


Annual Report

2021/2022



Key achievements for 2021/2022

- Secured a £1.5m Income base, up 17% on the previous year, with a £54,000 surplus
- Continued development of our Makaton membership offer, with over 110,000 free member accounts and 5,000 paid members
- Launch of Premium Membership enabling members to search our database, attend webinars and engage in our new Makachat community
- Launch of Large Group Membership enabling organisations to self-manage between 10-100 user accounts
- Completion of our first MakaHike, with 40+ people climbing Mt Snowdon in Wales and raising over £20,000
- Deploying a new Tutor Training pathway, enabling us to accredit 98 new Tutors and taking our national Tutor base to over 1,200
- Engaged and trained over 250 organisations, supporting over 2,000 individuals to embed and use Makaton within their place of work or community
- The Tutor network supported over 50,000 individuals to engage with Makaton, with over 33,000 undertaking a formal Level training programme
- Attracted over 440,000 users to the website, visiting 2.7 million web pages
- Members have viewed over 1,000,000 signs, symbols and video tutorials via the Makaton Library



Welcome!

The Makaton Charity's Mission Statement

To improve lives by enabling everyone to communicate successfully by using solutions that are effective and appropriate for them.

Our Vision

By 2025 to double the number of people we support, building a community of members, accessing innovative and life changing services.

Contents

Chair and CEO's Report	4
About Makaton	6
Our Values	8
Delivering the Strategy	10
Digital Transformation	12
Online Reach	14
Membership	16
Case Study: Member Event Review	18
Training	20
Case Study: Kirsty's Makaton Journey	22
Case Study: My MakaHike Experience	24
Ambassadors and Senior Tutors	26
Future Ambassadors	28
Trustees' Report	30
Auditor's Report	38
Financial Statements	42



Chair and CEO's Report

Stephen Hall
Chief Executive



Rob Douglas CBE DL
Chair of Trustees



Our golden jubilee year

This past year has been the first full year after Covid, and it's been a real triumph. With our activity and trading up 17% on the previous year, together with success in securing a financial surplus and further strengthening of our cash reserves. The year has also seen its challenges, not least the need to pace our recovery and investments against an unstable post Covid world, while supporting our staff team and Tutor network to emerge from Covid into a more flexible and blended working environment. Our Charity income streams continue to

diversify with network-led training, membership, Tutor and workplace training all continuing to grow, moving us to a more balanced social enterprise model. This diversity gives us the scope and opportunity to grow our financial value and consider the wider user and social value that the Charity provides the Makaton community.

During 2022, The Makaton Charity celebrated 50 years of the Makaton Language Programme. The Golden Jubilee year was marked with garden parties across the UK and the launch of Makaton International Awareness Day which will become an annual event. The Makaton Charity received other accolades throughout the year; a Highly Commended recognition at the National Learning Disability awards, recognising the outstanding work over 50 years of operations and an industry innovation award from Advance Solutions International (ASI) who were impressed with The Makaton Charity's digital transformation.

People are Makaton's success

The Makaton Charity remains a small team, with at the year end 24 people (19 Full Time Equivalent) who together with our volunteers help the Charity to continue to exceed expectation and deliver

exceptional products and services for our Users. While the team has grown in 2022, with the addition of new people in resource development, membership and training areas, the focus for the year has been on developing a cross-team working approach, recognising that many initiatives need knowledge, support and delivery experience from a wide array of team members and volunteers. We would like to take this opportunity to thank both our Trustees and Staff who have risen to the challenge, ensuring the Charity continues in its mission of improving lives by enabling everyone to communicate successfully with solutions that are effective and appropriate for them.

The Makaton Charity could not achieve this continued success without the hard work and dedication of its Tutor network, Senior Tutors and Ambassadors, who together donate over 5,000 hours of free support each year. 2021/22 also saw our first MakaHike, an initiative led and coordinated by Richard Fish, one of our Ambassadors, who with our Patron Suzanne Miell-Ingram (Singing Hands) and over 40 volunteers, ascended Mt Snowdon in Wales, raising over £20,000 for the work of the Charity. A special thank you to everyone who has helped, supported and raised funds

“This past year has been the first full year after Covid, and it’s been a real triumph. With our activity and trading up 17% on the previous year, together with success in securing a financial surplus and further strengthening of our cash reserves.”

for the Charity this year; please do continue with all your great works.

The Makaton journey

The Makaton Charity continues to refine and grow its offer, with membership and training being at the heart of its provision. Since its launch in 2021, our membership has seen steady growth, developing into a thriving and interactive community. We now have over 110,000 free members and close to 5,000 paid members, who together have viewed over a million signs, symbols and resources via the Makaton Library, demonstrating the value of our digital resources. Those resources continue to grow, with 40,000 signs, symbols and video tutorials, together with a growing array of wider support materials, available 24/7 at members’ fingertips.

The Charity continues to innovate its membership offer, introducing Premium and Large Group subscriptions, enabling organisations to self-manage members of between 10-100 people. The year has also seen the launch of ‘live’ member events and webinars, with over 2,000 individuals joining us to meet like-minded people and build on Makaton knowledge and skills, with many more benefitting from the recorded webinars housed within the Makaton Library.

Our Tutor network continues to be central to our operations. Following the implementation of a new simplified Tutor Training pathway, we have seen our Tutor network expand to over 1,200 members, supporting over 50,000 individuals across 1,600 workshops, embedding the Makaton Language Programme in communities up and down the length and breadth of the UK. The Makaton Charity has also been working with over 255 larger organisations, to train and embed Makaton within their workplace.

The Makaton Language Programme never stands still, with requests for new signs, symbols, and resources received every day. In the past year we have developed over 150 new concepts, all aligned and linked to British Sign Language, with over 500 new support videos and a wide range of general learning materials. Makaton is not only a UK success, with the Makaton Language Programme now operating in over 40 countries worldwide, with the newest partner, Makaton North America, being launched during the year.

A Charity in motion

The Makaton Charity has an exciting year ahead, building upon our initial MakaChat Forum. In the summer we launched our new interactive MakaChat

Community, providing a Facebook style experience for Users and Tutors to link up, share and ask questions in a safe space. In 2023, we look forward to the launch of both our MakaChat App, making the community accessible on your mobile device, together with the launch of our new eBooking portal, enabling people to find, book and pay for Makaton courses and programmes, offered by our network, via the main website.

Developing the scope, role and integrity of the Makaton Language Programme remains a high priority for the Charity. This work often provides partnership opportunities and we are starting a number of exciting projects including working with SKY and the NHS, raising awareness and knowledge of this life-changing communication tool within key sectors of society.

As a charity, we are aware we need to do more to better engage with marginalised areas of society, together with breaking down barriers and mis-information between the Deaf community and the Learning and Communication Needs sector. We are pleased to be developing our listening and engagement agenda, which will feed into our future Equality, Diversity and Inclusion Strategy and our innovation thinking.



About Makaton

The Makaton Charity exists to ensure that everyone living with learning or communication difficulties has the tools and resources they need to understand and be understood.

The Charity aims to ensure that as many people as possible have access to Makaton, to achieve our goal of a truly inclusive society. Our community needs Makaton and we work to ensure we can support

society's needs and encourage the learning of Makaton, to achieve our vision 'by 2025 to double the number of people we support, building a community of members accessing innovative and life changing services'.

Makaton is a language programme that uses signs, symbols and speech. These elements are what provide the multiple ways for someone to communicate. The use of signs can help people who have no speech or whose speech is unclear and using symbols can help people who have limited speech and those who cannot, or prefer not to sign. Makaton is proven to overcome the frustrations

often caused by learning and communication difficulties.

There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users. The Makaton Charity uses a blend of innovative approaches to reach our Users. Building upon our traditional licence model, we are also providing a growing membership facility where families and Users can find the signs, symbols and resources they need. This sustainable approach ensures the maximum number of people can benefit from using Makaton.

We work towards this through our activities:

- providing training to families, carers, and professionals
- developing and producing printed and electronic resources
- working with others to make their information accessible
- providing advice and support for families and professionals
- working in partnership to influence society and empower people
- providing a membership which offers 24/7 access to signs, symbols and video tutorials.





“There are currently in excess of 2.2 million people in the UK with speech, language and communication difficulties and over 1 million Makaton users”



Our Values

Our values define who we are as an organisation. They are more than simply words, they are driving principles we all strive to uphold.

Respect

We give everyone a voice

We value each other's contributions

We behave respectfully towards each other and encourage a sense of belonging

Excellence

We strive to improve lives

We put the Makaton Family at the heart of everything

We deliver outstanding service

Innovation

We think outside the box

We believe the impossible is possible

We are passionate and lead the way



Collaboration

We work collaboratively to
build effective solutions

We engage with others to
share ideas and approaches

We create strong
and successful working
relationships

Integrity

We are fair and transparent
in all that we do

We are responsible and
accountable for our actions

We work with people who
share our values

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→ Delivering the Strategy

The Makaton Charity has a clear vision of where it wants to grow. By 2025, we aim to double the number of people we support, building a community of members, accessing innovative and life changing services. Here's how we intend to do that!



1. Grow Deeper

By building deeper relationships and knowledge of our customers, core users and wider stakeholders.



2. Grow Wider

By expanding our provision and horizons, supporting more users and people.



3. Grow Newer

By harnessing new technology to broaden our offer, making it more accessible.



4. Grow Stronger

By strengthening our resource base to better impact the lives of those with learning or communication difficulties.



1. Grow Deeper

1.1 Create and expand a diverse and appealing member event webinar programme, offering easy access and engaging content to paid and free members.

1.2 Ensure the effective adoption of the digital community platform, MakaChat, developing a sustainable tool to monitor engagement levels and retain membership.

1.3 Working with commercial partners, build innovative cross-membership products which add value to the Makaton offer.

1.4 Formalise the development of a bursary to offer targeted learning and resource support to those who cannot afford to self-fund.

2. Grow Wider

2.1 Ensure the effective launch of the Frontline and Know and Grow Workshops, standardising and strengthening the Makaton Language Programme in emergency service and Christian faith vocabulary.

2.2 Introduce a new network licence agreement, reinforcing the Social Franchise model to all

Tutors and Trainers, with improved support and engagement strategy.

2.3 Proactively expand our Tutor and Trainer numbers and £327,000 budget income for Tutor Training and Licenced membership by year-end June 2023

2.4 Work with, and encourage Makaton's overseas partners to become more aligned with UK operations and secure greater financial stability.

3. Grow Newer

3.1 Design and embed a revised Workplace Training pathway including new website pages and enquiry process to improve organisational training bookings.

3.2 Working with our technology partners, ensure a successful upgrade transition to a Cloud-based version of our digital platforms, to harness robust operational performance and security.

3.3 Expand the deployment of persona-based marketing strategies across the Charity, identifying products and services which would benefit from personalised presentation to set audiences.

3.4 In partnership with a commercial provider, deploy an agile booking and payment solution for Makaton training, enhancing Tutor Workshop advertising and user accessibility.

4. Grow Stronger

4.1 Implement a new central data dashboarding hub, consolidating all available data streams, providing superior visibility and improved decision-making capability to all staff.

4.2 Utilised cross departments working, ensure the Charity has the appropriate people resources, finance business support and office infrastructure to enable the delivery of the Charity's objectives.

4.3 Review and proposed a new operating model for the Charity's e-Shop, looking to improve cross product retail between e-shop, Membership services and Social Franchise operations.

4.4 Collaborate with external specialists and consultants to review current practices and ensure the Charity is fully GDPR compliant.



Digital Transformation

The Makaton Library

Over the past 2 years we have seen significant use of The Makaton Library, with nearly 1 million assets viewed by our members. The Library houses some 40,000 Makaton assets which include signs, symbols, video tutorials, and resources for our members to search and download.

Top Assets

Resources:

All About Me: 15,008
Old MacDonald: 9,876
Hello Song: 7,156

Signs:

Good Morning: 1,608
Bath: 1,329
Biscuit: 1,148

Symbols:

Covid 19: 1,768
Home: 806
Toilet: 804

Workplace Training

This year we continued the success of our workplace training offer and embraced the remote learning format to empower workplaces across the UK to become more diverse, inclusive, and accessible.

Our 40 strong team of internal Tutors, who work as contractors for The Makaton Charity to deliver our workplace training objectives, carried out 255 organisation-based trainings. Predominantly delivered online, we enabled 129 organisations to begin their Makaton journey with a Taster session or Level 1 Workshop and

empowered 18 organisations to grow deeper Makaton skills with follow up Level 2, 3 and 4 workshops. In total, more than 2000 people have been trained throughout the year via the workplace training pathway.

Our biggest clients were from the Health and Social Care sector, with 47% of all our workplace delivery being organised in Social Care organisations and NHS settings. Education was our next biggest sector with 32% of our workplace training delivered to nurseries, schools, and colleges. This was followed by councils at 16%.

Total number of workshops and Taster sessions:

29 x Taster Session
189 x Level 1
29 x Level 2
4 x Level 3
4 x Level 4

“Over the past 2 years we have seen significant use of The Makaton Library, with nearly 1 million assets viewed by our members.”

Improved Tutor Training pathway

A new process has been created to make applying for Makaton Tutor Training simpler and more informative for our prospective new Tutors. Five additional webpages have been designed to create new customer journeys for our primary Tutor training audiences; teacher, social care worker, speech and language specialists and freelancer. These pages have been through rigorous testing, interviewing Tutors to provide feedback on the usability, accuracy of information and relevance to their job roles.

A newly created consultation session now allows an applicant to undergo a signing and symbol comprehension assessment prior to committing to the full Tutor Training course. The assessment is a live consultation with immediate feedback on areas of improvement and candidates suitability for progression.

The improvements will help prospective Tutors to identify whether Tutor Training is appropriate for them, understand the commitment required, and how it can enhance their everyday job or provide an additional income stream.

What's next?

Online booking and payment platform

The Makaton Charity has a long-standing objective of enhancing our 'find training' experience, by providing a direct e-booking service. The new digital technology will allow users to search, book and pay for Makaton training online, via the main website.

Makaton are in partnership with Bookwhen, who for over a decade have enabled customers to save time by moving away from managing bookings manually on

spreadsheets or pen and paper. By digitising booking operation, it allows 24/7 bookings and payments, easier management of email reminders ahead of time to reduce no-shows, and access to reports for participants and finance.

The Bookwhen platform will be available for our Tutor Network to begin advertising their Makaton Workshops in Autumn 2022. Reducing administration time for our Tutor Network and providing effortless booking, across all devices for our valuable Makaton Users and clients.





Online Reach

Website

Over the last year our website has attracted over 440,000 users, which is a 15% increase on the previous year. Visitors have viewed more than 2.7 million web pages with users viewing an average of 3.5 pages per session, a decrease on last year, indicating they are finding what they want more quickly.

A key focus has been to develop and optimise our website for search engines. Organic (non-paid) Google searches account for over 50% of the visits to our website. To increase web traffic and widen our reach we have created and published a suite of new website pages to reach those people who might benefit from Makaton but are not yet aware of Makaton or The Makaton Charity. These pages focus on how Makaton might help those living with any of the key causes of need for Makaton; Autism, Cleft lip & palate, Developmental language disorder, Down's syndrome, Global developmental delay, Multi-sensory impairment and Verbal dyspraxia.

These pages have attracted over 20,000 new visitors to the website, and across the website we have seen a 20% increase in audience reach through

organic search. This indicates that our ongoing work in search engine optimisation (SEO) is making a significant impact.

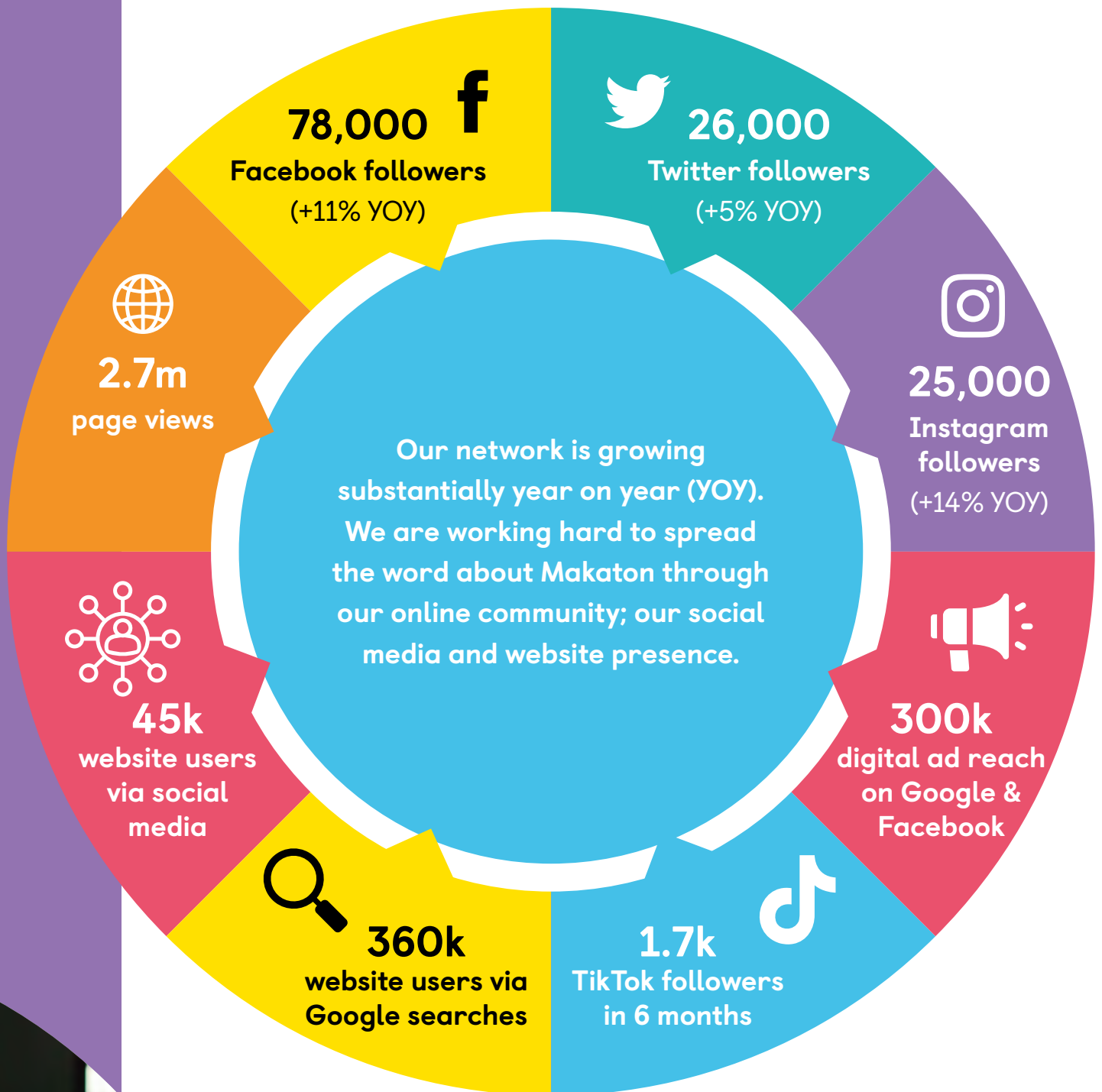
Social Media

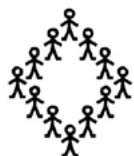
We continue to engage and support the Makaton community with a wide range of inspirational, practical, and newsworthy content. This year the number of people following our Facebook page has grown by 11% to over 78,000. Our Instagram audience has grown by 14% to reach over 25,000 and Twitter has grown steadily by 5% to 26,000. We have also launched TikTok which has gained 1.7k followers in the first 6 months.

Makaton Insights

This year we have launched a new digital campaign called Makaton Insights which sees daily content in the form of games and quizzes that use Makaton signs and symbols. These are available via our social media platforms and the Makaton Library. The social media posts direct users to the free account sign up page. Since launching in January, the visitors to the account sign up page have increased by 15% which shows the campaign is encouraging users to create a new account to access further resources.







Membership

Membership growth

We currently have 2,917 paid individual and group membership subscriptions, enabling 5,000 users to access our membership services.

Premium Membership at your fingertips... 24/7

The Makaton Charity launched their Premium Membership offer in August 2021. Premium Membership gives subscribers 24/7 digital access to over 40,000 symbols and signs within the Makaton Vocabulary. With video tutorials, the support of a vibrant online community, and the ability to download favourite content for easy offline access, Premium Membership is the essential partner for the Makaton journey. Premium Membership supports users beyond the everyday situations, empowering communication across a broad range of settings. Topics include National Curriculum, health

and well-being, food and drink, people and places and animals, transport and vehicles.

Free Trial Membership

12,107 people have benefited from a free trial supporting them on their journey and enabling them to access the resources they need for free. To date 7,565 people have had 30-day trials and 4,542 people had 7-day trials.

Moving with demand

Large Group Membership allows organisations to provide staff and team members with their own logins and access to the complete Makaton Library of resources at a substantial discount. Large Group Memberships are ideal for schools, residential colleges, nursery chains, NHS departments or trusts and care homes.

We received a growing number of requests from organisations to increase Group Membership beyond the four-person allowance that was initially introduced. In

July 2022, we launched Large Group Membership and now offer membership for groups of 10 up to 100 to support organisations wanting to provide access to Makaton across the business.

Since April 2022, 20 organisations have purchased Large Group Membership, supporting over 210 individuals covering Education, NHS services and healthcare providers.

Makaton community space

MakaChat is a key element of our membership proposition. It is an online community platform designed to create a sense of belonging, a safe place to ask questions, share ideas, and provide members with expert, and peer to peer, online support. Recently launched, we have upgraded our community functionality creating two vibrant community spaces for paid members, and Tutors and Trainers. Engagement levels remain high with over 650

"I am really enjoying my Membership! It is so useful to have all the signs and symbols just at my fingertips and I love that I can log on from my phone when I am out and about if I need to quickly check a sign - so handy!"

Lucinda, Makaton Member

threads and chats across the platform with 5,000 members participating in conversations.

A welcomed feature of the MakaChat space is the introduction of recorded member events. As part of the Makaton membership package, members are invited to 'live' webinars on Makaton related topics, these events are now recorded and stored within the MakaChat resource area. This addition enables members to view the event at any time, or revisit topics, it also encourages members to discuss and debate the webinar after the online event has been delivered.

"This is fantastic! It's never been easier to get in touch with The Makaton Charity" (Makaton Tutor)

"It's wonderful to connect and gain advice from other parents and experts who have been in my situation" (Makaton Member)



What's next?

MakaChat LIVE

MakaChat LIVE is a new initiative creating opportunities for our members to interact in an online environment to enhance their Makaton skills. There will be practical signing sessions, symbol workshops and time to share valuable advice, experiences and build relationships to strengthen member's confidence in using and applying Makaton.

Makaton Library improvements

The Makaton Library will remain a primary focus throughout 2022/23, refining the search functionality to return improved intuitive responses, making accessing Makaton signs and symbols easier. We aspire to move to a one click world where members can login directly to the Makaton Library, making access quicker and more efficient for mobile use.

Understanding our members

We want our members to have access to the most appropriate and valuable information for them and their needs. Maximising member benefits and ensuring members have access to a steady supply of new signs, symbols, video tutorial and resources are high on The Makaton Charity's agenda. New language, materials and member event are regularly being developed, designed, or scheduled, from the requests of members.

How long our members stay all depends on the individuals Makaton journey. The Makaton Charity want to gain a deeper understanding of our members through obtaining and analysing feedback, to ensure we are continuously listening to our members and enhancing our membership offer. Our aim is always to meet our communities needs and provide support appropriate for them.



Case Study: Member Event Review

Member Events

Member Events are a newly added member benefit and have proved to be an enormous success. With 20 events delivered to date, an average of 300 members attending per event, and up to 800 post event views via The Makaton Library – Member Events proves to be a hit.

The online 'live' events are designed to support with putting the principles of Makaton into practice, delivered by an expert in the field. Member Events provide practical strategies and solutions for members wanting innovative ideas on how to use The Makaton Language Programme across a variety of situations and settings. Topics have covered; around the home, Makaton with the use of Alternative and Augmentative Communication (AAC), improving the school environment, labelling the environment with Symbols, using Makaton with songs and stories and much more. Our experts provide a deeper dive into a topic and share knowledge and skills with our Makaton members.

'You don't teach communication to someone; you step into communication with someone.'

'Discover the power and joy that comes from celebrating the communication that exists beyond speech'

Using Symbols to Improve Conversations

During this event, members learned how to effectively use a communication board to improve language acquisition and enable successful interaction. The session introduced a dynamic and flexible approach to communication board use, with someone who would benefit from symbol supported communication. Makaton symbols use can provide essential opportunities for language and communication skills to develop to promote autonomy over choice, decision and expression of feeling and wishes. Making communication easier, less stressful, more

successful and reducing frustration by learning new low-cost Alternative and Augmentative Communication (AAC) approaches with Makaton symbols.

Outcome stats

220 attended the live webinar

300 post-event views with the Makaton Library

Three communication boards were created to support people who wanted to put the guidance into practice, the resources have been viewed 350 views and downloaded by over 240 Members. 520 members have directly engaged with the topic.





What members had to say about it

'THANK YOU SO MUCH! This was a fantastic talk, and I am so keen to try out the communication boards - I work with adults and children with additional needs and it can be difficult to find out what communication methods may be suitable - this has given me the confidence to just try the board out with my patients and see what responses I get!' (NHS staff member)

'Thanks so much for a great session. I didn't realise the value and importance of communication boards.' (Teacher)

'I find all of the member events so helpful and love that I can visit them again in the library.' (Speech and Language Therapist)

"Strategies and solutions for members wanting innovative ideas on how to use The Makaton Language Programme across a variety of situations and settings."



Training

Workplace Training

Large organisations across industry and the public sector are seeking to improve their equality, diversity and inclusivity (EDI), with regards to both staff and the provision of services. The Makaton Charity has successfully developed a Corporate Workplace Training solution which has been well received in this market, representing a significant and fast-growing revenue stream for the charity.

Workplace Training this year has generated an income of £181,999, delivered over 255 workshops and trained a total of 2,375 learners.

Workshops delivered:

- 75% Level 1**
- 10% Level 2**
- 1.5% Level 3**
- 1.5% Level 4**
- 12% Taster Sessions**

Tutor Network Training

Our 1,200 strong Tutor Network continues to maximise training opportunities with options of both online and face-to-face delivery, enabling more learners across the UK to access Makaton Training. Throughout 2021/22, 1,529 Workshops were advertised on the Makaton website which provides a good indication of the demand for Makaton training.

Workshops advertised:

- 47% Level 1**
- 28% Level 2**
- 13% Level 3**
- 12% Level 4**





What's next?

Workplace Training

With the success of Workplace Training, we are creating a dedicated suite of web pages to reach more customers. Through reviewing our current customers we identified that the top participants who attend the training are from the following sectors:

Health and Social Care (45%)

Education (29%)

Councils (21%)

Businesses/Corporates (5%)

We are creating 5 new web pages to reflect these participants, aiming to appeal and capture a wider audience through using language and imagery that reflects each sector. The Makaton Charity wants raise awareness of the benefits of training staff to support customers and clients improving equality and inclusion across services. The suite of pages will be launching in the second quarter of 2022/23.

Use it, Don't Loose It

We are looking into the relationship between Makaton training and membership and ways of linking the two offers to provide an enhanced Makaton service. Based on the understanding that 75% of learners are attending Level 1 workshops and may not continue to further levels, we believe this will help in embedding Makaton's use for our learners.

Membership gives access to signs, symbols and video tutorials 24/7, providing an opportunity for practicing Makaton skills. Being part of a Makaton community supports the longevity and development of Makaton skills with ongoing peer-to-peer support and Makaton Tutors offering advice and guidance, which is essential to the Makaton journey.



Case Study:

Kirsty's Makaton Journey

Key achievements

- Completing workshop Levels 1 – 3
- Helping Makaton Users to understand and be understood
- Attending Singing Hands choir
- Using the Makaton membership to maximise training
- Gaining funding to continue Makaton journey

My name is Kirsty. I have a learning disability and autism. I wanted to learn Makaton to help me communicate with people who I go to day services with, and people who live in the same supported living flats that I live in. It's really important to me that I can include and communicate with everyone who I meet, not just the people who can talk.

I did Level 1, 2 and 3 with Makaton Ambassador Tutor Nic Pike who runs relaxed sessions for people who have additional needs. This was perfect for me because it was spread over 8 weeks and I didn't feel overwhelmed by all the information. I am excited

about doing the Level 4 Workshop with her later this year. I also joined her weekly club and met other people with disabilities like myself, I also attend Singing Hands choir once a month which regularly refreshes my mind through singing and signing.

Challenge

I received a free membership trial after I had done my Level 1 training. I really liked it because I could use the Makaton Library to look up different symbols, signs, and videos. The videos are really helpful. I have downloaded many symbols to make easy read recipes for me to use at home. It's nice when my friends come round and we use them to cook together.

I downloaded the rainbow bunting and signs sheet for Pride month as I am part of the LGBTQ+ community, it was wonderful Makaton made resources for this. There is lots and lots of resources on the library that helps me learn and is also fun.

With the cost of living increase, my bills are going up. I was worried about being able to continue to do

Level 4 and have my membership to the Makaton Library.

Solution

The Makaton Charity supported me to access some funding through Mencap, enabling me to continue to learn, attend sessions and access the resources. I didn't know I could get anything like a grant or help for things like this. I feel very lucky and I wanted to share my story.

Results

I am really happy I can continue my Makaton journey and be able to communicate with people who use it. I'm excited to do my Level 4 and keep using the Makaton Library to check signs and download symbols to make my recipe collection bigger. And I am excited to see what more things like the Pride resources Makaton make in the future for me to download.



'It's really important to me that I can include and communicate with everyone who I meet, not just the people who can talk'



Case Study:

My MakaHike Experience

Key Achievements

- Completing the Mount Snowdon MakaHike
- Signing and singing together at the summit
- Gained confidence
- Opportunities to meet new friends and learn new skills

In September 2021, I took part in The Makaton Charity's Mount Snowdon MakaHike, rising 1,085 meters above sea level Mount Snowdon is a challenging hike ascending 8-9 mile which will take 6-8 hours to summit and return. This was an activity that was totally out of my comfort zone for so many reasons. Travelling from the Isle of Wight to Wales was a first in itself, regardless of the fact that I hadn't met any of the participants before.

Challenge

I remember the final car journey towards Snowdon on the morning of the hike and the realisation of how big mountains actually were! We have high hills on the Isle of

Wight, but not real mountains. The adrenaline was pumping, and I was anxious and excited at the same time. Once I arrived, everyone was incredibly friendly, and I instantly felt safe and welcomed.

Solution

Everyone was an equal throughout the whole day, no one was made to feel different or unwelcomed. As we walked up Snowdon, we quickly got to know the people in our groups and hear all about their personal Makaton journeys. It was very inspiring, and the love of Makaton shone out from us all.

When we arrived at the top feeling very wet, tired, and windswept there was an enormous feeling of family. A family who had conquered a big obstacle together for the same reason. Signing and singing the song together at the top is one of my most precious moments and greatest achievements.

Result

Completing this challenge has impacted the wider parts of

my life. The 5 and 6 year olds that I teach at school were inspired and interested in my adventure. This opened up numerous opportunities for them such as writing, creating maps, looking at mountains and learning the song with me!

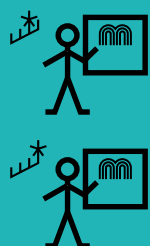
This experience has made me realise that I can do anything, no matter how challenging it may be. It has given me confidence and opportunities to push myself, learn new skills, and meet new friends. The MakaHike challenges have changed my life and I am so proud and thankful that I have been lucky enough to also take part in MakaHike Ben Nevis September 2022.

Our next MakaHike adventure takes us to the Lake District, where we will conquer Mount Scafell in April 2023. If you would like to join us on this challenge please contact richard.fish@makaton.org. With the right people around you and an open mind, anything is possible.

The Mount Snowdon and Ben Nevis MakaHike challenges have raised over £23,000 for The Makaton Charity.



'Signing and singing the song together at the top of Mount Snowdon is one of my most precious moments and greatest achievements'



Ambassadors and Senior Tutors

The role of an Ambassador:

Ambassadors are Makaton Tutors with specialised skillsets within The Makaton Language Programme and proven commitment within The Makaton Community. They promote Makaton awareness, advocacy, and development of the Makaton Language Programme.

Ambassadors support the Senior Tutors to provide training for Trainee Tutors, support at network Revision Sessions and provide expert advice within the online MakaChat community.



Amanda Glennon

Regional Makaton Tutor and founder of Inclusive Teaching Matters. Amanda's daughter is a Makaton user and fuels her desire to make the world a Makaton Friendly place.



Debbie Lakin

A freelance Makaton Tutor with a background in early years and Special Education, Debbie has a passion for making communication (particularly Makaton) accessible to all.



Andy McLoughlin

Andy uses Makaton in his work supporting adults with learning disabilities. Having witnessed the positive outcomes Makaton brings he is keen to change many more lives for the better.



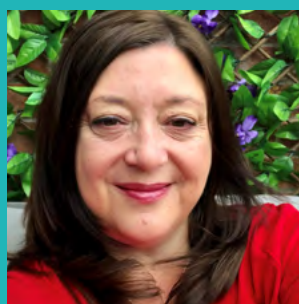
Ami Davies

An independent Speech and Language Therapist, Ami has been a Makaton Tutor since 2008. She is the founder of SLT Consultancy Amica and co-founded Swan Therapy Hub.



Becky George

A freelance Makaton Tutor with a focus on faith-based signing. Becky initiated the Makaton Blessing and founded Sensory Spectacle to help people living with sensory processing difficulties.



Nic Pike

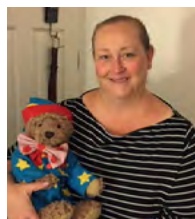
Nic is a Makaton Tutor who has used Makaton for over 30 years in Residential Services and more recently as a parent. She has witnessed the diversity of lives Makaton can transform.

Senior Tutors

Senior Tutors are Makaton Tutors with extensive experience, who have continually supported in teaching and maintaining the high quality of The Makaton Language Programme. Senior Tutors have attended up to two years of further training, assessment and development of signing, symbol and translation skills, as well as specific project work to achieve the accolade.



Mike Harris



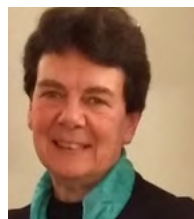
Tracy Clark



Julie Hawkins



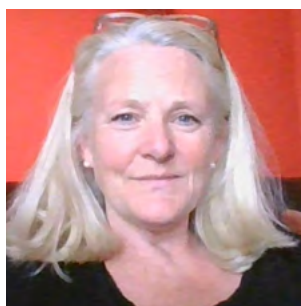
Shelina Mitha



Sarah Norman



Zanna Finnerty



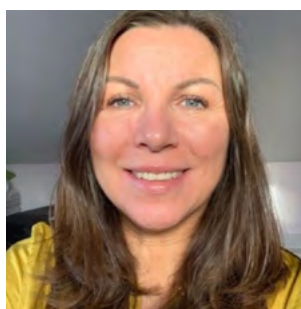
Helen Hayhoe

A Makaton Tutor with 40 years' experience in special education and learning support, Helen is now involved in research, writing, and teaching and supporting adults in the community.



Richard Fish

Richard has worked with young people at a residential, special educational needs school for 17 years. As a freelance Makaton Tutor he is passionate about giving people a voice.



Kerry Cawley

As a parent, Kerry has used Makaton at home for almost 20 years. She also uses Makaton in her role as a Portage Home Visitor, helping people to communicate with their family and others.

Senior Tutors and Ambassadors offer 200 volunteer hours throughout the year. The Makaton Charity would like to thank all the Senior Tutors and Ambassadors for their commitment and dedication to the Makaton community, and the crucial support they provide.



Future Ambassadors

Second cohort of Ambassadors



Dawn McMullan-Cooper

Dawn has over 30 years' experience as a Speech and Language Therapist working across a variety of different settings and with using Makaton to support English as an Additional Language.



Hannah Williams

A specialist Speech and Language Therapist working with children from birth to 18 years of age with complex communication needs. Hannah has worked within NHS, local council and most recently as a freelance Tutor.



Helene Elia

As a Speech and Language Therapist, Helene has used Makaton to engage with children, adults and their families in a variety of ways. She has also taught Makaton in India and the UK.



Holly Cannon-Taylor

Holly is a Special Educational Needs teacher who has worked with adults and children with autism since 2008. She is a keen supporter of Makaton Friendly and aims to make local areas more inclusive.



Holly Rankin

A Special Educational Needs teach with 10 years' experience, supporting children with a range of learning difficulties. She is also an education advisor for Ineqe Safeguarding group.



Jemma Sagar

Jemma has a degree in Early Years and has worked in mainstream education supporting children with Special Educational Needs for 17 years. She also runs a charity for children with Down's syndrome and their families.



Kris Campbell

Kris is a Principal Teacher at a specialist provision for around 100 pupils aged 5 to 18 with severe and complex additional support needs. Kris also has very good links with the BSL community.



Libby Lumley Stafford

Libby is a freelance Tutor with 25 years' experience as a Nursery & Reception teacher. She has also worked within private homes supporting children and families.



Prit Chouhan

Over the last 12 years, Prit has predominantly been training Makaton to professionals overseas in the UAE. Advising on how to implement the programme effectively in a multi-lingual environment.



Sarah Laszlo

Sarah has delivered Makaton in Early Years settings and is now a teacher within a national specialist college which has been considered a centre of excellence for Makaton.

Third cohort of Ambassadors

Saskia Dady

Mike Carlin

Gareth Smith

Debby Auvache

Erin Jefferies

Tracey Fillan

Julie Tarn

Caroline Nelson

Linda Bates



Trustees' Report

Financial Review

The trustees present their report and the audited financial statements for the year ended 30 June 2022. Reference and administrative information set out on pages 33-38 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102. This trustees' annual report includes a directors' report as required by company law.

Surplus

We report a Surplus for the year of £54,471 (2021: loss of £28,282). Of that Surplus there was a decrease of £10,682 in the restricted funds held for purposes prescribed by the donors.

Incoming resources

Incoming resources from unrestricted funds increased by 17.1% this year, totalling £1,483,957 (2021: £1,267,166). The income was derived from the delivery of the charitable activities and particularly in the

delivery of fees for courses, together with income from the sale of workshop manuals. The increase in revenue was due to a range of new initiatives coming on stream, including the launch of the Charity's membership offer, enhanced volumes of Workplace and Tutor training, together with a general increase in volumes of Tutor network training. While the Charity's income and trading environment continue to be impacted by post Covid, Brexit and the Ukraine war, the strategy of broadening the base of the charity's income has successfully mitigated these barriers and enabled the Charity to grow in real terms.

Expenditure

Total expenditure during the year increased to £1,435,152 (2021: £1,304,948) or 10%, which is in line and reflects the growth in the Charity's operation. The significant change in expenditure has been due to the deployment of Makaton membership, together with the expansion of our Tutor and Workplace training offer. The Charity continues to develop its digital and resource base, to enable users to remotely access the full catalogue of 40,000 assets. The broadening of the Charity's income streams does

mean that there is a continuing change in the allocation of our charitable cost when compared to previous years' allocation.

Reserves

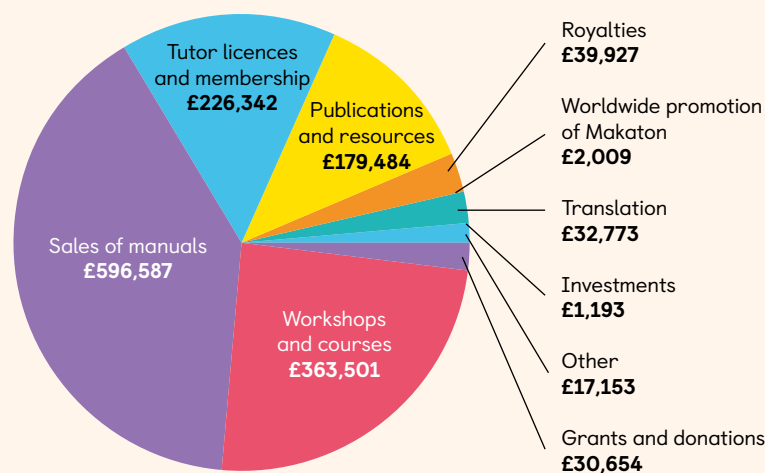
Each year the Trustees review the purpose of any reserves the Charity holds and determines the level they consider necessary to fulfil its legal and commercial obligations and in setting aside any funds earmarked for investment in specific projects. The Trustees determined that a minimum level of £260,000 should be held to ensure the Charity can meet its contractual obligations. Additionally, the Trustees designate an amount of the general fund equal to the value of fixed assets to provide for their replacement. At the end of the year the balance on the Unrestricted Funds was £ 568,037 (2021: £502,884), some £308,037 above the minimum requirement. During the coming year, the Trustees shall be reviewing the development needs and strategic objectives of the Charity with a view to ensuring that any reserves held are justified for the delivery of the charitable objectives. At the end of the year the Charity held £3,888 in restricted reserves (2021: £14,570).

Fundraising Activities

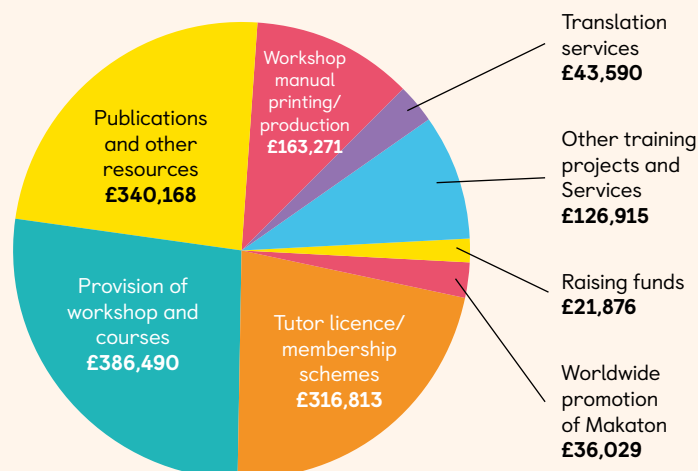
During the year, the Trustees and Senior Management reviewed fundraising practices to ensure that best practice is followed. The Charity continues to be registered with the Fundraising Regulator and ensures that it complies with the Code of Fundraising Practice. The Charity does not work with external agencies to carry out fundraising activities nor do we share any sensitive personal data with other organisations. We provide guidance for any people voluntarily undertaking fundraising activities for the Charity's benefit, including a responsible approach to protecting the interests of vulnerable people.

We have not received any complaints during the year either directly or from the Fundraising Regulator but would take any such reports extremely seriously. We have put in place systems to respond to any enquiries made under the General Data Protection Regulation and to deal with any personal data created or received in a manner consistent with the spirit of those regulations.

Income Total: £1,489,623



Expenditure Total £1,435,152





Risk Management

The Trustees are responsible for managing the Charity's risk; the CEO has delegated authority to manage this process. Risks are managed through a risk matrix approach where likelihood and impact on the Charity are assessed and graded. All risks that are identified are owned by a named senior manager, with regular reports and updates provided to Trustees. The Trustees are satisfied that the major risks have been identified and processes for addressing them have been implemented. The Trustees have identified the following key risks to the Charity:

Managing environmental instability

Following the Covid pandemic lockdown that impacted the Charity's operation so heavily, moving back to a more normal or traditional environment has proven challenging. Balancing the need to maintain growth in resources, set against an uncertain and fluid income environment, the team has deployed a number of successful mitigations to risk manage this area, including tight fiscal management, delaying recruitment to later quarters, deployment of 6-month

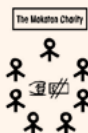
employment contract model for new starters, and the greater use of IR35 compliant consultants. The combined approach has ensured we have only grown costs in line with our revenue base while maintaining a positive staff culture and User experience.

Delivering sustainable development

Innovation and cross-team working are at the heart of the Charity's success but ensuring they both happen consistently has been an ongoing operational challenge. From an investment perspective, new systems and product development requires funds to successfully build, and often take resources from across the team to deploy effectively. Challenges in this area have been mitigated by the implementation of a new 4-month cycle review, based on an Objective and Key Results (OKR) planning process, which provides a regular check-in and evaluation process, ensuring the space and time for the team to reflect and discuss short-term priorities, together with agreeing on the time and resource allocation needed to ensure successful and sustainable deployment.

Achieving results in a blended working model

While the Covid pandemic forced us to develop a successful 'remote working' environment, emerging into a post-Covid world has required some creative thinking, as the old operating assumptions do not meet the Charity's needs going forward. Our mitigation has been the deployment of new 'flexible working' arrangements, allowing staff to choose between being fully office based, a blend of office and home working and finally, mainly home-based operation. The approach has proven highly successful and very popular with existing and new staff alike. The recent introduction of a pure 'home-based' option has also extended the scope of our employment remit, enabling the recruitment of staff from a wider geographic area and from more diverse backgrounds. . Overall, our new people approach is working well, but we will need to adapt further if we are to retain the high-performance agile team environment that we seek.



Trustees' Report

Structure, Governance and Management

The organisation is a charitable company limited by guarantee, incorporated on 14 June 2007 and registered as a Charity on 25 June 2007. It has no subsidiaries, nor did it have any transactions with any related parties during the year.

Trustees' role

The Charity's Memorandum and Articles of Association set out the objects and powers of the Charity and govern its administration. The Trustees are responsible for overall governance and direction of the Charity. A minimum of three trustees are required, with a maximum permitted of 11. On June 30 2022 there were ten Trustees. The Trustees delegate operational responsibility to the Chief Executive Officer to achieve the objectives set by the Board, who is in turn supported by the Senior Management Team (SMT) and staff.

The Trustees review the aims, objectives and activities of the Charity each year to ensure public benefit. Trustees refer to the guidance contained in the Charity Commission general guidance on public benefit when

reviewing the Charity's aims and objectives and in planning its future activities. The Trustees consider planned activities will contribute to the aims and objectives that have been set.

The Board

The Board meets quarterly and in addition aims to hold a range of 'Deep Dive' sessions where it can interrogate strategic areas in more detail, together with an annual strategic planning day, which feeds into the annual Business Planning and OKR setting process. Detailed oversight of performance in specific areas of the Charity's work is undertaken in sub-committees of the Board who report back in summary to the full Board, where any significant decisions are made in accordance with the Articles of Association.

The Board through its People & Governance sub-committee annually reviews the Charity's structure and governance model, feeding back recommendations to the main Trustee Board. The Charity has three standing sub-committees made up of Finance & Digital, Quality & Standards and People & Governance, where

each Committee meets a minimum of three times during the year.

The appointment and remuneration of senior staff (SMT) is discussed with the Chair of the Board, Treasurer, and the People & Governance Committee (which reviews salary benchmarks). In some cases, the full Board will be involved in such decisions. The Charity adopts and maintains a policy of equal opportunities for all in organisational policies as well as ensuring that products and services are presented in a positive and sensitive way for people of all faiths, cultures, disabilities, genders and sexual orientation. The Charity is commencing a review of its Equality, Diversity and Inclusion strategy, which when complete will support strategy and operational decision making.

Impact of environmental factors

In the period March-June 2022, the Board supported by the Senior Management Team, continued to re-evaluate the Charity's business model, both in relation to the emergence from Covid restrictions, the impact of the Ukraine war and

the associated “Cost of Living crisis”. Trustees have supported the team in their progress of digital transformation, which has seen the Charity grow income and engagement levels to above that of pre-Covid activity. The post-pandemic demand continues to be somewhat unstable, with individuals and organisations adapting to the new environment. Initial results from the first 4 months of trading in 2022/23 are very encouraging, with income levels around 10-15% above that expected. Cost pressures, while increasing, remain under control.

The Charity’s Membership, Tutor Training and Workplace Training continues to perform strongly, two additional Tutor Training courses have been scheduled throughout 2022/23 and Workplace Training has achieved 40% of predicted income in the first 4 months of trading. The Charity’s network is recovering well, with Tutor numbers now above that of pre-pandemic levels, with continued growth in direct network training numbers.

Trustees’ commitment

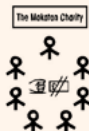
All Trustees give their time voluntarily and receive no

benefits from the Charity. Any expenses reclaimed from the Charity are set out in note 5 to the accounts. The Charity provides induction and training to new Trustees and training of Trustees is supported by regular presentations by the Senior Management Team. Trustees also attend external training and networking events. Trustees will serve in office for a period of three years but thereafter may be reappointed for a further term provided three-quarters of the Trustees consent to such reappointment. Following an amendment to the Articles of Association, the maximum number of Trustees was expanded to 11, with the additional option, in exceptional circumstances, to ask a Trustee to remain in post for a further one year.

Going concern

The Trustees have reviewed the Going Concern position and consider that there are no material uncertainties about the charitable company’s ability to continue as a going concern. While post-Covid trading has been less stable, the post yearend result and management accounts

demonstrate a strengthening level of demand and a continuation of robust cost controls. The Trustees believe the mitigations deployed will ensure a stable and growing operational base for the Charity. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that outside of the “Cost of Living crisis”; there are any other sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.



Trustees' Report

Trustee Responsibilities

The Trustees (who are also Directors of The Makaton Charity 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).

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 5 to the accounts.

The Trustees understand and recognise their duties under section 172 (1) (a)-(f) of the Companies Act 2006, and confirm that individually and collectively, they have acted in good faith, promoted the success of the company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term,

- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company to maintain a reputation for high standards of business conduct and the need to act fairly as between members of the company.

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company, and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. The Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charity's SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the

charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. Trustees are responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps to prevent and detect fraud and other irregularities.

In so far as the Trustees are aware:

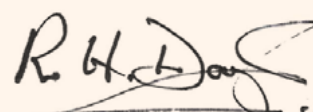
- There is no relevant audit information of which the charitable company's auditor is unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.
- The Trustees are responsible for the maintenance and integrity of the corporate and

financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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 on the 30th of June 2022 was 11 (guarantees in 2021 were 8). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

The trustees' annual report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees Report has been approved by the Trustees on 8th of December 2022 and signed on their behalf by the Chair, Rob Douglas CBE DL.





Auditor's Report

Opinion

We have audited the financial statements of The Makaton Charity (the 'charitable company') for the year ended 30 June 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 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 charitable company 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 Makaton 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 other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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 for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- 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' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; 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 audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the

trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, 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.

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 Report

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 are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed

whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

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 is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities.

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. 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.

Jonathan Orchard

(Senior statutory auditor)

Date: 8th December 2022

for and on behalf of Sayer
Vincent LLP, Statutory Auditor,
Invicta House, 108-114 Golden
Lane, London, EC1Y 0TL



Statement of Financial Activities

(incorporating an income and expenditure account)

For the year ended 30 June 2022

	Note	Unrestricted Funds £	Restricted Funds £	2022 Total £	Unrestricted Funds £	Restricted Funds £	2021 Total £
Income from:							
Grants and donations	2	24,988	5,666	30,654	11,729	9,500	21,229
Charitable activities							
Fees for workshops and courses		363,501	-	363,501	274,483	-	274,483
Sale of workshop manuals		596,587	-	596,587	548,811	-	548,811
Tutor Licences and memberships schemes		226,342	-	226,342	115,528	-	115,528
Sales of publications and other resources		179,484	-	179,484	248,360	-	248,360
Royalties for the use of Makaton worldwide		39,927	-	39,927	40,887	-	40,887
Worldwide promotion of Makaton		2,099	-	2,099	2,634	-	2,634
Translation services		32,733	-	32,733	7,048	-	7,048
Investments		1,193	-	1,193	586	-	586
Other		17,103	-	17,103	17,100	-	17,100
Total Income		1,483,957	5,666	1,489,623	1,267,166	9,500	1,276,666
Expenditure on:							
Raising funds		21,876	-	21,876	21,601	-	21,601
Charitable activities							
Provision of workshop and courses		386,490	-	386,490	505,300	11,343	516,643
Printing and production of workshop manuals		163,271	-	163,271	163,141	-	163,141
Tutor licence and memberships schemes		316,813	-	316,813	61,171	-	61,171
Other training projects and services		126,915	-	126,915	105,942	-	105,942
Publications and other resources		325,002	15,166	340,168	366,585	1,625	368,210
Worldwide promotion of Makaton		34,847	1,182	36,029	46,302	-	46,302
Translation services		43,590	-	43,590	21,938	-	21,938
Total expenditure	3	1,418,804	16,348	1,435,152	1,291,980	12,968	1,304,948
Net income (expenditure) and net movement in funds	4	65,153	(10,682)	54,471	(24,814)	(3,468)	(28,282)
Reconciliation of funds:							
Total funds brought forward		502,884	14,570	517,454	527,698	18,038	545,736
Total funds carried forward		568,037	3,888	571,925	502,884	14,570	517,454

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movement in funds are disclosed in note 16 to the financial statements.

Balance Sheet

As at 30 June 2022

Company number: 06280108

	Note	£	2022 £	£	2021 £
Fixed assets:					
Intangible assets	9		43,906		26,599
Tangible assets	10		135,323		132,313
			179,229		158,912
Current assets:					
Stock	11	33,013		29,630	
Debtors	12	200,722		136,729	
Cash at bank and in hand		638,526		604,281	
		872,261		770,640	
Liabilities:					
Creditors: amounts falling due within one year	13	(479,565)		(412,098)	
Net current assets			392,696		358,542
Total assets less current liabilities			571,925		517,454
Total net assets			571,925		517,454
The funds of the charity:	15				
Restricted funds			3,888		14,570
Unrestricted income funds:					
Designated funds	179,229			158,912	
General funds	388,808			343,972	
Total unrestricted funds			568,037		502,884
Total charity funds			571,925		517,454

Approved by the trustees on 8 December 2022 and signed on their behalf by



Ian Newman
Treasurer



Statement of Cashflows

For the year ended 30 June 2022

	Note	£	2022 £	£	2021 £
Cash flows from operating activities					
Net cash provided by / (used in) operating activities	17		100,073		75,543
Cash flows from investing activities:					
Interest from investments		1,193		586	
Purchase of fixed assets (tangible and intangible)		(67,021)		(83,779)	
Net cash provided by / (used in) investing activities			(65,828)		(83,193)
Change in cash and cash equivalents in the year			34,245		(7,650)
Cash and cash equivalents at the beginning of the year			604,281		611,931
Cash and cash equivalents at the end of the year			638,526		604,281

Financial Notes

Notes to the financial statements for the year ended 30 June 2022

1. Accounting policies

a) Statutory information

The Makaton Charity is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 66 Lincoln's Inn Fields, London, WC2A 3LH and the principal place of business is Suite 3, Unit 4.3, Frimley 4 Business Park, Frimley, Surrey, GU16 7SG.

b) 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) – (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The trustees do not consider that there are any sources

of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. While the Covid pandemic initially resulted in a significant reduction in income, the charity has successfully mitigated this by pivoting its provision to an online, Zoom based environment, together with launching a new membership offer. Current trading appears stable, with considerable growth potential for the future. There are no further key judgements that the charitable company has made.

e) Income

Income is recognised when the charity has entitlement to the

funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

All income arising from trading activities is permissible within the Charity's objects and is stated net of value added tax. The Charity does not undertake any trading outside the scope of its objects.

Income arising from activities is deferred to the extent that the service or goods to which it relates have not been provided at the end of the financial year.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Grants for the purchase of fixed assets are credited to restricted incoming resources when receivable. Depreciation of fixed assets purchased with such grants is charged against the restricted fund.

Where a fixed asset is donated to the Charity for its own use, it is treated as an unrestricted

Financial Notes

donation and the asset is capitalised and written off over its estimated useful life.

f) Donations of gifts, services and facilities

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure or fixed assets as appropriate in the period of receipt.

g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h) Fund accounting

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 are donations and other incoming resources received or generated for the charitable purposes.

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

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate 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.
- Expenditure on charitable activities includes the costs of delivering products and services, developing and maintaining the Makaton vocabulary and associated resources, and other costs undertaken to further the purposes of the charity and their associated support

costs. Expenditure also includes attributable VAT which cannot be recovered.

- Other expenditure represents those items not falling into any other heading.

j) Allocation of support costs

Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities being supported based on whether or not they are directly attributable or based on salaries. Governance costs are re-allocated based on charitable activities income.

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.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Intangible fixed assets

Research costs are written off as incurred. Development costs are initially capitalised and allocated to a Resource for publication or the library of signs. These costs are then written off over their estimated useful life as follows:

- **Signs and symbols**
10% on cost p.a. from the month following publication
- **General publications**
10% on cost p.a. from the month following publication
- **Database resources**
20% on cost p.a. from the month following publication
- **Training courses**
20% on costs p.a. from the month following completion of the course preparation

Where funding has been received for development work, the funding and subsequent expenditure is shown in the restricted income fund. When completed, the product generates income for the general fund.

The amortisation for that asset is charged to the general

fund. In cases where there is little possibility of the value of development costs being realised, the development costs are written off.

m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

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:

- **Computers and related equipment**
33% of cost
- **Accounting Software**
20% of cost
- **Website and online dictionary**
20% of cost
- **Office furnishings**
20% of cost

n) Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. In general, cost is determined on a first in first out basis and includes transport and handling costs. Provision is made where necessary for obsolete, slow moving and defective stocks. Donated items of stock, held for distribution or resale, are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.



Financial Notes

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally

recognised at their settlement amount after allowing for any trade discounts due.

r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value

and subsequently measured at their settlement value.

s) Pensions

The scheme is a defined contribution scheme. The employer's contributions to this scheme are charged to expenditure in the period to which they relate.

2. Income from grants and donations

	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
Donations:						
Gift Aid & Other income	24,988	-	24,988	11,729	-	11,729
Grants:						
First time employment	-	5,666	5,666	-	-	-
National Lottery Community Fund-Growing Up and Womens Health Resources	-	-	-	-	9,500	9,500
	24,988	5,666	30,654	11,729	9,500	21,229

3a. Analysis of expenditure (current year)

	Charitable activities								2022 Total	2021 Total
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations		
Staff costs (Note 5)	3,942	70,701	37,021	37,842	22,159	36,894	9,461	17,022	424,483	633,709
Other direct costs	2,174	38,277	21,183	33,814	12,698	36,189	3,220	3,220	147,676	286,192
Amortisation/depreciation	272	4,784	1,811	4,226	1,587	4,467	402	402	18,455	35,751
Audit	-	-	-	-	-	-	-	-	-	16,558
Irrecoverable VAT	106	1,867	707	1,649	619	1,743	157	157	7,203	13,368
Office costs	1,837	32,341	12,245	28,571	10,729	30,203	2,721	2,721	124,775	255,875
Professional fees	-	-	-	-	-	7,919	-	-	43,681	50,487
Other costs	-	-	-	-	-	-	-	-	15,132	13,008
	8,330	147,970	72,966	106,102	47,791	117,415	15,962	23,522	781,405	1,304,948
Support costs	11,825	208,224	78,835	183,948	69,074	194,460	17,519	17,519	(781,405)	-
Governance costs	1,720	30,295	11,470	26,763	10,050	28,293	2,549	2,549	-	-
	21,876	386,490	163,271	316,813	126,915	340,168	36,029	43,590	-	-
Total expenditure 2022									1,435,152	
Total expenditure 2021	21,601	516,643	163,141	61,171	105,942	368,210	46,302	21,938	-	1,304,948



Financial Notes

3a. Analysis of expenditure (prior year)

	Charitable activities								2021 Total
	Cost of raising funds	Provision of workshops and courses	Printing and production of workshop manuals	Tutor Licences and membership schemes	Other Training projects and services	Publications and other resources	Worldwide promotion of Makaton	Translations	
Staff costs (Note 5)	3,189	56,322	27,661	5,933	13,878	31,771	9,476	3,526	633,709
Other direct costs	1,506	37,657	10,544	4,519	7,531	27,113	3,013	1,506	286,192
Amortisation/depreciation	145	3,625	7,606	435	725	4,221	290	145	35,751
Audit	-	-	-	-	-	-	-	-	16,558
Irrecoverable VAT	70	1,759	493	211	352	1,266	141	70	13,368
Office costs	1,347	33,668	9,427	4,040	6,734	24,241	2,693	1,347	255,875
Professional fees	-	-	-	-	-	3,399	-	-	50,487
Other costs	-	-	-	-	-	-	-	-	13,008
	6,257	133,031	55,731	15,138	29,220	92,011	15,613	6,594	1,304,948
Support costs	13,474	336,852	94,318	40,422	67,370	242,533	26,948	13,474	-
Governance costs	1,870	46,760	13,092	5,611	9,352	33,666	3,741	1,870	-
						(115,962)			-
Total expenditure 2021	21,601	516,643	163,141	61,171	105,942	368,210	46,302	21,938	1,304,948
									-

4. Net expenditure for the year

This is stated after charging:

	2022 £	2021 £
Depreciation and amortisation	45,506	35,751
Loss on disposal of fixed assets	1,200	-
Operating lease rentals:		
Property	43,295	54,886
Other	1,774	-
Loan interest	-	-
Auditor's remuneration (excluding VAT)		
Audit	12,350	11,750

5. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	651,928	544,151
Non-payrolled members of staff	-	40,230
Social security costs	68,927	57,247
Employer's contribution to defined contribution pension schemes	22,823	20,036
	743,679	661,664

£20,190 was capitalised for the tangible asset 'Know and Grow, Signing for Babies and Frontline' (2021: £27,594).



Financial Notes

The following number of employees received employee benefits in excess of £60,000 (excluding employer pension costs and employer national insurance) during the year between:

	2022 No.	2021 No.
£70,000 – £79,999	1	1

The total employee benefits (including employer pension contributions and employer national insurance) of the key management personnel were £317,415 (2021: £300,841).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £ 43 (2021: £159) incurred by 1 (2021: 2) members relating to attendance at meetings of the trustees.

6. Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2022 No.	2021 No.
Training (workshops, Manuals, memberships etc)	7	5
Publications and other resources	2	2
Support	9	9
Governance	1	1
	19	17

7. Related party transactions

Other than those referred to in note 5 there are no related party transactions to disclose for 2022 (2021: none).

8. Taxation

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

9. Intangible fixed assets

	Signs Library £	General Resources £	Database Resources £	Training Courses £	Total £
Cost					
At the start of the year	49,153	656,625	132,475	90,016	928,269
Additions in year	-	5,300	-	20,340	25,640
Disposals in year/write offs	-	-	-	(1,200)	(1,200)
At the end of the year	49,153	661,925	132,475	109,156	952,709
Amortisation					
At the start of the year	49,153	656,625	132,475	63,417	901,670
Charge for the year	-	442	-	6,691	7,133
Eliminated on disposal/write off	-	-	-	-	-
At the end of the year	49,153	657,067	132,475	70,108	908,803
Net book value					
At the end of the year	-	4,858	-	39,048	43,906
At the start of the year	-	-	-	26,599	26,599

All of the above assets are used for charitable purposes.



Financial Notes

10. Tangible fixed assets

	Software £	Website and online dictionary £	Furniture & equipment £	Total £
Cost				
At the start of the year	37,780	130,502	37,178	205,460
Additions in year	-	35,146	6,235	41,381
Disposals in year	(146)	-	-	(146)
Transfer between categories		-		-
At the end of the year	37,634	165,648	43,413	246,695
Depreciation				
At the start of the year	30,244	16,573	26,330	73,147
Charge for the year	2,740	29,154	6,477	38,371
Eliminated on disposal	(146)	-	-	(146)
At the end of the year	32,838	45,727	32,807	111,372
Net book value				
At the end of the year	4,796	119,921	10,606	135,323
At the start of the year	7,536	113,929	10,848	132,313

11. Stocks

	2022 £	2021 £
Raw materials	10,396	9,626
Finished goods	22,617	20,004
	33,013	29,630

12. Debtors

	2022 £	2021 £
Trade debtors	85,528	52,920
Other debtors	20,205	23,254
Prepayments	94,989	60,555
	200,722	136,729

13. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	83,365	43,290
Taxation and social security	45,252	33,707
Other creditors	1,238	210
Accruals	69,761	87,000
Deferred income (note 14)	279,949	247,891
	479,565	412,098

14. Deferred income

Deferred income comprises income for services such as training, memberships and licenses which are to be provided after the Balance Sheet date.

	Fees for workshops and courses £	Tutor Licences and Membership Schemes £	Worldwide promotion of Makaton £	2022 Total £	2021 Total £
Balance at the beginning of the year	207,186	40,129	576	247,891	97,587
Amount released to income in the year	(207,186)	(40,129)	(576)	(247,891)	(405,664)
Amount deferred in the year	203,416	71,595	4,938	279,949	555,968
Balance at the end of the year	203,416	71,595	4,938	279,949	247,891



Financial Notes

15a. Analysis of net assets between funds (current year)

	Restricted £	Designated £	General unrestricted £	Total funds £
Intangible fixed assets	-	43,906	-	43,906
Tangible fixed assets	-	135,323	-	135,323
Net current assets	3,888	-	388,808	392,696
Net assets at the end of the year	3,888	179,229	388,808	571,925

15b. Analysis of net assets between funds (prior year)

	Restricted £	Designated £	General unrestricted £	Total funds £
Intangible fixed assets	-	26,599	-	26,599
Tangible fixed assets	-	132,313	-	132,313
Net current assets	14,570	-	343,972	358,542
Net assets at the end of the year	14,570	158,912	343,972	517,454

16a. Movements in funds (current year)

	At 1 July 2021 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2022 £
Restricted funds:					
Makaton overseas fund	2,301	-	(1,182)	-	1,119
Filming Fund	2,769	-	-	-	2,769
Kickstart Scheme	-	5,666	(5,666)	-	-
National Lottery Community Fund-Growing Up and Women's Health Resources	9,500	-	(9,500)	-	-
Total restricted funds:	14,570	5,666	(16,348)	-	3,888
Unrestricted funds:					
Designated funds:					
Intangible assets	26,599	-	(7,133)	24,440	43,906
Tangible fixed assets	132,313	-	(38,371)	41,381	135,323
Total designated funds	158,912	-	(45,504)	65,821	179,229
General funds	343,972	1,483,957	(1,373,300)	(65,821)	388,808
Total unrestricted funds:	502,884	1,483,957	(1,418,804)	-	568,037
Total funds:	517,454	1,489,623	(1,435,152)	-	571,925



Financial Notes

16b. Movements in funds (prior year)

	At 1 July 2020 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 June 2021 £
Restricted funds:					
Makaton overseas fund	2,301	-	-	-	2,301
Makaton online introduction fund	11,343	-	(11,343)	-	-
Filming Fund	2,769	-	-	-	2,769
Big Potential - Revenue Grant	1,625	-	(1,625)	-	-
National Lottery Community Fund-Growing Up and Women's Health Resources	-	9,500	-	-	9,500
Total restricted funds:	18,038	9,500	(12,968)	-	14,570
Unrestricted funds:					
Designated funds:					
Intangible assets	29,374	-	(8,202)	5,427	26,599
Tangible fixed assets	84,258	-	(27,549)	75,604	132,313
Total designated funds	113,632	-	(35,751)	81,031	158,912
General funds	414,066	1,267,166	(1,256,229)	(81,031)	343,972
Total unrestricted funds:	527,698	1,267,166	(1,291,980)	-	502,884
Total funds:	545,736	1,276,666	(1,304,948)	-	517,454

Makaton Overseas Fund	These funds relate to funds received from overseas Makaton organisations to be spent at their request in providing translations services, publications and training.
Makaton Online Introduction Fund	Funds were raised including £11,088 from Morrisons Foundation to cover the cost of production of a free to participate introduction to Makaton course.
Filming Fund	Funds were donated to create a video filming room within The Makaton Charity's office, and to purchase film and audio recording equipment to create online Makaton support content.
Kick Start Scheme	The Kickstart Scheme provided funding to create new jobs for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment.
Big Potential	This represented the remaining sum not drawn down from Big Potential from a grant awarded in 2016 to enable a partner organisation to create a sales and marketing strategy for the Charity. This has been repaid and final reports submitted to the donor.
National Lottery Community Fund - Growing Up and Women's Health Resources	A Grant to help support some material development around female puberty, safeguarding and consent.
Intangible assets	This represents the investment made by the Charity to develop the Resource Vocabulary which will then generate future income.
Tangible fixed assets	The designated funds also include tangible fixed assets of the Charity not funded by restricted funds.



Financial Notes

18. Reconciliation of net income to net cash flow from operating activities

	2022 £	2021 £
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	54,471	(28,282)
Investment income	(1,193)	(586)
Depreciation and amortisation charges	45,504	35,751
Loss on disposal of tangible assets	1,200	2,748
(Increase)/decrease in stocks	(3,383)	(8,996)
Decrease/(increase) in debtors	(63,993)	(7,530)
Decrease/(increase) in creditors	67,467	82,438
Net cash provided by operating activities	100,073	75,543

19. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2022 £	2021 £	2022 £	2021 £
Less than one year	45,000	-	1,774	1,468
One to five years	-	-	2,436	-
	45,000	-	4,210	1,468

20. Post balance sheet events

A £50 000 drawdown Loan was agreed and signed from CAF until October 2023. This has a non-utilisation fee of 2% and interest on the capital amount drawn down and outstanding shall be charged at the rate of 6.5% per annum. No draw down was made in the financial year.

21. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



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Paul Moore

Karen Donnelly

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Stephen Hall

Chief Executive Officer

Vicki Partridge

Director of Operations

Zanna Finnerty

Director of the Makaton
Language Programme

Roc Da Silva

Director of Finance and Services

Hannah Anderson

Director of Membership and
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Dave Benson-Phillips

Children's Entertainer

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ME19 4JQ

Santander, Bootle, L30 4GB

HSBC plc, 2 Victoria Road,
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Hampshire Trust Bank,
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Country of registration

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Country of incorporation

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