

# Summary Information Return 2011 (Online)



## Summary Information Return 2011

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 period end: 31 March 2011**

**Submitted on 06 December 2011**

This online version of the form shows the information you have entered through Annual Return 2011 Online and has been designed to make it easier for charities to print.

**This Summary Information Return was submitted online by MISS JANE BROWNE on 06 December 2011. 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 regardless of their circumstances, gender, race, disability or behaviour. We believe in the abused, the vulnerable, the forgotten and the neglected. 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 with more than 190,000 children, young people and their families throughout the UK through a wide variety of local services including: children's centres; disability services; education; fostering and adoption; health; the work programme; and training and consultancy.

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 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 extend the reach of our work so we can achieve all we can for those who need us the most. To achieve this vision, we have set 10 priorities:

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 average UK charity increase for fundraising income
6. increase the number of gifts in wills pledges
7. deliver growth in retail and trading income
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. Have an outcomes assessment in place for 70% of current service users.</p> <p>2. Grow our direct work with children, as measured by our spend on Children's Services, by 15% over the 3 years of the business plan.</p>	<p>1. 76% of children and young people that Barnardo's worked with had an outcomes assessment in place by April 2011.</p> <p>2. During 2010-11, year 1 of the business plan, charitable expenditure on service provision increased by 7.7%.</p>
<p>3. Establish a baseline by which our reach to the most disadvantaged can be measured.</p> <p>4. Achieve a total of at least 20 significant changes in legislation or government policy over the 3 years of the business plan.</p>	<p>3. The baseline has been established for each of our services and a reach target is being included in each service's business plan.</p> <p>4. 11 changes to legislation or government policy have been achieved in the first year of the 3 year plan.</p>
<p>5. Fundraising income to beat the UK charity average by 3%.</p> <p>6. Increase pledges for gifts in wills by 20% year on year.</p> <p>7. Deliver growth in net income from Retail and Trading in line with the budget set for the next 3 years.</p>	<p>5. Our income increased by 8%; the UK charity average was not available at this time.</p> <p>6. A slower start than anticipated; an increase of 10% in year 1.</p> <p>7. Net income £7m, ahead of budget. 61 new stores opened.</p>

8. Ensure sustained spontaneous awareness of 14%.	8. Spontaneous awareness increased to 15%, ahead of target.
9. Launch revised learning and development programmes in 5 key areas.	9. Revised programmes have been launched and are being rolled out across the organisation.
10. Reduce overheads expenditure as a proportion of total expenditure by 4% over the 3 years of the business plan.	10. 3% fall achieved and on track to achieve the 4% reduction within 3 years.

### Question 5 - The charity's income and spending

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)	190,038
Informing the public about our work	8,770
Childcare research and education	1,907

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
Retail and Trading	38,952	31,973
Donations and gifts from public/companies/trusts	25,436	10,889
Gifts in wills	18,105	134

### Question 6 - The charity's financial health

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

Throughout the past year Barnardo's has successfully secured new income to support its charitable activities and deliver its plans. Income received, after the costs of generating income, has risen 3.5% to £201.4m. Unrestricted and liquid reserves remain strong at £38.1m.

### Question 7 - The next year

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

Barnardo's maintains a level of reserves in order to meet potential losses that might arise from its charitable activities, investments, trading and other activities. The objective is that Barnardo's would be able to carry on its work, even if faced with a combination of difficult circumstances, and have the time to adjust its strategy to meet these changing circumstances. At the same time the Trustees want to maximise the resources applied for charitable purposes and therefore aim to ensure that reserves are not higher than necessary.

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

1. Have an outcomes assessment in place for 80% of current service users.  
2. Grow our direct work with children, as measured by our spend on children's services, by 15% over the 3 years of the business plan.

3. Improve reach to the most disadvantaged by at least 5%.  
4. Achieve at least 20 significant changes in legislation or government policy over the 3 years of the business plan.  
5. Beat the UK charity average for fundraising income by 4%.

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

9. Launch revised learning and development programmes in 5 key areas and have 80% of the 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 the Board. Trustees complete an induction programme and are offered training to help them meet their responsibilities.

Trustee Board meets every two months. Matters not reserved for the Board are delegated either to one of the Board 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.

The Board focusses 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 2011  
Annual Review 2011  
[www.barnardos.org.uk](http://www.barnardos.org.uk)  
Company Secretary's office, Tanners Lane, Barkingside, Ilford, Essex, IG6 1QG

#### **Declaration**

This Summary Information Return was submitted online by MISS JANE BROWNE on 06 December 2011, telephone number 020 8498 7063.

MISS JANE BROWNE 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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