



The Dog, Duck and Cat (DDC) Trust – Annual Report 2018 - 19

The trustees of the DDC Trust are pleased to present their annual report and financial statement for period year ending 31st March 2019. The DDC Trust is governed by its constitution, adopted 15th August 2017. There are currently 3 Trustees who are re-appointed or appointed at the Annual General Meeting.

The board of Trustees come from a range of professional backgrounds relevant to the Charity's objectives. The Trustees meet at least quarterly and 4 meetings were held during the period 16th February 2018 and 31st March 2019.

Overview

The trust provides educational, preventative and 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 DDC 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 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 the NHS, early years providers, primary schools 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.

The resources are being used by schools, health professionals and PCG in Sandwell. Feedback from schools and professionals has demonstrated that the learning outcomes from the resources are being met and that children are learning and benefiting from the DDC approach. PCG feedback has also been very positive. The feeling has been that the advice in the DDC resources is practical and accessible, and it has an impact on their children.

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/tablet, turn off the TV' and spend some fun-time with those children in their care. By doing this we are looking to create positive attachments. This can be a tremendous way to build a



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child's trust, resilience and thus encourage them to be open and talk if they are ever concerned, worried or scared about anything.

Objectives

1. 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
2. To ensure children receive consistent safeguarding messages to prevent household accidents and incidents
3. To address, and educate on, subjects that affect a child's mental health and emotional well being
4. To promote 'safety first' thinking, both inside the home and in the community
5. To assist Parents, Carers and Guardians (PCG) in building rapport with their children
6. To promote PCG and Child Quality Time, to build a child's resilience, and to provide resources to facilitate this
7. 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

Activities and Achievement's

Set up

The DDC resources were originally part of Sandwell Metropolitan Borough Councils alcohol and drug programme. Due to ever present funding issues the decision was made, by the then acting Director of Children's Services, to create the Dog, Duck and Cat Trust, as being a charity would give it more opportunities.

The process began in June 2017, with the trustees identified and constitution adopted in August of the same year. The process took a little time, but the charity became official on 16th February 2018.

Ducks Fish

Ducks Fish became the first new piece of work for the charity. Colleagues in midwifery and health visiting identified an issue around the lack of age appropriate resources to address bereavement with child aged 4 – 9 years. The trust worked with colleagues and consulted with 'A Child of Mine', a charity specialising in supporting parents who have had a bereavement, to create the resource.

Unlike previous resources Ducks Fish was designed to be used on a 1:1 with a child, this was due to the nature of the topic.



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Caring for Cat

This was the first commissioned resource for the trust. It was commissioned by Sandwell Looked After Children in Education (LACE) to look at when a person goes into care. As the resource developed LACE asked for the focus to widen to look at any occasion that a child may find themselves away from home, including being in care, and how that would feel and what support a child may need. The focus became about developing empathy skills as well as looking at practical ways to deal with issues. The resource was developed, piloted and completed in March/April 2018.

Dog, Duck and Cat get ready to start school

This was the first grant the charity received, and it was received from Awards for All. The trust identified a gap around school readiness through the work it was carrying out with providers. A bid was written to Awards for All to look at 3 distinct areas:

1. Toileting training and hygiene
2. Getting dressed and undressed, trusting and who to trust
3. Eating, choosing and shopping for food

The bid was successful, and the trust were notified 21st September 2018. Development work began with relevant partners in the later part of 2018/early part of 2019, with an expected resource launch for academic year 2019-20.

New web site

The trust commissioned a new web site in July 2018. This was to move all DDC resources to their own platform and to not have the resources attached to any other web sites as 'add ons'. This gave the trust a stronger brand identity and ensured all understood the change from DDC being part of Sandwell MBC to becoming its own autonomous charity.

Broadening the reach

Through consultation with partners the trust was able to enhance their existing offer. We:

- Mapped the DDC resources to new RSHE curriculum
- Ensured the DDC resources could be applied to the new Ofsted monitoring framework
- Rebranded all resources and retitled them to be clearer about what they covered and what the benefits of using them was

The trust also started to move towards more issue-based working. This was requested by partners, with Ducks Fish and Caring for Cat the first two resources in this vain.



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Finances

Income

Income type	Amount
Grants	£10,000
Commissions	£6,000
Donations	£381.19
Total	£16381.19

Expenditure

Expenditure type	Amount
Transport	£60.50
Equipment	£14.99
Consultancy – including all development and illustrating	£13,390
Printing	£382
Operating costs – IT and insurances	£213.08
Total	£14,060.57