

REGISTERED CHARITY NUMBER: 1064113  
COMPANY NUMBER: 03380789

**Report of the Trustees and  
Financial Statements For The Period Ended 31 July 2015  
for  
Campaign For Learning**



Fuller Spurling  
Chartered Accountants and Statutory Auditors  
Mill House  
58 Guildford Street  
Chertsey  
Surrey  
KT16 9BE

**Campaign For Learning**  
**Contents of the Financial Statements**  
**For The Period Ended 31 July 2015**

	Page
Charity Information	1
Report of the Trustees	2-9
Independent Examiner's Report	10
Statement of Financial Activities	11
Balance Sheet	12
Notes to the Financial Statements	13-18

**Campaign For Learning**  
**Charity Information**  
**For The Period Ended 31 July 2015**

<b>Trustees:</b>	Colleen Amos Richard Evans Robert Fryer Deian Hopkin Jim Houghton Janet Mokades Judith Swift Kim Worts Stuart Mallett
<b>Chair:</b>	Robert Fryer
<b>Chief Executive:</b>	Patricia Hartley – retired 31/12/14
<b>National Directors:</b>	Juliette Collier – from 01/01/15 Julia Wright – from 01/01/15
<b>Company Secretary:</b>	Julia Wright
<b>Company Number:</b>	03380789
<b>Charity Number:</b>	1064113
<b>Registered Office:</b>	24 Greencoat Place Westminster London SW1P 1RD
<b>Independent Examiner:</b>	Susan Keane Fuller Spurling Chartered Accountants and Statutory Auditors Mill House 58 Guildford Street Chertsey Surrey KT16 9BE
<b>Bankers:</b>	National Westminster Bank plc Charing Cross, London Branch PO Box 113 Cavell House 2a Charing Cross Road London WC2H 0PD

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

**ABOUT THE CAMPAIGN FOR LEARNING**

The Campaign for Learning was established by the Royal Society of Arts in 1995 and became an independent charity in 1997. We promote social inclusion and cohesion through learning, working across all age-groups and contexts. People who carry on learning all through their lives have better health, better jobs and prospects, and are happier than people who don't. They also give more back to society through their greater knowledge, skills and earning power.

The Campaign's main activities are campaigning and awareness-raising, supporting and developing practitioners, undertaking innovative research and delivery projects and influencing policy development. We specialise in investigating and developing innovative ways to engage disillusioned or 'hard to reach' groups in learning, acting as a catalyst and facilitator to stimulate debate on policy, improve practice particularly through supporting organisational change for learning, and make the system effective, accessible and engaging for all learners.

**REPORT AND FINANCIAL STATEMENTS**

The Trustees present the report and financial statements of the Campaign for Learning for the financial period ending 31<sup>st</sup> July 2015, prepared in accordance with the Statement of Recommended Practice for Accounting and Reporting by Charities of March 2005 and with the Financial Reporting Standard for Smaller Entities.

**Structure, Governance and Management**

**Governing Document**

The Campaign for Learning is a company limited by guarantee governed by its Memorandum and Articles of Association dated 22<sup>nd</sup> May 1997 and subsequently amended by written resolutions dated 29<sup>th</sup> December 1997, 18<sup>th</sup> September 2003 and 2<sup>nd</sup> October 2008. It is a registered charity in England and Wales. The guarantee of each member is limited to £10. The members are the Board of Trustees and Directors of the Company.

**Trustees**

The Articles of Association specify that the number of Trustees of the Campaign must be between 2 and 14 at all times. Trustees are recommended to the Campaign by other Trustees, the Chief Executive and senior staff or the Campaign's Patrons and stakeholders, and appointed following an Ordinary Resolution. The Chief Executive is permitted but not obliged to be a Trustee. The current Chief Executive has been replaced by National Directors since January 2015. The National Directors are not Trustees.

On appointment, Trustees are provided with a Trustee Handbook which includes information on the Campaign and on the legal responsibilities of a Trustee. The Handbook includes the Memorandum and Articles of the Campaign and material that the Campaign produces. All Trustees are given information on changes to legal responsibilities when they arise, and are given details of externally provided conferences and training courses that relate to their responsibilities. The company provides Professional Indemnity Assurance for its staff and Charity Trustee Assurance as permitted by its Memorandum and Articles of Association.

**Organisation**

The Board of Trustees meets quarterly and has ultimate responsibility for the administration of the Campaign. The Board has established two sub-committees, the Finance Committee and the Audit Committee, to help administer the Campaign. The Finance Committee meets quarterly or more often if required, and has 'delegated responsibility for overseeing the generation and efficient and effective use of the financial and material resources of the Campaign'. Trustees have previously decided that the responsibility for advice on and oversight of HR matters should revert to the main Board, to allow the Finance Committee to concentrate solely on financial matters in challenging times for all voluntary sector organisations. The Audit Committee meets annually and has 'delegated responsibility' for overseeing the arrangements to ensure the financial probity of the Campaign'.

The Trustees gave Patricia Hartley the delegated powers to manage the day to day operations of the charity. Following her departure as CEO at the end of December 2014, the Trustees gave Julia Wright and Juliette Collier, the new co-National Directors of the Campaign for Learning, the same delegated powers.

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

**Risk Management:** The Trustees formally review the major risks the charity faces on a biennial basis, and the Chair of Finance advises the Senior Management Team on these between formal reviews. Systems are in place to identify and mitigate any significant risks. The charity has a well-established business planning cycle, supported by monthly financial information to monitor and control its assets.

**Public Benefit:** The Trustees confirm that they have paid due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'. Our direct activities to advance education remain largely free at the point of delivery, and the benefits we provide to learners, organisations and those who support them are set out in this report.

### **Aims and Objectives**

The Campaign's Memorandum and Articles of Association specify its charitable objectives: 'the advancement of education by encouraging the active participation of individuals in all sections of society in the process of lifelong learning, and thereby facilitating the sustainable success and social cohesion of the United Kingdom'. This leads to the Campaign for Learning's Mission Statement:

"To help improve the life chances of people least likely to learn by promoting and facilitating active participation in learning"

The Campaign aims to build motivation, create opportunities and provide support for learning through its promotional campaigns, practitioner networks and training programmes, research and delivery projects and policy work.

In 1998, the Campaign ran a MORI poll which showed that work colleagues, family and school experiences are the major influences on whether people get involved in learning. This led the Campaign to focus much of its work on workplaces, family and community learning and learning in schools, along with work to influence policy to ensure learning is available, attractive and accessible throughout life. The survey was repeated in 2008, and found these remained important influencers.

Learning often happens outside formal settings, and the Campaign helps to promote and encourage learning in all sorts of familiar, accessible and comfortable environments, from shopping centres to sports clubs. The Campaign aims to demystify learning, to make learning something people feel enthused by and comfortable about doing, at any time and anywhere.

### **THREE-YEAR STRATEGIC OBJECTIVES**

**SO1: Innovation:** To develop and test innovative approaches to engaging and sustaining people in learning, with the objective of narrowing the gap in educational outcomes, raising attainment and improving life chances

**SO2: Capacity building:** To encourage and support organisations to develop their capacity to engage people in learning, by providing training and resources and facilitating the exchange of knowledge

**SO3: Linking policy and practice:** To develop sustainable support and influence in the learning agenda on behalf of people least likely to learn and those who support them, by informing and influencing stakeholders and policymakers

**2014-15** has been a successful year for the Campaign for Learning. We have continued to deliver against our strategic objectives by the continuation of our highly rated and popular programmes, and through the development of new strands of work and partnership activities. We have achieved this whilst increasing the stability and sustainability of our financial position.

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

**Our significant activities and achievements during 2014 and 2015 include:**

- **EEF Literacy Octopus Research Trial**

With its partner TrainVisual, the Campaign for Learning began its participation in the Education Endowment Foundation funded Literacy Octopus Research Trial, one of the 'largest trials ever conducted in education' (Better Evidence-based Education Magazine, Autumn 2014). The project is exploring a range of ways to help schools and teachers to improve their Key Stage 2 pupils' literacy skills using the latest research evidence. During the year, the partnership developed the new primary school CPD HOW2 app and delivered live inductions in London and Manchester for fifty five school delegates. (SO1)

*'Fabulous! Just what we need at this present moment. Had a 'good' Ofsted this month. I think this will help us move to 'outstanding'*

*'Very excited about this. The potential is enormous'*

*'Thank you for an inspiring day'*

School leaders and teachers' evaluation feedback from Octopus Research Trial induction

- **Brilliant Brains: Parental Engagement Programme for School**

Engaging parents in their children's learning is important to support positive educational outcomes. In partnership with Wolverhampton Council, the Campaign for Learning developed and piloted an innovative new parental engagement science programme, 'Brilliant Brains', which was funded by the BIS Science Community Challenge. We developed an online resource pack for schools, and delivered training to fifty schools on how to deliver 'Brilliant Brains' for British Science Week 2015. A dissemination conference, delivered in partnership with participant families, showcased the Brilliant Brains programme. (SO1)

**Equality and Diversity in Family Learning: Guidance and Training**

Baseline research has identified a gap in the knowledge and skills of family learning providers in rural areas when responding to the religion and beliefs of learners and potential learners. The Campaign for Learning worked in partnership with LearnDevon to address this gap through the Equality and Diversity in Family Learning project. The project was funded by the Skills Funding Agency's Diversity Good Practice Fund and supported by the Equality Challenge Unit. We developed and delivered new guidance, training and resources for providers and contributed to two national dissemination conferences organised by the Equality Challenge Unit. Evaluations demonstrated that 100% of participants rated the training highly and identified specific changes they would make to improve their practice. (SO2).

- **Developing Effective Strategic Partnerships in Adult and Community Learning**

In partnership with NCFE, the Campaign for Learning was successful in securing the contract to deliver support for the Education and Training Foundation's Excellence in Leadership, Management and Governance programme. We delivered a series of live training seminars and three webinars to nearly 140 participants gaining 100% satisfaction rating. 92% of delegates identified specific actions and changes they would implement to improve their leadership as a result of the training programme. (SO2)

*'Causing me to reflect on process that I have considered were working 'OK'! (I will be) working with the Team to review our own practice and working with partners to improve partnerships.'*  
*Participant on the 'Developing Effective Strategic Partnerships in Adult and Community Learning' Training*

*'This was a well put together event. The materials were of a high quality and were well received by the participants. A range of tools and documents were signposted that had the potential to allow delegates to make a significant impact within their own organisations.'*  
Independent Evaluator, Education and Training Foundation

## Campaign For Learning

### Report of the Trustees For The Period Ended 31 July 2015

- **Using Digital Technology to support Teaching and Learning in a Family and Community Context: research and training**

Digital technology offers new modes of engagement, education and empowerment of learners. The Campaign for Learning worked in partnership with SCOLA, NIACE and JISC on a JISC-funded project to investigate and report on the barriers to the use of digital technology in family and community learning settings. The partnership designed and delivered an online training programme to address the identified barriers. Twenty two providers took modules on an Introduction to Digital Learning Principles; Technology and Ofsted; Embedding Technology into Teaching; Troubleshooting Equipment; Creating Online Content; Safeguarding and e-safety. (SO2).

- **Family Finance Training**

The Campaign for Learning launched its 10,000 Futures programme to raise money to deliver family finance train-the-trainer sessions for local and community organisations. Money management is a learned skill and not every parent has the financial foundation for children to learn good money habits at home. Parents' influence on children's money habits is particularly strong and core financial behaviours that persist into adulthood are formed by age 7 (Money Advice Service, 2013). The monies raised enabled us to use our expertise in family learning and family finance to design intermediary training, delivering two free workshops for organisations in the North-East and additional subsidised workshops in Leicestershire and Norfolk, reaching over 40 organisations. We will use this model to deliver further training. (SO2).

- **In.Education**

We started our new EU Erasmus learning champions programme with Austrian and Irish partners. The programme runs over two years and includes research, training and programmes for learners. During 2014-2015, we attended a partners meeting in Graz and hosted a second partnership meeting in London. We delivered two webinars with over 100 registrations on Inclusive Workplace Learning and Overcoming Barriers to Learning in the Community Using a Family Learning Approach. (SO1).

- **Retirement Transition Initiative: supporting purposeful activity post-retirement**

The Retirement Transition Initiative aims to equip people who are retired or about to retire with the information, networks, resilience, and opportunities they need in order to continue purposeful activity post-retirement. In 2015, the Campaign for Learning designed and delivered two well-received pilot residential training programmes for 60 participants in Wigan. The Initiative has been set up by the Shaftesbury Partnership and funded by Jaguar Landrover and Calouste Gulbenkian. The Shaftesbury Partnership will use the vital learning from the pilot to design a wider nationwide roll out of the programme. (SO1).

*"Congratulations on a very successful weekend! The whole concept is fantastic, putting people on the right track for their future, and my colleagues have come back raving about what they have learned."*  
Peter McCarrick, Usdaw Learning Rep, Sainsbury's

- **Workshops and online training for schools, community organisations and companies**

We expanded our popular and highly rated workshops on 'how to design powerful learning campaigns in the workplace' and successfully piloted a new workshop on 'how to design vibrant learning experiences for your community'. We delivered workshops for schools on resilience and digital technology. We were invited by C-Learning to deliver training for schools on using digital technology for parental engagement as part of a project funded by Samsung. (SO2)

*'Excellent course, very informative and inspiring – lots of ideas gained.'*  
Participant on the 'Designing vibrant learning experiences for your community' workshop

*'(The most useful thing was) revisiting core themes in a refreshingly new way. Inclusive yet challenging'.*  
Participant on 'Get the Grit' workshop for schools

*'Fantastic workshop, very informative and has given me loads of ideas. I'm going to go through our training schedule campaign from start to finish and make changes and improvements.'*  
Participant on the 'Designing powerful learning campaigns for your workplace' workshop

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

- **ESIF programme**

We initiated our European Structural Investment Programme (ESIF) development programme for learning providers in partnership with AELP, which included a live 'road show' training around the country, webinar and an opportunity to join a partnership database. (SO2)

- **Leading Learning at Work Forum**

We launched our new Leading Learning at Work Forum with the support of founding members Canon UK, Barclaycard and WHSmith. The forum will bring companies and organisations together to discuss issues and opportunities for learning at work, share practice and explore new approaches. (SO2)

- **Policy Seminar Programme**

We ran our popular and highly rated policy seminar programme in partnership with NCFE, delivering a total of 18 events. Speakers included Peter Lauener from the SFA and EFA, Michael Davis from UKCES and David Frost and Ann Limb from two Local Enterprise Partnerships. The Campaign's policy adviser delivered analysis on significant announcements during the year, including the Autumn Statement, the Skills and Employment Policies of the new Government and the Summer Budget. (SO3)

*'The whole session was excellent!' 'As a result of this session, I will) discuss with the CEO the directions we are taking and future planning'*

*Participant on the Education, Employment and Skills Policies of the New Government seminar*

*'I'm new to English and maths so it's really useful to hear about the challenges and concerns everyone has. It helps to put it in context. I found the environment open for honest discussion from attendees – thanks!'*

*Participant on the 'Making Maths and English Work for All': Reflections on the Sallis Report*

*'A very good explanation of how seemingly unconnected funding and budgets may affect one another'*

*Participant on the Budget 2015 policy seminar participant*

*'(An action we'll take is) look at how we explain loans for qualifications and update staff.'*

*Participant on the 'Adult Learning Loans' policy session*

- **National Campaigns: Family Learning Festival 2015 and Learning at Work Week 2015**

Our well-established national campaigns, the Family Learning Festival and Learning at Work Week, continue to engage organisations in celebrating and raising the profile of learning in the community and workplace. The Family Learning Festival took place in October 2014 on the theme 'Out of this World'. Thousands of families took part across the country. It was celebrated at our annual parliamentary reception, which was hosted by the Campaign's patron Lord Dholakia and included an address by Liam Byrne MP, then Shadow Minister for Universities, Science and Skills.

Learning at Work Week 2015 took place in May on the theme 'Shaping our Future'. It received high level and extensive support from employers and learning and skills organisations and included national activities delivered by Pearson and the Open University Business School. The Learning at Work Week reception was hosted by Pearson with speakers from Canon UK and UKCES. The Daily Mirror published a special learning at work case study from Barnardos to mark the Week and the Campaign for Learning was interviewed for radio alongside Virgin Media. The Learning at Work Week website was visited over 30,000 times during the period of the campaign and our successful twitter campaign resulted in 14.7k impressions over May.

*"In 27 years working for Canon, the Learning at Work week initiative, and Canon's long term commitment to its values, is the most exciting and transformational learning/ development initiative I have experienced in our business" Bob Pickles, Head of Corporate & Government Affairs, Canon UK & Ireland*

*"...Learning at Work Week is a timely reminder to help employers and employees get together and think about ways of sustaining or building a sustainable learning culture at work."*

*Frances O'Grady, General Secretary, TUC*



## Campaign For Learning

### Report of the Trustees For The Period Ended 31 July 2015

*"Learning at Work Week is an excellent opportunity to shine a light on the importance of supporting staff development in the workplace. Improving skills and confidence amongst staff helps to boost engagement and drives up productivity, and I would encourage all businesses to get involved."*

*Neil Carberry, Director for Employment and Skills, Confederation of British Industry*

*'Learning at Work Week is a great opportunity to engage and motivate people across the organisation while driving learning and development. At WH Smith everyone gets involved including the Chairman and the Board.'* Steve Clarke, Chief Executive of WH Smith

- **Membership of the Fair Education Alliance**

There is a persistent achievement gap between young people from our poorest communities and their wealthiest peers. The Fair Education Alliance has been established to address this gap as a coalition of change in education. The Campaign for Learning is a founding member of the Alliance, which works collectively to find long-term solutions to address educational inequality. In its first year, the Alliance published its five Fair Education Impact Goals and inaugural report, and organised the Times Red Box and Fair Education Alliance debate in the lead up to the General Election, gaining cross-party support for its ambitions. (SO3)

- **Strategy Groups**

The Campaign for Learning continued to contribute to a range of advisory and strategy groups, as well as the Fair Education Alliance, including the BIS Family Learning Strategy Group, the Family Learning Forum and the NIACE Family Numeracy Advisory Group.

## FINANCIAL POSITION

### Financial Review and Reserve Policy

During the year the Campaign has continued to diversify its funding base and increase unrestricted income from events, consultancy and sponsorship. This strategy has been highly successful, we are estimating that 40% earned income will be achieved during 2016-17 compared to 30% in 2013-14. The development of this income stream, which includes corporate sponsorship resulting from long-term relationship development, forms a good basis for the Campaign's future income, reducing our reliance on grant and project funding.

We have continued to meet planned loan repayments during 2014-15, and whilst we continue to have a balance sheet deficit, we now have an operating model in place to move us back to a balance sheet surplus within the next two years.

The Trustees and senior staff's primary aims during 2014-15 and for the immediate future are to:

- Maintain CfL as a 'lean and agile' organisation fit for carrying out its aims and objectives in a changed Environment
- Continuing to build our relationship with NCFE. This developing partnership offers the potential for increased financial resilience, and facilitates wider-ranging opportunities for joint work in the future.

Our current operating model, alongside a much higher proportion of earned income and a major sponsoring partner supporting the Campaign, provides a strong financial basis for the organisation's future development and allows us to progress our aims with confidence.

Subsequent to the end of the financial year, the Charity Commission gave us permission to use the funds invested under the arrangements of the Navavarian Will Trust to better pursue our charitable objectives.

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

**PLANS FOR THE FUTURE**

In 2015-2016, the Campaign will continue to build on the successes of its delivery programme and the financial action plan in order to consolidate its financial position and continue to deliver on its charitable objectives. Our ambition is to be a catalyst for everyone to have access to life changing learning opportunities.

During 2014-2015, we formalised our relationship with NCFE and entered into a strategic partnership. In 2015-16, we will deliver joint activities that draw on each other's expertise, and provide wider opportunities for collaboration.

We will continue to ensure that our funding base is diverse and less dependent on project funding. This will be achieved by continuing to focus on delivering activities that support organisational change for learning, including through sponsorship of our major activities and consultancy. We will grow our training and development services including through the use of new technology to reflect the needs of our stakeholders. We will provide new networking, practice sharing and development opportunities for workplace learning and family learning stakeholders.

Following the General Election in May 2015, there has been significant policy and funding announcements on learning and skills, including the new Apprenticeship Levy. We will continue to inform and influence policy developments through our seminar programme and our new programme of activities; and campaign more widely on learning and skills in order to promote their value for economic growth, health and wellbeing as well as its social and personal benefits.

**Independent Examination Information**

So far as each of the Trustees at the time the Trustees' Report is approved are aware:

- a) there is no relevant information of which the Independent Examiners are unaware, and
- b) they have taken all relevant steps they ought to have taken to make themselves aware of any relevant independent examination information and to establish that the examiners are aware of that information.

**Independent Examiners**

Fuller Spurling (former auditors of the Charity) were appointed Independent Examiners for this year.

**Campaign For Learning**  
**Report of the Trustees**  
**For The Period Ended 31 July 2015**

**Statement of the trustees' responsibilities**

The Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable laws and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed subject to any departures disclosed and explained in the financial statements;
- prepare the financial statements on the ongoing concern basis unless it is inappropriate to presume that the company 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 company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Small Company**

These accounts have been prepared in accordance with the special provisions of Part VII Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

This report was authorised for issue by the Trustees on 24/5/2016 and signed on its behalf by:



Julia Wright  
Company Secretary

**Independent Examiner's Report to the Trustees of  
Campaign For Learning  
For the Period Ended 31 July 2015**

I report on the Accounts of the company for the year ended 31 July 2015, which are set out on pages 1 to 18.

**Respective Responsibilities of Trustees and Examiner**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the Accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under Part 16 of the Companies Act 2006 and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the Charities Act.
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

**Basis of Independent Examiner's Statement**

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention:

1. Which gives me reasonable cause to believe that in, any material aspect, the requirements:
  - To keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (revised 2005) have not been met, or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Susan M Keane FCA (ICAEW)  
Fuller Spurling  
Mill House  
58 Guildford Street  
Chertsey  
Surrey KT16 9BE

Date 26<sup>th</sup> May 2016

# Campaign For Learning

## Statement of Financial Activities and Summary Income and Expenditure Account For The Period Ended 31 July 2015

	Note	Unrestricted Funds £	Restricted Funds £	Endowment Funds £	Total 01/08/14 to 31/07/15 £	Total 01/04/13 to 31/07/14 £
<b>Incoming Resources</b>						
Incoming resources from generated funds		-	-	-	-	
Voluntary Income		1,803	-	-	1,803	21,140
Incoming resources from charitable activities	2	181,851	283,572	-	465,423	572,321
Other Incoming resources		200	-	-	200	-
<b>Total Incoming Resources</b>		<u>183,854</u>	<u>283,572</u>	<u>-</u>	<u>467,426</u>	<u>593,461</u>
<b>Resources Expended</b>						
Cost of charitable activities		269,224	167,423	-	436,647	687,372
Governance costs	5	5,323	17	-	5,340	4,233
<b>Total Resources Expended</b>		<u>274,547</u>	<u>167,440</u>	<u>-</u>	<u>441,987</u>	<u>691,605</u>
Net income/(expenditure) for the year before transfers	6	(90,693)	116,132	-	25,439	(98,144)
<b>Transfers</b>						
Gross transfers between funds		116,132	(116,132)	-	-	-
Net income/(expenditure) for the year before other recognised gains/(losses)		25,439	-	-	25,439	(98,144)
<b>Other Recognised Gains/(Losses)</b>						
(Losses)/gain on investment assets – unrealised	9	-	-	6,709	6,709	2,506
<b>Net Movement In Funds</b>		25,439	-	6,709	32,148	(95,638)
<b>Reconciliation of Funds</b>						
Balance brought forward at 1 <sup>st</sup> August 2014		(177,139)	-	83,259	(93,880)	1,758
<b>Balance carried forward at 31<sup>st</sup> July 2015</b>		<u>(151,700)</u>	<u>-</u>	<u>89,968</u>	<u>(61,732)</u>	<u>(93,880)</u>

The notes form part of these financial statements

# Campaign For Learning

## Balance Sheet At 31 July 2015

		2015	2015	2014	2014
	Note	£	£	£	£
<b>Fixed Assets</b>					
Tangible Fixed Assets	8		141		829
Investments	9		89,968		83,259
<b>Total fixed assets</b>			90,109		84,088
<b>Current Assets</b>					
Stock	10	1,731		2,993	
Debtors	11	29,148		51,815	
Cash at bank and in hand		21		40	
<b>Total current assets</b>		30,900		54,848	
<b>Liabilities</b>					
Creditors: Amounts falling due within one year	12	(170,756)		209,483	
<b>Net current (liabilities)/assets</b>			(139,856)		(154,635)
<b>Total assets less current liabilities</b>			(49,747)		(70,547)
Creditors: Amounts falling due in more than one year	12		(11,985)		(23,333)
<b>Net Assets</b>			(61,732)		(93,880)
<b>The funds of the charity:</b>					
Unrestricted funds	14		(151,700)		(177,139)
Restricted funds			-		-
Endowment funds	14		89,968		83,259
<b>Total charity funds</b>			(61,732)		(93,880)

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31<sup>st</sup> July 2015.


The members have not required the Charity to obtain an audit of its financial statements for the year ended 31<sup>st</sup> July 2015 in accordance with Section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- Ensuring that the Charity keeps accounting records which comply with Sections 386 & 387 of the Companies Act 2006 and
- Preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 & 395 of the Companies Act 2006 and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the Charity.

These financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies, and with the Financial Reporting Standard for smaller entities (effective April 2008).

The financial statements were approved by the Trustees on 24/5/16 and signed on their behalf by:

  
Trustee

Richard Evans

## **Campaign For Learning**

### **Notes to the Financial Statements For The Period Ended 31 July 2015**

#### **1. ACCOUNTING POLICIES**

The principal accounting policies, all of which have been applied consistently throughout the current and preceding years, are set out below.

##### **a) Basis of preparation of the financial statements**

The financial statements have been prepared under the historical cost convention, modified for the revaluation of listed investments, and in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities published in March 2005 and with the Financial Reporting Standards for Smaller Entities (effective April 2008).

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company. As permitted by Section 226 of the Companies Act 2006, a Statement of Financial Activities is presented in place of a Profit and Loss Account due to the nature of the charity's activities.

##### **b) Fund Accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

The endowment fund represents those assets which must be held permanently by the charity, principally investments. Income arising on the endowment fund can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the investments form part of the fund. Investment management charges and legal advice relating to the fund are charged against the fund.

##### **c) Incoming Resources**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

##### **d) Resources Expended**

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources. Support costs are allocated to each area of work on the basis of the number of employees.

##### **e) Tangible fixed assets and depreciation**

All tangible fixed assets are capitalised. Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office Equipment	33% on cost
------------------	-------------

##### **f) Fixed asset investments**

Investments are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals in the year.

**Campaign For Learning**  
**Notes to the Financial Statements**  
**For The Period Ended 31 July 2015**

**g) Stock**

Stock represents publications which are available for sale in the context of project activities undertaken by the charity.

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

**h) Pensions**

The majority of staff belong to one stakeholder pension scheme to which the company contributes on a defined contribution basis. One employee is a member of the Teachers Pension Scheme which is an unfunded defined benefit scheme administered on behalf of the DFE. The company's arrangements with this employee sets the cost to the company of contributing to the scheme at a certain level and remaining contributions are made up by the individual via salary sacrifice. Accordingly, all pension costs are accounted for on a defined contribution basis and these are charged to the statement of financial activities for the period to which they relate.

**i) Deferred Grants**

Grants of a revenue nature are credited to incoming resources in the period in which they are receivable. Grants received in advance for specified future periods are carried forward as deferred income.

**2. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES**

	2015 £	2014 £
Statutory and other grants	311,522	408,724
Sales, Fees and other service income	<u>153,901</u>	<u>163,597</u>
	<u>465,423</u>	<u>572,321</u>

**3. RESOURCES EXPENDED**

	Direct Costs £	Apportioned Support Costs £	Total 2015 £	Total 2014 £
Charitable activities	406,264	30,383	436,647	687,372
Governance	<u>3,400</u>	<u>1,940</u>	<u>5,340</u>	<u>4,234</u>
	<u>409,664</u>	<u>32,323</u>	<u>441,987</u>	<u>691,606</u>



## Campaign For Learning

### Notes to the Financial Statements - continued For The Period Ended 31 July 2015

#### 4. SUPPORT COSTS

	General Office £	Finance £	IT £	Total 2015 £
Charitable activities	7,360	18,423	4,600	30,383
Governance	<u>470</u>	<u>1,176</u>	<u>294</u>	<u>1,940</u>
	<u>7,830</u>	<u>19,599</u>	<u>4,894</u>	<u>32,323</u>

#### 5. GOVERNANCE COSTS

	2015 £	2014 £
Governance costs in the year include:		
Independent Examiner's/Auditor's remuneration		
-current year	3,000	5,000
-prior year underprovision/(overprovision)	<u>-</u>	<u>(4,400)</u>

#### 6. NET INCOME/(EXPENDITURE) FOR THE YEAR

	2015 £	2014 £
This is stated after charging/(crediting)		
Depreciation of tangible fixed assets		
- owned by the company	<u>488</u>	<u>651</u>

#### 7. STAFF COSTS

	2015 £	2014 £
Staff costs, including trustees' remuneration, were as follows:		
Wages and salaries	176,419	373,339
Social security costs	16,500	31,361
Other pension costs	<u>8,027</u>	<u>18,285</u>
	<u>200,946</u>	<u>422,985</u>
Average number of employees (including chief executive)	<u>8</u>	<u>11</u>

The average full-time equivalent number of employees who received emoluments in the following ranges were:

	2015 £	2014 £
£60,000 - £70,000	1	1

No trustee received any remuneration in the year or were reimbursed for expenses.

# Campaign For Learning

## Notes to the Financial Statements - continued For The Period Ended 31 July 2015

### 8. TANGIBLE FIXED ASSETS

	Office Equipment £	Total £
<b>Cost</b>		
At 1 August 2014	6,759	6,759
Additions	-	-
Disposal	(200)	(200)
<b>At 31 July 2015</b>	<u>6,559</u>	<u>6,559</u>
<b>Accumulated Depreciation</b>		
At 1 August 2014	5,930	5,930
Charge for the year	(488)	(488)
Depreciation eliminated on disposal	-	-
<b>At 31 July 2015</b>	<u>(6,418)</u>	<u>(6,418)</u>
<b>Net Book Value</b>		
At 31 July 2015	<u>141</u>	<u>141</u>
At 31 July 2014	<u>829</u>	<u>829</u>

### 9. INVESTMENTS

	2015 £	2014 £
Market value at 31 July 2014	83,259	80,753
Net/Gain loss on revaluation – unrealised	<u>6,709</u>	<u>2,506</u>
Market value at 31 July 2015	<u>89,968</u>	<u>83,259</u>
The market value of investments at 31 July 2015 was made up of the following:		
CCLA CDIF Charities Investment Funds – 7,148.31 units	<u>89,968</u>	<u>83,259</u>

### 10. STOCKS

	2015 £	2014 £
Publications	<u>1,731</u>	<u>2,993</u>

# Campaign For Learning

## Notes to the Financial Statements - continued For The Period Ended 31 July 2015

### 11. DEBTORS

#### Due within one year

	2015 £	2014 £
Sponsorship, events and consultancy debtors	7,986	24,961
Other Debtors	450	1,043
Prepayments and accrued income	8,762	25,811
Grants receivable	11,950	-
	<u>29,148</u>	<u>51,815</u>

### 12. CREDITORS

#### Amounts falling due within one year

	2015 £	2014 £
Bank overdraft	14,125	17,330
Trade creditors	58,877	86,030
Social security and other taxes	3,607	30,729
Accruals	13,299	17,477
Other creditors	13,857	10,549
Bank loan	11,985	22,368
Other loans	40,000	25,000
VAT	6	-
Deferred income	15,000	-
	<u>170,756</u>	<u>209,483</u>

#### Amounts falling due in more than one year

	2015 £	2014 £
Bank loan:		
Due in 1-2 years	11,985	23,333
Due in 2-5 years	-	-
	<u>11,985</u>	<u>23,333</u>

The bank loan is unsecured and carries interest at 7.25%. It is repayable in 36 equal monthly instalments commencing August 2014.

### 13. FINANCIAL COMMITMENTS

At 31 July 2015 the charity has annual commitments under non-cancellable operating leases as follows:

	2015 Buildings £	2014 Buildings £
Expiring in less than one year	2,625	2,850
Expiring within two to five years	-	-
	<u>2,625</u>	<u>2,850</u>

## Campaign For Learning

### Notes to the Financial Statements - continued For The Period Ended 31 July 2015

#### 14. STATEMENT OF FUNDS

	Balance 1.8.14 £	Movement in Resources		Transfer £	Balance At 31.7.15 £
		Incoming/ Gains £	Outgoing/ Losses £		
Unrestricted funds	<u>(177,139)</u>	<u>183,854</u>	<u>(274,547)</u>	<u>116,132</u>	<u>(151,700)</u>
Endowment funds	<u>83,259</u>	<u>6,709</u>	<u>-</u>	<u>-</u>	<u>89,968</u>
Restricted funds					
Total restricted funds	<u>-</u>	<u>283,572</u>	<u>(167,440)</u>	<u>(116,132)</u>	<u>-</u>
<b>Total funds</b>	<u><b>(93,880)</b></u>	<u><b>474,135</b></u>	<u><b>(441,987)</b></u>	<u><b>-</b></u>	<u><b>(61,732)</b></u>

Restricted funds relate to grants and donations received for specific project work in accordance with the charity's objectives.

#### 15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted £	Endowment £	Total £
Fixed Assets and Investments	141	89,968	90,109
Current Assets	30,900	-	30,900
Current Liabilities	(170,757)	-	(170,757)
Long Term Liabilities	<u>(11,985)</u>	<u>-</u>	<u>(11,985)</u>
	<u>(151,701)</u>	<u>89,968</u>	<u>(61,733)</u>

#### 16. TRANSACTIONS WITH RELATED PARTIES

Bob Fryer, Chair of Trustees, is a board member of NIACE, a partner organisation of this charity. Patricia Hartley's partner Tony Uden holds an honorary role with NIACE. NIACE is a current partner in a joint project funded by JISC which started in 2013-14.

Judith Swift, Trustee, was previously a manager at Unionlearn, a partner organisation of this charity.

#### 17. POST BALANCE SHEET EVENTS

On 10<sup>th</sup> August 2015 the organisation was able to release their endowment funds from the Navarian Will Trust. The fund totalled £89,834 when it was withdrawn.