
REVIEW 2003

SOMEONE TO TURN TO FOR EVERY CHILD



KEY ACHIEVEMENTS AT A GLANCE

Last year we said our current priorities are to: listen to children and young people; use our independence effectively and work in partnership with others; develop continuous improvement; optimise effectiveness and efficiency and to mobilise public, professional and government opinion and action working towards an end to cruelty.

ACHIEVEMENTS INCLUDE:

- The Wedgewood Centre helped 66 victims of abuse aged from five to 19 (see page 7).
- Our Specialist Investigation Service helped secure convictions for four adults who sexually harm children (see page 6).
- We sold more than 700 copies of *firstcheck*, a DIY guide to help organisations develop their own child protection policies (see page 8).
- 365 MPs signed an Early Day Motion to reduce the number of child abuse deaths (see page 10).
- New video link launched to enable children and young people to give evidence away from court (see page 12).
- Guidelines published to protect children from sex offenders in internet chatrooms (see page 14).
- Three high-profile awareness campaigns throughout the year (see pages 7, 10 and 16).

OVER THE NEXT YEAR WE AIM TO:

- actively involve children and young people in the planning and delivery of future campaigns
- establish Specialist Investigation Service teams in Northern Ireland and Southampton
- develop plans for our Listening Centre to bring together face-to-face, internet and telephone services under one roof
- position NSPCC Training and Consultancy as a centre of excellence and promote as part of the newly extended National Training Centre
- develop more services to involve fathers
- complete a review of the FULL STOP strategy
- actively involve donors to support our cultural change programme
- better evaluate and improve performance.

INCOME & EXPENDITURE

For the first time, the NSPCC's total annual income topped £100 million in 2002/03.

85 per cent of this is raised from people voluntarily giving their time and money, from people donating £2 a month, to volunteers organising events in their community, to legacies in wills, to major gifts from trusts, companies and individuals.

The NSPCC spent almost £91 million in the same year.

OUR SPENDING IS SPLIT BETWEEN THREE AREAS:

1. ACTIVITIES TO END CRUELTY TO CHILDREN

(£68.5 million or 75.6% of expenditure)

This is the fundamental purpose of the NSPCC in which we:

- provide services directly for children and families
- run child protection helplines and websites
- raise awareness and motivate the public to take action to prevent cruelty to children
- work in partnership with other organisations to develop child protection policies and to provide services
- campaign and lobby for government action
- provide professional training on safeguarding and child protection
- carry out research to further understand the prevalence, causes and effects of child abuse.

2. SUPPORT AND COST OF GOVERNANCE

(£6.6 million or 7.3% of expenditure)

Like every company (or charity), the NSPCC needs to invest in vital areas that keep the wheels turning – finance, human resources, management development, information systems. This also includes the money we spend on maintaining our premises.

3. COSTS OF GENERATING FUNDS

(£15.5 million or 17.1% of expenditure)

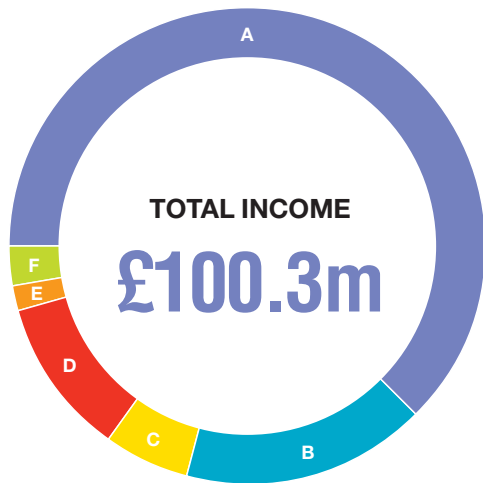
The NSPCC has to work hard in a very competitive world, to motivate people to support our cause. And this costs money.

The NSPCC spends 18.2 per cent of its voluntary income on fundraising, which is a testament to the efficiency of our professional fundraising staff, and an endorsement of the extraordinary efforts of all our volunteers and National Appeal Board members.

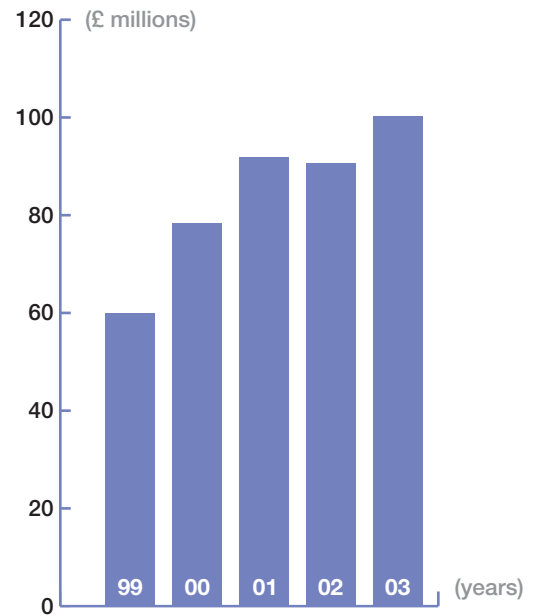
Since 1998 expenditure on activities to end cruelty to children has risen by 82 per cent

How you gave your help in 2002/03

A	Donations and gifts	£62.7m	62.5%
B	Legacies	£16.7m	16.6%
C	Trading income	£5.8m	5.8%
D	Statutory income	£10.7m	10.7%
E	Investment income	£1.7m	1.7%
F	Other income	£2.7m	2.7%

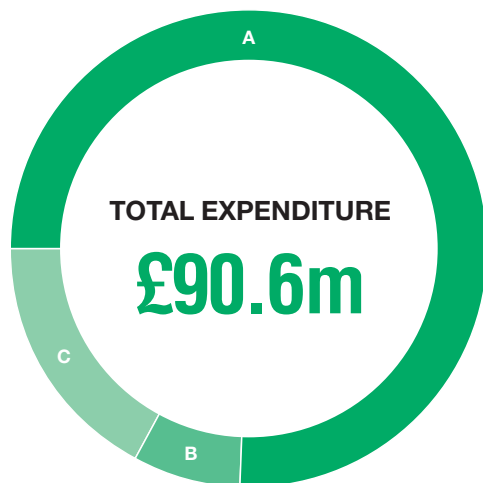


Total incoming resources

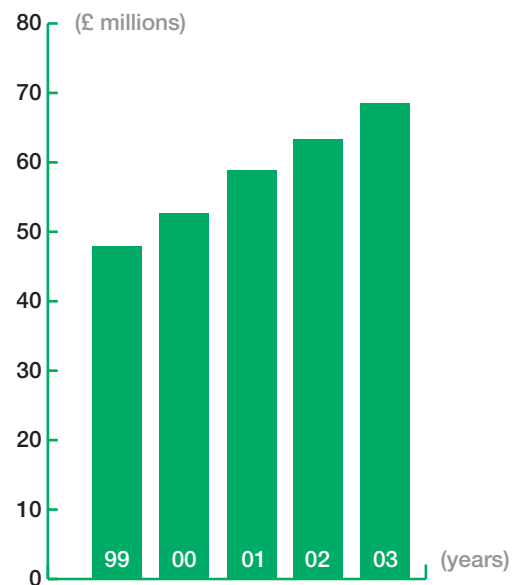


How we used it to help children

A	Activities to end cruelty to children	£68.5m	75.6%
B	Support and cost of governance	£6.6m	7.3%
C	Costs of generating funds	£15.5m	17.1%



Total expenditure on activities to end cruelty to children



The difference between money raised and spent this year, £9.7 million, will contribute towards our reserves. These are there to develop and protect the future of our services for children and young people, and allow us to honour the commitments made to staff, funding partners and cost of premises.

MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE

Welcome to our 2003 Review. We are pleased to share with you the action we have taken across the NSPCC towards our purpose of ending cruelty to children. We want better outcomes for all children in a society where children can grow up in a loving environment, free from sexual, physical or emotional abuse or neglect. To judge our activities there are two key questions – have we helped reduce cruelty and have we taken steps towards building the society we want?

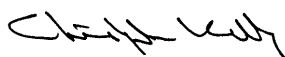
We have worked to prevent abuse and protect children at home, at school and in the community. For example, our training and consultancy service has helped a wide range of different organisations working with children, including many in sport, to set up effective child protection policies and procedures. In our family services we support and advise parents in order to prevent abuse happening. We have challenged the Government and brought about changes to policy and the law to help safeguard children better. We have continued to provide treatment and support for children who are the victims of abuse, including those called to be witnesses in court. Our Specialist Investigation Service has worked with the police and social services to help identify those who are involved in serious organised abuse of children.

Some of our services are available for any adult who is worried about a child, and for every child who needs someone to turn to. Our Child Protection Helplines enable people to tell us about abuse they think may be taking place and give children who are being abused the chance to talk about it. In the north of England we are also piloting There4me.com, our pioneering interactive website for young people. Our services across England, Wales, Northern Ireland and the Channel Islands help thousands of children, young people and their families every year; as you will see, there are many examples of the outcomes of this work in this Review.

We have begun a review of the FULL STOP strategy first launched in 1999. We recognise how much we depend on our services, campaigns and public education programmes working together. Our front-line services not only protect and support children; they also provide the evidence that informs our campaigns. Our public education programmes spread our messages to a wider audience than those we meet at our projects. The changes to policy and the law brought about by our campaigns have a far greater impact on a far greater number of children than our services could ever hope to have by themselves.

Our income has continued to grow each year since the FULL STOP Campaign and Appeal began. As a result we were able to increase the amount we spent on activities to end cruelty to children to over £68 million in 2002/03 – more than 80 per cent higher than in 1998. In addition to our normal income this year we raised a further £21.1 million for the FULL STOP Appeal. The total amount raised for the Appeal so far is now just over £120 million. The vast majority of our income comes from voluntary donations and fundraising.

We are making progress. None of our achievements would have been possible without the generosity of our donors, including our corporate partners, and the work of our staff, volunteers, and Trustees. Thank you. Your help and everyone's continued determination and commitment remains our greatest asset and our best chance of achieving our goal of ending cruelty to children. FULL STOP.



Sir Christopher Kelly
Chairman



Mary Marsh
Director and Chief Executive



BREAKING THE CYCLE

NEWS IN BRIEF

**APRIL
SPECIALIST
INVESTIGATION
SERVICE (SIS)**
works with the Metropolitan Police to trace the activities of four adults who sexually harm children, and secure their convictions.

**WEDGEWOOD
CENTRE IN CUMBRIA**
helps 66 young victims of abuse through creative arts, individual and group therapy.

**NEW SURE START
AT HIGHFIELDS**
in Leicester, managed by the NSPCC, cares for 1,900 children.

**MAY
CHILDREN'S DAY**
campaigns against physical punishment as research has shown that 75 per cent of parents smack their baby in his/her first year.

APRIL NSPCC HELPS CONVICT ADULTS WHO SEXUALLY HARM CHILDREN



Adults who sexually abuse children in an organised fashion use highly sophisticated systems and can abuse more than 200 children in a lifetime.

Over the last seven years, the NSPCC's Specialist Investigation Service (SIS) has expanded to combat this threat. As at March 2003 there were 11 teams across England and Wales. Colin Turner (above), Head of SIS, says: "The NSPCC is the only child protection charity with the legal authority to investigate suspected child abuse along with the police and social services. This enables us to launch investigations ourselves and enables local authorities to ask us to investigate cases in which they may have a conflict of interest.

"Last year, the management of SIS was transferred to the national level in order to ensure consistency across the country. This is essential as investigations often cross local authority and police boundaries. Success requires effective partnerships with other agencies, so we've spent a lot of time working with the Association of Directors of Social Services and the Association of Chief Police Officers on protocols that set out how SIS will work with these agencies nationwide."

One example was Operation Doorknock, an investigation by the Metropolitan Police into the

systematic sexual abuse of children by adults. Beverley Clarke, Manager of Camden SIS team, says: "The police raided two homes and found an enormous number of abusive images of children, as well as a notebook containing dozens of names and addresses. They asked us to help and we began by following up these names. They stretched from Essex to Cumbria; some were in their thirties and forties and there were lots of teenagers. We then started a joint investigation with the police, interviewing the people listed to see if they knew the suspects or had been abused by them."

Four men were eventually tried and convicted on a number of serious charges. Beverley says: "Following such cases, we make sure that the victims get the help they need. Some use our Helplines, while others are fast-tracked into psychiatric or psychological services. We never say goodbye until we know they are plugged into the relevant support network."

DCI Dave Marshall of the Metropolitan Police Child Protection Group and the Senior Investigating Officer for Operation Doorknock, says: "The NSPCC was an invaluable component of the enquiry team... I consider that this example of inter-agency co-operation could and should be used as a template for future enquiries."

APRIL NSPCC APPOINTED TO RUN HIGHFIELDS SURE START IN LEICESTER

Sure Start is the Government's programme to support young children and parents by integrating early education, childcare, health and family support services.

The NSPCC is involved with a number of Sure Start projects around England. However, as Programme Manager Sumerjit Ram says, "Highfields is the biggest project in the country. Most cover up to 500 young children; Highfields has 1,900. It's also very diverse, with 24 languages spoken.

"We're building two nurseries and will have 395 subsidised crèche places to help people out of the poverty trap by enabling them to go to work or college... We've had huge support from local parents and are hoping that some of them will apply for jobs."



MAY CHILDREN'S DAY PROMOTES POSITIVE PARENTING

According to a MORI poll, almost six in 10 parents think that physically punishing children is wrong. However, other research shows that three quarters of parents admitted smacking their baby in his/her first year.

The poll was commissioned by the NSPCC for Children's Day 2002, which focused on the negative consequences of hitting and smacking children. The survey also revealed that hitting children left most parents feeling bad and apologetic. Almost four in five parents who physically punished their children felt upset afterwards and 65 per cent felt guilty.

The campaign featured billboard posters in the style of children's books and radio advertisements using specially tailored children's rhymes. An Early Day Motion in Parliament that called for funding for positive parenting programmes was supported by over 50 MPs, and 55,000 copies of a new booklet, *Encouraging better behaviour* were printed. The booklet provides alternatives to smacking and was distributed by health and other professionals.

Eileen Hayes, NSPCC Parenting Adviser and author of the booklet, says: "Smacking does not help children behave better and may actually make things worse... what does work is a positive, loving relationship that the child wants to keep."



FACT FILE:

"I recently supported the NSPCC anti-physical punishment campaign. I really believe that there is a link between hitting children and the number of child abuse deaths we have in this country."

Jerry Hall, model, actress and mother

Under ones are the most at risk of all age groups and are four times more likely to be killed than the average person

In April 2002, the UK's top sports personalities came together for 'The Business of Winning' event with Sir Alex Ferguson and Sven Goran Eriksson, raising almost £250,000 for the FULL STOP Appeal



APRIL THERAPEUTIC CENTRE HELPS 66 YOUNG VICTIMS OF ABUSE

The Wedgwood Centre in Cumbria helps young victims of abuse recover from their ordeal. Carol Green, Services for Children and Young People Practitioner, says: "In April, we saw 66 young people aged from five to 19, of whom 40 had been sexually abused.

"We offer individual and group sessions to help victims understand their trauma so that they can get on with their lives. Victims often have flashbacks, panic attacks and nightmares and can do all sorts of things to deaden the pain, such as drugs or alcohol. They may also lash out or harm themselves. We have to rebuild their trust, their self-image and self-esteem.

"We use a creative arts approach that includes the use of puppets, clay, sand, toys and art. This can be easier than talking, especially for younger children, whose vocabulary is not as developed. Play is a child's means of communication..."

One grateful parent wrote: "We will never be able to thank the people at Wedgwood enough for what they have done for our daughter and family. As a result of their efforts our daughter can look to the future with hope and confidence."

How your donation could help:

£28.50

could keep a Specialist Investigation Service team open for one hour

WORKING IN PARTNERSHIP

NEWS IN BRIEF

**JUNE
SAFE IN BARROW**
brings together agencies and professionals to help women and children who have experienced domestic violence.

**JULY
YOUNG WITNESS
MATERIALS PRAISED**
in independent evaluation for helping children understand court procedures and easing their anxiety.

**NSPCC AND
COMIC RELIEF**
partnership raises £645,000 for projects that work with young people who sexually harm and with young women at risk of sexual exploitation.

**firstcheck
LAUNCHED**
to help organisations working with children develop good quality child protection policies and procedures.

EDUCATION ACT
receives Royal Assent and includes new duty on schools and local education authorities to safeguard children's well-being in England.

JUNE PIONEERING ONE-STOP SHOP FOR VICTIMS OF DOMESTIC VIOLENCE AND THEIR CHILDREN



Domestic violence accounts for one quarter of all violent crime, with around two women killed every week from domestic abuse. In 68 per cent of cases, children also witness the assault. They can feel frightened or distressed and their performance at school can suffer.

Barrow-in-Furness has the highest incidence of domestic violence in Cumbria and local agencies have long wanted to set up a special centre bringing together relevant agencies and professionals to help victims. A Government start-up grant finally saw the establishment of SAFE (Support Advice Freedom and Empowerment). The project is staffed by a police officer and health worker, as well as a family support worker, two social work qualified children's service practitioners and an education practitioner.

The project is managed by the NSPCC's Wendy Monelly (above). She says: "Our ethos is one of early intervention. We did a lot of work raising awareness locally, so now get a lot of self referrals. A woman might ring up to talk to someone for support, legal advice, some information about alternative

accommodation, or just some support after a recent incident.

"At the centre, we do individual and group work with both women and children. We also do group work with perpetrators, and we're unusual in working with both those who have convictions and also those who do not. Often a woman doesn't want to leave the relationship but she wants the violence to stop, so she'll get her partner involved.

"We have volunteers who visit the local primary schools and talk to the children about being happy or sad, the transition to secondary school, and so on. The children can talk to volunteers about these feelings. These sessions often identify issues at home, so we can talk to their teachers and, if appropriate, to social services. In the last 12 months we have seen over 1,000 primary school children and each of the 25 schools has invited us back.

"We've had a lot of positive feedback. One woman called and said that a friend had recommended the project. Then she said, 'I realise that I don't have to put up with this and that's why I'm calling you'. That pleased me a lot."

JULY *firstcheck* LAUNCHED TO HELP ORGANISATIONS PROTECT CHILDREN

With the importance of proper child protection policies and procedures ever more apparent, the NSPCC is helping organisations that work with children develop and audit their own processes. Rosemary Gordon, Head of Consultancy Services, says: "General awareness of child protection issues has risen and

funding, insurance and charitable status are increasingly contingent on the existence of suitable policies. We were receiving a huge number of requests for help, so came up with this pack to give organisations the option of doing it themselves. We still offer support afterwards, but hope that developing their own procedures will give organisations a greater commitment to them.

"*firstcheck* is useful for any organisation working with children, whether voluntary or statutory. It is user-friendly, straightforward, do-it-yourself guidance on developing child protection policies and procedures, which it achieves by demystifying the whole issue."

The pack has been translated into a Welsh version, *prawfycyntaf*, and to date, almost 700 copies in English and Welsh have been sold. A companion pack, *sportscheck*, has also been produced for sports clubs and organisations and a subsidiary booklet, *stopcheck*, gives the rationale for child protection procedures in the first place.





JULY EDUCATION ACT RECEIVES ROYAL ASSENT

The Public Policy team develops the NSPCC's policies and campaigning messages, and works to influence government policy.

Liz Atkins, Head of Policy and Public Affairs, says: "Our job is to influence ministers and elected representatives to introduce policies to end cruelty

to children and promote their well-being. One example is the Education Act. We wanted a new duty on schools and local education authorities to safeguard children and ensure their welfare needs are met. We worked with civil servants and one of our Parliamentary Ambassadors, Gillian Shephard MP, to include this in the Bill; it became law and comes into effect in April 2004. We now need to ensure that its potential becomes reality."

JULY BBC SPORT RELIEF TELETHON

The NSPCC Appeals team was planning 'Fair Play' school sporting events to raise money and build children's confidence and respect for others by conducting sport in an inclusive way. It then discovered that Comic Relief was organising Sport Relief, a similar event culminating in a BBC telethon. As one of the areas to benefit would be child protection, the two organisations decided to work together.

Rob Woods, NSPCC Appeals Manager, says: "We worked with Comic Relief to provide content that promoted Fair Play in their schools' pack, and worked with them and the BBC on a film about child abuse that was broadcast during the telethon. The success of this partnership has been a great example of teamwork and has provided £645,000 to fund key NSPCC projects that work with young people who display sexually harmful behaviour and with young women at risk of sexual exploitation."

In the meantime, the NSPCC launched its own Fair Play Week in June 2003.

JULY YOUNG WITNESS PACK EASES ANXIETY FOR CHILDREN AND YOUNG PEOPLE

Materials developed by the NSPCC, ChildLine and others to prepare children for giving evidence in criminal trials were praised by an independent evaluation. The pack includes a pop-up chart of a courtroom for young children and a video, *Giving Evidence – what's it really like?*, for young people.

We asked children, their parents and young witness support workers what they thought of the materials. Most of the children who replied said that the materials helped them to understand court procedures and made them feel more prepared; one teenager said that "the booklets eased my anxiety and made me feel more comfortable... [they] were fun but at the same time serious".

FACT FILE:

"It's essential that sport, which plays an increasingly important role in children's lives, is made an enjoyable and safe experience for all the young people who take part in it."

Sharron Davies,
Olympic Medallist

"I feel that we are all part of one big family and I am very proud to be part of it. I always have the child foremost in my mind. I have always felt that if you help one child, you have succeeded."

NSPCC supporter

1 in 70

adults (in England, Wales and Northern Ireland) makes a regular gift directly from their bank account to the NSPCC

In 68% of domestic violence cases, children witness the assault

CO-ORDINATING CHILD PROTECTION

NEWS IN BRIEF

SEPTEMBER NSPCC AUTUMN ACTIVITY focuses on reforms to child protection system.

NSPCC AND AMATEUR SWIMMING ASSOCIATION publish a study into incidents of abuse within the swimming world.

NSPCC AND TRIANGLE publish *How it is*, a new collection of images to help disabled children communicate about feelings, safety and sexuality.

PARTNERSHIP BETWEEN NSPCC AND CHILDLINE promotes peer support schemes in Barrow-in-Furness to help children share their concerns.

SEPTEMBER NSPCC RAISES PROFILE OF CAMPAIGN TO END CHILD ABUSE DEATHS



At least one child is killed every week in the UK and children are more likely to be killed at home, by their parents or carers, than by strangers in the street. The NSPCC's autumn action pushed for a Government commitment to halve child abuse deaths in 10 years and introduce essential reforms to the child protection system.

The NSPCC called for Child Safeguarding Boards to provide a national focus for child protection, and area child protection committees to be put on a statutory footing and given a stronger and clearer role. We also want multi-agency Child Safeguarding Teams, a national training strategy for people working with children and the systematic review of all child deaths to ensure that the lessons can be learnt for the future.

Phillip Noyes (above), NSPCC Director of Public Policy, says: "You can't tackle cruelty to children without tackling child abuse deaths for what they are, and also because of the issues raised about child protection whenever a child dies.

"The campaign followed the abductions and killings of Jessica Chapman and Holly Wells and preceded Lord

Laming's report into the death of Victoria Climbié. Therefore it was clear that focusing on anything other than child abuse deaths would be missing the point. We wanted to get this issue into the public eye, but also to keep it in the forefront of minds in Parliament so that when they received Lord Laming's report they could read it in a more informed manner."

The NSPCC's Partners in Campaigning wrote 10,724 letters and emails to MPs, and the NSPCC held fringe meetings on the future of child protection at the three main political party conferences. A partnership with the Trinity Mirror group of local, regional and national newspapers helped the campaign gain extensive coverage. The campaign also included celebrity support, feature newspaper articles, broadcast interviews and a paid-for newspaper supplement. This enabled us to reach 36 million adults – around three quarters of the UK's adult population.

"We have contributed effectively to the debate on the future of child protection," added Phillip Noyes. "We are now confident that essential changes will be included in the Green Paper on children at risk. Ensuring they are implemented will be a key challenge for 2003/04."

FACT FILE:

Each week at least one child in the UK is killed by their parent or carer

"It is an utterly shocking fact that up to a hundred children are killed following child abuse each year and traumatic to learn that it is often at the fate of their parent or carer."

Emily Watson, actress

In 2002/03, the NSPCC had almost 2,000 district groups fundraising in their local communities, raising in excess of £10.7 million

SEPTEMBER JOINT REPORT DESCRIBES ABUSE IN SWIMMING

A joint NSPCC / Amateur Swimming Association (ASA) report, *In at the deep end*, outlines how some people in authority within the swimming world used their positions to abuse children and young people, often without interruption and over many years.

Jenny Myers, Senior NSPCC Consultant and co-author of the report, says: "While the vast majority of coaches and teachers are neither abusers nor potential abusers, the relationship between young athletes and their coaches can create the potential for abuse – we're very grateful to the ASA for being so open as the lessons learnt are applicable to all sports."

SEPTEMBER PARTNERSHIP SPREADS PEER SUPPORT SCHEMES

Peer support schemes provide a safe opportunity for pupils to share concerns and explore solutions with other young people.

The NSPCC is working with ChildLine's Partnership with Schools (CHIPS) programme, most recently in Barrow-in-Furness. Almost half of schools in the Education Action Zone in Barrow-in-Furness sent a representative for training. During the school year NSPCC and ChildLine advisers will visit the schools to work with School Co-ordinators to train pupils.

John Stead, NSPCC Education Adviser, said: "We'll help the co-ordinators set up peer support schemes in schools and in return, those people will train new co-ordinators so that more schools can have the scheme."

SEPTEMBER NEW BOOK LAUNCHED TO EMPOWER DISABLED CHILDREN

In partnership with Triangle, the NSPCC has produced *How it is*, a collection of images and symbols for disabled children that cover areas including feelings, safety and sexuality. David Miller, NSPCC Project Manager, says: "There were gaps in existing symbols available to children. Parents, carers and more than 100 children of all ages were asked for their views before developing the images, and for their comments afterwards.

"We want to empower children and promote their well-being through a greater vocabulary. This also creates an environment where abuse is less likely to occur and, if it does, the child is more able to talk about it."

AUGUST/SEPTEMBER



PROMOTING BEST PRACTICE

NEWS IN BRIEF

**OCTOBER
NSPCC YOUNG
WITNESS PROJECT**
in Devon and Cornwall launches new video link that enables children to give evidence away from court.

**NOVEMBER
'WHICH OF YOU DID
IT?' CONFERENCE**
recommends review of rules of evidence and sentencing powers to prevent parents and carers getting away with murder.

**NSPCC ASIAN
CHILD PROTECTION
HELPLINE** celebrates first birthday after receiving more than 800 calls.

THE QUEEN'S SPEECH
introduces new laws to combat the grooming of children by sex offenders to gain their trust before sexually abusing them.

**LAUNCH OF STOP
IT NOW!** in Derbyshire, tells adults how to recognise sexually abusive behaviour and what to do about it.

OCTOBER VIDEO CONFERENCING MEANS CHILDREN CAN GIVE EVIDENCE AWAY FROM COURT



Giving evidence in court can be difficult enough for adults; for children it can be traumatic. The NSPCC has six young witness services that prepare children and young people before giving evidence

and then support them before, during and after their time in court. Maggie Pryce, Co-Chair of our National Young Witness Group, says: "Before the trial, we'll visit the young witness and give them information about being a witness, help them with their worries and take them to visit the court so that the place feels more familiar to them. We accompany them when they give their evidence – by then the child and parents know you and trust you, so it's a big responsibility.

"We continue our support for a time after the trial because we find that it isn't just giving evidence that can be traumatic – many children have a tremendous fear of seeing the defendant and the defendant's supporters in and around court."

To reduce this trauma, a new video link at Exeter Crown Court enables children and young people to give evidence from the local NSPCC Office. Sarah Allum (above), Children's Services Manager for Devon and Cornwall Young Witness Service,

says: "The current court building is very austere and frightening, even for adults. I suggested the idea to the Senior Resident Judge at Exeter, who immediately agreed. TV personality Noel Edmonds sits on the NSPCC's National Appeal Board and offered his help. His staff gave us technical advice, helped set up the equipment and then provided training for NSPCC staff, judges, ushers and court clerks. We then ran the link for six months before the official launch to make sure that no legal problems emerged.

"The ushers and clerks have been fabulous and the impact on children and families when we explain that they don't have to attend court is tremendous – it takes away their main fear, that of seeing their abuser, so they're much more relaxed. What's more, after giving evidence, they're no longer traumatised in the way they used to be. We've also heard from the court, the Crown Prosecution Service and the police that the quality of evidence given by children and young people has improved because they're not so anxious. The link has helped to bring cases to trial where previously it was felt that witnesses were too scared to give evidence. I can think of several cases that resulted in convictions but would never have gone to trial if it had not been for the video link."

NOVEMBER WHICH OF YOU DID IT? CONFERENCE

Currently, parents or carers who kill their children can escape conviction if it cannot be proved which of them did it. One study suggests that only 27 per cent are convicted, compared with 90 per cent for strangers who kill children.

The NSPCC Working Group recommended reviews of the rules of evidence and of sentencing powers, and examination of best practice examples across the country.

NSPCC lawyer Barbara Esam says: "Our recommendations require new law, improved investigations and improved procedures. Implementation would greatly improve the prospects of justice being done. We also need greater efforts to uncover the evidence that would be available if both defendants were telling the whole truth."



NOVEMBER 2002 QUEEN'S SPEECH TOUGHENS SEX LAWS

The 2002 Queen's Speech heralded the biggest shake-up of England's sex laws for a century. It proposed new laws to prohibit both commercial sexual exploitation of children and 'grooming', the process used by sex offenders to gain a child's trust before sexually abusing them.

Chris Atkinson, NSPCC Child Protection Policy Adviser, says: "The NSPCC was a member of the Home Office Steering Group that advised and consulted on changes to the law. The new Sexual Offences Bill changes the old law on incest to bring it up to date for modern families. It also brings together and updates sex offences, some of which go back to ecclesiastical law."



At the end of the 'Change for Kids' appeal, over 70 tons of defunct European coins and notes collected by *The Sun* newspaper and Alliance & Leicester raised over £1 million for the NSPCC

OCTOBER/NOVEMBER



FACT FILE:

The 24-hour Child Protection Helpline answers 240 calls on an average day

Almost one in three child witnesses receives no support or preparation for their court appearance

3/4

of sexually abused children do not tell anyone at the time

"I wished I had spoken to NSPCC earlier and I would not have had to put up with this all on my own."

12-year-old boy on bullying

NOVEMBER STOP IT NOW! LAUNCH

Stop it Now! places the responsibility of protecting children onto adults. It gives them the information to recognise sexually abusive behaviour and informs them how to take appropriate action.

The NSPCC manages Stop it Now! in Derbyshire. Tracy King, Project Co-ordinator, says: "Stop it Now! is a new approach that helps adults to prevent child sexual abuse by informing them how to spot early warning signs in others. Our key target audiences are the family and friends of abusers or potential abusers. Furthermore, Stop it Now! calls on people who are sexually abusing a child, or who are thinking about it, to recognise that their behaviour is harmful and seek help. We have a freephone helpline (0808 1000 900) for adults concerned about the thoughts or feelings they or someone they know may be having towards children.

"Our main priority now is to get our key messages into the public domain. We're distributing 200,000 leaflets to outlets in Derbyshire like GP's surgeries, schools, libraries and social services departments."

NOVEMBER NSPCC ASIAN CHILD PROTECTION HELPLINE CELEBRATES FIRST BIRTHDAY

The NSPCC's Asian Child Protection Helpline (ACPH) is a UK-wide service providing telephone helpline services to South Asian communities and professionals who want to speak to someone who understands their culture and can speak their language. It provides services in five South Asian languages, as well as a dedicated helpline for English-speaking Asians.

Owais Khan, Children's Services Manager for the ACPH, says: "South Asians are the largest ethnic minority in England. In its first year, the line received over 800 calls and we have been researching issues like forced marriages, domestic violence and mental health. Most victims of forced marriage are between 16 and 18 years old and account for around 10 per cent of all the calls we receive. Thirty nine per cent of calls come from professionals working with South Asian families who call to ask our advice.

"We have now launched an email service so our facilities are more accessible. This year we'll continue to raise awareness and promote the Helpline, particularly in the Midlands and Yorkshire. We also want to promote ourselves to families in South Asia so that if they have concerns about young relatives in England they know how to contact us."

In 2002/03 the NSPCC received Gift Aid totalling £7.5 million on its donations. The number of donations on which the society reclaimed tax on was up 26 per cent on the previous year

PUTTING CHILDREN FIRST

NEWS IN BRIEF

JANUARY HOME OFFICE TASK FORCE

on internet safety publishes guidelines to protect children from sex offenders in internet chatrooms and on messaging services.

NSPCC REPORT examining countries that give children equal legal protection from assaults finds reform promotes positive change in the way people treat children.

NUMBER DAY raises £186,684 with celebrity backing and maths games.

FACT FILE:

90% of parents are concerned about their child's activities on the internet

Through our corporate partners we have already reached more than 200,000 of their employees

"To stop the bullies, the NSPCC is trying to create 'listening schools' where young people will have someone to turn to for help. We hope that the Government can help too by creating a Children's Commissioner..."

Atomic Kitten, pop trio

JANUARY NSPCC HELPS MAKE INTERNET SAFER FOR CHILDREN



A MORI poll reported that 90 per cent of parents were concerned about their child's activities on the internet, with good reason. Following cases in which sexual offenders had used the internet to develop relationships with children with the intention of abusing them, a Government task force was established in March 2001. It brought together representatives from the internet industry, the Government, the police and charities including the NSPCC to draw up new models of good practice for web sites and services, chatrooms and instant messaging.

Chris Atkinson (above), NSPCC Child Protection Policy Adviser, serves on the task force. She says: "Children are very internet-savvy, but their parents are not. So unlike teaching road safety, parents often do not have the necessary knowledge to help their children use the internet safely.



"When we started, it wasn't clear who internet services were aimed at and what they offered. There was a need for common standards, clear signposting regarding the intended audience and clarity on where safety messages would be and what they should contain.

"What came out of the task force were the guidelines and the clear need for a new criminal offence to tackle grooming online, which was announced in the Queen's Speech in November. The task force also organised public awareness campaigns aimed at both teenagers and their parents, developed guidelines for schools, and an internet proficiency scheme is going to become part of the National Curriculum.

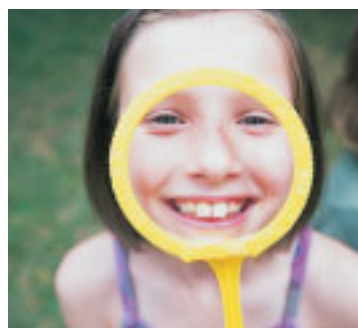
"However, there is no room for complacency. From the cases we know about, grooming can start in an internet chatroom and move onto mobile phones, so the guidelines will need to keep up with new technology. This is something the task force is aware of. Mobile phone companies are now on the task force and the Home Office is monitoring websites to ensure that the guidelines are being followed. We'll also need to repeat our campaigns to reach children who may have been too young last time round. It's critical that we don't assume that the job is done, but it's worth pointing out that the guidelines are a world first – the task force is taking a lead on child protection and the internet among the G8 countries and hopefully these guidelines will have an impact globally upon child safety online."

DECEMBER PUBLICATION OF EQUAL PROTECTION FOR CHILDREN REPORT

The NSPCC is campaigning for children to have the same legal protection from assault as adults. Many other countries already do this. Policy Adviser Lucy Thorpe, who commissioned a study into countries that give children full protection from physical punishment, explains: "Evidence from abroad about the process and impact of enacting legal reform shows that it helps set clear standards of non-violence towards children and promotes positive change in the way people view and treat their own – and other – children."

DECEMBER NUMBER DAY RAISES £186,684

Fundraising in schools is a well-established part of the NSPCC. Every year, we visit more than 12,000 schools and talk to more than 500,000 children.



Number Day 2002 saw the NSPCC working with Capita and Count On, the Government's maths-for-all project, to celebrate maths in school and raise funds in the process. Hundreds of primary and secondary schools took part in the event, which featured special assemblies and a range of educational maths games.

The day was backed by celebrities including pop trio Atomic Kitten, Johnny Ball and MC Romeo.

DECEMBER/JANUARY



CAMPAIGNING FOR CHANGE

NEWS IN BRIEF

FEBRUARY NSPCC SPRING INITIATIVE

seeks to protect babies and toddlers by supporting parents and helping them understand infant behaviour.

NSPCC CHILD PROTECTION IN SPORT UNIT

distributes new minimum standards of child protection to sports organisations and statutory agencies.

NSPCC ESTABLISHES BULLYING AWARENESS AND ADVISORY GROUP

and joins others to form the Anti-Bullying Alliance.

NEW PROTOCOL IN WALES

drawn up by NSPCC to ensure that young people who sexually harm others get the help they need.

UK PARLIAMENT endorses Northern Ireland Assembly's decision to create new Children's Commissioner for Northern Ireland.

**MARCH
POLL BY FUTURE
FOUNDATION** finds that MPs consider NSPCC the most impressive charity.

FEBRUARY NEW DRIVE TO SUPPORT PARENTS OF BABIES AND TODDLERS



Babies under one year old are at the greatest risk of physical abuse, with toddlers up to four also in great danger of being harmed by their parents or carers. Yet much of this danger is because their behaviour is often misunderstood. The NSPCC's Spring activity therefore sought to prevent abuse of small children by supporting and educating their parents.

Christopher Cloke (above), NSPCC Head of Child Protection Awareness, says: "Babies are very fragile, so it's very disturbing that 75 per cent of babies are smacked by their parents before they reach the age of one. What's more, if we can get parenting right in the early years of a child's life, that helps for the rest of their childhood. We're in this for the long term; people generally pick up their parenting skills and attitudes from their own parents, so if this generation of children benefit from positive parenting, we hope it will feed through to their own children, so helping achieve the FULL STOP goal of ending cruelty to children."

Eileen Hayes, NSPCC Parenting Adviser, says: "We know parenting is hard work, but toddlers aren't being naughty, they're just exploring their world. We want parents to know that we sympathise, but help is available and we want them to understand their child's behaviour better."

The NSPCC produced two booklets – *Not naughty, but normal* and *Toddler Tips* – and television advertisements showing babies crying and toddlers 'misbehaving' but in fact acting normally. There were also advertisements in newspapers and, for the first time, in women's magazines and in service station changing rooms. A booklet was also written for professionals.

Nine out of 10 parents said that the campaign made them think about how parents can be pushed to the limit and how that can lead to cruelty. Most parents agreed that supporting parents could help end cruelty to children, and up to a quarter said that they were more likely to change the way that they dealt with their own children.

Christopher Cloke says: "The campaign highlights the need for continuous public education – each year a new generation of children is born to new parents."

Eileen Hayes adds: "We also want to help parents to enjoy their babies and toddlers, to reinforce the refreshing and lovely side to toddlers... the more people can lighten up and appreciate the humorous side of having toddlers, the less likely they are to lash out or lose their temper."

FEBRUARY NEW STANDARDS TO PROTECT CHILDREN IN SPORT

The NSPCC's Child Protection in Sport Unit (CPSU) is one of only four facilities in the UK identified by the UN as an example of best practice in promoting the rights of children. The unit was asked to develop minimum standards for child protection in sport. Steve Boocock, CPSU Director, says: "Previously there was no way of saying if a sport organisation's child protection policies and procedures came up to scratch. What we have now is effectively a MoT test for child protection. These standards are a binding benchmark and we've developed a plan for their implementation over the next five years to ensure they make a real difference to children in sport."

FEBRUARY NEW INITIATIVES TO HELP BULLIED CHILDREN

Surveys show that over half of 11 year olds and one third of 13 year olds were bullied at school in the previous year. To combat this problem, the NSPCC has established the Bullying Awareness and Advisory Group (BAAG) and has joined other agencies to form the Anti-Bullying Alliance (ABA).

The ABA is working to raise the profile of the problem and its effect on children and young people. It will also be co-ordinating and promoting best practice information and solutions. The BAAG has held conferences, will be running roadshows to offer practical solutions and is producing new resources for young people and schools.





In a survey conducted by the Future Foundation, MPs once again named the NSPCC as the most impressive charity and named the NSPCC's autumn campaign to end child abuse deaths, and FULL STOP itself, as two of the three most memorable campaigns in the previous six months

FEBRUARY/MARCH

FEBRUARY ANOTHER CHILDREN'S COMMISSIONER IN UK

In February the UK Parliament agreed to create a Children's Commissioner for Northern Ireland, endorsing the Bill that was passed through the Northern Ireland Assembly. The Commissioner will have a number of important powers to promote children's rights and interests. The NSPCC has long worked for the creation of this post.

In June 2003 it was announced that Nigel Williams will fill the position, starting in October. England is now the only nation in the UK without plans in place for such a post.

FEBRUARY PROTOCOL IN WALES FOR CHILDREN WHO ABUSE OTHERS

Around one third of all sexual offences are carried out by young people under 17, many of whom come from very troubled backgrounds. However, their actions are often dealt with inconsistently. Kevin Gibbs, Area Children Services Manager, says: "The new protocols will protect the victims while ensuring that those responsible get the necessary assessment and intervention. Young people who sexually harm require less intervention and, done properly, the outcome is very positive. We can show success in changing behaviour permanently so their victims are no longer being abused and the young abusers can develop into normal adults."

FACT FILE:

52%

of one year olds are hit weekly or more by their parents

13% of boys and 12% of girls claim they have been severely bullied

"I cannot lie in bed at night and think that children are being abused, it horrifies me. I have to try and do something about it."

NSPCC supporter

"The NSPCC was there for me when I needed them and helped me decide what to do. Thanks."

14-year-old girl who was sexually abused by her father



NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

Royal Patron

Her Majesty The Queen

Chairman

Sir Christopher Kelly

Director and Chief Executive

Mary Marsh

Chairman of the FULL STOP Campaign

His Royal Highness The Duke of York CVO ADC

Chairman of the FULL STOP Appeal

Andrew Rosenfeld

The National Appeal Board, led by his Royal Highness The Duke of York and chaired by Andrew Rosenfeld, is the group leading the FULL STOP Appeal to secure the £250 million for the FULL STOP Campaign.

YOUR SUPPORT IS VITAL

We would like to give heartfelt thanks to everyone who has helped the NSPCC by raising funds, donating money or providing voluntary help in their spare time. Without this selfless support, the NSPCC would be unable to provide its vital services to children and young people who suffer at the hands of others.

Thank you



National Society for the Prevention of Cruelty to Children

Founded 1884 Incorporated by Royal Charter Registered charity number 216401

NSPCC DIVISIONAL OFFICES

South and East Division
3rd Floor, Arnold House,
36-41 Holywell Lane, London EC2A 3EL
Tel: 020 7596 3700 Fax: 020 7596 3737

Midlands and West Division
NSPCC Gloucester Office,
Alexandra Warehouse, 4th Floor,
The Docks, Gloucester GL1 2LG
Tel: 01452 300 616 Fax: 01452 424 721

North Division
2nd Floor, Arndale House,
Crossgates, Leeds LS15 8EU
Tel: 0113 229 2200 Fax: 0113 229 2240

Northern Ireland Division
NSPCC Jennymount Business Park,
North Derby Street, Belfast BT15 3HN
Tel: 028 9035 1135 Fax: 028 9035 1100

Cymru/Wales Division
Capital Tower, Grayfriars Road,
Cardiff CF10 3AG
Tel: 029 2026 7000
Fax: 029 2022 3628

For information on ways you can
support the NSPCC, call 020 7825 2505.

Supported by



**Alliance
Leicester**
a real plus

“The Alliance & Leicester Group,
and our staff, are proud to have
helped raise over £1 million
during the past year for services
such as the NSPCC Child
Protection Helplines, which
protect thousands of children at
risk. We are pleased to continue
our support of the NSPCC in its
vital work by increasing our
fundraising target to £2 million.”

John R Windeler
Chairman of Alliance & Leicester



Weston House
42 Curtain Road
London EC2A 3NH
Tel: 020 7825 2500
Fax: 020 7825 2525
infounit@nspcc.org.uk
www.nspcc.org.uk

Designed and produced by Red Stone
Child photography by Barry Willis
Edited by Bruce Robinson, Prose Works
Child models have been used in the
photography
Stores code 0078