

Charity Registration No.	1182917
Company Registration No.	10912345



POTENTIAL KIDS LIMITED

Financial Statements

Year Ended 31 August 2024

Potential Kids Limited

Report of the Trustees for the Year Ended 31 August 2024

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number: 10912345 (England and Wales)

Registered Charity number: 1182917

Registered office: Gracemead House
Woods Avenue
Hatfield
Hertfordshire
AL10 8HX

Directors and Trustees serving in the year:	Mrs S. A. Fitton	Chair
	Mr S. R. Taylor	Treasurer
	Mr T. P. Brandon	
	Mrs C. J. Dillon	
	Mrs S. E. Rider	Resigned 7 th October 2024
	Mrs C. Shannon	
	Mrs M. Clark	Appointed 7 th October 2024

Independent Examiner Mr C. Rendell

GOVERNING DOCUMENT

The organisation is a charitable company incorporated on 11th August 2017 and registered as a Charity on 10th April 2019. The company was established under a Memorandum & Articles of Association which established the objects and powers of the charitable company.

Potential Kids Limited

Report of the Trustees for the Year Ended 31 August 2024

OBJECTIVE OF THE CHARITY

The objective of the charity is to support neurodivergent children and young people with Special Educational Needs, and their families and siblings, in order to preserve and protect their physical and mental health through the provision of recreational opportunities, education & life skills training.

Focus of our work

Potential Kids provides a wide range of activities for children with Special Educational Needs and Disabilities. The target groups are neurodivergent children and young people (CYP) aged 4yrs+ and specifically includes those with learning difficulties, mental health issues and physical difficulties.

Neurodivergence includes Autism, ADHD, Dyslexia, Dyspraxia and other related differences.

In addition to providing education, learning and training opportunities for children and young adults, PK also assists with the provision of support and mentoring for them, their siblings and families to promote social inclusion and fairness.

Potential Kids works collaboratively with an ever-increasing number of charities, statutory bodies and business service providers to support some of the most vulnerable members of the community.

We provide individual tuition, teaching and mental health and wellbeing support and family sessions in the Community and Learning Garden as well as the Hub.

Growth and Achievements

Thanks to our dedicated team of volunteers and generous funders, we have seen significant growth and impact over the past year. Some key highlights include:

Funding Support

- Shanly Foundation, Simon Gibson Charitable Trust, HCF (Herts Community Foundation), Bentley, Chapman Charitable Trust, Lottery Awards for All, Arise, Sport England, The Hedley Fund, Alan Graham Foundation, Communities 1st and Hargreaves Foundation.

Service Delivery

- We have achieved a 26% increase in number of direct beneficiaries supported, reaching more than 675 individuals (plus families/carers).
- The number of sessions delivered has increased by 20%, to over 25 sessions per month.
- The number of bookings for individual and group sessions throughout the year increased to over 2600.

Special Events

- Half-term Halloween Craft & Party: Popular with "tween" and young teen age group (11-15 years).
- PK Crafty Christmas Celebrations: created an inclusive, supportive, and fun environment for families and carers.
- A very special celebratory Afternoon Tea and Awards Ceremony was held at Hatfield House where funders, supporters and volunteers attended. A special thanks to those who sponsored this event.

Potential Kids Limited

Report of the Trustees for the Year Ended 31 August 2024 (continued)

Awards

- The King's Award 2024.
- Mayor's Civic Award – awarded to PK's founder, Angela.
- Angela was named "Hatfield Hero" to recognise her dedication to Potential Kids and serving the local community alongside her busy role parenting her own neurodivergent child.



Community Outreach

- Opened the Community and Learning Garden regularly as part of the Welcome Space Project, providing warm spaces, access to home energy and welfare advice, hot drinks, and social connections to reduce loneliness and mitigate the Cost-of-Living Crisis.

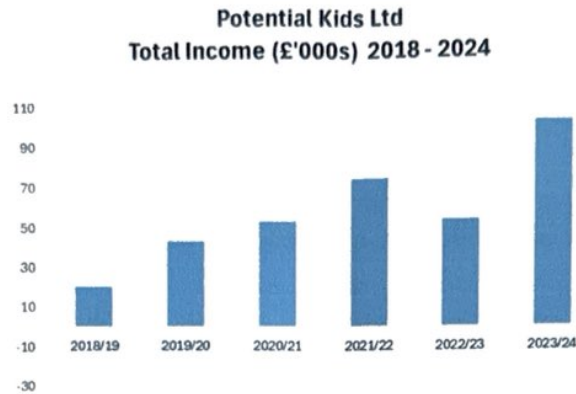
New Activities

- Introduced Ninja Warrior sessions at Watford.
- Launched Roller Skating sessions.
- Started our Soft Archery and Basketball sessions.
- Launched the Boardgames and Tabletop Club in the PK Hub.
- Held Parent/Carer Social Evenings – including wreath making, jewellery design and pizza making in the Community Garden.

Potential Kids Limited

Report of the Trustees for the Year Ended 31 August 2024

Since its inception in 2018 the total income of Potential Kids has grown at a compound rate of 38% p.a.



Future Plans

Our focus for next year is to continue to grow and strengthen our services, reaching as many beneficiaries as possible, with support from our funders:

Expanding Family Support

- Increasing coaching opportunities for parents, carers, and families.
- Enhancing access to therapy.
- Running more support drop-in sessions for parents, carers, young children.

Strengthening Services for Neurodivergent Children & Young People

- Providing more educational, recreational, and social activities during term time and holidays.
- Expanding STEAM, Bushcraft, and Therapeutic Gardening sessions.
- Increasing sports and water-based activities.

Ensuring Charity Sustainability

- Exploring new funding streams and grant opportunities.
- Strengthening partnerships with businesses and statutory bodies.
- Adapting to funding challenges while maintaining and expanding services.

We would like to extend our sincere thanks to all our volunteers, trustees, and sponsors for their support and dedication to ensuring the sustainability and growth of the charity.

Potential Kids Limited

Independent examiner's report to the trustees of Potential Kids Charitable Company
("the Company")

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

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

Independent examiner's statement

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

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

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

Signed:



Name:

Charles Rendell, FCA
Institute of Chartered Accountants in England and Wales

Address:

31 Harmer Green Lane, Welwyn, AL6 0AS

Date:

11 May 2025

Potential Kids Limited

Income & Expenditure Statement

for the year ended 31st August 2024

	2023 / 24			2022 / 23
	Restricted £	Unrestricted £	Total £	Total £
<u>INCOME</u>				
Grants & donations received	42,446	10,899	53,345	25,418
Event entry fees	0	15,715	15,715	13,781
Tutoring / Alternative provision	0	32,185	32,185	13,348
Sundry Income (including bank interest)	0	1,174	1,174	1,075
Total Charitable Income	42,446	59,973	102,419	53,622
<u>EXPENDITURE</u>				
Direct Costs	32,357	25,714	58,071	41,232
Administration costs & overheads				
Advertising & marketing	0	1,190	1,190	3,034
Administration support costs	2,089	587	2,676	2,784
General expenses	0	3,800	3,800	1,002
Insurance	0	887	887	847
IT Software & consumables	0	1,019	1,019	785
Premises costs (rent& repairs)	0	301	301	60
Salary costs	8,000	2,488	10,488	8,436
Small equipment purchases	0	1,723	1,723	2,441
Subscriptions	0	129	129	130
Training	0	1,061	1,061	287
Phone, internet & web site costs	0	1,330	1,330	1,133
Total administration & overheads	10,089	14,515	24,604	20,939
Total Expenditure	42,446	40,229	82,675	62,171
Net Surplus / (Deficit) for the year	0	19,744	19,744	(8,549)
Statement of Reserves				£
Opening Balance – 1 st September 2023	26,203	46,540	72,743	81,292
Net Movement in the year	0	19,744	19,744	(8,549)
Closing Balance – 31st August 2024	26,203	66,284	92,487	72,743

Potential Kids Limited

Balance Sheet

As at 31st August 2024

	31.8.24	31.8.23
	Total	Total
	Funds	Funds
	£	£
Current Assets		
Cash at bank and in hand	93,361	72,743
Debtors falling due within one year	0	0
	<u>93,361</u>	<u>72,743</u>
Current Liabilities		
Creditors falling due within one year	(874)	0
Net Current Assets	<u>92,487</u>	<u>72,743</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>92,487</u>	<u>72,743</u>

DIRECTORS' STATEMENT

- i. For the year ended 31 August 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies
- ii. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476
- iii. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to its accounting records and preparation of the accounts
- iv. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

This report was approved by the board of directors:


.....
Simon Taylor, Charity Trustee

Date: 28th February 2025

Potential Kids Limited

Notes to the financial statements

for the year ended 31st August 2024

ACCOUNTING CONVENTION

These financial statements have been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to the charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

ACCOUNTING POLICIES

The financial statements have been prepared in sterling which is the functional currency of the Company.

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

Going Concern

At the time of preparing the financial statements, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis of accounting in preparing the financial statements.

Income

Income is received from grants, event entry fees and donations and is recorded at the time of receipt.

Tangible fixed assets

The Company does not capitalise any fixed assets and writes off the value as incurred.

Employees

The company had 2 part-time employees in the year. £10,488 (2023: 1 part-time employee £8,436)

The directors & trustees received no remuneration during the year (2023: £nil) and no mileage expenses (2023: nil).