

CHILD POVERTY ACTION GROUP

(A Company Limited by Guarantee)

Report and Financial Statements Year Ended 31 March 2024

Company Registration number 1993854

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The charity's aims

Objects of the charity

The objects of the charity are to prevent poverty among children and families with children and to promote action for the relief directly or indirectly of such poverty, in the UK.

Our vision

Our vision is of a society free from child poverty, where all children can enjoy a childhood without financial hardship and have a fair chance in life to reach their full potential.

Our theory of change:

By promoting our values, we advance the public and political will for a society free of child poverty

By developing evidence-based solutions, we encourage policymakers and practitioners to act to prevent and end child poverty

By campaigning, we work towards social and political change that will keep families from poverty

By developing and sharing our social security expertise, we help maximise families' resources, inform our evidence for change and, through our social enterprise, sustain our income

Our strategic objectives are:

- Objective 1 strengthen public commitment to end child poverty
- Objective 2 ensure government adoption of evidence-based policy solutions to child poverty
- Objective 3 use our expertise to maximise family incomes and reduce child poverty
- Objective 4 continue to be a sustainable charity

Objective 5 – be a great place to work

Key activities, achievements and performance in 2023-2024

Delivering public benefit

The charity's Trustees have had due regard to the Charity Commission and OSCR guidance in relation to delivering public benefit, and particularly in relation to benefiting a section of the public and to fee charging activities. CPAG's work is specifically aimed at benefiting the 4.3 million children in the UK growing up in poverty, and their families. Some of the second-tier support we provide through publications, subscriptions and training to frontline advisers is charged for with different levels of charge levied depending on the nature of the organisation. In addition, some published material is provided on a heavily subsidised basis to individuals in receipt of state benefits.

Child poverty in the UK in 2023

It is devastating to report that official statistics published this year show child poverty has reached a record high, with an estimated 100,000 more children pulled into poverty since last year. The two-child limit to benefit payments is a key driver. Despite this there have been positive changes in some areas.

Positive changes for children and families this year

- All benefits increased by September's inflation rate.
- Local housing allowance also rose, giving families in private rented homes more support with housing costs.
- Universal primary free school meals have now been rolled out in London.
- The Scottish government's Programme for Government confirmed tackling child poverty as a 'National Mission' and introduced a commitment to expand funded childcare for 13,000 more children.
- The household support fund in England was extended by 6 months.
- More families now receive child benefit as the eligibility threshold before families are affected by the highincome child benefit charge is increased.
- Income thresholds have been removed from Best Start Foods in Scotland, in line with Best Start Grants.
- The Department for Work and Pensions (DWP) has made improvements to the universal credit payment statement, increasing transparency.

CPAG in numbers 6.7% increase in support from our social security system 54% Your Work Your Way parents in work or self-employment 30,052 people supported through our helpline for advisers 500,000 families benefit from expansion of child benefit

Voice matters: Spotlight on our work with children, young people and families

We try wherever possible to centre the voices of children and families to drive the conversation on child poverty and its solutions.

This year, we launched the **Cost of the School Day Voice network**, made up of children and young people in 290 schools across Scotland taking action on school costs and making education more inclusive. We know that young people care about fairness, rights and equity. They have great ideas about making school more inclusive, are passionate about taking the lead on reducing costs in their schools and want to contribute to creating change.

The network gives schools who join access to lots of great activities and opportunities to learn about campaigning and awareness raising, to develop resources, to meet up online with other groups to learn from each other and to speak directly to politicians and decision makers.

Children and young people across the network are already making a difference in their school communities, and at a larger scale. More than 5,000 of them took part in the first Cost of the School Day Big Question last October to inform policy and advocacy work with the Scottish government, local authorities, schools and Education Scotland. We asked young people about food, trips and what is needed to feel ready to learn at school. Their insights are vital if we are to narrow the attainment gap and improve outcomes for children and young people affected by poverty. Children and young people bring creative solutions to common cost barriers to learning, and we will continue to advocate with them until their recommendations are acted upon.



Picture from Linlithgow Primary School

We supported four young people to attend a conference where they asked the Scottish government's cabinet secretary for social justice 'are you aware of the high cost of the school day and do you think your government is doing enough to support families with these costs?' Two young people from a Falkirk Cost of the School Day pupil group spoke on school uniform costs and the school clothing grant at a Scottish Parliament roundtable we organised alongside the University of Aberdeen. And we supported young people from a South Lanarkshire Cost of the School Day pupil group to present to more than 80 Education Scotland staff members at a Cost of the School Day 'Connect with Colleagues' session.

In Wales, our **Cost of the School Day – Every voice heard** project, funded by the National Lottery Community Fund has begun. This is a children's voice and whole school community project exploring the financial implications of schooling for families. We are helping schools and local authorities to identify and overcome cost barriers to education, so that all pupils can have the same school experience. The CPAG youth panel gives young people a voice when it comes to tackling child poverty, something I believe is crucial... I know from the opportunities the CPAG Youth Panel has engaged in, including presenting at conferences, attending MP roundtables, and speaking on panels, that young people's perspectives resonate most with a wide range of audiences. It is listening to young people to drive action that will lead to change.

Lilly, CPAG's Youth Panel

We seek to explore the views of children, families and school staff on current policies and practices in education, and their own lived experiences of poverty. We want to help them engage with and improve the services provided by schools. We are also connecting policymakers with learners, so they hear directly about the experience of young people on issues related to poverty and education.

We are bringing to the fore the voices of young people from backgrounds sometimes inadvertently excluded by existing engagement mechanisms. The project builds on the UK Cost of the School Day project, which ran from 2019 to 2022. The evaluation of that project concluded that our work made 'a demonstrable impact... on the wellbeing of children and families, reductions in the costs of schooling, strengthening of the institutions of schools through new structures and processes, and impact on policy at school, local authority and national levels'.

We are working with schools in Neath Port Talbot, Powys, Monmouthshire and Cardiff local authority areas. All schools who participate in the project will have a co-produced action plan to guide all school staff in their approach to tackling poverty. We support pupil research groups, a young person's policy panel and best practice networks for school staff.

To ensure change is long lasting, we will develop resources for parents, carers and school staff, such as training and guidance on welfare rights (to promote income maximisation) and poverty-sensitive communication. We will support schools across areas to share best practice and learn from each other.

We recognise the limit on staff capacity in schools and have therefore designed our delivery model to avoid overburdening schools, offering support over a sustained period of time and working to fit with their ongoing priorities.

Our London-based **Youth Panel** are a group of 13-18-year-olds passionate about highlighting the everyday realities of children and young people living in poverty. The Panel has designed workshops that have been presented to other young people, spoken on panels alongside other organisations, and had conversations with MPs at the Houses of Parliament. The Panel has focussed on the impact that poverty has on education and children's experiences at school, and poverty-related isolation and stigma.

Youth Panel members have represented CPAG at a number of external events including the London Challenge Poverty Summit and the Fair Education Alliance Youth Summit and delivered a workshop at the Rethinking Education Conference.

We were also very pleased to support the **UK Youth Parliament** with their campaign on free school meals. Members of Youth Parliament met with their MPs to talk about free school meals, at events called 'Spill the Tea', and then debated the issue in the House of Commons last November.

We launched the lived experience evaluation of the London universal primary free school meals policy and will publish results later in 2024. Early insights include that the policy is helping household budgets, reducing family debt levels, and families can clearly identify how money saved is being spent eg, on uniforms, school shoes, half-term activities and food. The Greater London Authority commissioned sessions with our **Family Panel**, made up of Londoners from Black and minority ethnic backgrounds, to understand their perceptions of the policy. The Panel was also invited by Transport for London to discuss the ULEZ policy, and the scrappage scheme was extended to families receiving child benefit soon after.

Participants in the **Benefit Changes and Larger Families** study were part of a parent adviser panel for a Nesta research project on the impact of the two-child limit on educational outcomes.

We continue to be a partner on the **Changing Realities** project with the University of York and more than 100 parents and carers on a low income across the UK. Together we have produced briefings calling for change to better support families, covering issues such as the cost-of-living crisis, employment support and mental health. Together, we met the then shadow minister for social security Karen Buck and eight participants brought the project to Westminster to meet MPs at a lobby day.

The project raises up parents' voices, and as well as making substantive policy recommendations it pushes for people with lived experience to be part of the policy making process. This year the project published a toolkit on involving lived expertise in research, policy and campaigning to encourage others to work in this participatory way.

Delivering our objectives

Objective 1 - strengthen public commitment to end child poverty

Imagine

We launched a big public campaign, a first for CPAG, which showed the experience of poverty from a child's perspective. It drew on children's imaginations, which should be reserved for the marvellous and magical, but sometimes are used to dream of the things many kids get to take for granted, like a full lunch box, school trips with their friends, and a warm home. It featured a film and billboard adverts. The campaign was launched with new research showing over three quarters of parents worry about not having enough money to provide for their family, and 65 per cent of children report money worries themselves. Over two thirds of parents say that these days their children have too many money worries and challenges to be able to enjoy their childhood.

The campaign helped us reach new audiences with our message about child poverty and was seen by 5 million people. It opened the door to new policy contacts, was well supported by the sector, and helped raise the profile of child poverty in the run up to the general election. We received a lot of pro-bono support to make this happen and are grateful to all who contributed.

The Imagine film won the Piccadilly Lights prize and was shown on the largest screen in Europe (in Piccadilly Circus). It has picked up several other industry prizes.



Imagine advert

Campaigning on benefit adequacy and cost of living support

We again had to campaign for benefits to be properly increased with inflation this year, which should never be in doubt. We convened a small group of high-profile anti-poverty organisations to share intelligence and strategise about benefit adequacy concerns ahead of the 2023 autumn statement. We also worked with children's doctors, school leaders and social workers to highlight the issue. Following significant engagement by CPAG with others, we successfully urged the government to uprate benefits by 6.7 per cent (September's inflation rate) in April 2024. And the government increased the local housing allowance.

The Work and Pensions Committee agreed with us that 'benefit levels are too low'. When further cost of living support payments were paid this year, the Committee also agreed that flat-rate payments are not good enough for families, stating that 'future cost of living support payments should take account of family size.'

None of this support will undo cuts made over the past 14 years. The UK is in urgent need of a strategy to tackle child poverty, something we have been campaigning for since the Child Poverty Act 2010 was abolished. In our view, the plan must include removing the two-child limit and benefit cap, increasing child benefit and expanding free school meals. The incoming Labour government has now committed to developing a comprehensive child poverty strategy.

The two-child limit

We have continued to be vocal opponents of the two-child limit, which became a prominent issue in the national debate this year. It now affects one in 10 children. We have led calls to abolish the policy since before it was introduced. We have highlighted the devastating impact of the policy on children and families and campaigned with others for it to be scrapped.

The End Child Poverty (ECP) coalition, which we host, has taken on the All Kids Count campaign against the policy. Having all 120+ members of ECP join us in calling for the policy to be scrapped has been very powerful.

In Scotland, we have focussed efforts on persuading the Scottish government to mitigate the policy as fully as possible, as it does the benefit cap.

The benefit cap

The benefit cap has been less high-profile an issue this year, but it is vital it is tackled as it causes such deep poverty for the families it affects. Our research showed that in London (where the cap is set higher than elsewhere), a lone parent with three children could have just £44 a week left to live on after paying the rent because of the benefit cap. If that family was able to access their full entitlement, they would have £276 per week to live on instead.

The two-child limit and the benefit cap have both been the subject of the Benefit Changes and Larger Families study, which published its final report in 2023. We are project partners for this study, which produced vital evidence on the impact of the policies on families, and definitively showed that any purported aims of the policies were not being met. Read the final report at <u>largerfamilies.study</u>

Child benefit

We were pleased to see an expansion of who is eligible for child benefit, with the thresholds for the high-income child benefit charge (HICBC) rising. This means that families where neither parent is earning more than £60,000 are entitled to full child benefit (up from £50,000). The HICBC is then tapered away once a parent earns above the threshold. Previously, for every £100 earned above £50,000, 1 per cent was lost in child benefit, until £60,000, where entitlement was zero. This has changed so that for every £100 earned above £60,000, 0.5 per cent is lost in child benefit, until £80,000, where entitlement is zero.

Child benefit, one of the oldest and simplest forms of social security support, was designed as a universal benefit to help all families with the additional costs of raising children. That universality needs to be restored. And these changes do not address the problem of the loss of value of child benefit and the impact this has in particular on low- and middle-income families who rely on it so much. Child benefit has lost 20 per cent of its value since 2010. Increasing it by £20 a week would more than restore its value, benefit a wider range of families, and reduce child poverty by 500,000.

Free school meals

We published authoritative and widely shared analysis showing that there are 900,000 children in England who are in poverty yet do not qualify for a free school meal. With Greater Manchester Poverty Action we highlighted that in the North West of England, 100,000 children in poverty don't qualify for free school meals. We participated

in the Feed the Future campaign activity which took place in early September, highlighting the current postcode lottery around free school meal provision across England.

We worked with the National Education Union (NEU) to understand the knock-on effects of universal free school meal provision, finding that universal free school meal entitlement has these positive effects: increased financial and psychological security; improved nutrition and school engagement; a reduction in stigma and social exclusion; improved home/school relationships; changed eating habits; and a richer school life.

Objective 2 – ensure government adoption of evidence-based policy solutions to child poverty

Child poverty strategies

In December, we published comprehensive analysis on what is needed to tackle child poverty in <u>Ending Child</u> <u>Poverty: why and how</u>. We launched this at a well-attended seminar at the London School of Economics with the then shadow minister for social security Alison McGovern MP. Our many years of campaigning were rewarded when the Labour party committed to introducing a child poverty strategy at its National Policy Forum in 2023.

In Scotland we sit on the Scottish government's tackling child poverty programme board. In Wales, the Senedd's Equality and Social Justice Committee published a report *Calling time on child poverty: how Wales can do better*, which reflected many of CPAG's recommendations on what is needed from a new child poverty strategy in Wales. The strategy that was subsequently published by the Welsh government falls short of what is needed, so we will continue to advocate for a robust action plan with measurable targets.

Our annual <u>Cost of a Child</u> analysis in 2023 found that many households continue to face a shortfall in meeting the minimum acceptable standard of living. For example, a lone parent on the minimum wage has a 24 per cent shortfall, and a couple both working full time on the minimum wage has an 8 per cent shortfall. For typical out-of-work families in the UK as a whole, social security provides less than half the income they need to meet a socially acceptable standard of living in 2023. In Scotland, additional support available to families, such as Scottish child payment, and lower costs mean that this shortfall is reduced to around 40 per cent.

Social security reform

Our research on social security continues to be impactful. Following CPAG engagement, the now governing Labour Party has made a commitment to reforming universal credit.

We have a project to document and influence so-called 'managed migration', where people move from older benefits like income support and tax credits to universal credit. Thanks to support from the abrdn Financial Fairness Trust, we have been undertaking research to identify the key issues affecting claimants going through managed migration, with the objective of helping to improve the process. We have been gathering case studies and speaking to both welfare rights advisers and claimants to understand how managed migration is affecting households, what is going well and how it can be improved. We are sharing our evidence with the DWP on an ongoing basis, and we have been sounding the alarm in the media. Our reports have been influential in informing a House of Commons Library briefing, as well as reports from the National Audit Office and Public Accounts Committee.

Our three-year study on universal credit and the claims, decision-making, communication of decisions and disputes culminated in <u>You Reap What You Code</u> published last June. We analysed 2,500 case submissions and conducted more than 50 interviews with UC claimants and welfare rights advisers. The report paints a vivid

picture of the distress, aggravation and financial consequences caused by systemic rule of law issues within the digitalised universal credit system. Several recommendations are already being implemented by the DWP:

- Changes to the payment statement the DWP has added more information about specific aspects of a person's universal credit award, such as housing costs. The department is trialling a payment statement which has two versions a quick read version, and a more detailed one, for claimants who want this information.
- Overwritten payment statements currently if someone's universal credit award is amended, the payment statement is retrospectively corrected, to make it look like it was correct at the beginning. The DWP is trialling making the original version and amended version available to claimants to increase transparency and support claimants to identify if any further errors have been made.
- Carer's allowance the universal credit claim form now includes a prompt to ask someone if they receive carer's allowance or not (to ensure they don't miss out on the carers element of universal credit). We have called for this to be automated using information the DWP already holds, but this a partial fix.

We gave written and oral evidence to several parliamentary and government inquiries, including on safeguarding vulnerable benefit claimants, work capability assessments, women and the cost of living, employment support, the sustainability of Scotland's finances and fairer council tax, rural poverty, and a Human Rights Bill for Scotland. We submitted evidence to the UN Committee on the Rights of Persons with Disabilities on welfare reform and disability in Britain.

We also responded to the previous government's plans to change the work capability assessment, increase conditionality and to increase the rate and harshness of sanctions. These changes would affect disabled people, parents and those in part-time work.

We will continue to gather evidence, particularly the lived experience of claimants, of these and other emerging social security issues to advocate for change. See more below on our Early Warning System. We present this evidence at regular meetings with politicians and advisers.

Education projects

In London we have launched our Young Leaders project funded by the National Lottery Community Fund, which will run until 2026. This builds on the pupil-led approaches used successfully in our UK Cost of the School Day project. It will be led by young people and will explore how schools can be better set up to learn from pupils' experiences, to influence change at school, local and national level. We will be growing our London Youth Panel, setting up a Young Leaders network and undertaking a peer research programme with pupils in 18 schools in London.

The Cost of the School Day in Scotland continues to support schools and local authorities to remove or reduce financial barriers to education, including through the new voice network. In Wales, we have launched our Cost of the School Day – Every voice heard project (both are described in the spotlight above). The Welsh government is now planning coordinated training and Cost of the School Day approaches that can be rolled out nationwide. We have also started our own England-wide training programme with the NEU, with CPAG staff training up NEU members on Cost of the School Day topics and themes.

We convene the Education Anti-Poverty Coalition, formed of school governors, head teachers, teachers, PTAs and others working in schools to campaign on the impact of child poverty on education, and for action that gets to the

root cause: insufficient family income. We surveyed more than 1,000 school staff across England and published a bird's eye view of poverty in schools. It showed that child poverty in schools is getting worse and increasingly stealing children's learning, with school staff reporting that pupils are frequently tired and hungry, worried, unable to concentrate, and without the equipment they need to engage with the curriculum. School staff are also being heavily diverted from other parts of their roles as they seek to address the poverty-related needs of their school community. This often means going beyond their remit and skillset. This is bad for schools, and children are paying the highest price.

We also published research on the minimum cost of education, showing that far more support is needed so all children have the essentials required to take part in school and learn. Families in Scotland get the most government support with the cost of going to school, and families in England receive the least. We will continue to call on governments across the UK to ensure all children have what they need to take part and thrive at school.

The world of work

Our Barclays-funded programme, <u>Your Work, Your Way (YWYW)</u> finished this year, having supported 70 clients in Bury, Coventry, Luton and Taunton with benefits advice and personal employment support. The YWYW support model enabled participants to overcome many barriers to work, particularly around confidence, skills and training, transport and household finances, and subsequently enabled many participants to address in-work poverty. Personal budgets have been key to enabling clients to access specialist training, IT equipment, transport, childcare and business start-up costs.

Over 54 per cent of YWYW participants moved into work or self-employment, 49 per cent achieved sustained employment for 6 months or more, and 76 per cent accessed work-focused training. The independent evaluation of the scheme said: 'Some participants reported that taking part in YWYW had been life changing. Before the programme, clients reported feeling frustrated, distressed and unsure about the future. After taking part in YWYW, they felt greater self-fulfilment, self-worth and a sense of purpose.'

We are disseminating the findings of this project widely, with many opportunities to do so given the current focus on getting people into work. It's vital that people are supported to find work that suits them and their families, not just any job. And the government must address the systemic barriers to work such as childcare and transport.

Strength in working with others

We do a lot of our work in coalition to increase our influence. In addition to hosting End Child Poverty (mentioned above), we are part of the Scottish Campaign on Rights to Social Security (SCORSS), and chair the Social Security Consortium of more than 40 organisations working on social security.

In Scotland we worked with Oxfam, IPPR and One Parent Families Scotland (OPFS) to ensure child poverty was central to the case for more ambitious use of Scotland's tax powers. We worked with OPFS to push the cabinet secretary for communities, social security and equalities to mitigate the young parent penalty using Scottish child payment. And we co-ordinated an open letter to the then first minister on behalf of members of End Child Poverty – securing 150 charities, faith groups, trade unions and community organisations from the Outer Hebrides to the Scottish Borders - urging him to deliver on his leadership campaign commitment to increase the Scottish child payment to £30 a week as part of wider prioritisation of investment across government portfolios.

In advance of the UK election, we worked with children's organisations to align and strengthen our calls for a child poverty strategy, and for abolishing the two-child limit and benefit cap. We also supported joint sector work on

employment, bringing our expertise on childcare and help for second earners. And we published a report with the Runnymede Trust and the Women's Budget Group on poverty in families from Black and minority ethnic communities.

Objective 3 – use our expertise to maximise family incomes and reduce child poverty

Advice and evidence

We continue to deliver our highly-valued second-tier service for advisers. Available by phone and email, our free expert social security advice lines are open five days a week for frontline workers helping people get the social security support they need. This includes specialist support via our UK-wide and London universal credit advice projects. Our team of 29 welfare rights advisers resolve immediate problems, some complex, and some involving vulnerable clients. Our advisers responded to 7,513 cases helping an estimated 30,052 people this year.

We run a bespoke service for the Trussell Trust and responded to 787 social security advice queries from advisers working in food banks as well as providing training.

What we hear through our advice service feeds into our Early Warning System, giving us a better understanding of how changes to the social security system, including the roll-out of universal credit, are affecting the lives of children and families. Advisers and claimants themselves also directly tell us about the problems they are experiencing, many of which are systemic and so affect lots of other people. This intelligence informs much of our policy, I just wanted to pass on my gratitude... I used the argument you presented, and my client was successful in his appeal, both getting his housing benefit overpayment overturned but also his date of housing benefit revised to wipe out his rent arrears. I cannot express the impact that this has had on my client.

Frontline adviser

research and campaigns work (see above), and also feeds into the advice we give frontline staff through our training, publications and advice service. Among the problems we highlighted this year was the situation where claimants are not always getting extra amounts of universal credit they're entitled to because of poor data-sharing within the DWP. The Scottish first minister announced the pilot of a Scottish 'fund to leave' domestic abuse scheme informed by Early Warning System evidence and partnership working with Scottish Women's Aid and Engender. The Early Warning System gathered 2,001 cases this year, and in Scotland we celebrated 10 years of this important project.

Legal work

We provide support through our Upper Tribunal and judicial review specialist advice services thanks to funding from The Legal Education Foundation. We advised on 85 upper tribunal cases from 73 advisers at 60 organisations. Visitors to our website downloaded 4,825 pre-action judicial review letter templates, and our judicial review project worker assisted 147 advisers from 132 organisations on 283 issues, provided advice in 167 cases and created 13 new template letters. Recent letters include managed migration notice cancellation templates and one challenging 'claim closure' where a refugee has unlawfully been required to meet the 'habitual residence test'. We are grateful to our trained legal volunteers for their assistance in updating and checking these templates.

Fantastic. Provided me with case law and legislation references which made representing clients much easier and quicker. Gave me confidence and assurance.

Frontline adviser

Our legal successes included a domestic abuse survivor who fled with her daughter and was refused universal credit. The ruling means the government is required to consider the fundamental right to dignity of EU citizens and their families residing in the UK. It is the end of a very long road for our client and more than 2,900 others like her.

And we supported an EU citizen who is a carer for his severely disabled British wife in his successful legal battle with the DWP after a

Tribunal found the couple were wrongly underpaid universal credit for nearly 2 years while he had pre-settled status, after the couple's joint claim was refused by the DWP in 2020.

We also had to engage in rearguard campaigning to protect existing protections for children and families this year, when the Human Rights Act was under threat. We campaigned in coalition with other organisations and the proposed 'Bill of Rights' was dropped.

We were successful in the Specialist Quality Mark audit of our legal services by the Legal Aid Agency and CPAG also secured a new public law legal aid contract starting 1 September 2024 – our first new legal aid contract in five years.

Training, publications and information

We ran 165 programmed courses and 190 inhouse courses. We held three seminars and three conferences. In total around 3,800 people attended our events. This year saw the return of our conferences being face to face and we were delighted to be joined in London, Glasgow and Manchester by 463 advisers.

Our Cost of the School Day Scotland eLearning module continues to grow. The course has over 1,000 users enrolled, and they are mainly classroom teachers from primary schools.

We have published 14 different CPAG titles this year, selling 10,806 publications in total and 4,888 benefit posters. We have 1,100 members (both individual and organisational).

CPAG Welfare Rights is the new dedicated home for all our welfare rights information, advice and tools. We have 4,207 active subscribers. We have added our legal test cases, judicial review pre-action protocol template letters, appeal submission templates and information on benefits in Scotland, making it easier for advisers to find all our resources by bringing them together in one place. The aim is to expand the reach of the wealth of welfare rights content and legal support CPAG provides to more frontline workers and advisers.

The Welfare Benefits and Tax Credits Handbook and the Benefits for Migrants Handbook are available on CPAG Welfare Rights as part of our subscription content. As of 2023/24, CPAG had a total of 4,262 subscribers, consisting of 2,498 CPAG digital subscribers, 786 print subscribers and 978 Disability Rights Handbook subscribers. CPAG has increased the number of online resources freely available to better support frontline workers. Our Fuel Rights Handbook has been free to access since October 2022. This has been timely with Citizens Advice data (June 2023) showing that typical energy bills have doubled since the cost-of-living crisis began. Our Mental Health and Benefits Handbook and Debt Advice Handbook are also available free online. With regularly updated content and in an accessible format, we are reducing barriers to such important information at a time when so many people's budgets are stretched.

Objective 4 - continue to be a sustainable charity

Fundraising

Donors to CPAG can be assured that we comply with the regulatory standards for fundraising. CPAG is registered with the Fundraising Regulator and is committed to the Fundraising Promise and adherence to the Code of Fundraising Practice. CPAG and the fundraising team are members of the Chartered Institute of Fundraising. CPAG's fundraising is monitored regularly by the senior management team and Trustees.

Fundraising during the year (to end March 2024) raised donations and legacies totalling £963,164 (2023: £1,290,203) and restricted grants income of £2,293,273 (2023: £2,766,127).



We would like to thank the following trusts and foundations for core, unrestricted grants to use where most needed: Oak Foundation (£1m over five years); Esmée Fairbairn Foundation (£400,000 over five years); Pears Foundation (£110,000 over two years); Indigo Trust (£82,750 over three years); Andor Charitable Trust (£10,000); Gold for Kids (£2,500) and the following who each donated £1,000: Golden Charitable Trust, Roger Brook Charitable Trust and Sundour Trust.

We would like to thank the **Scottish government** for continued support of our second-tier welfare rights advice, information and training services, and our Cost of the School Day project, and also the **Corra Foundation** for funding towards our Early Warning System and policy work in Scotland.

Thanks to the following for the significant restricted or project grants: Access to Justice Foundation and the National Lottery Community Fund through the *Improving Lives Through Advice* programme; the Legal Education Foundation for our access to justice in the social security system projects; Trussell Trust for the food bank income maximisation project and Barclays for our innovative 'Your Work Your Way' employment support project.

We received other restricted grants from a number of trusts to whom we are grateful including: **abrdn Financial Fairness Trust** (project on difficulties faced by claimants migrated onto universal credit); **City Bridge Trust** (universal credit advice project in London); **Clothworkers Foundation** (Fuel Rights Handbook); **Digital Freedom Fund** (access to justice in a digital means tested universal credit system); **Fusion21 Foundation**, **Riverside and Northwick Trust** (Mental Health and Benefits Handbook); **Hogan Lovells** and **Law for Change** (free school meals project); **National Lottery Community Fund** (two new Cost of the School Day projects in Wales and England); **Oxfam** (state of the nations, End Child Poverty coalition work in Scotland and inequalities amplified projects); **Robertson Trust** (strengthening social security in Scotland project); **Trust for London** (London calling project); **TUUT Charitable Trust and National Education Union** (poverty and education project); **Voluntary Action Orkney** (Scottish welfare fund work in Orkney); **Waterloo Foundation** (towards a Cost of the School Day practitioner in Wales); **York University** (Changing Realities and Larger Families projects); and many others including those who prefer not to be named.

We are grateful to over 2,053 individuals (2023: 1,718) who donated over £226k and to 26,877 supporters (2023: 11,746) who contributed to our efforts in other ways to prevent and end child poverty. We would particularly like to thank everyone who donated to our **Big Give Champions for Children appeal** (£13,855) and **Deborah and Laurence Harris** for their generous gift for our legal work.

A huge thanks to the following companies for donations, choosing CPAG as their charity of the year and/or staff fundraising: **Human Made Machine** (£20,000); **Equin Ltd** (£16,719); **Kohler Mira** (£15,335); **Management**

Consultancies Association (£14,514); New Look (£8,472); British Gas (£6,500); People Alchemy Ltd (£3,600); Saison Information Systems Co (£3,000); Bryan Cave Leighton Paisner (£2,000); Step Teachers (£1,940) Paper Bird Publishing (whose Christmas cards raised £1,533); Compass Education (£1,144); Gardner Halliday (£832); Open Online Agents (£275) and many more.

CPAG does not employ third party suppliers to raise funds. For those who fundraise on our behalf, we ensure that the correct safeguards are in place including agreements with 'commercial participators' or corporate partners.

We are extremely grateful to over 50 (2023: 75) organisations and individuals who raised over £25k (2023: £55k) through a huge variety of imaginative fundraising and tireless effort including: young Sebastian and Austin asked for donations to CPAG instead of birthday gifts for a second year; young Seb also asked for donations instead of presents; Cold War Steve donated £3,244 from Christmas card sales; Alan walked 2,000 miles raising £2,710; Edward completed the Petra Marathon raising £2,365; Victoria cycled from London to Paris raising £2,325; University College School community raised £2,000; Nottingham Trent University Primary Education students raised £1,521, and Sophie and Alexia walked 100 km in the Cotswold Way Ultra Challenge raising £1,130. We are very grateful to all our supporters, too many to list here. More fundraising heroes can be found on <u>our website</u>.

We would like to remember the following with gratitude, from whose estates we received legacies: the late **Margaret Packer**, **John Ward**, **Nicolas Ford** and **Sheila Clark**. Family and friends donated in memory of our former Trustee Tony Orhnial. Tony was a valued Trustee and friend and we continue to miss his wise advice and support.

At CPAG, we are committed to data privacy including compliance with the GDPR, which is a positive step in the way people are contacted and vulnerable people protected. Our fundraising activities are designed to ensure we protect privacy and we have systems in place to enable us to fulfil the wishes of those supporters who do not want to receive appeals. Our website outlines our complaints policy for the public. We received one complaint in 2023/24 from a supporter who did not feel CPAG was spending enough on charitable work and did not wish to receive letters in the post. We apologised immediately, changed their communication preferences on our CRM and explained that in the previous year, 94.4p in every pound was spent on our charitable work. CPAG is signed up to the Fundraising Preference Service to enable individuals to opt out from receiving fundraising communications from us. We received no such requests from this service last year.

Business

Our business income for the financial year 23/24 exceeded the target by 2 per cent, achieving £1,820,029. All areas performed well, with subscriptions and membership sectors showing particularly strong results.

Digital development

In January 2024, we launched our new website. Initially, a platform upgrade prompted us to undertake a rebuild. We have significantly improved the customer experience through a redesigned structure, navigation, and overall look and feel. There is a strong emphasis on accessibility and readability throughout the site. Internal site content creators have been upskilled and supported in using the site. The new platform has provided a much better editor experience, enhancing our quality control and publishing abilities.

We have developed the CRM, refined processes, implemented triggered customer communications, and enhanced our data analysis. The CRM is integrated with our website and will soon integrate with our new finance platform, Xero.

We continue to develop our IT infrastructure with the organisation working on SharePoint and CPAG being awarded Cyber Essentials certification in October 2023.

Objective 5 – be a great place to work

Attracting, developing and supporting staff

A staff survey conducted in December 2023 found that employees are very proud to be part of CPAG and are committed to doing quality work. Employees feel that they get good support from their line managers as well as colleagues. The survey also showed that CPAG's engagement level is similar to the UK average.

We have implemented leadership and management training and inclusive recruitment training for all managers. To provide ongoing support and resources for managers, we are continuously improving our intranet pages. We have implemented regular newsletters to keep all employees informed and engaged.

In September 2023, we recruited our first-ever apprentice, marking an important milestone in our commitment to supporting and developing young talent.

We have enhanced our existing wellbeing initiatives including our employee assistance programme to better support the mental and physical health of our employees. These improvements include expanded access to resources such as professional counselling services, to ensure that our team members have the support they need.

Equity, diversity and inclusion

We aspire to be a genuinely inclusive charity through diverse representation at all levels, and to build a culture that supports staff and volunteers to fully be themselves, feel nurtured and supported.

We are making good progress following our equity, diversity and inclusion (EDI) audit conducted by consultants Diverse Matters in 2023, and updated our EDI strategy in November 2023. We have developed an action plan, which is being implemented. Most recently, employees are being encouraged to form staff networks (eg, LGBTQ+, BME, Disability networks) to improve inclusion.

We acknowledge there is always more to be done to ensure our dedicated staff and volunteers are truly representative of the communities that we serve. As part of our commitment to creating a more diverse and inclusive culture, CPAG is committed to taking action in eight areas:

- 1. **Strategy –** we will ensure that we embed EDI into our core ethos and culture in the everyday and through inclusive practice.
- 2. Governance, leadership and networks we will develop and maintain a strong governance and staff voice.
- 3. Learning, development and communication we will establish and promote an open and honest dialogue about race, diversity and inclusivity within CPAG.
- 4. Service delivery we will consistently demonstrate our commitment to inclusivity in our communications, both internally and externally.
- 5. **Culture –** we will build an inclusive organisational culture that is open and transparent and promotes a sense of belonging.

- 6. **Health and wellbeing** we will develop and implement an improvement/wellness plan to address health inequalities in our staff group.
- 7. **Recruitment –** we will recruit, retain and develop a diverse workforce from all backgrounds and cultures.
- 8. External-facing work we will work with other groups to progress race, diversity and inclusivity within our sector.

To improve the diversity in our recruitment processes, ensuring a more inclusive workforce, we commissioned Diversiti UK to deliver our EDI training to all CPAG staff. The sessions included inclusive recruitment, EDI - a practical approach, and a webinar for all staff.

We have begun recording and monitoring the socio-economic diversity of our staff to inform and develop our inclusion strategy. These questions have also been added to our recruitment EDI monitoring forms to ensure comprehensive data collection.

Environmental sustainability

An eco-audit update visit took place in March 2024, and found that the London office has achieved net zero for energy carbon emissions:

'Your premises have now achieved net zero for energy carbon emissions. This was achieved by the reduction in electricity usage by 41 per cent, the fact there is no gas used and by the charity moving to a green electricity tariff. Flight emissions were eliminated completely, water consumption down 37 per cent and paper usage was reduced by 78 per cent. This latter saved the equivalent of 43 trees and 12 further trees were saved by the switch to 100 per cent recycled paper.'

Keynote environmental data		
	2022	2024
Energy:		
Electricity kwh:	22,000	13,000
Electricity CO2 (tons)	5.1	(3) ¹ 0
Flights CO2 (tons)	4.5	0
Vehicles CO2 (tons)	0	0
Energy carbon footprint (tons):	9.6	0
Staff:		
Staff Number of staff (fte - entire charity)	68	67
Working from home (fte)	n/a	18
Working from home CO2 (tons)	n/a	12.6 ²
Water:		
Mains water consumption (litres)	48,000	30,000
Water supply CO2 (tons)	0.05	0.013
Paper:		
A4 Sheets virgin photocopying paper	475,000	105,000
% made from recycled paper	0	100%
Trees used	57	0
Trees saved by using recycled paper	0	12
Paper associated CO2 (tons)	10	0.7
Waste:		
Total annual waste (tons weight)	9.8	12.4
Non-recycled waste (tons wt.)	3.3	6.2
Recycled (tons wt.)	6.5	6.2
Waste CO2 (tons)	1.6	2.9 ³
Recycling rate (%)	67	50

Notes:

1. The charity has moved to a green electricity supply, which means it can be regarded as net zero, but the government requires reporting both with notional carbon emissions + net zero rating.

2. The government requires 0.7 tons per staff member (fte) working from home to be added to an organisation's carbon footprint, to cover the emissions from electricity and heating used in the home for work purposes.

3. This is based on the waste being landfilled.

Looking ahead

It has been our strategic objective to achieve a comprehensive child poverty strategy and social security reform for some time. We have been successful on both fronts as, since the 2024 election, there is now a government commitment to develop such a strategy and to conduct a review of universal credit. In future, we will work with government and its ministerial child poverty task force and the child poverty unit in Number 10 to shape and develop the new child poverty strategy along the lines we have been recommending for years. There is a lot still to achieve as the UK now spends £50bn a year less on social security than on 2010 policies, according to OBR figures. Benefits only increased with actual inflation in five out of the last 14 years. This means that low-income families with children went into Covid, Brexit and the cost-of-living crisis in a bad way. There is a lot to do and we need the new government child poverty strategy to be ambitious, with clear targets, measures and milestones to achieve.

And, there are still 4.3 million children living in poverty and we will continue to emphasise the disproportionate impact of child poverty on young children, children in black and minority ethnic families, children in larger families and those with disabled children. We will continue to emphasise the depth of child poverty today and prioritise the voice of children and families. In addition to a comprehensive child poverty strategy, we will prioritise reform of the policies that are driving up child poverty and making life worse for children, including: the two-child policy, the benefit cap, the need for universal free school meals and the restoration of child benefit. We will continue to contribute our ideas on the comprehensive reform of universal credit and to press for wider social security reform including a greater emphasis on non-means-tested benefits

We have succeeded in keeping child poverty high on the agenda for all political parties and we will continue to do so in the build-up to Scottish Parliament and Welsh Senedd elections in 2026. We will press for an overarching approach across the UK, while continuing to respond in context and to opportunities in the different nations of the UK.

Looking ahead, we need to build on recent success. We will also use our hard-won funds to invest in the IT we need, to continue to build our individual donor base and drive-up unrestricted funding to contribute to the sustainability of the charity. We will continue to build on the successful achievements in our Strategic plan.

Plans for the future

The Trustees have approved a programme of future work.

We have four cross-cutting priorities:

- achieve comprehensive cross-government strategies to end child poverty across the UK
- achieve political support for a renewed vision for social security secure futures
- promote equity, diversity and inclusion both within CPAG and through our work
- put children and families with children at the centre of all that we do

We have five specific strategic objectives for the next three years:

Objective 1 - strengthen public commitment to end child poverty

Specifically we will:

- 1.1. Invest in a strong, media-focused campaign on child poverty and the need to address it.
- 1.2. Focus relentlessly on showing the impact of child poverty on children across the UK.

- 1.3. Focus on: abolition of two-child policy and benefit cap, restoring children's benefits and expansion of free school meals.
- 1.4. Centre the voices of children and families to drive the conversation on child poverty and its solutions.
- 1.5. Attract and mobilise supporters to promote our campaign and charitable mission across the UK.

Objective 2 – ensure government adoption of evidence-based policy solutions to child poverty *Specifically we will:*

- 2.1. Develop research showing the impact of child poverty and the most effective solutions.
- 2.2. Make a compelling and forward-looking case for evidence-based solutions to the most pressing issues, including reform of social security.
- 2.3. Deliver expert projects to develop solutions around work, home and school.
- 2.4. Lead and collaborate with partners to engage policy-makers and promote our evidence-based solutions.

Objective 3 – use our expertise to maximise family incomes and reduce child poverty *Specifically we will:*

- 3.1. Maximise incomes through the best, most accessible, welfare rights advice and information.
- 3.2. Ensure frontline advisers are equipped to deal with pressing issues, such as the cost of living, digitisation and managed migration.
- 3.3. Continue to win change and fight discrimination through work on appeals and strategic litigation.
- 3.4. Use our early warning system evidence to expose weaknesses in social security and advocate for change.
- 3.5. Scrutinise social security developments UK-wide including the most effective use of devolved administrations' powers.

Objective 4 - continue to be a sustainable charity

Specifically we will:

- 4.1. Sustain income, control expenditure and maintain a healthy level of reserves.
- 4.2. Grow unrestricted income, specifically individual giving, legacy fundraising and core grant income.
- 4.3. Invest in the best analytics, technology and digital presence to stay ahead.
- 4.4. Continue to drive innovation on content, sales and marketing.
- 4.5. Maintain and develop business and funder partnerships.
- 4.6. Continue to engage with supporters and their donor journey.

Objective 5 –be a great place to work

Specifically we will:

- 5.1. Attract, develop and support a highly talented staff team.
- 5.2. Look after the wellbeing of all staff.
- 5.3. Embed a culture of equity, diversity and inclusion through a policy audit and internal training.
- 5.4. Pay attention to environmental sustainability by implementing practical learnings from our eco-audit.

Structure, governance and management

Status	Child Poverty Action Group ("the CPAG") is a charitable company limited by guarantee.		
Governing document	The charitable 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.		
Company number	1993854		
Charity number	Registered with the Charity Commission for England and Wales registration number 294841, and with the Office of the Scottish Charity Regulator registration number SC039339		
Registered office and operational address	30 Micawber Street London N1 7TB		
Email Website	office@cpag.org.uk cpag.org.uk		
Honorary officers	Jane Millar Mark Cooke	Chair Treasurer and Vice Chair	
Chief Executive	Alison Garnham		
Company Secretary	Chineze Okonkwo-Onyilo		
Bankers	NatWest Bank plc Islington Angel Branch 2/3 Upper Street London N1 OPH		
Solicitors	Russell-Cooke 2 Putney Hill London SW15 6AB		
Auditors	Haysmacintyre LLP 10 Queen Street Place London EC4R 1AG		

Trustees who served during the year and thereafter were as follows:

Jane Millar Mark Cooke	
Alan Buckle	Until 7 December 2023
Alison Inglis-Jones	
Ann McVie	
Clarissa Corbisiero	
Esther Kuku	
Kitty Stewart	
Satwat Rehman	
Simon Thompson	
Stephen Watmough	
Torsten Bell	Until 5 June 2024
Anne-Marie Canning MBE (co-opted)	From 1 February 2024
Alicia Tew (co-opted)	From 1 February 2024

Constitution

The charity is a company limited by guarantee without shares and governed by its Memorandum and Articles of Association. The guarantee of each member of the company is limited to £1.

Trustees are appointed by the Board for a term of three years and may be re-appointed for up to a maximum of nine years. The mix of skills and experience represented on the Board of Trustees needs to be appropriate to the aims and objectives of the charity, and the current and longer-term challenges it faces, and trustees are selected for appointment with a view to maintaining that balance. Additional trustees may be co-opted by the Board for a period of 12 months and may be re-appointed for a further two 12-month terms.

Membership

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 31 March 2024 was 1,100 (2023: 883). The Trustees are members of the charity, but this entitles them only to the same voting rights as other members. The Trustees have no beneficial interest in the charity.

CPAG in Scotland

In addition to its main office in London, CPAG maintains an office in Glasgow to enable the charity to maximise its input to Scottish policy makers, its reach to advisers working in Scotland and to ensure devolved experience is fed into UK-wide child poverty activity. Over the year CPAG in Scotland continued to be a key voice on child poverty issues in Scotland, widening its policy influencing activity (working in partnership wherever possible) and developing and growing its second-tier welfare rights services.

Related parties

The charity owns a subsidiary company, CPAG Limited, which is dormant. Other than transactions with Trustees disclosed in note 3 and the remuneration of key management personnel disclosed in note 5, there are no related party transactions requiring disclosure in these accounts.

Training of Trustees

Training of Trustees is supported by an ongoing programme of presentations to the Board on CPAG's policy and rights work, and on charity finance, law and practice. In addition, individual Trustees attend ad hoc external training events as appropriate.

Volunteers

Trustees and other committee members give their time not just in attending meetings, but in contributing their expertise and advice more generally to CPAG's work. We are grateful to those who worked for us in a voluntary capacity and others who, during the year, contributed articles or text to our publications without charging.

Senior staff payment policy

The pay of senior staff comprising the Chief Executive and senior management team is reviewed annually and normally increased with inflation. The charity uses a pay scale devised for CPAG after benchmarking against median salaries in the sector.

Organisational structure and the decision making process

The Trustees are responsible for the strategic direction of the charity, and for monitoring its performance and effectiveness. They are supported by a number of subcommittees, whose responsibilities are set out by the Board. Committees do not have decision-making powers, except where specifically authorised by the Board in relation to individual decisions, but act in an advisory capacity to staff and to the Board of Trustees.

The operational responsibilities of the charity are delegated via a "Scheme of Delegation" to the Chief Executive, who in turn delegates various duties to senior staff.

Governance

Trustees are responsible for ensuring the highest standards of governance are attained and regularly consider how the Board can be strengthened.

Risk statement

During the year, Trustees continued to identify risks potentially affecting all parts of CPAG's activities and assessed them in terms of likelihood and impact using the qualitative analysis methodology. In formulating the strategy, the Board of Trustees continue to give particular attention to potential reputational, financial and operational risks involved in managing the organisation. This formed part of the subject of discussion at Board meetings and measures to address the risks have been identified and steps taken to ensure that these are adequate. As an enterprising and creative organisation, CPAG does not seek to avoid all risks. The Trustees' policy is to understand the risks we are taking and to ensure that appropriate steps are taken to control and mitigate them. A table below lists major risks to which the charity is exposed, as identified by us, and demonstrates that they have been reviewed and systems have been established to mitigate those risks alongside strategic priorities. These risks are subject to regular review at FRC and Board meetings.

Strategic priority	Risk	Mitigating actions
Failure to sustain income or sudden unforeseen loss of income	Our reliance on funders and business income, and pressures facing supporters and customers, creates risk. Any reduction in sales or cancellation of grants may lead to	 Sales and income reports generated and regularly reviewed to enable agility and timely corrective action. Close monitoring of grant-funded projects to ensure that funding conditions are met within timescales given. Improve our CRM (database) and website to enable us to develop fundraising in areas other than trusts and

Large or sudden increase in expenditure against approved budget levels	inability to sustain our vital policy and advocacy work. We aim to build unrestricted income which enables us to post a surplus and build reserves to the required levels.	 foundations including legacies programme, individual donations and corporates. Continue to develop new creative offerings to our publications, training and membership customers. Continue to use more effective debt-chasing procedures. The reserves increased substantially in the previous year and this year. We have sufficient funds in the bank for deferred income.
Loss of reputation or market share over time as leading experts on social security and child poverty for government, media, users and stakeholders or sudden reputational risk	Given greater media interest in charities and increased exposure to public comment through social media activity of our advocacy and policy work, there is a risk that our reputation, credibility or market share as the leading independent experts on social security and child poverty may be challenged. Other organisations have moved into the poverty and social security fields. They are often better resourced than we are. Nevertheless we continue to use our limited resources in a targeted and strategic way to maintain our leadership role.	 We comment and focus only where we are expert and have evidence. We have clear lines of accountability for sign-off of all external documents and designated media spokespeople in place. We have prioritised funding to employ more expert analysts than before. Regular horizon-scanning of sector issues and competition. Policy Committee regularly review positioning. CPAG has received pro bono advice on the implications of the Lobbying Act and, during regulated periods, ensures a review is undertaken on whether registration is needed, relevant activities are signed off and a log kept of relevant spending. CPAG continues to maintain a leadership role on child poverty which strengthens this work through regular sector meetings. We pursue joint working with partners where possible and appropriate.
Failure in organisational governance or regulatory failure	Law and guidance are constantly developing and we operate in a complex and fast-changing environment.	 Board aware of its governance role, receiving regular updates on charity law. We have an induction pack for new Trustees. Elected Board means we can fill skills gaps. Public accountability via annual report. Regular review of skills set and performance against Charity Commission guidelines. Regular review of all policies including safeguarding and GDPR.
Recruitment and retention of staff – particularly senior and specialist staff due to better-off competitors	Recruitment and retention of staff – particularly senior and specialist staff due to better-off competitors.	 Hire the best staff CPAG can attract. System of development and appraisals means reward can be reviewed and support offered. Opportunities for development prioritised by managers. Procedure for proper handover on exits in place. Continue to conduct regular supervisions and reviews. Training offered wherever possible.
Failure to manage shrinkage in organisation size when large projects end	Growth in organisation has stimulated growth in income generating and servicing teams. Given our ambitions to grow our impact there is a risk that, as we	 Constant monitoring of activities and resources within large projects. Including the projects as part of our risk assessment process which involves Trustees and the senior management team working together.

	expand, we fail to successfully downsize after delivery of large projects.	• Staff leave as contracts end unless additional funding has been found.
Major ICT systems failure due to hardware or software systems crash, viral attack or failure to meet business requirements Failure to stay ahead of IT developments which optimise use of CRM, website and online shop	Our objective to move towards digital provision and service continues with investment from funding and core where appropriate. We are increasingly reliant on IT systems and need to keep up, and also to keep our data and users' data safe.	 Our new ICT company, Taran, run our support contract and ICT issues are now dealt with much faster than before. Most ICT issues are now resolved within four hours of being raised. All staff now equipped for home working, with laptops, cloud-hosted VPN and Office 365. Risks of access to VPN and server problems now gone. There is no more use of personal laptops. Mobile device management (MDM) added to all mobiles and laptops, protecting from data breaches when used at home or out of office. Getting Cyber Essentials Plus certification (CE+) – the most advanced level, suitable for organisations with remote workers. We have moved to offsite backup facilities and we now have internal ICT support. We know how to implement a plan to ensure minimal disruption to business as usual with staff all capable of working remotely. Having implemented SharePoint in 2023 it reduces the risk of hardware failure and VPN no longer needed. Continual improvements to all platforms, including CMS. Cpag.org.uk rebuild was completed in January 2024 with Drupal 10 implemented Our Board Digital Committee monitors digital developments.
Loss of reputation due to industrial action and/or expensive involvement in employment tribunal	The sector has experienced more pay disputes and HR issues due to lockdown and the cost of living crisis	 Good working practices and procedures and disciplinary policies in place Comprehensive Staff Handbook in place. Regular one-to-ones, team and staff meetings and positive working relationship with staff members. Focussing more attention on staff health and wellbeing and support since Covid. Continue to review policies and procedures. SMT receives help on policy development from our employment lawyer and HR consultants.
Another pandemic, natural or local disaster or energy outage where access to office or home working is disrupted.	The senior management team (SMT) and finance and resources committee (FRC) sub-committee of Trustees continue to assess the risk from external factors which might arise and put in place mitigating actions where necessary.	 We know how to implement a plan to ensure minimal disruption to business as usual with staff all capable of working remotely. More online and digital resources that can meet need remotely. Regular risk assessments established during Covid which can be taken up again if necessary. Staff and Trustees are fully and regularly informed of the situation. Feedback which supported continuation of online training.

Financial Review

CPAG incurred an operating deficit of £95,428 (2023: a surplus of £376,034), in line with budgeted deficit for various investments such as development of our website to improve accessibility and user experience, increasing in our individual donors by investing in digital acquisition campaign and other campaign projects.

Total income for the year decreased by £517,083 to £5,240,641 (2023: £5,757,724) compared to the previous year. This decrease in income is within both donations and income from our charitable activities and this reflects the cessation and commencement of new initiatives within our charitable activities and the cessation of a significant donation of £335,000 received annually over three years that ended in the previous financial year.

Donation income decreased by £384,043 to £881,801 (2023: £1,265,884), this is mainly due to the cessation of the £335,000. Legacy income increased by £57,004 to £81,363 (2023: 24,359)

Our income performance is largely attributed to the continued financial support from our donors and funders in the financial year which enabled us to maintain income at above £5million. We continue to receive financial support from our principal funders with some of our trusts and foundation supporting us in the financial year with core, unrestricted donations.

Income from charitable activities decreased by 6.25 per cent to £4,151,833 (2023: £4,428,858) due to cessation and commencement of new initiatives within our funded activities. Principal grant funders for the charity during the year, as for the previous year, were trusts and foundations and the Scottish government. The support of our donors and funders continue to be fundamental to the success of our vital policy, rights, and advocacy work.

Interest rate rises increased our investment income to £103,415 (2023: £37,833)

Total expenditure decreased by £45,371 in the year to £5,240,641 (2023: £5,381,868). Staff costs remain the biggest single cost, comprising 65% (2023: 64%) of costs at £3,488,662 (2023: £3,461,071) in total. This represents an increase of £27,591. The increase is due to a cost-of-living rise as our average head count in the year reduced by five to 75 (2023:80).

Ninety-one per cent of our expenditure was on charitable activities. This means that for every £1 spent, 91p was spent on our policy, research, communications, campaigns, advocacy and welfare rights activities.

Because of the deficit generated in the year, overall, charitable funds decreased to £4,837,062 (2023: £4,932,490) and are all held in unrestricted reserves at year-end, of which £3,308,275 have been designated by the Trustees.

Designated funds

The operational fixed assets of \pm 1,584,342 and net operating working capital of \pm 1,148,532 are regarded as designated funds, as they are not available for expenditure. In addition:

- a) Development fund of £401,368 has been designated to fund further identified strategic projects to increase the income of CPAG over the period of the strategy.
- b) Impact fund of £170,000 has been designated to fund additional campaign projects during the period of the strategy.

Total project designated funds are therefore £571,368, as set out in note 13 to the accounts.

Income and Expenditure



Thank you to organisations and individuals who choose to support CPAG's work through time and valuable skills, campaigning, regular and one-off donations. For every £1 of our expenditure in 2023/24, 91p was spent on our charitable activities

Reserves policy and going concern

The reserves policy requires CPAG to hold sufficient free reserves to cover the largest decline in income, or increase in unplanned costs, that could realistically occur over a year. This would allow CPAG sufficient capacity to adjust its operations to the new financial situation in an orderly manner and continue to achieve its mission.

Free reserves are defined in the policy to exclude the tangible fixed assets (such as offices and equipment) and operating working capital (such as stock and trade debtors) necessary for CPAG to operate. They also exclude restricted funds and other designated funds set aside for identified projects planned for the near future.

Adequacy of reserves and going concern

The Trustees have reviewed the level of free reserves at 31 March 2024 against the reserves policy.

They have assessed that the level of free reserves required is £1,500,000, and that the free reserves held are \pm 1,532,821 after taking account of the designated funds. This means that the level of free reserves at the 31 March 2024 exceeded the required level by a small amount £32,821. The trustees concluded that no further action was required to maintain free reserves at a satisfactory level, other than to ensure CPAG continues to set budgets close to break-even, after taking into account the utilisation of the designated funds.

The Trustees are therefore satisfied that CPAG is a going concern, that is, that it will be able to continue its operations for at least twelve months from the date of this report, and for the foreseeable future.

Investment policy

The Trustees have powers set out in the Memorandum and Articles of Association that allow them to invest surplus funds after receiving advice from a financial expert and include the power to delegate the management of investments to a financial expert. An investment of £1,622,929 was maintained in an interest-bearing notice account as at year end.

The Trustees continue to strive to increase the charity's income and to use its resources to maximum effect in combating child poverty, balancing the need to maximise the impact of our activities with the need to maintain financial security.

Responsibilities of the Trustees

The Trustees, who are also the directors for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees/Directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;

- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material 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 adequate accounting records which are sufficient to show and explain the transactions and 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 Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 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.

So far as each of the Directors/Trustees is aware at the time the report is approved:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- each Director/Trustee has taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of this information.

Auditors

Haysmacintyre LLP were reappointed auditors at the annual general meeting on 7 December 2023 and have indicated their willingness to continue in that capacity

The Trustees' Report, including the Strategic Report, was approved by the Trustees on 3 October 2024 and signed on their behalf by

Jane Millar Chair

We have audited the financial statements of Child Poverty Action Group for the year-ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statements and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Opinion

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Other information (continued)

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which includes the Strategic Report and the Directors' Report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees Report (which incorporates the directors' report prepared for the purpose of company law).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charity Accounts (Scotland) Regulations (as amended) require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our auditor.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on pages 29-30, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Responsibilities of trustees for the financial statements (continued)

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to registered charities, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and other factors such as income tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to areas of estimation uncertainty and to manual accounting journals. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing manual journals, in particularly any unusual items; and
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <u>www.frc.org.uk/auditorsresponsibilities</u>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Lee Stokes (Senior Statutory Auditor) For and on behalf of Haysmacintyre LLP, Statutory Auditors 10 Queen Street Place London, EC4R 1AG Statement of financial activities – current year (incorporating an income and expenditure account) Year ended 31 March 2024

		Unrestricted	Restricted	2024
	Notes	£	£	£
Income from:				
Donations	2	881,801	-	881,801
Legacies	2	81,363	-	81,363
Activities for generating funds				
Rent and room hire		-	-	
Charitable activities:				
Publications		1,133,449	52,249	1,185,698
Welfare rights and test cases		99,648	1,032,441	1,132,089
Training	7	545,499	287,304	832,803
Membership		76,584	-	76,584
Information, research and campaigning		3,380	921,279	924,659
Investments		103,415	-	103,415
Other		22,229	-	22,229
Total		2,947,368	2,293,273	5,240,643
Expenditure on:				
Raising funds		469,953	-	469,953
Charitable activities:				
Publications		976,440	52,249	1,028,689
Welfare rights and test cases		238,212	1,032,441	1,270,653
Training		461,024	287,304	748,328
Membership		45,341	-	45,342
Information, research and campaigning		852,254	921,279	1,773,533
Total	4	3,043,224	2,293,273	5,336,497
Net income/(expenditure) before investment gains		(95,856)	-	(95,856
Gross transfers between funds		-	-	
Net income/(expenditure)	3	(95,856)	-	(95,856
Unrealised investment gains	9	428	-	428
Net movement in funds		(95,428)	-	(95,428
Total funds brought forward		4,932,490	-	4,932,490
Total funds carried forward		4,837,062	-	4,837,062

Statement of financial activities – prior year (incorporating an income and expenditure account) Year ended 31 March 2023

	Notes	Unrestricted £	Restricted £	2023 £
Income from:	Notes	L	L	L
Donations	2	1,265,844	-	1,265,844
Legacies	2	24,359	_	24,359
Activities for generating funds	L	21,000		21,000
Rent and room hire		830	-	830
Charitable activities:				
Publications		1,033,061	73,212	1,106,273
Welfare rights and test cases		109,977	1,040,809	1,150,786
Training	7	444,207	274,680	718,887
Membership		68,325	-	68,325
Information, research and campaigning		7,161	1,377,426	1,384,587
Investments		37,833	-	37,833
Other		-	-	-
Total		2,991,597	2,766,127	5,757,724
Expenditure on:				
Raising funds		323,277	_	323,277
Charitable activities:				
Publications		968,573	73,212	1,041,785
Welfare rights and test cases		232,572	1,040,809	1,273,381
Training		373,653	276,682	650,335
Membership		37,926	-	37,926
Information, research and campaigning		677,738	1,377,426	2,055,164
Total	4	2,613,739	2,768,129	5,381,868
Net income/(expenditure) before investment gains		377,858	(2,002)	375,856
Gross transfers between funds		-	-	-
Net income/(expenditure)	3	377,858	(2,002)	375,856
Unrealised investment gains	9	178	_	178
Net movement in funds		378,036	(2,002)	376,034
Total funds brought forward		4,554,454	2,002	4,556,456
Total funds carried forward		4,932,490	-	4,932,490
Balance sheet as at 31 March 2024

		2024	4	202	.3
	_ Notes	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	8		1,584,342		1,571,400
Investments	9		1,624,860		1,555,740
			3,209,202		3,127,140
CURRENT ASSETS					
Stock	10	183,834		84,277	
Debtors	11	1,152,446		1,024,127	
Cash and short-term deposits		2,247,863		2,563,644	
		3,584,143		3,672,048	
CREDITORS: amounts falling due				(
within one year	12	(1,956,283)		(1,866,698)	
NET CURRENT ASSETS			1,627,860		1,805,350
TOTAL ASSETS LESS CURRENT					
LIABILITIES			4,837,062		4,932,490
NET ASSETS	13		4,837,062		4,932,490
FUNDS					
Restricted funds			-		-
Unrestricted funds:					
Designated funds			3,304,241		3,308,275
General funds			1,532,821		1,624,215
TOTAL CHARITY FUNDS	14		4,837,062		4,932,490

The financial statements were approved and authorised for issue by the Trustees on 3 October 2024 and were signed below on its behalf by:

Jane Millar Chair Mark Cooke Treasurer

Cash flow statement Year ended 31 March 2024

	2024 £	2023 £
Cashflows from operating activities		
Net cash provided by operating activities (see note below)	(249,086)	281,403
Cash flows from investing activities		
Investment income received	103,415	37,833
Purchase of property, plant and equipment	(101,418)	(5,030)
Purchase of investments	(68,692)	(27,351)
Net cash (used in)/provided by investing activities	(66,695)	5,452
Change in cash and cash equivalents in the year	(315,781)	286,855
Cash and cash equivalents at the start of the year	2,563,644	2,276,789
Cash and cash equivalents at the end of the year	2,247,863	2,563,644

Note: reconciliation of net expenditure to net cash used by operating activities

Net income/(expenditure) for the year	(95,428)	376,034
Adjustments for:		
Depreciation	88,476	87,545
Investment (gains)/losses	(428)	(178)
Investment income	(103,415)	(37,833)
(Increase)/decrease in stock	(99,557)	7,407
(increase)/decrease in debtors	(128,319)	57,458
Increase/(decrease) in creditors	89,585	(209,030)
Net cash provided by operating activities	(249,086)	281,403

No reconciliation of net debt is provided as the charitable company has no borrowings and hence no net debt.

Notes to the financial statements

1. Accounting policies

The principal accounting policies adopted, judgements and key of estimation for uncertainty in the preparation of the financial statement are as follows:

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition, 2019) – (Charities SORP (FRS 102)), and the Companies Act 2006.

CPAG meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting note(s).

Going concern

The accounts are prepared on a going concern basis. Having considered the forecast income, expenditure and cash flow of the charity and the financing available, the Trustees are satisfied that this basis is appropriate and that there is no material uncertainty in connection with the charitable company's ability to continue to operate for the foreseeable future and a minimum period of twelve months from the approval of the accounts.

Donations

Donations are received by way of donations and gifts and are included in full in the Statement of Financial Activities (SoFA) when receivable.

Legacies

Legacies are accounted for on a receivable basis. Legacies notified but not received are included in the financial statements if it is probable that they will be received and the value can be quantified.

Grants

Grants are credited to the statement of financial activities when received or receivable whichever is earlier. Where unconditional entitlement to grants receivable is dependent upon fulfilment of conditions within the charity's control, income are recognised when there is sufficient evidence that conditions will be met. Where there is uncertainty as to whether the charity can meet such conditions the incoming resource is deferred.

Earned income

Income generated from the supply of goods or services is included in the statement of financial activities in the period in which the supply is made, net of VAT where applicable.

Restricted funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds

Unrestricted funds are donations and other income received or generated for the charitable purposes.

Designated funds

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Expenditure for raising funds

Expenditure for raising funds relates to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on a proportional basis.

Expenditure

Expenditure is recognised in the period in which it is incurred. Expenditure includes attributable VAT which cannot be recovered.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. The cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the basis of staff time.

Support costs

Support costs are re-allocated to each of the activities on the basis of estimated staff time attributable to each activity. This has resulted in the following percentage allocations:

	2024	2023
Publications	11%	10%
Welfare rights and test cases	28%	29%
Training	18%	18%
Membership	0%	0%
Information, research and campaigning	37%	37%
Fundraising and publicity	5%	5%
Governance	1%	1%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

Depreciation

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

For assets brought forward from 2019-20 and earlier years:

Leasehold buildings	50 years
Fixtures, furniture and equipment	10 years
Office machines, CRM and website	5 years
Computers including software	4 years

For new additions from 2020-21 following the change in the fixed asset policy, assets costing more than \pm 1,000 are capitalised and the depreciation period revised as follows:

Leasehold buildings	50 years
Fixtures, furniture and equipment	5 years
CRM and website	5 years
Computers including other software	3 years

Investments

Investments have been stated at market value at the date of the Balance Sheet. The gains and losses of each period are taken to the statement of financial activities.

Short term deposits

Short-term deposits are defined as cash balances which cannot be withdrawn within 24 hours without notice and without penalty.

Stocks

Stocks are stated at the lower of cost and net realisable value. In general, cost is determined on a first in first out basis and includes transport and handling costs. Net realisable value is the price at which stocks can be sold in the normal course of business after allowing for the costs of realisation. Provision is made where necessary for obsolete, slow moving and defective stocks. Stock also include work in progress to produce our publication.

Pension costs

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions.

Rentals under operating leases

Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the Statement of Financial Activities on a straight line basis over the minimum lease term.

Critical judgements and estimation uncertainty

The principal area of judgement and estimation uncertainty relates to the determination of provisions against bad and doubtful debts.

2. Voluntary income

Current year

	Unrestricted	Restricted	2024		Unrestricted	Restricte
	£	£	£		£	
Donations Legacies	881,801 81,363	-	881,801 81,363	 Donations Legacies	1,265,844 24,359	
	963,164	-	963,164		1,290,203	

Prior year

2023

1,265,844 **24,359**

1,290,203

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3. Net income/(expenditure)

	2024	2023
	£	£
This is stated after charging:		
Depreciation	88,476	87,545
Operating lease rentals:		
Property	33,466	7,618
Equipment	9,756	16,716
Auditors' remuneration:		
Audit fee	20,300	18,400
Trustees' remuneration:		
Costs paid for Trustees	-	-
Trustees' reimbursed expenses	554	121

Trustees' reimbursed expenses of £554 (2023: £121) represents the reimbursement of travel and subsistence costs of 3 Trustees (2023: 1 Trustee) relating to attendance at meetings of the Trustees and other committees. During the year, Trustees made donations to the charity totalling £1,090 (2023: £1,362).

4. Expenditure

Current year

	Support Costs £	Direct Costs £	2024 £
Costs of generating funds			
Raising funds	81,318	388,635	469,953
Charitable activities			
Publications	172,755	855,934	1,028,689
Welfare rights	358,405	912,248	1,270,653
Training	196,173	552,155	748,328
Membership	5,183	40,158	45,341
Information, research and campaigning	538,438	1,235,095	1,773,533
Total expenditure	1,352,272	3,984,225	5,336,497

Prior year

	Support Costs £	Direct Costs £	2023 £
Costs of generating funds			
Raising funds	69,456	253,821	323,277
Charitable activities			
Publications	127,615	914,170	1,041,785
Welfare rights	323,316	950,065	1,273,381
Training	165,156	485,179	650,335
Membership	4,439	33,487	37,926
Information, research and campaigning	457,830	1,597,334	2,055,164
Total expenditure	1,147,812	4,234,056	5,381,868

5. Staff costs and emoluments

	2024 £	2023 £
Salaries and wages	2,974,554	2,967,170
Social security costs	313,285	309,763
Pension contributions	168,165	164,273
Redundancy costs	24,258	16,897
	3,480,262	3,458,103
Agency staff costs	8,400	2,968
Total staff costs	3,488,662	3,461,071

The number of employees who earned £60,000 or more (including benefits in kind) during the year was as follows:

	2024	2023
£90,001 - £100,000	1	-
£80,001 - £90,000	-	1
£70,001 - £80,000	3	-
£60,001 - £70,000	1	4

The pay of senior staff is reviewed annually and increased with the same cost of living inflation figure as for all staff. The charity uses a pay scale devised for CPAG after benchmarking against median salaries in the sector. The key management personnel of the charity comprise the Chief Executive Officer, Director of Finance and Resources, Director of Business, Director of CPAG in Scotland and Director of Policy, Rights and Advocacy. The total employee benefits of the key management personnel of the charity personnel of the charity were £413,767 (2023: £404,064).

The average weekly headcount during the year was 75 (2023: 80) and the average weekly number of employees (full-time equivalent) during the year was as follows:

	2024 Number	2023 Number
Welfare rights and test cases	19	18
Information, research and campaigning	16	23
Fundraising and publicity	3	3
Training	9	8
Membership	1	1
Publications	5	4
Governance	1	1
Support activities	11	10
	65	69

6. Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

7. Training

Net training income will continue to be ring-fenced and only used to continue or enhance the charity's educational supplies.

8. Tangible fixed assets

	Leasehold buildings £	Fixtures, furniture & equipment £	Computers & software £	Total £
Cost				
At 01/04/2023 Additions in year At 31 March 2024	1,766,146 1,766,146	110,889 2,786 113,675	382,921 98,632 481,553	2,259,956 101,418 2,361,374
Depreciation				
At 01/04/2023 Charge for 2023/24 At 31 March 2024	286,798 35,537 322,335	85,507 10,501 96,008	316,251 42,438 358,689	688,556 88,476 777,032
Net Book Value				
At 31 March 2024 At 31 March 2023	1,443,811 1,479,348	17,667 25,382	122,864 66,670	1,584,342 1,571,400

9. Investments

	2024 £	2023 £
Market value at the start of the year	1,555,740	1,528,211
Amount deposited in the year	68,692	27,351
Unrealised gain	428	178
Market value at the end of the year	1,624,860	1,555,740
Historic cost at year end	1,626,792	1,557,243
Investments comprise:		
Close Brothers Group Plc	1,622,929	1,554,237
Shares listed on the LSE	1,929	1,501
Investment in trading subsidiary	2	2
	1,624,860	1,555,740

The deposit of £1,622,929 in Notice accounts is managed by Close Brothers Group Plc. Trading subsidiary is CPAG Ltd and LSE stands for the London Stock Exchange. The shares represent 500 ordinary shares held in Banco Santander Hispano Central.

10. Stock

	2024 £	2023 £
Work in progress	171,936	79,701
Publications for resale	11,898	4,576
	183,834	84,277

11. Debtors

	2024	2023
	£	£
Trade debtors	906,203	662,950
Other debtors	17,263	59,259
Prepayments	102,181	109,290
Accrued income	126,799	192,628
	1,152,446	1,024,127

12. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	187,749	207,275
Taxation and social security	82,170	80,982
Other creditors	227,314	254,803
Accruals and deferred income	1,459,050	1,323,638
	1,956,283	1,866,698

13. Analysis of net assets

Between funds – current

	Restricted	Fixed assets	Working Capital	Other	General	Total
	£	£	£	£	£	£
Tangible fixed assets	-	1,584,342		-	-	1,584,342
Fixed asset investments	-	-		1,624,860	-	1,624,860
Net current assets	-	-	1,148,532	(1,053,493)	1,532,821	1,627,860
Net assets at the end of the year 2024	-	1,584,342	1,148,532	571,367	1,532,821	4,837,062

Between funds – prior

	Restricted	Fixed assets	Working Capital	Other	General	Total
	£	£	£	£	£	£
Tangible fixed assets	-	1,571,400		-	-	1,571,400
Fixed asset investments	-	-		1,555,740	-	1,555,740
Net current assets	-	-	901,129	(719,994)	1,624,215	1,805,350
Net assets at the end of the year 2023	-	1,571,400	901,129	835,746	1,624,215	4,932,490

14. Movement in funds

Current year

	At start of	Income &	Expenditure		At end of the	
	the year	investment	& unrealised	Transfers	At end of the year	
	, £	gains f	losses £	f	£	
Restricted funds	-	-	L	-	-	
Scottish Government – second tier welfare		700.000				
rights service	-	732,000	(732,000)	-	-	
Trussell Trust – food bank income		186,935	(186,935)			
maximisation service	-	100,955	(160,955)	-	-	
The Legal Education Foundation – Access to		183,841	(183,841)	-	-	
Justice in Social Security		100,011	(103,011)			
Scottish Government – Cost of the School	-	152,478	(152,478)	-	-	
Day Project						
Barclays Bank – Your Work Your Way	-	139,662	(139,662)	-	-	
Scottish Government through a CYPFEIF and ALEC Fund grant for the Early Warning		120 650				
System	-	139,650	(139,650)	-	-	
Grant for the Welfare Rights Advice Service	_	116,592	(116,592)	_	-	
Grant for brighter futures in education work	_	91,921	(91,921)	_	-	
Trust for London	-	70,020	(70,020)	_	-	
National Lottery Community Fund and the		70,020	(70,020)			
Waterloo Foundation – Cost of the School	-	67,943	(67,943)	-	-	
Day Wales		07,913	(07,515)			
abrdn Financial Fairness Trust	-	66,462	(66,462)	-	-	
City Bridge Trust	-	58,050	(58,050)	-	-	
The Robertson Trust	-	35,529	(35,529)	-	-	
The Legall Education Foundation –						
strengthening social security	-	24,289	(24,289)	-	-	
University of York – Changing Realities	-	22,766	(22,766)	-	-	
The Clothworkers Foundation	-	20,300	(20,300)	-	-	
Expanding Free School Meals in England	-	20,000	(20,000)	-	-	
Trussell Trust – income maximisation and		10 500	(10 500)			
cash first support package in Scotland	-	19,500	(19,500)	-	-	
Cost of the School Day project in England	-	16,702	(16,702)	-	-	
Digital Freedom Fund	-	15,595	(15,595)	-	-	
National Lottery Community Fund – Young		15,381	(15,381)			
Leaders project	-	13,381	(15,561)	-	_	
Deborah and Laurence Harris	-	15,000	(15,000)	-	-	
Voluntary Action Orkney and the Trussell	-	14,543	(14,543)	_	_	
Trust		17,070	(14,343)			
The Big Give Champions for Children 2023 by	-	12,032	(12,032)	-	-	
The Childhood Trust						
Expert welfare rights advice service	-	10,655	(10,655)	-	-	
Fusion 21 Foundation	-	10,002	(10,002)	-	-	
Oxfam – State of the Nations Project	-	10,000	(10,000)	-	-	
Oxfam – End Child Poverty in Scotland	-	5,000	(5,000)	-	-	
University of York – benefit changes and larger families	-	5,376	(5,376)	-	-	

	At start of the year	Income & investment gains	Expenditure & unrealised losses	Transfers	At end of the year
	£	£	£	£	£
University of York research development funding award – Changing Realities	-	4,996	(4,996)	-	-
TUUT Charitable Trust	-	3,413	(3,413)	-	-
Other grants	-	3,050	(3 <i>,</i> 050)	-	-
Action for Children	-	1,800	(1,800)	-	-
Oxfam – Inequalities Amplified project	-	1,000	(1,000)	-	-
The Legal Education Foundation – Justice First Fellow	-	791	(791)	-	-
Total restricted funds		2,293,273	(2,293,273)	-	
Designated funds					
Tangible fixed assets	1,571,400	-	(88,476)	101,418	1,584,342
Operational Working Capital	901,129	-	-	247,403	1,148,532
Development fund	500,000	-	-	(98,633)	401,367
Investment fund	55,746	-	(55,746)	-	-
Fundraising investment	110,000	-	(110,000)	-	-
Impact Fund	170,000	-	-	-	170,000
Total designated funds	3,308,275	-	(254,222)	250,188	3,304,241
General funds	1,624,215	2,947,796	(2,789,002)	(250,188)	1,532,821
Total unrestricted funds	4,932,490	2,947,796	(3,043,224)	-	4,837,062
Total funds	4,932,490	5,241,069	(5,336,497)	-	4,837,062

Prior year

	At start of the year £	Income & investment gains f	Expenditure & unrealised losses £	Transfers f	At end of the year £
Restricted funds	L	L.	L		L
Scottish Government – second tier welfare			()		
rights service	-	732,000	(732,000)	-	-
National Lottery Community Fund – UK Cost		439,026	(439,026)	_	_
of the School Day project					
Barclays – Your Work Your Way	-	400,247	(400,247)	-	-
The Legal Education Foundation – Access to Justice in Social Security		230,687	(230,687)	-	-
Scottish Government through a CYPFEIF and					
ALEC Fund grant	-	139,650	(139,650)	-	-
Scottish Government – Cost of the School					
Day Project	-	123,421	(123,421)	-	-
Trussell Trust – Food Bank Income		107,950	(107,950)		
Maximisation Service	-	107,950	(107,950)	-	-
Grant for the Welfare Rights Advice Service	-	95,217	(95,217)	-	-
and Universal Credit Advice project					
City Bridge Trust – Universal Credit London advice project continuation	-	78,328	(78,328)	-	-
Trust for London – London Calling	_	46,407	(46,407)	_	-
Comic Relief – Universal Credit Project	-	37,447	(37,447)	-	-
Pears Foundation for UK Cost of the School					
Day Project	-	37,375	(37,375)	-	-
TUUT Charitable Trust	-	37,286	(37,286)	-	-
Donations to BBC Radio 4 appeal and other					
donations for UK Cost of the School Day	-	36,281	(36,281)	-	-
project					
Grants and donations for the Advice Line and other work in Scotland	-	36,225	(36,225)	-	-
Fusion21 Foundation, Northwick Trust, and					
Riverside for Mental Health and Benefits	-	29,998	(29,998)	-	-
Handbook		/	(
abrdn Financial Fairness Trust for the project					
on identifying difficulties claimants face	-	20,274	(20,274)	-	-
when migrated onto Universal Credit					
Grant and donations for removing the					
financial barriers to children's education	-	18,334	(18,334)	-	-
after Covid-19 Barclays - Survivors Welfare Advice Project		17,997	(17,997)		
Digital Freedom Fund – Access to justice in	-	17,557	(17,997)	-	-
the face of digitalisation of means tested	-	13,842	(13,842)	-	-
welfare benefits in the UK		, –			
Royal Borough of Greenwich contribution to		13,333	(12 222)		
the UK Cost of School Day project in London	-	13,333	(13,333)	-	-
Deborah and Laurence Harris to support	-	12,500	(12,500)	-	-
legal test case work		12,000	(12,000)		

	At start of the year £	Income & investment gains £	Expenditure & unrealised losses £	Transfers £	At end of the year £
University of York – Changing Realities				L	L
project	-	10,032	(10,032)	-	-
abrdn Financial Fairness Trust – ending the need for foodbanks project	-	8,688	(8,688)	-	-
University of York – Covid Realities project	-	7,872	(7,872)	-	-
Therium Access Limited – continuation					
funding towards solicitor	-	7,383	(7,383)	-	-
Coventry City Council contribution to UK Cost of the School Day project in Coventry	-	4,500	(4,500)	-	-
Charities Advisory Trust Good Gifts Catalogue - catch up education	-	4,500	(4,500)	-	-
University of York – benefit changes and larger families	-	4,376	(4,376)	-	-
Orbit Group contribution to UK Cost of the School Day project in Coventry	-	4,375	(4,375)	-	-
Strategic Legal Fund	-	3,276	(3,276)	-	-
Newcastle University - childhood poverty in the North East	-	2,225	(2,225)	-	-
Trussell Trust – ending the need for foodbanks: income maximisation and cash first project in Scotland	-	2,075	(2,075)	-	-
Other grants	2,002	3,000	(5,002)	-	-
Total restricted funds	2,002	2,766,127	(2,768,129)	-	-
Designated funds					
Tangible fixed assets	1,653,916	-	(87,546)	5,030	1,571,400
Capital and infrastructure reserve	100,000	-	_	(100,000)	-
Operational Working Capital	1,166,770	-	-	(265,641)	901,129
Development fund	100,000	-	-	400,000	500,000
Redundancy/leave	85,000	-	-	(85,000)	-
Investment fund	259,543	-	(119,763)	(84,034)	55,746
Campaign fund	50,000	-	(50,000)	-	-
Cost of living reserve	67,000	-	-	(67,000)	-
Fundraising investment	100,000	-	-	10,000	110,000
Impact Fund	, -	-	-	170,000	170,000
Total designated funds	3,582,229	_	(257,309)	(16,645)	3,308,275
General funds	972,225	2,991,597	(2,356,252)	16,645	1,624,215
Total unrestricted funds	4,554,454	2,991,597	(2,613,561)	-	4,932,490

Scottish Government – second tier welfare rights service	The grant supports CPAG's second-tier advice, information and training service, ensuring frontline agencies provide accurate, high quality and effective advice and information on UK and Scottish Social Security benefits for people both in and out of work.				
Trussell Trust - food bank income maximisation service	Second of a two-year grant to support Trussell Trust's income maximisation service at food banks through a second-tier welfare rights advice service to benefits advisers funded by the Trussell Trust, helping to ensure individuals can access their full benefit entitlement.				
The Legal Education Foundation - access to justice in social security	Final year of a 28-month project increasing access to justice for families on a low-income accessing welfare benefits.				
Scottish Government – Cost of the School Day project	Second of a four-year grant, as a national programme within the Scottish Attainment Challenge, towards salary and support costs of the project manager information officer and participation worker, and project costs. The project provides more strategic leadership and support to more schools and local authorities on tackling cost barriers and maximising incomes; ensures policy and practice is informed by children and families on a low income, and children increasingly lead on the Cost of the School Day.				
Barclays Bank – Your Work Your Way	Fourth of a four-year grant for an innovative work support programme for potential second earners from low-income families, helping them overcome barriers to get into work and progress.				
Scottish Government through a CYPFEIF and ALEC Fund grant	The Early Warning System collects and analyses evidence about the impact of changes in social security on children, their families and the communities that support them in Scotland.				
Grant for the welfare rights advice service and Universal Credit advice project	Grant to CPAG's UK-wide benefits advice and specialist Universal Credit advice services, free to any frontline worker, volunteer or adviser helping people on lovincome.				
Grant for brighter futures in education work	Grant for removing the financial barriers to children's education and Cost of the School Day work.				
Trust for London	Grant for our London Calling project which ended in December 2023, centred around our London family panel.				
National Lottery Community Fund and the Waterloo Foundation - Cost of the School Day Wales	First of a two-year grant from the National Lottery Community Fund and co- funding from the Waterloo Foundation for one year towards our schools practitioner, for our young people take over the Cost of the School Day: Every Voice Heard project. The project helps schools and local authorities to identify and overcome cost barriers to education, so that all pupils can have the same school experience.				
abrdn Financial Fairness Trust	Third of a three-year continuation grant for a London Universal Credit Welfare Rights Worker and associated project costs.				
The Robertson Trust	First of a two-year grant for a project to strengthen social security in Scotland. The project will make policy recommendations that provide greater financial security and stability for families currently on the edges of Scottish social security entitlement or who are excluded altogether.				
The Legal Education Foundation - strengthening social security	First of a three-year grant strengthening social security by evidencing problems and strengthening the sector with early legal challenges.				

University of York - Changing Realities	A collaborative project between parents and carers, researchers at the University of York, and CPAG, to document life on a low income and push for change.			
The Clothworkers Foundation	Grant for free digital access and updates to the Fuel Rights Handbook			
Expanding Free School Meals in England	Grant from Hogan Lovells International LLP and Law for Change for a research project on free school meals in England.			
Trussell Trust - income maximisation and cash first support package in Scotland	Second tier support for Trussell Trust funded advisers, training and information for food bank staff and volunteers			
Cost of the School Day project in England	Co-funding from the TUUT Charitable Trust and first year of a two-year grant from the National Education Union towards our education policy work in England and breaking down financial barriers in schools.			
Digital Freedom Fund	Project on access to justice in the face of digitalisation of means tested welfare benefits in the UK.			
National Lottery Community Fund - Young Leaders project	A three-year grant that aims to ensure: (i) children and young people in low- income households have a say, and are heard, on what matters to them when i comes to poverty and the school day in London, and (ii) the experiences and outcomes of young people growing up in poverty are placed at the heart of decision making in education.			
Deborah and Laurence Harris	Towards our legal test case work.			
University of York – benefit changes and larger families	Project on how benefit changes affect larger families.			
Voluntary Action Orkney and the Trussell Trust	Increasing access to Scottish Welfare Fund grants.			
The Big Give Champions for Children 2023 by The Childhood Trust	Big Give campaign including match funding from The Childhood Trust towards ensuring young Londoners have a say, and are heard, on what matters to them when it comes to poverty and the school day.			
Expert welfare rights advice service	Grants for our expert welfare rights advice service.			
Fusion 21 Foundation	Grant for free digital access and updates to the Mental Health and Benefits Handbook			
Oxfam - State of the Nations project	Grant towards research and a report on child poverty in the different countrie within the UK.			
Oxfam - End Child Poverty in Scotland	A project for End Child Poverty members in Scotland to developing a policy platform.			
University of York – benefit changes and larger families	Project on how benefit changes affect larger families.			
University of York research development funding award - Changing Realities	Grant towards a micro campaign with Changing Realities (see above for details on Changing Realities).			
TUUT Charitable Trust	Funding a parliamentary assistant.			
Other grants and donations	Other grants towards CPAG's work in Scotland.			

Action for Children	For training for Action for Children Glasgow Family Support.	
Oxfam - Inequalities Amplified project	Project highlighting the need to address the wider racial and gender inequalities that drive child poverty.	
The Legal Education Foundation - Justice First Fellow	Two year grant to host a Justice First Fellow.	

Purposes of Designated Funds

Tangible fixed assets reserves	Reserve relates to the net book value of tangible fixed assets at the end of the financial year.
Operational Working Capital reserve	Reserve relates to net value of debtors, stock, and trade creditors at the end of the financial year.
Development fund reserve	Reserve to fund further identified strategic projects to increase the income of CPAG over the next three years.
Impact fund	Reserve designated to fund additional campaign projects over the next three years.

15. Operating lease commitments

The charity had total commitments at the year-end under operating leases as follows:

Prope	rty	Equipment	
2024	2023	2024	2023
£	£	£	£
42,412	21,206	8,918	7,200
127,235	169,646	24,607	28,800
169,647	190,852	33,525	36,000
	2024 £ 42,412 127,235	£ £ 42,412 21,206 127,235 169,646	2024 2023 2024 £ £ £ 42,412 21,206 8,918 127,235 169,646 24,607

The property lease is for the office of CPAG in Scotland.

16. Related party transactions

Other than the transactions with Trustees disclosed in note 3 and the remuneration of the key management personnel disclosed in note 5, there are no related party transactions requiring disclosure in these accounts.