



## A Centre of Excellence for Safety Education



ANNUAL REPORT & ACCOUNTS YEAR ENDED SEPTEMBER 2005

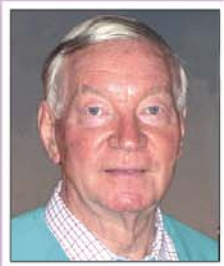
Charity No: 1019093  
[www.safetycentre.co.uk](http://www.safetycentre.co.uk)

# The Safety Centre's Trustees

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**Peter Ballard**  
*Chair of Trustees*



**Sir Norman King**  
*Honorary President*



**Damian Smith**  
Buckinghamshire  
Fire & Rescue  
Service  
*Trustee*



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**Peter Hart**  
Volunteers'  
Representative  
*Associate Trustee*

# Mission Statement

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## **To reduce accidents by:**

Educating children and adults to change their behaviour in order to keep themselves safe.

Improving understanding of everyday situations where accidents are likely to occur in and around the home.

Teaching children to take responsibility for their own actions.

# Chairman of Trustees' Report

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2005 showed another record year for the number of children receiving safety training at the Centre. Recruitment efforts for volunteers have yielded good results and a number of company programmes encouraging their staff to become volunteers have been successful. We are now better able to cope with the larger number of children who visit the Centre. Future capacity is undoubtedly an issue which will need to be addressed in the near future, particularly as the areas we serve are themselves showing an increase in the number of children in the 7yr – 12yr bracket. We are currently very near the threshold of 20,000 children going through the Centre every year.

Our adult safety training courses held at the Centre continue to provide a useful secondary income to help support the Centre's costs. Another recent source of secondary income has come from the use of the Centre training room as a venue for driver correction courses set up by Thames Valley Police.

The new extension at the Safety Centre completed in August 2004 has proved invaluable in providing us with better facilities for visiting groups of children, as well as additional meeting and training rooms.

Following her promotion our Director Jan Alder, who took over at the start of the year, has successfully guided the Centre's activities and strengthened the structure under her. Among some new appointments is an additional teacher who will initially focus on the evaluation programme described below. All our staff have responded well to the challenges of increased numbers of children, and their flexibility ensures that the operation runs smoothly at all times. We continue to be grateful to our sponsors, including Buckinghamshire Fire & Rescue Service who have provided, through secondment, a fire officer to assist in a wide range of activities.

The focus for the coming year is in coping with the increasing demand for safety education for children. The introduction of an internet-based system of children evaluation is one of the most important steps yet taken in the Safety Centre's development. This system involves on-line questionnaires directed at children before and at different intervals following their visit. This enables us to monitor knowledge gained by the children and will help us to identify how well our safety messages are being learned and retained. Although still in the early stages, the result from this could well influence the nature of the training conducted at the Centre.

The target catchment area for children to visit the Centre is between 60 and 90 minutes' drive away. Outside this radius we are keen to see other centres develop in other localities. We are working with a neighbouring county with a view to assisting them set up a centre using the formula that over the last 12 years we have found to be successful.



**Peter Ballard**

# Financial Report – 2004/05

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## REVIEW OF THE YEAR

There continues to be a record number of children visiting the Centre, some 20,000 this year, and we have been able to sustain and improve training even without income from other sources. Entrance fees now cover 35% of costs. Charges are kept down by generating donations and income from supplementary activities.

Supplementary income is derived from:

### Donations

These continue to be reached at an encouraging level of £87,000, although they cannot be relied on in the long term and the objective is to become self-supporting.

### Training Courses

First Aid Training has continued at a good level – 4% ahead on last year. As indicated in the Chairman's Report, hire of the Conference Room for driving correction courses commenced in July 2005.

### Youth Safety Project

Funding from Milton Keynes public and educational bodies covers the cost of children from Milton Keynes Schools.

Income continues to grow strongly as recorded in the accounts, however at this point in time, there has been no guarantee of funding from April 2006.

### Operating Costs

Operating costs are up some 5% on 2003/04 reflecting the increased throughput of children and necessary increases in staffing levels. We anticipate costs continuing to rise as we provide more and improved services for schools in the safety training field.

### Capital Expenditure

This year modest levels of capital expenditure have been maintained to update and improve existing equipment.

## FORWARD PLANNING

This year the trustees have approved the introduction of a pilot scheme which will evaluate knowledge gained at the Centre.

The trustees continue the policy of holding one year's operating costs in reserve, so that schools view the Safety Centre as a long term institution making an important contribution to Child Safety Education. A budget is prepared for 3 years hence in accordance with best practice.

# Financial Report – 2004/05 continued

Safety Centre (Milton Keynes) Limited (a company limited by guarantee)

Statement of Financial Activities (including an income and expenditure account) for the year ended 30 September 2005

	Unrestricted Funds £	Restricted Funds £	Total 2005 £	Total 2004 £
<b>Incoming resources</b>				
<b>Donations</b>	<b>61,989</b>	<b>25,504</b>	<b>87,493</b>	107,505
<b>Activities in furtherance of the charity's objects</b>				
Youth Safety Project income	<b>25,413</b>	<b>11,144</b>	<b>36,557</b>	24,415
Safety Centre course fees	<b>99,127</b>	-	<b>99,127</b>	95,630
Fire training course fees	<b>9,013</b>	-	<b>9,013</b>	6,625
Admission fees	<b>67,094</b>	-	<b>67,094</b>	64,411
Intangible Income	<b>7,000</b>	-	<b>7,000</b>	35,000
Other income	-	<b>4,811</b>	<b>4,811</b>	8,437
	<b>207,647</b>	<b>15,955</b>	<b>223,602</b>	234,518
<b>Activities for generating funds</b>				
Investment income	<b>2,183</b>	-	<b>2,183</b>	6,242
Other income	<b>22,840</b>	-	<b>22,840</b>	8,932
Merchandise sales	<b>11,614</b>	-	<b>11,614</b>	11,257
	<b>36,637</b>	-	<b>36,637</b>	26,431
<b>Total incoming resources</b>	<b>306,273</b>	<b>41,459</b>	<b>347,732</b>	368,454
<b>Resources expended</b>				
<b>Costs of generating funds</b>				
Merchandising costs	<b>7,974</b>	-	<b>7,974</b>	7,376
Conference room catering costs	<b>585</b>	-	<b>585</b>	279
Publicity	<b>2,843</b>	-	<b>2,843</b>	1,540
<b>Charitable expenditure</b>				
Costs of activities in furtherance of the charity's objectives	<b>76,201</b>	<b>23,976</b>	<b>100,177</b>	89,485
Management and administration	<b>218,213</b>	<b>21,714</b>	<b>239,927</b>	234,567
<b>Total resources expended</b>	<b>305,816</b>	<b>45,690</b>	<b>351,506</b>	333,247

# Financial Report – 2004/05 continued

**Safety Centre (Milton Keynes) Limited (a company limited by guarantee)**

**Notes forming part of the financial statements  
for the year ended 30 September 2005** (continued)

## Reserves

The trustees have determined that an appropriate level of available general reserves should be equivalent to twelve months' fixed expenditure, which in 2005/06 are budgeted at £235,000.

## Costs of activities in furtherance of the Charity's objects

	2005 Unrestricted £	2005 Restricted £	2005 Total £	2004 Total £
<b>Direct Costs</b>				
Fire training costs	15	-	15	161
Course costs	56,987	5,486	62,473	59,806
Volunteer costs	15,038	18,000	33,038	29,518
Other income costs	4,161	490	4,651	-
	<b>76,201</b>	<b>23,976</b>	<b>100,177</b>	89,485

	2005 Unrestricted £	2005 Restricted £	2005 Total £	2004 £
<b>Management and Administration</b>				
Salaries	132,788	11,145	143,933	125,225
Seconded staff	7,000	-	7,000	35,000
Property costs	9,197	-	9,197	8,136
Printing, postage and stationery	11,810	-	11,810	9,310
Depreciation	10,240	10,450	20,690	21,389
Repairs and maintenance	18,853	-	18,853	15,733
Auditors' remuneration	1,574	-	1,574	1,995
Miscellaneous costs	4,904	119	5,023	6,389
Travelling and subsistence	4,231	-	4,231	3,601
Telephone	2,725	-	2,725	2,469
Legal and professional	5,900	-	5,900	757
Insurance	5,241	-	5,241	4,653
Software expenses	3,750	-	3,750	-
	<b>218,213</b>	<b>21,714</b>	<b>239,927</b>	234,567

# Financial Report – 2004/05 continued

**Safety Centre (Milton Keynes) Limited (a company limited by guarantee)**

**Statement of Financial Activities (including an income and expenditure account) for the year ended 30 September 2005 (continued)**

	Unrestricted Funds £	Restricted Funds £	Total 2005 £	Total 2004 £
<b>Net incoming resources before transfers</b>	<b>457</b>	<b>(4,231)</b>	<b>(3,774)</b>	35,207
<b>Net incoming resources</b>	<b>457</b>	<b>(4,231)</b>	<b>(3,774)</b>	35,207
<b>Other recognised gains and losses</b>				
Unrealised gains on investments	<b>18,966</b>		<b>18,966</b>	4,005
<b>Net movement in Funds for the year</b>	<b>19,423</b>	<b>(4,231)</b>	<b>15,192</b>	39,212
Fund balance brought forward at 1 October 2004	<b>439,187</b>	<b>142,660</b>	<b>581,847</b>	542,635
Fund balance carried forward at 30 September 2005	<b>458,610</b>	<b>138,429</b>	<b>597,039</b>	581,847

All of the above results are derived from continuing activities.  
All gains and losses recognised in the year are included above.

## Balance Sheet at 30 September 2005

	2005 £	2004 £
<b>Fixed Assets</b>		
Tangible assets	<b>393,206</b>	396,553
Investments	<b>208,226</b>	189,260
	<b>601,432</b>	585,813
<b>Current Assets</b>		
Debtors	<b>20,140</b>	22,581
Cash at bank and in hand	<b>28,951</b>	10,692
	<b>49,091</b>	33,273
<b>Creditors:</b> amounts falling due within one year	<b>53,484</b>	37,239
<b>Net current assets</b>	<b>(4,393)</b>	(3,966)
<b>Total assets less current liabilities</b>	<b>597,039</b>	581,847
<b>Net assets</b>	<b>597,039</b>	581,847
<b>Funds</b>		
Unrestricted		
General	<b>458,610</b>	364,187
Designated	<b>50,000</b>	75,000
Restricted	<b>138,429</b>	142,660
	<b>597,039</b>	581,847

The financial statements on pages 4 to 7 were approved by the Trustees on 5 December 2005 and were signed on its behalf by:

P Ballard  
Trustee

S James  
Trustee



# Safety Centre Newsletter



The Safety Centre now produces Newsflash, a termly newsletter for schools and other interested parties, with assistance from Buckinghamshire Fire & Rescue Service and Thames Valley Police.

The first issue came out in July 2005, and the second one in December 2005. The third issue is due out in March 2006.

# Volunteers and Supporters

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The Safety Centre relies on the help of nearly 80 volunteers without whom we could not deliver the important safety messages which should remain with the children for the rest of their lives.

The Trustees would like to thank them for their hard work, commitment and continued support.

The Trustees would like to give their grateful thanks to this year's main supporters:

**Argos**

**BP Oil**

**Buckinghamshire Fire  
& Rescue Service**

**Central Networks East plc**

**Dulverton Trust**

**Elastoplast**

**English Partnerships**

**Exel Foundation**

**HBOS Community Foundation**

**Legal and General**

**Milton Keynes  
Community Foundation**

**Milton Keynes Council**

**Milton Keynes Parks Trust**

**Milton Keynes  
Primary Care Trust**

**Network Rail**

**Renault UK**

**Royal Eastern Counties  
Schools Trust**

**Steel Charitable Trust**

**Tesco Employees**

**Thames Valley Police**

**The Big Lottery Fund**

**Thomas Wall Trust**

**Unisys**

**Woburn Charitable Trust**

Carrejo Charitable Trust

Chancery Partnership Ltd

Chapman Charitable Trust

G E Health Care

John Lewis

Mercer and Hole

Milton Keynes Rural Rotaract

Nissan

R Scholes Charitable Trust

Vauxhall Motors

Volunteer Connections

Waddesdon Foundation

Woodcote Trust

Wolverton Science and Arts Trust





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