

Summary Information Return 2010 (Online)



Summary Information Return 2010

This return is intended to comprise a summary of key information contained in the Trustees' Annual Report and accounts and in other documents.

All this information will be made public - P

BARNARDO'S

Charity Number: 216250

Financial Year End: 31 March 2010

Submitted on 20 December 2010

This online version of the form shows the information you have entered through Annual Return 2010 Online and has been designed to make it easier for charities to print.

This Summary Information Return was submitted online by MS MARIE LIVINGSTONE on 20 December 2010. You do not need to send us a signed copy.

Question 1 - The Charity's Aims

What are your charity's aims?

Barnardo's vision is that the lives of all children and young people should be free from poverty, abuse and discrimination.

We aim to achieve this by helping the most vulnerable children and young people transform their lives and fulfil their potential through our local services and through our campaigning and influencing work.

We believe in children and young people, regardless of their circumstances, gender, race, disability or behaviour. We will support them, stand up for them and bring out the best in each and every child.

Question 2 - Who benefits?

Who benefits from your charity's work?

Barnardo's works directly with more than 100,000 children, young people and their families throughout the UK through a wide variety of local services including: disability services; family centres; education, employment and training; fostering and adoption; youth justice; homelessness; safeguarding and protection; residential and leaving care services; and support for young carers.

As well as providing direct services, Barnardo's champions children's rights by pursuing a range of influencing and campaigning activities. Our work to change Government policy and practice, based on knowledge gained from research and our own experience, aims to improve outcomes for all children and young people in the UK.

How do you respond to their needs and how do they influence the charity's development?

Involving children, young people and families in its service delivery and influencing work is central to Barnardo's values. Barnardo's measures the views of users and ensures their involvement in service improvement. We strive to use new and innovative approaches to engage with those who are the most disadvantaged and might not access services in a traditional way.

The organisation also ensures that children and young people's opinions and experiences inform its influencing work.

Question 3 - The Charity's Strategy

What are the key elements of your charity's medium to long term strategy?

The charity's ambition for the next three years is to help as many families and children as possible to overcome disadvantage while remaining alert to the prospect of increased pressure on costs. The priority remains to grow our work, and the reach of that work, so we achieve all we can for those who need us the most. To achieve this vision, we have set 10 measures against which our success will be judged:

1. have outcomes assessments in place for service users and see improvements in outcomes
2. grow our direct work with children
3. improve our reach to the most disadvantaged
4. achieve significant changes in legislation or government policy
5. beat the UK charity average for fundraising
6. increase the number of legacy pledges
7. deliver against the Retail and Trading budget
8. grow spontaneous awareness of the brand
9. launch revised training programmes in key areas
10. reduce expenditure on overheads as a proportion of total expenditure

How does your charity measure the success of the strategy?

Within Barnardo's business plan, strategic objectives are identified and corporate targets are set, with achievement against those monitored regularly throughout the year. These are reviewed annually and revised as necessary.

The Executive and Board of Trustees receive regular information updates enabling them to gauge how the charity measures up to its objectives and targets, enabling early action to be taken if required.

Question 4 - The Charity's Objectives and Achievements

What were your charity's main annual objectives and were they achieved?

Objective	Achievement
<p>1. Deliver growth in fee and grant income for service provision of at least 6%.</p> <p>2. Achieve a 5% reduction in the voluntary funds (VF) used in the 20% of services that use most VF across the UK, measured against 2008/09 expenditure.</p>	<p>1. Fee and grant income increased by 16% in 2009/10 and 32% in the 3 years to March 2010.</p> <p>2. A 5% reduction was achieved in all services with the highest level of VF.</p>
<p>3. Achieve at least 20 changes in legislation or government policy over the period 2007-10. At least one change every year in our priority campaigning areas.</p> <p>4. Achieve an increase in spontaneous awareness of Barnardo's consistently above 12%.</p>	<p>3. Over the last 3 years we've achieved 24 changes and have successfully influenced policy in all four of our priority areas.</p> <p>4. Spontaneous awareness levels of 15% have been achieved after launching a revised strapline and our first TV advertising.</p>
<p>5. Make a net fundraising contribution in line with the budget agreed by Trustees.</p> <p>6. Increase the number of registered volunteers by 5%, delivering an increase in every region and nation, and increase the number of younger volunteers by 5%.</p>	<p>5. In spite of the difficult economic and fundraising environment we achieved our target, raising £39.3 million.</p> <p>6. We increased the number of volunteers by 19% in 2009/10 and the number of volunteers under 25 grew by 27%.</p>

7. Reduce the proportion of funds spent on support functions at head office and region and nation offices to 15% by March 2010. 8. Replace current diesel vehicles with environmentally friendlier models by 2013 and reduce average energy consumption.	7. Support costs continue to be contained during a period of growth for the charity, helping to reduce support costs which are close to the target. 8. Just over half the fleet has been replaced. All staff are involved in reducing energy consumption.
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Question 5 - The Charity's Income and Expenditure

What were your charity's most significant activities during the year and how much did it spend on them?

Charitable Activities	£ 000s
Service provision (costs, grants, training)	176,492
Informing the public about our work	7,813
Childcare research and education	2,563

What were your charity's three main fundraising activities in the year and how much did each generate and cost?

Fundraising Activity	Income Generated £ 000s	Cost of Activity £ 000s
Donations and gifts from the general public	22,571	10,544
Legacies	20,925	108
Donations from companies and trusts	979	111

Question 6 - The Charity's Financial Health

How would you describe your charity's financial health at the end of the period?

Barnardo's is well placed to continue to secure new income to support its charitable activities and deliver against its plans. The current economic and political situation is clearly volatile and the Trustees are ready to respond should income be adversely affected.

Contingency plans are in place to manage the impact of any downturn and reduction in public sector spending, while minimising the effect on our charitable activities. Financial plans are less reliant than in previous years on income from the sale and development of surplus properties to fund charitable activities in the future.

Question 7 - The Next Year

How will the overall performance last year affect your charity's medium to long term strategy?

Our financial performance last year boosted the organisation's unrestricted reserves and so strengthened our balance sheet. This will help Barnardo's to weather any short-term financial pressures, ensuring we are well placed to continue to deliver quality services to children and young people, now and into the future.

The Trustees have recently approved a new three-year Business Plan with some ambitious targets that we are confident of achieving.

What are your charity's main objectives for next year?

1. Have an outcomes assessment in place for 70% of current service users
2. Grow our direct work with children, as measured by our spend on children's services, by 15% over the three years of the business plan (to April 2013)

3. Establish a baseline by which our reach to the most disadvantaged can be measured
4. To April 2013, achieve at least 20 significant changes in legislation or government policy
5. Beat the UK charity average for fundraised income by 3%

6. Increase gifts in wills pledges by 20% year on year
7. Deliver net income from Retail and Trading in line with the budget set by Trustees
8. Ensure sustained spontaneous awareness of 14% among our core audience

9. Launch revised learning and development programmes in 5 key areas and have 80% of target staff group complete the training by April 2013
10. Reduce expenditure on overheads as a proportion of total expenditure by 4% by April 2013

Question 8 - The Charity's Governance

How does your charity ensure that its governance arrangements are appropriate and effective?

Trustees are elected at the AGM by the members. New trustees are selected through open recruitment, with particular emphasis on appointing individuals who can fulfil any identified skills gaps on Council. Trustees are offered training to help them meet their responsibilities.

Council meets every two months. Matters not reserved for Council are delegated either to one of the Council Committees or to the Chief Executive and staff. The effectiveness of the trustee body is assessed through a self-audit process conducted every two years. A more in-depth review is carried out periodically.

Council focuses on strategy, its fiduciary obligations and impact in achieving its charitable objectives.

Question 9 - Further Details

Further details on all the answers given in this Summary Information Return can be obtained from:

Annual Report and Accounts 2010
Annual Review 2010
www.barnardos.org.uk
Company Secretary's office, Tanners Lane, Barkingside, Ilford, Essex, IG6 1QG

Declaration

This Summary Information Return was submitted online by MS MARIE LIVINGSTONE on 20 December 2010, telephone number 020 8498 7063.

MS MARIE LIVINGSTONE certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.

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