

MEETING 15/05/2014

Ref: 12125

ASSESSMENT CATEGORY - Making London Safer

Parents and Abducted Children Together (PACT)

Adv: Jenny Field

Amount requested: £60,000

Base: Kensington & Chelsea

Benefit: London-wide

Amount recommended: £60,000

Purpose of grant request: Setting up a Child Abduction 'Hub' to improve radically the protection of children from abduction in the Metropolitan area of London.

Background

PACT (Parents and Abducted Children Together) is a unique organisation founded in 1999 by Lady Catherine Meyer, the wife of Sir Christopher Mayer, the former British Ambassador to the US, now broadcaster and commentator. PACT's purpose is to help locate missing children, many but not all of whom have been abducted by one of their own parents and taken abroad where UK legal custody rules do not apply. Lady Meyer, herself, 'lost' two sons through abduction by their father to Germany which was surprisingly unsympathetic to UK custody decisions. Despite the Hague Convention, protocols relating to children abducted by a parent are not consistently applied. PACT has worked unceasingly to enforce their application.

Funding History

You have funded PACT on three previous occasions. In September 2005, you approved a grant of £70,000 over two years towards the costs of maintaining a website and a London marketing campaign in black cabs displaying images of children who are missing. A partnership with Asda distributed thousands of leaflets through its stores whilst a similar collaboration with Emcor ensured thousands of car stickers were distributed. This successful campaign led to a record number of missing children listed on the website. In 2008, you awarded £52,000 towards the cost of a study exploring the feasibility of setting up a centre dedicated to missing children. PACT engaged a number of key decision makers during the life of the grant and in 2011, on International Missing Children's Day, the government announced that responsibility for all aspects of child protection would be transferred to the police agency CEOP (Child Exploitation and Online Protection). In September 2012, you approved a grant of £20,000 to enable PACT to develop its strategic work with CEOP, Missing People and other leading children's charities by establishing a Communications Officer, in particular to promote the redesigned Missingkids website and pan-European free-phone number, both launched during 2012. The monitoring of this grant was of a good standard.

Current Application

PACT works closely with CEOP, Missing People and the UK Missing Persons Bureau in order to better co-ordinate their respective areas of focus and maximise their impact. For example, the Missing Kids UK website is managed by CEOP, as part of the National Crime Agency, in partnership with Missing People and PACT.

PACT, Missing People and CEO are also working in partnership to deliver the Child Rescue Project, a ground-breaking enterprise that aims to reconnect missing children with their families. When a child is missing and thought to have been abducted or at immediate risk of harm, there may be a very short period of time to find them before they are taken far from the area, hurt or come to serious harm. This initiative has two key strands. The Child Rescue Alert (CRA) will use state-of-the art technology to alert a database of millions of people to new cases of missing children within hours. The aim is that by reaching such a wide audience, sightings of missing children can be reported more quickly and easily, thereby assisting Senior Investigation Officers working on abduction or kidnap cases involving a child. Whilst the management of CRA is the responsibility of CEOP, its operation will be delivered by Missing People.

The second strand, the subject of this application, is to establish an on-line Child Abduction Hub that will offer parents and professionals alike a central, national resource for all aspects of child abduction, including advice and information, as well as research and data collection.

As an on-line resource, it is planned that the Hub will form a one-stop shop for all matters relating to child abduction. It will aim to help parents gain a clearer understanding of the risk of child abduction and provide sensible guidance on how to keep their children safe. It will also aim to inform teachers, police and other professionals who have a responsibility for safeguarding children. In addition, it is proposed to raise awareness amongst teachers, the police and other professionals through a series of workshops and seminars. Finally, it is proposed to improve the quality of data on child abduction (police statistics do not distinguish between abductions by strangers and those by family and friends, for example) through research designed to inform work on improving child protection policies and practices.

Financial Observations

Independently examined accounts for the year ended 31st December 2013 show an overall deficit of £10,414 (10.1% of turnover), comprising a deficit of £28,807 on unrestricted funds, partially offset by a surplus of £18,393 on restricted funds. The charity explains that the unrestricted fund deficit was due to fund raising events not taking place in the year and a planned withdrawal from unrestricted reserves to fund the resulting income shortfall.

The reserves policy states that the organisation aims to hold the equivalent of three to six months' worth of unrestricted expenditure, which the organisation has calculated as being between £28,500 and £57,000. As at 31st December 2013, free unrestricted reserves amounted to £47,111, which is equivalent to 5.4 months' worth of current year unrestricted expenditure or 2.5 months' worth of total expenditure.

The budget for the current year to 31st December 2014 shows a surplus of £4,200 (1.8% of turnover), comprising a surplus of £20,700 on unrestricted funds partially offset by a deficit of £16,500 on restricted funds. Total income of £227,600 is anticipated, of which £135,500 (59.5%) had been confirmed at 1st May 2014. Of the remaining £92,100 (40.5%), £45,000 is anticipated from private donors, £20,000 from grants, with the balance of £27,100 largely expected from fund raising events.

Officer's Appraisal

Whilst there have been some very high profile child abductions in the media, many hundreds go largely unnoticed. It is to a large extent due to PACT's tenacity and persistence that this important partnership has been created.

One of the key contributors to the Child Rescue Project is the People's Postcode Lottery Dream Fund and since submitting this application, PACT has learnt that it has secured £50,000 from this source, in addition to the sum of £20,000 raised from CEOP and £35,000 from the Chear Foundation. If you award a sum of £30,000 per annum as requested, this would complete the funding package and the level of grant awarded would be proportional to the London benefit.

Recommendation

£60,000 over two years (2 x £30,000) towards the establishment of an online Child Abduction Hub to improve the protection of children from abduction in London.

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Parents and Abducted Children Together (PACT)	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Kensington & Chelsea	
Contact person: Lady Catherine Meyer	Position: CEO
Website: http://www.pact-online.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1081904
When was your organisation established? 08/01/2000	
<p>Aims of your organisation:</p> <p>PACT's mission is to put an end to the tragedy of missing and abducted children. We campaign, we research and we drive policies. We have been behind major changes in policies and practices. We have published five acclaimed reports and produced several well-received documentaries. We are not a helpline; our work is targeted to finding answers to the tragedy of the tens of thousands of children who go missing or are abducted every year. Over the years we have developed considerable expertise and are now a recognised household name amongst the media and politicians. We have already been a driving force behind major changes to policy and practice but until children's issues are given a higher priority, we will continue to lobby on their behalf. Unlike most other charities we do not take government money because we wish to remain an independent voice, concentrating our efforts on reforming systems and policies which do not adequately protect children.</p>	
<p>Main activities of your organisation:</p> <p>PACT has four principal areas of activity:</p> <ul style="list-style-type: none"> • Campaign for practical measures that engage the public in helping the police find a missing or abducted child, such as Child Rescue Alert and the Missingkids Website (www.missingkids.co.uk). • Fund poster campaign in and around London to help locate missing or abducted children. • Raise awareness of the long-term effects of abduction on children. • Build partnerships in the public, private and charitable sectors. • Press government and police to improve the way they respond to the challenge of missing and abducted children. PACT sits on the Home Office Strategic Oversight Group (SOG), which co-ordinates policies related to missing persons, and on the CEOP (Child Exploitation and Online Protection) Missing Children Advisory Board. 	

- Regularly produce and fund documentaries and research reports. PACT also offers an unparalleled source of expertise on child abduction and although we are not a helpline, we are in a position to advise parents and children alike.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	1	7	5

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Owned	Staff member owns property

Grant Request

Details of grant request

Under which of City Bridge Trust's programmes are you applying? Making London Safer
Which of the programme outcome(s) does your application aim to achieve? Children and young people living in refuges accessing specialist support that helps reduce trauma, increases resilience and gives them a voice
Please describe the purpose of your funding request in one sentence. Setting up a Child Abduction 'Hub' to improve radically the protection of children from abduction in the Metropolitan area of London.
When will the funding be required? 21/01/2014
How much funding are you requesting? Year 1: £30,000 Year 2: £30,000 Year 3: £0 Total: £60,000
Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to fund it? NO
If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached? N/A

Summary of grant request

THE NEED FOR THE PROJECT

The cases of April Jones and Madeleine McCann illustrate the enormous media interest that can be generated by child abduction. But, for every high-profile case, there are hundreds of abductions or attempted abductions that go almost unnoticed, and not surprisingly, a very high incident in the Metropolis. But, the exact numbers are not known. It is almost impossible for the ordinary citizen to access police statistics. Research work appears in academic journals for a specialised readership. There is no single source of clear public information because little attempt has been made to bring together data from the police, courts and charities. Police statistics do not distinguish between abductions by strangers and those by family members or friends. They do not distinguish between abductions and attempted abductions. Crimes against children are not always separated from crimes against adults. Furthermore, abductions which lead to rape and/or murder are not included in child abduction data.

Without a clear view of the scale and nature of child abduction, it is hard for parents and teachers to protect children and talk to them sensibly about the risk of abduction and how to deal with it. PACT intends to provide the remedy.

WHY SHOULD PACT UNDERTAKE THIS PROJECT?

Since its foundation in 1999, PACT has made significant contributions to the understanding of all types of child abduction, from parental to stranger. For example, PACT has successfully campaigned for the introduction of the Child Rescue Alert and the Missingkids website; it sits on the Government's Strategic Oversight Group on Missing Persons; and since 2005, it has published a series of ground-breaking reports.

PACT works closely with the London-based charity, Missing People, and is a long-standing partner of the London-based police agency, CEOP (Child Exploitation and Online Protection). PACT's founder, Lady (Catherine) Meyer, was awarded a CBE for her services to children and families in the Queen's Jubilee Birthday Honours in 2012.

The same year, PACT and CEOP joined forces to develop the first-ever profile of child abduction and make recommendations. The results were published by PACT and CEOP in May 2003 in a ground-breaking report "Taken: A Study of Child Abduction". It offered, for the first time, a comprehensive analysis of child abduction and child kidnapping. It has been widely applauded and PACT's Director of Research, Geoff Newiss, was awarded a Police Commendation on 3 October 2013 "for the quality of his research and the subsequent report, Taken".

WHAT ARE THE AIMS OF THE PROJECT?

Our report found that child abduction, and attempted child abduction, by non-family members is a daily occurrence. There were 273 child abductions by a stranger, and 228 abductions by someone known but not related to the child reported to the police in 2011/2012. Whilst three-quarters of the stranger-perpetrated incidents were attempted abductions, nearly half involved the victim having to struggle to free themselves from the offender. Most of incidents were in the London Metropolitan area.

Taken was therefore not just a report, but a platform for urgent action. Its main recommendation was the urgent need to create a Child Abduction "Hub" to be a centre of advice and information for parents and professionals alike; to conduct research; to develop policy; to provide a clearing house for information from all sources; and to produce uniformly accurate and detailed statistics. The Hub will also re-examine, what used to be called a generation ago "Stranger Danger"; and devise prevention and protection strategies fit for the 21st century.

The creation of the Hub has the firm approval of the Government and the support of CEOP.

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Lay The Hub's Foundations

- **Design and develop a new website**
- **Produce a brand identity and marketing**
- **Prepare content/website materials**
- **Blog and publish social media content**
- **Recruit and maintain a database of supporters**

Raise awareness

- **Run seminars and workshops for teachers, police and other professionals**
- **Use social media to join existing networks**
- **Respond to local abduction incidents (c. 1 a day) to inform local media**
- **Form partnerships with other organisations to raise awareness via their support networks.**

Conduct research needed for up-to-date advice on child protection

- **Forge links to academia, government and other organisations to assist, fund or conduct research**
- **Produce an annual child abduction data and research summary**
- **Publish and disseminate ad hoc reports, summary notes, articles, scientific papers etc.**

Surveying schools to establish:

- **How much emphasis is given to teaching children how to recognise danger?**
- **How much focus is there on teaching children about the behaviours they can take to protect themselves (e.g. to run, scream, not talk to, don't go with..)**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

A sharp reduction in the threat to children of being abducted thanks to, amongst other things, the advice and support the Hub will offer to parents and professionals alike; and the production, in partnership with CEOP, of new "stranger danger" safety guidances.

A significant enhancement in the chances retrieving abducted children. The Hub is part of a larger initiative, called the Child Abduction Project, which brings together PACT, Missing People and CEOP. The Hub goes hand-in-hand with Missing People's new responsibility for the Child Rescue Alert which PACT has advocated for years.

A radical improvement in child protection policies and practices thanks to a deeper understanding and a higher awareness of the child abduction phenomenon.

A model of cooperation in tackling some of society's most intractable problems, by having two charities and a police agency working together to protect children.

A strong message of deterrence to would-be abductors.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

3,000,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

0-15

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Hub Director & Head of Research - Geoff Newiss	55,000	56,100	0	0
Catherine Meyer - Oversight, strategy, developing strategic relationships	9,000	9,180	0	0
Communication and Campaigns Officer	16,000	10,000	0	0
IT Support and Web design	10,000	10,200	0	0
Travel, Volunteer expenses, publication, printing, launch, legal..	23,000	23,000	0	0
Administration (Bethia Beardman)	6,000	6,120	0	0
TOTAL:	119,000	114,600	0	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
CEOP	20,000	20,000	0	0
Chears Foundation	16,000	0	0	0
Various one-off private donations	2,000	0	0	0
	0	0	0	0
TOTAL:	38,000	20,000	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
PPL - Dream Fund(joint application with Missing People)	62,500	0	0	0
Esmee Fairbairn Foundation	20,000	0	0	0
Chear Foundation	0	25,000	0	0
	0	0	0	0
TOTAL:	62,500	25,000	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Hub Director & Head of Research - Geoff Newiss	15,000	15,000	0	0
Catherine Meyer - Oversight, strategy, developing strategic relationships	5,000	5,000	0	0
Travel, Volunteer expenses, publication, printing, launch, legal..	10,000	10,000	0	0
TOTAL:	30,000	30,000	0	0

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: December	Year: 2012
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Income received from:	£
Voluntary income	44,821
Activities for generating funds	0
Investment income	835
Income from charitable activities	32,500
Other sources	1,921
Total Income:	80,077

Expenditure:	£
Charitable activities	125,421
Governance costs	2,300
Cost of generating funds	5,713
Other	0
Total Expenditure:	133,434
Net (deficit)/surplus:	-53,357
Other Recognised Gains/(Losses):	2,336
Net Movement in Funds:	-51,021

Asset position at year end	£
Fixed assets	842
Investments	0
Net current assets	75,707
Long-term liabilities	0
*Total Assets (A):	76,549

Reserves at year end	£
Endowment funds	0
Restricted funds	11,191
Unrestricted funds	65,358
*Total Reserves (B):	76,549

*** Please note that total Assets (A) and Total Reserves (B) should be the same.**

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
0%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

- Two board members have retired (Mr. James Gamble and Ms. Amanda Sayers) and two new members have been appointed, Mr. Tim Toulmin and Mr. Benjamin Glazier.
- PACT's Administrator, Teresa Selwyn, has retired after 10 years of service. She has been replaced by Miss Bethia Beardman.
- PACT's registered address has changed to ℅ GMAC Services Ltd, 26 Lansdowne Road, London W11 3LL.

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2010 £	2011 £	2012 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2010 £	2011 £	2012 £
Chears Foundation	15,000	15,000	0
Polizzi Charitable Trust	0	0	2,000
Edmond Safra Foundation	10,000	0	0
	0	0	0
	0	0	0

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Lady (Catherine) Meyer, CBE**

Role within **Founder and CEO**
Organisation: