



SEEN LTD
(FORMERLY CROSSWAY PREGNANCY
CRISIS CENTRE LTD)

Annual Report and Unaudited Financial
Statements

For the Year Ended 31 December 2021

Charity Registration No. 1148979

Company Registration No. 08010183 (England and Wales)

CONTENTS

INTRODUCTION FROM THE CHAIR	3
GENERAL INFORMATION	5
BRIEF HISTORY	6
OUR VISION	6
OUR MISSION	6
REVIEW OF ACTIVITIES AND ACHIEVEMENTS	7
FEEDBACK	8
From clients experiencing pregnancy crisis	8
From clients experiencing pregnancy loss	9
FUTURE PLANS	10
Reserves and Financial Health	13
OUR OBJECTS, APPROACH AND BENEFITS	13
Objects	13
Approach	14
Benefits to wider society	15
Coronavirus Pandemic Impact	16
STRUCTURE, GOVERNANCE AND MANAGEMENT	16
Organisational Management	17
Risk Management	17
Trustee Recruitment and Training	18
CHARITY TRUSTEES AND COMPANY DIRECTORS	18
Signature	19

INTRODUCTION FROM THE CHAIR

Our life as a charity is similar in many ways to family life. A year can feel like a roller coaster – with crests and dips, wide-eyed peaks followed by water-soaking troughs. Recent history has led us all through circumstances which no one foresaw, including challenges and sadness for our family lives and across wider society. But every new day can bring life and hope, God's love is new every morning^[1].

We exist for clients who so often are reaching out at a time of deep need. Life's roller coaster has brought them to circumstances which can be life-shaking, or complicated and emotional. No prepared speech or political position could possibly help. So, we provide a safe and confidential time to talk and explore whichever pregnancy crisis they face.

Regardless of the challenges which faced society in 2021, we slowly saw increasing numbers of clients contacting us. As open society emerged again, so did the quiet calls for help increase and the demand for our one-to-one services. We also restarted our in person appointments, and also our services for the NHS.

It wasn't possible to support our local schools in person early in the year, so we continued to produce materials for schools to use themselves. Later in the year, we could then restart our school work and we reached over 1,400 pupils in a short time.

Our new centre director, Fay Hamilton, and her dedicated staff team have performed wonderfully in conditions which no one could have foresee. Throughout this time, our generous volunteers stood with us in this work and, together, we will continue to ask God for his inspiration and guidance as we go forward. We have no other aim than to respond to God's love for us by responding to those who reach out for help.

Thank you to everyone who has been involved with us in 2021 – supporters, donors, volunteers, staff and even clients who returned to give their helpful feedback.

If you are touched by any part of our work, I would encourage you to consider becoming involved with us in some way, perhaps as a volunteer, donor, fund-raiser, trustee, or even an enthusiastic supporter. You will find it more rewarding than you might expect.

On behalf of the Board of Trustees, thank you.

Martin Norfolk

^[1] The Bible, Old Testament, Lamentations 3, verse 23

GENERAL INFORMATION

Address	SEEN Ltd St Stephens Church, The Crossway Building Twickenham, Middx TW1 2PD
Website	www.seen.charity
Telephone	020 8892 8483
Registered charity no	1148979
Company registration no	8010183
Bankers	CAF Bank Ltd 25 Kings Hill Avenue, Kings Hill West Malling, Kent ME19 4JQ
Accountant and Independent Examiner	JR Caladine Caladine Ltd Chantry House, 22 Upperton Road Eastbourne, East Sussex BN21 1BF
Trustees	Heather Hall David La Bouchardiere Nicki Klass Martin Norfolk Nicola Patel

BRIEF HISTORY

SEEN, formerly The Crossway Pregnancy Crisis Centre was established in 1999, becoming a charity in 2005 and then a limited company in 2012. Becoming a limited company required that the charity register again with the Charities Commission of England and Wales, using its new name *Crossway Pregnancy Crisis Centre Ltd*. This limited company was registered as a new charity on 17th September 2012.

The Centre was founded in 1999 by a group of Christians in the Twickenham area who wanted to provide a different response to the polarised pro-life or pro-choice debate. Its creation was the practical expression of the desire to offer **unconditional and non-directive** support to people with unplanned pregnancies.

It is of central importance that this is a non-campaigning organisation, that it has no political position, and that it only seeks to offer unbiased help, counselling and education services.

OUR VISION

Our vision is to increase the number of people we are able to reach, with ever-more effective materials and services, making it easier for people to find us and contact us.

We exist only to provide help and support, free of charge, to those experiencing any kind of pregnancy crisis, and to help young people and adults build healthy, personal relationships.

OUR MISSION

Our mission is to meet our aims by providing the following:

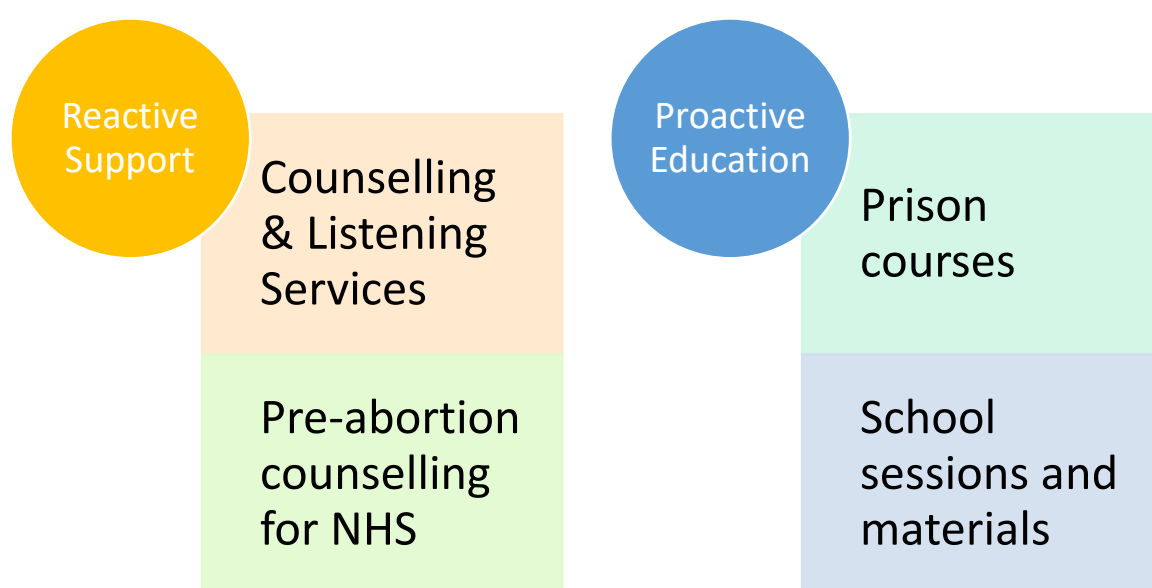
- free, confidential, and unbiased counselling, listening and support to those experiencing any pregnant crisis, and
- unbiased education services which promote healthy personal relationships, mature sexual relationships and an understanding of pregnancy for young people and adults.

A pregnancy crisis may be a pregnancy loss, foetal abnormality, pre or post abortion circumstances, or any other pregnancy-related struggle.

Women and men can suffer from deep emotional pain and stress during a pregnancy crisis, or even depression and grief long after a crisis event. In any of these circumstances, we provide a confidential service to help them resolve what can be complex and multi-layered thoughts and emotions and find a peaceful resolution.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

We offer services grouped in four areas of activity. These areas of activity are listening and counselling services for pregnancy crisis clients, pre-abortion counselling for NHS patients, education services for young people, and relationship and well-being services for prisoners.



We have provided as many free and confidential support sessions each person or couple needs and wants for a crisis pregnancy.

We have provided 10-step courses, called 'Step by Step' and 'Purple Door', for anyone struggling after pregnancy loss including abortion, miscarriage or still birth.

We have created a befriending support service to anyone who is continuing with a pregnancy in difficult circumstances.

We have provided a free pregnancy testing service.

We have taught young people in local primary and secondary schools, and teenagers in youth clubs, about puberty, sex, relationships, unplanned pregnancy choices, and resilience.

We have provided the 'I Am' relationships course to women in prison.

Activity Statistics

We can summarise our activities in 2021 with the follow statistics.

- 126 clients contacted our listening service for one-to-one support

- 84 patients were seen at West Middlesex Hospital
- 60% increase in clients and patients
- 385 pregnancy loss sessions
- 100 hours spent teaching prisoners about healthy relationships
- 1422 students taught in schools and youth clubs
- 100 volunteer hours given

Since the Centre opened, we have supported 2,686 clients and provided education sessions to over 13,144 young people through our schools service.

Achievements

- Clients returned to face-to-face sessions, as well as phone and video calls
- Clients seeking our support increased by 60% in 2021
- More unplanned pregnancy clients are now returning for pregnancy loss support, and then also return on the 1 year anniversary of when they experienced the loss.
- Our schools work increased by 300% in 2021, where we taught 1,422 young people about healthy relationships and sex education
- More male clients sought our support for pregnancy loss and unplanned pregnancy than in previous years

FEEDBACK

With full permission, we include here some of the encouraging feedback received from those people receiving our services, whether as clients of our personal listening and counselling services, or from our work in schools and prison.

From clients experiencing pregnancy crisis

"A big thanks...for balanced impartial advice and as much time and support as I needed to make what seemed like an impossible decision."

"Amazing listener. She has helped and supported me through just one session. Amazing clinic full of wonderful people."

"Very professional service. Made me feel at ease and supported."

"I feel myself and my daughter were fully supported – given all the information needed. We were heard and not judged."

"This session helped me very much with my choices especially with the tools she used."

From clients experiencing pregnancy loss

"I didn't think I needed the support, then when I started speaking to my listener, I realised how important it was to talk about the loss, and feelings related to pregnancy loss."

"SEEN helped me after my second miscarriage - it was such a hard time for me and I really really appreciated the space to talk about what I'd been through and how I was feeling. My second much wanted baby is now nearly one so this donation is in her honour."

"I would recommend SEEN to everyone or anyone who needs support around any loss. It gave me insight into why I felt how I did, helped me around my thought process and why it was so negative. After every session they became less and less negative."

"I would recommend SEEN it is safe place without judgment to deal with your loss/ losses in a professional way."

"The support I received was really instrumental for me, I really needed help and this course has been excellent fit for me. If we were not able to cover everything in one session, we were able to extend the number of sessions we had. I think this flexibility helped me not worry if we would cover everything in time at a time when I really needed support. My listener was really very good and helped me feel at ease to talk about everything. It's very hard to explain how this course helped me, it helped me move through my processes of grief and anger. I hope that you can continue to offer support to those who need it, it's an excellent charity and service."

"I felt that my issues were not just listened to, but heard, I felt safe expressing myself as my listener was very receptive, conscious and mindful of my emotional state and made me feel I could speak freely without holding back."

"I cannot recommend SEEN enough, their support has been paramount to helping me get through this difficult time, for so many reasons. That sense of routine coming every week at the same time provided some structure where it was a safe space for me to offload discuss my feelings and then close that chapter for the week. Before coming to SEEN I didn't want to constantly be talking about my loss to my partner or family but I also felt I had feelings that needed to be discussed, so by using the hour every week to address those feelings I then felt I didn't need to talk about it the rest of the week so I could enjoy all the positives in my life. I also really liked how my listener was somebody totally separate to my life. Before coming to SEEN I would turn to my mum when upset, but she didn't really know how to respond or what to say whereas I felt that my listener always knew the right thing to say. In this sense it helped my relationships because I would no longer need to talk about my loss to friends and families, I could enjoy time with them as my feelings had been addressed with my listener. The programme also enabled me to look back at how far I've come and feel proud of how I've dealt with things, something that I wouldn't have done by myself without the help of my listener. To anybody who is considering getting in contact with the SEEN team, I really would say do it now! You really will feel supported."

From young people experiencing our schools work

"I now know that sex needs consent from both adults."

"I have learnt how STI's can be transmitted and avoided."

"I have learnt ideas on how to have safer sex and how incredibly important it is to give consent."

"Although condoms are effective, they are not 100% as you can still get other STI's eg. genital warts."

"I have learnt what other signs there are for a healthy and unhealthy relationship is like."

"I have learnt the difference between love, lust and romance."

"I enjoyed learning about how to have a solid/steady relationship."

FUTURE PLANS

Looking forward to 2022, we want to expand and become more connected to:

- Younger people through educational establishments facing pregnancy loss and pregnancy crisis
- those seeking confidential help over the internet.
- other churches and organisations which share our aims.
- a wider audience by improving our communications through social media and events.
- new volunteers, donors and trustees to continue to expand our work.

The Centre Director, Fay Hamilton, who leads this work is committed to pursuing these aims in 2022. These aims have been agreed as follows.

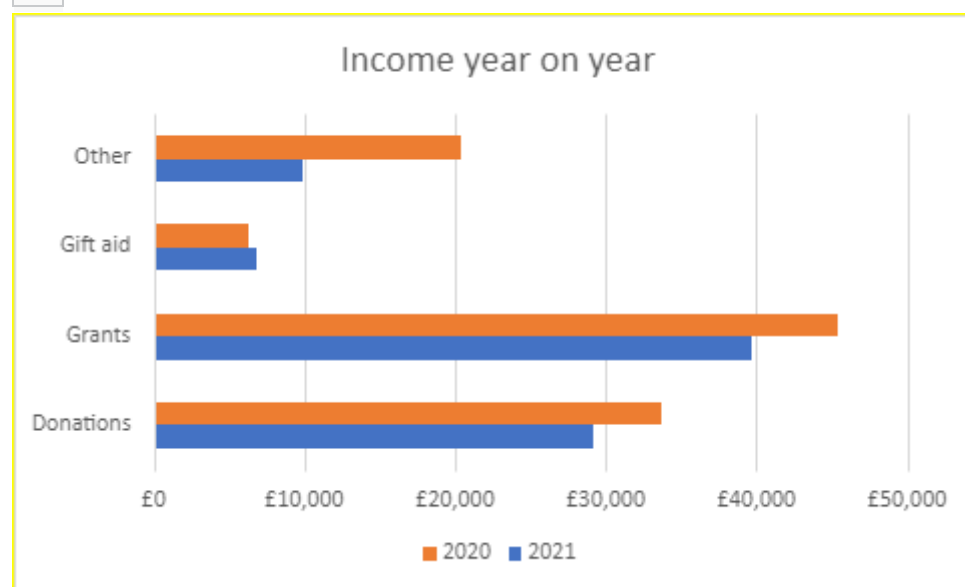
1. **Further outreach work for clients and young people** – by raising awareness of our services through setting up SEEN network hubs in community centres and via universities, colleges and local organisations (e.g. GP surgeries, health professionals), increasing our presence on social media.

2. **To complete upgrade and improve our use of technology** – including launching our instant messaging 'chat', new database, and digitising systems at the Centre.

3. **To expand our counselling team and the listening programme** – recruit and train a second trainee counsellor to support our lead counsellor with the increasing demand of clients and expansion of volunteer listeners. Add extra steps to

4. **Expand education work** - establish SEEN as a 'go-to organisation for providing RSE lessons' in local schools and for youth groups in community centres. Initiate connections with LVA and other sources.

OUR FINANCES



Our income for 2021 was £85,530, compared to £105,792 in 2020. We believe the fall in income is due to several factors including the reduction in Covid-19 grants that were available in 2021. We recorded a net deficit of £8,784.

Income from fund-raising events was reduced due to the restrictions of Covid-19, along with regular standing orders too. Our first fundraising event didn't take place until November 2021. In addition, our income from schools work was lower than usual.

Our expenditure has increased by 9% due to the new website and more IT costs due to our digitalisation movement.

We are grateful to the following trusts and local organisations for grants and donations made to the Centre during 2021:

- Assura Community Fund
- Barnes Fund
- Hampton Fund

- Kingston Charitable Foundation
- Oak Tree Fellowship
- Pregnancy Centres Network
- Ramsden Trust
- Richmond Parish Lands
- Souter
- St Stephens Twickenham PCC
- The Arnold Clark Grant Fund

We continue to be grateful to St Stephen's Church as well for free office, counselling room facilities and use of other rooms for meetings and events, and opportunity to promote the charity through services and newsletters.

We want to thank the many individuals who support us in so many ways; one off donations; regular giving (which helps us plan financially); attending our events; and taking part in sponsored events. We can only achieve what we do with the support of many individuals and organisations.

"In Britain 45% of pregnancies and ⅓ of births are unplanned. Unplanned pregnancies can have negative impacts on the physical and mental wellbeing of both mother and child. This is especially harmful since children's mind and body are affected by what happens during pregnancy and early childhood, with effects that can last all through life."

Public Health England Guidance (P3 study)

"An estimated 1 in 5 pregnancies ended in miscarriage (1 in 6 if we only count women who realised/reported the miscarriage)"

Tommys.org website

Baby loss statistics | Tommy's (tommys.org)

"one in three domestic violence cases start or get noticeably worse when a woman is pregnant"

Women in London

Pregnancy and domestic violence | Women In London

"A significant proportion of children and young people are exposed to or access pornography."

(Children's Commissioner 2017)

“The prison population has risen by 70% in the last 30 years—and it is currently projected to rise by a further **18,000 people by 2026.**”

Prison Reform Trust – Summer 2022

“Children and young people who watch porn or sexually explicit content are at greater risk of developing unrealistic attitudes about sex and consent, more negative attitudes about roles and identities in relationships, more casual attitudes about sex and sexual relationships and an increase in ‘risky’ sexual behaviour, unrealistic expectations of body image and performance.” **(NSPCC)**

“A survey of young people found that half rated the sex education they received as poor or terrible”
(Shh...No Talking, Terrence Higgins Trust 2016.)

“Rates of probable mental disorders have increased since 2017. In 2020, one in six (16.0%) children aged 5 to 16 years were identified as having a probable mental disorder, increasing from one in nine (10.8%) in 2017”.

(NHS (2020) Mental Health of Children and Young People in England, 2020)

Reserves and Financial Health

The trustees have established a policy whereby sufficient unrestricted funds must be held in reserve to cover operational costs for at least three months. At this level, the Centre should be able to honour all commitments in the event of a significant drop in funding.

We are constantly working to improve our funding stream and to make the most of every pound donated to the charity.

OUR OBJECTS, APPROACH AND BENEFITS

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what the charity should undertake.

Objects

The objects of the charity, as set out in our Memorandum and Articles of association, are these:

- a. The advancement of education in the subject of sex and relationships, pregnancy and the termination of pregnancy;

- b. Relief in need and distress caused by unplanned pregnancy or pregnancy loss in particular, but not exclusively by providing advice, counselling and services;
- c. The provision of goods and services to needy applicants to the charity;
- d. The promotion of other such charitable services which may conveniently be carried on in connection with the above objects.

We seek to reach these objectives by delivering sex and relationship education to young people in schools and youth clubs, and to women in prison, and by providing support and information to clients experiencing pregnancy crisis and loss.

Unplanned pregnancy, abortion and miscarriage are common experiences which can be hard to cope with alone and can be a mental health risk without appropriate support. Also, young people now have the challenge of having to navigate social media at the same time as sex and relationships.

Through our work, we seek to benefit individuals by achieving the following:

- promote development of healthy, respectful relationships by building self-esteem, confidence and recognising risky behaviour which can lead to abuse, sexually transmitted infections, and unplanned pregnancy;
- enable those considering pregnancy termination to make their own, informed decision without pressure or coercion;
- help those experiencing pregnancy loss to be able to come to terms with what has happened and reduce any depression or anxiety;
- provide practical and emotional support to anyone continuing with an unplanned pregnancy in difficult circumstances.

Approach

The focus of our strategy is to increase the number of personal clients that we reach, and the continued improvement of our education and prison services, in addition to the development and welfare of our staff and volunteers.

In taking forward our strategy we:

- review organisational performance, staff performance and general morale
- seek to ensure the integrity of our services and that they are in keeping with our statement of faith
- invest in technology and the infrastructure of our Centre

- co-operate and share resources with local organisations
- constantly consider whether our activities are appropriate and needed.

Benefits to wider society

We continue to find that clients, staff and the public at large are surprised to find out how prevalent it is for women and families to experience a pregnancy crisis. Similarly, the pain or trauma of any of these crises can be experienced regardless of age, gender, social background or any other distinguishing category.

We also note that our experience reflects the research and opinions of other bodies looking into these areas.

“1 in 4 pregnancies end in pregnancy loss, and 29% of women who suffer a miscarriage showing symptoms of PTSD a month later”

The Miscarriage Association

www.miscarriageassociation.org.uk/?s=statistics

“emotional support after miscarriage is often not available from the Health System”

NHS Review

www.england.nhs.uk/improvement-hub/wp-content/uploads/sites/44/2017/11/Available-Support-for-Pregnancy-Loss.pdf

“6-10% of women experience domestic violence in a given year, and over 1/3 of this starts or gets worse when a woman is pregnant”

Best Beginnings

www.bestbeginnings.org.uk/domestic-abuse

“1 in 3 women experience abortion at some time in their lives”

British Pregnancy Advisory Service (BPAS)

<https://www.bpas.org/abortion-care/considering-abortion/>

“many female offenders are often vulnerable members of society. There is evidence that a specific approach is most effective in helping women to... turn their lives around.”

Prison Reform Trust, quoting Government White Paper

www.prisonreformtrust.org.uk/Portals/0/Women%27s%20Centre%20Proposal%202017.pdf

CORONAVIRUS PANDEMIC IMPACT

The most significant impact was a fall in the numbers of people we were able to help.

- client numbers fell by half due to women not finding information about our services from their GP or other health professionals.
- pupil audience numbers fell by a third due to restrictions preventing visits to schools and youth clubs for much of the year.
- the 'I Am' course could not be delivered in prison due to visiting restrictions, and sadly women were confined to their cells for 23 hours a day.
- patient numbers at West Middlesex hospital fell by two thirds primarily due to restrictions preventing non-essential staff access to the building, and also because abortion pills were being sent direct to women at home by some independent clinics without the need for prior counselling at the clinic.

The other major impact was that planned fundraising activities had to be put on hold so that we were not able to raise income in this way as planned. The Trustees worked very closely with staff to monitor the situation closely reducing costs, including moving out of our ETNA centre office and bringing our finance service in house. We instead raising funds from sponsored events and grants.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees, who are also the directors of the limited company, are responsible for the overall management and control of the Crossway Pregnancy Crisis Centre and meet formally six times a year. Further meetings of the trustees and the Centre Director are often arranged as needed to respond to particular matters, or at the request of the Centre Director.

Where each of the trustees has assumed a particular responsibility, for example, for fund-raising, the full confidence of the board of trustees is delegated to that trustee to make strategic decisions as needed and then report back to the Board after the fact. This is essential if we are to make progress in the development of our services and meeting our obligations.

The work of implementing all of the Board's decisions and policies is given to the Centre Director, who is a non-executive director.

Some of our trustees also volunteer their time to support the delivery of our services or our daily operations. In this capacity, the trustees fully coordinate their contribution with the Centre Director to ensure good communication and the best use of their endeavours.

All trustees give of their time freely and no remuneration or expenses were paid in the year. No trustee, or person connected with a trustee, received any benefit from the charity or from any third party on behalf of the charity.

Organisational Management

The Trustees determine the general policy of the Centre. The day to day running of the Centre is delegated to the Centre Director, supported by the staff. The Centre Director performs the primary management role in leading day-to-day operations, overseeing the delivery of our services, managing staff and reporting to the Board of Trustees.

The Centre Director also supports the work of the trustees by providing information and reports, and handling all general administrative duties either personally or by delegating to an appropriate member of staff.

As appropriate for an organisation of our size, our staff work part time, in shifts that overlap with the Centre Director as agreed.

Risk Management

The Centre has considered the major risks to which the charity is exposed and established procedures to manage those risks.

We have a risk policy and a plan of action to deal with any potential risks prioritising those that are likely and would have high impact.

The main risks that the Governors have identified and the plans to manage those risks are:

- **Reputation.** The Centre's success is built on its reputation for confidential and unbiased services. We manage this risk through safeguarding policies, staff recruitment policies, pastoral support for both clients and staff and active identification and resolution of health and safety related issues, and data protection measures. Delivery of our services is monitored through continual professional development and supervision, and through analysis of feedback obtained from service users.
- **Finances.** We are only able to function with the support of our donors. This risk is managed by continually committing our activity to God in prayer and by fund-raising diligently. We constantly strive to improve our communications and to act with integrity in all matters. It is in response to obligations that we always seek to have sufficient funds to wind down our activities, should this become necessary.
- **Client welfare.** Confidential and unbiased counselling and listening services, provided in one-to-one sessions, are one of our core services. We manage any possible risk to our clients' welfare by making supervision a requirement for all listeners, and this takes place in small groups run by supervisors, who are experienced Counsellors. Where necessary it is also available on a one-to-one basis in between supervision sessions from the Listening Coordinator or supervisors.

Through the risk management processes established for the Centre, the Trustees are satisfied that the major risks identified have been carefully mitigated, although all such measures are considered to be

constantly under review. It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Trustee Recruitment and Training

The Centre requires breadth and depth of experience to carry out its duties effectively and efficiently. When recruiting new trustees, it is important they can attest to our statement of faith as well as bring a core skill to the team.

Applications to become a trustee are openly invited from the local community, local churches of any denomination, and anyone who can align their aims and purposes with ours. We welcome applications from people of different cultures, backgrounds and age ranges and we maintain a non-discrimination policy for trustee appointments, and throughout the charity.

Where possible we aim to have a Board of Trustees which includes the following:

- A trustee with a medical or health service background
- A trustee with a fund-raising background
- A trustee with an education service background
- A trustee with a successful business background
- At least one female and at least one male trustee

One trustee may have one or more of these skills.

CHARITY TRUSTEES AND COMPANY DIRECTORS

The charity trustees of SEEN Ltd are also directors of the limited company, registered with Companies House. They have dual obligations, although there is no conflict between the two.

Trustees are unpaid and required to oversee the activities of charity to ensure that it is acting prudently and according to its purposes as registered with the Charity Commission for England and Wales¹.

Directors are required to manage the company in accordance with Government rules, as published by Companies House², to ensure its success, and act with skill, diligence and integrity.

The trustees and directors who served during the year were as follows.

Trustees & Directors:

Served:

¹ <https://www.gov.uk/government/organisations/charity-commission>

² <https://www.gov.uk/government/organisations/companies-house>

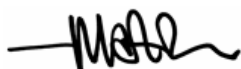
Martin Norfolk, Chair	full year service
Heather Hall, Listening Services	full year service
David La Bouchardiere, Education Services	full year service
Nicki Klass, Treasurer	full year service
Nicola Patel, HR and Operations	9 months service

Non-executive Director:

Fay Hamilton (Centre Director)	full year service
--------------------------------	-------------------

Signature

Martin Norfolk, Chair



3 October 2022

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees, who are also the directors of Seen Ltd for the purpose 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).

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 charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF SEEN LTD**

I report to the Trustees on my examination of the financial statements of Seen Ltd (the charity) for the year ended 31 December 2021.

Responsibilities and basis of report

As the Trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

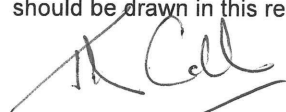
Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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



John Caladine FCCA CTA FCIE

Caladine Limited
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

Dated: 5 October 2022

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2021

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes						
Income from:							
Donations and legacies	3	43,454	29,475	72,929	52,828	32,610	85,438
Charitable activities	4	3,773	-	3,773	2,322	-	2,322
Other trading activities	5	6,279	-	6,279	5,904	-	5,904
Other income	6	2,549	-	2,549	12,128	-	12,128
Total income		56,055	29,475	85,530	73,182	32,610	105,792
Expenditure on:							
Raising funds	7	15,618	-	15,618	14,658	-	14,658
Charitable activities	8	47,744	30,952	78,696	41,558	30,739	72,297
Total expenditure		63,362	30,952	94,314	56,216	30,739	86,955
Net (expenditure)/income for the year/							
Net movement in funds		(7,307)	(1,477)	(8,784)	16,966	1,871	18,837
Fund balances at 1 January 2021		32,786	5,892	38,678	15,820	4,021	19,841
Fund balances at 31 December 2021		25,479	4,415	29,894	32,786	5,892	38,678

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Current assets					
Trade and other receivables	14	489		1,326	
Cash at bank and in hand		32,705		40,861	
		<u>33,194</u>		<u>42,187</u>	
Current liabilities	15	(3,300)		(3,509)	
Net current assets			29,894		38,678
Income funds					
Restricted funds	17		4,415		5,892
Unrestricted funds			25,479		32,786
			<u>29,894</u>		<u>38,678</u>

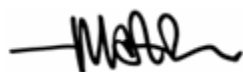
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2021.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 3 October 2022



Mr M F Norfolk
Trustee

Company Registration No. 08010183

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

Charity information

Seen Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is Chantry House, 22 Upperton Road, Eastbourne, East Sussex, BN21 1BF.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "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) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is included in the Statement of Financial Activities when:

- i. The charity becomes entitled to the income;
- ii. The trustees are virtually certain they will receive the income; and
- iii. The monetary value can be measured with sufficient reliability.

Where income has related expenditure the income and related expenditure are reported gross in the Statement of Financial Activities.

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the income.

1.5 Expenditure

Expenditure is recognised on an accruals basis as a liability as incurred and is apportioned to the appropriate cost centre.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies (Continued)

1.6 Property, plant and equipment

Property, plant and equipment are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis:

Computers	Fully depreciated
-----------	-------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies (Continued)

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.11 Taxation and VAT

The Centre is a registered charity and is not liable to income or corporation taxation.

The Centre is not registered for VAT and accordingly expenditure included VAT incurred where appropriate.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Donations and gifts	29,884	-	29,884	33,644	-	33,644
Grants	7,700	29,475	37,175	12,920	32,610	45,530
Gift Aid Receivable	5,870	-	5,870	6,264	-	6,264
	<u>43,454</u>	<u>29,475</u>	<u>72,929</u>	<u>52,828</u>	<u>32,610</u>	<u>85,438</u>
Grants receivable for core activities						
St Stephen's PCC	6,200	-	6,200	6,200	-	6,200
Hampton Fund	-	6,500	6,500	-	-	-
Richmond Parish Lands	-	14,400	14,400	-	17,000	17,000
Barnes Fund	1,500	-	1,500	3,500	-	3,500
Assura Community Fund	-	5,000	5,000	-	-	-
Woodward Trust	-	-	-	2,000	-	2,000
National Lottery	-	-	-	-	9,760	9,760
Other (below £2,000)	-	3,575	3,575	1,220	5,850	7,070
	<u>7,700</u>	<u>29,475</u>	<u>37,175</u>	<u>12,920</u>	<u>32,610</u>	<u>45,530</u>

4 Charitable activities

	2021	2020
	£	£
Services and Schools	<u>3,773</u>	<u>2,322</u>

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Fundraising events	<u>6,279</u>	<u>5,904</u>

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

6 Other income

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Government furlough grant	2,549	12,128
	<u> </u>	<u> </u>

7 Raising funds

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Fundraising costs		
Fundraising events	2,053	708
Consultancy, administrative and advertising costs	1,567	415
Staff costs	11,998	13,535
	<u> </u>	<u> </u>
Fundraising costs	15,618	14,658
	<u> </u>	<u> </u>

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

8 Charitable activities

	2021	2020
	£	£
Staff costs	60,663	56,139
Office costs	1,304	644
Publicity	692	733
Subscriptions	456	315
Bank charges	192	115
Sundries	1,056	957
Rent	-	763
Training and staff expenses	2,485	1,737
Project costs	1,090	1,150
	<u>67,938</u>	<u>62,553</u>
Grant funding of activities (see note 9)	1,500	1,000
Share of support costs (see note 10)	4,698	2,273
Share of governance costs (see note 10)	4,560	6,471
	<u>78,696</u>	<u>72,297</u>
Analysis by fund		
Unrestricted funds	47,744	41,558
Restricted funds	30,952	30,739
	<u>78,696</u>	<u>72,297</u>

9 Grants payable

	2021	2020
	£	£
Grants to institutions:		
Pregnancy Centres Network	<u>1,500</u>	<u>1,000</u>

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

10 Support costs

	Support costs	Governance costs	Total 2021	Support costs	Governance costs	Total 2020
	£	£	£	£	£	£
Insurance	733	-	733	821	-	821
IT, website & communications	3,965	-	3,965	1,452	-	1,452
Accountancy and IE fee	-	2,580	2,580	-	2,740	2,740
Legal and professional	-	900	900	-	-	-
Bookkeeping and payroll	-	1,080	1,080	-	3,731	3,731
	<u>4,698</u>	<u>4,560</u>	<u>9,258</u>	<u>2,273</u>	<u>6,471</u>	<u>8,744</u>
<u>Analysed between</u>						
Charitable activities	<u>4,698</u>	<u>4,560</u>	<u>9,258</u>	<u>2,273</u>	<u>6,471</u>	<u>8,744</u>

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

12 Employees

The average monthly number of employees (including part-time employees) during the year was:

	2021	2020
	Number	Number
	<u>7</u>	<u>7</u>
Employment costs	2021	2020
	£	£
Wages and salaries	72,053	69,214
Other pension costs	608	460
	<u>72,661</u>	<u>69,674</u>

There were no employees whose annual remuneration was more than £60,000.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

13 Property, plant and equipment

Computers
£

Cost

At 1 January 2021

3,768

At 31 December 2021

3,768

Depreciation and impairment

At 1 January 2021

3,768

At 31 December 2021

3,768

Carrying amount

At 31 December 2021

-

At 31 December 2020

-

14 Trade and other receivables

2021
£ **2020**
£

Amounts falling due within one year:

Gift Aid due

- 960

Prepayments

489 366

489 1,326

15 Current liabilities

2021
£ **2020**
£

Other taxation and social security

600 483

Trade payables

- 386

Accruals and deferred income

2,700 2,640

3,300 3,509

16 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £608 (2020 - £460).

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 January 2020	Incoming resources	Resources expended	Balance at 1 January 2021	Incoming resources	Resources expended	Balance at 31 December 2021
	£	£	£	£	£	£	£
Salaries and IT	-	-	-	-	10,000	(9,088)	912
Listening Project	4,021	-	(1,067)	2,954	12,975	(12,426)	3,503
Staffing Fund	-	27,760	(27,760)	-	-	-	-
Education Fund	-	1,500	(500)	1,000	-	(1,000)	-
IT and Digital Fund	-	3,350	(1,412)	1,938	-	(1,938)	-
Centre Director (Hampton Fund)	-	-	-	-	6,500	(6,500)	-
	<u>4,021</u>	<u>32,610</u>	<u>(30,739)</u>	<u>5,892</u>	<u>29,475</u>	<u>(30,952)</u>	<u>4,415</u>

Salaries and IT - This grant from Richmond Parish Lands is for salaries and IT costs.

Listening Project - This fund supports the staffing costs of the lead counsellor for the Listening project. The Listening Project provides free and confidential support sessions for someone with a crisis pregnancy (unplanned / fetal anomaly) needs and courses for anyone struggling after pregnancy loss including abortion, miscarriage or still birth. Income in 2021 includes a £5,000 grant from the Assura Community Fund and £4,400 from Richmond Parish Lands.

Staffing Fund - This fund represents monies received to cover staff costs.

Education Fund - This fund represents grants to cover the costs of Education staff salaries.

IT and Digital Fund - This fund is for the costs of IT equipment, software and other related costs.

Centre Director (Hampton Fund) - A grant from the Hampton Fund for the salary costs of the Centre Director. It was all used in 2021.

SEEN LTD
(FORMERLY CROSSWAY PREGNANCY CRISIS CENTRE LTD)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

18 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances are represented by:						
Current assets/(liabilities)	25,479	4,415	29,894	32,786	5,892	38,678
	<u>25,479</u>	<u>4,415</u>	<u>29,894</u>	<u>32,786</u>	<u>5,892</u>	<u>38,678</u>

19 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel (which includes gross pay, employer national insurance and pension contributions) is as follows.

	2021 £	2020 £
Aggregate compensation	<u>23,384</u>	<u>20,485</u>

Carbon Networks Ltd, of which Trustee Martin Norfolk is a director, invoiced the charity £829 for IT costs in the year (2020: £386).

There were no other disclosable related party transactions during the year (2020: none).