



Annual Report

For the year ended 30 September 2021

Company number: 12014954
Charity number: 1189450

Contents

Administrative information	3
Our work	6
Trustees' report	14
Independent auditor's report	20
Statement of financial activities (incorporating an income and expenditure account)	25
Balance sheet	27
Statement of cash flows	28
Notes to the financial statements	29

Administrative information

Company number	12014954															
Country of incorporation	United Kingdom															
Charity number	1189450															
Country of registration	England & Wales, Scotland or Northern Ireland															
Registered office	4 Fulwood Place London WC1V 6HG															
Trustees	<p>Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:</p> <table><tr><td>Susan Hitch</td><td><i>Chairperson</i> (appointed 23 May 2019)</td></tr><tr><td>Trevor Phillips</td><td>(appointed 11 July 2019)</td></tr><tr><td>Ruth Hunt</td><td>(appointed 11 July 2019)</td></tr><tr><td>Paul Johnson</td><td>(appointed 23 May 2019)</td></tr><tr><td>Sandip Shah</td><td>(appointed 15 May 2020)</td></tr><tr><td>Julie Mellor</td><td>(appointed 12 November 2020)</td></tr><tr><td>Lord Birt</td><td>(resigned 10 November 2020)</td></tr></table>		Susan Hitch	<i>Chairperson</i> (appointed 23 May 2019)	Trevor Phillips	(appointed 11 July 2019)	Ruth Hunt	(appointed 11 July 2019)	Paul Johnson	(appointed 23 May 2019)	Sandip Shah	(appointed 15 May 2020)	Julie Mellor	(appointed 12 November 2020)	Lord Birt	(resigned 10 November 2020)
Susan Hitch	<i>Chairperson</i> (appointed 23 May 2019)															
Trevor Phillips	(appointed 11 July 2019)															
Ruth Hunt	(appointed 11 July 2019)															
Paul Johnson	(appointed 23 May 2019)															
Sandip Shah	(appointed 15 May 2020)															
Julie Mellor	(appointed 12 November 2020)															
Lord Birt	(resigned 10 November 2020)															
Key management personnel	<table><tr><td>Julian McCrae</td><td><i>Director</i></td></tr><tr><td>Rachel Stein</td><td><i>Director of Engagement and Communications</i></td></tr><tr><td>Miriam Levin</td><td><i>Programme Director</i></td></tr><tr><td>David Smith</td><td><i>Finance and Operations Director</i></td></tr><tr><td>Francis Elliott</td><td><i>Director of Advocacy</i></td></tr></table>	Julian McCrae	<i>Director</i>	Rachel Stein	<i>Director of Engagement and Communications</i>	Miriam Levin	<i>Programme Director</i>	David Smith	<i>Finance and Operations Director</i>	Francis Elliott	<i>Director of Advocacy</i>					
Julian McCrae	<i>Director</i>															
Rachel Stein	<i>Director of Engagement and Communications</i>															
Miriam Levin	<i>Programme Director</i>															
David Smith	<i>Finance and Operations Director</i>															
Francis Elliott	<i>Director of Advocacy</i>															
Bankers	Barclays Acorn House London NW10 7JA															
Solicitors	Bates Wells & Braithwaite LLP 10 Queen Street Place London EC4R 1BE															
Auditor	Sayer Vincent LLP Chartered Accountants and Statutory Auditor Invicta House 108-114 Golden Lane London EC1Y 0TL															



Susan Hitch

Chair of the Board of Trustees

Chair's report

Huge challenges face our country; challenges that decision makers have attempted to address in various ways over many, many years. Health and care, poverty, education, immigration to name just a few. These are big issues; issues that seemingly have no tangible solution, or perhaps solutions that have simply failed. Unfortunately, Covid has exacerbated many of these big challenges, causing our health and care systems to be stretched to the brink, leaving more families struggling to afford the basics, forcing our young people to find new ways to engage in education.

It is in this uncertain and unpredictable context that Engage Britain was founded. And it is in this context that Engage Britain is trying to do something new. We do not believe that any of these issues are insurmountable. In fact, we believe they can be solved. How? By bringing people together. By encouraging them to bring their knowledge and experience to the table. By supporting tricky conversations to happen between people who may not always see eye to eye. By putting people at the heart of change.

This is by no means an easy or straightforward way to solve big problems. But we're passionate and committed to the power people can have when they come together. As Chair, I believe Engage Britain's strength is in its drive to try something new and innovate, as well as its commitment to keep bringing people together to find things that can actually make a difference. The answers cannot and will not come from Engage Britain. Our ambition – and our challenge – is to work alongside those living in Britain and help them produce something that is better for more people.

I, the rest of the Board and our staff team, feel incredibly privileged to have the opportunity to work towards widespread change for people in a way that hasn't been done before. We know some of the things we try will succeed, while others will need refining. But ultimately we're concerned about tangible solutions. We're able to do this because of the huge support of the Hands Family Trust, which has allowed us to commit the long-term resources necessary to engage people, develop solutions and work towards active change.

The last year has been hugely exciting for Engage Britain. Not only has the organisation more than doubled in size, but it has moved from a planning phase to an action phase. Our first project on health and care has already engaged hundreds of people across the nation, encouraging them to share their stories, listen to others' experiences, and prioritise the issues that matter most. The next year will be focused on turning these ideas into plans and policies that broader stakeholders are bought into; ideas that can improve people's lives. In the year ahead we will also continue to expand our work – reaching more people and tackling more challenges. Always with people at the heart.

We're excited about our role in making Britain a better place for us all, but even more excited about the opportunity to do this alongside the people of Britain.



Julian McCrae
Director of Engage Britain

Director's report

Engage Britain's vision is for a country where nobody would attempt to solve challenges without involving the people affected. We exist to show the power of putting people – with all their different views, knowledge and experience – at the heart of solving the biggest challenges facing our country. Our job is not to come up with the answers ourselves, but to bring people together so they can express what matters to them, engage with each other to find common ground and come up with politically sustainable solutions that improve lives. We believe strongly that, by applying fresh thinking and varied experience, the people living in Britain will be instrumental in creating a country that works for us all.

In Engage Britain's second year of operation, we have continued to put people at the heart of everything we do – both internally and externally – and have focused on building an organisation that enables the people of Britain to play an active role in crafting solutions to problems. We've had significant success, to this effect, in setting the agenda. Our work in health and care has enabled hundreds of people to share their stories and experiences. We have provided the platforms for these stories to be heard by hundreds of thousands of people across the country. Similarly, we've built strong relationships with organisations, charities, communities and politicians, with a strong desire to see meaningful people-centric change occur.

Our tremendously talented and committed staff have been instrumental to our work to date, and will of course continue to be central. Much attention has been paid to how we build the organisation and the infrastructure needed to support our ambitious work. We've invested in people to help us to meet this ambition in the years to come.

Inevitably, we have experienced some challenges throughout the year, including the consequences of the Covid-19 pandemic on our staff, partners and the public. This has inevitably lengthened some of our timelines but we continue to keep these under review in light of the external environment. However, our determination to find solutions with people at the heart has never waned.

The year ahead is an exciting one for Engage Britain. Our work on health and care will continue to develop. We'll work alongside the people of Britain to develop ideas that will then be tested with a range of audiences and stakeholders. Our partnership and advocacy work will be instrumental to this. The Reconnection Tour, which we are co-producing with a network of community leaders, will take place across the UK in the Spring. It will bring together communities, local leaders and decision makers to bear witness to the disconnection people faced during covid lockdowns. It will celebrate the extraordinary efforts of local communities in supporting and reconnecting with each other. Our next project, which will explore opportunities related to families struggling to afford the basics, will also kick off as we recruit a new Director to shape our work. Finally, we will continue to invest in the infrastructure and technology needed to scale up and build understanding of our work.

I'm very grateful to Engage Britain's Founder, Board of Trustees and staff team for all their support, and for the incredibly hard work that has taken place over the last year. I look forward to continuing to work closely together in the year to come, and to bring even more people together to create a Britain that works even better for us all.

Our work



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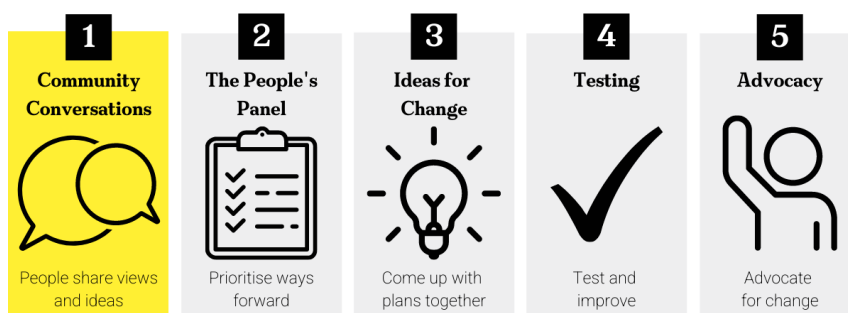
It's very easy when you're distanced from issues to think everything's working fine. But hearing people's personal experiences means you can identify where the issues are. It's also important for people to feel they're being heard and can make a difference.”

Health and Care project participant

Focussing on the challenges facing the country

1. Health and Care

During the scoping work involved in setting up Engage Britain, we conducted extensive polling with the British public that identified access to health and care as the number one challenge facing our country. Our aim now is to bring people together to explore how everyone gets the health and care they need, and how this can be funded.



Following our detailed planning phase in 2020, outward facing activity kicked off in force in early 2021 with the launch of Community Conversations. More than 700 people across the country took part in 100 separate conversations.

These brought together members of the public, frontline NHS staff, care workers, people who draw on social care and patients to discuss their experiences of health and care: what's working well now and what could be better.

The Community Conversations provided an opportunity for participants to tell their stories in their own words. Our Health and Care Matters Hub, hosted on our website, is now home to hundreds of these stories.

Community Conversations: What people said

“I am going to need another operation soon. But there's the potential that the eight month wait that I was told to expect before will now double. And therefore I am not expecting really to be living the next couple of years of my life. Well, not necessarily living, but surviving.” **Louise**

“I'm a mum of a 17 year old young lady who has had mental health issues. She has really struggled. To be honest, we've had to get her the support that she needed through private support. We had to get her a private psychotherapist because we couldn't get the care that she needed.” **Hilda**

“We visited social services and they were expecting us, so they knew we were Deaf. But the staff couldn't sign and expected us to lipread. I was boiling inside, I felt so uncomfortable. They just had no awareness.” **Angela**

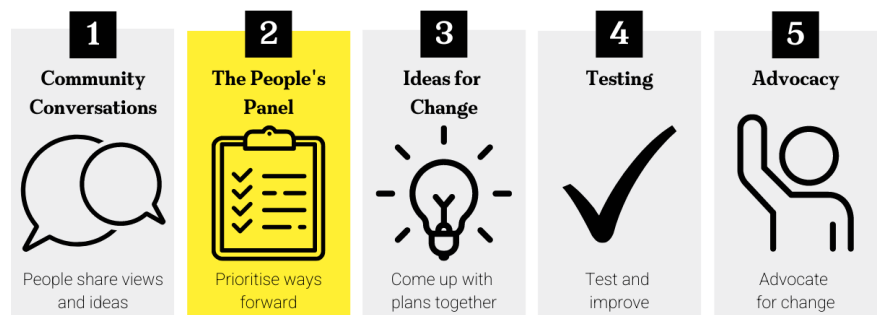
“

For once our voices are going to matter. And will be sent to people who can do something about it.”

Health and Care project participant

We heard stories of people’s deep commitment to the ethos of the NHS, and their gratitude to those providing them with care. But more worryingly, the themes running through the conversations were of people being neglected or dismissed, not knowing where to turn and of services being too stretched. We used these themes as the basis of a large national poll to determine their resonance with the broader British public:

- **One in four** (25%) said the wait for treatment for themselves or a loved one has had a serious impact on their mental health.
- **28%** said they’ve had to fight to get the health treatment they need for themselves or a loved one
- **Over a quarter** felt they’d been dismissed or not taken seriously, rising to 45% of women aged between 18-34
- **One in six** people said problems getting care caused their elderly loved ones more stress towards the end of their lives
- **One in five** (21%) said they’ve been forced to go private because they couldn’t get the NHS treatment they needed.
- **22%** of people from ethnic minorities said they or a loved one had experienced racism when seeking treatment



After the conclusion of the Community Conversations, we convened a People’s Panel. It comprised of people deliberately chosen to be representative of the demographics of the UK – from many different walks of life across England, Scotland and Wales. Their task was to consider the material emerging from the conversations and focus this down to the issues that the wider public consider to be the highest priorities.

Over four weekends between September and November 2021, The People’s Panel deliberated on the biggest challenges in health and care facing the country, sharing their own experiences and calling on experts (by profession and lived experience) to answer their questions. They identified their top priorities including improving the recruitment, training and retention of staff, generating a step change in communication with patients so systems that are more people-centric, getting better support and information to people with mental health issues, and focusing on people living healthy lifestyles. The Panel identified finding ways to improve workforce and communications as the two areas to work on first.

“

Everyone can tell at least one story of their experience of the system. Family members have been distressed. There's a lack of consistency and a lack of communication.”

Health and Care project participant

The Panel's seven priorities

Workforce – The health and social care systems are failing to recruit, train and retain sufficient staff to meet current and future demands.

Fragmented system – Poor communication between different services, departments and patients leads to delays and gaps in receiving important care. This causes confusion, distress and disappointment for patients, especially for those with complex conditions and care needs.

Lengthy process and waiting times – The referral process is disconnected and inefficient. It is outdated and has not evolved with the needs of people or advances in technology. There is poor information flow between primary and specialist care. And poor communication between health and care services and the people using them.

Integrated health and social care – Service users are not always signposted in a timely manner to the appropriate health and social care services that best meet their needs. Delays in intervention can adversely impact patient outcomes.

Mental health services – Experience suggests there is a lack of understanding, awareness and education about mental health.

Holistic health and care – The system doesn't require professionals to look at the bigger picture, which results in treating individual conditions and not the whole person.

Prevention and early intervention – People can find it challenging to make an informed choice which leads to lifestyle issues creating pressures on the NHS.

We're extremely proud of what took place over this year. Extensive media coverage has complemented this work, with a particularly significant piece that ran as an exclusive across BBC Breakfast, The Today Programme, the One O'Clock News, BBC Online and BBC News Channel, as well as being more widely covered in the Daily Mail, The Guardian and the Metro, showcasing some of our participants and helping them project their experiences across the nation.

Inevitably we have had some stumbling blocks to overcome. For instance, the ongoing impact of Covid-19 on the health and care systems has meant our initial timelines were marginally delayed, pushing back the end of the Community Conversations from March to May. In addition, workers within the health and care sectors have been under immense pressure and therefore we've been very mindful about requests we have put to them and partners. However, as a nimble and entrepreneurial organisation, we have been able to account for the challenges faced and changed tactics where necessary.

In 2022, the top priorities coming out of The People's Panel will go forward to the solutions phase of the work. We'll bring together teams of people including the public, frontline staff and decision-makers to come up with plans for change. Plans that are practical, realistic and can be funded, which are of a scale that will gain public buy-in and have political traction. These draft plans will then be tested out with people with fresh eyes: the general public, health and care staff and politicians to ensure they could work in practise. Where necessary, we'll refine the plans and work through any trade-offs arising through further design and deliberative work.

At the same time, we'll continue with advocacy work: engaging with all major decision makers, including politicians from all political parties; building the capacity of our participants to champion the plans that they develop; and deepen relationships with our stakeholder partners in health and care. Ultimately, we're shaping a package of policy measures that can be put into practice by the governments of England, Scotland and Wales.



Up to

15 tour stops

across the UK during Spring
and Summer 2022

2. The Reconnection Tour

Working alongside a network of community leaders – the Grassroots Advisory Network – has been instrumental in considering how communities can be better engaged and supported. In 2021, the idea for The Reconnection Tour was born. This will be a co-created and co-designed initiative centred on bearing witness to communities' experiences of disconnection and reconnection during Covid. Working closely with the Grassroots Advisory Network, the Tour has people at its heart, and will capture first-hand stories from within communities. Its aim is to demonstrate the power communities have in bringing people together.

The tour will make up to 15 stops across the UK during Spring and Summer 2022, culminating in a Reconnection Summit to create a connecting narrative. The Summit will involve local event participants and policy makers from all tiers of government. It will provide a platform and legacy for the stories and experiences that are shared.

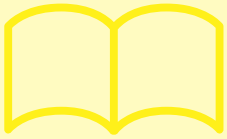


3. Opportunities for families struggling to afford the basics

Our 2020 polling confirmed that families struggling to afford the basics was one of the most important issues to the British public. In 2021 we carried out some initial scoping work with The Policy Institute at King's College to refine our understanding of public attitudes to poverty, which confirmed that this will be a topic to focus on in 2022.

We will explore the things that matter to people when thinking about poverty, including the importance of providing opportunities, the centrality of contribution and the role that communities play in helping each other.

We are in the process of appointing a Programme Director to oversee and drive forward the legacy of the Tour and this programme of work, in order to ensure the experiences of families struggling to afford the basics are central to shaping policies and outcomes that may affect them.



350

pieces of coverage in a combination of national, broadcast, trade and regional publications.

Working together

In order to truly enable people to be at the heart of finding solutions to the biggest challenges facing this country, we must create the spaces and mechanisms to allow them to come together, share their lived experiences and have their voices heard.

We want to make sure every person who chooses to interact with Engage Britain can do so in a meaningful way. This means that in 2021 we invested time in developing connections and relationships with participants, and also creating the platforms that enabled them to share their stories in their own words, as well as their thoughts and reflections on the process. Many of these stories and experiences have been showcased on the Health and Care Matters Hub, and have also been amplified on social media and through traditional media.

Strong public moments through media and social media have had an extremely positive impact. For example, coverage that aired across the BBC channels resulted in a large spike in visitors to our website and an increase of 59% on our average monthly newsletter signups. We know the stories we've been told ring true to many thousands of people across the country. So in 2022, we're determined to scale up our engagement and create dedicated spaces for people to share and interact with each other.

We also continued to refine our brand identity and further develop our messaging and tone to reach our varied audiences. Our primary social media focus this year was to grow our following and build an engaged audience. We used paid social ads alongside organic content to increase our reach and maximise our ability to attract new followers. Our media relations have also yielded some impressive results this year, with more than 350 pieces of coverage in a combination of national, broadcast, trade and regional publications.

As a new organisation, one of the key drivers for our media work is to build understanding and credibility of Engage Britain, with the overall aim of building trust. As a result, we've backed up our stories with evidence, often from polling, which demonstrates the scale and scope of people's opinions on various issues. Using our own in-house expertise, we've also produced several papers on key issues, including barriers to social care reform, that have been well received by media contacts and have helped to establish us as a legitimate voice in the debate.

Looking ahead, our focus in 2022 is to scale up our engagement in order to reach significantly larger audiences and create meaningful journeys for people to get involved in our work. This will involve developing our digital infrastructure, creating engaging content that connects with a variety of audiences, and ensuring that we have the right opportunities for people to meaningfully take part and contribute. Our approach is to test and learn. We know that some of the tactics we employ to build engagement will succeed and others will not, but we strongly believe in the value of trying different things and being bold and nimble. Our goal is to reach 10,000s of people through light touch mass engagement and 1,000s of people in a meaningful way; providing them with actions that encourage deeper connection with Engage Britain and also importantly connect to our work.

The journey that people come on with Engage Britain will define our success in achieving our vision. Honing this journey for people is therefore vital. We will take time to get to know our audiences even better in 2022, ensuring that the content we provide and the asks and offers we make are relevant to them. We must also be able to demonstrate value to people who take the time to engage with us, ensuring that their inputs are helping to guide our work in a meaningful way.

We will also broaden our media engagement in 2022 to maximise the impact of the stories being told through the projects. This will see an investment in our storytelling capability to ensure people are always at the heart of Engage Britain, as well as a focus on building understanding of who we are amongst journalists.

Building strong relationships with partners, potential advocates and decision makers sits at the heart of our theory of change.

Following the development of our brand personality in 2021, we have the opportunity in 2022 to continue developing the story of who we are and what we do; painting a picture of how we can achieve our vision of making the country work for us all. In order to do this, our communications will broaden beyond the projects to support a number of 'Evergreen' themes. These are: what matters most to Britain; bringing people together; divisions and differences; and making change happen. We anticipate that broadening into these topics will help generate engagement with a wider range of public audiences. It will also deepen understanding of our mission and build our credibility with political and media audiences by being 'on the pulse' when it comes to understanding what matters to people in this country.



Improving lives

To truly engage Britain, we must work closely and effectively with others. As a result, building strong relationships with partners, potential advocates and decision makers sits at the heart of our theory of change. We recognise and support the vital work that many organisations and communities are already carrying out in this country and are keen to work together to ensure that people are put at the heart of finding answers. Similarly, engaging decision makers and enabling them to be part of a people driven process will support real systemic change that improves the lives of people.

In 2021 we worked alongside a range of partners through our health and care project developing strong relationships with organisations that are instrumental in supporting people within health and care. ADASS (Association of Directors of Adult Social Services), the Coalition for Personalised Care and Think Local, Act Personal are just three organisations who are working alongside us. Their support and expertise are vital and, in 2022, we hope to deepen these relationships further, as well as building new ones. We've also developed our Health and Care Sounding Board to provide essential feedback and input on the project. It is also a space for members to share learning with each other and explore opportunities to work together collaboratively.

In addition, we've continued to work closely with the Grassroots Advisory Network – a group of community leaders brought together to share their experiences of community engagement and work alongside us to develop ours – to cocreate and kick off the Reconnection Tour. Similarly, our Policymakers Advisory Network has convened several times to support us with their expertise in relation to policy formation. This will be vital this year as we move into the development phase of the health and care project.

Our relationships with decision makers have also developed significantly over 2021, following the appointment of a Director to oversee our advocacy work. We held four group meetings, alongside one-to-one briefings, in Westminster over the year to brief senior Parliamentarians across the main political parties. This includes Junior Ministers, Members of the Shadow Cabinet and Parliamentary Private Secretaries. Strong relationships have been developed and these will be sustained in 2022. Similarly, we've begun to develop important relationships with decision-makers in Wales and Scotland, and continuing this in 2022 is a priority. Going forward, we will bring together cross-party MPs, alongside partners, to continue to demonstrate our process and why we are different.

Trustees' report



Trustees' report

The Trustees present their report and the audited financial statements for the year ended 30th September 2021.

Reference and administrative information set out on page three forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulation 2013 has been omitted.

The Directors' report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Objectives

In accordance with the Articles of Association the objects for which Engage Britain is established are to advance education in the economic, social and political sciences for the public benefit including, without limitation, through the use of methods and processes of public participation and deliberation, and by publishing and disseminating the useful results of research conducted through these methods and processes.

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the Trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Financial review

Engage Britain shows a surplus of £378,620 for the period ending 30 September 2021. The principal funding has been provided by the Hands Family Trust in the form of an unrestricted grant totalling £2,110,150. The balance carried forward at the year-end for all funds was £1,008,997. There are plans in place to draw on this during 2022.

We have not been directly financially impacted by the current Coronavirus pandemic although it has delayed our health and care project, and as such is included as a risk in our risk register. We have taken appropriate precautions to ensure the safety of our staff and the continued effective operation of the charity.

Principal risks and uncertainties

Senior management and the Trustees have identified the major risks that could affect the charity's work and have put in place controls to manage this risk. Identifying and managing risks is an integral part of the roles of the Director and senior team and forms part of their daily work.

Key controls include:

- A formal agenda and minutes for the meetings of the Trustees and the Board
- A formal risk register updated on a regular basis
- Established organisational and governance structure and operating lines

The major risks are:

Continuing uncertainty of the impact of Covid-19 – Covid-19 continues to affect day to day life in Britain and across the world. Many of the stakeholders involved with our first project on health and care are also on the front line when it comes to the impact of Covid, which has affected some of our timelines and partnerships this year. To mitigate this, we have in place a strong experienced team and have focused on developing strong relationships with partners and stakeholders. We've also worked alongside our delivery partners to ensure that the project can be delivered online and on time.

Limited and/or unrepresentative engagement from the public – There is a risk that we are unable to hear the voices of diverse communities across the country, and reach people at the scale that is needed to enable us to truly say that we have engaged with the people of Britain. This would impact negatively on our reputation and credibility as an organisation. To mitigate this, we have invested in strong digital engagement capabilities, developed our capacity to tell stories effectively, and regularly review our activity, reach and growth to ensure we remain on course.

High concentration of funding from a single source – The extraordinary commitment of the Hands Family Trust enables us to dedicate resources for the long-term to engage people across the UK and achieve widespread change. In order to alleviate the pressure on a single source of funding, we are putting in place support to work alongside a broad, diverse group of funders, committed to the mission of Engage Britain. This will help us to achieve our goal of ensuring a strong, sustainable income stream from a variety of donors and partners.

Reserves policy

The Trustees believe that the charity should hold financial reserves because it is solely reliant on a single source of funding. The charity therefore aims to hold a minimum level of reserves which would allow the charity to safely fulfil all its contractual obligations if the funding were to cease.

To this extent the Trustees believe it is prudent to hold liquid reserves to cover the charities committed obligations such as rent, redundancy costs and remaining commitments on any contractual obligations. This is subject to regular review and is currently set at £420,000.

Total reserves on 30 September were £1,008,997. An analysis of the charity's net assets between the funds is given in Note 13. The cash balances of the charity on 30 September 2021 were £1,177,844. The Trustees consider that sufficient resources are held in an appropriate form and there are plans to draw down on this reserve during 2022 to deliver its charitable objectives.

Going concern

The Trustees, in meeting their obligation to consider the going concern status of the charity, have reviewed the revised plans and forecasts prepared by management for the period to April 2023. The Trustees have concluded that the forecasts prepared are appropriate and the charity can reasonably expect to continue to fund its programmes and activities. The charity's progress with meeting its forecasts will be monitored and mitigating actions taken if necessary. The Trustees have concluded that it is appropriate to consider the organisation a going concern.

Fundraising

Engage Britain has been fortunate to rely on a stable, robust source of income to support its work, and will look to begin working alongside a broad, diverse group of funders in the year ahead. It has recently expanded its fundraising capacity by employing a development lead to raise funds to support the charity's work. However, it does not currently undertake any fundraising activities with the general public and has not signed up to the Fundraising Regulator.



The charity does not employ external or commercial firms. The charity is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising or any voluntary standard of fundraising in respect of its activities. No complaints have been received in respect of the charity's fundraising activities during the financial year. The charity protects vulnerable people and other members of the public by not undertaking in any direct marketing activities with the general public.

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 23 May 2019 and registered as a charity on 12 May 2020.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

The Director is appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, the Trustees have approved a detailed scheme of financial delegation for the Director and other key management staff. The Director is responsible for ensuring that the charity delivers the business plan and services specified and that key performance indicators are met.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 9 to the accounts.

Appointment of Trustees

The Board is subject to fixed-term appointment and election or re-election according to procedures set out in its articles of association. All Trustees can be reappointed every three years subject to the approval of the Trustees.

Trustees are appointed following consultation with the Chair and other stakeholders, based on an analysis of key skills they will bring to the charity. An induction programme is carried out for each new Trustee, covering all aspects of the role and the organisation.

Remuneration policy for key management personnel

The Trustees are responsible for setting the remuneration of the charity's Director and reviewing the salaries of the Senior Management Team. Salaries are set to be both appropriate and competitive according to market rates.

Statement of responsibilities of the Trustees

The Trustees (who are also directors of Engage Britain for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Auditor

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report has been approved by the Trustees on 22 March 2022 and signed on their behalf by

Susan Hitch
Chairperson

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 judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the 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
- 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 Engage Britain's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditor's report



Independent auditor's report to the members of Engage Britain

Opinion

We have audited the financial statements of Engage Britain (the 'charitable company') for the year ended 30 September 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 30 September 2021 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Engage Britain's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, 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 directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities set out in the trustees' annual report, 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, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the audit and finance committee, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
- Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.

- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

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. 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.

Jonathan Orchard (Senior statutory auditor)

8 June 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Financial statements



Statement of financial activities

Incorporating summary income and expenditure account

For the year ended 30 September 2021

		Unrestricted Funds	Total funds year ended 30 September 2021	Unrestricted Funds	Total funds 16 months ended 30 September 2020
	Note	£	£	£	£
Incoming Resources					
Donations	3	2,176,967	2,176,967	2,195,590	2,195,590
Interest Income	4	204	204	1,684	1,684
Total Incoming Resources		2,177,171	2,177,171	2,197,273	2,197,273
Resources Expended					
Raising Funds		12,750	12,750	-	-
Charitable Activities	5	1,391,466	1,391,466	1,216,763	1,216,763
Support Costs	6,7	394,335	394,335	350,134	350,134
Total Resources Expended		1,798,551	1,798,551	1,566,897	1,566,897
Net Movement In Funds		378,620	378,620	630,377	630,377
Reconciliation Of Funds					
Total Funds Brought Forward		630,377	630,377	-	-
Net Movement In Funds		378,620	378,620	630,377	630,377
Total Funds Carried Forward		1,008,997	1,008,997	630,377	630,377

All income was from continuing activities

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

The notes on pages 29-38 form part of these financial statements.

Balance sheet

For the year ended 30 September 2021

	Note	2021 £	2020 £
Current Assets			
Debtors And Prepayments	10	18,581	16,062
Cash At Bank And In Hand		1,177,844	850,156
		1,196,425	866,218
Current Liabilities			
Creditors Amounts Falling Due Within			
One Year	11	(187,428)	(235,841)
Net Current Assets		1,008,997	630,377
Net Assets		1,008,997	630,377
Funds			
Restricted Funds	12	-	-
Unrestricted Funds	12	1,008,997	630,377
		1,008,997	630,377

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

The financial statements were approved and authorised for issue by the Trustees on 22 March 2022 and signed on their behalf by:

Susan Hitch (Chairperson)

Sandip Shah (Chair of Audit and Finance Committee)

The notes on pages 29–38 form part of these financial statements.

Statement of cash flows

For the year ended 30 September 2021

	Notes	2021 £	2020 £
Cash Flows From Operating Activities			
Net Cash Used In Operating Activities	14	327,484	848,472
Cash Flows From Investing Activities			
Interest Received	4	204	1,684
Net Cash Provided By Investing Activities		204	1,684
Cash Flows From Financing Activities			
Net Cash Provided By Financing Activities		-	-
Increase/(Decrease) In Cash And Cash Equivalents		327,688	850,156
Total Cash And Cash Equivalents At Start Of Period		850,156	-
Total Cash And Cash Equivalents At End Of Period		1,177,844	850,156

The notes on pages 29-38 form part of these financial statements.

Notes to the financial statements



1. General information

Engage Britain is a company limited by guarantee, incorporated in England and Wales. It is also a registered charity with the Charity Commission. The Charity's reference and administration details are outlined on page 3.

The company was incorporated on 23 May 2019 and registered with the Charity Commission on 12 May 2020.

The nature of the charity's operations and principal activities are to advance education in the economic, social and political sciences for the public benefit.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

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

The financial statements are prepared in £ sterling, the functional currency, rounded to the nearest £1.

Engage Britain meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the Charity to be able to continue as a going concern.

2.3 Income

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

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Donated facilities and donated professional services are recognised in income at their fair value when their economic benefit is probable, it can be measured reliably and the charity has control over the item. Fair value is determined on the basis of the value of the gift to the Charity. For example the amount the Charity would be willing to pay in the open market for such facilities and services. A corresponding amount is recognised in expenditure.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102).

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Taxation

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in

Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2.7 Debtors

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

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation using the gross amount.

2.10 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the period.

2.12 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations

	Unrestricted Funds	Total	Unrestricted Funds	Total
	2021	2021	2020	2020
	£	£	£	£
Donations				
Donations	2,110,150	2,110,150	2,116,970	2,116,970
Gift in Kind	66,817	66,817	78,620	78,620
	2,176,967	2,176,967	2,195,590	2,195,590

During the period ended 30 September 2021, Engage Britain received a Gift in kind of £66,817 (2020: £78,620) towards their rent from Regus, their office provider.

4. Interest income

	Unrestricted Funds	Total	Unrestricted Funds	Total
	2021	2021	2020	2020
	£	£	£	£
Interest income	204	204	1,684	1,684

5. Analysis of expenditure on charitable services

	Unrestricted Funds	Total	Unrestricted Funds	Total
	2021	2021	2020	2020
	£	£	£	£
Health and Care	663,911	663,911	99,037	99,037
Poverty	36,050	36,050	-	-
Improving lives	201,422	201,422	396,340	396,340
Working together	490,084	490,084	413,009	413,009
Challenges facing our country	-	-	308,377	308,377
	1,391,466	1,391,466	1,216,763	1,216,763
Restricted Funds	-	-	-	-
Unrestricted Funds	1,391,466	1,391,466	1,216,763	1,216,763
	1,391,466	1,391,466	1,216,763	1,216,763

6. Support costs

	Unrestricted Funds	Total	Unrestricted Funds	Total
	2021	2021	2020	2020
	£	£	£	£
Organisational support staff costs	196,157	196,157	90,239	90,239
Rent	117,889	117,889	116,817	116,817
IT and Equipment	27,336	27,336	25,183	25,183
Recruitment	16,749	16,749	35,890	35,890
Governance costs	14,781	14,881	57,760	57,760
Meeting Room Hire	4,895	6,081	6,768	6,768
Management Accountancy Fees	4,579	4,599	8,722	8,722
HR and Payroll	4,331	4,331	6,254	6,254
Insurance	3,268	3,268	927	927
Travel	1,570	1,570	361	361
Postage and Stationery	875	875	570	570
Bank Fees	600	600	643	643
	394,335	394,335	350,134	350,134

7. Governance costs

	Total	Total
	2021	2020
	£	£
Audit fees (Net of VAT)	7,700	7,670
Accountancy fees	-	4,500
Legal expenses	648	35,790
Professional fees	6,533	9,800
	14,881	57,760

8. Staff costs

	2021	2020
	£	£
Salaries	777,858	344,240
National Insurance Contributions	92,255	41,084
Pension Contributions (Group Personal Plan)	40,467	18,263
	910,580	403,587

The average number of employees for the year during the period was as follows:

	2021	2020
Employees	17	4

The number of employees' whose employee benefits (excluding employer pension costs) exceeded £60,000 for the 12 month period was:

	2021	2020
£70,000 - £80,000	1	0
£80,000 - £90,000	1	0
£120,000 - £130,000	0	1
£130,000 - £140,000	1	0

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £471,526 (2020:£230,341)

9. Trustees' remuneration and expenses

During the period, no Trustees received any remuneration or other benefits.

During the period ended 30 September 2021, there were no travel expenses reimbursed (2020: £160).

10. Debtors

	2021 £	2020 £
Due within one year		
Other Debtors	7,662	7,662
Prepayments	10,919	8,400
	18,581	16,062

11. Creditors: amounts falling due withing one year

	2021 £	2020 £
Trade Creditors	19,864	27,845
Social Security and Other Taxes	34,615	22,022
Accruals	132,949	185,974
	187,428	235,841

12. Statement of funds

	Balance Brought Forward £	Income £	Expenditure £	Balance at 30-Sep 2021 £
Unrestricted Funds	630,377	2,177,171	1,798,551	1,008,996

	Balance Brought Forward £	Income £	Expenditure £	Balance at 30-Sep 2020 £
Unrestricted Funds	-	2,197,273	1,566,897	630,377

13. Analysis of net assets between funds

	Unrestricted Funds	Total 2021	Unrestricted Funds	Total 2020
	£	£	£	£
Current Assets	1,196,425	1,196,425	866,218	866,218
Creditors due within one year	(187,428)	(187,428)	(235,841)	(235,841)
	1,008,997	1,008,997	630,377	630,377

14. Reconciliation of net movement in funds to net cash flow from operating activities

	Total 2021	Total 2020
	£	£
Net income for the period (as per Statement of Financial Activities)	378,620	630,377
Adjustments for:		
Interest income	(204)	(1,684)
Decrease/(increase) in debtors	(2,519)	(16,062)
(Decrease)/Increase in creditors	(48,413)	235,841
Net Cash provided by operating activities	327,484	848,472

15. Analysis of cash and cash equivalents

	2021	2020
	£	£
Cash at bank and in hand	1,177,844	850,156
Total cash and cash equivalents	1,177,844	850,156

16. Analysis of net debt

	Total 2020	Cash Flows	Total 2021
	£	£	£
Cash at Bank and in hand	1,177,844	327,688	850,156

17. Related party transactions

Other than the Trustee expenses disclosed in Note 9, there were no related party transactions during the year ending 30 September 2021. (2020 : Nil)

Engage Britain

Engage Britain is a Registered charity in England and Wales (charity number 1189450)
and a company limited by guarantee in England and Wales (company number 12014954).
Registered office: 4 Fulwood Place, London, WC1V 6HG