfish Mother, and Music Fatherhood and Football.
- On Friendship Friday, there were over 5,000 visits to Kidscape's website.
- Friendship Friday was promoted via three emails from Scholastic, to approximately 38,000 teachers' emails per email. In total, these emails led to 52 clicks on Kidscape's Friendship Friday page.

What next?

Building on the success, Friendship Friday 2018 will take place on 9th November. The theme will be "Food for Friendship".

Twiggy Lawson
@Twiggy
Following

#tbt to this beautiful yellow dress, the colour of friendship! Wear yellow this Friday to join in @Kidscape's #FriendshipFriday



Accounts summary

We are grateful to all of our funders and are pleased to report we ended the financial year with another small surplus. It is important to note that we benefited from restricted grants in this financial year that are drawing to a close, and while we seek out grant funding wherever possible, we recognise the urgent need to raise higher levels of unrestricted funds.

In 2018/19 we will be advancing a new fundraising strategy that will diversify our fundraising portfolio to secure delivery and growth of our services to children, long into the future.

	2017-18	2016-17	2015-16
Total income	£882,949	£807,418	£825,854
Total expenditure	£776,029	£671,306	£716,627
Charitable expenditure	£629,236	£542,529	£638,195
Fundraising costs	£146,793	£128,777	£78,432

Thank you

Individuals

Alan Ravenhill • Alan Bates • Alistair McKenzie • Alistair (AD) Watson • Andrew Farrer • Andrew Marsden • Anthony Horowitz OBE • Arash Kabiri • Ben Robinson • Beverley Smith • Bimal Pandit • Bob and Kate Huxley • Bridget Monk • Bruno Wang • Chris Hill • Christine Perry • Christopher Shelley • Christopher Green • Claude Knights • D Abayomi • Daljit Babajee • Danielle Toutoungi • David Knowles • David Mackenzie • Deeangelique Ireland • Dennis Wilson • Derek Jackson • Des Kavanagh • Diana Gwynn • Dipak Raja • Douglas Bennett • Emma Hacker • Gareth Cale • Gavin Willshaw • George Lee • Graham Gibb • Hannah Schofield • Sir Harvey McGrath • James Clifford • Janette Citroen • Jeffrey Farrow • Jenna Lowe • Jill Taylor • John Hadjipateras • Jonathan Ratcliffe • Kam Chana • Kate Medina • Katherine Crawford • Kevin Parke • Kevin Maloney • Kumi Thomas • Laura Crowney • Laura McLean • Lee Anderton • Lucy Faulkner-Gawlinski • Lynn Skeates • Maddie Thornham • Margaret Dowley • Matt Besant • Matthew Woods • Matthew Prince • Michelle Brown • Mike Landsman • Patricia Hernandez • Paul Smith • Penelope Lisa Bowen • Peter Clark • Peter Lawson • Sam Hollins-Owen • Sanjida Kay • Sarah Dinsdale-Young • Sarah Margerrison • Scott Mcallister • Sheila King • Stephen Taylor • Stephen White • Stephen Shepherd • Stephen Flory • Sue Dunstall • Suzanne Warr •

About Kidscape

Our vision is for all children to grow up in a world free from bullying and harm, with adults who keep them safe and help them to reach their full potential. Our mission is to provide children, families, carers and professionals with advice, training and practical tools to prevent bullying and protect young lives.

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Organisations

Albion 4C Limited • Barbara Ward Children's Foundation • Cactus TV • Department for Education • Dulverton Trust • Edgar Lee Foundation • Elmlea Junior School • Fairview Community Primary School • Friends of Radnor House • Grass Roots • Guv'nors Club • Herbert Stanton Trust • Hillcrest Steps • Homelands Charitable Trust • I Do Community • Jack Hunt Secondary School • Jonathan Lee Recruitment • Kramer Charitable Trust • Legal and General PLC • Marchday Investments • Marsh Christian Trust • North Curry Community Coffee Shop • Persula Foundation • PIMCO Foundation • Raise Your Hands • Santander Foundation • Songbyrds Choir • Specsavers • The 401 Foundation • The Big Lottery Fund • The JD Foundation • The Paul Hamlyn Foundation • The Rubens at the Palace • UK Freeforms Society • W O Street Charitable Foundation • Wessex Youth Trust • Westminster Foundation

And all our supporters who wish to remain anonymous

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