

WALLACE  
& GROMIT'S  
GRAND APPEAL

# ANNUAL REPORT

2021







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REPORT OF THE TRUSTEES  
For the year ended 31 March 2021

The Trustees, who are also the directors of the charity for the purposes of the Companies Act 2006, present their report with financial statements of the charity for the year ended 31 March 2021. The Trustees have adopted the provision of 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).

REFERENCE AND  
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Registered Company 3008531

TRADING SUBSIDIARY  
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Company 3296361

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# LETTER FROM THE CHAIRMAN

## Welcome

More than any time in recent history, The Grand Appeal’s destiny over the last 12 months was moulded by the unprecedented events of the pandemic. We knew at the start of March 2020, that the demonstration of our strength would lie in how we could rise and respond to the challenge of coronavirus and continue with our provision of vital services in support of Bristol Children’s Hospital and St Michael’s Neonatal Intensive Care Unit.

In any crisis, the true measure of an organisation’s strength is how their teams rise to the challenge of an emergency. Over the past year, we’ve seen the endurance of staff on all our five sites, working through the challenges of the pandemic to fulfil our obligations to patients, their families and the staff in Bristol Children’s Hospital and the Neonatal Intensive Care Unit (NICU). Our staff directed every resource possible to ensure that our three family accommodation houses stayed operational; our family support workers continued to provide wide-ranging support for distressed parents and where possible all our commitments to Bristol Children’s Hospital remained in place. But that’s not all. We co-ordinated a range of support for the hardworking NHS staff throughout the hospital and responded to pandemic challenges nationally by funding a new and specific programme of research into coronavirus, led by a member of the Government’s Joint Committee on Vaccination and Immunisation (JCVI) Professor Adam Finn of the University of Bristol.

Every time we think we have the measure of our donors and supporters, we find unsurpassed support. When asked to help with this unprecedented emergency, we’re reminded that our loyal group of supporters’ capacity for fundraising and donations is once again limitless. In the midst of worldwide anxiety and fear through the spring, summer and winter of 2020, our wonderful donors and supporters have shown generosity and compassion, taking extraordinary steps to continue supporting The Grand Appeal. We are humbled and indebted to each and every one. To you all, our grateful thanks.

As we’ve adapted over the last 12 months, we’ve also grown. We’ve acquired land on which we intend to develop a new facility to support patients at Bristol Children’s Hospital. We’ve expanded our retail operation at The Mall at Cribbs Causeway. We’ve adapted our income generation strategies and diversified our strategic portfolios to coronavirus emergency and most of all, we’ve come together as a team to marshal all our resources and taken proactive steps to stand shoulder to shoulder with everyone in Bristol Children’s Hospital and the Neonatal Intensive Care Unit.

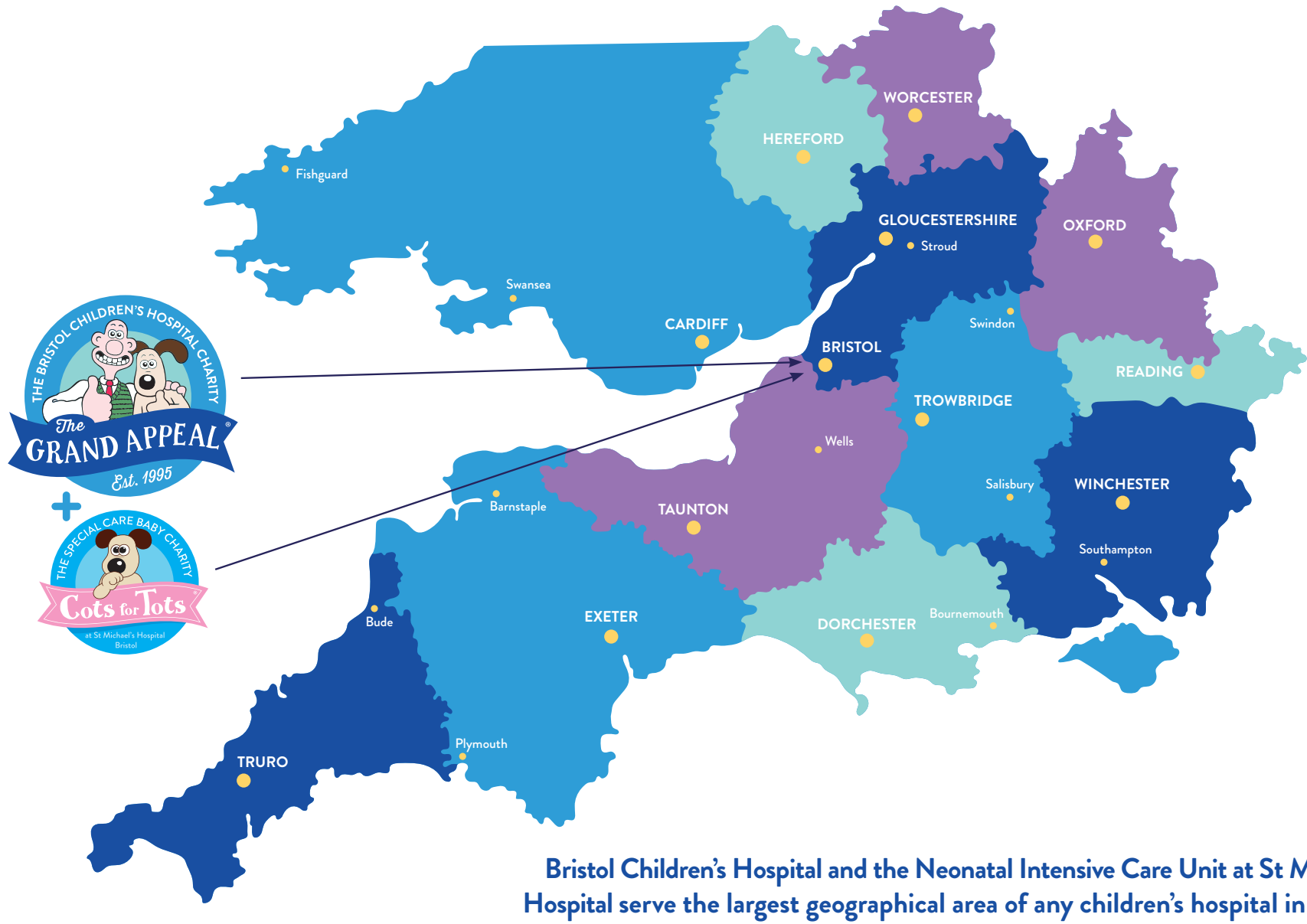
As we look forward, we hope that the pandemic will recede and we will direct every resource possible to lead The Grand Appeal forward to support the children’s hospital as it faces the challenges of the post-pandemic world. We will come together to take active steps to strengthen our Primary Purpose activity and to ensure that we are financially and strategically resilient and stable to meet future challenges. The Grand Appeal is only successful because of our hard work, enterprise, creativity, but most of all to you – our loyal donors and supporters. These were our assets pre-pandemic and they will be our strengths into the future.

I hope you enjoy reading our 2021 Annual Report and, most of all; I ask you to continue in your incredibly generous support of The Grand Appeal in the coming years. Thank you.



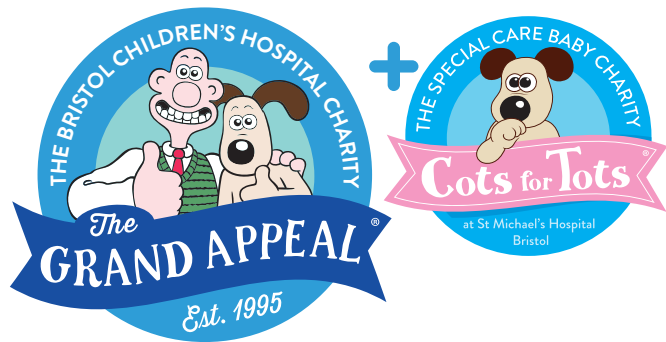
**Jos Moule**  
Chairman,  
Wallace & Gromit’s Grand Appeal

# AREA SERVED BY BRISTOL CHILDREN’S HOSPITAL & ST MICHAEL’S NICU



**Bristol Children’s Hospital and the Neonatal Intensive Care Unit at St Michael’s Hospital serve the largest geographical area of any children’s hospital in England.**





## WHO WE ARE

### WALLACE & GROMIT'S GRAND APPEAL IS THE DEDICATED BRISTOL CHILDREN'S HOSPITAL CHARITY

The Grand Appeal works in partnership with Bristol Children's Hospital and through our unique Cots for Tots Appeal, the Neonatal Intensive Care Unit (NICU) at St Michael's Hospital, Bristol, to fund a multi-million-pound portfolio of investment in life-saving equipment; pioneering research; family accommodation and support; arts, music, play and entertainment programmes; as well as direct support for growth and investment in wards, departments and digital services. The charity aims to ensure 360 degree support to enable the hospital to offer the best possible treatment and care for their young patients.

## OUR OPERATIONS AND SERVICES

From top technology, like the UK's first-ever paediatric Cardiac Hybrid Theatre, an intraoperative 3T MRI Scanner – one of only three in children's hospitals across Europe – and a state-of-the-art neuro-robot; to ground-breaking research, as is being performed with our 3D Cardiac 3D bio-printer and world-class facilities like the Brain Lab, we provide 360-degree support to make sure the hospital has everything it needs to give the best possible treatment to sick children.

In addition, independent of the children's hospital and NICU, we run our own services for patients' families. Cots for Tots House, Paul's House and Grand Appeal House – our three family accommodation facilities – give families a free place to stay just minutes away from their sick child. 10 specialist support staff, funded by The Grand Appeal, work alongside NHS staff to ensure a child's treatment is centred around their wellbeing and we make the children's hospital a happier place through our dedicated programme of arts, music and play therapies.

## OUR FUNDRAISING

Providing the very best facilities possible for Bristol Children's Hospital and the NICU is a team effort; our work wouldn't be possible without our incredible fundraisers. From dedicated companies to enthusiastic individuals and generous grant-giving trusts, we meet passionate supporters every day.

Our fundraising family is bigger than ever and despite unprecedented challenges throughout the pandemic, our fundraisers remain committed to helping us ensure sick children and their families have the best future possible.



“

Mike and I are both aware how important the work of The Grand Appeal is in supporting Bristol Children's Hospital and the impact their fundraising has on our working lives. We hope this challenge will help continue the fundraising efforts for the patients and families we and our colleagues treat every day.

**Mark Woodward,**  
Consultant Urologist at  
Bristol Children's Hospital



“

The team based at The Bristol are in awe of Bristol Children's Hospital and its outstanding staff. Whilst we are not currently able to complete our sponsored team sky-dive, we are doing what we can to still fundraise. We wish all the patients and their families the best of health and happiness.

**Shelby King,**  
Human Resources Manager at The Bristol



# YOUR FUNDRAISING STORIES: COMMUNITIES AND EVENTS

In the midst of a pandemic, Team Grand Appeal proved time and time again how compassionate and generous they are. From sponsored singalongs to readathons and hair chops, our fundraising heroes let nothing stop them from raising money for Bristol Children’s Hospital. Here are just some of their incredible achievements.



For the first time, **Wrong Trousers Day** became virtual with everyone from families to hospital staff and even furry friends wearing their best (or worst!) ludicrous legwear.



After **Lexie** was cared for by Bristol Children’s Hospital because of a rare blood disorder, she and her sisters chopped off their long locks to help other sick children. Smashing their initial target, they reached a hair-raising total of £525.

**Thomas** wanted to give back to Puzzle Wood Ward after spending so much time there. By reading 30 books in 30 days, this bookworm did just that and raised an amazing £355.



Superstar **Amelie** went without her comfy bed and duvet for a whole month after she decided to sleep in a tent, raising over £530 for Bristol Children’s Hospital. Well done, Amelie!



Singing sensation **Josh** fundraised over £2,000 performing to family, friends and neighbours every Thursday during the pandemic’s ‘Clap for Carers’.



Making fundraising a family affair, **Katie and her two daughters** stepped their way to £180 after walking 100km during the summer holidays.

September saw the launch of our first-ever virtual event – the Grand Run – with people signing up in droves. Our fundraising heroes raised over £30,000 collectively. Our pals at **Aardman Animations** even joined in too!



With most events on pause, we were thrilled to have a team of fearless fundraisers take to the skies at Dunkeswell Airfield for a special skydive. **Steve**, whose day job is to drive an ambulance at St Michael’s Hospital, raised a cracking £1,700.



It takes someone pretty special to dedicate ten years of their life to helping some of the South West’s sickest babies. But that’s exactly what 15-year-old **Charlotte** has done. In that time, she’s raised over a mammoth £12,300.



## YOUR FUNDRAISING STORIES: COMPANIES

Businesses from across the South West join our family of fundraisers for a variety of reasons. Some raise money to give back to their local community, some use fundraising to bring their colleagues together and some want to say 'thank you' to Bristol Children's Hospital or St Michael's Neonatal Intensive Care Unit for deeply personal reasons. All share one thing: they are amazing! To every company and business who supported us in this turbulent year – thank you.



Ending 2020 on a high **V Cars**, the South West's largest taxi company, made a donation every time a taxi was booked via their app in Bristol during December, raising over £3,230. They also had a helping hand from Bristol Bears hooker **Harry Thacker**, who joined the private hire taxi firm for the launch of their festive fundraising drive.



We went up, up and away as we launched Wallace & Gromit's Moon Rocket hot-air balloon, in partnership with **Aardman Animations** and **Exclusive Ballooning**. The iconic design will now fly high around the world in support of sick children and will attend events in the future.

A big thank you to **Watson Fuels** who donated £10,000 as a Charity of the Year partner.



Our Charity of the Year Partner, **The Bristol hotel**, went one step further in their support and donated freshly cooked meals to families staying in our accommodation.

Since 2011, **White Stuff** in Bristol has made it their mission to help sick babies, fundraising to support **Cots for Tots**. From delicious cake and sweet sales to raffles and competitions in-store, to donations made via sales through the White Stuff Foundation, they've done just about everything in the name of fundraising! Thank you for raising an amazing £18,000.



We know only too well how amazing the Bristol community is and local gin distillery, **Psychopomp Micro-distillery** is a perfect example. Following the demand for hand-sanitiser during the pandemic, they encouraged people to donate to Bristol Children's Hospital in exchange for their product made in-house. The team raised over £2,400!



**The Entertainer** is a long-standing supporter of The Grand Appeal, through the 'Pennies' initiative across its stores in the UK. 2020 was no different as their customers continued to round up their purchases to the nearest pound and raise money for sick children.



# YOUR FUNDRAISING STORIES: PHILANTHROPY

From new to long-standing partners, we're incredibly grateful to receive the support of grant-making trusts and foundations who all share our aim: to give seriously ill children and their families all the support and care they need.

Despite a challenging year, we have continued our commitment to Bristol Children's Hospital and the Neonatal Intensive Care Unit by providing ongoing services such as family accommodation and specialist play therapies, as well as funding life-saving equipment and innovative projects. Our gratitude and thanks go to many funders, including:

- **The League of Friends of Frenchay Hospital**
- **National Lottery Community Fund**
- **Aberdeen Standard Life Charitable Foundation**
- **Morrisons Foundation**
- **The Geoff and Fiona Squire Foundation**
- **Hospital Saturday Fund**
- **The Webb Family Charitable Trust**
- **The Tula Trust**
- **Richard Lawes Foundation**



## LEGACIES

We want to thank the generous people who kindly leave a gift in their Will. One simple act makes a life-changing difference to the 100,000 children treated at Bristol Children's Hospital every year. Thank you, from the bottom of our hearts, for such philanthropic support.



# HIGHLIGHTS



For the fourth year in a row, we were proud to be a part of **The Yogcast's** epic festive fundraiser, **Jingle Jam**. Every December the gaming superstars of the world support 12 hand-picked charities. This year's month-long event raised an incredible £280,000.



In its second year, **The Grand Appeal 3D Cardiac Bio-printer** continues to pave the way for revolutionary cardiac care. Printing exact replicas of patients' hearts, this pioneering piece of equipment has already had an enormous impact on the 400 young patients with congenital heart disease who undergo major heart surgery each year. Without the support of The Underwood Trust, this life-changing service simply wouldn't be possible.



In March, we launched a coronavirus emergency appeal so we could continue to support our **NHS heroes** and the babies, children and families who urgently needed our help. Huge thanks go to the dedicated major donors who responded to our appeal with generous donations.



**“**  
*I am personally so grateful to The Grand Appeal. I was overwhelmed with the support I received from them when Arthur was in NICU, being able to stay at Cots for Tots House made a huge difference to a very stressful experience.*

**Ian Chown,**  
**Arthur's dad and fundraiser**



## OUR IMPACT AND ACHIEVEMENTS



The huge impact of the pandemic on Bristol Children's Hospital and the NICU required a strong, unified response from The Grand Appeal, as its dedicated charity with demand for our services increasing. From funding state-of-the-art equipment to specialist support staff and family accommodation, The Grand Appeal invests your money where it matters most.

### SUPPORTING FAMILIES

The Grand Appeal runs three family accommodation facilities, which continued throughout the year while under constant review and despite the additional requirements needed to accommodate families during the midst of a pandemic.

#### Cots for Tots House, Paul's House and Grand Appeal House

As hotels closed and other charities closed their accommodation facilities, The Grand Appeal's family accommodation proved more vital than ever with our rooms remaining open at all three sites.

Each family accommodation house gives parents a comforting space to relax away from the clinical environment of a hospital, with the reassurance they are only moments away from their sick child.

The family accommodation team, led by The Grand Appeal's Family Accommodation Manager, Anne, ensures guests feel welcome, safe and secure. We provided accommodation for nearly 350 families over the year ranging from overnight stays to over 10 months for some complex patient conditions.

It's with huge thanks to the team that The Grand Appeal was the only charity in Bristol to keep this essential service running.

#### Family Support Practitioners

Bobby and Katie, Grand Appeal Family Support Practitioners, provide vital support to families helping them to navigate the stresses associated with having a child in hospital.

With families from all over the South West and South Wales visiting the hospital, Bobby and Katie are accessible to these families and provide a wide range of support despite the Government's restrictions due to the pandemic.

#### Hirschsprung's Disease

Bristol Children's Hospital is the region's centre for diagnosing as well as treating babies and children with Hirschsprung's disease which affects a child's ability to perform normal bodily functions. These patients are at high risk of developing a life-threatening condition that requires timely treatment. By funding medical alert cards, families can ensure the relevant information is readily available at home, school or nursery and thus potentially save lives in emergency situations.

#### Arts, Music and Play

From immersive theatre sessions and painting workshops to interactive, imaginative storytelling,

our arts programme, 'Arts Unleashed' extends across Bristol Children's Hospital, aiming to ease the stresses and fears that come with hospital life for brave patients and their brothers and sisters. At the helm is our Arts Coordinator, Lynne, who took up the role after 17 years as Play Centre Manager at the children's hospital.

#### Music Therapy

The Grand Appeal's two music therapists were able to continue to provide music therapy after a short hiatus following lockdown. Whether they're banging a drum, strumming the guitar, or playing the flute, Claire and Karen bring smiles to over 30 children a week, helping them deal with the stresses and fears they face.

#### Sensory Play Practitioner

Sensory play is an essential part of child development and is particularly effective as an essential outlet for children who are in pain, distressed or anxious about their stay in hospital. Marius works with a range of children aged 0-17 years with special and additional needs across the hospital.

#### Oncology Play Assistant

Starlight Ward, which cares for brave children battling cancer, is home to The Grand Appeal Oncology Play Assistant Sian, who helps patients through imaginative and creative play sessions, giving them a chance to have fun during the often long and difficult treatments they face.

#### Play Resources

The Grand Appeal is proud to support the Play Department in a myriad of ways. From playdough to game consoles and virtual reality headsets, we have funded a range of resources so the team can deliver age-appropriate care to distract the young patients in their care.

The creation of Amazon Wish Lists has enabled our generous supporters to purchase the exact toys needed by the team as well as have them delivered right to their door.

“

*Music therapy has helped me think about my feelings. When Claire comes in my spirit lights up. When I am mad, I like to play on the drums and when I am sad, I like to add rhythms together to make really nice music. Thank you, music therapy.*

**Patient at Bristol Children's Hospital**







## Christmas Lights

Due to Government coronavirus restrictions, Christmas at Bristol Children's Hospital was a little more subdued in 2020, but the Play Department went into superdrive to celebrate Christmas. With Grand Appeal support and funding, they transformed the Activities Centre into a winter wonderland for patients to enjoy safely and securely. Once Christmas had passed, the lights were used as an outdoor sensory resource.

## Cots for Tots Christmas Baubles

Every year, over the Christmas period, approximately 350 babies are born at St Michael's Hospital. Cots for Tots celebrated the birth of all babies over the 2020 Christmas period by giving families a festive bauble to take home as a forever keepsake. In 2020, this was particularly poignant for families and staff due to the additional pressures of coronavirus.

## Wayfinding

Step inside Bristol Children's Hospital and you'll notice new way-finding signs and artwork, using the ward names created in 2018. Designed with children and young people in mind, the artworks help staff, patients and their families navigate the hospital more easily.

Visiting hospital can be a stressful experience, so the new wayfinding throughout the hospital - on stairwells, walls or overhead signage - helps to guide visitors to their destination. We hope the new artwork and signage will create a comforting, vibrant and welcoming environment for young patients, their families and staff.

## Supporting and Developing Children's Hospital Staff

Throughout an exceptionally difficult year, The Grand Appeal was keen to support the staff in Bristol Children's Hospital and NICU to recognise their Herculean achievement in caring for patients throughout the pandemic. The Grand Appeal helped to create and fund a new staff garden, personalised drinks bottles, staff lunches, individual ward hampers and new uniforms.

## Nurse Educator

As the only Nurse Educator in Bristol Children's Hospital, funded exclusively by The Grand Appeal, Lucy helps Nursing Assistants across the hospital through education, training and development to ensure the nurses reach their full potential.

Whether it's regular study days, raising awareness of the hospital's apprenticeship scheme or creating a clear pathway for people to progress, Lucy ensures that nursing staff have all the tools they need to excel in their role.

## Dolphin Cardiac Ward

Dolphin Ward is the children's hospital's cardiac ward which looks after patients from across the South West and South Wales who have an underlying heart condition requiring medical treatment or surgery. The Grand Appeal was delighted to provide funding for a model heart as an additional resource to aid staff teaching and development.

## Mental Health Awareness

A specialist team from the hospital produced a guide for ward staff to ensure they were meeting the mental health needs of their patients. The 'Wellbeing Wheel' funded by The Grand Appeal provides an easy-to-use visual guide and has boosted staff's confidence in providing holistic care. Following feedback from staff, printed versions were funded to make sure this useful tool was readily available.

## Medical Research

Harnessing pioneering technology and the incredible expertise of the hospital staff, The Grand Appeal is helping to improve childhood health through ground-breaking research.

## Coronavirus Research

Frontline NHS staff from Bristol Children's Hospital participated in a vital project led by specialists from Bristol Children's Hospital and the University of Bristol. As part of its research, over 100 members of the children's Emergency Department were monitored, helping to provide much-needed data on how the coronavirus evolves in healthy adults. The study was subsequently published in Cell Reports Medicine.

## 3D Cardiac Bio-Printing Service

Since 2018, The Grand Appeal's 3D Bio-Printing service has brought together technical, engineering and clinical expertise to implement and translate new 3D technologies for the benefit of children, families and staff at the children's hospital. This year, despite coronavirus-related challenges, models of children's hearts and other organs were printed for

patients and their families to explain treatments and to guide surgery. Clinical research into new bio-printing techniques continued. The team produced a tool for supporting remote consultations, including a series of 3D virtual models for presenting anatomical features to patients and families virtually, helping them to understand proposed procedures more easily.

The first two years of this project have been hugely successful and, thanks to support from The Underwood Trust, the cardiac 3D printing service at Bristol Children's Hospital has received national and international recognition for its innovative approach to improving cardiac care.

As described, key publications arising from the project include:

- C Sandrini, C Lombardi, AIU Shearn, MV Ordonez, M Caputo, F Presti, GB Luciani, L Rossetti, G Biglino. Three-Dimensional Printing of Fetal Models of Congenital Heart Disease Derived From Microfocus Computed Tomography: A Case Series. *Frontiers in Pediatrics* 2020;7:567
- AIU Shearn, MV Ordonez, F Rapetto, M Caputo, G Biglino. Rapid Prototyping Flexible Aortic Models Aids Sizing of Valve Leaflets and Planning the Ozaki Repair. *JACC Case Reports* 2020;2(8):1137

The cardiac 3D printing service at Bristol Children's Hospital will revolutionise operations and help patients and parents have a clearer understanding of even the most complex cardiac surgeries. Using specialist equipment to construct 3D models of individual hearts, the project aims to:



“

*This study will tell us a lot about how this infection occurs, when people may infect others, when they develop immune responses and, hopefully, how well those responses protect them against reacquiring the infection. The rapid response of our main charitable funder at Bristol Children's Hospital, The Grand Appeal, has enabled us to set up this important study in record time.*

**Adam Finn,**  
Professor of Paediatrics at the University of Bristol and Honorary Consultant at Bristol Children's Hospital



- Help the cardiac team to plan, and even practice surgical procedures, before operations take place.
- Help parents and children to understand what the problem is with their heart and the operation they are going to have.
- Teach trainee surgeons and cardiologists how to do cardiac procedures.
- Support pioneering research and innovation into cardiac conditions and care.

The research team continues to build strong relationships with cardiologists, surgeons and nurses who look after children and young adults with congenital heart disease and this has led to an ever-increasing demand for 3D models.

Due to the coronavirus pandemic, access to the Clinical Research and Imaging Centre (where the 3D printing service is hosted) has been restricted, which did present the team with some initial challenges. However, these were quickly overcome, and over 100 models have been printed with staff largely working remotely. Each of these models has helped to support patient care or contributed to improved medical knowledge of cardiac conditions – many have done both.

The models are having a significant impact on the surgical approach for patients who need an ‘Ozaki procedure’ to reconstruct part of their heart. The procedure is based on sizing heart valve sinuses at the time of surgery, but using 3D models, this can now be done in advance and reduce the surgery time and therefore the risk to the patient.

Two patients with bicuspid aortic valve (an abnormality where the aortic valve has only two leaflets, instead of three) were selected for aortic valve repair using the Ozaki procedure. The team created patient-specific models of their aortic roots based on CT scanning data and these 3D, flexible models were used to size valve leaflets prior to surgery and to practice suturing. A paper detailing this innovative new approach was published in the Journals of American College of Cardiology Case Reports this year.

Perhaps one of the most innovative research topics being explored by the team is the feasibility of printing foetal heart models to visualise the hearts of babies as young as 20 week’s gestation. Advances in prenatal medicine now allow for early diagnosis of congenital heart defects and understanding specific cardiac malformations at an early stage is essential for both advancing medical knowledge and for counselling families. Foetal models can also be a valuable teaching resource for medical students who can see clear progression of conditions.

Working in collaboration with researchers at the University of Verona, the team have now begun to build a library of models for teaching and research and their findings were published in ‘Frontiers in Paediatric Cardiology’ at the beginning of this year.

This is an exciting and very innovative area of research with huge future potential. Moving forward, the team will explore 3D printing models from foetal MRI scans, and this would have clear clinical impact. They could use the models to explain heart issues to the pregnant mum and dad and potentially also to plan any necessary operations/treatment

after birth. There is also opportunity to integrate the service into the pregnancy clinic for pregnant mums with heart disease and therefore potentially complicated pregnancies.

Over the next 12 months the team looks forward to expanding further model production in line with demand and pushing forward cutting-edge research – particularly the foetal heart model series and patient-led interviews. Lead Researcher, Giovanni Biglino, has also been approached to facilitate a one-day training course for clinicians in cardiac 3D printing, which would further widen the reach of this important project.

With the service firmly established, Year 3 will also see the team beginning work to lay the foundations for 3D bio-printing, which has always been a key ambition of the project. This cutting-edge approach uses 3D printing techniques to combine cells and biomaterials so that they imitate natural tissue. This could vastly reduce the number of open-heart surgeries needed for children with cardiac conditions as replacement parts created from stem cells (such as heart valves) would grow with the child like their own tissue and not need to be replaced.

### Parents Beds

In 2021, the hospital celebrates 20 years in its new building on Upper Maudlin Street in Bristol. Part-funded by a £12 million donation from The Grand Appeal, the new building was one of the first in Europe to provide facilities for parents so that they can stay together whilst their child is receiving treatment. In 2001, The Grand Appeal funded over 100 new parent beds in the hospital which, now, 20

years later, are nearing the end of their life. During the year under review, The Appeal has funded or refurbished all parent beds in the hospital so that young patients have the comfort of a parent or close relative staying alongside whilst undergoing treatment in the hospital.

### Parent Bedside Chairs

Parents spend long periods of time sitting with their children in hospital, meaning it’s vital they have access to facilities that are both comfortable and welcoming. By investing in new chairs for parents to use at their child’s bedside on Lighthouse and Penguin Ward, The Grand Appeal has made a difficult time for parents a little more comfortable.

### The Neonatal Intensive Care Unit and Newborn Emergency Stabilisation Transport Team

Our Cots for Tots Appeal continues to provide wide-ranging support for services at St Michael’s Hospital.

### Ventilators

Lifesaving equipment is vital in every Intensive Care Unit. Ventilators help babies and children to breathe whilst their own vital organs are impaired. The Cots for Tots Appeal provided two new ventilators during the year under review helping newborns, particularly with lifesaving care during their stay on the Neonatal Intensive Care Unit.





Neonatal Outreach Nurses

The Neonatal Outreach Team support babies at home who require oxygen, weight management and nasogastric tube feeding. They also offer home visits, if required, to provide additional support for parents. Having transferred to making electronic notes when visiting families at home, the team needed new sim cards and data connectivity. Through Cots for Tots funding, the team has streamlined their work processes and now uses their laptops to access systems more efficiently.

Oxygen Monitors

We supported the purchase of five new oxygen monitors for use by the Neonatal Outreach Team, who provide follow-up care for babies at home, allowing parents to take their baby home early. This new equipment means the team can provide the best care, giving parents reassurance and confidence, without the need to visit hospital.

CFM Monitors

The NICU uses cooling therapy for babies with suspected brain injury at birth. Cerebral function monitoring (CFM) machines are instrumental in providing the appropriate treatment to improve the long-term effects on a baby’s development. The need for this equipment has grown significantly and Cots for Tots provided the unit with three new machines to improve diagnosis and treatment.

Flight Uniforms

The Newborn Emergency Stabilisation and Transport (NEST) team responds to emergency calls for sick newborn babies and, once stabilised, transports



them promptly and safely between hospitals across the South West. A new set of flight uniforms made a huge difference to the comfort of the helicopter team, as well as improving their safety in the helicopter and on the roadside. One happy recipient said, ‘we think they look great – really professional, smart, functional and comfortable’.

Infusion Pumps

The delivery of critical infusions is commonplace during critical care transfer. Infusion pumps are attached to a transport incubator and need to be designed for both ambulance and helicopter transport. Purchasing a new set of pumps for the NEST team helps them to continue delivering critical care to sick children.

“

*I owe everything to the Neonatal Intensive Care Unit. It’s an extraordinary place. Luckily, most parents will never have to know it exists. But for me, NICU has changed everything. Now, the little things don’t bother me like they used to. Seeing a tiny baby fight for his life makes you realise what’s important in life.”*

Louise Harrison, Louie’s mum

Emergency Department

Bristol Children’s Hospital is home to the only dedicated Children’s Emergency Department in the South West. A child arrives at the Emergency Department every 15 minutes, meaning the department responds to over 44,000 of the most critical cases of injury and illness every year. Also serving as the South West’s designated Paediatric Major Trauma Centre, the Department receives severely injured children transferred to the Hospital from across the South West. The Emergency Department team includes specialist nurses, doctors and consultants extensively trained in the delivery of Paediatric Emergency Medicine.

Staff Induction Film

Starting a new job at any time is challenging. During a pandemic in the NHS even more so. Funded by The Grand Appeal, a new virtual film allows new staff joining the Emergency Department to have an immersive tour of the Unit. . Filmed in 360, the video will be used as a virtual induction to new staff, helping them to familiarise themselves with the department before joining the hospital.

Sonosite Machine

In 2014, The Grand Appeal funded a Cardiac Cath Lab, which was the first of its kind in the UK within a dedicated children’s hospital. The Cardiac Cath Lab is a theatre with x-ray facilities and a cardiac catheterisation laboratory (or Cath lab) all in one. This one stop shop reduces risk from multiple anaesthetics , increases flexibility, and shortens procedure time.

More recently, The Grand Appeal has funded an additional Sonosite (Ultrasound) Machine for the lab. A Sonosite is an ultrasound machine that looks at a child’s arteries and veins, so that the exact location can be pinpointed to enable surgeons to introduce a sheath (a tube) in the right place. An additional sonosite allows the cardiac team to increase the number of patients they treat as well as reduce the risk of vascular injury to a patient.

Paediatric Bicycle Ergometer

Thanks to The Grand Appeal, a new bicycle ergometer (exercise bike) is now being used by the cardiac physiology department at Bristol Children’s Hospital, to help assess their patients. Before the bicycle was installed, the department had relied on a single treadmill to perform assessments, which created significant waiting lists and the treadmill assessments were not appropriate for all patients. The bicycle will also aid ongoing and future research studies performed by the cardiology department.

Response to Coronavirus

With Grand Appeal support, Bristol Children’s Hospital and the Neonatal Intensive Care Unit to pivot or adapt their services in light of the challenges caused by the pandemic.

Mobile Allergy Clinic

In partnership with The Grand Appeal, Bristol Children’s Hospital launched a new service to overcome some of the pressure coronavirus has put on day-to-day services. The new Mobile Allergy Clinic (MAC) provided allergy testing appointments to children, offering a quick and easy alternative to

those who otherwise would need to visit the hospital.

Hosted by The Mall at Cribbs Causeway and Ashton Gate Stadium on alternate weeks, the clinic provided 30-minute allergy testing appointments. Patients could remain in their cars and the surfaces of the mobile clinic could be cleaned between appointments, helping to create a COVID-secure environment.

Christmas Trees and Decorations

With traditional Christmas decorations limited to stop the spread of infection, The Grand Appeal created 20 bespoke wall-art Christmas trees to bring extra seasonal sparkle to Bristol Children’s Hospital for the patients, families and staff to enjoy.





## THE WORLD OF GROMIT UNLEASHED

Despite the coronavirus pandemic and multiple unprecedented closures of our physical retail shop, our multi-award-winning retail and commercial operation headquartered at The Mall at Cribbs Causeway continues to flourish. We work closely with our partners and friends at Aardman to create our Gromit Unleashed figurine and retail range, whose popularity, together with the generosity of our retail and trail fanbase, continues to surpass our expectations.

Whilst we had to furlough a number of our front-facing staff at The Mall due to Government restrictions and closures, our online sales operation continued without interruption. We released a number of new figurines, including the incredibly popular Gromjet, designed by Rolls-Royce, during the closure period. We pay huge thanks to our incredible supporter base, who continued to shop with us and made Gromjet one of our most popular figurines ever – selling out within 48 hours.



As our Gromit Unleashed and Shaun in the City trails are renowned worldwide, and their popularity and audience continue to grow, we launched a mini trail at The Mall at Cribbs Causeway entitled “Gromit Unleashed: The Grand Adventure”, featuring 15 sculptures celebrating cultures from around the world – including Hawaii, the Far East and the UK. Despite the closure of The Mall, the trail was incredibly popular with visitors from all over the region when restrictions allowed.

We will continue to bring fun and creativity to the hundreds of thousands of fans who’ve engaged with our trails, our retail operation and our exhibitions. We look forward to an exciting year in 2022/23 and delivering more activity for our buyers and supporters, in partnership with Aardman.

**As ever, our huge thanks go to the incredible team at The Mall at Cribbs Causeway for their ongoing support.**



## WHAT’S NEXT?

**The NHS has faced the most difficult period in its history since the start of the pandemic in March 2020. Bristol Children’s Hospital and the Neonatal Intensive Care Unit faced unprecedented pressure and change throughout the year and, with the pandemic far from over, continues to face multiple challenges.**

As the dedicated charity for Bristol Children’s Hospital, The Grand Appeal will continue to stand shoulder to shoulder with the hospital to support its patients, their families and its staff. We have a rolling programme of around 100 individual projects – revenue and capital – in Bristol Children’s Hospital, which at any one time will cover the five major areas of our support:

- 1 Life-saving equipment
- 2 Family accommodation and support
- 3 Arts, music and play facilities
- 4 Clinical research and developments
- 5 Hospital infrastructure and environment

Despite the challenges of the last year, we have exciting plans to continue with a range of new activity to fulfil our Primary Purpose and Public Benefit obligations. Highlights include:

### Family Accommodation and Support

In 2022 we will celebrate the 10-year anniversary of the opening of Cots for Tots House – our first family home-from-home. As Bristol Children’s Hospital and NICU cover the largest geographic area of any children’s hospital in England, the need for family accommodation continues 24 hours a day, seven days a week. Our three homes-from home – Cots for Tots House, Grand Appeal House and Paul’s House will continue to operate as they have throughout the pandemic. We will be undertaking a major refurbishment of Cots for Tots House in 2021, creating all en-suite rooms for parents and families, a new, expanded kitchen area together with additional storage facilities for staff and guests.

Our Family Accommodation Manager and Family Support Practitioners will continue to provide practical, emotional and financial support to parents both in the house and in a wider perspective in the hospital and Neonatal Intensive Care Unit. We will evaluate the resource available to support the increasing needs of families who often face unprecedented challenges when their child is admitted to hospital. Where possible, and with donations continuing, we will evaluate the need to increase resources to the team.

### Emergency Department Waiting Room and Digital Improvements

Due to the incredible challenges of the last 12 months, our project to support the world-leading emergency department was put on hold in 2020. We have held the funding until 2022/23, when a new soft space is being created and designed for patients attending the emergency department.





With patient numbers at an all-time high, we plan to transform space and create child and teen-friendly enhancements to provide specific facilities to support patients in the department.

### Pioneering Research and Life-Saving Equipment

We will continue our programme of investment and development into paediatric childhood diseases in the Paediatric Intensive Care Unit, through continued funding of the research team. Research is fundamental to the expert care the hospital can give to its young patients and as a pathway to discovering new treatments to improve outcomes in paediatric healthcare.

### Cardiac 3D Bio-Printing

We continued to print 3D hearts for patients, surgeons, and medical staff throughout the pandemic. After investing in new technology and despite a slight pause in research due to coronavirus, our partnership with the University of Bristol continues to flourish as we work towards our goal of printing not only hearts, but other parts of a child's anatomy. The team in the bio-printing unit continues to lecture worldwide and collaborate with the finest research into 3D printing in healthcare internationally. In future years, the team is working towards bio-printing with stem cells, which will revolutionise cardiac surgery and the lives of children with congenital heart disease.

### Patient Hotel

In 2021, The Grand Appeal purchased a piece of

land close to Bristol Children's Hospital on which we plan to develop a new hybrid patient/family/clinical facility in partnership with the hospital. It will provide therapy services, as well as family and patient accommodation. The development will be the first of its kind in the UK to provide accommodation for patients, post trauma and treatment, as they move towards returning home after inpatient treatment. We are now developing plans and liaising with hospital management to ensure the facility will provide the specialist accommodation and facilities for this patient cohort. This development is only possible thanks to the incredible support of The

Yogscast in Bristol. Through their annual fundraising event, Jingle Jam, and their worldwide base of fans, we've raised over 50% of the required funds to create the development. We are indebted to The Yogscast, their staff and their legions of fans for their support for The Grand Appeal.

### Refurbishment of Clinical Facilities at the Children's Hospital and NICU

We are simultaneously supporting the refurbishment of facilities in both the oncology wards at Bristol

Children's Hospital - Starlight and Ocean Ward - to provide an art-enhanced and age-appropriate environment for patients. The new facilities on the inpatient and outpatient wards will provide new art enhancements throughout both wards, and a range of individual/room facilities as part of our ongoing programme to upgrade the wards.

### The Neonatal Intensive Care Unit

In 2022, as well as celebrating 10 years of the dedicated NICU family accommodation at Cots for Tots House with a major refurbishment, we will continue our long-standing programme of support as the unit continues to develop. With major plans on the horizon to expand facilities, The Grand Appeal, with its NICU-specific brand, Cots for Tots, will work in partnership with the Unit, the management, and all the staff to support their clinical expansion.

### Weston Hospital

As a part of University Hospitals Bristol NHS Foundation Trust, Bristol Children's Hospital is expanding its paediatric reach to include the children's ward and facilities at Weston General Hospital. The Grand Appeal will be working in partnership with the management and staff at Weston Hospital to enhance the environment for patients using similar art and branding that was specially designed for Bristol Children's Hospital; as well as providing new facilities for the patients and their families.



## A YEAR OF PROGRESS AND THANKS THROUGH CORONAVIRUS

The pandemic created unprecedented challenges across the whole organisation. From the closure of our HQ on Upper Maudlin Street and our flagship store at The Mall at Cribbs Causeway, through to the cancellation of a wide range of fundraising events and supporter challenges, the year under review was the most challenging in the 26-year history of The Grand Appeal.

While we took a decision at the start of the pandemic to work through the challenges to continue all aspects of the charity, we nevertheless suffered a reduction in income. Despite this, we stood firm throughout the year and continued to provide family accommodation in our three houses and family support without interruption 365 days of the year. We adapted and re-shaped our working arrangements to ensure that parents of sick children from throughout Bristol, the whole of the South West of England and South Wales, would be able to stay close to their child in hospital. This was especially important as other provision fell away, including the closure of most Bristol city centre hotels.

Our staff were magnificent – finding ways to ensure that we continued to provide Public Benefit throughout the whole period. Where other projects in the children's hospital were scheduled, we've ensured that the budgets were preserved so that developments could take place once the pandemic begins to recede. Added to this, we continued to develop a range of activity to support patients, families and staff and to celebrate 20 years of the new children's hospital on Upper Maudlin Street in 2021.

Our historic and ground-breaking relationship with Aardman Animations continues to go from strength to strength. Nick Park, Peter Lord and David Sproxton are long-standing Patrons of the Appeal. Aardman staff continue to support the Appeal across a variety of disciplines – including retail, fundraising and marketing. We are planning more exciting activities in 2022. To everyone at Aardman, our grateful thanks.

Most of all, we'd like to thank you – our donors and supporters – for your unwavering support throughout the last 12 months. Our work is only possible thanks to you, and while we all hope that the coronavirus pandemic will begin to recede over the coming months, we offer all our incredible Grand Appeal supporters our heartfelt thanks for your continued support.

Your support has allowed us to move forward with optimism as we continue to support patients, their families and staff at Bristol Children's Hospital and the Neonatal Intensive Care Unit into the future. We face a challenging but exciting future.

Thank you.

**Nicola Masters**  
Director,  
The Grand Appeal





# STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

## 1. REGULATORS

The Grand Appeal received an excellent report from the Charity Commission as part of a routine review of charities 10 years or so ago. In the year under review, the Appeal received a complete and clear review following a routine review by the Gambling Commission.

## 2. TRUSTEES

As set out in the Articles of Association, Trustees are nominated and approved by the Board. Prospective Trustees are provided with full training and are cognisant of the Primary Purpose, income generation, financial and governance aspects of the charity. The Charity has a board of five Trustees all of whom are independent of the NHS and are appointed for their competence, profile and specialist skills. The Trustees are volunteers and are not paid for their involvement in The Grand Appeal. There are no Trustee expenses in this, or any previous year. Trustees have no personal or beneficial interest in Bristol Children’s Hospital, the Neonatal Intensive Care Unit, University Hospitals Bristol & Weston NHS Foundation Trust or any other NHS body. Trustees are responsible for delivering sound governance, protecting the charity’s assets and safeguarding risks to the charity.

## 3. OPERATIONAL MANAGEMENT

The Trustees delegate operational management to the Director, Nicola Masters.

- Primary Purpose. The Trustees receive briefings from the Director, Appeal staff and the beneficiaries of funding on a regular basis. The Trustees regularly review commitments to determine and reassure supporters that the charity’s extensive commitments constitute Public Benefit. The Trustees are cognisant of the value of its extensive financial portfolio to Bristol Children’s Hospital and take regular briefings from the Director and Deputy Director to ensure ongoing viability.
- Income Generation. The Trustees receive regular strategic management reports on both fundraising activity and commercial income from the retail operation at The Mall at Cribbs Causeway. The charity operates an extensive fundraising portfolio of activity and has diversified income generation across a number of new areas in the year under review. The Trustees receive regular briefings to ensure that strategies are commensurate with the short, medium- and long-term viability of the charity and its extensive portfolio of Primary Purpose activity. The Grand Appeal has received no complaints during the year.
- Governance. The Grand Appeal acknowledges its duty to the Institute of Fundraising Code of practice and to the Data Protection Act. The Grand Appeal also acknowledges the critical importance

that no individual should use their position in The Grand Appeal for personal gain or to benefit others at the expense of The Grand Appeal’s Primary Purpose or reputation. The Trustees review pay and benefits policy for Directorate and staff on an annual basis. The Trustees use the expert charity analysis of market leaders XpertHR as the basis for salary/benefit reviews.

## 4. RELATED PARTIES

Simon Cooper, Jos Moule and Nicola Masters are Directors of the wholly owned subsidiary Cracking Enterprises Ltd. Our Patrons David Sproston is a director of Aardman Employee Ownership Trustee Limited, which is the Corporate Trustee for the entire Aardman Holdings Group (which includes Aardman Animations). He is also a director of W&G Ltd. Peter Lord is a director of Aardman Animations and W&G Ltd. Nick Park is a director of Aardman Animations and W&G Ltd. Angie Last is an employee of Aardman Animations Ltd. Jos Moule is a partner of Veale Wasbrough Vizards LLP. Simon Cooper is a Trustee of the charity MusicSpace.

## 5. FUNDS AND RESERVES

The Grand Appeal has an ongoing multimillion-pound revolving commitment to Bristol Children’s Hospital and NICU. As at 31 March 2021, this portfolio stands at approx. £6 million spanning around 100 individual projects or programmes of investment in Primary Purpose activity of the charity.

## CASH ASSETS HELD BY THE GRAND APPEAL

The c.£6 million commitment to Bristol Children’s Hospital derives from funds held in a mix of restricted, designated and free reserve funds.

- The Grand Appeal is fortunate to benefit from funds which are restricted as per donor wishes. These funds currently stand at £2,216,521.
- From time to time, The Grand Appeal Board designates funds from reserves to fund Primary Purpose projects. The value of these projects currently stands at £3,021,264. These funds represent a significant outlay over the medium term and include a multi-million-pound commitment for a Patient Hotel, an ongoing multi-million-pound commitment for the Cots for Tots Appeal and a significant investment in paediatric medical research.
- Short term Primary Purpose commitments comprise approx. 70% of the portfolio by volume. This includes our staff working in the children’s hospital and NICU in a range of roles – research, patient care and clinical – as well as providing a continuum of care in 29 beds in three family accommodation houses close to the hospital building. Additional Primary Purpose support is provided in the form of arts, music and play; ward/unit refurbishment and staff, patient and family welfare.

We rely on the continued support of funders and donors to support our full portfolio of commitments.

## NON-CASH ASSETS HELD BY THE GRAND APPEAL

These assets are not readily transferable to cash.

- The Grand Appeal operates three family accommodation ‘homes-from-home’ as part of its Primary Purpose activity. Each home includes a suite of contents – such as bedroom furniture, kitchen appliances, together with equipment, comforts, IT, housekeeping and other contents and supplies required to fund and operate a large 29 bed accommodation facility 24 hours a day and 365 days per year. The value of these contents is included as assets in our Balance Sheet, but are not transferrable to cash.
- The Grand Appeal has a wholly owned trading subsidiary ‘Cracking Enterprises’ which usually trades as ‘The World of Gromit Unleashed.’ All profits from this subsidiary are gifted to The Grand Appeal annually. These accounts are presented as consolidated accounts of The Grand Appeal and Cracking Enterprises, and as such include the trading and commercial assets of the Gromit Unleashed brand from which The Grand Appeal continues to raise millions of pounds. These assets are not transferrable to cash.
- The assets include standard IT and furnishing of all staff in our HQ at 30/32 Upper Maudlin Street, in the children’s hospital and family accommodation sites. These assets are not transferrable to cash.

## FIXED PROPERTY ASSETS HELD BY THE GRAND APPEAL

These assets are not readily transferrable to cash.

- The Grand Appeal owns 30/32 Upper Maudlin Street, which acts as a dual-purpose HQ and family accommodation known as ‘Paul’s House’, which provides eight en-suite rooms for families and is situated opposite Bristol Children’s Hospital. This asset is not readily transferable to cash, particularly as it is used to fulfil the Primary Purpose activity of the charity. The building is situated in a prime city centre site and is therefore nominally valued at £2m.
- In a post balance sheet transaction, The Grand Appeal purchased a piece of land adjacent to Cots for Tots House which is to be developed in partnership with Bristol Children’s Hospital over the medium term.

## 6. RESERVES

The Grand Appeal Board takes its responsibility to donors and stakeholders very seriously and at every quarterly Trustee Board meeting, Trustees review the extensive Management Information which informs the cash reserves held by The Grand Appeal, ensuring a revolving portfolio of commitment for its Primary Purpose activity.

The Trustees take the view that funds donated to the charity should be used for the highest priorities,



but also those which deliver significant impact in Bristol Children's Hospital and NICU.

They balance the availability of funds, the substantial commitments and the future fundraising strategy in setting the reserves. Trustees are cognisant of financial prudence, while maintaining the long-term financial stability of the charity. With significant future commitments in the medium term, the Trustees are keen to ensure that the charity's financial performance recognises and balances all factors which determine performance in line with its 'going concern' stability/basis.

In view of the increasing portfolio of activity, reserves are held by The Grand Appeal to ensure that funding can be provided on an ongoing basis for both clinical and non-clinical staff working on the ground in the hospital supporting sick children and families and to ensure that reserves are sufficient to manage any shocks, volatility or periods of uncertainty in the UK economy such as the coronavirus pandemic.

The programme of Operations and Services run by The Grand Appeal in partnership with, and for, Bristol Children's Hospital and the Neonatal Intensive Care Unit grows every year. The Grand Appeal is committed to providing a continuum of funding for all three family accommodation facilities over a long-term period; a comprehensive level of ongoing funding for family support, clinical research, arts, music and play in hospital; and for ongoing

programme of commitment to research and continuing paediatric healthcare and medical developments.

The Trustees review their Reserves Policy from time to time in the context of the prevailing economic climate; commitments to Primary Purpose activity and the volume/scale of upcoming projects. Large commitments can give rise to significant variations in expenditure from year to year and the Trustees acknowledge that a practical application of the Reserve Policy is required relevant to the particular circumstances of the charity from year to year. Therefore, the funds set aside as a reserve will change in anticipation of scheduled projects in Bristol Children's Hospital.

As at 31 March 2021, the total commitments of the Group amounted to £6,319,674. Some of these projects included within these commitments are significant with the largest of which stands at £2 million. Taking the figure at year end, total assets of the Group amounted to £9,070,112. The unrestricted and undesignated cash reserves of the Group that have not already been committed amounted to £290,598. Post year end, the Trustees have a 3 year commitment to a large redevelopment project at Bristol Children's Hospital which is valued at £1.5 million. The Trustees will be reviewing their Reserves Policy in 2022 in the light of the Coronavirus pandemic to protect the Appeal, and its activities from market shocks.

## 7. RISK MANAGEMENT

The Trustees consider the principal areas of the charity's operation and receive oral/written reports on the main risks faced by the charity – be that operational, reputational, strategic or financial. The Grand Appeal takes Safeguarding of children, vulnerable adults and staff very seriously and this is reported in a separate section of this report. The Grand Appeal operates a Master Risk Register with supplementary Risk Registers dependent on the activity e.g. family accommodation. All the Risk Registers are reviewed regularly by the Directorate.

In the year under review, the significant risk factor is income generation in the midst of the coronavirus pandemic. The Trustees are cognisant of the short-term impact of the reduction in income generation, but feel that the medium-term income generation strategy is likely to be affected by the prevailing economic climate. The Board plays close attention to relevant market conditions and regulators, and takes particular note of trends in the wider third and retail sectors. This affects the Board's position with regard to Reserves and Funds – both of which are reported separately in this report.

The Trustees recognise that there is risk inherent to us a charity, but also recognises that not all risk is negative. The Board takes a proportionate view of managing risk but maximising contribution to our Primary Purpose activity. Further, the Trustees recognise that there is no absolute guarantee or

assurances but have confidence that risks are identified and controlled across the charity.

## 8. INVESTMENT POLICY

The Grand Appeal has no funds invested on the stock market. Cash assets are held on the London money markets to ensure ease of access to meet the multi-million-pound Primary Purpose commitments and to minimise risk to the underlying financial foundation of the charity. The Chairman has set up a Finance and Asset Committee to consider the future investment strategy of the charity. Day to day, cash assets are managed by the Directorate. The Finance and Asset Committee comprises of Jos Moule, Mike Lea, Nicola Masters and Anna Shepherd.

## 9. FINANCIAL REVIEW

During the year under review, we raised £2,479,274. In April 2020, The Grand Appeal diversified income within most fundraising streams, although the effect of this diversification took a few months to take effect. Our philanthropy and corporate teams immediately sprang into action launching new emergency fundraising appeals to new and existing supporters. Our events fundraising team was able to set up virtual challenges where possible, although income through this strategy has proven challenging throughout the period particularly where events such as the London Marathon and various Bristol challenges were cancelled or postponed until a new financial year. Our new digital and social strategies ensured that income could continue to be generated

without cash donations, and we significantly improved our digital infrastructure during this financial year. Our generous community fundraisers continued to raise money throughout the period although their challenges were curtailed by government restriction. Our retail operation, despite the closure of The Mall at Cribbs Causeway which hosts our flagship store, was transferred online and we are grateful to our huge community of Gromit Unleashed fans and collectors for their continued support. Some of our incredible fundraising supporters are highlighted in the earlier section of this report.

We are hugely grateful to all our donors and supporters for rising to the challenge of supporting The Grand Appeal through this period. We end the financial year in a strong position, with a diversified portfolio of fundraising activity and an ambitious retail/commercial strategy to take advantage of all opportunities while the pandemic is still in effect together with Government restrictions and an uncertain immediate future. Despite this, and alongside most charities in the third sector, we expect our income to suffer in the coming Financial Year and Trustees have considered the risks to which the charity is exposed in this event. Despite this, The Grand Appeal is taking advantage of a range of new activities in the coming years to ensure that there is no break in any of our Primary Purpose activity in support of sick babies and children in Bristol Children's Hospital and NICU.

## 10. PUBLIC BENEFIT

The Trustees confirm that they have complied with the duty in the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. The Grand Appeal's Primary Charitable Object is: The enhancement and improvement for the public benefit of the children's services provided by or at hospitals of the University Hospitals Bristol NHS Foundation Trust (or any successor body) for the care and treatment of children with illnesses, diseases, or disabilities, and in particular by

- a) the provision of medical equipment and facilities for use in the care and treatment of such children
- b) the provision of amenities and recreational facilities for the use and benefit of such children
- c) the provision of accommodation, amenities, and support for the relatives of such children
- d) the provision, improvement or enhancement of any hospital buildings

## 11. ADVISORY COMMITTEE

The Honorary Medical Advisory Committee acts in an honorary/advisory capacity to the Board. It is not part of the formal accountability structure of The Grand Appeal and has no governance responsibilities. The Medical Advisory Committee is not remunerated in any way for their advice, which is provided on a purely voluntary basis. The membership consists of:



- Dr Giles Haythornthwaite (Chair) Consultant Paediatric Emergency Department and Clinical Lead for Major Trauma, Clinical Director of Paediatric Medicine, Bristol Children's Hospital

- Mr Mike Carter Consultant Paediatric Neurosurgeon, Bristol Children's Hospital

- Dr James Fraser Consultant and Clinical Lead for Critical Care, Bristol Children's Hospital

- Dr Anoo Jain Consultant Neonatologist and Clinical Lead for the Neonatal Intensive Care Unit, St Michael's Hospital

## 12. PATRONS BOARD

The Patrons Board informs the Board in matters relating to the extensive 26-year partnership with Aardman Animations who generously allow The Grand Appeal to use Wallace & Gromit to spearhead the fundraising of the charity. Membership is entirely voluntary and the Patrons are unremunerated individually for their contribution to The Grand Appeal. The membership consists of:

- David Sproxtton is a director of Aardman Employee Ownership Trustee Limited, which is the Corporate Trustee for the entire Aardman Holdings Group (which includes Aardman Animations). He is also a director of W&G Ltd
- Peter Lord is a director of Aardman Animations and W&G Ltd

- Nick Park is a director of Aardman Animations and W&G Ltd

## 13. DIRECTORS' INDEMNITY

Directors and Officers liability insurance was purchased to protect the integrity of the charity during the year under review.

## 14. HR AND PEOPLE MANAGEMENT

The Trustees recognise the passion and dedication of staff and volunteers who together work to ensure that the charity can provide the very best for Bristol Children's Hospital and NICU. The Trustees delegate day to day management of the HR function, recruitment and processes to the Directorate. The Trustees recognises the value and importance of all its staff towards meeting the targets and ambitions of the charity in the short and medium term.

Approx 15% of our employees have over 10 years' service. Approx 35% of our employees have over five years' service. Salaries are reviewed annually in line with annual appraisal reviews, local/regional market competition and the Xpert HR annual charity salary review. All staff receive a benefits package on the completion of six months' probation. During the year under review, our charity, like all organisations throughout the UK was affected by the coronavirus pandemic. A minority of staff were furloughed during the pandemic with most returning to their roles once Government restrictions were lifted. The Trustees would like to

thank all staff, volunteers and supporters for their support and response to the charity over the past year.

## 15. SAFEGUARDING

Everyday charity staff come into contact – directly and indirectly – with patients, families and members of the public across all our five sites. Safeguarding is a critical area of concern to ensure we promote the welfare and safety of children and vulnerable adults through our Primary Purpose, Commercial and fundraising operations. As such, our Safeguarding Policy is regularly reviewed; a register is maintained where necessary and a designated Safeguarding Trustee – Simon Cooper is appointed. All staff are subject to employment reference checks, and must submit a DBS (Disclosure and Barring Service) application. A programme of standard and enhanced Safeguarding training is in place for all staff dependent on their individual role within the charity.

## 16. PRIMARY PURPOSE FAMILY ACCOMMODATION BUILDING LEASES.

The Grand Appeal leases the buildings at Cots for Tots House and Grand Appeal House under a new 25-year lease with University Hospitals Bristol and Weston NHS Foundation Trust. No rent is payable under the terms of the lease.

## 17. GOING CONCERN

The Trustees have reviewed the financial position of the Appeal, based on extensive Management Information which is provided to the Board at

their quarterly meetings. The Trustees consider the charity's cashflow and liquidity, future funding commitments and balance this against the range of strategies produced to support the income generation capability of the charity. Fundraising, philanthropic, commercial and retail income forms part of this review. While the coronavirus pandemic has affected the short-term income generation strategy, and its medium-term strategy may be affected by Government restriction, the Trustees are confident that The Grand Appeal has adequate resources to meet liabilities as they fall due in the foreseeable future.





# STATEMENT OF THE TRUSTEES RESPONSIBILITIES

The Trustees (who are also the directors of Wallace & Gromit’s Children’s Foundation for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to

- select suitable account policies and then apply them consistently;
- observe the methods and principal in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company’s auditors are unaware;

and

- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

## AUDITORS

The auditors Moore will be proposed for re-appointment at the forthcoming Annual General Meeting.

Approved by order of the board of Trustees on the 22 December 2021 and signed on its behalf by:



J H Moule

# REPORT OF THE INDEPENDENT AUDITORS *To the members of Wallace & Gromit’s Children’s Foundation*

## OPINION

We have audited the financial statements of Wallace & Gromit’s Children’s Foundation for the year ended 31 March 2021 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charitable Company’s Balance Sheet, the Consolidated Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of group’s and of the parent charitable company’s affairs as at 31 March 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

## BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors responsibilities for the audit of the financial

statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and the provisions available for small entities, in the circumstances set out in note 23 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees’ use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company’s ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the

financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.



**OPINION ON OTHER MATTERS  
PRESCRIBED BY THE COMPANIES ACT  
2006**

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

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

**MATTERS ON WHICH WE ARE REQUIRED  
TO REPORT BY EXCEPTION**

In the light of the knowledge and understanding of the charitable group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

**MATTERS ON WHICH WE ARE REQUIRED  
TO REPORT BY EXCEPTION**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees’ remuneration

- specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

**RESPONSIBILITIES OF TRUSTEES**

As explained more fully in the Statement of Trustees Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

**OUR RESPONSIBILITIES FOR THE AUDIT  
OF THE FINANCIAL STATEMENTS**

Our objectives are to obtain reasonable assurance

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

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

**EXPLANATION AS TO WHAT EXTENT THE  
AUDIT WAS CONSIDERED CAPABLE OF  
DETECTING IRREGULARITIES, INCLUDING  
FRAUD**

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing

appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, UK financial reporting standards as issued by the Financial Reporting Council, and the Charities Act 2011.

We obtained an understanding of how the company complies with these requirements by discussions with management and those charged with governance.

We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.

We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.

Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council’s website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Independent Auditors.

**USE OF OUR REPORT**

This report is made solely to the charitable company’s members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company’s members those matters we are required to state to them in an auditors’ report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

**MARK POWELL  
(SENIOR STATUTORY AUDITOR)  
for and on behalf of Moore,  
Chartered Accountants and Statutory Auditors  
First Floor, St Augustine’s Parade, Bristol, BS1  
4UL**



**Date: 22/12/2021**



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 March 2021

NOTES TO THE CONSOLIDATED CASH FLOW STATEMENT

For the year ended 31 March 2021

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

for the year ended 31 March 2021

		Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	Notes	£	£	£	£
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	1,141,345	695,713	1,837,058	1,802,005
Other trading activity	2	642,216	-	642,216	730,636
Investment income	3	2,698	-	2,698	38,217
Government grants		<u>63,125</u>	<u>-</u>	<u>63,125</u>	<u>-</u>
<b>Total</b>		<b>1,849,384</b>	<b>695,713</b>	<b>2,545,097</b>	<b>2,570,858</b>
<b>EXPENDITURE ON</b>					
<b>Raising funds</b>	6				
Cost of fundraising		371,111	-	371,111	341,171
Cost of trading		604,196	-	604,196	636,210
<b>Charitable activities</b>	7				
Support for Bristol Children's Hospital		510,787	309,679	820,466	831,595
Support for Special Care Baby Unit/ Cots for Tots		2,410	234,051	236,461	238,541
Wallace & Gromit's Children's Charity		305	9,070	9,375	78,090
Other		<u>387,058</u>	<u>-</u>	<u>387,058</u>	<u>367,122</u>
<b>Total</b>		<b>1,875,867</b>	<b>552,800</b>	<b>2,428,667</b>	<b>2,492,729</b>
<b>NET INCOME</b>		<b>(26,483)</b>	<b>142,913</b>	<b>116,430</b>	<b>78,129</b>
<b>Net movement in funds</b>		<b>(26,483)</b>	<b>142,913</b>	<b>116,430</b>	<b>78,129</b>
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<b>6,996,504</b>	<b>2,073,608</b>	<b>9,070,112</b>	<b>8,991,983</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u>6,970,021</u></b>	<b><u>2,216,521</u></b>	<b><u>9,186,542</u></b>	<b><u>9,070,112</u></b>

CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

BALANCE SHEETS

At 31 March 2021

		2021 Group	2021 Charity	2020 Group	2020 Charity
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets	14	25,200	25,200	-	-
Tangible assets	15	2,436,583	2,436,583	2,493,334	2,493,334
Investments		<u>-</u>	<u>1</u>	<u>-</u>	<u>1</u>
		2,461,783	2,461,784	2,493,334	2,493,335
<b>CURRENT ASSETS</b>					
Stocks		125,155	-	113,442	-
Debtors	16	91,753	376,187	35,597	321,615
Cash at bank		<u>6,717,014</u>	<u>6,397,368</u>	<u>6,570,087</u>	<u>6,242,967</u>
		6,933,922	6,773,555	6,719,126	6,564,582
<b>CREDITORS</b>					
Amounts falling due within one year	17	(209,163)	(118,114)	(142,348)	(82,231)
<b>NET CURRENT ASSETS</b>		<b><u>6,724,759</u></b>	<b><u>6,655,441</u></b>	<b><u>6,576,778</u></b>	<b><u>6,482,351</u></b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>9,186,542</b>	<b>9,117,225</b>	<b>9,070,112</b>	<b>8,975,686</b>
<b>NET ASSETS</b>		<b><u>9,186,542</u></b>	<b><u>9,117,225</u></b>	<b><u>9,070,112</u></b>	<b><u>8,975,686</u></b>
<b>FUNDS</b>					
Unrestricted designated		3,021,264	3,021,264	4,244,123	4,244,123
Unrestricted funds		3,948,757	3,879,440	2,752,381	2,657,955
Restricted funds		<u>2,216,521</u>	<u>2,216,521</u>	<u>2,073,608</u>	<u>2,073,608</u>
<b>TOTAL FUNDS</b>		<b><u>9,186,542</u></b>	<b><u>9,117,225</u></b>	<b><u>9,070,112</u></b>	<b><u>8,975,686</u></b>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies.

The financial statements were approved by the Board of Trustees on 22 December 2021 and were signed on its behalf by:



CONSOLIDATED CASH FLOW STATEMENT

for the year ended 31 March 2021

	Notes	2021 £	2020 £
<b>Cash flows from operating activities:</b>			
Cash generated from operations	1	<u>201,117</u>	<u>19,927</u>
<b>Net cash provided by (used in) operating activities</b>		<b><u>201,117</u></b>	<b><u>19,927</u></b>
<b>Cash flows from investing activities:</b>			
Purchase of intangible fixed assets		(25,200)	-
Purchase of tangible fixed assets		<u>(28,990)</u>	<u>(522,499)</u>
<b>Net cash provided by (used in) investing activities</b>		<b>(54,190)</b>	<b>(522,499)</b>
<b>Change in cash and cash equivalents in the reporting period</b>		<b>146,927</b>	<b>(502,572)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b><u>6,570,087</u></b>	<b><u>7,072,659</u></b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b><u>6,717,014</u></b>	<b><u>6,570,087</u></b>

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
<b>Net income for the reporting period (as per the statement of financial activities)</b>	116,430	78,129
<b>Adjustments for:</b>		
Depreciation charges	85,741	83,148
Decrease/(increase) in stock	(11,713)	81,873
Decrease/(increase) in debtors	(56,156)	56,237
Increase/(decrease) in creditors	<u>66,815</u>	<u>(279,460)</u>
<b>Net cash provided by (used in) operating activities</b>	<b><u>201,117</u></b>	<b><u>19,927</u></b>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.4.20 £	Cash flow £	At 31.3.21 £
<b>Net cash</b>			
Cash at bank and in hand	<u>6,570,087</u>	<u>146,927</u>	<u>6,717,014</u>
	<u>6,570,087</u>	<u>146,927</u>	<u>6,717,014</u>
<b>Total</b>	<b><u>6,570,087</u></b>	<b><u>146,927</u></b>	<b><u>6,717,014</u></b>



NOTES TO THE FINANCIAL STATEMENTS  
for the year ended 31 March 2021

STATUTORY INFORMATION

Wallace & Gromit’s Children’s Foundation is a private company, limited by guarantee, registered in England and wales. The company’s registered number and registered office address can be found on the Company Information page.

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention with the exception of investments which are included at market value. The consolidated accounts include the trading activities, assets and liabilities of the subsidiary company and are prepared in sterling which is the functional currency of the entity.

Going Concern

At the balance sheet date, the charity had net current assets of £6,655k and net assets of £9,117k. The charity continues to meet all its liabilities as they fall due. The trustees have further considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements in light of the COVID-19 pandemic and specifically those regions affecting their operations. The trustees believe budgeted income and expenditure and the level of reserves held are sufficient for the charity to be able to continue as a going concern.

Income

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

Grants receivable

Income from government and other grants, whether 'capital' or 'revenue', is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources. Grants offered subject to conditions which have not been met at the year end date are noted as a commitment but not accrued as expenditure.

Allocation and apportionment of costs

Staff costs are apportioned based on the proportion of time spent on the relevant activities. Other costs are directly allocated to the activities that they relate to.

Intangible fixed assets

Website development costs are capitalised at cost and are amortised over the website's estimated useful life of 3 years.

Tangible fixed assets

Depreciation is provided at the following rates in order to write off each asset over its estimated useful life.

Freehold property	- Straight line over 50 years
Leasehold improvements	- Straight line over the period of the lease
Office equipment	- Straight line over 4 years
Fixture & Fittings	- Straight line over 5 years

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

1. ACCOUNTING POLICIES - continued  
Stocks

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

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the trustees' report.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate. The contributions are apportioned to relevant activities based upon the proportion of time spent on that activity by the employee to which they relate.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2. DONATIONS AND LEGACIES AND MERCHANDISING INCOME

	2021	2020
	£	£
Donations Grand Appeal	1,469,056	1,802,005
Legacies	355,693	-
Donated services and gifts	12,309	-
Other trading activity	642,216	730,636
	<u>2,479,274</u>	<u>2,532,641</u>

3. INVESTMENT INCOME

	2021	2020
	£	£
Bank deposit interest	<u>2,698</u>	<u>38,217</u>

4. INCOME AND RESULTS OF THE CHARITY

	2021	2020
	£	£
Donations	1,837,058	1,802,005
Interest receivable	2,698	38,217
Other income	126,254	559,388
	<u>1,966,010</u>	<u>2,399,610</u>
Incoming resources		
Raising funds	371,111	341,171
Charitable activities	1,066,302	1,148,226
Governance costs	387,058	367,122
	<u>1,824,471</u>	<u>1,856,519</u>
Resources expended		
Net income/ (expenditure) for the year	<u>141,539</u>	<u>543,091</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

5. MERCHANDISING SALES AND INVESTMENT IN TRADING SUBSIDIARY

The wholly-owned trading subsidiary, Cracking Enterprises Limited, which is incorporated in the United Kingdom, pays all its profits to the charity by gift aid. The charity owns the entire issued share capital of 1,000 shares of £1 each. A summary of the trading results is shown below.

Summary profit and loss account:

	2021	2020
	£	£
Turnover	673,513	730,636
Cost of sales and administrative expenses	(604,196)	(636,210)
	<u>69,317</u>	<u>94,426</u>
Net profit		
The assets and liabilities of the subsidiary were :		
Fixed assets	-	-
Current assets	450,352	444,529
Creditors	(380,035)	(349,103)
	<u>70,317</u>	<u>95,426</u>
Total net assets		
Share capital	1,000	1,000
Retained earnings	69,317	94,426
	<u>70,317</u>	<u>95,426</u>

6. RAISING FUNDS

Raising donations and legacies

	2021	2020
	£	£
Staff costs	287,408	271,947
Non-staff costs	83,703	69,224
Expenditure associated with trading	<u>604,196</u>	<u>636,210</u>
	<u>975,307</u>	<u>977,381</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

7. CHARITABLE ACTIVITIES COSTS

	Direct costs	Grant funding of activities (see note 8)	Total
	£	£	£
Support for Bristol Children's Hospital	575,897	244,569	820,466
Support for Special Care Baby Unit/Cots for Tots	43,740	192,721	236,461
Wallace & Gromit's Children's Charity	<u>305</u>	<u>9,070</u>	<u>9,375</u>
	<u>619,942</u>	<u>446,360</u>	<u>1,066,302</u>

Prior year comparatives

	Direct costs	Grant funding of activities (see note 8)	Total
	£	£	£
Support for Bristol Children's Hospital	506,330	325,265	831,595
Support for Special Care Baby Unit/Cots for Tots	79,497	159,044	238,541
Wallace & Gromit's Children's Charity	<u>576</u>	<u>77,514</u>	<u>78,090</u>
	<u>586,403</u>	<u>561,823</u>	<u>1,148,226</u>

8. GRANTS PAYABLE

	2021	2020
	£	£
Support for Bristol Children's Hospital	244,569	325,265
Support for Special Care Baby Unit/ Cots for Tots	192,721	159,044
Wallace & Gromit’s Children’s Charity	<u>9,070</u>	<u>77,514</u>
	<u>446,360</u>	<u>561,823</u>

The total grants paid to institutions during the year was as follows:

	2021	2020
	£	£
The Royal Hospital for Children, Bristol	437,290	484,309
Wallace & Gromit’s Children’s Charity	<u>9,070</u>	<u>77,514</u>
	<u>446,360</u>	<u>561,823</u>



NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2020

9. SUPPORT COSTS

	Governance costs	
	2021	2020
	£	£
Staff costs	169,517	175,232
Non staff costs	131,800	108,742
Depreciation	<u>85,741</u>	<u>83,148</u>
	<u>387,058</u>	<u>367,122</u>

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Auditors' remuneration	23,006	22,958
Depreciation - owned assets	<u>85,741</u>	<u>83,148</u>

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

**Trustees' expenses**  
There were no trustees' expenses paid for the year ended 31 March 2021 nor for the year ended 31 March 2020.

12. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	852,363	851,207
Social security costs	48,962	57,469
Other pension costs	<u>89,986</u>	<u>58,769</u>
	<u>991,311</u>	<u>967,445</u>

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

	2021	2020
	35	38

The number of employees whose employee benefits (excluding pension costs) exceeded £60,000 was:

	2021	2020
£60,001-£70,000	<u>-</u>	<u>1</u>

Key management personnel: the total amount of employee benefits received by key management personnel is £141,653 (2020:£162,023).

The Charity remains grateful for the work of its volunteers. The role and scope of work undertaken varies and the time donated by volunteers is not recognised in the financial statements as this cannot be reliably or consistently valued.

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	201,372	1,600,633	1,802,005
Other trading activities	730,636	-	730,636
Investment income	38,217	-	38,217
Other income	<u>-</u>	<u>-</u>	<u>-</u>
<b>Total</b>	970,225	1,600,633	2,570,858

<b>EXPENDITURE ON</b>			
Raising funds	977,381	-	977,381
<b>Charitable activities</b>			
Support for Bristol Children's Hospital	395,597	435,998	831,595
Support for Special Care Baby Unit/ Cots for Tots	31,577	206,964	238,541
Wallace & Gromit's Children's Charity	-	78,090	78,090
Other	<u>367,122</u>	<u>-</u>	<u>367,122</u>
<b>Total</b>	1,771,677	721,052	2,492,729

<b>NET INCOME</b>	(801,452)	879,581	78,129
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RECONCILIATION OF FUNDS

<b>Total funds brought forward</b>	7,797,956	1,194,027	8,991,983
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>6,996,504</u>	<u>2,073,608</u>	<u>9,070,112</u>

14. INTANGIBLE FIXED ASSETS (Group and charity)

	Computer software
	£
<b>COST</b>	
Additions	<u>25,200</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u>25,200</u>
At 31 March 2020	<u>-</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

15. TANGIBLE FIXED ASSETS

<i>Group</i>	Freehold property	Leasehold improvements	Fixtures & Fittings	Office equipment	Totals
	£	£	£	£	£
<b>COST</b>					
At 1 April 2020	2,053,410	480,559	94,082	27,541	2,655,592
Additions	<u>-</u>	<u>19,348</u>	<u>2,669</u>	<u>6,973</u>	<u>28,990</u>
At 31 March 2021	<u>2,053,410</u>	<u>499,907</u>	<u>96,751</u>	<u>34,514</u>	<u>2,684,582</u>

<b>DEPRECIATION</b>					
At 1 April 2020	82,136	19,222	44,284	16,616	162,258
Charge for year	<u>41,068</u>	<u>19,996</u>	<u>19,350</u>	<u>5,327</u>	<u>85,741</u>

At 31 March 2021	<u>123,204</u>	<u>39,218</u>	<u>63,634</u>	<u>21,943</u>	<u>247,999</u>
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<b>NET BOOK VALUE</b>					
At 31 March 2021	<u>1,930,206</u>	<u>460,689</u>	<u>33,117</u>	<u>12,571</u>	<u>2,436,583</u>
At 31 March 2020	<u>1,971,274</u>	<u>461,337</u>	<u>49,798</u>	<u>10,925</u>	<u>2,493,334</u>

<i>Parent company</i>					
<b>COST</b>					
At 1 April 2020	2,053,410	480,559	94,082	27,117	2,655,168
Additions	<u>-</u>	<u>19,348</u>	<u>2,669</u>	<u>6,973</u>	<u>28,990</u>
At 31 March 2021	<u>2,053,410</u>	<u>499,907</u>	<u>96,751</u>	<u>34,090</u>	<u>2,684,158</u>

<b>DEPRECIATION</b>					
At 1 April 2020	82,136	19,222	44,284	16,192	161,834
Charge for year	<u>41,068</u>	<u>19,996</u>	<u>19,350</u>	<u>5,327</u>	<u>85,741</u>

At 31 March 2021	<u>123,204</u>	<u>39,218</u>	<u>63,634</u>	<u>21,519</u>	<u>247,575</u>
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<b>NET BOOK VALUE</b>					
At 31 March 2021	<u>1,930,206</u>	<u>460,689</u>	<u>33,117</u>	<u>12,571</u>	<u>2,436,583</u>
At 31 March 2020	<u>1,971,274</u>	<u>461,337</u>	<u>49,798</u>	<u>10,925</u>	<u>2,493,334</u>

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
for the year ended 31 March 2021

16. DEBTORS

	Charity		Group	
	2021	2020	2021	2020
	£	£	£	£
Amounts falling due within one year:				
Trade debtors	-	2,000	-	3,141
Amounts due from group undertakings	289,985	289,985	-	-
Other debtors	22,498	4,015	28,049	6,841
Prepayments & accrued income	63,704	25,615	63,704	25,615
	<u>376,187</u>	<u>321,615</u>	<u>91,753</u>	<u>35,597</u>

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Charity		Group	
	2021	2020	2021	2020
	£	£	£	£
Trade creditors	88,880	14,065	119,209	14,439
Other creditors	29,234	68,166	42,385	84,738
Accrued expenses	-	-	47,569	43,171
	<u>118,114</u>	<u>82,231</u>	<u>209,163</u>	<u>142,348</u>

18. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2021	2020
	£	£
Within one year	16,978	16,978
Between one and five years	<u>30,275</u>	<u>47,252</u>
	<u>47,253</u>	<u>64,230</u>



19. MOVEMENT IN FUNDS

	At 1.4.20 £	Net movement in funds £	Transfers between funds £	At 31.3.21 £
<b>Unrestricted funds – Group current year</b>				
The Grand Appeal	2,752,381	(26,483)	1,222,859	3,948,757
Designated	<u>4,244,123</u>	<u>-</u>	<u>(1,222,859)</u>	<u>3,021,264</u>
	<u>6,996,504</u>	<u>(26,483)</u>	<u>-</u>	<u>6,970,021</u>
<b>Unrestricted funds – Charity current year</b>				
The Grand Appeal	2,657,955	(1,374)	1,222,859	3,879,440
Designated	<u>4,244,123</u>	<u>-</u>	<u>(1,222,859)</u>	<u>3,021,264</u>
	<u>6,902,078</u>	<u>(1,374)</u>	<u>-</u>	<u>6,900,704</u>
<b>Restricted funds – Group and Charity</b>				
Bristol Children’s Hospital	724,762	(30,820)	-	693,942
Patient Hotel	873,186	250,872	-	1,124,058
Cots for Tots - NICU	378,086	(74,246)	-	303,840
Wallace & Gromit’s Children’s Charity	<u>97,574</u>	<u>(2,893)</u>	<u>-</u>	<u>94,681</u>
	<u>2,073,608</u>	<u>142,913</u>	<u>-</u>	<u>2,216,521</u>
<b>Total funds – Current year Group</b>	<u>9,070,112</u>	<u>116,430</u>	<u>-</u>	<u>9,186,542</u>
<b>Charity</b>	<u>8,975,686</u>	<u>141,539</u>	<u>-</u>	<u>9,117,225</u>
Net movement in funds, included in the above are as follows:				
		Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds - Group</b>				
The Grand Appeal		<u>1,849,384</u>	<u>(1,875,867)</u>	<u>(26,483)</u>
<b>Unrestricted funds - Charity</b>				
The Grand Appeal		<u>1,270,297</u>	<u>(1,271,671)</u>	<u>(1,374)</u>
<b>Restricted funds – Group and Charity</b>				
Bristol Children’s Hospital		245,484	(276,304)	(30,820)
Patient Hotel		284,247	(33,375)	250,872
Cots for Tots - NICU		159,805	(234,051)	(74,246)
Wallace & Gromit’s Children’s Charity		<u>6,177</u>	<u>(9,070)</u>	<u>(2,893)</u>
		<u>695,713</u>	<u>(552,800)</u>	<u>142,913</u>
<b>Total funds Group</b>		<u>2,545,097</u>	<u>(2,428,667)</u>	<u>116,430</u>
<b>Charity</b>		<u>1,966,010</u>	<u>(1,824,471)</u>	<u>141,539</u>

19. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds				
	At 1.4.19 £	Net movement in funds £	Transfers between funds £	At 31.3.20 £
<b>Unrestricted funds - Group</b>				
The Grand Appeal	1,871,018	(801,452)	1,682,815	2,752,381
Designated	<u>5,926,938</u>	<u>-</u>	<u>(1,682,815)</u>	<u>4,244,123</u>
	<u>7,797,956</u>	<u>(801,452)</u>	<u>-</u>	<u>6,996,504</u>
<b>Unrestricted funds - Charity</b>				
The Grand Appeal	1,311,630	(336,490)	1,682,815	2,657,955
Designated	<u>5,926,938</u>	<u>-</u>	<u>(1,682,815)</u>	<u>4,244,123</u>
	<u>7,238,568</u>	<u>(336,490)</u>	<u>-</u>	<u>6,902,078</u>
<b>Restricted funds – Group and Charity</b>				
Bristol Children’s Hospital	758,481	(33,719)	-	724,762
Patient Hotel	-	873,186	-	873,186
Cots for Tots - NICU	283,443	94,643	-	378,086
Wallace & Gromit’s Children’s Charity	<u>152,103</u>	<u>(54,529)</u>	<u>-</u>	<u>97,574</u>
	<u>1,194,027</u>	<u>879,581</u>	<u>-</u>	<u>2,073,608</u>
<b>Total funds Group</b>	<u>8,991,983</u>	<u>78,129</u>	<u>-</u>	<u>9,070,112</u>
<b>Charity</b>	<u>8,432,595</u>	<u>543,091</u>	<u>-</u>	<u>8,975,686</u>
Net movement in funds, included in the above are as follows:				
		Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds - Group</b>				
The Grand Appeal		<u>970,225</u>	<u>(1,771,677)</u>	<u>(801,452)</u>
<b>Unrestricted funds - Charity</b>				
The Grand Appeal		<u>798,977</u>	<u>(1,135,467)</u>	<u>(336,490)</u>
<b>Restricted funds – Group and Charity</b>				
Bristol Children’s Hospital		397,239	(430,958)	(33,719)
Patient Hotel		878,226	(5,040)	873,186
Cots for Tots - NICU		301,607	(206,964)	94,643
Wallace & Gromit’s Children’s Charity		<u>23,561</u>	<u>(78,090)</u>	<u>(54,529)</u>
		<u>1,600,633</u>	<u>(721,052)</u>	<u>879,581</u>
<b>Total funds Group</b>		<u>2,570,858</u>	<u>(2,492,729)</u>	<u>78,129</u>
<b>Charity</b>		<u>2,399,610</u>	<u>(1,856,519)</u>	<u>543,091</u>

19. MOVEMENT IN FUNDS - continued

Designated Funds:  
As described in the accompanying Trustee statement for the year to 31/3/21, the Grand Appeal has a multi-million pound annual commitment to Bristol Children’s Hospital. Some of these projects are described in the Annual Report. Typically the commitment represents over 100 individual projects at any one time. At the time of writing, the largest single commitment is £2 million, and the smallest is £50. Some projects are multi-year commitments, others will take more than 12 months to come to fruition. The Total Funds figure includes property, used as Family Accommodation and the charity’s HQ, which, allowing for depreciation, is valued at nearly £2 million.

Transfers between funds:  
The transfers between funds are due to movements in designated funds.

20. CONTINGENT ASSETS

Prior to the year end the Foundation was notified that it is the beneficiary of a will and is therefore expecting to receive a significant sum of money when the payments from the estate are finalised. As the Foundation is the residuary beneficiary of this will it is difficult to quantify the amount receivable and due to the uncertainty regarding the amount it has not met the recognition criteria under the SORP and therefore is not recognised in these accounts.

21. CAPITAL COMMITMENTS

	2021 £	2020 £
Designated funds: Contracted but not provided for in the financial statements	<u>3,021,264</u>	<u>4,244,123</u>

22. RELATED PARTY DISCLOSURES

During the year the charity recharged wages paid on behalf of the trading subsidiary, Cracking Enterprises Limited, totalling £152,521 (2020: £154,705). In line with the intentions of the trading subsidiary the profits for the prior year, totalling £94,426 (2020: £559,388) were paid to the charity during the year. There was a debtor of £289,985 (2020: £289,985) owing from the trading subsidiary to the charity as at the year end.

Simon Cooper and Jos Moule are directors of Cracking Enterprises Limited and Trustees of Wallace & Gromit's Children's Foundation. Nicola Masters is a director of Cracking Enterprises Limited and a director of Wallace & Gromit's Children's Foundation.  
Wallace & Gromit's Children's Foundation and Cracking Enterprises Limited incurred legal costs of £52,148 (2020: £17,096) and £2,090 (2020: £1,183) respectively with Veale Wasbrough Vizards LLP during the year. Jos Moule, is a partner in Veale Wasbrough Vizards LLP.

Simon Cooper is a Trustee of Wallace & Gromit's Children's Foundation and a Trustee of the Musicspace Trust. Music therapy within the Bristol Children's Hospital is provided by the Musicspace Trust and funded by the charity at a cost of £11,899 (2020: £51,656). There was a creditor of £3,125 (2020 - £nil) owing as at the year end.

Nick Park, Peter Lord and David Sproxton are Patrons of Wallace & Gromit's Children's Foundation Limited and Directors of Aardman Animations Limited.  
Angie Last is a Trustee of Wallace & Gromit's Children's Foundation and an employee of Aardman Animations Limited.  
Cracking Enterprises Limited incurred net costs of £32,422 (2020: £83,908) relating to Aardman's support for the Gromit Unleashed, Gromit Unleashed 2 and Shaun in the City arts trails which have raised to date around £6million for the primary purpose of Wallace & Gromit's Children's Foundation. This support covers web and app development for the charity's brands, rights, intellectual property, the development of merchandise and associated royalties, licensing and design.

23. APB ETHICAL STANDARD - PROVISIONS AVAILABLE FOR SMALL ENTITIES

In common with many other businesses of our size and nature we use our auditors to prepare and submit returns to the tax authorities and assist with the preparation of the financial statements.

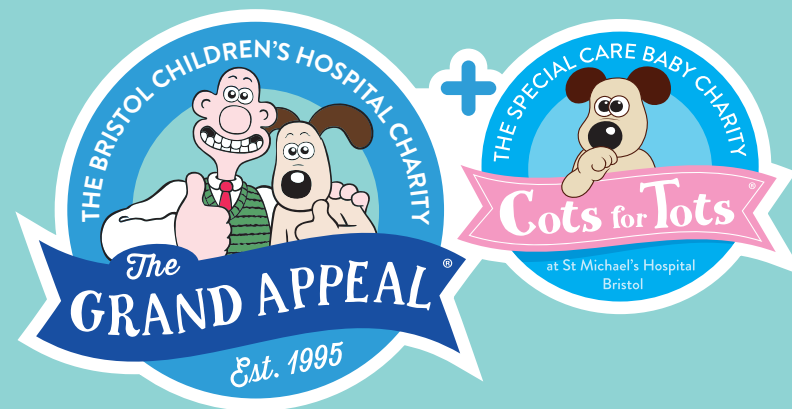
24. POST BALANCE SHEET EVENTS

The purchase of the land for the patient hotel completed on 4 June 2021. The funds raised for this development of £1.1m as at 31 March 2021 are shown as a restricted fund in note 19 to the accounts.

23. PURPOSE OF RESTRICTED FUNDS

The Grand Appeal receives many donations from supporters, donors, patients, friends, families and the general public with a specific designation. The Appeal acknowledges that all donations received for a specific ward or department should be spent according to the needs of the donor and therefore retains the above funds to ensure full compliance with the individual donor's intentions. These funds are then used to provide additional 'added value' facilities and to comply with donor wishes.





**grandappeal.org.uk**