

By Hse

Charity number 1148795

Company Number 07710097

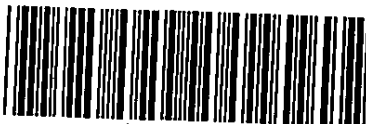


Kissing it Better

Nursing  
Times  
Awards  
2012  
Winner

**Kissing it Better**  
**Trustees' Report and financial statements**  
**for the year ended 31<sup>st</sup> July 2013**

TUESDAY INFO TUESDAY



\*A32YSDLL\*

A02 04/03/2014 #52  
COMPANIES HOUSE

\*A32EBZPE\*

A20 24/02/2014 #73  
COMPANIES HOUSE

\*A31Z0YLM\*

A36 18/02/2014 #38  
COMPANIES HOUSE

## **KISSING IT BETTER**

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## KISSING IT BETTER

### Legal and administrative information

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Trustees	Mr Andrew John William Day Dr Angela Elaine Thomas Mrs Jill Fraser (Mrs Jill Samuda) (resigned 31 05 2013) Mr Richard Markham Samuda (appointed 20 07 2013) Mrs Nicola Elizabeth Matthews
Patrons	Dr Phil Hammond Sir Andrew Motion Nadhim Zahawi MP
Charity Number	1148795
Company Number	07710097
Registered Office Address	The Old Vicarage Aston Cantlow Henley in Arden Warwickshire B95 6JB
Independent Examiners	H L Barnes and Sons Chartered Accountants Barclays Bank Chambers, Stratford upon Avon CV37 6AH
Bankers	Barclays Bank PLC Leicester LE87 2BB

## KISSING IT BETTER

### Trustees' Report

For the year ended 31<sup>st</sup> July 2013

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The trustees, who are also the directors of the company, present their annual report and financial statements of the charity for the year ended 31 July 2013. The financial statements have been prepared in accordance with the account policies set out in note 1 to the accounts and comply with the charity's Memorandum and Articles The Charities Act 2011 and the Statement of Recommended Practice Accounting and Reporting by Charities published in 2005, revised 2008

### STRUCTURE, GOVERNANCE AND MANAGEMENT

Kissing it Better is a Registered Charity in England & Wales (registered 3 September 2012) and a Company Limited by Guarantee. The charity is governed by its Memorandum and Articles incorporated on 19 July 2011.

The Trustees are responsible for governance and appoint staff as required for the day to day running of the charity.

Trustees are appointed by the approval of the Board of Trustees. Some of the Trustees have been involved with the charity since its inception. The Trustees all give their time voluntarily and receive no remuneration. An AGM will be called following the approval of the annual accounts.

Staff responsible for the charity's activities in hospitals and care homes are required to meet their training requirements in child and adult protection and health and safety as appropriate for their roles. This is arranged by agreement with each partner organisation.

Risks have been assessed for each project. Given the growth in activities anticipated, policies and procedures will be reviewed by the Trustees in the following financial period.

*Ann Saunders - R.M. Saunders*  
*TRUSTEE (DIRECTOR)*

## **KISSING IT BETTER**

### **OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT**

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#### **Overall Objectives**

The objects of the charity, as defined by the Memorandum of Association

- TO PROMOTE AND PRESERVE THE GOOD HEALTH OF PATIENTS RECEIVING HEALTHCARE TREATMENT FROM HEALTHCARE AND OTHER CARE PROVIDERS (WITH PARTICULAR REGARD TO ENHANCING THE PATIENT EXPERIENCE) THROUGH THE PROVISION OF EDUCATION AND PRACTICAL ADVICE TO HEALTHCARE PROFESSIONALS IN SUCH WAYS AS THE CHARITY TRUSTEES SEE FIT, INCLUDING WITHOUT LIMITATION THE PROVISION OF ONLINE AND PHYSICAL FORUMS TO SHARE, DISSEMINATE, DISCUSS AND PROMOTE BEST PRACTICE

To achieve this, we

- work with hospitals and residential homes to introduce sustained and co-ordinated activities which offer stimulation, conversation and companionship to patients and residents This involves creating dynamic partnerships with colleges, schools and community groups which directly benefit the existing provision of healthcare and enhance patient experience
- provide education to healthcare staff and management
- have developed an interactive website for sharing practical ideas and best practice to improve patient experience available to patients, carers and professionals free of charge
- promote nationally the practical benefits of these ideas to the wellbeing and dignity of patients and residents in support of their clinical and nursing care
- develop the capacity of communities to interact with and support their local hospitals and care homes
- provide opportunities for work experience and skill development to volunteers and raise awareness of the sensitive care of the Elderly

#### **Public Benefit**

The Trustees confirm that they have complied with their duty under the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission

## **KISSING IT BETTER**

### **REPORT ON ACTIVITIES, ACHIEVEMENTS & PERFORMANCE FOR THE YEAR ENDED JULY 2013**

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#### **Overview**

##### **Our vision**

Kissing it Better's vision is a world where communities share their ideas and talents to raise the spirits of those who are frail or ill

##### **Our mission statement**

At KIB we are working to achieve that vision in the following ways

- 1 We work with communities, hospital trusts and care providers to introduce simple ideas which enhance care for patients and residents while enabling volunteers to broaden their own experience and skills
- 2 We harness the creative energies and goodwill of individuals, colleges and local groups to bring to hospitals and care homes activities which gently encourage conversation, create connections, stimulate memory and lift the spirits.
- 3 We use our website, the media and face-to-face communication to share ideas, highlight concerns and encourage discussion and debate on all aspects of healthcare

##### **Why KIB is needed**

Conversation, stimulation, companionship, touch, maybe a bit of fun now and again - these are the things that those of us in good health who retain independence can take for granted. These are the things that hard-pressed nursing and care staff do not always have the time either to do or to organise as often as they would like

Yet many people in the community would love to share their gifts - perhaps to perform for a different audience, or to develop their professional skills in a hospital setting. Often they just don't know how to organise it - which is where KIB steps in

Over the last few years there have been too many examples where the care of patients in hospitals and care homes has been compromised. Consequently there have been repeated calls for a return to compassion in healthcare. KIB is compassion in action

As more people live longer, resources are more and more stretched. It is becoming increasingly clear that healthcare staff cannot solve all the issues facing them alone. They need community engagement. KIB acts as the bridge between hospitals, care homes and communities and between the young and the old. It offers a different perspective on ageing and ill-health. Our activities not only enhance patient care, they offer diversion and comfort for families, friends and carers and support nursing staff

## Facts and Figures

How we work is determined both by the Trusts and care homes themselves and by the communities and individuals with whom we engage. Some request short-term involvement. Others choose to work with us on a longer term basis.

- In 2011 KIB won its first hospital engagement - at Walsall Healthcare NHS Trust
- In the year ending July 31st 2013 KIB worked with 11 hospital trusts in 20 hospitals as well as three care homes

The longer we have worked with a hospital Trust or care home, the more we have been able to nurture long-term relationships with surrounding colleges, schools and community groups which have resulted in creative and sustainable partnerships.

In the last year KIB provided over 9,000 hours of specialised activity in hospitals and care homes.

These included:

- 8,032 hours of one-to-one activities in hospitals
- 474 hours of group activities in hospitals
- 294 hours of one-to-one and group activities in the three care homes in Stratford

One-to-one sessions included 5,141 hours of massages, manicures and hair care provided by trainee beauty therapists. Other activities included afternoon tea, poetry readings and photography sessions.

Communal entertainment ranged from opera to jazz, from musical theatre to gospel music and from ballet to board games.

Some performances take place on wards. Sometimes a group will perform in a canteen, an atrium or entrance hall. Occasionally, weather permitting, activities take place outside.

- Each performance will have touched scores or even hundreds of people – including staff and visitors as well as patients.

In a number of hospitals we facilitate visits by Pets as Therapy dogs (PAT dogs).

- Last year PAT dogs Yogi, Maisie, George, Buster and Boots, together with their owners, clocked up a fantastic 135 hours of service between them and brightened the day for hundreds of people.

We are continuing to discover new ways of engaging volunteers and entertaining patients. Our partnerships with Further Education colleges in particular are proving particularly innovative.

- Animal care students from a FE college in Hertfordshire provided 84 hours of one-to-one time with children at one hospital, accompanied by a variety of unusual animals and insects including Hissing Sid the cockroach!

Not everybody wants or is able to perform – but they still want to do something So some volunteers offer more practical makeovers

- 40 pupils from one school spent a week renovating a hospital garden and painting a mural, clocking up 480 hours between them

## The benefits

Of course, facts and figures can't tell the whole story

They can't measure the transformation which can come upon a ward when four young beauticians are gently massaging the hands of elderly patients and chatting quietly as they work

We can't put a figure on the perceptible lift in energy when a talented singer tours the wards, or a primary school choir distracts people waiting long hours in outpatients

And we can't calculate the joy of patting a beautiful dog or the pleasure of hearing a favourite poem – or the healing power of simply knowing that somebody cared enough to visit

We do know though, that having a gentle massage stimulates the circulation Patients leaning forward and stretching their fingers to receive a manicure or reaching over to pat a visiting dog also get the benefit of gentle movement which can relieve areas of pressure

Likewise patients with dementia will respond to - and occasionally join in with - a familiar poem or song This can be an enormous comfort to them and to their relatives

- In October 2012 we were presented with the Nursing Times 2012 award for care of older people
- Matrons at Walsall hospital reported they received fewer criticisms and complaints after the introduction of Kissing it Better (Nursing Times April 2013)
- The Head of Patient Experience at the NHS Development Authority, Julia Holding, wrote to us that in a survey of patient experience among aspiring Foundation Trusts "a significant number named your organisation as a really good source of information "

We treasure the hundreds of letters, comments and texts that we get from people who have seen us in action Here are just a few examples

*"When a student beautician gave my wife a manicure, she spoke for the first time since her stroke. It made me cry." Relative*

*"Mum died on 11 11 11 I remember how she enjoyed the poem you read her by Kipling – 'IF' I miss her terribly but I will always remember that day " Relative*

*"This simple event causes such a ripple of pleasure from people in the ward It's such an honour to witness these small acts between a young person and someone who is in a ward for sometimes quite a long period feeling vulnerable and lonely at times" KIB volunteer*



*"It's making people feel alive Brilliant All the staff and patients are coming to listen It's bringing everyone together " Outpatient, after listening to primary school choir*

*"Kissing it better has introduced to us incredibly talented grammar school students, award winning storytellers, guide dogs for the blind in training, primary school choirs, musician and, actresses All of which left the residents smiling !" Activity coordinator, care home*

*"I have just had the worst afternoon of my life I have been told that my husband is terminally ill and won't come home I was sitting here thinking 'I don't know whether I can drive home', and you came along with these wonderful girls- as if by magic, and sang to me Thank you" Hospital visitor*

*"What you do is better than medicine" Hospital doctor*

## **KIB volunteers**

KIB volunteers come from all parts of the community – from schools, brownie packs, colleges, universities, choirs, drama groups, dance academies – anywhere where we find enthusiasm, ideas, dynamism and talent Wherever possible we work with existing hospital volunteers Many hospital staff have also given up their spare time to volunteer with us All our volunteers operate under strict supervision and in accordance with hospital safeguarding procedures

We have an amazing team of volunteers who are creative and talented and we want them to enjoy the experience and stay with us So we aim to create a real partnership which meets their needs as well as enhancing patient care

Over the past year KIB has provided valuable work experience placements for scores of trainee beauty therapists as well as opportunities for students at all levels to fulfil coursework requirements and to develop their practical, performance and social skills Many of our students are working towards their Duke of Edinburgh award while Brownies have used the opportunity to work on various badges

Our founder, Jill Fraser, has also been happy to share her nursing and broadcasting experience within a number of our partner schools as a way of 'giving back' to schools that have offered their time and talents to entertain patients Her workshop topics have ranged from "The life of Florence Nightingale" (Key Stage 1 curriculum) to being a reporter on Newsround (part of the media module in Key Stage 2)

## **Influencing – the bigger picture**

We know we have made a real difference in the hospitals and care homes where we work because people tell us so We have hundreds of testimonies from patients, families, carers and nursing staff But we would like to take the evidence of these benefits to a wider audience so that even in areas where KIB does not currently have a presence others – whether hospital staff or the general public – can begin to introduce those ideas for themselves

We seek to achieve this end through the use of social media and the web, through extensive media coverage, through our presence at key health conferences and by working closely with MPs senior politicians and senior nursing figures.

## **KIB on the web**

Our website makes available hundreds of ideas to enhance the lives of patients in hospitals and care homes which have been submitted by the general public as well as professionals

The Kissing it Better website was redesigned rapidly to coincide with the BBC One Show transmission in October. Between 15th October 2012 and 31st July 2013 the website attracted 16,058 unique visitors, with 21,564 overall visits

The most popular pages were the "Ideas" page with 6,137 visits, followed by "About" with 5,653 visits and "Get Involved" with 4,039

In 2012 we established a Facebook presence and our Twitter account has 793 followers

## **KIB in the media**

Kissing it Better has generated much positive publicity in the past year, both at national and local level.

- In October 2012 BBC's The One Show featured our work by staging a "Kissing it Better" day at Birmingham City Hospital featuring – among others – beauty therapy students, choirs and ballet dancers. The feature focussed attention on what is possible to do in a hospital and generated huge interest from the public. The item was broadcast again as part of the One Show's "Best Bits of 2012"
- In December 2012 BBC Breakfast broadcast a report on our work at the Lister hospital in Hertfordshire, which again generated hundreds of enquiries from all over the country
- In June 2013 our work again featured on BBC Breakfast. KIB patron and former Poet Laureate Sir Andrew Motion was filmed for an item about the importance of reading familiar poetry to patients with dementia
- Our patron Dr Phil Hammond has mentioned us regularly in social media as well as featuring on the Channel 4 quiz show, COUNTDOWN

We have also been successful in attracting much interest from local media

- In Hertfordshire alone we featured three times on local radio and five times in the local press last year

Our media work brings us in new volunteers and interest from health professionals. But it also helps spread the message that the simplest ideas and actions can make a difference – and you don't have to be a doctor or a nurse to do that. You can use the gifts you already have.

## **KIB at conferences**

KIB founder Jill Fraser has been a popular speaker at conferences throughout the UK. Between August 2012 and July 2013 Jill spoke at 16 major conferences including the Florence Nightingale conference, the End of Life conference and a number of regional nursing conferences.

As well as spreading our ideas more widely among healthcare professionals Jill's passionate speeches have encouraged interest in our work from a number of hospital Trusts.

## **KIB and the NHS**

Media coverage is important but ultimately we also require the backing of Government and senior nursing figures at national level. Our local MPs in the Midlands and Hertfordshire – Nadhim Zahawi, Chris White and Stephen McPartland have been consistent in their support for our work. We were also delighted to host a visit from Professor Viv Bennett, Director of Nursing, England, to Hylands House and Bancroft Gardens - two care homes we work with in Stratford.

## **Fundraising**

Our funding strategy combines support from hospitals and care homes with charitable donations and other fundraising activity. As we become more established we are seeking to develop this strategy and achieve a more active fundraising profile. In 2012 - 2013 we were privileged to be adopted by Heath Mount School in Stevenage, Elmhurst Ballet School in association with The Royal Ballet in Birmingham, and Kings High School in Warwick. As well as raising thousands of pounds pupils also gave hours of volunteer time to sing, dance or run activities at their local hospitals or care homes. Heath Mount pupils also refurbished the hospital garden at the Lister Hospital.

KIB offers exceptional value for money because the funds raised are used to maximise contributions from volunteers in the community.

A number of our volunteers are now fundraising for us independently. For example Adam, our Pets as Therapy volunteer in Hertfordshire, is asking people to sponsor a visit from his dog Yogi. PAT dog, Maisie and her owner have taken part in street collections for us. Jayde, who organises the visits by trainee beauty therapists at the Lister Hospital is also raising funds in various ways. And a group of beauty therapists from Warwickshire college organised a Fun Day in the college grounds. These people are giving twice over to KIB – with their time and their money - and we appreciate it very much.

In the coming year, KIB plans to further develop its fundraising strategy to introduce a corporate funding scheme and a 'Friends of Kissing it Better' membership scheme. We also plan to establish a structured community fundraising activity to include a number of events. Applications to charitable trusts will continue.

## **The future**

From small beginnings KIB has grown quickly into a charity with a national profile. Now we need to prioritise our work and develop our systems to match this. Over the next three years we plan to

- Extend our work with hospital trusts and care homes

- Develop our relationships with colleges, schools and community partners
- Work with the charity Education for Health to introduce education programmes for staff in hospitals and care homes to improve patient experience
- Broaden our influence so we are recognised as a key contributor to national policy and practice in all matters relating to patient experience
- Improve the ways in which we communicate our ideas – in particular our web and social media presence
- Widen our active fundraising and supporter networks and establish a sound financial base from which to expand our work

## Thanks

We would like to thank the NHS Trusts we have worked with in the past year

**Barts Health NHS Trust**

**Sandwell and West Birmingham Hospitals NHS Trust**

**Central Manchester University Hospitals NHS Foundation Trust**

**South Warwickshire NHS Foundation Trust**

**The Dudley Group NHS Foundation Trust**

**Thanks also to**

**East and North Hertfordshire NHS Trust**

**Guinness Care and Support**

**Guys and St Thomas's NHS Foundation Trust**

**Bancroft Gardens Care Home ( Independent)**

**Kingston Hospital NHS Trust**

**Hyland House Care Home ( Independent)**

**North Middlesex University Hospital NHS Trust**

**Cedar Lawn Care Home ( Methodist Homes for the Aged)**

**2 Together NHS Trust**

**Walsall Healthcare NHS Trust**

**The North West London Hospitals NHS Trust**

We would also like to thank all those who have supported us over the past year. They include our own staff and volunteers, countless nursing staff, doctors, care assistants and care home staff and those who have raised funds for us. But most of all we would like to thank the patients and their carers who have been so appreciative of KIB's work and make it such a pleasure.

*R M. Samuda - R M. Samuda,  
TRUSTEE / DIRECTOR*

## KISSING IT BETTER

### Financial Review

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#### Review of the year:

The finances for the charity for the year ended July 2013 are set out on pages 16 to 22

Total income was £97,571 and generated a surplus of £23,370. As a newly established charity, this surplus will enable the charity to develop its infrastructure to enable an increased level of activities to be achieved. Key investments include

- Staff resources to co-ordinate growing interest from communities and hospitals
- Educational content for hospital and care home staff
- the next phase of development of the website
- develop its fundraising capability

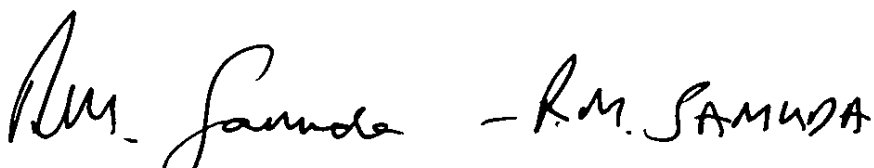
#### Funding streams:

In addition to contracts for services provided and individual donations from the public, the charity has obtained funds from

- Stratford Town Trust
- Heath Mount School
- Dumbreck Charitable Trust
- Wilmcote Charitable Trust
- Mazars Accountants
- Kings High School
- QBE Foundation

#### Reserves/ Reserves policy:

The Trustees regularly review the charity's financial position with a view to retain sufficient reserves to support approximately six months financial obligations in absence of any further income generation

  
Trustee / Director

## KISSING IT BETTER

### Statement of Trustees' Responsibilities

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Charity and Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity at the year end and of its incoming resources and resources expended during the year. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and 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.

### Exemption

The trustees' report has been prepared taking advantage of the exemptions available to small companies under the Companies Act 2006.

**This report was approved by the Trustees on 5 February 2014 and signed on its behalf by:**

  
.....

**Trustee**

## **Independent examiner's report to the trustees of Kissing it Better**

I report on the accounts of the company for the year ended 31 July 2013, which are set out on pages 16 to 22

### **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 trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

- a) examine the accounts under section 145 of the 2011 Act,
- b) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act, and
- c) to state whether particular matters have come to my attention

### **Basis of independent examiner's report**

My examination was carried out in accordance with the 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 you as 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 respect the requirements

- a) to keep accounting records in accordance with section 386 of the Companies Act 2006, and
- b) to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice Accounting and Reporting by Charities

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

R W P Bowen FCA  
Chartered Accountant  
H L Barnes and Sons  
Barclays Bank Chambers  
Stratford upon Avon  
5 February 2014

**KISSING IT BETTER**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**(INCLUDING INCOME AND EXPENDITURE ACCOUNT)**  
**FOR THE YEAR ENDED 31 JULY 2013**

		2013			Period 19.07.11 to 31.07.2012
	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		£	£	£	£
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2	85,821	2,000	87,821	2,049
Activities for generating funds	3	9,750	-	9,750	13,450
Total incoming resources		<u>95,571</u>	<u>2,000</u>	<u>97,571</u>	<u>15,499</u>
<b>Resources expended</b>					
Costs of generating funds	4	19,164	300	19,464	3,182
Charitable activities	5	46,379	979	47,358	-
Governance costs	6	7,379	-	7,379	434
Total resources expended		<u>72,922</u>	<u>1,279</u>	<u>74,201</u>	<u>3,616</u>
<b>Net incoming resources</b>		22,649	721	23,370	11,883
<b>Reconciliation of Funds</b>					
Total funds brought forward		11,883	-	11,883	-
<b>Total funds carried forward</b>		<u>£ 34,532</u>	<u>£ 721</u>	<u>£ 35,253</u>	<u>£ 11,883</u>

The company has no recognised gains or losses other than those stated in the Statement of Financial Activities for the above year

The notes on pages 18 to 22 form part of these accounts



# KISSING IT BETTER

Company No. 07710097

## BALANCE SHEET

31 JULY 2013

	Notes	2013 £	2012 £
<b>Current Assets</b>			
Debtors and prepayment	7	7,845	-
Cash at bank and on deposit	8	41,503	11,883
		<hr/>	<hr/>
		49,348	11,883
Creditors	9	14,095	-
		<hr/>	<hr/>
<b>Net Assets</b>		<b>£ 35,253</b>	<b>£ 11,883</b>
		<hr/>	<hr/>
<b>FUNDS</b>			
Unrestricted Funds		34,532	11,883
Restricted Funds	10	721	-
		<hr/>	<hr/>
		<b>£ 35,253</b>	<b>£ 11,883</b>
		<hr/>	<hr/>

*Ren Samuda FCA.*

*RM. SAMUDA - DIRECTOR & TRUSTEE*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2013

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2013 in accordance with Section 476 of the Companies Act 2006

The trustees acknowledge their responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006, and
- preparing financial statements which give a true and fair view of the state of affairs of the company 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 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The financial statements have been 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 Board of Trustees on 5 February 2014 and were signed on its behalf by

*Ren Samuda FCA.* Trustee

*A. Day - DIRECTOR & TRUSTEE*  
*RM. SAMUDA - DIRECTOR & TRUSTEE*

The notes on pages 18 to 22 form part of these accounts

**KISSING IT BETTER**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2013**

**1. ACCOUNTING POLICIES**

**a) Basis of accounting**

The accounts have been prepared under the historical cost convention in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008) and the Statement of Recommended Practice 'Accounting and Reporting by Charities' (SORP 2005) revised in May 2008 and the provisions of the small companies regime within Part 15 of the Companies Act 2006, and on a going concern basis. They incorporate the results of the principal activity which is described in the Trustees' Report, and which is continuing. The following principal accounting policies have been applied:

**b) Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the company.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

**c) Incoming resources**

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

**d) Resources expended**

Expenditure is recognised on an accrual basis as a liability is incurred.

All costs are allocated between expenditure categories of the Statement of financial activities on a basis to reflect the use of the resource. Costs relating to a particular activity are allocated directly.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy costs linked to the strategic management of the charity.

**KISSING IT BETTER**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 JULY 2013**

**2. VOLUNTARY INCOME**

	<b>2013</b>			<b>Period 19.07.2011 to 31.07.2012</b>
	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Donations and collections	82,771	-	82,771	1,549
Grants Trusts	3,050	2,000	5,050	500
	<u>£ 85,821</u>	<u>£ 2,000</u>	<u>£ 87,821</u>	<u>£ 2,049</u>

**3. ACTIVITIES FOR GENERATING FUNDS**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising events	<u>£ 9,750</u>	<u>£ -</u>	<u>£ 9,750</u>	<u>£ 13,450</u>

**4. COSTS OF GENERATING FUNDS**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising expenses	294	300	594	300
Website	9,395	-	9,395	461
Contractors' costs	3,907	-	3,907	2,421
Travel and subsistence	1,331	-	1,331	-
Media and production	3,777	-	3,777	-
Administration	460	-	460	-
	<u>£ 19,164</u>	<u>£ 300</u>	<u>£ 19,464</u>	<u>£ 3,182</u>

**5. CHARITABLE ACTIVITIES**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Hospital/care home projects				
Contractors' costs	33,704	573	34,277	-
Travel and subsistence	12,446	27	12,473	-
Administration	229	379	608	-
	<u>£ 46,379</u>	<u>£ 979</u>	<u>£ 47,358</u>	<u>£ -</u>

**KISSING IT BETTER**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 JULY 2013**

**6. GOVERNANCE COSTS**

	<b>2013</b>			<b>Period 19.07.2011 to 31.07.2012</b>
	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Contractors' costs	3,919	-	3,919	-
Administration expenses	114	-	114	434
Insurance	346	-	346	-
Accountancy fees	3,000	-	3,000	-
	<u>£ 7,379</u>	<u>£ -</u>	<u>£ 7,379</u>	<u>£ 434</u>

**7. DEBTORS AND PREPAYMENTS**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Debtors	<u>£ 7,845</u>	<u>£ -</u>	<u>£ 7,845</u>	<u>£ -</u>

**8. CASH AT BANK AND ON DEPOSIT**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Barclays Bank plc – current account	<u>£ 39,826</u>	<u>£ 1,677</u>	<u>£ 41,503</u>	<u>£ 11,883</u>

**9. CREDITORS**

	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Accruals	<u>£ 13,689</u>	<u>£ 406</u>	<u>£ 14,095</u>	<u>£ -</u>

**KISSING IT BETTER**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 JULY 2013**

**10. RESTRICTED FUND**

	Balance at 1 August 2012	Incoming	Outgoing	Balance at 31 July 2013
	£	£	£	£
Stratford projects fund	-	1,000	1,000	-
Herefordshire projects fund	-	1,000	279	721
	<u>£ -</u>	<u>£ 2,000</u>	<u>£ 1,279</u>	<u>£ 721</u>

The Stratford projects fund was established in 2012 to fund healthcare in Stratford upon Avon

The Herefordshire projects fund was established in 2013 to fund healthcare in the Herefordshire area

**11. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Debtors	Bank	Creditors	2013 Total	2012 Total
	£	£	£	£	£
<b>Restricted funds :</b>					
Stratford projects	-	406	(406)	-	-
Herefordshire projects	-	721	-	721	-
	<u>-</u>	<u>1,127</u>	<u>(406)</u>	<u>721</u>	<u>-</u>
<b>Unrestricted Funds</b>	7,845	40,376	(13,689)	34,532	11,883
	<u>£ 7,845</u>	<u>£41,503</u>	<u>£(14,095)</u>	<u>£ 35,253</u>	<u>11,883</u>

**12. INDEMNITY INSURANCE**

Funds belonging to the Charity have been used in the purchase of insurance :

- a) to protect the Charity from loss arising from the neglect or defaults of its trustees, and
- b) to indemnify the trustees against the consequences of any neglect or default on their part

The cover provided for this insurance during the year was £100,000 with the annual premium being £293, which also includes insurance cover for employer's liability, public and products liability and legal expenses

**13. TAXATION**

The company is not liable to taxation upon its income by reason of the exemption under Section 505 of the Income and Corporation Taxes Act 1988

**KISSING IT BETTER**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**' FOR THE YEAR ENDED 31 JULY 2013**

**14. RELATED PARTY TRANSACTIONS**

During the year Jill Fraser, a trustee until 31 May 2013, and wife of R Samuda, a trustee from 20 July 2013, was reimbursed expenses and paid travel expenses of £15,672. At the year end the amount owed by the company was £5,283.

During the year the company purchased services of £370 (2012 £Nil) from, Charlotte Matthews, daughter of N E Matthews, a trustee.

None of the trustees were paid any remuneration by the company during the year (2012 £Nil).

**15. LIABILITY OF THE MEMBERS**

The liability of the members on the dissolution or winding up of the company is limited to a sum not to exceed £10.