



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

The trustees of the DDC Trust are pleased to present their annual report and financial statement for period year ending 31st March 2023. The DDC Trust is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees who were re-appointed at beginning of this monitoring period.

The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees met at least quarterly, and 4 formal meetings were held during the period 1st April 2022 to 31st March 2023; Finance meetings were also held quarterly. Informal meetings also took place as and when needed to discuss day to day matters.

Aims of the DDC Trust

- For children to learn about staying safe, in a way that is fun and age appropriate, in their day to day lives and in their local community
- To address, and educate on, subjects that affect a child's mental health and emotional well being
- To promote 'safety first' thinking, both inside the home and in the community
- To ensure children receive consistent safeguarding messages to prevent household accidents and incidents
- To assist Parents, Carers and Guardians (PCG) in building rapport with their children
- To promote Quality Time, between PCGs and their children, to build a child's resilience
- To provide resources to facilitate Quality time taking place
- To ensure children know, and they believe, that they have a person in their life, that they trust and can talk to, if they are ever worried or scared about anything, no matter how awful or small their concern may be

About the DDC Trust

The trust provides educational, preventative, harm minimisation resources for young people, aged 0 to 9 years of age, with a focus on safeguarding, promoting safety and developing a child's resilience.

The approach is simple yet effective. The Dog, Duck and Cat characters are utilised, in story form, to help adults educate children about a range of different subjects. The resources have also been created to allow older children to use them for themselves, thus increasing opportunities for the messages to be delivered to our audience.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

The resources are available online, but the trust endeavour to make printed resources available whenever possible, as children have told us they 'like having the story books and activities to play with'.

For the trust to be able to reach the children, partnership working is essential. We work with professionals, in the community, in settings such as primary schools, the NHS, early years providers, and the local authority. All partners are then supported, in a variety of ways, to use the DDC resources.

All the stories are supported by lesson plans and classroom activities, for use by those working in educational settings, and bespoke programmes have been developed to suit the needs of specific professionals, such as health visitors, midwives, libraries and others.

The trust also provides a full set of story resources for Parents, Carers and Guardians (PCG) and the local community to use. To keep children safe, the homes they live in, and the people that care for them, need to be aware of the risks that those children may face. PCG's and the local community are vital partners for the trust, to omit them would vastly diminish the chances of us achieving our aims.

For PCG's we are also promoting the concept of spending Quality Time with their child(ren). By providing story resources, and activities to be done together, we are looking to those that have children in their care, to 'put down the phone' and spend some fun-time with their children.

By doing this we are looking to create positive attachments. This can be a tremendous way to build a child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

The focus, until the end of 2017, had been on helping children stay safe from accidents, but the remit has now been broadened due to demand. Emotional well-being, bereavement, loss, domestic abuse, positive peer relationships, racism, and a range of other subjects, are now being addressed by DDC resources.

Activities and Achievement's in 2022/23

Dudley Public Health (DPH), Sandwell Metropolitan Borough Council (SMBC) and Wolverhampton Metropolitan Borough Council (WMBC) commissions

DPH again commissioned the Trust so that all Dudley schools could have open access to all DDC stories, lesson plans and resources. Approx. 70% of Dudley schools are now registered to use DDC resources.

SMBC continue to receive free of charge access to all Trust resources. Approx. 78% of Sandwell schools are now registered to use these resources.

WMBC also commissioned the Trust so that all Wolverhampton schools could have open access to all DDC stories, lesson plans and resources. This took place in March of 2023 and access for all Wolverhampton schools will begin in summer term 2022-23.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

The Trust has worked extensively with school colleagues across the Black Country to ensure they are able to deliver Trust resources to the best of their abilities.

The Trust CEO carried out a great many teacher training events, school staff meetings and school events to show the resources and how to use them, and attended larger professionals events to promote the Trust and get people involved and accessing Trust resources. This activity has led to an increased number of schools using Trust resources so this activity will continue in 2023-24.

The Trust are also working with a more diverse group of professionals in the community. Links have been made with school health nursing services, family hubs, SEND providers and other community groups, to further advertise the Trust resources and to encourage people to engage with us.

The Ask Project

In August 2022 the Violence Reduction Partnership (VRP) and the Trust began conversations on how they could work together to prevent violence against women and girls (VAWG).

It was decided that a series of stories would be created, each covering a theme that contributes towards VAWG, with the aim of educating children so VAWG does not occur as they mature into adulthood.

The age the resources were to be used with presented an interesting challenge for the Trust. VRP colleagues wanted to target upper nursery aged children, through to year one children, so an age range of 3 to 6 years old. The Trust liaised with key partners, including a specialist in Early Years education, whilst creating the resources to ensure they were fit for purpose and in line with national and local educational requirements.

The Ask Series, named as we wanted to encourage children to ask questions and ask for support if they needed it, was launched in January 2023. The four stories were created for use with children aged 3-5, and then amended slightly for use with children aged 5-6, so essentially 8 stories created to ensure they were at the right level for the learners.

Feedback was immediately very positive, with primary schools especially complimentary as these were subjects they needed to address, but lacked resources as 'no one creates anything for the little ones!!!', a common quote we received at the time.

This resource is now part of the DDC portfolio and has free of charge access until August 2024.

How to be a responsible digital citizen

This piece of work began in February 2022 and the Trust were successful in gaining bid funding from West Midlands Police (WMP).



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

Working with WMP partners it was identified that grooming whilst gaming was a current issue and so this became the focus of the story and resources. Extensive work took place with partners to identify the key issues and outside expertise was purchased in to ensure the resources were fit for purpose and relevant. After piloting it was decided the resources did hit the mark and they were released in April 2022 under the title of 'What happened to me!'.

This resource is now part of the DDC portfolio and has free of charge access up until January 2024.

Broadening the reach - social media

The Trust has active social media accounts and continues to develop this element of the business.

Regular posts are made and links to national awareness days are utilised wherever possible to ensure Trust resources are used effectively by partners who need them.

Finances

Please see below for a full financial breakdown for the trust.



The Dog, Duck and Cat (DDC) Trust – Annual Report 2022-23

Income

| | Year Ended 31 st March 2023 | Year Ended 31 st March 2022 |
|--------------|--|--|
| Income type | Amount | Amount |
| Grants | £17,000.00 | £43,260.00 |
| Commissions | £13,695.00 | £22,150.00 |
| Donations | £4,435.00 | £2,606.22 |
| Total | £35,130.00 | £68,016.22 |

Expenditure

| Expenditure type | Amount | Amount |
|--|-------------------|-------------------|
| Consultancy – including all development and illustrating | £35,522.60 | £56,570.49 |
| Printing & Stationery | £0.00 | £2,261.40 |
| Operating costs – IT and insurances | £1,255.75 | £7,859.23 |
| Transport | £0.00 | £656.40 |
| Equipment | £0.00 | £1,052.00 |
| Total | £36,778.35 | £68,399.52 |

| | | |
|---------------------------------------|--------------------|------------------|
| Surplus/(Deficit) for the year | (£1,648.35) | (£383.30) |
| Bank B/fwd | £4,141.56 | £4,524.86 |
| Bank C/fwd | £2,493.21 | £4,141.56 |



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

The Dog, Duck and Cat (DDC) Trust

**On accounts for the year
ended**

31st March 2023

**Charity no
(if any)**

1177187

Set out on pages

7

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2022.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

15/01/2024

Name:

Rachel Gowman

**Relevant professional
qualification(s) or body
(if any):**

ACCA

Address:

102 Tettenhall Road

Wolverhampton

WV6 0BW

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.