

Charity Registration No. 1104948

Company Registration No. 05061385 (England and Wales)

**END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE  
TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)**

**TRUSTEES' REPORT AND ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2011**

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	Tink Palmer (Chair) David Ould (Treasurer) Martin Houghton - Brown Alison Harvey Guy Mallison Keith Richards
<b>Secretary</b>	Christine Beddoe
<b>Charity number</b>	1104948
<b>Company number</b>	05061385
<b>Registered office</b>	Grosvenor Gardens House 35 - 37 Grosvenor Gardens London SW1W 0BS
<b>Accountants</b>	H W Fisher & Company Acre House 11-15 William Road London NW1 3ER
<b>Bankers</b>	The Co-operative Bank PO BOX 250 Delf House South Way Skelmersdale WN8 6WT

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# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

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The trustees of the charity present its reports and accounts for the year ended 31 March 2011.

The accounts have been prepared in accordance with the accounting policies set out in Note 1 to the accounts and comply with the company's Memorandum and Articles of Association, the Companies Act 1985 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

**Structure, Governance and Management**

The six members, who are trustees for the purpose of charity law and directors for the purposes of company law and who served during the year were:

Tink Palmer (Chair)  
David Ould (Treasurer)  
Alison Harvey  
Guy Mallison  
Martin Houghton-Brown  
Keith Richards

**The Charity's Objects/Mission**

The principal objects of the charity are to relieve those children in need as the trustees determine from time to time and advance public education, in particular but not exclusively, by raising awareness on the international aspects of the commercial sexual exploitation of children, thereby protecting such individuals from harm and preventing their suffering.

**The Charities Activities/Achievements and Performance**

**"STOP TRAFFICKING OF CHILDREN AND YOUNG PEOPLE"**

ECPAT UK has enjoyed great success in the second year of the three year global partnership between ECPAT and The Body Shop. A UK wide petition was launched in July 2010 to support the ECPAT UK campaign for a system of guardianship for trafficked children. The petition was available to sign online and in Body Shop stores and it has been the focus for campaigning activities during the past year. The campaign publicity and interest in the petition increased our visibility and raised awareness on child trafficking. ECPAT UK mobilised a phenomenal amount of support for the petition through our online campaign actions including contacting 523 local newspapers, 73 local authorities, 24 key NGOs, 27 Trade Unions, 16 universities, 56 law related bodies and 36 faith based organisations as well as parliamentarians and local councillors. The petition was presented to 10 Downing Street in July 2011. Throughout the year The Body Shop sold an incredible 132,296 tubes of the hand cream in stores and on-line raising a further £310,154 for ECPAT UK's work against child trafficking. In collaboration with The Body Shop the ECPAT UK Board of Trustees has agreed that the most appropriate way of managing the donation from The Body Shop is to spread the funds raised across several programme areas. In the past year ECPAT UK has spent £264,289 of the Body Shop donation. The remaining balance is shown in the designated funds notes to the accounts to be used to support an agreed work plan of activities.

**PARLIAMENTARIANS AGAINST HUMAN TRAFFICKING**

Throughout the year ECPAT UK continued to lead the successful European Parliamentarians Against Human Trafficking project that has been funded by The Tudor Trust since 2009. The impact of the project in the UK has been a demonstrated increase in the number of questions in parliament, sharing knowledge between parliamentarians and specialists about the needs of victims and documenting good practice in protection, prevention and prosecution. The final event of the project in its current phase was a parliamentary visit to Portugal in February 2011 and a meeting with MPs in the Portuguese Parliament and visits to police, border agency and NGOs. The NGO we approached to be our partner was the Portuguese Victim Support Association (Associação Portuguesa de Apoio à Vítima - APAV). While there is no official ECPAT group in Portugal, this organisation forms part of the network of ECPAT affiliated groups

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working across the globe with ECPAT and The Body Shop on the joint campaign to combat child trafficking for sexual exploitation. The UK parliamentary delegation included: Peter Bone, Conservative MP and Joint Chair of the APPG; Baroness Elizabeth Butler-Sloss, Cross Bench Peer and Joint Chair of the APPG; Baroness Molly Meacher, Cross Bench Peer, and Michael Connarty, Labour MP. The delegation also included Anthony Steen, Director of the Human Trafficking Foundation (and former MP and Chair of the APPG), and ECPAT UK Director Christine Beddoe, who organised the agenda in collaboration with the British Embassy in Lisbon.

Due to the success of the project ECPAT UK was approached by parliamentarians to continue the work and in 2010 ECPAT UK made an application to the European Commission to fund a further two years working to develop a European network of parliamentarians against human trafficking. The EC application was successful and together with continuation of funding from The Tudor Trust the project will move to a new phase with two full time project staff and activities across Europe planned between 2011 to 2013. This will be a joint project between ECPAT UK, The UK Human Trafficking Foundation and the Associatia High Level Group in Romania. Associate partners include the Inter-Parliamentary Union (British branch), The Council of British Chambers of Commerce in Europe, The Dutch National Rapporteur on Human Trafficking and the Wilberforce Institute for Slavery and Emancipation.

**ANTI SLAVERY DAY**

October 18<sup>th</sup> 2010 was the first UK Anti-Slavery Day following the successful passage of a Private Members Bill to Royal Assent in April 2010. ECPAT UK reacted swiftly to this by contacting 18,513 local councillors to alert them to Anti-Slavery Day and advise them on actions they can take to raise awareness about child trafficking. In addition ECPAT UK contacted all MPs, MSPs, Members of the Welsh Assembly, Northern Ireland MLAs and UK MEPs. As a direct result of our action local councils were mobilised and activities happened across the UK ranging from library exhibitions and local media stories to motions put forward in council chambers, including the London Assembly, to support anti-trafficking initiatives. ECPAT UK will build on this to achieve even greater impact on Anti-Slavery Day 2011.

**TRUSTEE & STAFF CHANGES**

During the year Karen Sizeland was appointed as Training Manager (May, 2010) and Richard Balyuzi was appointed as Trusts and Grants Officer (November, 2010). ECPAT UK said farewell to Hannah Pearce, Policy and Advocacy Manager who left us in March 2011 to pursue a career in teaching.

**AIMS AND ACTIVITIES**

Our aims for 2010 / 2011 were:

1. To ensure that children in the UK who are victims of trafficking are given care and protection in accordance with the UN Convention on the Rights of the Child. We did this by:
  - Working with The Body Shop to launch and promote a petition for a system of guardianship to provide each child with an independent guardian who will work in their best interest;

*ECPAT UK and The Body Shop launched the Stop Sex Trafficking petition for a system of guardianship in July 2010 with a media event in Westminster and a march to parliament with 'Lollipop' ladies and gents. Following 12 months of high visibility in The Body Shop stores across the UK and on-line the petition closed in July 2011 with an amazing 735,889 signatures. ECPAT UK supported the petition by accompanying MPs to go into their local Body Shop store to meet with customers and store staff and we promoted a Parliamentary Early Day Motion (EDM 513) which has attracted 98 MP signatures. We also promoted the petition widely to supporters, our networks and online through social networking, including FaceBook and Twitter.*

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- Being a core partner of the Anti-Trafficking Monitoring Group to monitor, analyse and report on the government's commitments to protect child victims of trafficking;

*ECPAT UK is an active member of the 8 member Anti-Trafficking Monitoring Group that published its first report "Wrong Kind of Victim" in 2010, reporting on the UK government's compliance to the European Convention Against Trafficking. ECPAT UK was responsible for guiding all aspects of the report specific to children. In addition ECPAT UK wrote the Executive Summary of the report. The report was launched in parliament and has been widely quoted.*

- Increasing awareness of parliamentarians in both the House of Commons and House of Lords so that they ask more questions, scrutinise laws and challenge Ministers to do more to protect children.

*ECPAT UK has continued to support the All Party Parliamentary Group on Human Trafficking over the past 12 months. As a result of this and other active engagement with both the House of Commons and House of Lords ECPAT UK was mentioned 20 times in parliamentary debates and directly influenced over 50 parliamentary questions. ECPAT UK also hosted a Parliamentary Researchers event in March 2011, inviting researchers to come and learn more about child exploitation. 21 researchers attended, representing 19 MPs and 1 Peer. ECPAT UK strengthened its project to develop a European network of parliamentarians against trafficking by securing funding from the European Commission for a further two years.*

2. To ensure children abroad are better protected from sexual exploitation and abuse. We did this by:

- Promoting the e-learning tool 'Every Child, Every Where' to travel training institutions and the UK travel and tourism industry;

*ECPAT UK has worked closely with ABTA, the Travel Association and its members to promote the joint ECPAT UK - ABTA e-tool for protecting children in tourism. This year 682 users have completed course modules hosted at [www.everychildeverywhere.com](http://www.everychildeverywhere.com) Other achievements saw the course hosted on Virgin Travel, Thomas Cook, and Cooperative Travel intranet systems and promoted internally to all their staff reaching thousands more users. Cooperative Travel has made the e-tool compulsory for all new staff.*

- Publishing a report that identifies gaps and opportunities to strengthen law enforcement on the protection of children from British sex offenders who travel abroad.

*ECPAT UK researched and published "Off the Radar - Protecting Children from Travelling Sex Offenders" in February 2011 as part of the ECPAT UK campaign to close the 'Three Day Loophole' in the Sexual Offences Act (2003). As a result of the report and online campaign actions 99 MPs were contacted by ECPAT UK supporters prompting questions to the Home Secretary. The Home Secretary has since launched a limited consultation to review the relevant parts of the 2003 Sexual Offences Act and announced her intention to close the loophole.*

3. To raise awareness about the commercial sexual exploitation of children. We did this by:

- Maintaining an active 'virtual' community and engaging supporters in on-line and off-line campaign actions;

*ECPAT UK upgraded its website this year increasing functionality to engage supporters. Improvements include a Blog area and a facility to directly sign the ECPAT UK Body Shop petition. ECPAT UK also increased its activity on Twitter and Facebook quite significantly. On Twitter ECPAT UK has over 1000 followers, and is "tweeting" on a daily basis. ECPAT UK now has over 23,000 Facebook fans (an increase of over 20,000 since the beginning of the year) largely as a result of an agreement with Facebook to donate free advertising space to ECPAT UK for our work to protect children. The Facebook offer has been spread over two years so ECPAT UK will gain further benefit from this activity in 2011-2012. This excellent opportunity has allowed ECPAT UK to promote our campaigns, engage with thousands of supporters on a daily basis, increase donations and increase online visibility to a larger and more diverse audience. ECPAT UK again enjoyed a significant presence in the national media over the past year including news, features and opinion pieces. This has been successful in driving new supporters to our website and has helped to increase donations.*

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- Developing an ECPAT UK Training Centre facility and providing high quality training and materials;

*ECPAT UK made substantial headway during the last year preparing to set up a National Training Centre. Unfortunately arrangements to secure the selected venue were suddenly interrupted by the sale of the building and thus a new venue was needed. Despite this setback the ECPAT UK training programme for safeguarding children continued and our staff delivered training to over 1,000 people across the UK during the year. A new venue has now been secured as a National Training Centre and will open in September 2011.*

- Undertaking research with partners in at least one other country and using this to raise awareness with professionals in the UK.

*For the past two years Vietnam has been named the largest 'source' country by the Home Office, Police and Local Authorities with regard to child trafficking. The Director of ECPAT UK undertook a field visit to Vietnam in January 2011, accompanied by a consultant researcher, to interview children's organisations (including the ECPAT partner in Vietnam), anti-trafficking organisations and Embassies in order to understand more about how children are being trafficked to the UK. This research has informed our work against child trafficking and has been shared with other professionals through various means including our role on a number of UK based multi-agency working groups on child trafficking.*

4. To encourage and support the participation of young people in policy that affects their lives. We did this by:
  - Having an annual programme of projects and social events that give young people who are victims of trafficking the opportunity to engage with policy makers, law makers and professionals;

*The ECPAT UK Youth group meet weekly. This is a group of young victims of trafficking aged between 15 - 21 who come together as a peer group and contribute to the ECPAT UK youth participation strategy. Over the year the ECPAT UK Youth Group has been involved in a number of projects which have directly influenced policy and advocacy. This includes meeting with Members of Parliament; and the making of a DVD called the Story of Affia which they have since shared with police and social work professionals in a question and answer workshop. The Youth Group has also participated in a number of activities in the ECPAT UK - The Body Shop campaign. Alongside these events ECPAT UK provides the Youth Group with a programme of social activities including bowling, cinema, picnics and a Christmas event. Some feedback from the Youth Group is captured below.*

*'It is important that we try and help other children like us, but we also need to have some fun. I like going out because you feel relaxed.'*

*'I feel I can talk to Debbie and she really listens and tries to help'*

*'ECPAT UK have really helped me when no others could'*

*'Sometimes I feel so sad and I don't want to come to the group, but when I get here I always feel a lot better'*

*'In the group I can talk to people who understand what I have been through, I don't have to explain'*

- Having an active ECPAT UK Youth Panel to enable young people to give their input on ECPAT UK projects and publications;

*ECPAT UK developed a Youth Panel in 2010 to input into all facets of ECPAT UK work and make sure we reflect the views of young people. Over the past year the Youth Panel has developed a workshop specifically for schools and helped to deliver the workshop in schools across the UK. Members of the Youth Panel also participated in Anti-Slavery Day Activities on October 18<sup>th</sup>.*

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- Providing opportunities for the ECPAT UK Youth Group to travel, both in the UK and abroad, in order to make contact with other youth activists and to learn life skills.

*Over the past year members of the ECPAT UK Youth Group have participated in activities across the UK and abroad. This year representatives of the Youth Group have been supported by ECPAT UK to attend the "What Works For Us" project, a joint project between ECPAT UK, The National Working Group for Sexual Exploitation and Barnardos, to explore the views of young people who have experienced sexual exploitation. Young people meet locally and then travel to meet up with others from across the UK on specific days of action during the year. ECPAT UK also supported one member of the Youth Group and the Youth Coordinator to attend a Youth Exchange project in Serbia in July 2010. The exchange focussed on the challenges that young people face in Europe, especially those from marginalised communities. The project taught young people performance skills in puppet theatre and intercultural learning. The ECPAT UK youth delegate went on to teach others in the Youth Group the same skills which were later used in the making of a Youth Group DVD.*

#### OUR AIMS FOR 2011/12

The ECPAT International General Assembly is held every three years and enables ECPAT partners from over 70 countries around the world to get together, discuss issues and agree priorities for action. It's a valuable opportunity for networking and sharing experience. The next General Assembly will be held in Paris in November 2011 and ECPAT UK will send a delegation inclusive of Trustees, staff and youth delegates. It will be a significant opportunity for learning and development.

ECPAT UK's key aims for the coming year are:

1. To ensure that children in the UK who are victims of trafficking are given care and protection in accordance with the UN Convention on the Rights of the Child. We will do this by:
  - Working with The Body Shop to campaign for a system of guardianship to provide each child with an independent guardian who will work in their best interest;
  - Being a core partner to the Anti-Trafficking Monitoring Group to monitor, analyse and report on the government's commitment to protect child victims of trafficking;
  - Increase awareness of parliamentarians in both the House of Commons and the House of Lords so they ask more questions, scrutinise laws and challenge Ministers to do more to protect children.
2. To ensure children abroad are better protected from sexual exploitation and abuse. We will do this by:
  - Providing input to the Government consultation on notification requirements for sex offenders that travel abroad.
  - Increase awareness of the general public by developing a new range of online actions.
  - Working with the travel and tourism industry to develop and promote new staff training initiatives to complement our current e-learning tools.
3. To raise awareness about the commercial sexual exploitation of children. We will do this by:
  - Maintaining an active 'virtual' community and engaging supporters on-line and off-line campaigns;
  - Using the ECPAT UK National Training Centre to deliver training on protection of children and the prevention of child trafficking and sexual exploitation.
  - Undertaking research with partners in at least one other country and use this to raise awareness with professionals in the UK.

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4. To encourage and support the participation of young people in policy that affects their lives. We will do this by:
- Having an annual programme of projects and social events that gives young people who are victims of trafficking the opportunity to engage with policy makers, law makers and professionals;
  - Providing opportunities for the Youth group to travel, both in the UK and abroad, in order to make contact with other youth activists and to learn life skills.

**Summary**

In 2010/11 ECPAT UK was able to manage organisational growth, risk and opportunity by maintaining a programme of work that is focussed on specific campaign targets and project outcomes that are consistent with the ECPAT UK three year plan for 2010 -13. Our aim to protect children from commercial sexual exploitation was met through the success of our targeted campaigns and projects. In particular ECPAT UK's input has been recognised as being integral to Local Authorities strengthening their identification procedures for safeguarding child victims of trafficking through our delivery of training and our participation in the London Local Safeguarding Children Board working group to develop a 'Trafficking Toolkit' and monitoring its pilot. Another major success has been the announcement by Government that it will launch a targeted consultation to review gaps in legislation including the 'Three Day Loophole', that allows registered sex offenders to travel abroad up to three days without notifying police. Closing the Three Day Loophole has been a major ECPAT UK campaign over several years and the government's announcement to review this area of legislation was brought about by ECPAT UK campaign actions and was announced after the launch of the ECPAT UK report 'Off the Radar'.

**Financial review**

Total income for the year was £580,297, a decrease of 13 % on the previous year, made up of £154,019 of unrestricted funds, £310,154 designated funds and £116,124 of restricted funds. The decrease reflects the conclusion of a project grant from Department for Children, Schools and Families and fluctuations of designated funds linked to sales of The Body Shop campaign fundraising product and had both had been anticipated. Total expenditure for the year was £501,658 an increase of 32 % on the previous year, reflecting the increase in staff and activities highlighted in this report including planned expenditure of the carried forward designated funds. ECPAT UK would like to thank all its funders for their support over the past year: The Body Shop UK, The Bromley Trust, Trust for London, Comic Relief, The Esmee Fairbairn Foundation, The Tudor Trust, The Adint Trust, The Rufford Foundation, The Samworth Foundation and the Wyndham Trust.

**Asset cover for funds**

Note 15 sets out an analysis of the assets attributable to the various funds. These assets are sufficient to meet the charity's obligations on a fund by fund basis.

**Reserves and risk management**

The trustees have examined the major risks which the charity faces and seek to control these risks to mitigate any impact that they may have on the charity. ECPAT UK's ability to carry out its main aims and objectives are reliant on the experience and contacts of its small staff group, particularly the senior staff. The trustees aim to mitigate the risks of losing such staff by regular reviews of their job descriptions and salary levels and by ensuring that important contacts are not restricted to one staff member only. The trustees had agreed to gradually build the unrestricted funds reserves from surplus to an amount equal to three months core spending. In this way the reserves will be maintained at a level that ensures that ECPAT UK's core activity could continue during a period of unforeseen difficulty. However, the three year campaign with the Body Shop has led to a dramatic short term increase in reserves and the trustees have created a designated fund for this money which will be drawn down over the period up to the end of 2013. At the end of this period the trustees plan for the unrestricted fund reserve to be at the three month level.

**Public Benefit**

Directors of a charity have a new duty to report in their Annual Report on their charity's public benefit. The Directors of ECPAT UK have considered the requirements which are explained on the Charity Commission website. These came into force for accounting periods ending on or after 31st March 2010.

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**Public Benefit Statement**

The sections of this report above entitled "Objectives of the Charity" and "Review of Activities" sets out ECPAT UK's objectives and reports on the activity and successes in the year to 31 March 2011, as well as explaining the plans for the current financial year. The Directors have considered that ECPAT UK's work benefits a wide range of individuals in the local community and much further afield.

The Directors have concluded:

1. That the aims of the organisation continue to be charitable;
2. That the aims and the work done give identifiable benefits to the charitable sector and both indirectly and directly to individuals in need;
3. That the benefits are for the public, are not unreasonably restricted in any way and certainly not by ability to pay; and
4. That there is no detriment or harm arising from the aims or activities.

**Disclosure of information to auditors**

The Members have confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

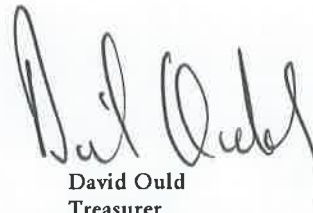
**Auditors**

In accordance with Section 485 of the Companies Act 2006, a resolution proposing that H W Fisher and Company be reappointed as auditors of the company will be put to the annual general meeting.

Signed on behalf of the Board:



Name: Tink Palmer  
Position: Chair  
Dated: 11.9.10/11



David Ould  
Treasurer  
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# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

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The trustees, who are also the directors of End Child Prostitution, Child Pornography and the Trafficking of Children for Sexual Purposes (ECPAT UK) for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these accounts, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## INDEPENDENT AUDITORS' REPORT

### TO THE MEMBERS OF END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

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We have audited the accounts of End Child Prostitution, Child Pornography and the Trafficking of Children for Sexual Purposes (ECPAT UK) for the year ended 31 March 2011 set out on pages 11 to 20. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

#### **Respective responsibilities of trustees and auditors**

As explained more fully in the Trustees' Responsibilities Statement on page 8, the trustees, who are also the directors of the charitable company for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

#### **Scope of the audit of the accounts**

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on accounts**

In our opinion the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006.

#### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Trustees' Report for the financial year for which the accounts are prepared is consistent with the accounts.

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**INDEPENDENT AUDITORS' REPORT (CONTINUED)**

**TO THE MEMBERS OF END CHILD PROSTITUTION, CHILD PORNOGRAPHY  
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**Matters on which we are required to report by exception**

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:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the accounts 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.

*H W Fisher & Company*  
**A G Rich (Senior Statutory Auditor)**  
for and on behalf of H W Fisher & Company

**Chartered Accountants**

**Statutory Auditor**

Acre House  
11-15 William Road  
London  
NW1 3ER  
United Kingdom

Dated: .....17/11/11.....

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2011

	Notes	Unrestricted funds £	Designated funds £	Restricted funds £	Total 2011 £	Total 2010 £
<b><u>Incoming resources from generated funds</u></b>						
Voluntary income	2	82,602	-	-	82,602	32,529
Investment income	3	4,837	-	-	4,837	248
		87,439	-	-	87,439	32,777
Incoming resources from charitable activities	4	66,580	310,154	116,124	492,858	631,798
<b>Total incoming resources</b>		<b>154,019</b>	<b>310,154</b>	<b>116,124</b>	<b>580,297</b>	<b>664,575</b>
<b><u>Resources expended</u></b>						
<b>Charitable activities</b>						
Campaigning and advocacy		94,051	228,879	62,224	385,154	258,828
Training and information		50,773	35,950	26,305	113,028	117,521
<b>Total charitable expenditure</b>		<b>144,824</b>	<b>264,829</b>	<b>88,529</b>	<b>498,182</b>	<b>376,349</b>
Governance costs		3,476	-	-	3,476	3,279
<b>Total resources expended</b>		<b>148,300</b>	<b>264,829</b>	<b>88,529</b>	<b>501,658</b>	<b>379,628</b>
<b>Net incoming resources before transfers</b>		<b>5,719</b>	<b>45,325</b>	<b>27,595</b>	<b>78,639</b>	<b>284,947</b>
Gross transfers between funds	9	22,217	-	(22,217)	-	-
<b>Net income for the year/ Net movement in funds</b>		<b>27,936</b>	<b>45,325</b>	<b>5,378</b>	<b>78,639</b>	<b>284,947</b>
Fund balances at 1 April 2010		89,672	239,804	33,780	363,256	78,309
<b>Fund balances at 31 March 2011</b>		<b>117,608</b>	<b>285,129</b>	<b>39,158</b>	<b>441,895</b>	<b>363,256</b>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

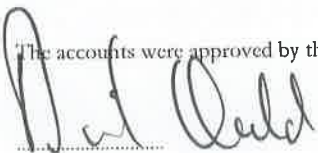
**END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE  
TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)**

**BALANCE SHEET**

*AS AT 31 MARCH 2011*

	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Tangible assets	10		7,670		11,835
<b>Current assets</b>					
Debtors	11	44,605		41,273	
Cash at bank and in hand		418,342		318,294	
		<u>462,947</u>		<u>359,567</u>	
<b>Creditors: amounts falling due within one year</b>	12	<u>(28,722)</u>		<u>(8,146)</u>	
<b>Net current assets</b>			<u>434,225</u>		<u>351,421</u>
<b>Total assets less current liabilities</b>			<u>441,895</u>		<u>363,256</u>
<b>Income funds</b>					
Restricted funds	13		39,158		33,780
Unrestricted funds:					
Designated funds	14		285,129		239,804
Other charitable funds			<u>117,608</u>		<u>89,672</u>
			<u>441,895</u>		<u>363,256</u>

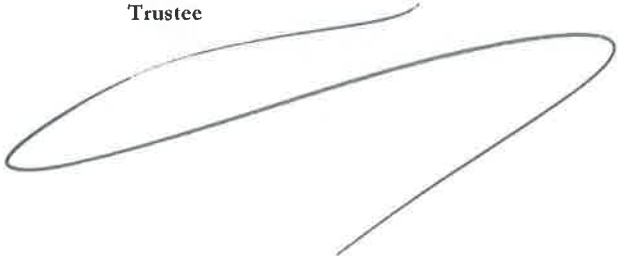
The accounts were approved by the Board on 11/10/11



David Ould (Treasurer)  
Trustee



Tink Palmer (Chair)  
Trustee



# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 MARCH 2011

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#### 1 Accounting policies

##### 1.1 Basis of preparation

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006.

The Trafficking Training restricted fund has been reclassified as unrestricted as this relates to fees received. The comparative figures have been adjusted for comparability.

##### 1.2 Incoming resources

Incoming resources are included in the SOFA when when the charity becomes entitled to the resources, the Trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient certainty.

Where incoming resources have related expenditure (as with fundraising for contract income), the incoming resources and related expenditure are stated gross in the SOFA. Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the funds. The value of any volunteer help received is not included in the accounts, but is described in the Trustees' annual report.

##### 1.3 Resources expended

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources. Resources expended include attributable VAT which cannot be recoverable.

Governance costs include costs on the preparation and examination of statutory accounts, the costs of Trustee meetings and costs of any legal advice to the Trustees on governance or constitutional matters. Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of the resources e.g. staff costs by the time spent and other costs by their usage.

##### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	25% straight line
Fixtures, fittings & equipment	25% straight line

##### 1.5 Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

#### 2 Voluntary income

	2011 £	2010 £
Donations and membership income	<u>82,602</u>	<u>32,529</u>
<b>Donations and membership income</b>		
Unrestricted funds:		
Donations	25,202	15,529
Coalition partners membership payments	-	17,000
Facebook in kind support	<u>57,400</u>	<u>-</u>
	<u>82,602</u>	<u>32,529</u>

#### 3 Investment income

	2011 £	2010 £
Interest receivable	<u>4,837</u>	<u>248</u>

#### 4 Incoming resources from charitable activities

	Unrestricted funds £	Designated funds £	Restricted funds £	Total 2011 £	Total 2010 £
Campaigning and Advocacy	40,717	260,154	94,294	395,165	450,300
Training and information	<u>25,863</u>	<u>50,000</u>	<u>21,830</u>	<u>97,693</u>	<u>181,498</u>
	<u>66,580</u>	<u>310,154</u>	<u>116,124</u>	<u>492,858</u>	<u>631,798</u>

During the year £310,154 was received from Body Shop. Initially, £75,000 of this sum was allocated to "Youth Programme", £50,000 to "Policy and Advocacy Work", £50,000 to "Trafficking Training" and £50,000 to "Campaigns" which are special projects as detailed in note 13. A further £16,250 was allocated to Campaigns, £19,700 to Policy and Advocacy work and a balance of £3,879 to training, leaving a balance of £285,129 in Designated funds.

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

#### 5 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2011 £	Total 2010 £
<b>Charitable activities</b>					
<u>Campaigning and advocacy</u>					
Activities undertaken directly	204,713	5,463	174,978	385,154	258,828
<u>Training and information</u>					
Activities undertaken directly	82,415	-	30,613	113,028	117,521
	<b>287,128</b>	<b>5,463</b>	<b>205,591</b>	<b>498,182</b>	<b>376,349</b>
<b>Governance costs</b>	-	-	<b>3,476</b>	<b>3,476</b>	3,279
	<b>287,128</b>	<b>5,463</b>	<b>209,067</b>	<b>501,658</b>	<b>379,628</b>

Payments to the auditors include £2,950 (2010: £2,700) for audit fees and £nil (2010: £458) for other services.

Other costs include travel costs of £19,237 (2010: £14,696), consultancy £15,690 (2010: £8,400), premises costs of £43,031 (2010: £27,198) and design and printing £19,984 (2010: £59,087).

#### 6 Governance costs

	2011 £	2010 £
Other governance costs comprise:		
Audit fees	2,950	2,702
Trustees meetings	282	353
Other compliance costs	244	224
	<b>3,476</b>	<b>3,279</b>

#### 7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 8 Employees

#### Number of employees

The average monthly number of employees during the year was:

	2011 Number	2010 Number
Campaiging and advocacy	6	5
Training	1	2
Fundraising	1	-
	8	7

#### Employment costs

	2011 £	2010 £
Wages and salaries	246,518	197,146
Social security costs	26,760	20,213
Other pension costs	13,850	10,928
	287,128	228,287

There were no employees whose annual emoluments were £60,000 or more.

### 9 Transfers

The £20,700 transfer in note 13 represents expenditure on the project charged to unrestricted funds in a previous year. Furthermore, the transferred £63,538 of the Trafficking Training fund represents surplus on work undertaken in the current and prior years, after work was completed.

END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE  
TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

NOTES TO THE ACCOUNTS (CONTINUED)  
FOR THE YEAR ENDED 31 MARCH 2011

10 Tangible fixed assets

	Computer equipment	Fixtures, fittings & equipment	Total
	£	£	£
<b>Cost</b>			
At 1 April 2010	17,266	8,640	25,906
Additions	945	353	1,298
<b>At 31 March 2011</b>	<b>18,211</b>	<b>8,993</b>	<b>27,204</b>
<b>Depreciation</b>			
At 1 April 2010	11,627	2,444	14,071
Charge for the year	2,612	2,851	5,463
<b>At 31 March 2011</b>	<b>14,239</b>	<b>5,295</b>	<b>19,534</b>
<b>Net book value</b>			
<b>At 31 March 2011</b>	<b>3,972</b>	<b>3,698</b>	<b>7,670</b>
At 31 March 2010	5,639	6,196	11,835

11 Debtors	2011	2010
	£	£
Trade debtors	3,718	4,871
Other debtors	-	552
Prepayments and accrued income	40,887	35,850
	<b>44,605</b>	<b>41,273</b>

12 Creditors: amounts falling due within one year	2011	2010
	£	£
Trade creditors	15,954	5,448
Accruals	12,768	2,698
	<b>28,722</b>	<b>8,146</b>

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2011

#### 13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Balance at 31 March 2011
	Balance at 1 April 2010	Incoming resources	Resources expended	Transfers	
	£	£	£	£	£
Youth Programme	164	5,091	(164)	-	5,091
E-learning tool - Project II Travel industry	30,470	900	(7,792)	(20,700)	2,878
APPG Europe	14,928	15,500	(31,870)	-	(1,442)
Policy and Advocacy Work	222	29,722	(29,944)	-	-
Campaigns	(12,004)	25,400	(13,396)	-	-
Legal project	-	32,631	-	-	32,631
E-learning	-	6,880	(5,363)	(1,517)	-
	33,780	116,124	(88,529)	(22,217)	39,158

Youth Programme: Grant received from Media Box towards the production of a training DVD.

E-Learning tool -Travel Industry project: Grant received from Comic relief towards the design and production of an E-Learning course on Safeguarding Children in Travel and Tourism.

APPG Europe - Grant received from the Tudor Trust towards developing a network of parliamentarians in Europe against human trafficking.

Policy and Advocacy work: Grants received from the Esmee Fairbairn Foundation and Anti-Slavery International towards the cost of a Policy and Advocacy Manager and support costs.

Campaigns: Grant received from Trust for London towards the development of public awareness campaigns and awareness raising activities on child trafficking and sexual exploitation of children.

Legal Project: Grant received from the Samworth Foundation towards the cost of a Legal Officer.

# END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

### 14 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1	Movement in funds		Balance at 31
	April 2010	Incoming resources	Resources expended	March 2011
	£	£	£	£
Body Shop Fund	239,804	310,154	(264,829)	285,129
	239,804	310,154	(264,829)	285,129

#### Background

ECPAT UK and The Body Shop have joined together in a 3 year (2009 -2012) campaign against child trafficking. As part of the campaign agreement The Body Shop created a special hand cream called "Soft Hands, Kind Heart". The profit from each hand cream sold in the UK is donated to ECPAT. In August 2009 The Body Shop launched the campaign with a 75ml unit of hand cream with a retail price of £5.00. £3.15 from each 75ml hand cream has been donated to ECPAT UK and £0.30 is donated to ECPAT International.

#### 2010 - 2011

The 75ml hand cream remained in The Body Shop stores throughout 2010. A total of 26,498 75ml tubes were sold over the past year. In July 2010 The Body Shop launched a smaller 50ml 'handy size' hand cream with a retail price of £3.50. £1.56 from each 50ml tube sold has been given to ECPAT UK and £0.30 has been given to ECPAT International. A total of 111,340 50ml tubes were sold over the past year. In January 2011 The Body Shop and ECPAT agreed that out of the £1.56 donation per 50ml hand cream that The Body Shop would retain £0.50 per 50ml hand cream sold and allocate towards awareness raising activities. From January 2011 ECPAT UK now receives £1.06 for each 50ml hand cream sold across the UK. The balance of The Body Shop designated fund at 1 April 2010 was £239,804. A total of £310,154 was raised from the sale of Soft Hands Kind Heart hand cream during 2010 -2011. £285,129 is being carried forward as designated funds to support projects and campaigns of ECPAT UK until 2013. All funds raised are allocated towards ECPAT UK projects and campaigns against child trafficking. In 2010 -2011 ECPAT UK allocated £264,829 of The Body Shop designated fund towards the following projects:

	2010-11	2011-12
Campaigns, including salary costs of a Campaigns Officer, design and printing of campaigns materials, and support costs	£66,250	£65,000
Policy and Advocacy including salary costs of Policy and Advocacy Manager, research and report publication costs, other activity costs and support costs	£69,700	£50,000
Training, including the salary costs of a Training manager, training material costs and the set up costs of a training centre	£53,879	£75,000
Youth Programme, including the costs of a Youth Coordinator, activity costs and support costs	£75,000	£40,000
Total	£264,829	£230,000

**END CHILD PROSTITUTION, CHILD PORNOGRAPHY AND THE  
TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES (ECPAT UK)**

**NOTES TO THE ACCOUNTS (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2011**

**15 Analysis of net assets between funds**

	Unrestricted funds	Designated funds	Restricted funds	Total
	£	£	£	£
Fund balances at 31 March 2011 are represented by:				
Tangible fixed assets	7,670	-	-	7,670
Current assets	138,660	285,129	39,158	462,947
Creditors: amounts falling due within one year	(28,722)	-	-	(28,722)
	<u>117,608</u>	<u>285,129</u>	<u>39,158</u>	<u>441,895</u>