

YOUNG MINDS

The voice for young people's **mental health and wellbeing**

YoungMinds Annual Report 2015-16

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Introduction from the Chair of Trustees

I am delighted that over the last year there has been increasing government and media debate about children and young people's mental health and a recognition that much has to be done to improve the availability of quality support at all levels.

This confirms that there is pressing need for YoungMinds to increase its reach and impact. As the only charity solely focused on championing the mental health of children and young people, it is uniquely placed to ensure that everyone knows what role they can play in improving the wellbeing of UK's young people.

A new Strategic Plan was approved by the Board in February 2016 and the resourcing requirements of this plan will be reviewed regularly. The Board membership has been refreshed and I am delighted that the Young People's Panel is growing and will have a direct influence on Board considerations as well as many other charitable activities.

Every year at YoungMinds is busy and 2015-16 was no exception. Thousands of parents received high quality support and information; hundreds of young people took part in activities which raised awareness of the challenges they are facing and opened people's eyes to what needs to be done to improve the services that are on offer; large numbers of professionals and agencies benefitted from the training and consultancy that YoungMinds provides. YoungMinds has set enterprising targets for 2016-17 and I am looking forward to supporting these crucial ambitions.

Dr Carole Easton

Introduction from the Chief Executive

This year's Annual Report covers the final period of our Strategic Plan 2012-16 and builds on the information in last year's Annual Report 14-15. The Report should be read in conjunction with our Impact Report due in August 16.

2015-16 was a crucially important year for children and young people's mental health. The Children and Young People's Mental Health Taskforce, led by Norman Lamb MP, the then Minister for Care Services, which ran from December '15 – March 16, resulted in the ***Future in Mind*** report whose recommendations have since been accepted and funded by government with £1.25 billion over five years.

YoungMinds was central to this Taskforce having worked closely with Norman Lamb. We led the young people and parents consultations and feedback into the Taskforce to inform decision making, and I was privileged to co-chair the Vulnerable Children and Young People's Task Group.

Future in Mind has created unprecedented interest in children and young people's mental health in Britain today. It has also and shifted focus strongly in the direction of the concerns and crisis in Child and Adolescent Mental Health Services. *Future in Mind* has also created real momentum for change and the '**transformation**' of services, help and provision of support for children and young people facing mental health problems or in emotional distress.

For YoungMinds 2015-16 was also an important year. Our involvement in and close knowledge of Future in Mind recommendations, the increased awareness of the issues facing children and young people and our growing profile has generated more demand across all channels of operation. YoungMinds welcomes this increased awareness and our role in achieving this recognition.

However, whilst welcome, increased demand also creates pressures. Managing sustainable growth and change are now exciting but challenging requirements. We anticipate these will continue and have actively planned for growth and change in our next Strategic Plan 2016-20.

Last year we reported on our overall achievements against our Strategic Plan objectives; some of the highlights, challenges, growing pains and projects coming into fruition (HeadMeds, YMs) were reviewed. Rather than repeat the information this year's Annual Report completes the picture set last year, and provides the setting for where we hope to reach by 2020.

Sarah Brennan, CEO

Why YoungMinds is vital

For too long children and young people's mental health has been shrouded in shame, guilt and invisibility. Parents have struggled to find help for their children or known how best to support them. We have personal knowledge of this from the ever increasing numbers of desperate parents who reach out for help from our Parents' Helpline and "Parent's Say" network.

The dire circumstances of long waiting lists, unacceptable waiting times to get help, inability to access help of any kind, ill children and young people kept in police cells because of a lack of safe places in health care and children and young people sent hundreds of miles away from their families to receive urgent inpatient care have all been well reported.

YoungMinds has worked tirelessly over the years to raise awareness of children and young people's mental health needs, influence the scale and quality of provision and provide practical help, increased knowledge and establish the facts and evidence.

We are very pleased that increasingly government policy has reflected the life course needs of addressing mental health issues, from the cradle to the grave. Brain science has contributed to the growing understanding of the impact of our early years, early intervention and the relationship between mind and body. For instance studies have graphically shown the impact of neglect on the development of the brain and the "hard wiring" influencing psychological wellbeing such as attachment and development of empathy.

YoungMinds has played an important role in this growing awareness. Our Chief Executive has been a regular member of ministerial advisory groups, policy creation at DH and co-chaired the Vulnerable Groups working group in Norman Lamb's (then Minister of State for Care Services) Children & Young People's Mental Health Taskforce. Our messages and campaigns, often with young people and parents, have been broadcast on national TV, radio and newspapers as well as on social media platforms, shining a spotlight on key issues. Our Young Activists have influenced ministers, policy makers and commissioners through describing their experiences and their recommendations for change.

Norman Lamb often depended upon information from YoungMinds and case studies from our Young Activists and Parents because as he stated, government operates in a "fog" regarding this topic due to a terrible dearth of reliable data. In particular YoungMinds Freedom of Information questions and report has been the ONLY data available about CAMHS expenditure for the last five years.

The Future in Mind report and recommendations along with the confirmation of £1.4 billion additional funds and the call for the transformation of child and adolescent services has generated significant momentum for change and improvement.

YoungMinds is at the centre of supporting these changes but there is a steep mountain to climb. Our helpline is reaching more parents than ever before. Our training and consultancy is in constant demand. Our resources are more widely used, especially "HeadMeds" - providing straight talk about mental health medications. More young people and more parents are involved with us and are active promoters of change and improvement in their local services.

The Data

YoungMinds role is essential in bringing the emotional and mental health needs of children and young people to the attention of the public, government and funders to effect improvements. The evidence increasingly demonstrates the importance of emotional resilience and good mental health as the key to the full range of life outcomes.

The statistics about the increasing need to address children and young people's mental health speak for themselves:

- Approximately 850,000 children and young people have a clinically significant mental health problem
- 1 in 10 children 5-16 years, or 3 in every classroom have a diagnosable mental health problem. This doubled between the 1980s and mid 2000s
- The Government's measure of children's wellbeing found that almost 1 in 4 showed some evidence of mental ill health (including anxiety and depression)ⁱ.
- 1 in 3 diagnosed mental health conditions in adulthood relate directly to adverse childhood experiences that have subsequently impacted on their psychological development and wellbeingⁱⁱ.
- It is estimated that half of all mental health problems manifest before the age of 14 years, with 25% enduring mental health conditions being present by the age of 24 yearsⁱⁱⁱ. Yet less than half receive treatment at the time
- There has been an average increase in referrals of 25% to targeted Child and Adolescent Mental Health Services (CAMHS), with the range being between 20-70%^{iv}.
- CAMHS are, on average, turning away nearly 25% of children referred to them for treatment^v.
- GPs are having to act outside of their knowledge and competence to support children's mental health^{vi}, which is worrying as antidepressant use amongst children in UK is rising^{vii} and recently it has been suggested that children have a doubled risk of aggression and suicide when taking one of the five most commonly prescribed antidepressants^{viii}.

Funding our children and young people's mental health service:

- The lifetime costs of a one year cohort of children with conduct disorder is estimated at £5.2billion, total costs of mental ill health are estimated at £105 billion.
- Just 0.7% of the NHS budget is spent on children's mental health - meaning it is 6.36% of total NHS mental health spend.
- Approx average NHS spend on children and young people's mental health per child aged 0-17 years is £78^{ix}.
- YoungMinds FOI 2015 found that between 2013/14-2014/15 budgets had been cut or frozen in 75% of Mental Health Trusts, 67% of CCGs, 65% of Local Authorities. This means over 1 in 5 either froze or cut their CAMHS budgets every year since 2010.

Trauma, Adversity and the Impact on Children and Young People's Mental Health

- 2 in 5 victims of Child Sexual Exploitation experience mental health problems (including Post Traumatic Stress) and are 17 times more likely to experience a psychotic episode than their peers^x.
- Witnessing domestic violence is children's most frequently reported form of trauma^{xi}.
- Studies by the charities Stonewall^{xii} and Metro^{xiii} both found that over half of LGBT youth reported deliberately harming themselves, and 44% had considered suicide^{xiv}.
- Bereaved children are 1.5 times more likely than their peers to be diagnosed with a mental health condition^{xv}.
- 2 in 5 young carers have a mental health problem^{xvi}, almost half of young carers report additional stress relating to the care they provide or the lack of support they receive^{xvii}.
- 2 in 5 looked after children having a diagnosed behavioural condition^{xviii} and 3 in 5 more having some form of emotional and mental health problem^{xix}.
- 1 in 12 young people self-harm and since 2002 there has been a 68% increase in the number of hospital admissions of young people self-harming
- 60% of Looked After Children have emotional or mental health problems and are 6 times more likely to have a conduct disorder and 4 times more likely to attempt suicide
- 95% of imprisoned young offenders have a mental health disorder

Report against progress 2012 -16

During the year we reviewed our Vision, Mission and Values which were agreed by the Board of Trustees in February.

Vision and Mission

We champion the mental health and wellbeing of children and young people across the UK.

Driven by their experience we create positive change so that children and young people can cope with life's adversities, find help when they need it and succeed in life.

Values: Our core values which underpin all our work are:

Ambition: We set ambitious goals to make a lasting difference to the lives of children and young people.

Collaboration: We listen to and create solutions with children, young people and their families.

Integrity: We respect each other, thrive on diversity, and always act in the best interests of children and young people.

YoungMinds informs, influences and empowers children, young people, parents & carers, professionals and policymakers.

Strategic Plan 2012 -16

Key Priorities

1. Build Children and Young People's Emotional Resilience
2. Inspire excellence in children and young people's services
3. Increase the influence of the Voice of Young People and their Families
4. Improve Self Harm Responses
5. Advance our understanding of how the Internet and Social Media can be a positive tool for building emotional resilience

Strategic Enablers

We set key areas of internal development to support the achievement of our objectives:

- Secure increased business through excellent delivery and successful marketing
- Provide a financially sustainable environment through diversified income generation
- Practice our philosophy of promoting emotional wellbeing and participation
- Set targets and evaluate our performance to ensure we represent the experiences and views of minority groups
- Attract and retain staff and volunteers with the skills and support to deliver high standard performance
- Deliver effective standardised procedures to manage our work efficiently Manage risk, costs and resources to deliver our strategic priorities

YoungMinds approach to mental health and resilience.

Our mental health is a continuum that changes during our lifetime and is influenced by what we are born with (genetic factors), our environment (how we are nurtured and socio-economic factors) and events (such as bereavement, bullying). Our physical health is affected by our mental health and our mental health is also affected by our physical health.

YoungMinds has adopted the “risk and resilience” approach to mental health. This means that we promote the knowledge and ability to spot and minimise risks, and the knowledge and skills to build resilience in order to cope with the challenges in life.

Evidence demonstrates that resilience can be learned. This is vital for children and young people.

We have adopted a definition of emotional resilience and good mental health which recognises how they affect all aspects of a child’s development. This includes cognitive abilities and social skills as well as a sense of emotional wellbeing.

Building emotional resilience is key and we believe there are core attributes seen in mentally healthy children and young people:

- The capacity to enter into and sustain mutually satisfying personal relationships
- A continuing progression of psychological development
- An ability to play and to learn appropriately for their age and intellectual level
- A developing moral sense of right and wrong
- The capacity to cope with a degree of psychological distress
- A clear sense of identity and self-worth
- Ability to ‘bounce back’ in the face of adversity

REPORT AGAINST OUR STRATEGIC OBJECTIVES 2012-16

Objective 1: Build Children and Young People's Emotional Resilience:

YoungMinds actively promotes children and young people's positive mental health alongside championing improved help when it's needed. Building resilience so young people can cope with the challenges and adversities in life is crucial to achievement and positive life outcomes.

Academic Resilience:

Our Academic Resilience programme works with school leadership teams to help them identify the schools wellbeing strengths and weaknesses and choose interventions and behaviours that will support their pupils best.

The aim of Academic Resilience is to help schools develop children and young people's abilities to bounce back from life's challenges and be successful in life. To do this successfully it needs the whole school to be engaged – from cleaners to head teachers.

Last year we supported the adoption of the Academic Resilience approach in 60 schools across the country. In Durham 20 schools are being evaluated by the University of Brighton to assess the effectiveness of our approach. A further 50 schools have received an introduction to the Academic Resilience Approach.

Uni Stress

University can be a fantastic experience, but can also be isolating, challenging and tough, being young people's first experience away from home amongst thousands of strangers and with demanding course work.

In response, students came together and set up the YoungMinds Vs **Online Pressures** campaign which ran from October to April 2016. Our **Digital Leads** group of young people created a range of resources, advice with top tips for dealing with stress at university. A further group shared their experiences of dealing with mental health issues at university.

The campaign was hugely popular. It was viewed on YoungMinds and YoungMinds Vs Facebook by over **196,000 people** and generated over **23,000 active engagements** (posted likes, comments and shares). On Twitter our campaign tweets used the hashtag #CopingOnCampus and were seen by over **500,000 people**.

We also launched a "zine" – a downloadable online magazine – containing some of the best blogs from the campaign, as well as tips for students and advice on how to campaign or find support. It was launched on University Mental Health Day, was promoted by The Guardian, Student Minds, student unions and student mental health societies and websites.

Mates Matter

Continuing our corporate relationship with Talking Taboos our Young Activists carried out a short campaign to raise awareness about helping your 'mates' when they might be emotionally troubled.

Friendships amongst young people are a key factor in building their ability to cope so this was a great campaign to raise awareness about what we can all do to help each other. After all, young people often turn to friends first before any adult is aware of a problem.

http://www.youngminds.org.uk/news/blog/3183_show_your_mates_they_matter_for_safer_internet_day

School Stress

YoungMinds **Digital Leads** also produced an online campaign pack for school stress and co-designed the social media strategy.

The pack was full of useful tips and information on combatting school stress, revision tips to avoid stressing out over the exam period, revision playlists and tips on healthy foods to nourish the mind over this time. It was shared on all our social media channels and via Gojimo, an exam preparation app, who we partnered with on the launch of their National Revision Week campaign aimed at young people.

http://www.youngminds.org.uk/assets/0002/0562/YM_Vs_Digital_Campaigns_Pack_Spreads.pdf

Books on Prescription

YoungMinds Youth Engagement team has worked on a number of diverse and innovative projects during the year, including **Book Shelf**. This project supported young people aged 13 - 18 years to co-produce and design a young people's book list that supports mental health.

Resilience Forum – in partnership with Brighton University

There is growing awareness of the importance of resilience for positive mental health, but also divergent views about the evidence, what works, even the definition of 'resilience' and how it is different or the same as 'wellbeing'.

To encourage healthy debate and sharing of practice and evidence, YoungMinds partnered with Brighton University to hold bi-monthly London based workshops for any professional in the field. Over 20 attended each workshop and lively discussions followed presentations giving opposite or different views on a topic.

Starting with psychological versus sociological approach to resilience, we then debated the iThrive model, Public Health England definition and response as well as local area applications e.g. Blackpool.

Five meetings were held throughout the year and contributed to the growing body of support for how resilience development is important both in recovery as well as in everyday coping.

Objective 2: Inspire excellence in children and young people's services:

YoungMinds delivered against this objective through our policy and influencing activity and through Training and Consultancy to the children's workforce - which continues to grow in reputation and scale. Last year we delivered seven large-scale commissioned training contracts in a mix of national organisations and boroughs around the country, alongside four Academic Resilience projects.

Recognition as the leader in young people's engagement around mental health issues has significantly increased the demand for help to either deliver youth consultation projects or help other agencies or areas develop their own youth engagement.

A new addition has been requests to help with parents' participation and consultation – an area of work we hope to also expand going forward.

Increasingly commissioners want a mixed offer of training, commissioning support and youth engagement. We have been delivering both local and national projects to meet this need. Informed by our learning during BOND and HeadStart, our YoungMinds Commissioning Support "support and challenge" approach was tested in a number of areas. One area was an extended piece of work in Tower Hamlets where our 2 day workshop for commissioners helped them develop their Local Transformation Plans to deliver the Future in Mind recommendations in their area – which resulted in a successful proposal to NHSE.

Some other examples of our commissioned projects:

- Commissioned by Bexley 'Health and Wellbeing Board' to design and deliver youth engagement work with young people across the borough. They have influenced the development of local services being offered to young people to support and promote their emotional wellbeing.
- Youth engagement and parent engagement to consult with and inform the cross government Children and Young People's Mental Health Taskforce
- Working with Time to Change to provide training in schools for staff and pupils about challenging mental health stigma.
- We established the youth engagement model for HeadStart, and supported each of the 12 partnerships embed young people's participation and co-production within their projects and across the boroughs.
- Carrying out youth engagement support for the 12 HeadStart areas – supported and coached the 12 areas to embed young people's participation into their projects at every level, as well as recruitment, training and supporting a young people's panel to assess alongside BIG the 12 business plans for Phase 3.

In the year, 4 new courses were offered:

Train the Trainer in introduction to mental health,
Introduction to Academic Resilience
Eating Disorders & Mental Health
Anxiety and Mental Health.

Our year on year increase in our training programme continues:

326 Delegates on our Open Access courses
8107 Delegates on bespoke training (any commissioned training)
96% said they would recommend to a friend/colleague
95% said relevant to their work
202 Courses delivered
39 Open Access training days

150 days of bespoke training was delivered to schools, third sector organisations and other children's workforce providers.

Objective 3: Increase the influence of the Voice of Young People and their Families:

Young People's Voice

YM Vs

This has been our leading youth engagement national campaign funded by Comic Relief to promote the participation and influence of young people at all levels of their local mental health system. In July 2015 the project completed its two year programme.

Young people gave us very powerful and positive feedback about their involvement and their own achievements through the programme. In summary YM Vs achieved:

- Prevention: over 4,000 young people received peer developed and peer facilitated awareness raising workshops about mental wellbeing and resilience in schools and community settings
- Pledged support: 64,598 young people pledged support for the YM Vs 'Charter for Change'
- Youth-led: A total of 10,420 young people were involved in the project – by far overreaching our target of 5,000! Over 5,000 young people were more closely engaged in developing the campaign through surveys, focus groups, feedback etc. The ongoing leadership was provided by a national team of young ambassadors who were connected to local community ambassadors. These local ambassadors led the implementation of the campaign in their local areas and engaged their peers in community campaigning
- Governance: 364 young people were adopted into positions of influence within their local health systems such as Young Governors in Trusts, co-commissioners, board

membership of National Institute of Health Research

- Excellence in service delivery: Young people's participation in mental health promoted in over 400 organisations within the campaign including: 69 schools, 45 local voluntary community organisations, 20 local authorities and CAMHS across the country
- Young Activists: 1671 Young Activists learned new skills, took on responsibilities, grew increased self-confidence and self-esteem and challenged the stigma by talking openly and in social media about mental health.
- Organisations: schools, mental health services, local authorities, housing associations and local health bodies all supported YM Vs. Two main outcomes has been: they increased young people's voice and increased their organisation's resource committed to young people's mental health.

There were many challenges in the campaign, for instance how to enable the involvement of young people in mental health hospitals, how to ensure diversity and involvement of vulnerable groups? We were proactive and creative which was enormously helped by young people being in the driving seat. Particular successes of the campaign were that:

Vulnerable groups: 55% of young people reached with the campaign were black and minority ethnic, 18% of campaign participants had a disability, 12% of campaign participants identify as lesbian, gay, bisexual or transgender.

Award winning: in February a YoungMinds Vs activist, Jack Wilson, received a ***Mental Health Hero Award*** from the then Deputy Prime Minister, Nick Clegg for his campaign work through YM Vs.

We were also honoured to receive a Healthwatch award for ***'Making a difference through commissioning'*** for the work of a group of Vs activists influencing the commissioning of mental health services in Leeds.

Young People's Panel:

Involvement in governance and strategic planning

YoungMinds continues to ensure the voices of young people are at the heart of all our work. Our newly refreshed youth engagement model is designed to create opportunities for young people to use their experiences to educate others and promote excellence in services and organisations within children and young people's mental health and beyond.

The new Youth Panel is supported by the Youth Engagement Team and has informed YoungMinds new strategic plan and will continue to directly be involved in the governance and planning of YoungMinds.

We expanded and embedded YM activists programme, providing more young people than ever before with a structured training and support programme. They have developed skills in a variety of areas such as public speaking, digital campaigning and media.

Parents Voice

Our **Parents Say** project was established with funding from NHSE to inform their programme; Children and Young People's Increased Access to Psychological Therapies (CYP IAPT). Starting in 2014 we quickly had over 600 active parents keen to report on their experiences and give recommendations for improvements. We were delighted to extend the Parents Say project with a **Participation Toolkit** for parents and CAMHS, and a further 250 parents taking membership to over 1000.

We have continued to support our network whilst we awaited notification of funding – recently announced.

Building on our success of engaging parents we were invited by MindEd to develop and co-write the parent e-modules for **MindEd for Families**. One of our parent volunteers was successful in being appointed to deliver the project and worked with an editorial group of 20 parents. Visit the site and encourage others too: minded.e-lfh.org.uk/families/index.html

Objective 4: Improve Self Harm Responses

At YoungMinds we know self-harm is a scary and isolating experience, not just for young people, but also for parents and professionals trying to help a young person through it. That is why we partnered with The Charlie Waller Memorial Trust and The Royal College of Psychiatrists to create three short films, co-created with young people, parents and professionals, reflecting their real-life experiences of self-harm. The films provide hope and give practical support to those affected by self-harm, and counteract the negative and frightening messages that are widely available online. The accompanying digital packs, which are also co-created by young people, parents and professionals, dispel myths, answer frequently asked questions, provide practical advice and signpost to further help and support.

We have had a fantastic response from young people, parents and professionals, with over 100,000 people having viewed the films so far. The resources are also being used across the UK in training delivered by the partner organisations, MHFA, Addaction, schools CAMHS and other children and young people's workforce settings.

"As a professional, I personally found the "No Harm Done" short films to be incredibly valuable resources for my practice. The way the films have been produced will make it a lot harder for young people that I work with to judge the action of self-harm given that there are no graphic harming words/stories and the films themselves do not come across as triggering. As I know my young people and location well, I feel enthusiastic that these films will encourage understanding and empathy from peers and spark conversation enabling those who have no knowledge around self-harm to be more accepting, open and supportive of those who have issues with self-harm".

Stephanie, professional

"I got involved with this project alongside other young people who have 'been there' with self-harm. It is scary and isolating and it often feels like there is no way out. The aim of No Harm Done is to reassure those affected by self-harm that things can and do improve

-it can be hard work, and it might feel worse before it gets better, but coming out on the other side is so worth it."

Lucy, young person

Objective 5: Advance our understanding of how the Internet and Social Media can be a positive tool for building emotional resilience:

To develop the understanding of the impact of the digital world on young people's mental health YoungMinds Vs carried out surveys and focus groups with over 5,000 young people in 2014 and reported in detail last year.

We learned through this and other research about the negative impact that social media, addictive gaming, access to the internet, negative images and pornography is having on children and young people's sleep patterns, moods, body image, social relationships, self confidence and self-esteem.

We have also heard from young people about the positive impacts of the digital world; being able to find helpful information, breaking down isolation by sharing similar experiences with peers, helpful apps, games and online counselling.

Tanya Byron in her report for government commented on how we would never let children out on roads without teaching them how to stay safe, yet we let children and young people into the digital world with little guidance or help on staying safe when the risks can sometimes be as bad or even worse.

YoungMinds wanted to find out if the research could help us understand how we can best help children and young people navigate the digital space safely, spot risks early on, and manage their profile and experiences positively.

Resilience for the Digital World

Ecorys, the research and evaluation agency, partnered with us to conduct a pro bono research project. The resulting evidence review "Resilience for the Digital World" provided many insights and recommendations.

By 'digital resilience' we mean the social and emotional literacy competency to positively respond to and deal with any risks young people might be exposed to when they are using social media or going online.

The report was launched at the Conservative Party Conference in autumn 2015 and we were delighted to have excellent ministerial and parliamentary representation with both Sam Gymiah, Parliamentary Under Secretary of State at the Department for Education, and Alistair Burt, Minister of State for Community and Social Care, jointly chaired the roundtable discussion.

David Rutley MP attended along with representatives from Twitter, Facebook, and young people from the Girlguides.

YoungMinds has spoken at 5 national conferences raising awareness of the findings and recommendations of the report.

Some key findings include:

- 1 in 3 all internet users in the world are below the age of 18
- 4 in 5 young adults between 16-24 believe that digital technology plays a positive role in their lives
- 50% found online interactions more straightforward than face to face ones
- 1 in 5 had shared personal information and photos with someone they knew ONLY online
- Young people are often unaware of the risks and dangers until too late:
- 5 -17 year olds ranked dangers using the internet way down list of potential
- Only 2% of young people 12-17 years said it posed a concern for them

Building Digital Resilience:

- Blocking can reduce young people's resilience
- Competence and interest of parents and siblings plays a key role in developing digital literacy skills
- Children of parents with lower internet use were less confident about staying safe online

Key Recommendations:

- Technology can help young people learn about, and help them manage obsessive behaviours e.g. amount of time spent, alerts with repeated 'refreshes'.
- Embed school curriculum with messages and exercises about digital use e.g. impact of the content they create on others (empathy), understanding and dealing with challenging content, explore how to best balance identities and lives online and offline.
- Build new online solutions and positive peer to peer communities

Influencing and Media Work

Spring

Election campaign

In the run up to the election we launched the #keepyourword campaign with a full page ad in the New Statesman. The campaign asked the 3 party leaders to keep their word on children and young people's mental health and features relevant quotes from each of them. There were two asks – for candidates to pledge to this issue and for the public to lobby their candidates to pledge. By the day of the election;

779 individuals had signed up

360 Parliamentary candidates

241 constituencies reached

These are positive numbers considering the 'noise' on a variety of issues pre-election.

Press

Press highlights are below. YoungMinds has become the 'go to' place for young people's mental health in the media. In the past few weeks we have had meetings with BBC news, ITV news and Panorama who all want to run features on children and young people's mental health. Channel 4 Dispatches recently also held a private screening at the RSA on their documentary 'A bed too far' on young people's inpatient services, due to be aired after the Election.

- Daily Mail: Warning about self-harm websites
- Daily Mirror: Unacceptable number of children on adult wards
- Daily Mirror: As
- Daily Mail: Impact of bullying and mental health study
- BBC news: Children and Young people's Mental Health Taskforce report
- BBC News: Funding boost for children and young people's mental health

The Times Campaign

In March, The Times launched their mental health Teen Manifesto Time To Mind campaign <http://extras.thetimes.co.uk/public/timetomind/index.html> which was co-written by YoungMinds, Professor Tanya Byron, Dr Peter Hindley (YoungMinds Trustee and Chair of Adolescent Faculty at RCPsych), Professor Isobel Heyman (Child & Adolescent Psychiatrist at GOSH and Chair, London Child Mental Health SCN). The coverage continued over a month in The Times and garnered widespread public, celebrity support and continued to raise the profile of YoungMinds and young people's mental health.

Summer

Media coverage: A particularly strong piece on ITV news about under 18s in adult wards:

We hosted a group of the **Queens Young Leaders** at YoungMinds for a day. These are young people from the Commonwealth selected by their countries because of the leadership they have shown in helping other young people. The young leaders visited England for a week in June, and our CE joined them at Buckingham Palace for their Award Ceremony with the Queen, David Beckham and John Major and then a dinner at St. James' Palace with the Duke of York. Earlier the same day they had all met David Cameron at 10 Downing St.

Autumn

Children and Mental Health Commission: YoungMinds CE joined CentreForum's commission enquiring into children and young people's mental health, focused on the implementation of Future in Mind and chaired by Norman Lamb, serviced by Emily Frith (Nick Clegg's former Special Adviser). Other members include Prof Peter Fonagy, Prof. Tanya Byron.

Conservative Party Conference Event: We were particularly successful in attracting key ministers to both chair and attend this event. Alistair Burt, Minister of State for Community and Social Care, chaired the event, Sam Gyimah Parliamentary Under Secretary of State for Childcare and Education attended along with other MPs, special advisers and representative from House of Lords. The roundtable event focussed on the findings from our literature review carried out on our behalf by Ecorys into young people's resilience using social media. It was a lively discussion and is being actively followed up with DfE and their plans for digital response.

We partnered with the Anti-Bullying Alliance for **Anti-Bullying Week** and focussed on the effects of bullying on mental health. We carried out a survey of medical professionals e.g. GPs

and school nurses and held a launch event at Speakers House in parliament in November with the survey results and a resource for medical professionals.

A partnership project with Time to Change Anti-Stigma Campaign launched in November.

YoungMinds organised a **joint conference** with the Kings Fund in October focusing on implementation of Transformation Plans in CAMHS with both Alistair Burt and Sam Gyimah as speakers. Over one hundred people attended the conference and we received very positive feedback.

Winter

Media

In 2 months, YoungMinds had more than 900 mentions in UK media. Highlights included:

YoungMinds featured prominently in **Panorama** on BBC1. The programme, which focused on the death of a 17-year-old in an inpatient unit, featured our CEO **raising concerns about CAMHS**, as well as a YoungMinds training session in a school.

We supported the **Sunday Times** in running a major story about **CAMHS waiting times**. The story featured quotes from Sarah and from one of your young activists:

http://www.youngminds.org.uk/news/blog/3273_camhswaitingtimes

We briefed **BBC News** for a prominent story on **CAMHS spending**:

<http://www.bbc.co.uk/news/health-35747167>

Our CE appeared on **Channel 4 News** talking about CAMHS.

The “soft launch” of the **Heads Together campaign** had prominent coverage in national and international media, including YoungMinds mentions in most national newspapers.

No Harm Done videos and advice pack on **self-harm** attracted coverage across a wide variety of media, including the Independent, The New Day, The Times Educational Supplement and Closer magazine.

There was widespread coverage of the Girlguiding launch of a new Think Resilient badge, developed in partnership with YoungMinds.

There has been extensive coverage of the launch of the **Books on Prescription** programme, which our young activists co-created, in national and regional newspapers.

E.g. <http://www.telegraph.co.uk/books/what-to-read/book-scheme-to-help-teenagers-with-mental-health-issues/>

Our CEO's comments on the **Education Select Committee's report into Looked After Children** were picked up by the Guardian, BBC Online, The Independent, Community Care and Children and Young People Now.

Our CEO's comments on the end of **Natasha Devon's** role as Mental Health Champion for Schools were picked up widely in national and regional newspapers.

We had extensive regional newspaper coverage of our London marathon runners as a way of promoting their fundraising.

Strategic Enablers

YoungMinds has developed its marketing and communications function to improve internal coordination, planning and results. This has been achieved through:

- A new Marketing Manager role
- Embedded Corporate Communications Forum
- A focus on social media
- Brand development
- The development of new resources to market our training, consultancy, and youth engagement work

Finances: We are delighted to report steady year on year financial stability and security. This has been achieved by strategic diversification of income generation through investment in fundraising, development of our training provision, and external commissioning of services alongside continued success in statutory project bids. Stretch income targets have been beaten in all departments in each of the last 2 years. These activities have been underpinned by strong central management of expenditure and good financial management.

Our fundraising team has also expanded under the guidance of our new Fundraising Director to meet our growing needs.

Participation: Our new Youth Panel had their first meetings and planned the involvement of young people with the board and organisational governance.

Targets: We control operations and management through monthly reporting on RAG KPI charts against targets. These are now under review to update with new work and record quality targets.

Staff Retention: The organisation's growth required additional office space in the year. We secured appropriate space 200 yards away which is very convenient. Our accommodation needs have been reviewed this year with the upcoming end of our current lease and we are in negotiation with our agent to expand in our current site or alternatively move.

We hope to stay in London Bridge for a further 3 years. This will provide the opportunity to explore new options and locations for longer term needs.

Due to a high number of volunteers and interns YoungMinds has significant ongoing management of turnover of these staff. This year a number of long term members of staff (of four years or more) moved to new roles.

Standardised procedures: Growth has demanded the need for increased standardised operations. Our online staff handbook has been revised and updated, our recruitment pack updated. In particular our safeguarding policy and procedures have required upgrading which is now complete along with entire staff team training. We have also reviewed and updated our financial procedures.

THE PARENTS' HELPLINE 2015-16

The Parent's Helpline continues to be in ever increasing demand. Last year we received a total of 48,083 calls from parents or carers. We were able to help a total number of 13,488 individual parents during the year, up from 10,462 in 2014-15. 2,716 parents received a one hour call-back from our professional therapists.

Unfortunately, due to the pressure of demand, many parents have to call two or even three times before they are able to get through to us. There has been a full review, and now additional investment has happened recently or is planned. We anticipate this will create a significant improvement to our call answer rate and parents telephone experience, and will mean we can help more parents.

The use of emails has also steadily increased during the year, with an average of 61 per week in April 2015, ending the year with an average of 120 emails per week in March 2016. All emails are responded to within 3 days.

The parents' helpline is a lifeline for so many parents. The feedback is overwhelmingly positive with 96% satisfaction rate. The impact of the helpline is clear as well. 65% of callers told us they had taken action following the call as advised and this helped their child and family.

Developments during the year included a new Volunteer Training Officer for the Helpline, a new phone system and new database. Once these developments have bedded in we anticipate increased efficiency and slower turnover of volunteers which will also both have a very positive impact on parents' ability to get through to an advisor quickly.

Moving Forward - Strategic Plan 2016 - 2020

Strategic Objectives

Our ambition for this strategy is to help more children and young people have better mental health. To achieve this we will:

1. **Foster innovation to meet the needs of vulnerable and excluded children and young people**
 2. **Promote good mental health to more children and young people than ever before.**
 3. **Champion the voices of young people and parents to influence mental health policy and practice**
 4. **Inspire excellence to achieve transformed, integrated services.**
- We will create new ways of preventing mental illness in children and young people, and increasing their understanding of the importance of good mental health and ways to promote their own and their peers' mental wellbeing.
 - We will consolidate and expand our engagement work with young people and parents, to influence all our work, to improve peer support, and ensure their voice influences policy and practice at national and local level.
 - We will continue with the steady growth of our consultancy & training services. Key developments will be managed capacity development and improving our business systems.
 - We will develop new ways of ensuring young people facing adversities and increased barriers to care receive the help they need.

Strategic Enablers

To realise our ambitions YoungMinds will continue to actively manage sustainable growth, invest in appropriate infrastructure to support changing needs and ensure our diverse income streams increase to match delivery.

Key areas of development will be:

- Skills and expertise to support YoungMinds growth needs in business analysis, information technology, as well as children's mental health
- Investment in information technology invested and upgraded
- Development of our brand and marketing resources
- Continued development of our diverse income streams
- Secure suitable accommodation for the next four years and beyond
- Key competencies & pay & reward structure across the organisation

REPORT OF THE TRUSTEES

Review of the past year and plans for next year:

The achievements against objectives for the year ended 31st March 2016 together with the plans for the coming year are set out on pages 8 to 22.

Public Benefit

YoungMinds exists to serve the public and ensure that children, young people, their parents and families as well as professionals working in the field of mental health benefit from our work and services. In particular, our free Parents' Helpline is open from 9.30 am – 4.00pm every work day and is available for any parent or adult worried about the behaviour of a child or young person. Our evaluations show that 97% of parents who call us are satisfied with our services.

YoungMinds produces a wide range of printed and electronic information available for purchase or free download from our website. The information is aimed at helping children, young people and parents understand specific mental health issues, how to help and how to access services. Our website provides information in plain English about treatment options available and the evidence of their outcomes and side effects. Also available is a wide range of research and policy for all members of the public. Printed materials include reports, studies, booklets and leaflets about children and young people's mental health and emotional wellbeing.

In addition, YoungMinds has a Training & Consultancy service. This offers training to anyone working with children and young people, about mental health and creating healthy schools, colleges, communities or workplaces.

YoungMinds operates across the UK, although some funding restrictions mean certain services are available for England only.

Risk Management

The Chief Executive works together with the Senior Management Team and the Trustees to analyse the major risks to the charity, evaluating and identifying significant risks. These risks are included in the Risk Register which is updated and reviewed by Trustees regularly. This includes the assessment of external factors, the organisation's development plan and other areas. The key risks identified include:

- Financial
- Operational
- External environment
- Delivering the 2016-20 strategic plan

Risk is calculated by likelihood x impact + impact to weight the risk scores in favour of impact. The key risks are detailed below and show the residual risk after mitigations are applied. Risks are assigned to senior managers. Operational risk registers monitor key project risks.

Risk details	Impact				Mitigations			
Risk of lease termination at Baden Place in Aug 16 following sale of premises	Short notice search for new accommodation; insufficient time to review longer term accommodation strategy	5	4	24	Review accommodation strategy; in negotiation with new landlords for Units 10 and 11 Baden place	5	2	12
YM lacks the key skills within its workforce to support growth	Systems and processes are inefficient; management information is inadequate; business development is held back	4	4	20	People strategy to ensure skills mix	3	3	12
KPI's do not provide the	Ineffective management and	4	4	20	Planned review of KPI's for	3	3	12

necessary information to manage the organisation, outcomes and progress effectively	governance; inability to identify and act upon poor performance and determine impact				2016-17			
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Financial Summary

The 15-16 financial position for YoungMinds remains good. Total income for the year was £2.42m (14-15: £2.20m).

Our Fundraising income of £995k (14-15: £795k) exceeded the target for the year and represents a £200k or 25% increase from 14-15. This income includes £139k (14-15: £198k) raised towards safeguarding our Parents' Helpline service for future years. Our Training and Consultancy service broadened its portfolio of contracts to deliver £925k of income (14-15: £639k), supporting our long term objective of becoming financially sustainable. Our project income reduced by £260k or 36% from 14-15 due to the end of the YM Versus project in June 2015. Our income from other projects and services (excluding YM Versus) is at a similar level to 14-15 and reflects our ability to generate new income.

Expenditure on charitable activities for 15-16 of £2.14m increased by £403k or 23% over last year (14-15: £1.74m) and demonstrates the growth that the 14-15 investment in infrastructure was intended to support. Our highest spend of £1.09m or 46% (14-15 £493k 21%) is on Training & Consultancy to deliver the business growth. Expenditure on fundraising of £233k (14-15 £203k) reflects the investment in staffing resource to broaden the fundraising base. A 15% investment in fundraising over 14-15 delivered a 25% increase in fundraised income.

The financial position of the reserves remains strong. Restricted reserves have increased from £249k to £331k as a result of the Parents' Helpline fundraising campaign while unrestricted reserves have fallen slightly from £1.47m to £1.42m. Total reserves have increased by 2% from £1.71m in 14-15 to £1.75m in 15-16.

Policy on reserves

The Board of Trustees annually reviews YoungMinds' policy on reserves to ensure the charity's financial stability and ongoing development. In 2016 the Trustees elected to establish unrestricted reserves to invest, restructure or reposition the organisation in order to secure alternative major funding streams and therefore ensure the long term financial viability of the charity.

At 31 March 2016 unrestricted reserves stood at £1.424m. The trustees designated £381k of reserves as a Strategic Development Fund, to be allocated toward new projects for 2016-17, and to invest in the staff and volunteer structure needed to deliver the strategic plan.

YoungMinds aims to hold 6 months operating costs in reserves at all times to protect against any circumstances beyond our control.

Investments

The Board of Trustees has considered the most appropriate policy for investing funds and decided that funds should be kept on short-term deposit in high interest current accounts to enable quick access to cash.

Structure, governance and management

YoungMinds Board of Trustees is legally responsible for the strategic direction of the charity, meeting every two months to monitor progress, take strategic decisions and deal with emerging

challenges. Lead trustees have been appointed to oversee key areas of work. The Board of Trustees reviews the skill set of its members regularly and whenever a vacancy arises. These are advertised externally and also among trustee's personal contacts. Once appointed, new trustees are inducted by the Chief Executive.

Two sub-committees support the work of the Board:

- The Finance & Fundraising Sub-Committee
- The HR Sub-Committee

Working parties are set up to cover specific issues that do not require a formal committee.

Senior Management Team

Day to day operation of the organisation is delegated to the Chief Executive Officer (CEO) and her Senior Management Team (SMT).

Pay and remuneration for YoungMinds staff, including SMT, is set as part of the annual budget. A cost of living increase is set according to affordability and is paid in arrears, once it is clear that the charity can cover the cost. YoungMinds offers an auto-enrolment pension with NEST with a contribution rate of 3% for all staff. The SMT does not have a separate remuneration arrangement.

Patron and Vice Presidents

Our patron is Lord Francis Listowel. Professor Judith Trowell and Peter Wilson are our Vice Presidents.

Reference and administrative information

YoungMinds Trust, Registered Charity Number 1016968; OSCR Number SC39700 governed by Memorandum & Articles of Association

YoungMinds Trust, Company Limited by Guarantee. Company number 2780643; incorporated in England and Wales on 18 January 1993. Company secretary: Sarah Brennan

Registered Office

Suite 11 Baden Place
Crosby Row
London
SE1 1YW

Auditors

Haysmacintyre
26 Red Lion Square
London
WC1R 4AG

Principal Bankers

CAF Bank Limited
Kings Hill
West Malling
Kent ME19 4TA

Legal Advisors

Russell-Cooke, Solicitors
2 Putney Hill
London
SW15 6AB

Statement of Trustees responsibilities in relation to the financial statements

The Trustees (who are also directors of YoungMinds Trust for the purposes 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. 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 judgments 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 charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts Scotland Regulations 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions

Auditor

Trustees appointed Haysmacintyre as auditor on 4 February 2016.

This report was approved by the Board of Trustees on 13th July 2016 and signed on behalf of the board by:

Dr Carole Easton, Chair

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF YOUNGMINDS TRUST

We have audited the financial statements of YoungMinds Trust for the year ended 31 March 2016 which comprise the Statement of Financial Activities, the Balance Sheets, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' responsibilities set out on page xx, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditors under Companies Act 2006 and section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at <http://www.frc.org.uk/auditscopeukprivate>

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2016 and of its net movement in funds, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the charitable company has not kept proper and adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees' were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a strategic report or in preparing the Trustees' report.

KATHRYN BURTON (Senior Statutory Auditor)
For and on behalf of haysmacintyre, Statutory Auditor
Chartered Accountants

26 Red Lion Square
London
WC1R 4AG

Date:

haysmacintyre is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2016

	NOTES	2016 Unrestricted Funds £	2016 Restricted Funds £	2016 Total Funds £	2015 Total Funds £
Income from:					
<i>Donations and legacies</i>	2	791,345	204,225	995,570	794,855
<i>Charitable activities</i>					
Income for projects and services	3a	-	460,806	460,806	720,607
Contracts for training	3b	914,557	10,500	925,057	638,731
Publications		26,703	-	26,703	27,223
<i>Subtotal income from charitable activities</i>		941,260	471,306	1,412,566	1,386,561
<i>Investment</i>					
Bank interest		3,008	-	3,008	5,044
<i>Other</i>		7,314	-	7,314	11,101
Total		1,742,927	675,531	2,418,458	2,197,561
Expenditure					
<i>Raising funds</i>					
Fundraising		233,208	-	233,208	202,917
<i>Charitable activities</i>					
Training & Consultancy		1,023,369	71,750	1,095,119	493,384
Parents IAPT		7,613	49,919	57,532	77,627
Publications		18,677	-	18,677	16,200
Parent's Helpline		92,656	372,411	465,067	380,704
Youth Engagement		25,305	98,844	124,149	398,214
Policy, Information and Research		383,975	-	383,975	375,290
<i>Subtotal cost of charitable activities</i>		1,551,595	592,924	2,144,519	1,741,419
Total	4a, 4b	1,784,803	592,924	2,377,727	1,944,336
Net movement in funds		(41,876)	82,607	40,731	253,225
Funds brought forward		1,465,842	248,862	1,714,704	1,461,479
Total funds carried forward	12	1,423,966	331,469	1,755,435	1,714,704

The Statement of Financial Activities includes all gains and losses recognised in the year.

All incoming resources and resources expended derive from continuing activities. The notes on pages 31 to 41 form part of these financial statements.

The above figures have been represented in FRS 102 (SORP 2015) format for the comparative period as required in Note 20.

BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2016

CHARITY NO: 1016968
COMPANY NO: 2780643

	Notes	£	2016 £	£	2015 £
Fixed Assets					
Tangible Assets	7		71,928		42,199
Current Assets					
Stock	8	4,762		5,079	
Debtors and prepayments	9	650,909		408,770	
Cash at bank and in hand		<u>1,550,192</u>		<u>1,498,112</u>	
		2,205,863		1,911,961	
Current Liabilities					
Creditors: Amounts falling due within one year	10		<u>(444,096)</u>	<u>(239,456)</u>	
Net Current Assets			<u>1,761,767</u>		<u>1,672,505</u>
Total assets less current liabilities			1,833,695		1,714,704
Creditors falling due after one year	10		(78,260)		-
Net Assets			<u><u>1,755,435</u></u>		<u><u>1,714,704</u></u>
Reserves	13				
Unrestricted general funds			1,042,966		1,056,842
Designated funds	19		381,000		409,000
Restricted funds	18		331,469		248,862
			<u><u>1,755,435</u></u>		<u><u>1,714,704</u></u>

The notes on pages 31 to 41 form part of these financial statements. The accounts were prepared in accordance with the provisions applicable to entities subject to the small entities regime.

The financial statements were approved and authorised for use by the Board of Trustees and were signed on its behalf on:

Date:

Carole
Easton
Chair

Andrew Cottrell
Treasurer

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2016

	2016 £	2015 £
Cash flows from operating activities	99,550	(62,229)
Cash flows from investing activities		
Dividends and interest	3,008	5,044
Purchase of property, plant and equipment	<u>(50,478)</u>	<u>(15,062)</u>
Net cash provided by/(used in) investing activities	<u>52,080</u>	<u>(72,247)</u>
Change in cash and cash equivalents in the reporting period		
Cash and cash equivalents at the beginning of the reporting period	<u>1,498,112</u>	<u>1,570,359</u>
Cash and cash equivalents at the end of the reporting period	<u><u>1,550,192</u></u>	<u><u>1,498,112</u></u>

NOTES TO THE CASH FLOW STATEMENT

	2016 £	2015 £
Reconciliation of Net Movement in Funds to Net Cash Flow from Operating Activities		
Net income for the reporting period	40,731	253,225
Depreciation charges	20,749	16,319
Decrease in stock	317	4,382
Increase in debtors	(242,139)	(154,541)
Increase / (decrease) in creditors	282,900	(176,570)
Interest and Dividends	(3,008)	(5,044)
Net cash provided by/ (used in) operating activities	<u>99,550</u>	<u>(62,229)</u>
Analysis of Cash and Cash Equivalents		
Cash at bank and in hand	<u>1,550,192</u>	<u>1,498,112</u>
	<u><u>1,550,192</u></u>	<u><u>1,498,112</u></u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

1 Accounting Policies Basis of Preparation

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

YoungMinds meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going Concern

Given the charitable company's level of free reserves available at the year end, the Trustees consider that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Accordingly the financial statements have been prepared on a going concern basis.

Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 the restatement of comparative items was required. No restatement of items has been required in making the transition to FRS 102. The transition date was 1 April 2014.

Statement of cash flows

The charitable company's cash flow statement reflects the presentation requirements of FRS 102, which is different to that prepared under FRS 1. In addition, the cash flow statement reconciles cash and cash equivalents whereas under previous UK GAAP the statement reconciled to cash.

Income

All income is recognised once the charity has entitlement to income, it is probable that income will be received and the amount of income receivable can be measured reliably.

Income from grants and donations is recognised when the cash is received or committed. Income that is received in advance for a future accounting period is deferred.

Income derived from trading activities including training and consultancy services is recognised on an accruals basis. Amounts received in advance relating to such income are shown as deferred income. Income from sales of publications is recognised when the goods are dispatched.

Income derived from trading relates to primary purpose trading which is acceptable under charity law and exempt from taxation.

Expenditure

Expenditure is allocated against direct charitable and other purposes directly where possible.

Non-specific expenditure is allocated on the basis of staff hours worked in each area.

Liabilities are recognised in the year to which they relate as soon as they are known.

Raising funds cost - fundraising and publicity

Fundraising and publicity costs include the salaries, direct expenditure and overhead costs of the staff who promote fundraising and the activities of the charity generally.

Governance costs

Governance costs are now allocated in line with other support costs and include:

- (1) The salaries and associated costs of the staff who have responsibility for the governance of the charity
- (2) The costs that are required to maintain the charity's statutory responsibilities. This will include the costs of the annual audit, the Annual General Meeting and any costs associated with meetings of the charity's trustees.

Leases

Payments under operating leases are charged to the Statement of Financial Activities on a straight line basis over the life of the lease.

Tangible Fixed Assets

Depreciation has been provided so as to write off the cost of each asset over its estimated useful life, as follows:

Fixtures and fittings	10% Straight Line
Computer equipment	25-33% Straight Line

Assets costing more than £1,000 are capitalised

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Fund Accounting

Funds held by the charity are either:

- (1) Unrestricted funds – which can be used in accordance with the charitable objects at the discretion of the trustees
- (2) Designated funds – which are set aside by the trustees out of unrestricted funds for specific future purposes
- (3) Restricted funds – which can only be used for particular restricted purposes within the objects of the charity, either when specified by the donor or when funds are raised for particular restricted purposes

Pensions

The company makes contributions to certain employees' personal pension or stakeholder schemes. These are included in the Statement of Financial Activities on an accruals basis.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Employee benefits

- **Short term benefits**

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

- **Employee termination benefits**

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

2	Donations and legacies	Note	Unrestricted £	Restricted £	2016 £	2015 £
	The Wright Trust		-	-	-	139,022
	Other donations		741,345	209,225	950,570	638,333
	Legacies		50,000	-	50,000	33,333
			<u>791,345</u>	<u>209,225</u>	<u>1,000,570</u>	<u>810,688</u>
	Deferred income released in year	11	-	30,833	30,833	15,000
	Deferred at year end	11	-	(35,833)	(35,833)	(30,833)
			<u>791,345</u>	<u>204,225</u>	<u>995,570</u>	<u>794,855</u>
3a	Income for Projects and Services		Unrestricted £	Restricted £	2016 £	2015 £
	Grants were received during the year from:					
	Department of Health (IAPT)		-	49,919	49,919	56,175
	Department for Education (Parent's Helpline)		-	315,793	315,793	262,019
	Comic Relief (YMv)		-	47,547	47,547	165,666
	Big Lottery Fund (YMv)		-	47,547	47,547	165,666
	BUPA UK Foundation (Parent Support)		-	49,635	49,635	-
	Comic Relief (Moving On)		-	-	-	12,167
	Comic Relief (Headmeds)		-	-	-	11,248
	John Ellerman Foundation		-	-	-	30,000
	Pixel Fund		-	-	-	10,000
			<u>-</u>	<u>510,441</u>	<u>510,441</u>	<u>712,941</u>
	Deferred income released in year		-	-	-	7,666
	Deferred at year end	11	-	(39,708)	(39,708)	-
	Long-term liability	10	-	(9,927)	(9,927)	-
	Total		<u>-</u>	<u>460,806</u>	<u>460,806</u>	<u>720,607</u>
3b	Contracts for Training		Unrestricted £	Restricted £	2016 £	2015 £
	Training & Consultancy		1,037,739	10,500	1,048,239	603,183
	Deferred income released in year	11	60,526	-	60,526	96,074
	Deferred at year end	11	(115,375)	-	(115,375)	(60,526)
	Long-term liability	10	(68,333)	-	(68,333)	-
	Total		<u>914,557</u>	<u>10,500</u>	<u>925,057</u>	<u>638,731</u>
	Total		<u>1,705,902</u>	<u>675,531</u>	<u>2,381,433</u>	<u>2,154,193</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

4	Expenditure analysis 1	Staff Related	Direct Costs	Irrec. VAT	Support Costs	Governance	Depn	Total 2016	Total 2015	
	Activity:	£	£	£	£	£	£	£	£	
4	a	Fundraising	210,262	10,428	1,429	10,177	413	499	233,208	202,917
4	b	Charitable Activities:								
		Training & Consultancy	608,355	221,218	30,309	215,891	8,764	10,582	1,095,119	493,384
		Parents IAPT	43,577	6,342	869	6,189	251	303	57,532	77,627
		Publications	-	8,488	1,163	8,284	336	406	18,677	16,200
		Parents' Helpline	297,049	75,362	10,325	73,547	2,986	5,798	465,067	380,704
		Youth Engagement	70,889	24,205	3,316	23,622	959	1,158	124,149	398,214
		Policy, Information & Research	291,818	41,882	5,738	40,874	1,659	2,003	383,975	375,290
		Subtotal charitable Activities	1,311,688	377,497	51,721	368,407	14,956	20,250	2,144,519	1,741,419
		Total Resources Expended	1,521,950	387,925	53,150	378,584	15,369	20,749	2,377,727	1,944,336

Costs are allocated on the proportion of direct (non-staff) costs. Support costs includes staff costs for core functions.

	Expenditure analysis 2	Activities undertaken directly	Grant funded activities	Irrec. VAT	Support Costs	Governance	Depn	Total 2016	Total 2015	
	Activity:	£	£	£	£	£	£	£	£	
4	a	Fundraising	220,690	-	1,429	10,177	413	499	233,208	202,917
4	b	Charitable Activities:								
		Training & Consultancy	771,573	58,000	30,309	215,891	8,764	10,582	1,095,119	493,384
		Parents IAPT	-	49,919	869	6,189	251	303	57,532	77,627
		Publications	8,488	-	1,163	8,284	336	406	18,677	16,200
		Parents' Helpline	6,618	365,793	10,325	73,547	2,986	5,798	465,067	380,704
		Youth Engagement	-	95,094	3,316	23,622	959	1,158	124,149	398,214
		Policy, Information & Research	333,700	-	5,738	40,874	1,659	2,003	383,975	375,290
		Subtotal charitable Activities	1,120,379	568,806	51,721	368,407	14,956	20,250	2,144,519	1,741,419
		Total Resources Expended	1,341,069	568,806	53,150	378,584	15,369	20,749	2,377,727	1,944,336

Costs are allocated on the proportion of direct (non-staff) costs. Support costs includes staff costs for core functions.

	Analysis of Support Costs	Admin & Finance	HR	Premises	IT	Development & Management	Marketing	Total 2016	Total 2015
	Activity:	£	£	£	£	£	£	£	£
	Fundraising	2,356	1,979	1,971	357	2,114	1,399	10,177	5,469
	Charitable Activities:								
	Training & Consultancy	49,982	41,992	41,804	7,580	44,845	29,688	215,891	54,944
	Parents IAPT	1,433	1,204	1,198	217	1,286	851	6,189	1,116
	Publications	1,918	1,611	1,604	291	1,721	1,139	8,284	3,290
	Parents' Helpline	17,027	14,305	14,241	2,582	15,277	10,114	73,547	19,766
	Youth Engagement	5,469	4,595	4,574	829	4,907	3,248	23,622	12,065
	Policy, Information & Research	9,463	7,950	7,915	1,435	8,490	5,621	40,874	25,835
	Subtotal charitable Activities	85,291	71,658	71,337	12,934	76,525	50,662	368,407	117,016
	Total Resources Expended	87,647	73,637	73,308	13,292	78,639	52,061	378,584	122,485

Costs are allocated on the proportion of direct (non-staff) costs. Support costs includes staff costs for core functions.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

5 Governance Costs	2016	2015
	£	£
Audit costs	11,406	7,000
Other costs	3,963	15,123
	<u>15,369</u>	<u>22,123</u>

Audit costs are for statutory audit only. New auditors were appointed for 2016. Governance costs are now apportioned in line with other support costs.

6 Staff Costs	2016	2015
	£	£
Salaries & Wages	1,411,973	1,184,794
Social Security costs	135,338	112,932
Pension Costs	14,517	9,505
	<u>1,561,828</u>	<u>1,307,231</u>

Three employees were made redundant during 2015 at a total cost of £15,628. (2015 £9,280)

Key management personnel

The Senior Management Team consists of:

- Chief Executive
- Director of Finance & Resources
- Director of Operations
- Director of Fundraising
- Director of Campaigns & Media

The costs for these staff (salaries and pension) were £319,978 (2015 £295,341).

One employee received employee benefits (excluding employer pension costs) of between £80,000 and £90,000 (2015 one between £80,000 and £90,000).

Key management personnel do not receive any benefits not available to all employees. All employees have access to a pension scheme with an employer contribution of 3%.

No Trustee received any remuneration in 2014 or 2015. Reimbursement of travel expenses amounted to £663 paid to 2 trustees

The average number of employees during the year was:

Average Headcount		Average FTE	
2016	2015	2016	2015
67	50	37	32

Trainers are mainly employed on zero hours contracts.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

10 Creditors	2016	2015
	£	£
<u>Amounts falling due within one year:</u>		
Trade Creditors	97,605	40,857
Other taxes and social security	103,555	66,113
Accruals and other creditors	52,020	41,127
Deferred income	190,916	91,359
	<u>444,096</u>	<u>239,456</u>
 <u>Long-term creditors</u>		
Grants	9,927	-
Training & Consultancy contracts	68,333	-
	<u>78,260</u>	<u>-</u>
11 Deferred Income	2016	2015
	£	£
<u>Deferred income - Grants for projects and services</u>		
Balance as at 1 April 2015	-	7,666
Amount released in year	-	(7,666)
Amount deferred in year	39,708	-
Balance as at 31 March 2016	<u>39,708</u>	<u>-</u>
 <u>Deferred income - Training</u>		
Balance as at 1 April 2015	60,526	96,074
Amount released in year	(60,526)	(96,074)
Amount deferred in year	115,375	60,526
Balance as at 31 March 2016	<u>115,375</u>	<u>60,526</u>
 <u>Deferred income - Donations</u>		
Balance as at 1 April 2015	30,833	15,000
Amount released in year	(30,833)	(15,000)
Amount deferred in year	35,833	30,833
Balance as at 31 March 2016	<u>35,833</u>	<u>30,833</u>
Total Deferred Income	<u>190,916</u>	<u>91,359</u>

Deferred income represents grants and donations which span the year end, together with training courses invoiced in 2015-16 but delivered in 2016-17.

12 Operating lease commitments

The annual amounts payable in respect of operating leases for which the charity was committed as at 31 March 2016 are shown below according to the expiry dates of the leases:

	Equipment	Land and buildings	
	2016	2016	2015
	£	£	£
Less than one year	4,319	58,139	57,126
Between 2-5 years	12,959	112,500	63,230

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

13 Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total 2016 £	Total 2015 £
Fixed Assets	57,071	14,857	71,928	42,199
Current Assets	1,800,244	405,619	2,205,863	1,911,961
Current Liabilities	(365,016)	(79,080)	(444,096)	(239,456)
Long-Term Liabilities	(68,333)	(9,927)	(78,260)	-
	<u>1,423,966</u>	<u>331,469</u>	<u>1,755,435</u>	<u>1,714,704</u>

14 Taxation

YoungMinds is a registered charity and as such its income and gains falling within Sections 471 to 489 of the Corporation Tax Act 2010 or Section 25b of the Taxation of Chargeable Gains Act 1992 are exempt from Corporation Tax to the extent that they are applied to its charitable activities.

15 Related party transactions

There were no related party transactions during 2015-16 (none in 2014-15).

16 Post balance sheet events

Trustees committed £100k to an overhaul of the YoungMinds website and brand refresh for 2016-17.

Two trustees resigned in May 16. Two new trustees were recruited to replace them from July, with specialist skills in HR and digital communications.

17 Controlling Party

The Company is limited by guarantee and does not have share capital. Each member gives a guarantee to a sum not exceeding £1 to the Company should the Company be wound up. No one individual member has control.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

1 8 Restricted Funds	At 1 April 2015 £	Incoming Resources £	Resources Expended £	At 31 March 2016 £
<u>Training & Consultancy</u>				
IAPT extension	-	49,919	(49,919)	-
	-	49,919	(49,919)	-
<u>Parents' Helpline</u>				
Parenting Fund	-	315,793	(315,793)	-
Kofia Trust	50,000	-	(50,000)	-
PHL donations	198,862	139,225	(6,618)	331,469
	248,862	455,018	(372,411)	331,469
<u>Youth Engagement</u>				
YMV's project	-	95,094	(95,094)	-
	-	95,094	(95,094)	-
<u>Core Support</u>				
The Esmée Fairbairn Foundation	-	40,000	(40,000)	-
Paul Hamlyn Foundation	-	7,500	(7,500)	-
Garfield Weston Foundation	-	17,500	(17,500)	-
Training misc grants	-	10,500	(10,500)	-
	-	75,500	(75,500)	-
Total	248,862	675,531	(592,924)	331,469

IAPT extension

YoungMinds received a contract extension from April to September 2015 from the Department of Health, to further develop the Parents Say toolkit and to embed the toolkit into the day to day service delivery of CMHS partnerships within the CYP IAPT areas.

Parents' Helpline

The Parents' Helpline is a free telephone and online advice service for parents and carers concerned about the mental health of a child or young person. It is the only free national helpline of its kind. The Department for Education supports the running costs. The Kofia Trust donation is for the development of the helpline. The Save the Parents' Helpline campaign ran while the service was under threat of closure from funding cuts.

Youth engagement

Our young people's participation project is funded jointly by the Big Lottery and Comic Relief. The project is creating a mass movement of children and young people campaigning for better mental health and wellbeing.

Core Activities

Grants from Esmée Fairbairn, Garfield Weston and Paul Hamlyn Foundations support our core activities.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

19	Reserves	2016 £	2015 £
	<u>Designated Funds</u>		
	Balance as at 1 April 2015	409,000	379,969
	Movement in designated funds	<u>(28,000)</u>	<u>29,031</u>
	Balance as at 31 March 2016	<u>381,000</u>	<u>409,000</u>

For 2015-16, the trustees designated £409k of reserves as a Strategic Development Fund, to be allocated toward new projects and to invest in the staff and volunteer structure needed to deliver the strategic plan. For 2016-17, £381k was designated for the same purpose.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

20 Comparative SOFA under FRS 102 (SORP 2015)

	2015 Unrestricted Funds £	2015 Restricted Funds £	2015 Total Funds £
Income from:			
<i>Donations and legacies</i>	541,826	253,029	794,855
<i>Charitable activities</i>			
Income for projects and services	-	720,607	720,607
Contracts for training	638,381	350	638,731
Publications	27,223	-	27,223
<i>Subtotal income from charitable activities</i>	<u>665,604</u>	<u>720,957</u>	<u>1,386,561</u>
<i>Investment</i>			
Bank interest	5,044	-	5,044
<i>Other</i>	10,898	203	11,101
Total	<u>1,223,372</u>	<u>974,189</u>	<u>2,197,561</u>
Expenditure			
<i>Raising funds</i>			
Fundraising	202,917	-	202,917
<i>Charitable activities</i>			
Training & Consultancy	493,384	-	493,384
Parents IAPT	1,619	76,008	77,627
Publications	16,200	-	16,200
Parent's Helpline	56,324	324,380	380,704
Youth Engagement	17,498	380,716	398,214
Policy, Information and Research	312,134	63,156	375,290
<i>Subtotal cost of charitable activities</i>	<u>897,159</u>	<u>844,260</u>	<u>1,741,419</u>
Total	<u>1,100,076</u>	<u>844,260</u>	<u>1,944,336</u>
Net movement in funds	123,296	129,929	253,225
Funds brought forward	1,342,546	118,933	1,461,479
Total funds carried forward	<u>1,465,842</u>	<u>248,862</u>	<u>1,714,704</u>

The above figures have been represented in FRS 102 (SORP 2015) format for the comparative period as required.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

Trustees, Patrons and Members

Trustees of YoungMinds

Dr Carole Easton Chair

Ms Rebecca Baird

Mr Andrew Bell (to 18/5/16)

Professor David Cottrell (Vice Chair, to 18/5/16)

Mr Andrew Cottrell (Honorary Treasurer)

Mrs Helene Denness

Dr Peter Hindley

Mr Peter Jenkins

Ms Maria Kane

Mr Robert Mack

Mr David Redfern

Policy and Advisory Group members at 31 March 2016

Association for Child and Adolescent Mental Health

Association for Family Therapy

Association for Infant Mental Health

Association for Psychoanalytic Psychotherapy

Association for Child Psychotherapists

Association of Educational Psychologists

British Association of Art Therapists Ltd

British Association for Counselling and Psychotherapy

British Psychotherapy Foundation

British Psychological Society

Caspari Foundation

Play Therapy UK

Royal College of General Practitioners

Royal College of Nursing

Royal College of Paediatrics and Child Health

Royal College of Psychiatrists

Social Emotional Behavioural Difficulties Association

Patron

Lord Listowel

Vice-Presidents

Professor Judith Trowell

Mr Peter Wilson

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Fax: 020 7336 8446

[Email: ymentquiries@youngminds.org.uk](mailto:ymentquiries@youngminds.org.uk)

Parents' Helpline 0808 802 5544

www.youngminds.org.uk

This Annual Report is available to view and download from our website

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