

Contents

From our CEO – a year to take stock	1
National Children's Bureau – who we are	2
Participation	4
Vulnerable children	7
Prevention	10
Our finances this year	14
Thanks to all our funders and supporters	16

Cover: An end of term party at the Liz Atkinson Children's Centre where LEAP (Lambeth Early Action Partnership) is based – read more about this innovative programme on page 10

Photo credit: Matt Writtle © 2015

Baby weighing clinic, part of LEAP programme in Lambeth which aims to give all young children a better start in life

Photo credit: Caroline Taylor





A year to take stock

Every organisation working to improve the lives of children and young people has to ask itself how it can achieve the most impact with its limited resources. Over the last year we have applied this to the National Children's Bureau and concluded that we can make the biggest difference by:

- listening to and being guided by children and young people;
- supporting the professionals who work with and for children to do their jobs better;
- carrying out research and finding out why some interventions and services are successful;
- using this evidence to influence decision-makers;
- supporting government to implement policy and legislative change.

We work alongside people who we think can bring about the most change in children's lives, including families and communities themselves. We make links between charities and across government from national to local. We lead partnerships that pool knowledge and resources to find the best solutions.

NCB is extremely grateful to the wide range of funders and supporters who have contributed to our work in 2014/15. This support has included a significant legacy of over £250k and a £100k donation from the customers of Economy Energy. We were also awarded a £36m grant from the Big Lottery Fund's A Better Start initiative to lead the Lambeth Early Action Partnership (LEAP). This is a ten-year programme that will provide wide-ranging interventions to improve pregnancy and the early years. It is an example of NCB at its best, working with parent champions, the local statutory authorities from the council to the NHS and many professionals, all committed to making Lambeth the best place for children to be born.

These new sources of funding in addition to the grants and contracts we receive from the government have helped not only to increase our income but also to spread the types of funds we receive, which gives us more flexibility to respond to new challenges.

Our report Why Children Die: death in infants, children and young people in the UK brought together evidence on the causes of child death and called for action to prevent childhood mortality and break the link between poverty and poor health. It was an example of partnership work with the Royal College of Paediatric and Child Health (RCPCH) in response to missing information that we hope will lead to improved healthcare for children and young people.

Whenever possible we encourage young people to get involved with projects across our organisation. Our trustee board now has two young trustees and this year some of our young people with special educational needs and disabilities (SEND) talked directly to government as part of the Council for Disabled Children's work as strategic partner to the Department for Education.

Anna Feuchtwang Chief Executive

Elaine Simpson Chair

National Children's Bureau – who we are

We focus on four integrated areas:

SEN/ disability

years

Education and learning

Our mission:

To be a strong voice for children and young people, championing their rights and reducing the impact of inequalities, so that every child, especially the most vulnerable, can grow up safe, happy and healthy.

Our work is delivered via four core activities:

Research evidence

Practice improvement

Partnerships

We aim to achieve three strategic goals:

One

We ensure children and young people's voices and actions improve their lives and the lives of those around them

Two

We work with vulnerable children and young people so they have improved experiences and life chances

Three

We work with children, young people and families to ensure they successfully deal with life changes and challenges

Our specialist membership groups

- Council for Disabled Children (CDC) the umbrella body for the disabled children's sector in England that brings together organisations that work with and for disabled children to support the development and implementation of policy and practice.
 - www.councilfordisabledchildren.org.uk
- Anti-Bullying Alliance (ABA) a coalition of organisations and individuals working together to stop bullying and create safe environments in which children and young people can live, grow, play and learn. ABA coordinates Anti-Bullying Week each November and is the national voice for evidencebased practice on the prevention of bullying.
 - www.anti-bullyingalliance.org.uk
- Sex Education Forum a coalition of organisations that works to ensure children and young people's entitlement to sex and relationships education (SRE) is firmly embedded into national and local government policies and public understanding, and supports professionals to access and share information about SRE.
 - www.sexeducationforum.org.uk
- Childhood Bereavement Network the hub for those working with bereaved children, young people and their families across the UK, providing members with essential support and representation to improve bereavement care for children.
- www.childhoodbereavementnetwork.org.uk

Our partnerships

We engage with government, the voluntary sector, frontline workers and the public through three strategic partnerships with national government:

- With the charity 4Children we lead the Children's Partnership, a coalition of voluntary and community sector organisations that provides policy and delivery advice to the Department for Education and supports the voluntary sector to develop new and sustainable ways of working.
- Through our Council for Disabled Children we have strong links with government as a **Strategic** Reform Partner, providing guidance on the reforms to the provision for children and young people with Special Educational Needs and Disabilities (SEND), which came into effect in September 2014, supporting practitioners and families to understand how the changes will affect them.
- We also work closely with the Department of Health, NHS England and Public Health England through their voluntary sector strategic partner programme, bringing together other charities to ensure the voice of those they work with is at the heart of policy-making to improve children's health and well-being and reduce the impact of health inequalities.

Participation

Strategic goal 1: We ensure children and young people's voices and actions improve their lives and the lives of those around them

At NCB we involve young people across the organisation: from our trustee board, which now has two young trustees, to staff workshops and projects, ensuring they are given every opportunity to be heard. We also give young people the chance to talk directly to policy-makers and speak to government.

Our work on participation is championed by Young NCB, which is open to all children and young people up to the age of 25 who live in England and Northern Ireland.

Changing how the police work with young people

NCB has led the way in working with the police to improve how they interact with young people. The All Party Parliamentary Group for Children (APPGC), which NCB clerks, undertook an inquiry to examine children and young people's relationships with the police.

The inquiry heard from many groups of young people, including former gang members, those detained in custody, and those who have been stopped and searched. The relationship between the police and children is often characterised by poor and unconstructive communication and a lack of mutual respect, with young people frequently treated as 'small adults' during police processes, and their distinct needs as children disregarded.

The final report set out a range of recommendations to provide a clear framework for strengthening police practice in relation to children and young people.

These have been taken up by both police leaders and government, with the National Police Chiefs Council developing a new children and young people's strategy.

Generation Next

Our Policy team worked with Ipsos MORI on a survey of 3,000 young people, which showed that 'Generation Next', children and young people born around the millennium, are responsible and pragmatic, wanting stricter age restrictions on social vices such as gambling. They are also disengaged from mainstream political parties but this does not mean they are not engaged with political issues that affect their lives.

of young people have no alleaiance to any political party

Undergraduates leading community projects

The Life Skills Programme supported by J.P. Morgan and coordinated by NCB, Queen Mary, University of London and the University of Roehampton brought students who are the first in their family to attend university together with young people aged 14-17 in their neighbouring communities.

Undergraduates worked with local young people to develop volunteer-led community projects to build skills and confidence. Students gained experience of how to grow and sustain a volunteering project, while the young people developed essential life skills to help them make positive choices.



Playing a vital role in special educational needs and disability reforms

Young people with special educational needs and disabilities (SEND) played a vital role in advising government and influencing implementation of the reforms in the Children and Families Act 2014. Sixteen disabled young people who form the group EPIC, supported by our Council for Disabled Children (CDC), travelled from around the country to give their views and advice to the Department for Education www.councilfordisabledchildren/EPIC

Developing a mental health app

Our Young NCB Research Advisors is a diverse group that has been working with the Children's Policy Research Unit (CPRU) to help develop ideas and content for a new app about shared decision-making on mental health issues. The CPRU is led by academics from the Institute of Child Health (University College London) and our Young Research Advisors have shared their views on five research themes: the healthy child, adolescence, mental health, healthcare provision and disability, and long-term health conditions.

A culture of participation in schools

NCB supports schools embedding a culture of participation and young people's involvement in decision-making within the school environment. As one of only two support organisations named in the Department for Education's guidance to schools on participation, NCB Northern Ireland offers a bespoke Participation Support Programme for schools. In the last year we have worked with 128 staff in 12 schools across Northern Ireland.

iRights for all young people

The iRights initiative, hosted by NCB, aims to encourage all companies and organisations to enshrine a standard of rights into their digital services and communications to help protect and inform young people online. By agreeing to work towards five iRights, the internet would be a much safer place for children and young people under 18. iRights gained nearly 200 signatories from across government, business, technology and children's and civil society groups.

Building an HIV exhibit at the Science Museum

Young people worked with NCB and the Science Museum on a thought-provoking display entitled 'The end of AIDS?' on show at the museum from December to March. A group of 15–17 year olds living with HIV helped to develop content to engage audiences aged 11+ in learning about HIV. The centrepiece of the display was an animation created by the group, which explains aspects of HIV science through the story of a young person growing up with HIV.

In the UK, around children and young adults live with HIV acquired during birth or early life

'I'm 24 years old and I'm expecting my first child...when I was 12 my doctor sat me down and told me I have the HIV virus.'

> Belle – a fictional young adult created by young people working with the Children and Young People HIV Network

Vulnerable children

Strategic goal 2: We work with vulnerable children and young people so they have improved experiences and life chances

NCB works alongside charities, local and national government, families and communities to make the biggest difference to children and young people's lives. We carry out research to find out what works and what doesn't and support those who work directly with children so they can do their jobs better.

Helping government shape provision for children and young people with SEND

The Council for Disabled Children (CDC), part of NCB, is the leading umbrella body for the disabled children's sector in England. As strategic partner to the Department for Education, we worked closely on the reforms to the provision for children and young people with special educational needs and disabilities (SEND). We also developed a series of resources, toolkits and factsheets to inform and support those affected by the reforms.

This year CDC was also contracted by the Department for Education to manage a new service for disabled children, young people and their parent / carers called Independent Support. Delivered by over 200 providers across England, it provided

information, advice and support to families moving from SEND Statements to the new Education Health and Care Plans.

As the new responsibilities under the new Children and Families Act 2014 are implemented, CDC is working with five local authorities to develop and test new assessment models for disabled children in need of social care. The aim of the Social Care Innovation programme is to improve the experience of these children, young people and families.

Improving the lives of children in care

Our consultancy, C4EO, supports local areas and children's services across the public, private and voluntary and community sectors. For example C4EO has been working with local authorities providing a programme of coaching and leadership for children's social care practitioners, strengthening decision-making and confident leadership.

A review of Local Safeguarding Children's Boards set out to identify effective practice, the characteristics of successful LSCB Chairs, and the ways in which LSCBs review their performance and share practice.

Carlile Inquiry into youth courts

A report by a cross-party group of MPs and peers, led by Lord Carlile and run by NCB, called for urgent reforms to the youth justice system following an in-depth inquiry that found systemic failings in the youth courts and an inability to prevent youth offending. The inquiry concluded that the criminal and youth courts do not, in their current form, effectively fulfil their principal aims of preventing youth reoffending and having adequate regard to the welfare of the child.



It's my right

The Sex Education Forum's (SEF) 'It's my Right' campaign led the sector's call for statutory sex and relationships education (SRE) in schools, directly influencing the Education Select Committee Inquiry. The Committee, having heard evidence from teachers, policy experts, charities, faith groups and local authorities, concluded that they 'accept the argument that statutory status is needed for PSHE, with sex and relationships education as a core part of it'.

Corporate Parents – Taking it to the Next Level is a two-year DfE-funded project that brings together Children in Care Council (CiCC) members with local councillors as their corporate parents. Encouraging and supporting corporate parents and young people to share ideas strenathens their relationships and increases aspirations for children in care.

Videos highlighting how young people and corporate parents want services to improve, can be found at: www.ncb.org.uk/corporate-parenting.

NCB's research centre worked with the research agency, TNS BMRB, conducting a census of the workforce in children's homes, to better understand the aualifications. skills and training required to meet the needs of young people living in residential care across England. The research, funded by DfE found that over half of all managers (54%) who took part in the survey struggled to recruit the right staff. The findings are designed to inform work being led by DfE and the sector to revise the training and qualifications of staff in residential children's care.

https://www.gov.uk/government/uploads/system/ uploads/attachment data/file/391495/RR438 - Training and developing_staff_in_children_s_homes.pdf

Young people and the NHS

Children and young people have told us that their experiences when using the NHS aren't always positive. During consultation, children and young people said they only had a limited understanding that, as patients and members of the public, they had any rights when using NHS services. They were also unsure how the rights would or should apply to them under the ages of 16 or 18.

This consultation led to two reports:

Children & young people's health rights in England: **Shared messages** reviews the NHS constitution and three other key documents on children and young people's health to establish the quality of care that children and young people in England should rightfully expect.

Children and Young People's Views on the NHS Constitution: **Engaging themes** presents children and young people's experiences of using NHS services and their views on how the NHS constitution can be improved.

Planning for bereavement

We know that too few parents make plans in case they die early. Childhood Bereavement Network's (CBN) 'Plan If' campaign, which was extensively covered in the media, encouraged all parents to put in place a legacy of practical and personal things that would make a difference to their children should one or both parents die. CBN's work on widowed parents' benefits led to changes in policy following CBN-led expert advice and advocacy.

Promoting children and young people's mental health

NCB was part of the coalition government's Children and Young People's Mental Health Taskforce resulting in the report Future in Mind, which confirmed that mental health services for children and young people have been neglected by the NHS for too long.

NCB also published a framework of what works in supporting mental health and well-being in schools to better support pupils with mental health issues and to promote well-being as part of school life.

children aged between 5 and 16 vears has a mental health problem, and many continue to have these problems into adulthood

Prevention

Strategic aim 3: We work with children, young people and families to ensure they successfully deal with life changes and challenges

NCB has a long history of working to ensure every child has the best start in life through high-quality childcare and early years provision and wider support for young children and their parents on health and early childhood development.

Leap for 'A Better Start'

Always innovative in its approach, NCB was proud to be awarded a £36m grant from the Big Lottery Fund's A Better Start initiative in June 2014 to lead the Lambeth Early Action Partnership (LEAP). The programme will run over ten years with ambitions to change the life chances of children in Lambeth, from pregnancy until age four.

The partnership consists of Lambeth Council and Public Health, the Clinical Commissioning Group, voluntary and community sector, parents and families. Lambeth is one of only five A Better Start sites in the country, and will provide wide-ranging interventions to improve pregnancy and the early years including attachment, nutrition, parenting, communication and early learning, mental health and well-being.

LEAP is built on the principle of co-production and communities and parents are key to its success. We are training Parent Champions to help other parents and carers so that children, families and communities thrive.

Why Children Die

Each year almost 2,000 more children die in the UK than in Sweden, Europe's best-performing country on childhood mortality. This is unacceptable. Our report Why Children Die: death in infants, children and young people in the UK brought together evidence on the causes of child death and called for action to prevent childhood mortality and break the link between poverty and poor health.

In partnership with the Royal College of Paediatrics and Child Health, we developed recommendations on how to tackle premature mortality in England and Northern Ireland.

The report, written by Dr Ingrid Wolfe and other leading child health experts, including Professor Michael Marmot, found that many of the causes of child death – including perinatal deaths and suicides – disproportionally affect the most disadvantaged in society, and many child deaths could be prevented through a combination of societal changes, political engagement and improved training for children's healthcare professionals.

Developing a consistent approach to infant mental health

Working with policy-makers, practitioners and parents, NCB supported the Public Health Agency in Northern Ireland to develop the first regional Infant Mental Health framework and action plan. This framework will produce a regional consistent approach to infant mental health and includes contributions from global experts in the field.

Over babies died before age one from preventable deaths.

children and young people between the ages of one and 19 died from preventable deaths.



Our Northern Ireland team also provided ongoing support for 69 groups funded by the Big Lottery's 'Reaching out and empowering young people' programme. One-toone support workshops were held on the rapeutic programmes, such as multi-systemic therapy, and anger management for groups that work directly with young people who are either looked after, disengaged from education or at risk of criminal behaviour age 11-20. The programme is designed to improve the skills and knowledge of these groups so they can in turn deliver the best possible outcome for children and young people. Northern Ireland Anti-Bullying Forum (NIABF), hosted by NCB, has supported the Northern Ireland government's consultation on tackling bullying in schools, which proposes a new anti-bullying Bill. NIABF also worked directly with around 12,500 children and young people, delivering presentations, workshops and training on a range of bullying issues. Anti-Bullying Week 2014 saw 73% of schools that had taken part agreeing that the campaign had encouraged new anti-bullying initiatives in their school.

Getting it right for two-year-olds

NCB Research Centre conducted a review of childcare provision for two-year-olds in schools with our Early Childhood Unit (ECU). Funded by DfE, it explored the different models of provision and considered how and why schools have developed different approaches as well as identifying the facilitators and barriers to both high-quality and sustainable childcare.

The research team visited 49 schools to interview members of staff involved in childcare for two-vear-olds as well as school governors, representatives from local authorities and parents.

Upskilling sector professionals

From September 2015, local authorities, health visiting services and early years providers are expected to bring together health and early education reviews for young children at the age of two to two-and-a-half. NCB has been instrumental in introducing and supporting this new way of working, producing guidance for local authorities based on an evaluation of pilots, and guidance for practitioners.

Funded by the Department for Education (DfE) and Department of Health (DH), we worked with five local authorities running pilot schemes and producing a toolkit to provide support to local early years and health teams designing and implementing the Integrated Review for two-year-olds.

This led to our Early Childhood Unit being commissioned to provide supporting materials for health and early years practitioners carrying out integrated reviews.

Improving literacy in young children

Improving young children's literacy skills was achieved through our Making it REAL project. We successfully delivered the second year of a government-funded project using our award-winning programme based on Professor Cathy Nutbrown and Peter Hannon's original REAL project to support early literacy development and improve outcomes for young children.

Our Research Centre, funded by DfE, identified the best ways to provide high quality childcare for two-year-olds in schools

Reducing bullying of children with Special Educational Needs and Disability

Anti-Bullying Alliance (ABA) delivered a programme of evidence-based training on reducing bullying of children of disabled children and those with special education needs in schools, which was accessed by more than 1,500 schools and 2,500 practitioners plus 600 parents/carers. ABA has now secured funding for the programme to be rolled out to ten champion areas in 2015–16.



Our finances this year

2014/15 saw a significant improvement in our financial performance:

- There was an operating surplus (profit) on unrestricted funds of £1.2m compared with a deficit (loss) of £(0.3)m the previous year. Trustees consider this to be the key indicator of financial performance, and the return to surplus this year demonstrates the progress made towards achieving a more sustainable financial position.
- £0.8m of **restricted funds** brought forward from the previous year were mostly disbursed during 2014/15, with funds of £1.2m being carried forward to 2015/16 and beyond
- NCB's overall **net assets** decreased from £4.0m to £3.4m mainly due to the increased FRS17 pension liability which increased by £2.9m to £5.8m in the year, but offset by a surplus of £1.2m in unrestricted reserves and an increase in restricted funds of £0.4m, together with a £0.7m property revaluation from £5.1m to £5.8m.

Income

Overall income increased significantly during 2014/15 to £22.2m from £10.5m in 2013/14, due to growth in unrestricted income, which increased to £17.9m from £6.6m in 2013/14. This reflected the Trustees' aim to increase the proportion of unrestricted income within the total.

NCB received continued support from a variety of funders, listed at the back of this report, with a significant donation from Economy Energy and some very generous legacies, including one of over £250k. In addition, during the year, NCB commenced work coordinating the Lambeth Early Action Partnership (LEAP), funded by the Big Lottery Fund, as part of the 'A Better Start' programme. This is significant for NCB as it is a ten-year programme, securing long-term funding and impact.

As well as LEAP, NCB also led the delivery of another multi-million pound project, the Department for Education funded 'Independent Support' programme to support young people and their parents as

part of the Special Educational Needs and Disabilities reforms. The former is a £36m programme over 10 years and the latter has been a £12.5m annual programme. Whilst the vast majority of this money is passed to partner organisations working locally, NCB is bound by accounting standards to account for it all as income and expenditure. In 2014/15 £12.5m of our £22.2m income was passed to delivery partners and NCB's underlying income was £9.7m.

Expenditure

Whilst NCB was successful in securing significant income during 2014/15, the Trustees are pleased to note the tightening in expenditure to improve NCB's sustainability at a time of fluctuating income levels.

Overall result for the year

Total net income for the year of £1.9m comprises increased restricted funding of £0.4m carried forward to next year, pension scheme movements in the year of £0.3m and an operating surplus on unrestricted funds of £1.2m.

The trustees consider NCB's operating result on unrestricted funds to be the key indicator of financial performance and the surplus of £1.2m achieved this year is very encouraging after the deficit of £0.3m experienced last year.

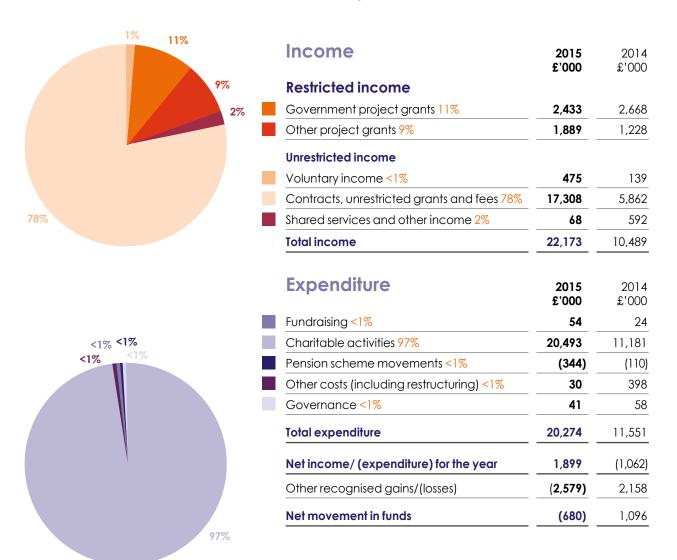
This improvement reflects the overall increase in funding of our programmes, efficiencies in the delivery of those programmes, and also the reduction in cost of our core support functions.

Financial Position

NCB's total reserves fell from £4.0m at the start of the year to £3.4m at the end of the year, with the deficit on the defined benefit pension scheme increasing by £2.9m (£2.9m to £5.8m), partly offset by a £0.7m increase in the current market value of our property. This resulted in a reduction in unrestricted funds (net of the pension deficit) from £3.2m to £2.2m over the year.

Statement of financial activities for the year ended 31 March 2015

Balance sheet as at 31 March 2014



Fixed assets	2015 £'000	2014 £'000
Tangible assets	5,886	5,194
Investments	10	10
- ITVESTITIETHS	5,896	5,204
Current assets		
Stocks	103	13
Debtors	3,088	2,414
Cash on deposit and in hand	5,907	2,319
	8,995	4,746
Less		
Creditors falling due within one year	(5,689)	(3,036)
Net current assets	3,306	1,710
Net assets excluding pension liability	9,202	6,914
Pension scheme liability	(5,835)	(2,867)
Net assets including pension liability	3,367	4,047
Funds		
Restricted funds	1,197	821
Unrestricted other funds	8,005	6,093
Unrestricted pension reserve	(5,835)	(2,867)
Total funds	3,367	4,047

The information contained in this summary has been extracted from the Annual Report of the Trustees and Financial Statments for the year ended 31 March 2015 on which our auditor. Crowe Clark Whitehill LLP, has given us an unauglified opinion. A full copy of the financial statements is available at www.ncb.org.uk or on request from the company secretary.

Thanks to all our funders and supporters

We would like to thank all those who have funded and supported our work on behalf of children and young people during 2014/15

Atlantic Philanthropies **Belfast City Council**

Belong

Bia Lottery Fund Big Lottery Fund (NI) Braw Beard Oil **Building Change Trust**

Camden and Islinaton Public Health

Celsian Education

Colin Early Intervention Community (funded by Colin Neighbourhood Partnership)

Comic Relief Contact a Family

Department for Education Department for Education (NI)

Department of Health

Department of Health, Social Services

and Public Safety NI

Department for Social Development NI

Customers of Economy Energy

Ellipse

Esmee Fairbairn Foundation Estate of Lillian Doris Martin European Commisson

Film Creatives Good Ideas

Health and Social Care Board (NI)

Healthy Minds Impero Solutions

Ipsos MORI Social Research Institute James Wentworth-Stanley Memorial Fund

Lambeth CCG

Leicestershire County Council

Lisburn City Council

London Borough of Lambeth

Matthew Elvidge Charitable Trust

Medici Choir Mencap

J P Morgan Chase Foundation

Mozilla

National AIDS Trust

National PSE Association for Advisors, Inspectors and Consultants

NESTA

NHS Commissioning Board

Nominet

Nuffield Foundation

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Overbury plc Pearson Education Prince's Trust

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Random House Restorative Thinkina

Safeguarding Board for Northern Ireland

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Souter Trust

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True Colours Trust Wellcome Trust Wicked the musical

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Page Nyame-Satterthwaite (from May 2015)

Young Representatives

Eleanor Hope Ross

(nominated by Young NCB until March 2015)

Page Nyame-Satterthwaite

(nominated by Young NCB until March 2015)

Rebecca Nyame-Satterthwaite (nominated by Young NCB)

Kiri Jolliffe (nominated by Young NCB)

Members of the Board of Trustees (except those nominated by Young NCB) under charity law are also directors of the charitable company for the purpose of company law.

Also our grateful thanks for the support and donations received from NCB members, companies, voluntary organisations, schools, community organisations, individual donors and participants in sponsored events.



National Children's Bureau

8 Wakley Street London, EC1V 7QE

T: +44 (0)20 7843 6000

F: +44 (0)20 7278 9512

W: www.ncb.org.uk







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