

Annual Report and Accounts

Reference and administrative information for year ended 31st August 2024

Charity name: LMK Let Me Know

Registered Number: 1191149

Registered Address: 85-87 Bayham Street, London NW1 0AH

Co-Founders: Kirsten Westlake

Saloni Thakrar

Trustees: Emma Nellie (*Treasurer and Chair of Finance Sub-Committee*)

Esther Timson (*Chair of Safeguarding Sub-Committee - joined 13th March 2024*)

Helen Wolstenholme

Keith Morgan (*Equality, Diversity, Inclusion Lead*)

Kirsten Westlake (*Co-founder and Chair of Trustees*)

Louise Harland

Ndubuisi Uchea

Nicole Walsh (*joined 13th March 2024*)

Saloni Thakrar (*Co-founder and Trustee/Chair of Safeguarding Sub-Committee until 19th September 2023*)

Sophie Newton (*Chair of Human Resources Sub-Committee*)

Umeeda Nathoo

LMK Core Team: Ailish Emmett (*Head of Fundraising and Development*)

Anna Olliffe (*Research and Evaluation Manager*)

Clare Hoddinott (*Internal Operations Manager*)

Deirdre Kehoe (*CEO*)

Rob Hogg Thompson (*Fundraising Manager*)

Rosie Dickenson (*Community Engagement Manager*)

Shelly Khaled (*Programme Manager*)

Shekina Rose (*Marketing & Communications Manager*)

Youth Advisory Board: Almas, Arthur, Asha, Atitiya, Basma, Daria, Dorsa, Grace, Hope, Ice, Issac, Kashi, Kaya, Keenayah, Louise, Mehraveh, Merle, Sophia, and Sophie

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Introduction of the Trustee

Annual Report (TAR)

and annual accounts



The trustees present their annual report and financial statements of the charity for the year ending 31st August 2024. The Reference and administrative information set out on page 1 forms part of this report.

The financial statements outlined in this document comply with current statutory requirements, the charity's governing document, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP 2015 (FRS102).

Contents

A Message from LMK's Chair	5
Foreword from LMK's CEO	6
Why is LMK needed?	8
About LMK	11
LMK programmes	14
How many people LMK has reached	18
Measuring impact	24
LMK in education settings	26
LMK in the community	31
Inclusive workshops	36
Training for adults	39
Digital engagement	42
Growing and scaling up	44
Our Youth Advisory Board	48
Collaborating with others	51
What next for LMK	54
Statement of public benefit	56
Structure, governance and management	57
Financial review	61
The Independent Examiners Report	63
The financial statements	65
Thank you	77
Endnotes	79

A Message from

LMK's Chair



*Kirsten Westlake,
Chair of Trustees*

The past year has once again seen too many stark reminders of the devastating impact of abuse and violence in relationships. And we know that our efforts, and the hard work of our partners in the sector, has never been more needed. At the same time, we are seeing a welcome increase in public awareness around the pervasiveness of these issues and a new resolve to address the root cause of the problem. It feels like there is genuine appetite for change.

I am proud that over the past year, LMK has been part of that change: offering a proven prevention programme that teaches young people how to recognise abuse, leave unhealthy relationships safely, and view online content (including pornography) critically. Amid the turbulence of global conflicts and economic pressures, the charity has continued to strengthen its programmes and to grow: extending across London, as well as into primary schools and workplaces. We have now worked with over 15,000 young people, and around three quarters of them report that LMK interventions have significantly increased their ability to recognise abusive behaviours.

As you read the following pages, keep in mind that all this has been achieved in only our fourth year of operation – no mean feat! None of this would have been possible without the tireless work of our team and our wider network of volunteers, funders and friends. We are so grateful to them all for standing with us to create a world in which relationship abuse, domestic violence and sexual assault no longer exist and where every young person can thrive in safe, respectful relationships.

A handwritten signature in black ink that reads "Kirsten Westlake".

Kirsten Westlake

Foreword from

LMK's CEO



*Deirdre Kehoe,
Chief Executive
Officer*

We are immensely proud of what we have achieved at LMK this year. We are now connected into schools and community groups right across London, with 10 Signs **workshop participation growing by 28% year-on-year**. Our offer for adults – training for youth work professionals and Workplace Relationships Workshops – has further developed and extended to reach new audiences across the UK.

Our passionate and engaged Youth Advisory Board (YAB) and our robust evaluation systems allow us to constantly monitor workshop feedback and gather new insights from young people. This means we can **regularly refresh our workshop content**, ensuring that the topics we talk about are relevant and current for those who participate. Feedback has shown we are having a strong impact:

72%

of young people who attended an LMK workshop told us it changed their understanding of healthy relationships

79%

of young people said that the LMK workshop would be useful in their future relationships

80%

of young people said they knew how to seek help for themselves or a friend after attending a workshop

Our online presence is growing, with a **42% increase in social media followers** this year, while our website is being accessed more than ever before.

One of our highlights of the year was the launch in February 2024 of our **first ever awareness campaign, 'Know the Signs'**, which enabled us to reach over 15 million people online and over three million through radio. This campaign was underpinned by our poll of 2,000 young people who told us about their experiences within relationships. Seven in ten (71%) respondents, aged 16-25, told us they had already experienced a form of relationship abuse, and this abuse happened across all types of relationships including romantic relationships, in familial connections and in friendships.

Although these results are shocking, they don't come as a surprise to us at LMK. This year we've seen so many alarming reports on the harmful influences that are shaping young people's views of healthy and unhealthy relationships. For example, the National Crime Agency's urgent alert¹ to all schools nationwide asking education professionals to help raise awareness about the rise in "sextortion" of young men aged 14-18, and the UK government labelling violence against women and girls as a national threat².

Relationship abuse has a huge impact on young people's mental and physical health, with knock on effects that last their whole lives. And we don't believe enough is being

done to prevent it. Our **survey of young people** told us that six in ten young adults have never been taught the signs of a healthy or unhealthy relationship. Relationship education is failing our young people and this is putting their lives at risk.

So it's never been a more important time for LMK to be out there, doing what we do best - delivering non-judgemental, relatable relationship education, tackling real life issues that young people want to talk about so that we can prevent harm before it happens.

We have dedicated much time this year widely collaborating with young people, the organisations who host our workshops, funders, sector supporters and our amazing staff and trustees to create our next **3 year strategy 2024-2027**, launching in September 2024. As we look to the future, we are ambitious and determined in our drive to engage more young people in our preventative work, and to give them the greatest gift possible - that of a happy life.



Deirdre Kehoe

Deirdre Kehoe



Why is LMK

needed?

Everyone dreams of a happy and healthy life. The Harvard Study of Adult Development, the longest study ever conducted on the factors that enable human happiness, shows that the single most important aspect of a happy life is the quality of the relationships you have³.

But for many, knowing what a safe and healthy relationship looks like is not straightforward. Economic circumstances, childhood

experiences, support networks and online influences are amongst the many factors that shape our view of what a healthy relationship looks like.

In LMK's poll of 2000 young people aged 16-25 years, taken in January 2024, we found that **60% of young people didn't know the signs of a healthy or unhealthy relationship**⁴, whether that be a relationship with family, friends, an intimate relationship or with colleagues.

How this impacts day to day life:

1 in 4 women & 1 in 6 men

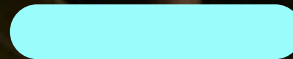
In the UK, one in four women and one in six men are likely to experience **domestic abuse** in their life⁵



Relationship issues being identified as one of the top three factors driving **poor mental health** in women and girls⁶

2 million victims

Increasing **incidences of sexual offences and harassment of girls** - one in every 12 women will be a victim of Violence Against Women and Girls (VAWG) every year in England and Wales (2 million victims) and one in 20 adults in England and Wales will be a perpetrator of VAWG every year (2.3 million perpetrators)⁷



The doubling of '**sextortion**' cases within a single year (2023), with male victims aged between 14-18 being particularly targeted⁸



Three in five women have experienced **bullying and harassment, or sexual harassment**, in the workplace⁹

#@?&!

Two in five children (41%) aged 11-17 have experienced **verbal abuse** from the adults around them (with parents, carers, teachers, friends' parents, and activity leaders the primary sources), leading to lower self esteem and confidence issues¹⁰

And relationship abuse starts early in a person's life - you are most likely to experience relationship abuse between the ages of 16 and 19¹¹.

The consequences of unhealthy relationships can be profound and long-lasting:

2.8x

Children exposed to domestic violence are 2.8 times more likely to obtain **low school grades**¹²



30 women **attempt suicide** every day as a result of experiencing domestic abuse and every week three women **take their own lives**¹³



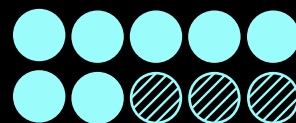
Sending and soliciting nudes is becoming “normalised” in UK schools, with most child abuse images ending up online¹⁴. 73% of **online grooming crimes** in the last 5 years involved Snapchat and Meta platforms (Facebook, Instagram, WhatsApp)¹⁵

£78 billion

The estimated **social and economic costs** of domestic abuse are £78 billion¹⁶

2.4x

Girls who have experienced sexual violence are 2.4 times more likely to have committed **self harm** in the past year¹⁷



Seven in ten women who experience **harassment at work** do not report it because they believe it would impact negatively on their relationships at work (37%) or on their career prospects (25%)¹⁸

LMK wants to stop relationship abuse before it starts – but we know you can't see the signs, until you know the signs.

About LMK:

Building happy lives through healthy relationships

LMK is a charity working in education settings, community organisations and workplaces, providing non-judgemental, relatable relationship education, tackling real life issues that young people want to talk about. We want to stop relationship abuse in all its forms; in romantic relationships, within friendships of any age, in

familial relationships, in personal connections where there is abuse of power between an adult and child, maltreatment where there is a power imbalance between adults, gender-based abuse and in online activity. **Our focus is on educating young people so that we can prevent abuse before it happens.**



Our **mission** is to provide young people with the knowledge and skills to thrive in their relationships.



LMKs **vision** is that, through education, we can create a world in which relationship abuse, domestic abuse and sexual assault no longer exist.

Through our work, we want young people to be empowered to seek for themselves:

- healthy romantic relationships with safe boundaries
- safe homes free from violence and abuse
- positive friendships that support mental health and wellbeing
- healthy workplace relationships that allow for personal/professional growth
- help if they or their friends are in an unsafe and abusive relationship.

How we do this

At LMK our two greatest and unique strengths are:

- Our easily accessible **'10 Signs' framework** that helps young people to spot and stop unhealthy relationship behaviours in themselves and others, while providing the vocabulary for them to talk about how they experience relationships.
- Our network of **'near-peer' workshop leaders**, a talented and diverse group of youth work professionals from a broad range of backgrounds, who are matched to each delivery session to ensure they can relate to the lived experience

of the people in the room, truly making a connection and therefore magnifying their impact.

Why our approach is so important

Relationship & Sex Education (RSE) is part of the National Curriculum in England and Wales. However, teachers often lack the time, resources, expertise and confidence to teach it in a way that connects with young people. In 2022, a National Association of Schoolmasters/Union of Women Teachers (NASUWT) study found that almost half of all secondary school teachers do not feel confident teaching RSE.



Workshops educating young people about healthy and unhealthy relationships are an intervention recognised by the Youth Endowment Fund (YEF)¹⁹ as being effective in reducing teenage violence. The YEF highlights that this intervention is

particularly effective when delivered by the right facilitators. YEF say: “This tends to be external facilitators or teachers that feel comfortable discussing complex issues related to relationships, sex and different forms of violence.”

Our own feedback from our host organisations support this:

“ Thanks so much for the workshops, the group has continued to speak about how much they learned, but also the relationship and trust they established with the facilitators. They really appreciated that their ideas were heard and listened to and that there was plenty of time for discussion

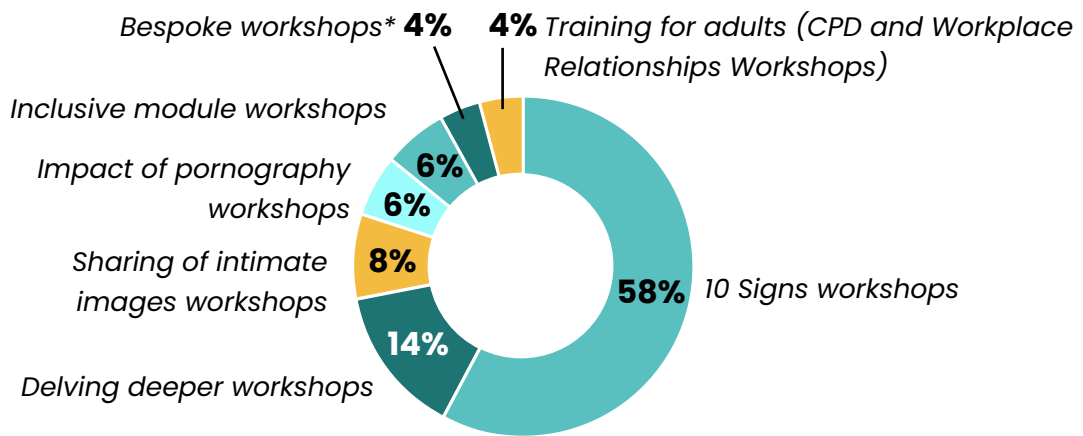
and debate. It felt like the space was equal and that everyone was learning from each other – this was due to how the workshops were facilitated and it made it a really inspiring and creative space. The implementation of games and activities kept the workshop engaging and fun.

Participation Manager, Big House



LMK programmes

Workshops LMK delivered in 23-24, type by percentage



*Bespoke modules are tailored to the specific needs of a particular school or community group

Our offer for young people

LMK offers a prevention programme against relationship abuse, domestic abuse and sexual assault that equips young people to have healthy relationships during their teen years,

while embedding behaviours and expectations that are carried through into adult life.

We work with young people aged 11-24. All of our workshops for young people are delivered face to face – we think this is critical to achieve a meaningful and lasting connection with young people.

10 Signs workshop

Our 10 Signs workshop is the starting point for our programme. In this workshop we teach young people to spot and stop unhealthy relationship behaviours in

themselves and others, using the 10 Signs framework. Our Leaders give young people the tools and confidence they need to speak out, seek help and keep themselves and their friends safe.

Once the 10 Signs is completed, participants can continue to expand and embed their learning through our Continuing the Conversation modules, which can be delivered as stand-alone sessions or put together into a comprehensive, wider programme.

Our **Continuing the Conversation modules** have been created in direct response to young people's most frequent questions:

Sharing of Intimate Images

This workshop gives young people a deeper understanding of the consequences of sharing intimate images and equips them with strategies to protect themselves.

Impact of Pornography

This workshop challenges young people to think about pornography differently, debunks widely held myths and examines how porn really affects them and their relationships.

Delving Deeper

Having learned about the 10 Signs, this workshop offers young people the opportunity to explore the signs in different contexts, applying critical thinking skills and a problem-solving approach. Often, in this workshop the young people in the room will choose the signs they want to explore in more detail, allowing them an opportunity to discuss issues that are most relevant to their situation right now.

Our workshops raise awareness of unhealthy behaviours within relationships that sometimes lead to our participants taking steps to end a personal relationship. Research shows that a person can be most in danger when they are taking steps to leave, or have just left, a toxic relationship²⁰. This is why LMK have ensured that young people take away information on how to leave a relationship safely and are signposted to organisations that can support them to do so.

- ① [Read more about our work in education settings](#)
- ① [Read more about our work in the community](#)
- ① [Read more about our Continuing the Conversation modules](#)



Our workshops for young people with SEND

All young people need a space to discuss their relationships. However, young people with special education needs and disabilities (SEND) often miss out on these conversations, even though they can be at greater risk of relationship abuse²¹.

Our SEND programme provides an opportunity to have safe, open discussions about relationships in ways tailored to the needs of the participants. Developed with SEND professionals, parents of children with SEND, and young people with lived experience, the workshops can be fully adapted to make sure that the content is tailored to the experiences of people with SEND and individual learning styles.

- ① [Read more about our inclusive workshops](#)

Adapted modules available:

10 Signs

Sharing of intimate images

Impact of pornography

Training for adults

LMK has two training programmes aimed at adults:

1. Training for youth work

professionals – Designed for professionals working with young people (including adult volunteers), this training course introduces LMK's 10 Signs framework and helps youth workers using it to have an inclusive, accessible, non-judgemental approach to relationship conversations with young people.

2. Workplace relationships – LMK knows that having healthy work

relationships is critical to both young people's happiness and an organisation's success. Our programme for workplaces is the most recent addition to our programme. Using our 10 Signs framework, we give employees confidence in identifying healthy and unhealthy relationships in the workplace and knowing what steps to take if they are concerned about a colleague's behaviour.

Both of our adult training programmes can be delivered either in-person or online.

🕒 [Read more about our training for adults in 2023-24](#)



How many people

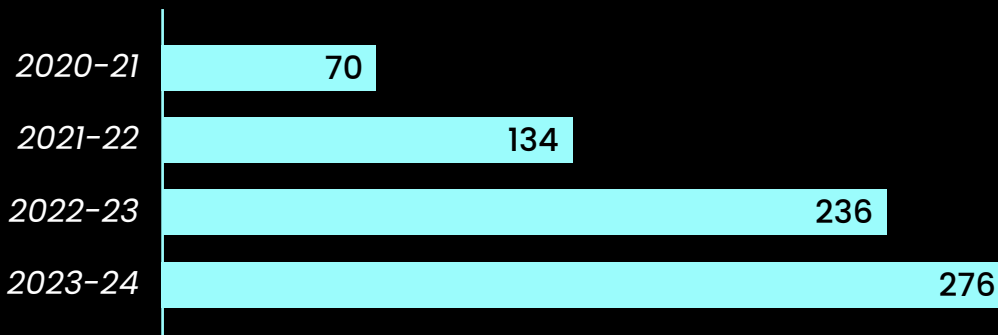
LMK has reached

LMK is a young charity: created in 2020, this is just our fourth year, but already we've worked with **more than 15,000 participants in our workshops.**

In 2023-24, 6,291 people participated in our workshops, an increase of 1,388 on the previous

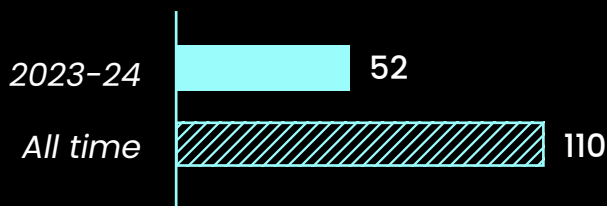
year. This growth has been achieved steadily and sustainably, with a balance of rebookings from organisations who we have worked with in previous years (44%) and delivery to new organisations who have experienced LMK workshops for the first time (56%).

Total number of workshops LMK delivered, by year, since 2020

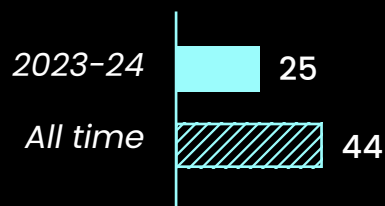


Over the last four years we've maintained a balance of working in education settings and with local community groups who support young people. Whilst the number of community organisations is significantly higher than schools (as it includes community organisations who have come to either a youth workshop or a CPD workshop), we tend to get higher numbers of young people participating in our workshops when they come via their school.

Number of community organisations we've worked with



Number of schools we've worked with



We have achieved our aim of working across London. Since 2020 LMK has delivered workshops in 27 London Boroughs, five of which were new to LMK in 2023-24.

And we've continued to increase the number of organisations who host our workshops, working with ten new education settings and 33 new community organisations in 23-24.

Map of boroughs we worked in during 23-24



The young people LMK works with

It's important to us that the young people attending our workshops represent London's diversity.

<i>Ethnic background</i>		
	<i>2021 census stats for London's population</i>	<i>LMK workshop participants</i>
<i>White British</i>	36.8%	12.9%
<i>Asian, Black, mixed, or "other" ethnic groups</i>	46.2%	66.1%
<i>White ethnic minorities</i>	17.0%	14.8%

We are especially pleased that we have reached our goal of supporting those who are more vulnerable to relationship abuse – young people with SEND²², young people who live in poverty²³, those who have experienced multiple adverse childhood experiences (ACEs)²⁴ and young people from the LGBTQIA+ community²⁵.



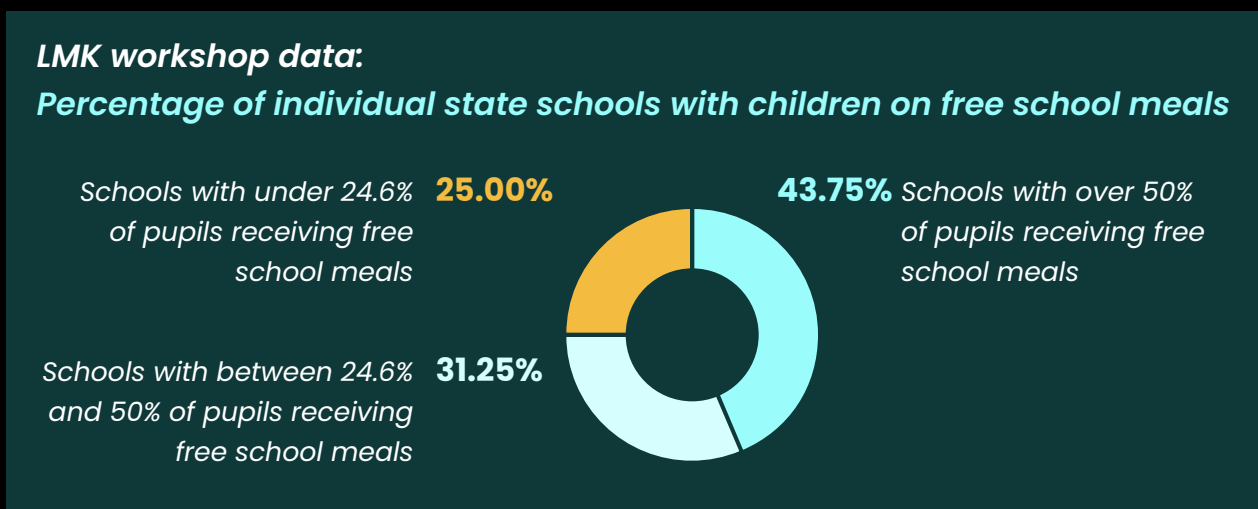
Young people with SEND

The 2021 Census showed that across London, 13.2% of people are Disabled (using the definition under the Equality Act 2010).



Young people living in poverty

According to data from the London Datastore, 24% of Londoners were in relative poverty in 2020/21–2022/23 after housing costs were taken into account. In January 2024, 24.6% of state-funded pupils in the UK were eligible for free school meals.



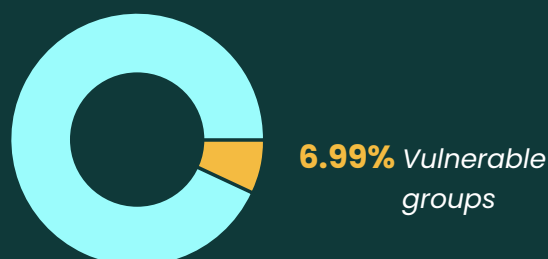
Young people who have experienced trauma or ACEs (Adverse Childhood Experiences)

Due to the prevalence of ACE's, we know many young people who attend our workshops in education settings have had adverse childhood experiences.

Alongside this, at LMK we purposefully work with community groups who provide specific programmes for young people who have encountered trauma and multiple adverse childhood experiences, including survivors of sexual abuse, rape and grooming, homeless youths, refugees and young people who are currently part of the criminal justice system.

This year, through community groups, we worked with 91 young people experiencing homelessness, 10 young people who had experienced relationship abuse, 90 who had left the care system, and 30 young refugees.

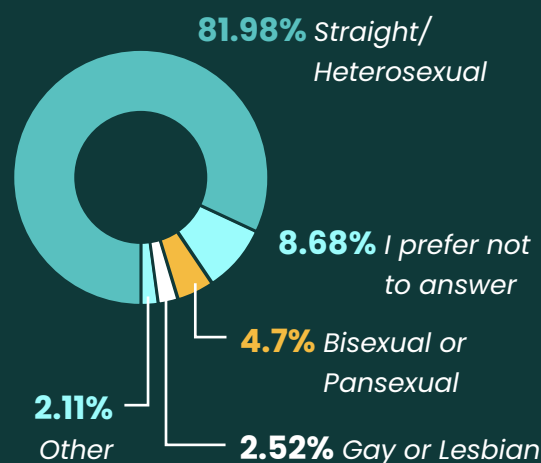
LMK workshop data: Percentage of LMK workshops delivered to vulnerable groups



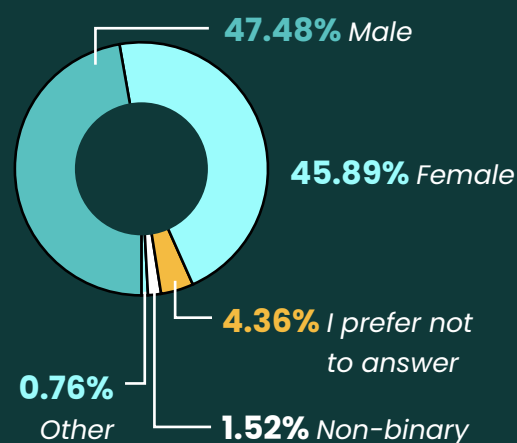
Young people from LGBTQIA+ communities

According to the 2021 census, 4.3% of London residents aged 16 and over identified as LGB+ (gay or lesbian, bisexual, or other sexual orientation).

LMK workshop participants: Youth survey respondents sexuality



LMK workshop participants: Youth survey respondents gender



Measuring impact

From the early days of LMK, we embedded rigorous evaluation to ensure we were able to understand

our impact and constantly refresh our programmes to keep them relevant for our participants.

What we have achieved so far:

80% of young people know how to seek help for themselves or a friend.

79% of young people believe today's workshop will be useful in their relationships.

72% of young people told us the workshop changed their understanding of healthy relationships.

87% of young people rated their leader as excellent or good.

89% of host organisations feel we supported their practice when talking to young people about sensitive topics.

95% of partners would invite us back to run another workshop.

44% of partners have invited us back to run another workshop.

Measuring longer term impact

We recognise that although the data we collect provides a comprehensive overview of impact on young people in the short term, it gives a limited indication of longer-term impact. In 2023, LMK received funding from Camden Community Impacts Resilience Fund to strengthen our existing evaluation programme, and investigate longitudinal data collection to allow us to better understand the longer term impact of our work.

Through this longitudinal study, we returned to young people who had engaged with LMK's workshops between one and three years previously. Speaking to students at a secondary school where we had delivered a workshop seven months prior, **young people told us they had happier, healthier relationships after an LMK workshop.**

Positive impacts included:

- Young people having the skills to resolve conflict
- Young people recognising negative

behaviours in themselves and taking steps to address these

- Young people leaving toxic relationships
- Young people naming and practising key relationship skills such as owning actions.

Here are just some of the real-life scenarios young people told us about:

“ I have started to acknowledge when I am saying something wrong in order to get what I want.

“ I started to feel like people were taking advantage of me, in terms of my kindness. I've also recently been talking to someone who didn't like when I hung out with certain friends. They often got upset.

I talked with those people, realised that they had no malicious intentions, and set more boundaries. They also apologised. I brought it up to them, and found out it stemmed from a fear of being abandoned. Instead, we decided to communicate and set healthy boundaries. I'm now able to hang out with anyone without conflict.

This evaluation has supported LMK to identify ways of improving our workshop delivery and impact measurement, which we are putting into action throughout 2024-25.



LMK in education

settings

Our work in education settings has never been more important. Although schools are required to deliver an expanded relationships and sex education (RSE) curriculum, our survey of 2000 young people in January 2024²⁹ showed that:

six in ten young people have never been taught about what makes a healthy or unhealthy relationship

only 35% of young people have received education at school on unwanted sexual contact or abuse

just 37% of young people had been taught about what makes a healthy or unhealthy relationship.

87% of young people believe there should be more education in schools about topics such as relationships, abuse and sexual health.

With so much pressure on our education system, teachers lack the time, resources, expertise and confidence to deliver relationship education in a way that connects with young people. Topics required by the RSE guidance - such as power imbalances, pornography, culture and faith perspectives, LGBTQ+ issues and healthy relationships - are often absent from the classroom, despite young people often telling us that these are topics they most need to talk about.

LMK is working with schools of all kinds to fill this gap in provision. This year LMK has delivered workshops in a whole range of school settings; maintained schools, private schools, faith schools, free schools, sixth form colleges, academies, alternative provision and specialist SEND schools. We have extended our reach from 20 schools and 3,688 young people in 2022-23, to **25 schools and 5163 young people in 2023-24.**

Schools most frequently ask LMK to deliver workshops to years 9, 10 and 12, with these year groups making up 70% of our delivery within education settings.

5163 Number of young people worked with in schools/ colleges

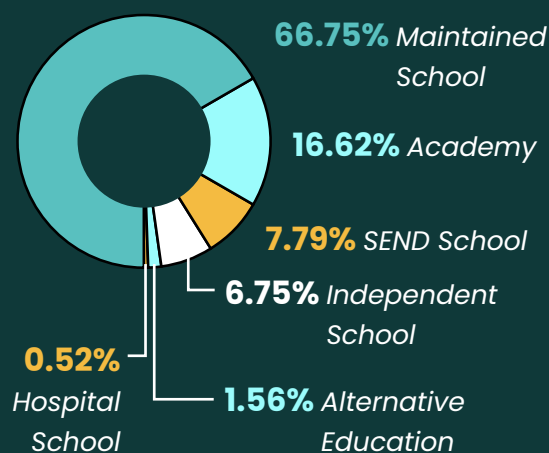
25 Number of schools and colleges worked with

73% Percentage of workshops delivered in school settings

90% of teachers feel more confident and better equipped to have relationship conversations in the classroom after attending an LMK workshop

95% of teachers and youth workers feel more confident approaching conversations on sensitive topics with young people after attending CPD sessions

Graph showing percentages of workshops delivered per type of school



Keeping our content fresh and relevant

LMK strives to keep workshop content fresh and respond to the changing issues affecting young people. This is at the heart of our strategy and one of the ways we ensure the deep level of engagement from workshop participants. It also means that **when our schools book us year after year, the conversations remain relevant.** For example, this year we've added conversations around sextortion and our YAB members have created a brand new video depicting the long-term negative impact of sharing intimate images. We have also updated the film clips we show in workshops to ensure the content is current, fresh and familiar to young people.

For pupils with SEND, we have tailored our workshops to meet specific needs, including using different terminology or replacing reading exercises with discussions and film clips to better engage with those who are visual learners. Here is a reflection from one of our LMK Leaders on our SEND sessions at Leighton College:



Our sessions at Leighton College were very impactful this term

because we had worked with many of these students last academic year, where we were able to really break down what relationships are and some of the signs of good or tricky relationships.

When we returned this year, many of the students remembered a lot of the things we've been saying which was wonderful because we knew from just asking questions that what we had done in the previous year had been impactful. It also enabled us to dig even deeper this year.

We were able to have complex conversations around relationships and tricky scenarios and how they might deal with them, and so were able to add even more value to relationship decisions they would need to make.

It was great to go back and see many of the same students but also reach some new students as well.

Penny, LMK Leader



Supporting staff and students to create a culture that promotes and encourages healthy relationships

We made some important first steps towards extending our support to embed a healthy relationship culture within schools. This included **trailing a peer-led Relationship Ambassador programme** and testing a tailored version of our **10 Signs programme in primary schools**. We intend to continue rolling out both of these new programmes in 2024-25.

How schools experience LMK

We were thrilled to return to Cardinal Vaughan Memorial School, a faith school based in west London, working collaboratively with the staff there to tailor our Continuing the Conversation modules to navigate sensitive topics in a way that aligned with the school's values and LMK's.

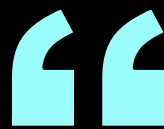


I just wanted to say a huge thank you to you and the leaders for your work over the last couple of days. It's really brilliant for our pupils to have the opportunity to discuss these sorts of

issues in a controlled environment under the expert guidance of your team, so we are really grateful for that. All of the feedback which I've received from staff and pupils has been overwhelmingly positive. So, thank you!

*Extended Curriculum Co-ordinator,
Cardinal Vaughan Memorial School*

This was our first year delivering to the Year 12's at Harris Westminster Sixth Form, who were introduced to our 10 Signs Programme.



I really liked how confrontational it was, the leaders of the session were brilliant at challenging people's views and getting them to justify why they have it.

Y12 student, Harris Westminster Sixth Form

Thomas's Day school has embedded our workshops in their annual delivery plan, and we were so impressed at the continuing commitment of the school to deliver high quality relationship education.



Thank you very much to you for organising and to all of the facilitators for engaging the pupils so well. We really look forward to continuing to work with you in the future.

Teacher, Thomas London Day School

The head of Bromley Trust Academy worked with us to ensure the scenarios and activities within our 10 Signs workshop, in this alternative provision setting, reflected the real life experience of their pupils. We ensured they had a particular focus on unhealthy relationships which exploit a child's sense of self-worth. We also dialled up the experiential elements of our workshops to ensure it met the learning styles of the pupils participating.

““ The feedback from staff and students was great so thank you so much for coming in!

Teacher, Bromley Trust Academy

Already a great supporter of our work within their secondary school, the Reach Academy Feltham helped us rework our 10 Signs workshops to make it appropriate for a younger age group and use in their primary school. We are incredibly grateful to the staff and pupils there who provided us with such great insight and feedback which ensured that our delivery had a lasting impact with the Year 5s.

““ I've learned that if you are in an unhealthy relationship, you should leave it. And if you are in a healthy relationship, continue it and build it more. I enjoyed that we all worked together and that we built a better relationship in the group.

Year 5, Reach Academy



LMK in the community

Whilst working through schools means our participant numbers are higher, working with community groups often means we make a huge difference to particularly vulnerable young people. In 2023-24, 28% of LMKs workshops were delivered within a community setting, ranging from youth groups to sports clubs and cultural organisations.

Often, community organisations proactively approach LMK to deliver workshops in response to particular needs they have identified for their young people, for example addressing dangerous online behaviour, responding to the expression of worrying misogynistic views, or addressing the harm caused by 'cancel culture'.

28%

Percentage of workshops in community settings

1004

Number of young people worked with in community settings

22

Number of community youth organisations worked with

Where we are working with vulnerable groups, such as asylum seekers, young people with previous

experience of serious abuse, or young people with other adverse childhood experiences (ACEs), we lower the maximum number of young people within each session, double the number of LMK Leaders who deliver the session, and use a trauma informed lens to ensure that we provide a safe space for participants to engage and for difficult experiences to be explored sensitively and expertly.

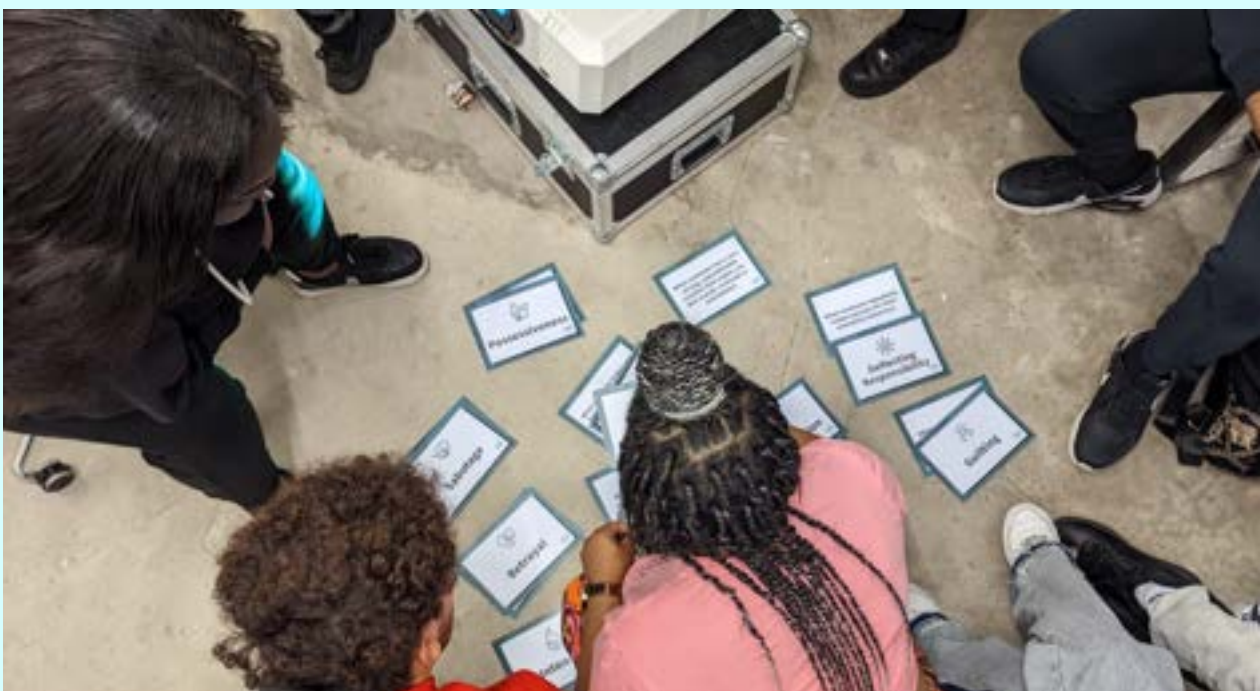
This year LMK was happy to be asked back to **The Big House**, an organisation which runs theatre participation programmes to support young people who are leaving care or have touched the criminal justice system. LMK's 10 Signs workshops have been embedded into the induction of each new group, with the language and content being used all the way through their planning and theatre production.

Unfold support young people aged 10 – 25 and women with children aged 5+ in Westminster and the neighbouring boroughs. They also run a specialised programme of support for asylum seekers and refugees. This year, LMK ran two 10 Signs sessions with their young asylum seekers, tailoring our programme to address language and cultural barriers.

“ I just wanted to say a HUGE thank you... for two amazing workshops this week at our Youth Support Groups. You all brought great energy and did a wonderful job of making the sessions engaging, fun and accessible to all the young people.

At the end, young people were feeding back to me about how this made them think about dynamics with their friends, family and at their hotels. I think all of them came away learning and reflecting on the topic and I saw a few boys in particular who are normally a little reserved really coming out of their shell to contribute their ideas. A really important topic for the groups, delivered so well by you and your team as always so thank you once again!

Youth worker, Unfold



Continuing the conversation

The findings of LMK/One Poll research with 2000 young people earlier this year only reiterates the importance of our work:

- Less than half (45%) of those surveyed said they had been taught about the risk of sharing or taking nude pictures at school. Yet, almost one in five (18%) admit to having their private images used, shared, or shown to people by a partner or potential partner, without their consent.
- Abusive behaviour taking place on social media platforms include: receiving insults, threats or hurtful comments (23%), and receiving an overwhelming amount of messages (22%) from a partner or potential partner. A fifth (19%) also said their partner

has controlled their social media content, including which photos they share and what they wear in their posts.

- Almost a third (32%) of young adults said that social media influencers, including Andrew Tate and Jordan B. Peterson, influence their opinions and attitudes towards relationships.

As schools and community groups are ever more alarmed by the impact of this on the behaviour and expectations of the young people they work with, there has been a sharp increase in the uptake of our Continuing the Conversations workshops. These have increased from 11 workshops/210 participants in 2022/23 to 40 workshops/928 participants this year.

In last year's report we talked about the reasons for developing our Continuing the Conversation modules: Sharing of Intimate Images and Impact of Pornography. They were developed in response to the findings of the [Ofsted review into sexual abuse in schools](#), research published by England's Children's Commissioner expressing concern about children's use of pornography, and because of the concerns we had about some views young people commonly expressed within our workshops.

Worryingly, these issues have not improved. For example, the International Policing and Public Protection Research Institute recently highlighted that sending

and soliciting nudes is becoming "normalised" in UK schools²⁷. We continue to adapt our workshop content to reflect the issues affecting young people, for example, this year we added a greater focus on sextortion in our programmes.

“ I thought that the session that we were given was really useful and insightful... In our age group many people are affected by sextortion it can be really dangerous and I think that's really tragic and really sad. I think the advice was really good as it was teaching us how you can avoid it and where you can get support. Y9 student, male, Cardinal Vaughan Memorial School



Spotlight - Langdon Park

In 2023-24 we partnered with Langdon Park Community School to deliver all four of our youth programme modules to their year 10 students. We worked with the staff at Langdon Park to create a schedule that reinforced their existing PSHE curriculum, spacing out our interventions across the year. Students were highly engaged in the sessions and continuous reinforcement by staff in their classrooms allowed the students to explore the different topics and embed the language of the 10 Signs into their day to day discussions.

Statistics for our CTC workshops

40

Number of CTC workshops delivered in 23-24

928

Number of young people who have attended a CTC workshop 23-24

67%

Agree with the statement 'I learned something about sharing sexual images today that I didn't know before'

77%

I know where to get support for myself or a friend if I am worried about intimate image abuse

77%

Agree with the statement 'I learnt about the impact using pornography can have on my relationships' with agree or strongly agree

69%

I feel confident that I can use the 10 signs to manage situations involving pornography and keep myself safe



Inclusive workshops



Navigating relationships can be especially difficult for young people with special education needs and disabilities (SEND). Research shows that they partake in fewer activities and participate less frequently in relationship education than their peers without a learning disability. They also tend to have fewer friends²⁸.

This can make young people with SEND particularly vulnerable to risks such as bullying and exploitation

From early in our charity's development, we have provided relationship education specifically designed for young people with SEND.

“ In an inclusive setting like Leighton College, it is so important that the workshops that we deliver are young people focused and that we cater to the specific needs of the young people in front of us.

For these sessions, we focussed on a theme that was helpful and relatable, using TV shows the participants were watching and linking these to healthy and unhealthy relationships.

Marcus, LMK Leader

In 2023–24 we delivered our Inclusive Modules to 190 participants across three SEND schools, six community groups, and a hospital school.

16 Number of SEND workshops delivered

190 Number of young people receiving SEND workshops

6% of LMK workshops were to young people with SEND

In 2023–24 we worked with young people with SEND, their teachers, and specialist youth workers to design and trial our evaluation surveys adapted for young people with SEND, so that we can continuously learn and improve our programme. We will continue to work with young people, SEND specialists and our experienced LMK Leaders to iterate our programme content in response to the findings.

65% of young people told us they can use the signs to spot a good relationship

46% of young people told us they can use the signs to spot a tricky relationship

80% of people can name someone who would help them with a tricky relationship

Year 2023/4 saw LMK experiment with the format of our workshops for young people with SEND, based on feedback received from host organisations. For example, we worked with St. Marylebone Bridge School to trial special versions of our Sharing of Intimate Images and Impact of Pornography modules, tailored for young people who are visual learners. We will be rolling out these new modules in 2024–2025

“ It [taught] us what to do when we are in a tricky relationship.

Year 8 student, St Marylebone Bridge School

We have also learned lessons the hard way – by trying and failing. We learned that we cannot break down our programme into one-hour sessions over a number of weeks, as it doesn't provide enough time to create the safe space required for the young people to fully participate. Furthermore, there is often disruption in young people's schedules, meaning they cannot attend weekly sessions consistently. We also learned that it's particularly challenging to have mixed year groups in our SEND sessions due to the wide variation in learning needs that this brings.



Spotlight – Roots and Shoots

Roots and Shoots provide accessible and positive vocational and educational opportunities for young Londoners with an Education, Health and Care Plan. They have worked with LMK for two years now to deliver our 10 Signs programme to the young people aged 16-24 who they support. In 2023-24 we delivered three of our modules to their young people, with about 30

participants each time. The sessions were specifically tailored to the needs of the group, with modified language, scenarios and activities.

“ We learnt about different relationships like a good relationship and a tricky relationship.

Participant, Roots and Shoots Study Programme.

Training for adults

Training for youth work professionals (CPD)

To facilitate ongoing conversations about the 10 Signs of healthy/unhealthy relationships, LMK developed a training programme for adults who work with young

people, helping them use the framework to have an inclusive, accessible, non-judgemental approach to relationship conversations with those they engage with.

In 2023-24 we delivered 10 of these training courses to 124 youth work professionals.

“ It’s a situation and topic I’ve dealt with before, but now I feel much better equipped to have a constructive conversation with a young person about their relationships.
Senior Manager, Happy Lizzy Event Planning, Westminster

“ It was helpful to put terminology to abusive experiences and also put a name to healthy behaviours as well.
Youth Worker, Mary’s Youth Club Islington

Spotlight on Laburnum Boat Club

Laburnum Boat Club is a voluntary organisation based in Hackney that provides opportunities for the personal development of children, young people and their families in the local community, through participation in a range of water-based activities. LMK first delivered workshops directly to the young people involved in the club, we then

went on to provide our 'training for youth work professionals' to Laburnum staff who led holiday activities with young people. This ensured that the 10 Signs framework was deeply embedded in the club and staff were equipped to continue the learning after LMK completed their workshops with young people.

10

CPD workshops delivered

124

Professionals trained at CPD workshops

35

Organisations who accessed CPD training

99%

of participants learnt the right language to talk to young people about relationships

95%

of participants have a better understanding of issues facing young people in their relationships

95%

of participants feel more confident approaching conversations about sensitive issues with young people

96%

of participants feel better equipped to offer help to a young person experiencing an unhealthy or abusive relationship

Workplace relationships

In 2022-23 we piloted our first Workplace Relationships Workshop and continued to iterate the pilot in 2023-24. This half-day workshop uses our 10 Signs framework to help staff thrive, providing them with the knowledge and skills to improve their workplace relationships.

In this programme, employees learn to:

- Identify healthy and unhealthy behaviours in the workplace
- Practise inclusive and positive conversations
- Learn how to lead and be part of a happy and productive team
- Learn the formal steps for addressing bullying or harassment

We are really pleased with the impact the workshops are having:

95% of participants agreed that they are better able to identify healthy and unhealthy behaviours inside and outside of the workplace

96% agreed that they know where to access help and advice if they or their colleagues experience unhealthy behaviours

96% agreed that the workshop will be useful in current or future relationships, inside or outside of work

“ LMK’s workshop was interactive, engaging, and helped our team develop essential skills.

Training Facilitator, People’s Postcode Lottery



Digital engagement

We have made big strides in strengthening our digital engagement in LMK in 2023-24.

Awareness campaign

One of the highlights of the year for us was the launch of our **first major online campaign**. With the generous, pro bono support of the R Agency and Flight Story, the campaign centred around the creation and launch of a short 'hero' film called Know the Signs, which highlighted some of the 10 unhealthy signs of relationships and raised awareness of LMK's work. We also published the results of a survey of 2000 young people's (16-25) experience of relationship abuse, which was commissioned by LMK/One Poll in January 2024, another first for LMK.

Some results from the research with young people included:

- 87% of young people believe there should be more education

in schools about topics such as relationships, abuse and sexual health.

- six in ten young adults have never been taught the signs of a healthy or unhealthy relationship (at school).
- seven in ten (71%) young adults, aged 16-25, have experienced a form of relationship abuse, almost half (47%) say it has happened in the last 12 months.

Our social media campaign and PR push yielded 11 radio interviews, reaching well over 3m people across the UK. Articles in Yahoo! Life and BNN, generated a 520% increase in traffic to our website.



▲ Stills from the campaign film

Brand refresh

As part of our preparations for the campaign launch, with input from our YAB, we refreshed LMK's brand to help keep LMK relevant for young people as well as ensuring we have a consistent look and feel across our workshops, website and social media. This included a logo redesign, colour palette refresh and development of a messaging house.



▲ *Old and new logo*

Growing our social media

 letmeknowuk

 LMKletmeknow

 LMKLetMeKnow

 LMKLetMeKnowCharity

At a time when the spread of misinformation online is translating into hate-incidents, harmful misogynistic attitudes, racist attacks and damaging beliefs, it's never been more important for LMK to be a trusted source of relevant, high quality digital content via our social media channels. We provide regular

posts showing a mixture of our day to day work, commenting on topical events and news and educating people on the 10 Signs of healthy/unhealthy relationships.

Over the year we grew our social media by 1135 followers, a 41.48% increase for LMK.

Developing our website

As we improve our understanding of our audiences, we have been developing our website to make it easier to navigate. For example, we have added user journeys depending on whether you are a young person or an adult supporting young people. We have also added new content designed to appeal to our audiences, such as blogs on relevant issues including our research on, and response to, the proposed government changes to the RSE curriculum.

Most viewed web pages in 23-24:

- Homepage: 17,000 views
- Unhealthy relationships: 8347 views
- Healthy relationships: 4565 views
- What we do: 3985 views

Growing and

scaling up



Coming to the end of our fourth year, LMK has moved from being a start-up charity to an established young charity, and this year we

took important steps to ensure that we can continue to grow sustainably in the years ahead.

Our first CEO, Deirdre Kehoe, joined us in August 2023, taking over the reins from our co-founders. Our Co-Founder, Kirsten Westlake, continues to be LMK's Chair of the Board of Trustees, and Saloni Thakrar, our other Co-Founder, stepped down from the Board in July 2023, and remains a close friend of the charity.

With a **new CEO in place**, we took the opportunity to review our processes

and systems, and made some important changes to ensure our infrastructure is robust and ready for further growth. We created our next three-year strategy for LMK (2024-2027), a collaborative process that brought together our team, trustees, young people, host organisations, funders and sector supporters to create an ambitious yet realistic plan to grow our support of young people's relationship education.

Ensuring that no harm comes to anyone who comes into contact with LMK is our priority, so we have iterated our **safeguarding** policy and processes to reflect evolving practices. All recruiting managers have undertaken safer recruitment training and all of the core team and freelance staff have completed relevant safeguarding training. For example, our Designated Safeguarding Lead has completed the Level 3 DSL safeguarding training, our workshop leaders have completed Prevent training, and those who deliver our inclusive workshops

have completed SEND safeguarding training. We have also updated our Code of Conduct for staff, trustees and volunteers.

Supporting the **wellbeing** of our staff is one of our foundation stones and this year we have reviewed working hours to ensure greater work-life balance, created a remuneration policy, embedded a new system of annual objective setting and review, and continued to offer wellbeing packages that include access to an employee assistance programme and a well-being app.



We are conscious of the **capacity** of our core team as we expand our work. As we grew our reach this year, we made some changes to our team structure. This included extending the hours of some roles such as our Head of Fundraising and Development from 0.6FTE to 1FTE, and adding new posts including a Marketing and Communications Officer and a Programme Co-ordinator.

We have also expanded our team of amazing **workshop Leaders**, growing from 28 freelance youth workers to 35. Our LMK Leaders are a diverse community of “near peers” with a great breadth of representation across religion, ethnicity, sexuality and life experience. They’re skilled in facilitating conversations with LGBTQ+ young people, those with special educational needs and disabilities, and other vulnerable groups including young people experiencing homelessness or involved in gangs. Furthermore, approximately 75% have lived experience of relationship abuse. This diversity and lived experience is fundamental to LMK, and means we are uniquely placed to deliver our workshops in a way that young people relate to and can connect with. Our Leaders skilfully facilitate culturally sensitive workshops, along with in-depth discussions on sensitive topics, in a non-judgemental way.



▲ *LMK leaders – [click here to find out more about our leaders](#)*

In 2023–24 we supported personal development within the team by **training** up four of our youth workshop Leaders to also deliver our workshops for adults, alongside providing tailored Equality, Diversity and Inclusion (EDI) training for all LMK staff, freelancers and volunteers. Our Chair of Trustees and CEO have completed training around effective charity governance, and

Our Youth

Advisory Board

LMK's Youth Advisory Board (YAB) is made up of 19 young people aged between 16 and 20, who guide LMK to ensure we reflect the conversations and issues that are relevant for young people in our work.

Often stepping forward to be a YAB member because LMK's relationship education workshops resonated so much with them, these young people are motivated and driven to share their learning and achieve positive change for their peers. They power the work of LMK - the insight and experience that they bring is the starting point of so much of our activity.

Our YAB meets four times a year in person for a half-day, and monthly

online for 1.5 hours. We support YAB members to fully participate in LMK work by undertaking a comprehensive induction with them, including a tailored delivery of the 10 Signs workshop to set expectations of how we interact with each other.

We strive to make the experience of our YAB members a positive and beneficial one for them by providing lots of opportunities for personal and professional development. For example, learning how to chair meetings, providing opportunities to attend and speak at networking events, and developing their awareness around EDI which we know they will need as they transition to adult life.

Some of the work they have been involved in for LMK across 2023–2024 includes:

- Contributing to the discussions and **development for our new organisational three-year strategy**, and providing feedback to the Board of Trustees
- Helping **inform our first longitudinal impact study** by keeping monthly reflection diaries
- **Sense-checking the content of our workshops**, making sure our scenarios are a true reflection of the issues young people care about, and even re-creating some videos to ensure they are representative of current conversations
- **Informing our evaluation surveys**, to maximise young people's engagement and completion
- Creating **content for LMK social media channels**, including creating reels for the Big Give and National Share a Story Month
- Sitting on **recruitment panels for key LMK roles**, including recruitment of trustees, LMK Leaders and the core team
- **Sharing their experience with others in the sector** – for example, providing tips for Place 2 Be's Staffroom platform for 10,000 schools professionals on how to have conversations with young people about relationships, sharing their expertise of being a YAB member with Movember, and contributing to conversations with the Childhood Trust
- Helping LMK with our **fundraising** by attending funder meetings to talk about their experience, doing their own community fundraising, and providing content to thank our supporters.





Reflecting on their experience of being an Advisory Board member, our young people said:

“ I think my relationships... have improved exponentially [...] especially with my mum, both of us have learnt to communicate better and I would attribute that to my time here because I have the vocabulary to communicate effectively.

“ I've really developed my confidence and leadership skills, by chairing meetings and being part of amazing campaigns that serve society.

“ It's made me realise what I want from a work environment in the future because everyone here is so supportive and actively sets boundaries within work, and [...] tries really hard to make you feel valued as a member of the community and that's something that I'm going to look for in the future.

“ I've developed communication skills, people skills, the ability to talk in front of a big crowd and overall boosted my confidence.

Collaborating

with others

Collaboration is one of our values at LMK, and this year we have been living that value through our work with other charities and networks who care about providing meaningful and impactful relationship education. Through collaborating with others, we

want to bring brilliant relationship education to more young people, both through our collective effort on the ground and by standing together with our friends in the sector, creating a louder voice together to influence educational change.

Brook and the Women and Girls Network Partnership

We completed the second year of our three-year partnership with Brook and the Women and Girls Network, delivering 43 10 Signs workshops within community and education settings, as part of the Sexual Violence Education and Training programme. 1,086 young people took part across the boroughs of Brent, Camden, Lambeth, Newham, Southwark, and Tower Hamlets.

We continue to be bowled over by the power of this partnership and the impact it is having on the young people involved.

“ I understood and got a wider perspective on how people can use manipulative tactics in relationships. What I took from [the workshop] was to understand that circumstances had to be put in place to cheat. I learned that not everyone deserves to be judged.

Male participant, Sexual Violence Education and Training workshop

Place2Be Staffroom



Place2Be's Staffroom is an online community, where education professionals who have completed the Mental Health Champions Programme can access additional resources and discuss tips and learning with other school staff, trainee teachers and professionals across the UK.

LMK was delighted to collaborate with Place2Be this year to create a video with our YAB members and LMK Leaders. The video featured tips on how to have conversations with young people about relationships, and was shared on Place2Be's platform. This collaboration has allowed LMK to reach a much wider audience across the UK, engaging professionals in our learnings far beyond our immediate service beneficiaries.

“ I really love the video – actually hearing young people's voice & thoughts on the topic makes it that much more impactful.

Place2Be Rosie to check with Paul

End Violence Against Women (EVAW) Coalition Prevention Network

As active members of the EVAW Coalition, LMK stands shoulder to shoulder with our friends in the sector, creating a louder voice together to influence the change needed to end violence against women and girls.

Some of the actions we took as EVAW members this year include:

- Signing the EVAW Coalition **letter to OfCom** outlining our concerns about how the Online Safety Act is being implemented
- Providing feedback to the Home Office on the draft resources for schools as part of their **ENOUGH campaign**
- Submitting our response to the **Government consultation on proposed changes to the Relationships, Sex and Health Education (RSHE) guidance**, where we have huge concerns around the proposed changes to delay extremely important conversations about relationships with young people.



▲ Meeting between our YAB, The Good Side and Movember Foundation

Evening Standard Show Respect Campaign

We are honoured to be one of 12 organisations to be awarded funding as part of The Evening Standard's Show Respect Campaign, an initiative tackling violence against girls by funding workshops about healthy relationships in schools for year 9 pupils. We attended the launch event in March 2024, where there was a lively discussion about the issues underlying violence against women and girls. We look forward to finding ways to collaborate over the coming year.

Movember

We were pleased to facilitate our young people on our YAB to meet with The Good Side and Movember Foundation to talk about best practice in running successful youth advisory/ outreach programmes. Our young people shared their stories from their time with LMK, so that Movember could learn from their experiences as they crafted their own youth advisory programme. This is just one of the ways LMK is committed to sharing best practice and helping the charity sector improve its understanding of young people's relationships.

What next for LMK

The second half of 2023-24 was an exciting time for LMK as we set our minds to developing our next **three-year strategy**. We were really pleased with the amount of internal and external engagement we achieved as part of our work. This included:

- Over 50 funders, supporters, staff and delivery organisations attended our strategy event in March 2024, contributing to our thinking around a new strategy.
- One-to-one interviews with people across the sector including representatives of the Department of Education, NCVO, other charities within the sector, schools, community groups and government policy influencers.
- Deep engagement from our YAB, Trustees, core team and LMK leaders through surveys, workshops and project working.

As well as adding depth and professional insight to our strategy, this work has extended our contacts across the sector and generated interest from external stakeholders about what LMK does next.

LMK strategic objectives 2024-2027

In July 2024, our Board of Trustees signed off the new strategy, which is effective from 1st September 2024. Our 10 Signs workshops for young people continue to be at the heart of LMKs work, and we are determined not only to reach more people, but also to ensure that we keep our focus on engaging those who are most at risk of relationship abuse.

We will embed our work by expanding the support we provide to young people and the adults around them beyond our workshops, reiterating the learning, providing opportunities for further information and signposting about the signs of healthy and unhealthy relationships.

We will continue to be a collaborative ally in the sector, widely sharing our on-the-ground knowledge of how young people are experiencing relationships with those who campaign and lead on policy change, with the aim of achieving better relationship education for all young people.

We will do these things whilst holding true to our LMK values of being kind, brave, collaborative and open, and will continue to have young people at the very centre of our organisation, shaping our content, sharing their experiences, being LMK ambassadors and helping to govern our charity.

LMK Strategy 2024-2027

LMK LET ME KNOW

LMK wants to stop relationship abuse before it starts – but we know you can't see the signs, until you know the signs.

Our vision
Through education, we can create a world in which relationship abuse, domestic violence and sexual assault no longer exist.

Our mission
To provide young people with the knowledge and skills to thrive in their relationships.

Our work
LMK is an education charity working in schools, community organisations and workplaces using a '10 Signs' framework to provide non-judgemental, relatable education that tackles real life issues that young people want to talk about.

Through our work, we want young people to be empowered to seek for themselves:

- safe homes free from violence and abuse
- positive friendships that support mental health and wellbeing
- healthy workplace relationships that allow for personal/professional growth
- help if they or their friends are in an unsafe and abusive relationship.
- healthy romantic relationships with safe boundaries

Our goals for 2024-2027

Goal 1
To bring our 10 Signs workshops to more young people, directly and through the adults around them
We will continue to reach new people in schools and community groups, further education settings and workplaces. Our priority is engaging young people that we know are at greater risk of abuse, tailoring our 10 Signs workshops to meet their needs and reflect their experiences.

Goal 2
To deepen our connection with young people
We will work with staff and young people in education settings and community organisations to create a culture that promotes and encourages healthy relationships, and we will consider other ways for young people to find out more about the healthy and unhealthy relationship signs, beyond our workshops.

Goal 3
To be a collaborative ally in the sector, fuelling and enabling meaningful education about relationships
We will widely share our knowledge of how young people are experiencing relationships to inform how education needs to evolve to reflect the needs of young people. We will stand shoulder to shoulder with our friends in the sector, creating a louder voice together to influence educational change.

Our ways of working

Our Values
LMK values are at the heart of LMK's culture and inform how we work every day.

- Kind** - We always act with compassion and understanding. We role model the 10 Signs of a healthy relationship.
- Collaborative** - We support one another - valuing teamwork and striving for impact through partnership.
- Brave** - We aren't afraid to be bold. We're changing something big and are courageous in our approach.
- Open** - We represent a diverse society and value difference. We are inclusive, accessible, and non-judgmental.

As part of our 2024-27 strategy we will:

- Be young person centred** - This means we share our power with young people to ensure our work stays relevant to young people's experiences today.
- Work in partnership with others** - For the good of young people, we must maximise our impact by working collaboratively with others.
- Continue to evolve and improve our equality, diversity and inclusion practices** - We will continuously evolve and improve our EDI practices to be responsive to the experiences of our staff and the expectations of the young people we support.
- Focus on raising our brand awareness** - We recognise that a strong brand increases school & community engagement and leads us to young people.

For more information about LMK, please visit lmlkietmeknow.org

▲ [Strategy document - Click here to view the document](#)

Statement of

public benefit

Domestic violence and relationship abuse have a devastating effect on the lives of around 2.4 million people in the UK each year. It can affect anyone, of any background, and commonly starts as early as teenage relationships. LMK was created to take a much-needed preventative approach to this complex problem. We help young people thrive in their relationships and prevent them from becoming victims or perpetrators of abuse. In the creation and subsequent governance of LMK, all trustees have had regard to the Charity Commission For England and Wales' public benefit guidance when exercising their powers and duties.

Although we are primarily a charity focused on long-term prevention, we know that our workshops have an immediate impact on the lives of the young people we work with. As part of our medium term impact study, workshop participants reported the following changes as a direct result of attending an LMK workshop:

“ I have started to acknowledge when I am saying something wrong in order to get what I want. I plan to stop saying things now that I know it is wrong.

“ My relationships now are undeniably healthy since I am able to distinguish the difference between toxic conflicts and healthy, respectful ones.

Furthermore, our LMK Leaders regularly deal with disclosures of abuse during our workshops. We escalate any safeguarding concerns to our host organisations within 2 hours to get the young person the help they need, following up any concerns raised to ensure steps are taken to address the issues raised. It is clear that LMK provides social value far beyond our workshop interventions.

Structure, governance and management

1. Constitution and governing document

LMK is a CIO registered charity (charity number 1191149). We are an education charity with the following charitable objects:

To advance health by educating children and young people, their parents or guardians and those who work with them, on the subject of healthy relationships; and

To advance education by providing information and training on the topic of healthy relationships, in particular but not exclusively for the benefit of children and young people, their parents or guardians and those who work with them.

We are governed by our charity constitution.

2. Governing body and delegation of day-to-day management

LMK's Board of Trustees is the governing body. Meeting quarterly mainly online, the Board determines

the charity's long-term strategy and approves the annual business plan and budget.

Currently we have 10 Trustees who bring wide and varied skills and expertise to the governance of LMK, including experts in Finance, HR, law, safeguarding, gender-based violence, marketing, consumer research, EDI and education. Our trustees voluntarily give their time to oversee the work of the charity.

Our Chair of Trustees, Kirsten Westlake, is also a Co-Founder of the charity. Our second Co-Founder, Saloni Thakrar, resigned from the Board in September 2023 although remains a keen supporter of LMK's work.

Specific Board of Trustee responsibilities are delegated to three sub-committees which report back to the Board on a quarterly basis; the Finance Sub-Committee, the HR Sub-Committee and the Safeguarding Sub-Committee. Each sub-committee has a Terms of Reference, with clear responsibilities and legal requirements managed through an

overarching Governance Planner that we introduced this year.

In August 2023, LMK's very first CEO, Deirdre Kehoe, took up her role and now manages the day-to-day activities of the charity. Reflecting the collaborative values of LMK, the CEO and Chair of Trustees work together closely, outside of formal Board of Trustee meetings, to ensure the smooth running of the charity.

We have also been privileged that so many of our trustees have given their time, over and above their governance duties, to provide guidance and expertise in the day-to-day activities of the charity. A particular highlight this year has been working with Umeeda Nathoo to deliver LMK's first marketing campaign.

3. Method of appointment or election of Board of Trustees

In line with our constitution, all trustee recruitment happens openly, with oversight by our HR Sub-Committee and through an interview process conducted by a range of members of the Board as well as the CEO.

This year, our Chair of the Board of Trustees and the CEO undertook NSPCC Safer Recruitment Training, and applied that learning as they looked to recruit new trustees to the Board.

Following a skills audit, in 2023-24 we recruited two new trustees to our Board: Nicole Walsh, a consultant on gender-based violence and violence against women and girls with 15 years experience of working with young people, as well as Esther Timson, a safeguarding expert with experience across domestic violence, victim support, and national and international development, who now Chairs our Safeguarding Sub-Committee.

4. Policies adopted for the induction and training of Board of Trustees

New trustees receive an extensive induction to LMK, which includes a mandatory requirement to shadow at least one of our 10 Signs workshops and introductory meetings with the Chair, CEO and key members of the core staff team. They are also provided with a full information pack about the work of LMK which includes our strategy, annual plan, budget and risk registers.

New trustees are required to sign up to the LMK Trustee Code of Conduct (which has been refreshed this year), as well as confirming that they have read and understood some key LMK policies including our Safeguarding Policy and our Data Protection Policy.

All new trustees are required to undertake the NSPCC Safeguarding

Training for Trustees. As part of their induction, and to support them in their governance role, new trustees are supported to identify specialist training where appropriate.

5. Related party relationships

All trustees are required to complete a Conflict of Interest Form and an Automatic Disqualification Form on an annual basis, and there is also a verbal check of any updates on Conflict of Interest before each Board and Committee Meeting.

No charity trustees were paid or received any other benefits from their association with the charity in the year 2023–24. No charity trustee received payment for professional or other services supplied by the charity.

There is just one related party relationship known to LMK; Kirsten Westlake, Co-Founder and Chair of our Board of Trustees, is also a trustee of Two Magpies Fund, with decision making influence. LMK received a grant of £100k from the Two Magpies Fund in 2023–24.

6. Remuneration policy for key management personnel

This year LMK created a new Remuneration policy, setting out how we seek to remunerate our employees in a fair and consistent manner to attract and keep

appropriately qualified staff to lead, manage and support its charitable activities.

When setting salaries at LMK, we strive to balance:

- affordability (determining a reasonable rate we can afford, which allows us to attract external applicants)
- internal fairness (ensuring jobs with more responsibility are paid at a higher rate)
- external parity (market rates)

In 2023–24, one member of staff earned more than £60,000.

7. Risk Management

The Board of Trustees understands that it is responsible for ensuring that the major risks to which LMK is exposed are identified, particularly those related to the operations and finances of the charity, and that they must oversee systems to mitigate those risks.

LMK has risk monitoring processes embedded in its day-to-day activity:

- A series of individual **risk registers** are kept up to date on a rolling basis, covering key areas such as finance, HR, safeguarding, operational and governance risks. In 2023–24 we created a topline strategic risk register to ensure

that the Board of Trustees could easily access the top risks which could affect the implementation of our organisational strategy. All of our risk registers are reviewed by the Board of Trustees every six months, with some risk registers (HR, Finance, Safeguarding) receiving additional security by the relevant Sub-Committee.

- This year, we have also taken a risk-based approach to our **income forecasting**, building in risk levels on predicted income to allow for greater robustness in our forecasting work. This work is then scrutinised and approved by the Finance Sub-Committee and our Board of Trustees. In addition, our Chair of the Finance Sub-Committee meets with the CEO and Head of Fundraising and Development on a monthly basis to review the latest management accounts and understand any variances that may heighten our financial risk.
- On a day-to-day, operational basis, we have **risk assessments** in place for all our programme activity, tailored for whether this work happens within a face-to-face or online environment. Risk assessments have been reviewed and updated in light of the updated National Youth Agency guidance

following the Stockport attack and far-right riots in summer 2024.

8. Complaints

At LMK we track and review all complaints received, whether formal or informal. We provide a report to our Board of Trustees outlining complaints received, actions taken and lessons learned so that we can continuously improve our practice. In 2023-24 we received and resolved 2 formal complaints.

Financial review

1. Review of performance and position

We are pleased to report that LMK has experienced strong and steady income growth over the year. Income for 2023–24 was £686,390, a 35% increase on 2022–23. Our expenditure has increased correspondingly to £604,242. This is due to the costs associated with the increased number of workshops delivered (40 more workshops in 2023–24, reaching 1,388 more participants). We have had an increase in the number of people in our team with the addition of our first CEO and a Fundraising Manager to support our Head of Fundraising and Development. Our CEO took over the operational leadership of the charity from the Co-Founders in August 2023, and investing in our Fundraising Team ensures greater resilience and long term sustainability in our income growth.

Fundraising Compliance

Over the past 12 months, LMK closely monitored our fundraising practices to ensure they are in line with guidelines set out in the Fundraising Regulator’s Code of Practice, the Charities Act and General Data

Protection Regulations. We complete annual CC20 reviews to ensure all of our fundraising activity is compliant to the Charity Commission requirements. At the beginning of each financial year we complete an annual review of our Fundraising Policy and due diligence processes around fundraising activity.

Statement of trustee responsibilities

With operational support from our external accountant and core team, LMK trustees have prepared the annual report and the financial statements in accordance with the applicable law and United Kingdom (UK) Accounting Standards (UK Generally Accepted Accounting Practice). In preparing these financial statements, the trustees are aware of their requirement to:

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent.

2. Reserves Policy

As part of Trustee sign off of the 2023–24 budget, in July 2023 they

considered the level of reserves they felt most appropriate for the charity and agreed on a minimum of three months operating costs which equated to £62,000, based on the plans and associated budget for the year ahead. This was in line with the established Reserves Policy of the charity. In the longer term, we aspire to growing reserves towards six months of core running costs.

The Reserves policy requires LMK to hold funds to meet core running costs. These equate to the staff costs for two months (based on their notice period), LMK leaders for three months and the costs of giving three month notice on committed expenses.

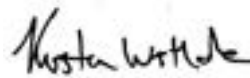
Throughout 2023-24 our cash flow remained strong and we were successful in securing a higher proportion of unrestricted funding which provided greater flexibility to meet core costs. Unrestricted reserves at the end of the year was £109,555, significantly above our original aim of three months but in line with the Trustees longer term ambition to grow reserves from 3 months of costs to six months of costs.

3. Going Concern

Based on the continued growth in income shown in accounts for 2023-24, our forecasted income for 2024-25, our risk monitoring and the activities we are aspiring towards as

laid out in our three-year strategy and annual plan for the year ahead, we expect that LMK will continue to operate for the foreseeable future.

The Trustees' Annual Report has been approved by the Trustees on 22/01/2025 and signed on their behalf by



Kirsten Westlake
Chair, LMK

The Independent

Examiners Report


Section A Independent Examiner's Report

Report to the trustees/ members of

On accounts for the year ended **Charity no (if any)**

Set out on pages (remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 August 2024**.

Responsibilities and basis of report As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

Independent Examiner's Statement I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:

Date:

Name:

Relevant professional qualification(s) or body (if any):

Address:

The financial

statements

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2024

	Note	2024			2023		
		Unrestricted General £	Restricted £	Total £	Unrestricted General £	Restricted £	Total £
Income from:							
Donations and legacies							
Grant Funding		129,800	312,880	442,680	112,316	314,331	
Individual Donations and gift aid		23,831	17,770	41,601	12,492	25,270	
Corporate Donations		105,000	12,175	117,175	1,362	-	
Donation in kind		70,984	-	70,984	18,910	-	
Charitable activities							
Workshops delivery		7,584	500	8,084	4,250	6,250	
Other trading activities							
Fundraising Events		643	-	643	13,838	-	
Training		3,850	-	3,850			
Investments							
Bank Interest		1,373	-	1,373	198	-	
Total income		343,065	343,325	686,390	163,366	345,851	
Expenditure on:							
Cost of raising funds	3	156,082	1,296	157,378	64,966	1,296	
Charitable activities							
Workshop delivery		146,160	300,704	446,864	100,359	236,440	
Total expenditure		302,242	302,000	604,242	165,325	237,736	
Net income/(expenditure) for the year		40,823	41,325	82,148	(1,959)	108,115	
Transfers between funds	10	14,229	(14,229)	-	(72)	72	
Net movement in funds		55,052	27,096	82,148	(2,031)	108,187	
Reconciliation of funds:							
Total funds brought forward		54,503	166,380	220,883	56,534	58,193	
Total funds carried forward	11	109,555	193,476	303,031	54,503	166,380	

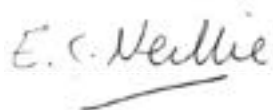
All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 10 to the financial statements.

Balance sheet

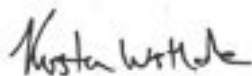
As at 31 August 2024

	Note	£	2024 £	£	2023 £
Current assets:					
Debtors	8	38,177		3,237	
Cash at bank and in hand		282,870		226,641	
			<u>321,047</u>	<u>229,878</u>	
Liabilities:					
Creditors: amounts falling due within one year	9	18,016		8,995	
			<u>303,031</u>	<u>220,883</u>	
Net current assets / (liabilities)			303,031	220,883	
Total net assets / (liabilities)	10		303,031	220,883	
The funds of the charity:					
Restricted income funds	11		193,476		166,380
Unrestricted income funds:					
General funds		109,555		54,503	
Total unrestricted funds			<u>109,555</u>	<u>54,503</u>	
Total charity funds			303,031	220,883	

Approved by the trustees on 22/01/2025 and signed on their behalf by



Emma Neillie
Treasurer, LMK



Kirsten Westlake
Chair, LMK

Statement of cash flows

For the year ended 31 August 2024

	2024 £	2023 £
Net income / (expenditure) for the reporting period	82,148	106,156
(Increase)/decrease in debtors	(34,940)	(81,916)
Increase/(decrease) in creditors	9,021	3,827
	<hr/>	<hr/>
Net cash from/(used in) operating activities	56,229	28,067
Change in cash and cash equivalents in the year	56,229	28,067
Cash and cash equivalents at the beginning of the year	226,641	29,358
	<hr/>	<hr/>
Cash and cash equivalents at the end of the year	282,870	57,425
	<hr/> <hr/>	<hr/> <hr/>

Analysis of cash and cash equivalents

	At 31 August 2024 £	At 31 August 2023 £
Cash in hand and at bank	282,870	226,641
	<hr/>	<hr/>
Total cash and cash equivalents	282,870	226,641
	<hr/> <hr/>	<hr/> <hr/>

1 Accounting policies**a) Company information**

LMK (Let Me Know) is a charity registered in England with registration number 1191149. Its registered office address is 85–87 Bayham Street, London NW1 0AG

b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Update Bulletin 2, and the Charities Act 2011. The accounts are presented in GBP rounded to £1, which is the functional currency of the charity.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. In making this assessment the trustees have considered the impact of the Cost of Living Crisis.

Annual budgets have been revised taking this into account with prudent figures for both income and expenditure. The charity holds significant reserves and has liquid assets in the form of cash held in short term deposits.

For this reason the trustees continue to adopt the going concern basis in preparing the financial statements.

e) Income

Income, including from Government and other grants, whether 'capital' or 'income', is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Grants with performance-related conditions are only included in the SoFA once the charity has provided the related goods or services or met the performance related conditions.

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is allocated to a separate fund unless the donor or terms of the appeal has specified otherwise and instead is treated as an addition to the same fund as the initial donation.

f) Donations of gifts, services and facilities

Donated services (including the time given to the organisation by volunteers) and facilities are included in the SOFA when received at the value of the gift to the charity, provided the value can be measured reliably. Where appropriate, donated services and facilities are recognised as income with an equivalent amount recognised as an expense under the appropriate heading in the SOFA.

In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

1 Accounting policies (continued)**g) Interest receivable**

Interest on funds held on deposit is included when receivable.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.

Expenditure on charitable activities includes the costs of offering fellowships, programmens and campaigns and delivering related services undertaken to further the purposes of the charity and their associated support costs.

Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) 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.

Financial assets

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

Financial Liabilities

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

k) Cash at bank and in hand

Cash at bank and cash 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. Cash balances exclude any funds held on behalf of service users.

Notes to the financial statements

For the year ended 31 August 2024

1 Accounting policies (continued)

l) Significant accounting policies

In the application of the company's accounting policies, the charity is required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

There are no estimates and assumptions that are considered to have a significant risk of causing a material adjustment to the financial statements in a future period.

2 Donation in kind

During the year, donation in kind of £70,984 (2023: £18,910) was received which included the following.

	2024 £	2023 £
Workshop Programmes, Materials and Content	–	1,075
Workshop Venue & Catering	–	1,500
Staff recruitment, welfare and travel	18,042	1,650
Marketing, Fundraising and Research	52,942	2,400
IT Costs	–	3,819
LMK Leader Training Costs	–	529
Legal and Consultancy Fees	–	5,937
Administration and sundry costs	–	2,000
	70,984	18,910

Of the total donation in kind, £22,966 (2023:£10,721) was from two trustees.

Notes to the financial statements

For the year ended 31 August 2024**3 Analysis of expenditure**

	<u>Charitable activities</u>				
	Cost of raising funds £	Workshops delivery £	Support costs £	2024 Total £	2023 Total £
Staff costs (Note 4)	87,559	193,917	44,092	325,568	205,537
Staff recruitment, welfare and travel	-	-	23,928	23,928	32,471
LMK Leaders Workshop Delivery	-	90,075	-	90,075	86,446
LMK Leader Training Costs	-	11,817	-	11,817	9,557
Workshop Programmes, Materials and Content	-	9,633	-	9,633	7,425
Workshop Venue & Catering	-	1,624	-	1,624	3,249
Youth Advisory Board	-	4,613	-	4,613	2,737
Other Training Costs	-	1,905	-	1,905	252
Administration Costs	-	-	12,990	12,990	7,178
CPD Programme	-	2,231	-	2,231	-
Evaluation	-	-	11,607	11,607	1,599
Fundraising event costs	-	-	-	-	4,191
Independent Examiner Fee	-	-	960	960	600
Insurance	-	-	1,112	1,112	1,105
IT Costs	-	-	34,511	34,511	18,766
Legal and Consultancy Fees	-	-	1,849	1,849	16,240
Marketing, Fundraising and Research	69,819	-	-	69,819	5,708
	<u>157,378</u>	<u>315,815</u>	<u>131,049</u>	<u>604,242</u>	<u>403,061</u>
Support costs	-	131,049	(131,049)	-	-
Total expenditure 2024	<u><u>157,378</u></u>	<u><u>446,864</u></u>		<u><u>604,242</u></u>	<u><u>403,061</u></u>
Total expenditure 2023	<u><u>8,210</u></u>	<u><u>219,302</u></u>		<u><u>227,512</u></u>	

Of the total expenditure, £117,158 was unrestricted (2023: £165,325) and £455,404 was restricted (2023: £237,736).

Notes to the financial statements

For the year ended 31 August 2024

4 Analysis of staff costs and the cost of key management personnel

Staff costs were as follows:

	2024 £	2023 £
Salaries and wages	263,637	163,005
Social security costs	22,123	7,672
Employer's contribution to defined contribution pension schemes	15,832	4,038
Freelance staff	23,976	30,822
	325,568	205,537

The following number of employees received employee benefits (excluding employer national insurance and pension costs) during the year in bandings of costs greater than £60,000(2023:Nil)

	2024 No.	2023 No.
£80,000 – £89,999	1	–

The total employee benefits including employer national insurance and pension contributions of the key management personnel, made up of Chief Executive Officer, Head of Fundraising & Development, Relationship and Engagement Manager and Programme Manager were £229,610 (2023: £108,918).

In August 2023, LMK appointed its first Chief Executive Officer who has taken over the day to day management of the charity from two of the co-founders.

5 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024 No.	2023 No.
Charitable activities	7.6	6.7
	7.6	6.7

6 Related party transactions

No trustees were reimbursed any expenses for travel or subsistence during the year (2023: nil).

No charity trustees were paid or received any other benefits from employment with the charity in the year (2023: £nil). No charity trustee received payment for professional or other services supplied to the charity (2023: £nil).

Restricted donations of £4924 was received during the year from one trustee to cover costs of marketing leaflets. (2023:nil)

In aggregate, unrestricted grants and donations of £18,042 (2023:£18,910) were received during the year from two related parties all of which all (2023:£1,240) were donation in kind.

During the year one grant of £100,000 (2023: two grants totalling £127,312) was received from Two Magpies Fund. Kirsten Westlake, Trustee of LMK is also a trustee of Two Magpies Fund with decision making influence.

There are no other related party transactions to disclose for 2024 (2023: none).

Notes to the financial statements

For the year ended 31 August 2024

7 Taxation

The charitable company is exempt from corporation tax to the extent that all its income is charitable and is applied for charitable purposes.

8 Debtors

	2024	2023
	£	£
Prepayments and accrued income	38,177	3,237
	38,177	3,237

9 Creditors: amounts falling due within one year

	2024	2023
	£	£
Taxation and social security	–	1,533
Other creditors	1,906	1,085
Accruals	16,110	6,377
	18,016	8,995

10 Analysis of net assets between funds

	General unrestricted	Restricted	Total funds 2024
	£	£	£
Net current assets	109,555	193,476	303,031
Net assets at the end of the year	109,555	193,476	303,031

	General unrestricted	Restricted	Total funds 2023
	£	£	£
Net current assets	54,503	166,380	220,883
Net assets at the start of the year	54,503	166,380	220,883

Notes to the financial statements

For the year ended 31 August 2024

11 Movements in funds

	At 1 September 2023 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 August 2024 £
Restricted funds:					
CRM IT Project	8,430	15,000	(20,916)	-	2,514
Evaluation project	3,848	1,484	(4,160)	-	1,172
Funds for YAB	836	4,879	(3,847)	11	1,879
Leap	-	3,000	-	-	3,000
Marketing	-	5,020	(5,016)	(4)	-
Staff and freelancers	104,578	185,962	(163,427)	379	127,492
Training	4,345	-	(4,345)	-	-
Workshops in any borough	29,468	113,805	(73,849)	(14,615)	54,809
Workshops in Camden	3,377	-	(3,377)	-	-
Workshops in Camden and Islington	1,400	-	(1,400)	-	-
Workshops in Islington	644	-	(644)	-	-
Workshops in Kensington & Chelsea	2,000	-	(2,000)	-	-
Workshops in other boroughs	-	2,000	(200)	-	1,800
Workshops in Wandsworth	1,350	-	(1,350)	-	-
Workshops in Westminster	6,104	12,175	(17,469)	-	810
Total restricted funds	166,380	343,325	(302,000)	(14,229)	193,476
Unrestricted funds:					
General funds	54,503	343,065	(302,242)	14,229	109,555
Total unrestricted funds	54,503	343,065	(302,242)	14,229	109,555
Total funds	220,883	686,390	(604,242)	-	303,031

Notes to the financial statements

For the year ended 31 August 2024

11 Movements in funds (continued)

	At 1 September 2022 £	Income & gains £	Outgoings & losses £	Transfers £	At 31 August 2023 £
Restricted funds:					
Community workshops in Southwark	1,500	-	(1,500)	-	-
CRM IT Project	-	15,000	(6,570)	-	8,430
Evaluation project	-	6,026	(2,178)	-	3,848
Funds for External Data Protection Officer	1,827	-	(1,827)	-	-
Funds for YAB	1,774	3,310	(4,315)	67	836
Islington – Youth Worker Costs	2,500	-	(2,500)	-	-
IT	1,172	-	(1,172)	-	-
Photography	-	-	-	-	-
Recruitment & training leaders	-	10,316	(10,316)	-	-
Social Media and Printing	2,100	-	(2,100)	-	-
Staff and freelancers	16,068	237,292	(148,787)	5	104,578
Training	6,533	10,129	(12,317)	-	4,345
Workshops in any borough	9,800	47,186	(27,518)	-	29,468
Workshops in Bromley	-	2,000	(2,000)	-	-
Workshops in Camden	6,377	-	(3,000)	-	3,377
Workshops in Camden and Islington	1,400	-	-	-	1,400
Workshops in Islington	-	4,480	(3,836)	-	644
Workshops in Kensington & Chelsea	-	2,500	(500)	-	2,000
Workshops in Wandsworth	-	3,750	(2,400)	-	1,350
Workshops in Westminster	7,142	3,862	(4,900)	-	6,104
Total restricted funds	58,193	345,851	(237,736)	72	166,380
Unrestricted funds:					
<i>General funds</i>	56,534	163,366	(165,325)	(72)	54,503
Total unrestricted funds	56,534	163,366	(165,325)	(72)	54,503
Total funds	114,727	509,217	(403,061)	-	220,883

Transfers include:

Overspent restricted grants transferred from general funds

Transfers from restricted funds to general funds agreed with funders

Thank you

The LMK Family extends beyond our trustees, YAB Members and staff to the many freelancers, advisors and funders who support us to deliver our work in the most impactful way possible. We

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Simone Ujah

Funders



Endnotes

- 1 National Crime Agency, April 2024 [↗ back to reference](#)
- 2 Lords Library, June 2023 [↗ back to reference](#)
- 3 Harvard Study of Adult Development – established 1938, still ongoing, approx 1300 participants [↗ back to reference](#)
- 4 OnePoll Survey of 2000 young people aged 16–24yrs, Jan 2024 [↗ back to reference](#)
- 5 Office for National Statistics – Domestic abuse in England and Wales overview: Nov 2022 [↗ back to reference](#)
- 6 Royal College of Psychiatrists, March 2024 [↗ back to reference](#)
- 7 National Policing Statement 2024 for Violence Against Women and Girls [↗ back to reference](#)
- 8 National Crime Agency, April 2024 [↗ back to reference](#)
- 9 Trade Union Congress, 2023 [↗ back to reference](#)
- 10 Words Matter charity survey, Sept 2023 [↗ back to reference](#)
- 11 ONS November 2022 [↗ back to reference](#)
- 12 International Journal of Child, Youth and Family Studies (2014) [↗ back to reference](#)
- 13 Women and Equality Unit: The Cost of Domestic Violence September 2004 Professor Sylvia Walby (University of Leeds) cost of domestic violence. Women and Equality Unit [↗ back to reference](#)
- 14 Research from the International Policing and Public Protection Research Institute (IPPPRI – formerly PIER – Policing Institute for the Eastern Region) part of Anglia Ruskin University [↗ back to reference](#)
- 15 NSPCC, 2023 [↗ back to reference](#)
- 16 Government Response to Domestic Abuse Commissioner’s Report: “A Patchwork of Provision: how to meet the needs of victims and survivors across England and Wales”, March 2023 [↗ back to reference](#)
- 17 Bentivegna, F and Patalay, P (2022). The impact of sexual violence in mid-adolescence on mental health: a UK population-based longitudinal study. The Lancet Psychiatry: VOLUME 9, ISSUE 11 [↗ back to reference](#)
- 18 Trade Union Congress, 2023 [↗ back to reference](#)

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- 19 Youth Endowment Fund Toolkit: Relationship Violence Prevention Lessons and Activities [↗ back to reference](#)
 - 20 Femicide Census 2021 [↗ back to reference](#)
 - 21 Safe Lives, Disability and Domestic Violence, 2016 [↗ back to reference](#)
 - 22 National Institute for Health and Care Excellence(NICE) 2023 Domestic Abuse - What are the Risk Factors?, Safelives (2017) Disabled Survivors Too [↗ back to reference](#)
 - 23 Skafida, V. (2023) Poverty, social inequality and domestic abuse: The impact on children. Implications for Social Work Practice. Nuffield (2022) Relationship between poverty and child abuse and neglect [↗ back to reference](#)
 - 24 NHS Wales Adverse Childhood Experiences [↗ back to reference](#)
 - 25 Galop (2021) Commissioning for Inclusion: Delivering service for LGBT+ survivors of domestic abuse [↗ back to reference](#)
 - 26 Derived from survey responses from young people participating in LMK workshops [↗ back to reference](#)
 - 27 IPPPRI "It's normal these days." Self generated child sexual abuse fieldwork findings report, December 2023 [↗ back to reference](#)
 - 28 Taheri et al., 2016; Merrells et al., 2018 [↗ back to reference](#)
 - 29 LMK/One Poll Survey, 2000 young people aged 16-24, Jan 2024 [↗ back to reference](#)

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