

Annual Report

2009



kids
city

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Kids' City HQ:
Unit 4, 25 Morrish Road,
London SW2 4EE
Tel: 020 8683 9606
www.kidscity.org.uk



Introduction by Chair of Trustees



2009 has been an important year for Kids' City.

Firstly, it has been a year when we have managed to offer more, high quality, flexible and affordable play, activities and care facilities to more children than ever before. Over 2000 children and their families benefited from Kids' City services, offered in 17 locations, throughout the year. These included over 45 different activities weekly, ranging from chess, music, cooking or arts & crafts to martial arts and 15 other sports or physical activities to choose from.

Secondly, we have managed to do so while maintaining the highest standards of quality and pride in our work and that of our volunteers. The feedback from the children themselves and their families remains strong, as is the feedback from the local community and our partner organisations. **Thirdly**, we have become a go-to organisation for high-quality training in play and childcare, training 618 staff and volunteers last year alone. This means we can not only secure the most highly-trained staff for our Kids' City centres, but we can also spread best practice and be an agent for good, exceeding the boundaries of the communities where we operate. In small and bigger ways, we are fulfilling daily our vision to make sure that over time, 'all children in UK cities will have access to something like Kids' City.'

It has not always been easy. When I joined Kids' City as Chair of the Board in November 2009, I was impressed

with the effectiveness and quiet resolve that the Management Team and its Chief Executive exhibited when dealing with the challenges facing the entire Voluntary Sector. 2009 has been a difficult year for many of our peer organisations. Funding for critical services has often been curtailed. Long-standing partnerships have been reassessed. However, Kids' City has weathered the storm better than most, coming out of this period even more resolved to continue offering top services to children who need it the most.

Indeed, the need for Kids' City services has never been stronger than in times like now, when recession, unemployment and budgetary constraints mean the most vulnerable parts of society feel the most pressure. We operate in some of the most disadvantaged communities in the country, often in areas among the top 10% nationally in indices of multiple deprivation and with high numbers of children with special needs (average of 22% in Lambeth, Merton and Wandsworth). Our services make a unique contribution in helping children meet their social, physical and creative needs that are often not met in full by their carers.

If I were to single out the most important factors to Kids' City's success, I would emphasise the inspired leadership and strength of our team, the commitment and quality of our staff and volunteers, and the sheer love of Kids' City shown by the children and their families, that gives us strength and conviction to continue. Over 90 volunteers and their families joined the Kids' City Volunteer event in 2009 to celebrate with us their unique contribution to the children we serve. We have also maintained strong partnerships with schools and local authorities and have secured the

ongoing commitment of 13 different partner organisations who support our work with funds, goods and services, because they are committed to help offer children a better future.

Going forward, we will continue to focus on providing even better services for children in more schools. We will also continue to act as a force for change, helping spread the message that the needs of children must always come first - and building the skills of those who will enable this change.

I would like to take the opportunity to thank the outgoing Chair, Sue Branson, for her leadership and contribution for the last 14 years. Sue was one of the parents who founded the charity in Streatham in 1995, pioneering an early form of 'Big Society' to respond to a real need for quality children's services. Working closely with Kids' City Chief Executive, Jackie Nunns, Sue saw Kids' City through successive stages of evolution, while ensuring it stays true to its roots. She fulfilled the duties of Chair even after her children were too old to join Kids' City and has now agreed to remain a member of the Board, to continue sharing her knowledge of local issues and ensure continuity. On behalf of everyone at Kids' City, a big thank you.

Finally, as the 15th year of Kids' City operations starts, I would like to thank you all again for your ongoing support and commitment to Kids' City and invite you to celebrate with us this historic anniversary.

Dr. Angela Spatharou
Chair of the
Board of Trustees
Kids' City



Objectives

Charitable Aims

The charitable aims of The Trojans Scheme, trading as Kids' City, as set out in its governing document are:

"To advance the education of school age children through the provision of educational, play and recreational activities especially those that help develop their physical, intellectual and creative potential such that they may grow to full maturity as individuals and members of society."

Mission Statement

All children should be able to spend their free time positively.

Vision Statement

All children in UK cities will have access to something like Kids' City.

The Mission

To provide educational and recreational play and development opportunities for all school-age children in our cities, through harnessing and developing the skills, values and energy of the local community, by disseminating good practice and influencing policy.





Meeting the Public Benefit

The need for local, quality, flexible and affordable play, activities and care facilities is essential to the well-being of children and in many cases the financial viability of families. Nowhere is that more important than in inner cities where play space is often not accessible to young children and where pressures on families overall are greater. We currently work in some of the most disadvantaged communities in the country, in Lambeth, Merton and Wandsworth, many in the top 10% of indices of multiple deprivations. For a variety of reasons, it is not always possible for children's social, physical, and creative needs to be met in full by their carers. Coming along to an after school club or holiday playscheme can help alleviate the tensions created by poor housing, traffic, crime and other social welfare issues.



Although schools are now required by the Government's Extended Services Agenda to facilitate out of school services, not all schools have either the capacity or the will to meet the new challenges of running a sustainable out of school service and a partnership with Kids' City can be the answer. In our 2008/9 Stakeholder Survey headteachers of schools already in partnership with Kids' City responded that we are helping them meet the Extended Services duties childcare (100%), activities (86%), community access (86%), parenting support (57%) and partnerships to support children in need (43%).

We also offer accredited playwork training which contributes to the development of the new Extended Services workforce.

Volunteers play a huge part in the success of the organisation's ambitious targets and of the 231 (including 40 sports volunteers) that helped us in 2008/9, all felt appreciated. The volunteering programme offers good prospects for young people and adults.

Achieving the Mission

We:

- provide a range of play, recreational and educational activities for school age children at breakfast, after school and during school holidays
- demand high standards of care for children
- provide volunteering opportunities and, within reason, employ any skills and time people are prepared to offer
- share good practice by delivering training and development courses for young people and adults and playing a full part in local and national debate
- assist others wishing to establish new or additional out of school hours schemes

The organisation has developed a holistic approach to play, activities and childcare for children by involving children, families, schools, workers and others in the community in designing and delivering the services. We share what we know in order to benefit children everywhere.

The charity promotes activities that assist children to develop socially, physically, intellectually, creatively and emotionally. It provides opportunities for children to develop interests that they may otherwise not have due to cost, location or lack of an adult to take them. Its purpose is also to grow an 'activity habit' in children in order to reduce the attractions of anti-social behaviour. It introduces children, young people and adults to constructive networks and positive peer experiences to the overall benefit of children. This is often described as a sense of belonging to a big family.



Objectives...

Kids' City & the Every Child Matters Outcomes

Be Healthy

Improved mental, physical and emotional health for children through play. Particular activities promote healthy eating, personal welfare, self-esteem and physical movement in and outside of the play setting.

Stay Safe

A secure, supportive group that develops children's own support mechanisms and an environment that is free from hazards. Play-based educational activities that promote safety and well-being and help to develop confident children.

Enjoy & Achieve

Fun with friends and wide opportunities for success. Taking on appropriate challenges and responsibilities and helping others to do the same.

Make a Positive Contribution

Being involved in designing the activities, supportive roles to newcomers and as monitors, speaking up and contributing as a member of the community. Helping others through organised events.

Achieve Economic Wellbeing

Providing care while parents work or study, encouraging positive attitudes to self and helping parents and other adults develop employable skills. Positive models of working life, developing a 'can do' attitude; problem solving and social skills.

Safe Place for Play

Traffic, crime, fouling, graffiti and the lack of available adult supervision are major inhibitors to play and social activity amongst young children in the inner city environment. Although Lambeth, Merton and Wandsworth have good play spaces, these are inaccessible for a young child unless an adult can take them. For parents, competing demands on their time and the real pressures of living in the inner city environment means that children's play and social needs can be overlooked in favour of more pressing demands.

By manning the schools' playgrounds and fixed resources with trained and committed Playworkers and by providing a wide range of play equipment and materials, Kids' City ensures that young children can access play environments, and parents have peace of mind.

The Caring Environment

Kids' City contributes to the economic well-being of many hundreds of families by providing childcare to enable parents to work. But childcare is relevant to more than just the requirement to earn a living. For families new to the area, the charity provides the opportunity for developing social networks and establishing themselves in the community. For families where a carer is incapable of offering their children a physically active and social environment, Kids' City picks up the slack. For children at risk, or where there is sudden family trauma, the access to after school and holiday services can give everyone time to review and remedy while the child plays amongst friends and is supported by caring adults.



A Bright Start to the Day

We run six term-time early morning clubs giving a healthy breakfast and happy start to the day for children whose parents go to work or further education.

After School Play & Activities

From close of the school until 6pm, Kids' City provides children with a healthy snack, supervised play and a choice of one hour's play-based activity. Free Play is available daily to all children; this is an opportunity for children to use their imaginative skills and build on their social skills through interaction with other children.

Holiday Playschemes

Holiday playschemes create an environment for children to socialise, make new friends and get involved in a whole range of in depth activities and big projects for which there is neither the time nor the space during the after school clubs. Children enjoy activities such as Dramarama, Flying Objects, Pots & Plants, Puppet Workshop, Recycled Projects, Super Senses, Swimming and Time Travellers, alongside a wide range of sporting activities and creative arts. Trips to local places of interest such as the Holmbush Farm World, London Wetland Centre, The Royal Observatory, parks and adventure playgrounds were attended by an average of 450 children.

Activities

Overview

In consultation with children through surveys and group discussions we design and provide 45 different activities weekly throughout our after school clubs and more than 25 a week during our holiday playschemes. A high percentage of these activities are led by a person with expertise in the subject area and in 2009 90% of these took place as planned.

Examples of activities are: Creative Artists, Fit Futures, Fun with Fabrics, ICT Club, Master Chefs, Mini Tournaments, Rounders, Story Box, Taekwon-do and Ultimate Frisbee. Children are able to choose from activities which promote social, physical, intellectual, creative, cultural and emotional development or provide environmental awareness.

We have fully implemented The Early Years & Foundation Stage (EYFS) principles in all our settings. Under 5s or 'minis' can choose to join in with the structured activities and have opportunities to participate in free play throughout the afternoon, each branch having received grants for play equipment.

Kids' City's activities successfully meet all of the following EYFS principles which promote learning through play:

- Personal, Social & Emotional Development
- Communication, Language & Literacy
- Problem Solving, Reasoning & Numeracy
- Knowledge & Understanding of the World
- Creative Development
- Physical Development

Thanks to the Two Boroughs Project we were able to organise a free trip to for 90 children and their families to see Amazônia at the Young Vic Theatre which was a wonderful event, and for some was their first experience of live theatre.

In December we again held our annual winter parties where children celebrated the beginning of the holidays and Kids' City's supporters provided 3600 gifts wrapped and delivered by name to each child.

Sport

In May 2009 Kids' City secured funding from Sport England to greatly expand our 'Fit Futures' project to develop sports activities and opportunities in the local community. The project has been stalwartly supported by the William Wates Memorial Trust without which it could not have continued. We have been able to put on 2,304 sports and physical activity sessions in our after school schemes and 134 during school holidays, with a regular choice of 16 different organised sports.

Fit Futures brought an amazing range of opportunities to local children, including a week-long programme of taster sessions of martial arts funded through the Mayor's London Winter of Sport Programme. The Fighting Fit Fencing Club popped into our May playschemes and got 85 children involved in fencing; 127 children took part in professional cricket training leading to our own 'Ashes' tournament and 111 children went swimming, of whom 10 completed their 25-metre swimming certificate. A Kids' City team won the Streatham regional finals of Lambeth's Summer Football Club hosted by Fulham Football Club. This success led to the development of an under 11s Kids' City football team.

Welcoming for All

Our strong inclusion ethos has driven continued special provision for children with additional needs. 22% of children in primary schools in Lambeth, Merton and Wandsworth have special educational needs, compared to the national average of 18.5%. Kids' City has a long and successful history of working with children with additional needs and 2009 was no exception. Throughout the year we see children who need extra support and during Easter and summer holidays, we were able to provide 1:1 and 1:4 workers and invite 36 children with disabilities to join in the fun.

Because of the greater freedom and diverse assortment of playmates, most children, including those with additional needs, find it easy to settle in at our services and a common complaint is that they don't want to leave. Due to very favourable adult: child ratios thanks to our marvellous volunteers, children who need extra attention – for whatever reason – do receive it.



Achieving & Performance

Major Achievements in 2009

Managing Change

In 2009 we worked to continue to build, strengthen and develop a number of facets of our organisation as well as to work towards our targets highlighted in our 2008 Annual Report and expanded upon below.

Extending Provision

We opened two more after school clubs, at Immanuel & St Andrew Primary in Lambeth and at Stanford Primary in Merton. At Stanford Primary, we also opened a breakfast club and nursery provision – our first all day childcare service, managed by a full-time Centre Manager.

Communications Project

Reinforcing our internal and external communications was a key area highlighted for development in 2008 and in June 2009 we employed a dedicated Communications Officer to implement and maintain our new website which went live in September. The new website offers parents an online booking facility and a wealth of information about Kids' City's activities. It is also a valuable resource for wider stakeholders and other groups seeking ideas on sustaining their own out of school provision. We also introduced email contact directly to Centre Managers as previously only phoning was possible.

Thanks to assistance from a corporate supporter, we were able to renew our induction DVD for new personnel. Kids' City was provided with the filming, production and editing and the new film brilliantly captures the Kids' City spirit and philosophy and represents the challenges and rewards of working with the charity.



Awards and Accreditations

NSPCC Staying Safe Commitment Scheme

We completed a rigorous process to become accredited under the NSPCC's Staying Safe Scheme, which demonstrates Kids' City's commitment to safeguarding children from harm through robust policies and procedures.

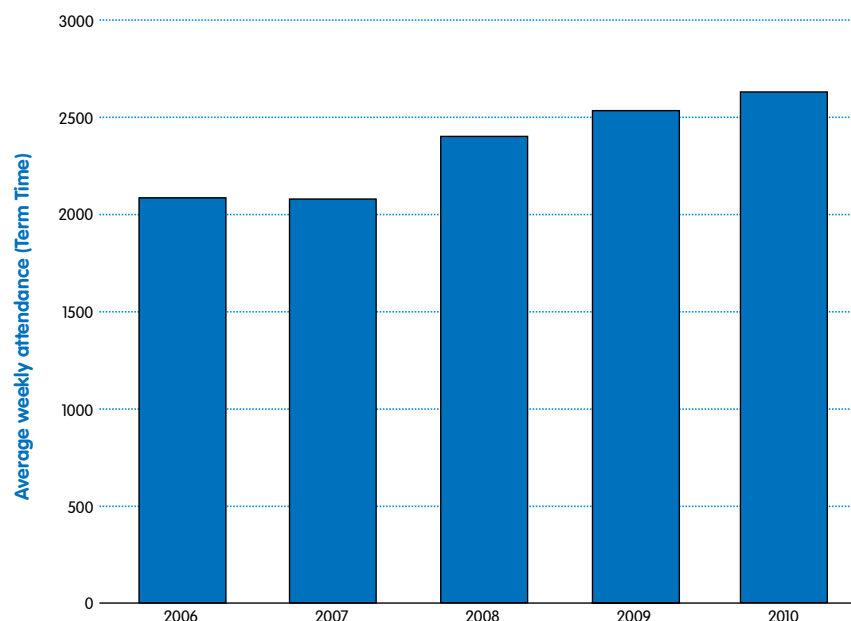
Disability Symbol

In 2009 we acquired the right to use the Disability Symbol which demonstrates Kids' City's commitment to employing disabled people fairly. The symbol is displayed at our offices and on our recruitment material.

Eco Step Award

A key development area for us is the strengthening of our environmental responsibility. We were fortunate to receive assistance with this via a 30-day project funded through the West Focus Environmental Project. An Environmental Researcher and Strategist, Jonathan Ude carried out an audit of the environmental impact of Kids' City's work which led to changes in our energy management and procurement policy. We are now working towards the Eco-Step Award.

Intake overview of all centres



Different Paths for Recruitment

Funding from The Walcott Foundation enabled us to engage 5 young people in our TeenScene project for NEET young people from disadvantaged backgrounds, holding fewer than 5 GCSEs A-C. By the end of 2009 we were poised to extend this to 10 more young people through the Future Jobs fund.

Leadership

The charity invested in its leadership and management through a series of leadership workshops for Centre Managers, strengthening the board of Trustees and a facilitated away day for the senior team. The charity's strong leadership, effective financial management and loyal workforce are its core strengths and this year it ably demonstrated its determination and commitment ability to make proper and timely decisions to ensure its enduring success.

Staff Events

During National Volunteers' Week we celebrated the marvellous work of our volunteers with a day trip to Brighton, for fish and chips on the pier. Our Winter Party to celebrate another successful year was attended by 85 at Streattham's Hideaway venue. Other smaller social events were held throughout the year.

Volunteers

Volunteer applications increased dramatically this year helped by the grant in May by Sport England to develop grass roots sport. Volunteers are involved in every aspect of the organisation including Trustees, Playworkers, Sports Leaders, Administrators, Interns, Project Assistants and much more. Many of our permanent staff were once volunteers themselves.

Case Study: Barbara Boutouili

I joined Kids' City in May 2006 after receiving details about volunteering opportunities at a local recruitment fair. I started off as a Volunteer Administrator in the Volunteers Department and worked 3 days a week helping out with various admin tasks. At the time I was unemployed and hoping to get a job. I was studying for my Accounting Qualification and had my sights set on gaining experience within the Kids' City Finance Department.

After a few months of gaining experience and getting to know the ropes at Kids' City I joined the Finance Team. I really enjoyed volunteering and the skills and experience I gained helped me with my studies and provided examples for my coursework. The team at Kids' City are fantastic to work with and before I knew it I'd been volunteering for a year.

A vacancy came up as a Finance Administrator and I successfully applied for it and I was in this position for nearly two years before being promoted to Finance Controller.

Now volunteers come and help me like I used to and it is really satisfying to help them on their path. I am thrilled to now be a member of the Senior Team at Kids' City and would definitely recommend volunteering here!

In 2009 Sue Branson stepped down as Chair of Trustees after leading the board for eight years. Sue remains on the board and welcomed Angela Spatharou as our new Chair. Angela is the Assistant Principal of a global management consultancy agency and brings new strengths and a multitude of fresh ideas. She is joined in the Trustee leadership by Daniel Whitehouse as our new Treasurer and Katy Shaw as Secretary.

All personnel involved with the charity are thoroughly vetted; we seek references and a Criminal Records Bureau check. Training is provided relevant to the position and people are supported in their roles by local and Head Office staff. Volunteers add value to children's experiences, sharing a wide range of special talents that we could not otherwise afford to offer. Of our 191 volunteers in 2009, 79% were from black and ethnic minority origins.

Kids' City has continued to strengthen partnerships; for the fourth year running we welcomed interns from Hong Kong Baptist University who provided the manpower for our Stakeholder Survey, and undergraduates from EUSA offered their time and energy in various capacities. Our beneficial networks included ProActive through whom we received high calibre sports volunteers, University of London and a number of agencies assisting unemployed people to gain workplace experience.

Outgoing volunteers rated volunteering with Kids' City "excellent" or "good" in every instance, 40% saying it had helped them to get a job.

Volunteering success stories

When **AS** joined Kids' City she had previously worked as a freelance musician on cruise ships and was unemployed. She volunteered at KC for one year and this experience plus courses she took supported her search for work and she now works as a teaching assistant.

SS had a successful career in HR and used the volunteering opportunities with Kids' City to explore his ambition to work with children and is now training to be a teacher.

RM arrived in the UK as a lone parent, under difficult circumstances, some years ago. Her work prospects were limited, as she had no formal qualifications. Through volunteering with Kids' City, she has

completed an NVQ level 2 and is working towards her level 3.

RC had been a child at one of our after school clubs. Now a young man, **RC** volunteered once a week for over a year to "give something back," using his creative skills to run activities for children, before accepting a place on a Performing Arts course.

Achieving & Performance

Professional Development & Research

Overview

Because Kids' City runs direct services to children, it brings a practical, fresh, operational experience to its training. Courses reflect the realities of front-line practice of play environments in challenging socio-economic communities, and the robust preparation that people receive for their work with children is a hallmark of Kids' City's success.

In 2009 the Training Centre enjoyed another busy year with 618 people accessing 216 training events and 33 NVQs achieved. In line with our 2008 objectives we expanded our Training Centre by adding an IT suite to enable our trainees to complete tasks and access the internet.

All of our Centre Managers attended training in Leadership and Management in Childcare Organisations (LAMCO) which was part-paid for by Train to Gain.

In 2009 we expanded the remit of our training courses by adding our Cache NVQ AI assessors' award and HSE Paediatrics First Aid training, both of which run in-house. The end of Train to Gain funding for Playwork, which had supported the majority of NVQ awards caused a blip in proceedings but by September we were able to resume NVQ training through funds available through the Children's Workforce Development Council, increasing capacity to cope with the demand. We improved our promotion of courses, introducing email bulletins and reminders.

Stakeholder Survey

We increased the scope of our Stakeholder Survey 2008/09, published in September 2009, to gain a better understanding of the needs of our diverse stakeholders, including parents, children, staff and volunteers. Data was collected from 500 individuals and included families who do not use the service. The feedback is used to establish Kids' City's service standards, inform planning, and drive continuous improvement in training and delivery of its services. Thus, the surveys are a vital component of Kids' City's quality management system; they lead to a better understanding of stakeholder needs and the timely development, implementation and evaluation of improvements that 'close the feedback loop.' The survey can be found on our website.



Working in Partnership

Schools

We are grateful to all of the people and organisations that work in partnership with us. We would like to extend our thanks to the following partnership schools:

Bonneville
Eardley (and St Leonard's)
Granton
Henry Cavendish
Immanuel & St Andrew CoE
Jubilee
Kings Avenue
Ravenstone
Reay
Rosemead
St Andrew's RC
St Mary's RC
Stanford
Sudbourne
Sunnyhill
Wix
Woodmansterne

Schools offer their space, playgrounds and fixed resources and we provide the organisational infrastructure and manpower to facilitate a wide programme of interesting activities. Each relationship is unique as each venue offers different spaces and resources and each school community has its own distinct character. Centre Managers build strong working relationships with staff at the schools, learning with the school how to operate for the maximum benefit. The Head of Operations meets termly with Headteachers and remains in contact through email.

Play is an important part of childhood and regrettably, some children's circumstances make it difficult for them to play with friends in a trouble-free environment. We receive referrals from schools of children who would particularly benefit from attending the out of school projects through free places and we are pleased to have been able to continue this offer during 2009. These places are funded from a variety of small grants and donations.

Other Partners

Numerous individuals and organisations assist us in the work we do, including like-minded charities and community groups, local authority departments who go the extra mile, businesses who provide goods and services at cost or free and of course Trusts and Foundations who give us the financial means to make it all happen. Special mentions to Arts Community Exchange, our sister charity, Fulham Football club for long and consistent support and to the William Wates Memorial Trust for providing the springboard for our Fit Futures programme.



Financial Review

Statement of Financial Activities including Income and Expenditure Account for the year ended 31 December 2009

	Unrestricted funds £	Restricted funds £	Total 2009 £	Total 2008 £
INCOMING RESOURCES FROM GENERATED FUNDS				
Donations and legacies	39,042	-	39,042	9,926
Activities for generating funds	728,787	-	728,787	612,844
Investment income	7,707	-	7,707	6,034
	769,536	-	769,536	628,804
Incoming resources from charitable activities	1,790	357,849	359,639	521,230
Other incoming resources	32,082	-	32,082	15,905
Total incoming resources	803,408	357,849	1,161,257	1,165,939
RESOURCES EXPENDED				
Costs of generating funds				
Costs of generating donations and legacies	1,396	-	1,396	1,221
Net incoming resources available	802,012	357,849	1,159,861	1,164,718
Charitable activities				
Playscheme costs	662,208	403,723	1,065,931	810,857
Training Centre costs	47,796	32,313	80,109	86,902
Total charitable expenditure	710,004	436,036	1,146,040	897,759
Governance costs	16,149	-	16,149	14,234
Total resources expended	727,549	436,036	1,163,585	913,214
Net (outgoing)/incoming resources before transfers	75,859	(78,187)	(2,328)	252,725
Fund balances at 1 January 2009	91,183	214,939	306,122	53,397
Fund balances at 31 December 2009	167,042	136,752	303,794	306,122

The charity is reporting a deficit for the year of £2,328 (31 December 2008: surplus of £252,725).

Reserves carried forward amount to £303,794 at 31 December 2009 (2008: £306,122), of which £136,752 (2008: £214,939) represents restricted funds and £167,042 (2008: £91,183) unrestricted funds.

Grants receivable amounted to £359,639 (2008: £521,230). In 2009 Kids' City secured funding from Sport England to greatly expand our Fit Futures project to developed sports activities and opportunities in local community. A generous grant was received from Esmée Fairbairn Foundation and the London Boroughs of Lambeth, Merton and Wandsworth provided a combination of support for playscheme places,

training and project involving young people. Income from playscheme fees amounted to £689,970 (2008:575,876).

The charity's running costs were £1,163,585 (31 December 2008: £913,214). £743,855 (2008: £647,238) of which related to salary costs.

Balance Sheet as at 31 December 2009

	2009		2008	
	£	£	£	£
Fixed assets				
Tangible assets		92,314		63,451
Current assets				
Debtors	88,802		114,726	
Cash at bank and in hand	187,421		264,372	
	<u>276,223</u>		<u>379,098</u>	
Creditors: amounts falling due within one year	<u>(64,743)</u>		<u>(136,427)</u>	
Net current assets		<u>211,480</u>		<u>242,671</u>
Total assets less current liabilities		<u><u>303,794</u></u>		<u><u>306,122</u></u>
Income funds				
Restricted funds		136,752		214,939
Unrestricted funds		167,042		91,183
		<u><u>303,794</u></u>		<u><u>306,122</u></u>

Trustees' Statement

The statement of Financial Activities and Balance Sheet are a summary of the information that appears in the full accounts, which have been audited. The audit report was unqualified. Copies are available from the registered office, please contact: finance@kidscity.org.uk

The full accounts were approved by the Board of Directors on 24 September 2010 and have been submitted to the Charity Commission and Companies House.

Angela Spatharou
Chair of Trustees
24 September 2010

Independent auditors' report to the directors of Kids' City

We have examined the summarised financial statements of Kids' City.

Responsibilities of Directors and Auditors

The directors are responsible for the preparing the summary financial statements in accordance with the recommendation of the charities SORP. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and annual directors' report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements.

Basis of Opinion

We conducted our work in accordance with Bulletin 1999/6 'the auditors' statement on the summary of financial statement' issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion, the summarised financial statements are consistent with the full financial statements and directors' report of Kids' City Charity for the year ended 31 December 2009.

HW Fisher & Company, Acre House,
11-15 William Road, London NW1 3ER
27 September 2010

Plans for the Future

Communication & Technology

We will continue to invest in technology as a means of increasing cost-effectiveness, to support growth and improve access to our services.

Develop and Strengthen Special Needs Projects

We will consolidate all the various projects that take disadvantage and create a strategy for greater development of services for children with special educational needs under the banner 'Every Child Welcome Inclusion Project.'

Review of HR functions

As part of our regular review cycle, in 2010 we will launch a comprehensive review of our personnel management and review our recruitment and retention strategies.

Training Centre Development

Analyse the workforce needs and review our training portfolio in relation to these needs.

Governance and Reviews

We will continue to manage the charity in enterprising ways that deliver the most impact in the community, and check with our stakeholders that we are doing so. The Board of Trustees has looked at its own performance and in response to this has created a series of special working parties to review or develop areas of the charity's work, in order to better add capacity to the strategic and operational demands that the charity anticipates in the next three to five years.

Stakeholder Consultations

Continuing and expanding the ongoing stakeholder consultation through our Stakeholder Survey, local consultations and whole organisation events.

15th Birthday Celebrations

2010 is our 15th birthday year and we plan to host family events and events for other stakeholders to celebrate our birthday whilst promoting the charity and highlighting our achievements.



Structure, Governance and Management

Reference & Administrative Information

Charity Name

The Trojans Scheme – trading as Kids' City

Charity Registration Number

1108509

Company Registration Number

5347511

Registered Office and Operational Address

Unit 4, 25 Morrish Road
London SW2 4EE

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 31 January 2005 and registered as a charity on 9 March 2005. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

The Charity is a Charitable Company, limited by guarantee.

Incorporation and Trading Name

On 1 April 2005 the assets and liabilities of the previously unincorporated charity 'The Trojans Scheme' were transferred to the newly incorporated charity and the company continued to provide the services and activities offered by the unincorporated charity.

The charity changed its operating name to Kids' City in 2006 as it was felt this had a wider appeal and better represented what the charity does.

The Kids' City name and logo are registered with the Trade Marks Registry.

Organisational Structure

The full Trustee Board is nine members and at the end of the period of this report there were no vacancies.

Trustees are the people who have the general control and management of the charity, they accept ultimate responsibility for directing Kids' City's affairs, ensuring it is solvent, well-run, and delivering the charitable outcomes for the benefit of the people for which it has been set up. Trustees are also directors of the company. The Trustees set policy and strategic direction, and the general operational management of the charity is conducted by the Chief Executive with the Senior Management Team, which has delegated authority to act on the Trustees' behalf.

Trustees also lend their particular expertise to different teams, and are Kids' City's ambassadors, representing the charity at various events throughout the year. Trustees are volunteers and receive no financial reward.



Structure, Governance and Management

Composition of the Board of Trustees & Senior Management Team 2009

Board of Trustees

Trustee	Position	Skills Match	Appointed/Resigned 2009
Angela Spatharou	Chair	Management	Appointed 2009
Sue Branson	Chair	Finance Education Parent user	Stepped down as Chair 2009
Shirley Ashby	Treasurer/Vice Chair	Finance Ex-parent user	Resigned 2009
Daniel Whitehouse	Treasurer	Finance	Appointed 2009
Sarah James		Education Childcare	
Paul Branson		Parent user Built environment Sport	
Geoff Hall		Marketing	Resigned 2009
Morris Njuguna		Research	
James Aldworth		Political	
Sharon Tynan		Marketing Volunteering	
Monica Barratt		Parent	Resigned 2009
Diane Morgan (Co-opted)		Human Resources	
Katy Shaw	Clerk	Administration	Promoted to Secretary

The full Trustee Board is nine members. 13 Trustees served on the Board in 2009, of whom eight were women, five were men and seven were from BME groups. There were no vacancies.

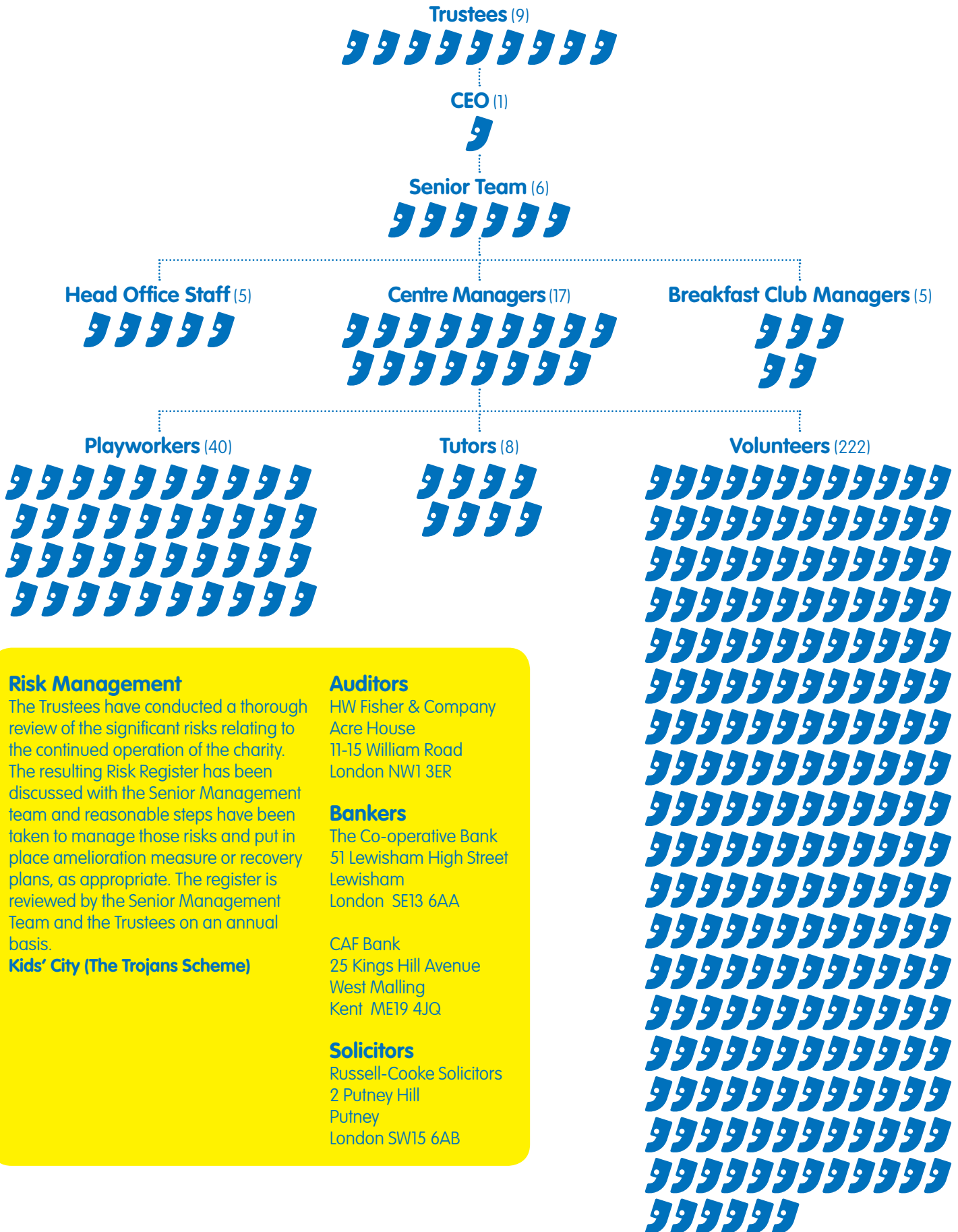
Senior Management Team

Position	Name	Appointed/Resigned 2009
Chief Executive	Jackie Nunns	
Finance Controller	Barbara Boutouili	Appointed 2009
Head of Operations	Brid Muldoon	Resigned 2009
Head of Operations & Training	Garry Harvey	Appointed 2009
Human Resources Coordinator	Debbie Binns	
Volunteers Manager	Carolyn Choong	
Sports Programme Coordinator	Duncan McDermid	

The full Senior Management Team is six members. Seven members served in the Senior Management Team in 2009, of whom five were women, two were men and four were from BME groups. There were no vacancies.

The Senior Management Team have day to day responsibilities of ensuring that the charity is meeting its aims and objectives and is doing so in line with current legislation. The Senior Management Team advise the Trustees on operational and strategic matters through formal quarterly reporting and through various targeted events.

Kids' City Organisational Chart



Risk Management

The Trustees have conducted a thorough review of the significant risks relating to the continued operation of the charity. The resulting Risk Register has been discussed with the Senior Management team and reasonable steps have been taken to manage those risks and put in place amelioration measure or recovery plans, as appropriate. The register is reviewed by the Senior Management Team and the Trustees on an annual basis.

Kids' City (The Trojans Scheme)

Auditors

HW Fisher & Company
Acre House
11-15 William Road
London NW1 3ER

Bankers

The Co-operative Bank
51 Lewisham High Street
Lewisham
London SE13 6AA

CAF Bank

25 Kings Hill Avenue
West Malling
Kent ME19 4JQ

Solicitors

Russell-Cooke Solicitors
2 Putney Hill
Putney
London SW15 6AB



History

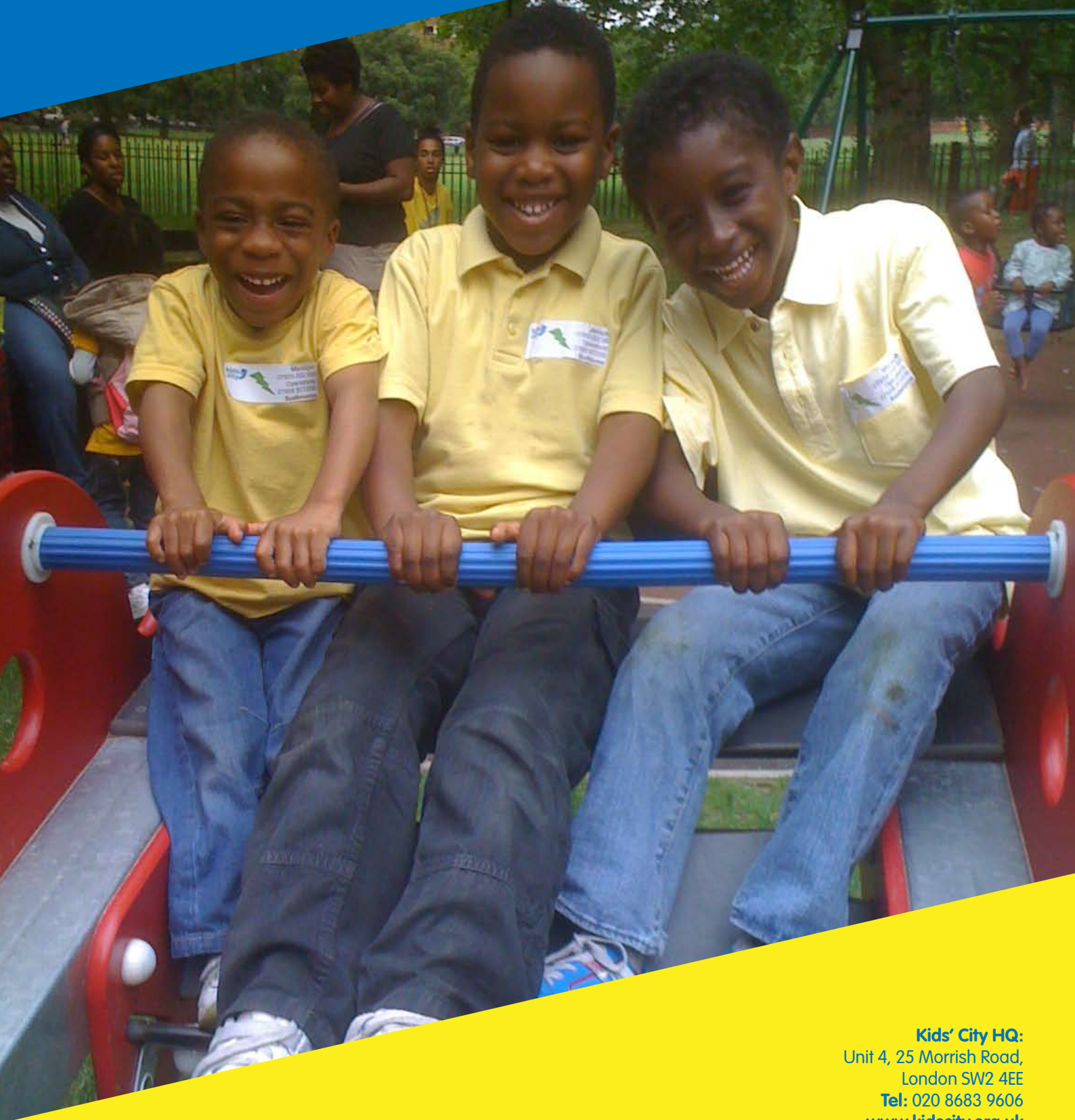
Kids' City (formerly The Trojans Scheme) began in 1995 as the result of a parent, staff and pupil initiative at Eardley Primary School, Streatham, London. Volunteers ran a programme of activities daily until 5pm offering what children, parents and teachers said they wanted. We made a small charge and advertised throughout the school community. Parents needing childcare successfully lobbied to extend the opening hours in order to meet their childcare needs.

At the time there were two polarised approaches to out-of-school hours, traditional extra-curricular activity and childcare. Trojans had combined both of these approaches, which became known as the "Trojans Model" of integrated provision. The organisation was featured in the Government Green Paper 'Meeting the Childcare Challenge,' various think-tank and the BBC series 'Voluntary Matters.' Other schools asked us to set up new projects and the organisation's first vision statement was "to enable all children everywhere to have access to something like Trojans in the next 20 years."

In 2005, our 10th birthday year, we relaunched as Kids' City at an event at the House of Commons sponsored by Baroness Glyns Thornton and Rt. Hon Keith Hill MP, both supporters of the charity's mission and enterprising approach. In 2006 the charity underwent a complete internal review, receiving valuable guidance from the Charities Aid Foundation and Impetus Trust. The charity has won many awards for its work and the model, which has been adopted all over the UK, can be clearly recognised in the Government's Extended Services agenda from 2005.



kids city



Kids' City HQ:
Unit 4, 25 Morrish Road,
London SW2 4EE
Tel: 020 8683 9606
www.kidscity.org.uk
Registered Charity No. 1108509
Charitable Company No. 5347511
Design: www.pkd.co.uk