

Truants Impact Report 2018/19



It is only thanks to your support that the NSPCC can create a long-lasting, impactful change. Every child deserves to feel safe and be heard, and you, **The Truants**, continue to make an incredible difference to the lives of children across the UK. Childline continues to be there for the hundreds of thousands of children and young people with nowhere else to turn. Some of these children are going through the toughest times of their lives, and feel they have no one to talk to.

Over its 33 years, **4.6 million children and young people** have sought Childline's help. On average, a **child contacts Childline every 25 seconds**. But there is no such thing as an average day at Childline. Every day our amazing volunteers are there, online and on the phone, to make a life-changing difference for young people, whatever their worry.

In this report, you'll read about how your extraordinary support, raising a staggering **£1,070,000** in fundraising income to date, has helped up answer over **267,000** calls from children who desperately need us, and how we'll be able to answer even more in the future. Thanks to you, we are able to continue to fight for every childhood.

Since beginning in 2010, The Truants have raised over **£1,070,000** for Childline

£116,000

Egypt 2010

£86,000

Cuba 2011

£101,000

Marrakesh 2012

£124,000

Cambodia 2014

£172,000

Mexico 2015

£202,000

India 2017

£198,000

Heavy Metal Truants

£71,000

Golf Days



Childline

In 2017/18, there was an estimated **280,000 Childline counselling sessions** with children and young people.

Around **75 per cent** of our counselling sessions now take place online. Online conversations take more than twice as long as counselling sessions on the phone.

Our **1,434 Childline volunteer counsellors** cannot respond to all the children who need our help. Once we answer a call, children are put into a queue to talk to the next available counsellor. But only three out of four children in this queue get to speak to a counsellor – often due to the length of waiting time, the others have hung up or gone offline by the time a counsellor becomes available. This is why we need more volunteer counsellors who can be there for children.

During Christmas 2018, there were 7,157 counselling sessions – a 14 per cent decrease from the previous year (see appendix, item 3). The drop indicates that we were unable to provide as many counselling sessions, as children would leave the call before getting through to a counsellor.



In **32,006** counselling sessions, the young person said Childline was the first place they had talked about their problem.



In 2017/18, more children than ever called us to talk about **suicidal thoughts and feelings**, including anxiety and self harm.



The Childline website received **3,183,058** web visits.

22,133

Counselling sessions were held in 2017/18 where the main concern was **abuse** (this includes neglect or sexual, physical, or emotional abuse).



52,658 posts were submitted by children on the Childline message boards.



The top three concerns of young people were **mental and emotional health; family relationships; and suicidal thoughts and feelings.**

(See appendix, item 1)

One Unforgettable Day: turn on the lights for one day

It costs Childline on average **£30,000** to run each branch every day.

Through the money you, The Truants have raised, you have funded the equivalent of **35 days** of Childline.

I phoned THREE times, the first time I hung up, then YOU LISTENED. when no one else did, you made me feel like I mattered, you CHANGED AND SAVED MY LIFE, thank you so, so much.

- Dean

Children and young people will never forget that day. The day they found the bravery to open up about abuse. The day they got their worries off their chest. The day they decided to replace self-harm with seeking help. The day they found a listening ear.

Thanks to you, over 267,000 children will treasure a day forever. And not just one day. For each of the hundreds of children who call, that first conversation could lead to many more. It's the start of a journey towards getting back to childhood.

Through One Unforgettable Day, you create a lifelong impact on the lives of thousands of children.

I was treated like an **INDIVIDUAL** and I felt **SO SAFE**

- Anne

Firstly, the overwhelming impact of hearing the sheer number of children who are making contact with Childline. Everyone knows a child, or has children or grandchildren in their lives. It touches us all.

Alan Peterson, Chairman of ISS Hire Group and BBI Diagnostics Group funded OUD

New Childline Developments

Childline website

At the NSPCC, we are constantly adapting to meet young people's needs.

Our Childline website received over 3,180,000 web visits in 2017/18, and we want to make sure even more children can reach out to us, no matter their age or concern. Last summer, we launched a new addition to our website for children aged under 12 years old in order to reach an even younger audience with our safeguarding messages.

The new content provides information and support about the issues that we know children that age are worried about, because of what they tell us. It features age appropriate content, bright and colourful illustrations, a reassuring look and feel and a clear signposting to contacting a counsellor.



The most popular pages have been the one about feelings, and the games such as "Build your happy place" and "Tower of Confidence", which were designed and developed based on extensive feedback from young people.

Our system detects what age the young person is, and the appropriate content is then displayed. Thanks to this innovative system, children will see age-appropriate content.

Bounce back from bullying

Whatever happens to children and young people, we're there to help them take back control.

And as we know that the main concern for the children who call us is mental health and wellbeing, we launched "Bounce Back from bullying", an online, free anti-bullying tool. We tell them that they deserve to have the bullying stopped, and we offer free advice on how to get help.

The tool has been successful, and we are now developing similar tools for loneliness and self-harm.

PLAY HOW YOU FEEL

We have exciting plans for next year. We know that children and young people often find it easier to write down how they feel and give it to someone to start a confidential conversation.

In 2019/20, we will develop a tool allowing children and young people to write letters to us on the website, so young people can use it to express how they are feeling.

The letters will then be received by our Childline counsellors, who will start a confidential conversation with the young person.



Angry or lonely?
Write your worries on the wall of expression, then knock it down!

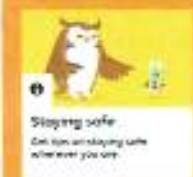


Worried or scared?
Play the colours of courage! Find out what your message is.



Happy or hopeful?
Use the art box to create a box of all the things you wish for!

ADVICE FOR YOU



Staying safe
Call for an staying safe advice when you are.



Neglect
If someone isn't looking after you properly, it's neglect. We can help.



Bullying
Find out what counts as bullying and how to get support.



Feelings
Learn about different feelings and how to cope with them.

Childline Development Programme

Today, two thirds of children and young people are contacting us between 4pm and 1am. Later calls tend to be from higher risk children experiencing abuse or contemplating suicide.

In 2018, more than 2,600 calls taken in the evening were so serious that our counsellors involved social services, the police, and emergency services. For many, this is the only time they have to contact us for help. As the evening goes on, the number of young people waiting to talk to us increases, and in these hours when children feel most alone and worried, there are simply too few staff and volunteers to answer every call.

As part of the Childline's two-year Development Programme, we are now implementing solutions such as modifying the current practice for night shifts. We've recently changed the way we work, by prioritising calls from children and young people who are at a higher risk.

We have also launched a new "repeat callers pilot" for young people who regularly contact Childline on an ongoing basis. We are now able to identify their contact numbers quicker and we are exploring ways to improve the support we offer them.



Beyond Childline: Our preventative work to keep children safe

Empowering children to speak out and stay safe: our school service

When problems build up, it can be hard for young people to know what to do or who to ask for help. As part of our prevention work, we go and talk to children where they spend most of their day – at school.

In the past three years, we spoke to more than **4.6 million children** in over **21,000 schools** across the UK. Thanks to our Speak Out. Stay Safe programme, we have provided them with the tools, knowledge and understanding they need to keep themselves safe from abuse and neglect. Through interactive and memorable workshops carried out in an age-appropriate language, we're rooting safeguarding into the foundation of the community.

We are delighted to have visited **84 per cent of primary schools** across the UK (at least once) since the NSPCC Schools Service first began in 2011, and we are working hard to reach the remaining 16 per cent, as well as revisiting schools. In 2018, our focus has been on visiting the schools that we have never visited before.

In September last year, we launched a campaign aimed at teachers to book Speak Out. Stay Safe sessions, which resulted in a big uplift of bookings, and we will replicate this successful campaign in September 2019.

“

The topics were engaged with in an extremely age-appropriate way and the workshops were delivered with an openness and sincerity that was so appropriate for the message of the day. There is no doubt in my mind that the pupils all carried a very positive message home with them and that they had the opportunity to really think about who they might talk to about their worries if and when they need to.

- Acting Principal, County Down

”

Our new Talk PANTS interactive game

A key part of our work is focused on prevention, and we know that sometimes it can be tricky to have conversations with children on the best ways to keep themselves safe.



To help parents have regular conversations with their children, we've developed new tools on Amazon's Alexa that enable users play the Talk PANTS interactive game. By saying "Alexa, open NSPCC", they can access our PANTS song and quiz, which are specifically designed to help parents have conversations about sexual abuse with children aged four to eight in an age-appropriate way.

To ensure all children are able to access our new tool, the voice-based nature of Amazon's Alexa Skills allows those with visual impairments to access the talk PANTS messaging more easily. The Amazon Alexa Skill was created in addition to the two Skills O2 have already created as part of the partnership: Parents vs. Kids, an interactive voice game, and NetAware, the guide for parents on social networks their children use. We're constantly exploring new, ground-breaking ways to prevent abuse and keep children safe now and in the future.

Our Light for Every Childhood Christmas appeal

Last year, we received around **20,000 calls and emails** to our Helpline about child neglect. Neglect is the most common type of abuse affecting children in the UK, and we wanted our Christmas appeal to shine a light on children who are being neglected.

Our 2018 'Light for Every Childhood' Christmas Appeal saw us shine a light on children who are being neglected – the most common type of abuse affecting children in the UK. One in ten children in the UK have suffered neglect. And, for a child who's being neglected, Christmas is yet another cold, dark and lonely time.

This Christmas, we will again focus on children suffering abuse going through Christmas alone, and asking our supporters, and the wider public to help us protect them now.

One in ten children in the UK have suffered neglect but, by working together, we can give more children the safety, warmth, and care they need.



Fortunately, Emma found the courage to call Childline

I first called Childline when I was 14. I was happy up until then and I really enjoyed learning. Everything started to fall apart after I had an argument with a friend at school over something silly. We'd talked about it and I thought we'd sorted things out.

But not long after I was told that she had set up a Facebook group about me entitled 'we wish Emma was dead'. I had been bullied face to face before but this was on a much bigger scale as the Facebook group was shared so that everyone could see it. Lots of people added their own horrible comments too.

I was so upset that I cut myself off from my family and I didn't want to talk to anyone anymore. I dreaded going to school because I'd see the bullies there too and they would often follow me home. It completely took over my life.

Childline gave me someone to talk to who could support me and didn't judge me. Childline helped me to come to terms with the fact that I was feeling suicidal which allowed me to start dealing with it.

The counsellors encouraged me to speak to my parents about feeling suicidal, which I did. Opening up to my family allowed them to better understand how they could support me. From that moment, my mum and dad helped me to build myself up again.



Thank you!

We were only able to improve Childline, create new resources and be there for children thanks to supporters like you, The Truants.

Children and young people trust that Childline will always be a landmark for them, and because of your phenomenal support, we can ensure we help every child, whatever their worry, now and in the future.

Thank you so much for all you do to keep children safe.

T H A N K
Y O U



Appendix

Item 1 - Reasons why children and young people contact Childline

REASONS WHY CHILDREN AND YOUNG PEOPLE CONTACT CHILDLINE

Childline Annual Report 2023/24 10

Top ten issues that children and young people talked to Childline about

Issue category	Number of counselling sessions	% of total counselling sessions	Issue category	Number of counselling sessions	% of total counselling sessions
1 Mental/emotional health Low self-esteem, lack of confidence, anxiety, feeling sad, low mood, lonely, mental health issues, self-harm/overweight	60,222	25%	9 Sexual abuse The child has been forced or persuaded to take part in sexual activities. This doesn't have to be physical contact and it can happen online	10,670	4%
2 Family relationships Conflict/arguments with family members, parents, divorce/separation	31,610	13%	10 Physical abuse Young person is at risk of or has experienced physical abuse. This includes female genital mutilation (FGM) and honour based violence	8,905	3%
3 Suicidal thoughts or feelings Suicidal thoughts or feelings or actively suicidal	24,540	10%	All mental and emotional health and wellbeing Concerns mean concerns of mental/emotional health, suicidal thoughts and feelings, and self-harm	326,007	48%
4 Bullying Peer-to-peer bullying, cyber-bullying or harassment	24,660	10%	All concerns* When a young person talks about what's happening in their own life, rather than being worried for another young person	269,130	100%
5 Sex/relationships/pedophilia/sexual health Sexual development, relationship issues, body changes, sexually transmitted infections (STIs), contraception etc.	24,750	10%			
6 Friendship issues Falling out with friends, difficulty making friends	14,040	6%			
7 Self-harm Self-harm that is intentional	14,200	6%			
8 Problems in school/education Home pressures, concerns about performance or not coping with workload, children's school, new-to-school worries, problems with teacher, learning	12,970	5%			

* This category includes the total number of sessions for all the categories above, mental health and self-harm, and sexual, relationship issues, and it also includes sessions for all other categories to give a total number of sessions for all mental, emotional, and physical health and wellbeing.

* Information on sexual health concerns was the second most talked about issue across all ages in total. Childline delivered 8,979 sessions to young people who had concerns about genital FGM. These sessions included all the individuals by gender.

Item 2 - Who contacts Childline: breakdown by age and gender

APPENDIX 2

Childline Annual Report 2023/24 11

WHO CONTACTS CHILDLINE - BREAKDOWN BY AGE AND GENDER

Relative or main concern by age group

Topic category (relative or main concern)	11-17 year olds		13-18		15-24			
	SESSIONS	%	SESSIONS	%	SESSIONS	%		
1 Bullying	4,062	21%	1 Mental/emotional health	21,004	25%	1 Mental/emotional health	21,217	26%
2 Family relationships	1,703	17%	2 Family relationships	24,000	28%	2 Suicidal thoughts and feelings	8,296	10%
3 Mental/emotional health	3,785	19%	3 Suicidal thoughts and feelings	5,958	6%	3 Family relationships	7,791	10%
4 Friendship issues	1,288	6%	4 Bullying	3,238	6%	4 Sex, relationships and puberty	5,721	6%
5 Problems in school/education	1,339	7%	5 Friendship issues	6,577	6%	5 Sexual abuse	3,731	5%
6 Physical abuse	1,008	5%	6 Sex, relationships and puberty	5,438	6%	6 Problems in school/education	3,114	4%
7 Sex, relationships and puberty	702	3%	7 Self-harm	6,781	8%	7 Self-harm	3,057	4%
8 Sexual abuse	376	2%	8 Problems in school/education	6,821	8%	8 Friendship issues	2,019	3%
9 Suicidal thoughts and feelings	362	2%	9 Sexual abuse	4,772	4%	9 Falling/low image disorders	1,904	2%
10 Physical health/illness	409	2%	10 Physical abuse	3,729	3%	10 Pregnancy	1,479	2%

Main reasons why boys and girls contact Childline

Issue category (main concern)	Boys		Girls		
	SESSIONS	%	SESSIONS	%	
1 Mental/emotional health	44,547	25%	1 Sex/relationships and puberty	8,247	27%
2 Family relationships	23,945	12%	2 Family relationships	6,989	22%
3 Suicidal thoughts and feelings	20,922	11%	3 Bullying	6,700	21%
4 Bullying	20,662	11%	4 Sex, relationships and puberty	4,752	15%
5 Self-harm	10,908	6%	5 Suicidal thoughts and feelings	3,250	10%
6 Friendship issues	10,607	6%	6 Problems in school/education	2,871	9%
7 Sex, relationships and puberty	10,711	6%	7 Friendship issues	2,138	7%
8 Problems in school/education	9,294	5%	8 Sexual & gender identity	2,074	7%
9 Sexual abuse	9,164	5%	9 Physical abuse	1,074	4%
10 Bullying/body image disorders	8,751	5%	10 Young person's self-harm	2,058	7%

#1

Mental and emotional health is the issue that children and young people talk to us about the most.

1/3RD

of counselling sessions about mental or emotional health or wellbeing took place between 8am and midnight.

Item 3 - Childline counselling sessions by top 10 concerns over 17 days of Christmas 2018/19 compared to 2017/18

Rank	Main concerns in Childline counselling sessions	Christmas 2018/19	Christmas 2017/18	% YOY change
1	Mental/emotional health	2191	2276	-4%
2	Family relationships	882	1056	-16%
3	Suicidal	687	829	-17%
4	Self-harm	384	378	2%
5	Sex, relationships & puberty	327	448	-27%
6	Bullying/ cyberbullying	287	365	-21%
7	Sexual abuse & online sexual abuse	268	354	-24%
8	Friendship issues	248	311	-20%
9	Eating/body image disorders	214	205	4%
10	Physical abuse	191	209	-9%

Item 4 - Childline budget 2018/19

Childline budget 2018/19	UK wide
Staff costs	7,957,306
Premises	964,509
Staff travel	74,410
Volunteer travel	303,763
Printing & Stationery	34,874
Volunteer catering	19,288
IT & Telephony	1,018,463
Total	10,372,613

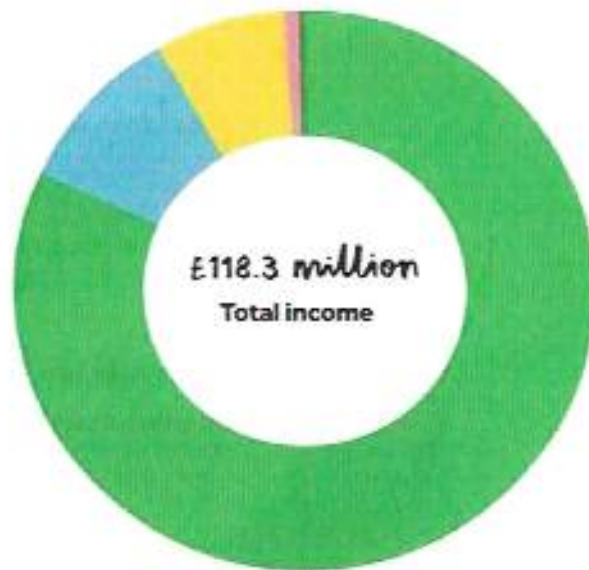
Item 7 - How supporters helped the NSPCC

How supporters helped the NSPCC

£97.2 million
(82.2%)

Donations and legacies

Voluntary donations made by our supporters on a regular or one-off basis, including grants which do not have performance conditions attached.
(£103.9 million in 2017)



£11.5 million
(9.7%)

Income from carrying out our charitable work

Income which we receive in the course of carrying out our charitable work. For example, income received from service level agreements with local authorities, government grants, and income received from provision of training and education in child protection to professional groups.
(£12.7 million in 2017)

£8.3 million
(7.0%)

Other trading activities

Activities undertaken for the purpose of raising funds to support our charitable work. For example dinners and balls, auctions, challenge events, sale of Christmas cards and allowing commercial organisations to use our name and logo in their marketing activity.
(£9.7 million in 2017)

£1.2 million
(1.0%)

Investment income

Income received from our bank accounts and investment holdings.
(£1.0 million in 2017)

£0.1 million
(0.1%)

Other income

This includes profit on sale of properties and other capital assets.
(£0.1 million in 2017)

How we helped children

£93.4 million
(80.4%)

Charitable expenditure

The cost of undertaking direct charitable activities which are defined under the following headings: (£91.0 million in 2017)

- Services for children and families £40.8 million (£43.8 million in 2017)
- Childline and the Schools service £20.7 million (£20.3 million in 2017)
- Child protection advice and awareness £27.0 million (£22.7 million in 2017)
- Child protection consultancy £4.8 million (£4.2 million in 2017)



£18.2 million
(15.7%)

Raising donations and legacies

The cost of receiving voluntary donations, attracting new supporters and ongoing supporter care

(£19.2 million in 2017)

£4.3 million
(3.7%)

Other trading activities

The cost of fundraising events, attracting support for our weekly lottery and other trading activities to raise funds to support our work

(£4.5 million in 2017)

£0.2 million
(0.2%)

Investment management costs

The cost of managing our investments

(£0.1 million in 2017)

£0.5 million

Other*

Other costs incurred which are of a non-recurring nature

(£6.4 million in 2017)

*Total expenditure was £116.6 million (£117.1 million in 2017) including other expenditure of £0.5 million (£6.4 million in 2017). These costs have been excluded from the figures presented above as they are non-recurring.