

National Ugly Mugs

Report and financial statements
For the year ended 31 March 2025



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Registered Charity No. 1122461 | SC053979

National Ugly Mugs
Trustees' annual report
for the year ended 31st March 2025

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Charity number 1122461 / SCO53979

Registered office and operational address

Unit 209, Green Fish Resource Centre, 46-50 Oldham Street, Manchester M4 1LE

National Ugly Mugs (NUM) (formerly known as The UK Network of Sex Work Projects (UKNSWP))

Trustees Trustees who served during the year and up to the date of this report were as follows:

Megan Prescott	Chair (appointed September 2024)
Sian Prime	Chair (left August 2024)
Michael Edmonds	Treasurer (appointed August 2024)
James Osborne	Treasurer (left August 2024)
Emily Kenway	Trustee
Patrick Vignal	Trustee
Dr. Laura Graham	Trustee
Dr Laura Connelly	Trustee

Key management personnel	Dr Raven Bowen	Chief Executive Officer (left 01/07/25)
	Lynsey Walton	Chief Executive Officer (appointed 14/04/25)

Bankers

CAF(Charities Aid Foundation) Bank

25 Kings Hill Avenue, West Malling, Kent, ME19 4TA

Lloyds Bank

25 Gresham Street, London, EC2 7HN

Independent examiners

Jennifer Daniel FCCA DChA

Slade & Cooper Limited

Beehive Mill, Jersey St, Manchester, M4 6JG

A Message from the Trustees

National Ugly Mugs (NUM) achieved considerable success in 2024/5, reaching major milestones and expanding its offer in innovative ways. Notably, NUM's membership reached 10,000 for the first time, ensuring many more sex working people have access to resources and reporting functions which improve their safety. We also received 29 per cent more reports of crime or harm than in the previous year; this produces vital intelligence for the community and for policymakers. We have continued to listen to our community to embed their needs in our reporting system: based on findings from our Racial Justice Project, we launched a 'reporting professionals' tool, the UK's first civil society mechanism to report harm from public officials. Finally, we have continued to tackle image-based abuse (including so-called 'revenge porn') by expanding our support for members to remove unwanted personal content from the internet.

Aside from our expanding digital reporting service, our hands-on support increased too. Sex workers may feel concerned by stigma when approaching services for support after sexual violence. Based on this knowledge, We introduced dedicated Independent Sexual Violence Adviser (ISVA) services for sex workers in Manchester and expanded provision with a relaunch in London. We also funded over 120 individual therapy sessions and doubled the number of free sessions in our therapy package offered to sex workers. We complemented this individualised support by piloting new mental health drop-in and crisis services at NUMbrella Lane, Glasgow.

We are proud that our vocational support programme was co-designed by people with lived experience of the sex industry as well as expertise in lifelong learning. This dual knowledge ensures our offer is appropriate for our membership, improving its efficacy for those who wish to change or augment their work lives. This year, over 500 sex workers engaged in the service, with £5,000 distributed in bursaries to support career planning too. Recognising the value of peer spaces, we also hosted regular peer-led hangouts on themes such as CV development and navigating earning within precarious industries. Feedback from people using this multi-faceted programme found that they felt more confident, less isolated and more in control of their potential futures.

NUM continued to draw on its membership's expertise, its extensive data and academic partnerships to contribute to the national research and policy agenda. We are pleased to report that we formed strategic partnerships with three health-focused organisations: the National Institute for Health and Care Research, the UK Health Security Agency and National Voices. Through these partnerships and beyond, NUM has influenced national inclusion health policy, making sure sex worker voices are not only heard but embedded at the heart of decision-making, so policies are grounded in real lived experience.

In February 2025, NUM was also formally registered as a charity in Scotland, strengthening our governance and ensuring we can deliver our mission UK-wide with accountability across all nations.

Sex work policy continues to be contested and challenging terrain. In 2024/5, NUM drew on

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its extensive institutional knowledge of sex work to contribute to the National Police Chiefs' Council consultation on sex work guidance. We also submitted evidence to parliament in support of full decriminalisation in England and Scotland. Of course, policy is made in the public arena as much as in the corridors of power. To that end, we strive to bring sex workers' safety and rights into civic and cultural spaces. We continued our successful partnership with the Vagina Museum, using a co-created merchandise collection as a platform to spark public conversations and challenge stigma. We also partnered with Open Clasp Theatre on Mycelial, a touring performance which amplified sex worker voices. Finally, we published three new editions of our zine, Under the Red Umbrella, exploring harm, healing, rights, and resistance, using the words and imagery of experts by experience: our community.

This is a substantial list of achievements for a team of under 15 people operating in a challenging fundraising and political context. The trustees extend their gratitude and respect to all the staff who have made this work possible and all the community members who make NUM what it is: vibrant, vital, and always innovating.

This message is shared on behalf of NUM's Board of Trustees.

The following report summarises the financial year ending March 2025.

Trustees Report – Year End 31st March 2025

The trustees present their report and the unaudited financial statements for the financial year end 2025. Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the charity's trust deed/constitution and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Main Objectives and Activities

National Ugly Mugs (NUM) began as a pilot project, founded in 2012 after 10 years of advocacy to the Home Office for a centralised service that managed reports of harm to sex workers. We're now the largest violence prevention and survivor support service for sex workers in the UK, working by, for and with sex workers to offer digital and in-person services for workers of all genders, backgrounds and types of work. Ultimately, our aim is to improve the rights, safety and leadership of sex workers, working through policy, community development and service provision to end all forms of violence against sex workers.

Our Mandate

Ending all forms of violence against sex workers and ending the conditions that lead to survival sex work.

Our Principles

All of NUM's work, prioritisation and decision-making is guided by our three core principles:

Sex Workers First

NUM privileges lived experiences in sex industries as a primary way of knowing and responding to the safety, health, and rights priorities of these populations.

NUM hires and collaborates with sex workers and sex worker-led groups in the UK and around the world that work towards ending all forms of violence, oppression, and poverty.

Safety is a top priority for NUM, and we believe that sex workers have the right to be safe while in sex industries.

Quality Support

NUM works in a practical sense with sex workers to prevent violence or to support victims and survivors in seeking justice, health, and recovery from the harms that they experience.

NUM tackles achievable goals around ending the conditions that lead to destitution and survival sex work, such as poverty and fighting for the equitable inclusion and treatment of sex workers in all aspects of civil society

Learning and Innovation

As a learning organisation, NUM creates ways to learn and grow. It's not about perfection, it's about finding ways to best support our beneficiaries and ensure that our services are relevant and sustainable.

Innovating helps NUM to be dynamic in its approach to delivering on its mission and guides **What** (services/research/education/advocacy) we do, **Why** we do it (outcome/impact to sex workers), **How** (approach/methodology) and **When** (now/later/never).

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In January 2025, the Board of Trustees passed a resolution to amend NUM's charitable objects, aligning them with the broader relief of those in need and ensuring compliance with charity law across England & Wales, Scotland and Northern Ireland.

The objects of the CIO are:

The relief of those in need by reason of age, ill-health, disability, financial hardship or other disadvantage and in furtherance of this:

1. To promote public safety and the prevention of crime by the provision of safety training, information and resources.
2. To preserve, protect and promote good health by providing information and support services.
3. To promote the rights and entitlements of sex workers as equal citizens by providing advocacy, information and support services.

Nothing in this constitution shall authorise an application of the property of the CIO for purposes which are not charitable in accordance with section 7 of the Charities and Trustee Investment (Scotland) Act 2005 and section 2 of the Charities Act (Northern Ireland) 2008.

Main Aims

In line with these objects, NUM's main aims are:

1. Increasing sex worker safety and the prevention of crimes and harms against this diverse population of adults.
2. Supporting sex workers in generating knowledge and sharing experiences in ways that advance wellbeing, increase social inclusion, and combat discrimination, criminalisation and violence.
3. Providing survivor-centred, trauma-informed services and facilitating sex workers in safely accessing the public services of their choosing, ensuring that:
 - Sex workers are the ones characterising their work and defining their circumstances, needs and priorities.
 - Services are informed about sex workers' needs and priorities to promote accessibility, meaningful engagement, and non-judgemental treatment.
 - All sex workers – irrespective of class, race, gender, sexuality, disability, immigration status, or type of work – receive consistent, protective responses from police and public services when they ask for help.
 - Sex workers inform justice, victim support, anti-violence and inclusion health initiatives in ways that improve wellbeing and increase their engagement in civil society.

Charitable Activities

To achieve these aims, NUM delivers a wide range of services and initiatives, including:

- Victim/survivor support casework, ensuring quality care to sex workers who survive violence.
- Harm prevention information and digital tools, including the operation of reporting, alerting and checker tools.
- The provision of emergency resources to those fleeing abuse or needing to take breaks from sex work, reducing forced labour or survival sex.
- Identifying barriers and discrimination facing sex workers, and supporting them to navigate and secure support within NUM, their communities, and public services.
- Providing in-person and online sex worker-only spaces, events and activities, as well as anti-isolation and community education programmes.
- Developing research and policy positions on the rights, safety and wellbeing of sex workers in the UK and internationally, and pushing to change the structures, policies and practices that contribute to violence.
- With the consent of sex workers, sharing information and intelligence in pursuit of offenders to improve overall community and public safety, and to advance human and labour rights agendas, systems and policy change.

These amended objects replace those previously agreed and were formally adopted by trustee resolution in January 2025

The trustees review the aims, objectives, and activities of the charity each year. This report looks at what NUM has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes. The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

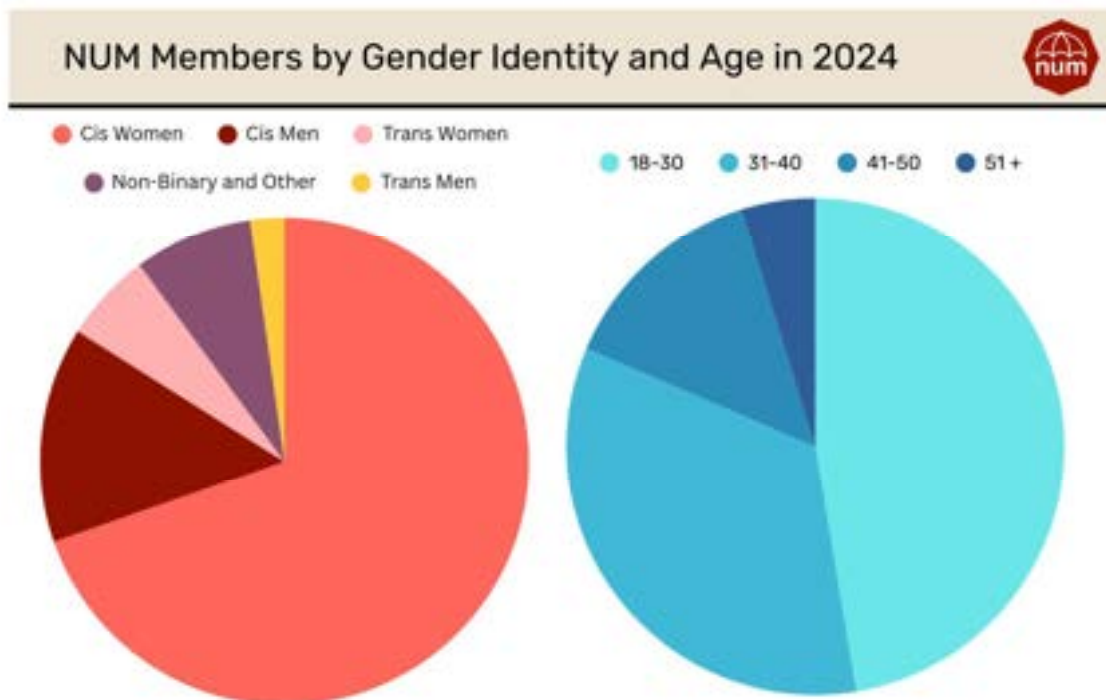
NUM's Main Activities

NUM's charitable activities are undertaken in furtherance of our mandate and charitable purposes and are for public benefit.

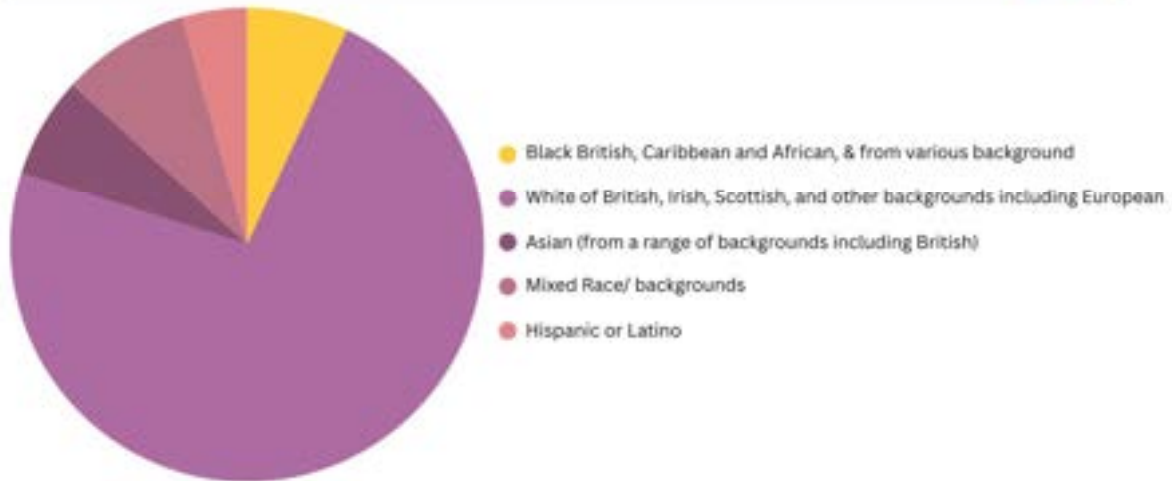
NUM in NUMbers - Membership Statistics

In 2024, NUM reached a milestone as our membership grew to **10,238** people and organisations, compared to 9382 in 2023. This growth included **629** newly registered independent sex workers, alongside sex worker organisations and venues joining throughout the year. Active UK-based sex workers continued to make up the vast majority of our membership at around **85%** overall, with the remainder comprising of industry venues (**2%**) and organisations, shelters, doctors' surgeries, and other community partners were sex industry venues (**14%**).

Among members who disclosed their gender identity (n=567), the largest group were cis women, representing almost **70%**. Cis men accounted for just over **14%**, with trans women making up **5.9%**, trans men **2.3%**, and a further **7.9%** identifying as non-binary or other gender minorities. Data on ethnicity (n=447, independent workers only) shows a similarly diverse membership. The majority of members, **72.9%**, identified as White of British, Irish, Scottish, or other backgrounds; **6.9%** identified as Black, including Black British, Caribbean, and African backgrounds; **6.9%** identified as Asian; **8.7%** as mixed heritage; and **4.5%** as Hispanic, Latino/a, or Latinx. Age disclosure (n=437) showed that nearly half of our members (**47.7%**) were between 18 and 30, a third (**34.1%**) were aged 31–40, and the remainder were split between those aged 41–50 (**13.7%**), 51–60 (**4.1%**), and over 60 (**0.7%**).



NUM Members by Race and Culture in 2024



Digital Services

NUM's digital services are more than tools, they are frontline interventions designed with and for sex workers, enabling members to protect themselves, share intelligence, and stay connected to care. Our **NUM Checker** continues to grow, with design and development improvements making it more accessible and user-friendly.

Report something
Has something happened to you? Report it here

Alert tool
Sign up for alerts for people to watch out for

Checker tool
Check details of clients to stay safe

Remove online content
Get unwanted online content taken down

If you need quick access to a Case Worker

Call 0161 629 9861

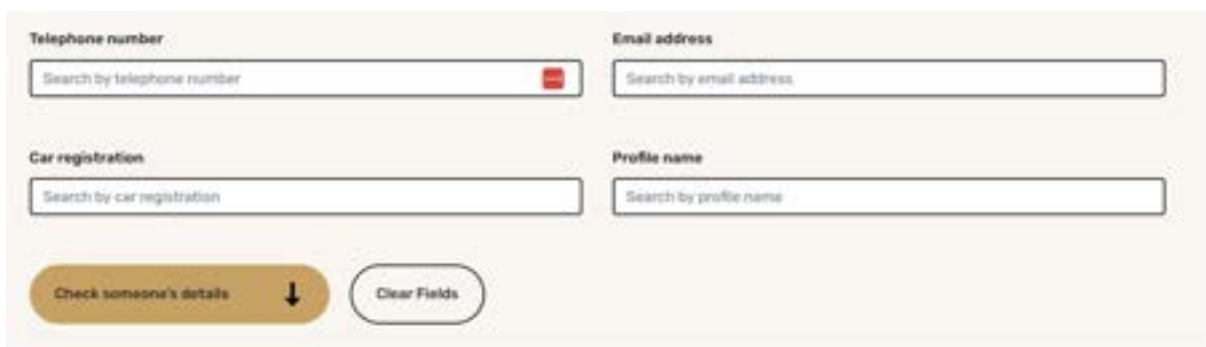
[Other ways you can get in touch](#)

To strengthen integration, we developed a Checker API linking our reporting and alerting tools with trusted partners, and expanded Content Removal support to help members manage online abuse and non-consensual content. Alongside this, we launched a new e-learning platform, beginning with a vocational video series and workbooks, and started developing a Competency Dictionary to help sex workers identify and articulate their transferable skills.

Alerting Mechanism and NUMChecker

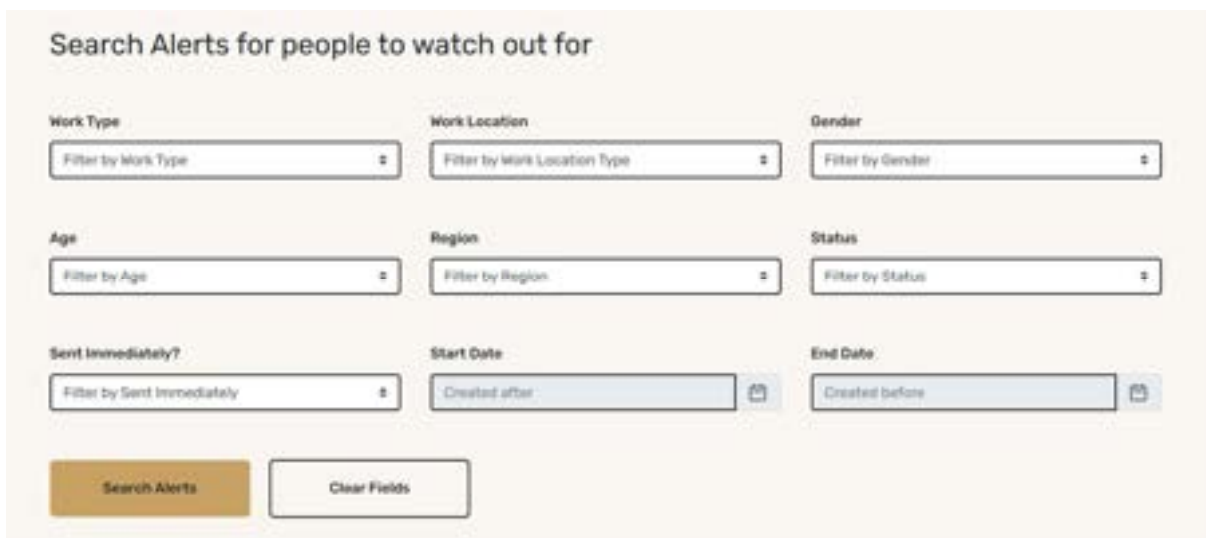
NUM's alerting system allows members to receive warnings of reported harm in real time, tailored to the locations they choose. Reports can be submitted directly online, or with support from our caseworkers via phone, email, or chat. Once processed, these reports feed into NUM's secure database, powering the **NUMChecker** tool.

Through the Checker, sex workers can screen clients by searching phone numbers, emails, usernames, or car registration plates against reports of harm. They can also browse historic alerts using filters such as work type, age, or region. This ability to check and screen clients gives sex workers greater autonomy and the information needed to make safer, informed choices.

The image shows a web form for the NUMChecker tool. It has four search input fields arranged in a 2x2 grid: 'Telephone number' (with a red 'x' icon), 'Email address', 'Car registration', and 'Profile name'. Below these fields are two buttons: 'Check someone's details' (orange with a downward arrow) and 'Clear Fields' (white with a grey border).

The **NUMChecker** enables sex workers to search by phone number, email, username, or car registration - giving control over who they engage with.

All of these tools are accessed via our secure, members-only area of the website, developed through a bespoke WordPress build with safety and privacy at its core. In this space, created **by and for sex workers**, members can use our safety tools, access tailored advice and resources, and stay up to date with the latest news.

The image shows a web form titled 'Search Alerts for people to watch out for'. It contains nine filter fields arranged in three rows of three: 'Work Type', 'Work Location', 'Gender', 'Age', 'Region', 'Status', 'Sent Immediately?', 'Start Date' (with 'Created after' and a calendar icon), and 'End Date' (with 'Created before' and a calendar icon). At the bottom are two buttons: 'Search Alerts' (orange) and 'Clear Fields' (white with a grey border).

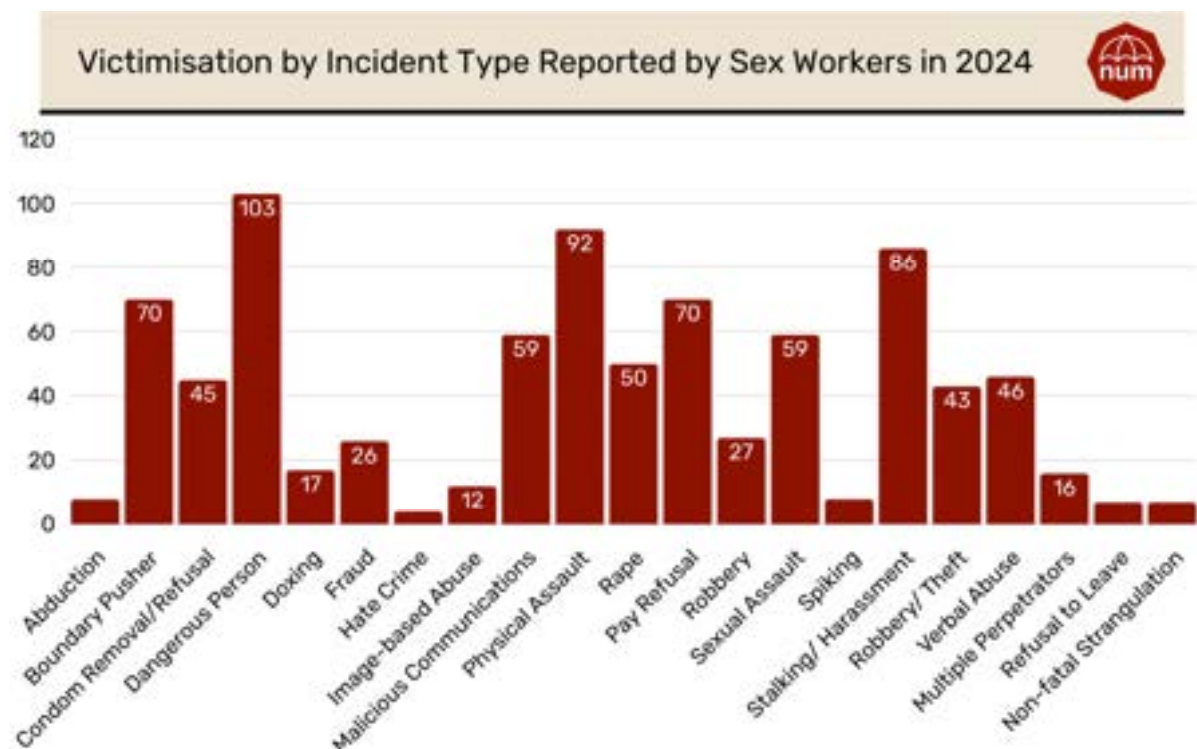
NUM's alert system lets members filter historic reports by work type, age, gender, region, or status - creating a safer, more informed decision-making process.

Reports of Harm, Alerts, and Victimisation

In 2024, NUM received **756** reports of violence against sex workers, containing **917** distinct accounts of harm. This represents a **29%** increase on the previous year and reflects the scale, complexity and severity of harms of the challenges sex workers continue to face.

Through our alerting system, we issued over **1 million** warnings (**1,087,262** in 2024), enabling sex workers to take informed decisions to protect their safety. Since NUM was founded, we have sent more than **4.4 million** alerts to the community. The most common harms reported included physical assault, stalking and harassment, boundary violations, refusal to pay, malicious communications, and sexual assault. These patterns highlight the ongoing risks faced by sex workers, and the vital role of survivor-led reporting in prevention and safety.

On average, NUM caseworkers processed **63** reports per month. Most reports (**75%**) came directly from sex workers, with **17%** submitted by partner support organisations and **8%** originating from the police.



Distribution of harms reported to NUM in 2024

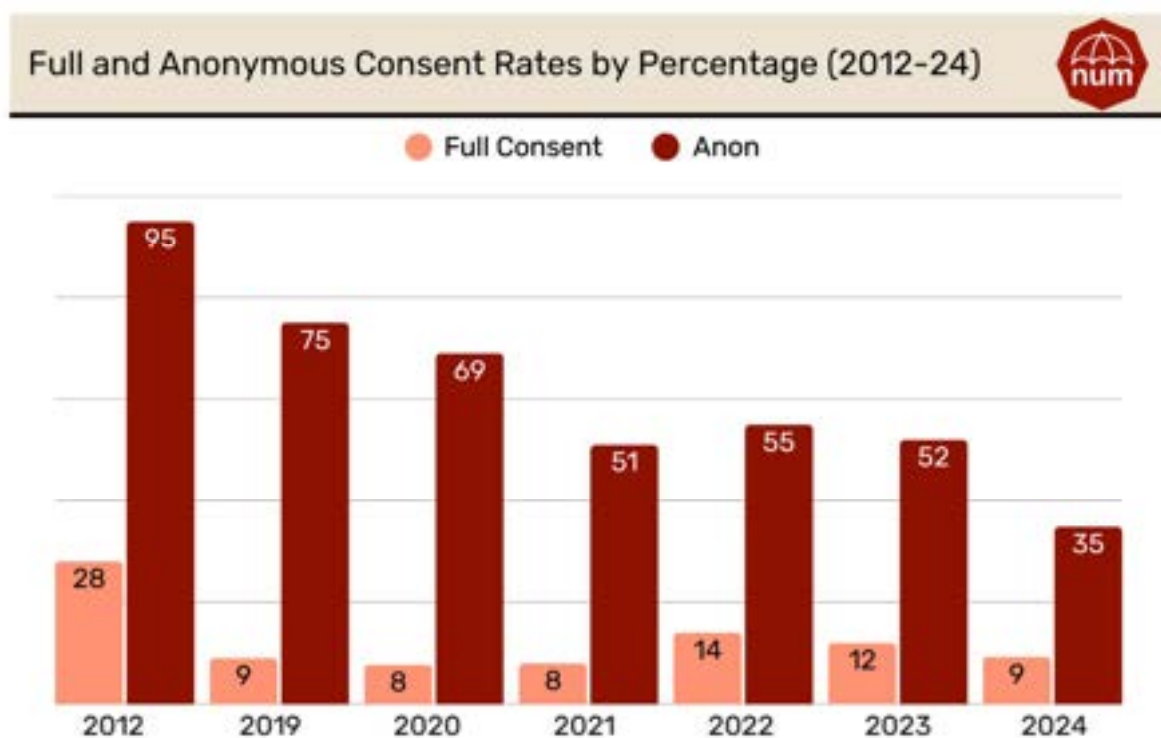
Reports Originating from Police Forces and Consents

In 2024, NUM processed **59** reports submitted by police forces, an **11%** increase on the previous year. These reports were used to disseminate safety alerts and, where requested, to provide casework support to sex workers.

Consent remains central to our approach. In 2024, **35%** of survivors consented to anonymous sharing of their reports with police intelligence, and just **9%** consented to full information sharing. The vast majority, around **9 out of 10** sex workers, chose not to involve police at all.

These figures continue a long-term trend: in 2012, **95%** of survivors consented to anonymous sharing with police, falling to **55%** in 2022 and **52%** in 2023. Full consent has dropped from **28%** in 2012, to **14%** in 2022, to **12%** in 2023, and now to **9%** in 2024.

This sharp decline reflects both wider public concerns about policing and the specific risks sex workers face in engaging with law enforcement. NUM's commitment is clear: no report is ever shared without explicit consent, ensuring safety, dignity, and survivor choice remain at the heart of our work.



Consent trends for sharing reports with police, 2012-2024

Our digital services and our support services are not separate silos, they feed into one another. Every alert leads to a survivor who may need casework support, and every drop-in or therapy session helps us strengthen our digital safety net. Together, they form a holistic system designed with sex workers, for sex workers.

Support Services

Alongside managing digital safety tools, our specialist casework team provides a broad range of direct support to sex workers. This includes one-to-one trauma-informed casework, emergency financial assistance for individuals and sex worker-led organisations, in-person drop-ins and wellbeing spaces, and access to paid therapy packages and tailored mental health support. Looking ahead, our London and Manchester-based SWISVAs will also begin offering drop-in sessions and information events, further strengthening our local presence and expanding in-person support.

Casework

In 2024, the team supported **1,279** sex workers, a **25%** increase on the previous year. This included:

- **212** brief interventions offering initial advice, information or vouchers
- **109** in-depth victim support cases
- **680** follow-ups from reports submitted through our platform
- **182** instances of grocery or fuel support, reducing survival sex work linked to food poverty, supplemented by our small foodbank at NUMbrella Lane

Support during this time become more responsive through new out-of-hours live chat and phone shifts, ensuring sex workers could reach skilled staff for crisis vouchers, information, and reassurance beyond office hours. Funded through cost-of-living support, this extended service proved its worth immediately, giving members confidence that help was there whenever they needed it.

This year also marked an important expansion of our Independent Sexual Violence Advisor (ISVA) provision. A new Manchester-based SWISVA role was created as part of our partnership project with Basis Yorkshire and POW Nottingham, while in early 2025, funding from the City Bridge Foundation enabled NUM to once again appoint a dedicated London-based ISVA. This is the first time since 2018 that NUM has had a visible casework presence in London, and represents a vital step in restoring localised, specialist support in a city where so many of our members live and work.

"It only takes one person to believe in you before you start believing in yourself." – NUM member

Case Study: Standing Beside Survivors

One NUM member, who had experienced multiple incidents of violence, turned to our casework team at a moment of deep distress. Stigma and isolation compounded her trauma,

but she described how simply having someone listen, check in, and provide consistent reassurance gave her the strength to continue.

Her words remind us that impact is not only measured in reports logged or cases closed, but in the quiet, transformative moments where care and belief help rebuild confidence. This is the foundation on which safety, justice, and recovery are built.

Our approach remains survivor-centred and rooted in lived experience, combining professional expertise with a “small but mighty” team ethos. Every report is met with care and belief, reflecting our unwavering commitment to safety, justice, and wellbeing.

Mental Health Support Services

NUM's [mental health services](#) are designed to be inclusive, accessible, and rooted in the realities of sex workers' lives. They are non-coercive, non-judgemental, and grounded in lived experience, recognising that mental health cannot be separated from hostile environments such as policing, immigration enforcement, online surveillance, and economic marginalisation.

In 2024, NUM funded **120** therapy sessions with qualified, sex worker-friendly practitioners. In early 2025, we doubled our therapy package from three to six free sessions, recognising that longer-term, flexible care is essential. Our [Directory of Sex Worker-Friendly Therapists](#) has now grown to over **89** practitioners across the UK, including many offering multilingual services. Every therapist listed has signed NUM's declaration of values, affirming support for decriminalisation, the right to safety, and the principles of integrity, inclusion, compassion, and contribution.

Those marked with a NUM symbol offer free **3** or **6** session therapy packages, fully funded by NUM and available to any sex worker referred through our casework team. These packages reduce the emotional labour of finding support and ensure that sex workers can access help quickly, confidentially, and without cost.

“Honestly having this therapy has saved my life. For the first time I felt I wasn’t judged... I’ve managed to get back to my outgoing self thanks to the therapy NUM offered.” – NUM member

Our in-house therapist continues to host online drop-ins, while we also build tailored resources such as [hypnotherapy resources](#) and [video sessions](#) exploring grief, loss, and self-care. On awareness days like Mental Health Awareness Week, World Suicide Prevention Day, and the [International Day to End Violence Against Sex Workers](#), we use our platforms to raise awareness, reduce stigma, and share safety planning tools.

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We also recognise the need to care for our own staff. Following the loss of a colleague in 2024, we facilitated one-to-one counselling and reflective team sessions, creating space for grief and resilience within the organisation.

“I’ve always found it difficult to open up because of my past and the shame I carry. Knowing there are sex worker-friendly therapists available through NUM made it easier to take that first step.” – NUM member

Mental health support is not a luxury but a necessity. By combining funded therapy packages, an expanding therapist directory, online resources, and community advocacy, NUM is building pathways to healing that honour sex workers’ dignity and strength.

NUMbrella Lane

[NUMbrella Lane](#) has cemented its role as Scotland’s only wellbeing hub designed by and for sex workers. Supported by The National Lottery Community Fund and The Robertson Trust, the space is grounded in NUM’s harm reduction ethos and provides essential resources, connection, and care to some of Scotland’s most marginalised communities. In the past year, we delivered **636** hours of face-to-face support through drop-ins, casework, and mental health services.



In 2024, NUMbrella Lane welcomed **269** sex workers to drop-ins in Glasgow and Edinburgh, providing immediate crisis aid and ongoing advocacy. Over **178** sex workers have accessed sexual health testing and supplies through the hub since 2022, and in the past year alone **109** workers received supplies directly, while **278** were supported with food and essentials from our in-house foodbank.

The hub is also a centre for creativity and community. Across 2024, NUMbrella Lane hosted **52** events, attended by 213 sex workers, from arts workshops and zine-making sessions to brunches and peer-led discussions. In total, this formed part of **111** drop-ins and community activities that brought together more than **400** attendees over the year. Members tell us these gatherings are more than events:

“The events always lift my spirits and remind me that I’m part of a community.”

Weekly craft sessions remain at the heart of our wellbeing offer, while collaborations with Arika, the Sex Workers’ Union, and Scotland for Decriminalisation ensured that racialised, migrant, trans, and disabled sex workers had space to lead and be heard. Outreach extended into Edinburgh saunas, strip clubs, and community spaces, embedding harm reduction resources where workers were most likely to engage on their own terms. We also deepened partnerships with Crew2000, the Simon Community, and Lothian Sexual Health.

Case Study: Housing Support

One member who regularly attended NUMbrella Lane had been homeless for over a year after leaving an abusive relationship. Sofa surfing and facing repeated housing rejections left them exhausted and isolated. With the support of our caseworker, the member received both practical help to navigate housing systems and the encouragement to keep going. Together, we secured a permanent tenancy, furnishings, and vital local grants to rebuild stability.

“It only took one conversation to make me see my situation clearly. I was stuck, but NUM gave me the tools and encouragement to move forward. Now, I finally have a home.” – NUM member

2024 also marked a new chapter for NUMbrella Lane as we relocated to Baltic Chambers in Glasgow. The new premises are more welcoming, accessible, and supportive of staff wellbeing, positioning the hub strongly for future growth. Looking ahead, we aim to expand vocational opportunities through NUMbrella Lane, building on our national programme with tailored sessions for Scotland-based workers.

Beyond direct service delivery, NUMbrella Lane has amplified sex workers’ voices in national debates, including contributions to the Women’s Support Project’s Migrant Sex Worker webinar and the Scottish Government’s Circle Event on Empowering Women. These interventions ensure that sex workers’ lived realities are part of conversations on gender equality and inclusion health.

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In June 2024, NUMbrella Lane received a [Special Commendation for Community Impact](#) at the SCVO Scottish Charity Awards. Out of 39 finalists, only two organisations received this recognition, a proud moment that reflects the safety, connection, and opportunity NUMbrella Lane creates for sex workers in Scotland.

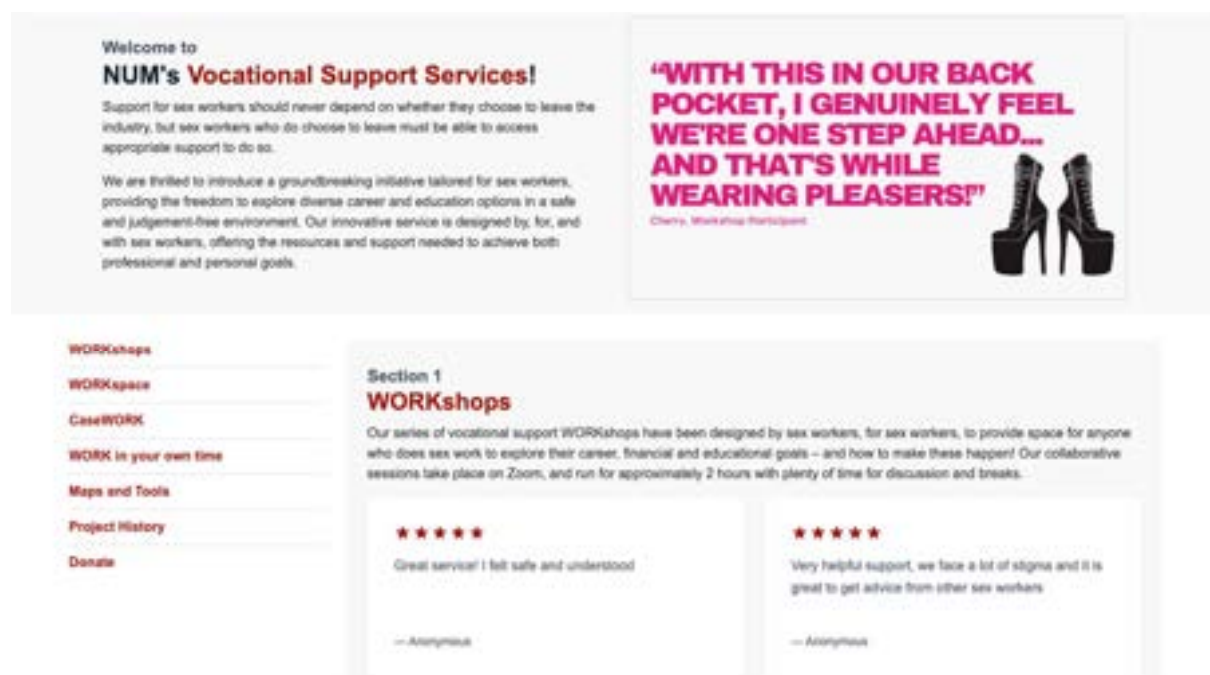
Watch out team receive the award [here](#).



NUMbrella Lane team receive SCVO award

Vocational Support

NUM's [Vocational Support Service](#) (VSS) continued to expand in 2024-25, delivering tailored, sex worker-led support for those exploring career development, income diversification, or transitions in or out of the sex industry. Thanks to support from the National Lottery Community Fund and an ongoing partnership with Vivastreet now in its tenth year, VSS has become a core part of NUM's national offer and a key area for future growth.



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NUM's approach to VSS is grounded in the principle that career support for sex workers must be free from judgement or coercion. True choice requires material stability, access to mental health care, and safety from violence, not criminalisation or welfare conditionality. The VSS team blends academic expertise, PGCE specialisms in social inclusion, victim support casework and lived experience in the sex industry. Together, they design resources and user journeys that integrate trauma-informed mental health support with practical career planning, now fully embedded into NUM's wider casework and digital services.

In 2024, NUM delivered **12** rounds of live WORKshops reaching **419** participants more widely. Feedback was consistently positive: workshops were rated **4.8/5** for content, **4.7/5** for engagement, and **5/5** for feeling safe to participate. Participants told us they valued not only the practical skills covered, from CV building and freelance project work to navigating DBS checks and confidence-building, but also the peer support and non-judgemental environment.

Alongside live delivery, we piloted pre-recorded "[Work in Your Own Time](#)" modules, voiced by our vocational team and complete with subtitles and downloadable workbooks. These were accessed **335** times, with a total of **57 hours** of watch time, and complemented by **408** views of related content and **419** visits to the booking page. Other key developments included the creation of a **Competency Dictionary** to help sex workers translate their skills into mainstream employment language; the expansion of zines, toolkits, and updated online service maps; and the introduction of accelerated workshops tailored for student sex workers, carers, and those with unstable schedules.

One participant described the workshops as ***"a priceless piece of kit for the toolbox of providing for yourself in a cutthroat world of business"***, while another reflected: ***"NUM really cares about people like us and what we've been through."***

"I have been supported with mental health, with confidence building, vocational experience and inspiration... I have felt validated and empowered through the experience and have always had someone to contact." – NUM member

Our dedicated Vocational Support Caseworker, funded by the National Lottery Community Fund, also delivered **36** individualised one-to-one support cases in 2024, integrating trauma support with vocational planning. In addition, we distributed **£5,000** in bursaries to support members' vocational goals and funded **31** therapy sessions for VSS participants.

As pressures on sex workers intensify through increased policing, anti-sex work rhetoric, and economic insecurity, NUM's vocational services remain a vital alternative to punitive "exit" frameworks. We meet people where they are, support their goals (whether staying, diversifying, or leaving) and make sure they are not navigating those changes alone.

Racial Justice for Sex Workers

Racialised sex workers in the UK sit at the sharp intersection of structural racism and anti-sex worker discrimination, navigating hostile systems across policing, healthcare, housing, education, and support services. NUM's [Racial Justice for Sex Workers Project - Rights, Recognition and Redress](#) was created to confront these realities, reclaim narratives, and ensure that racialised sex workers' expertise shapes the future of policy and practice. The project is funded by the Joseph Rowntree Community Trust as part of their Rights & Justice priority.

The first phase of the project produced a series of [policy briefs](#), co-created with racialised sex workers across the UK. These briefs map how racism and anti-sex worker discrimination intersect in everyday life, from medical neglect and unsafe housing, to retaliatory expulsion from education, and outline the systemic changes needed to achieve equality, accessibility, and justice. The work also established a national Working Group of Racialised Sex Workers, creating the UK's first dedicated platform for leadership and visibility in shaping public policy.

Phase One, completed in 2023, focused on research and documentation. Working with racialised sex workers across the UK, we co-created a series of [policy briefs](#) mapping how racism and anti-sex worker discrimination intersect in everyday life. These outlined harms such as [medical neglect](#), unsafe [housing](#), and retaliatory expulsion from [education](#), while also setting out [systemic changes](#) needed to improve equality, accessibility, and justice. The project also established a national Working Group of Racialised Sex Workers, the first of its kind in the UK, ensuring ongoing leadership and visibility in shaping public policy.

“Racialised sex workers are experts in their own safety and survival. For too long, their experiences have been sidelined or erased. This project is about putting their knowledge at the centre of policy and advocacy, where it belongs.” – NUM member

Phase Two began in January 2025. Building on the findings and momentum of Phase One, this stage is focused on turning evidence into action. Our priorities include:

- Informing policymakers of the structural changes needed to improve the lives of racialised sex workers.
- Creating accessible policy resources and advocacy campaigns grounded in lived experience.
- Expanding opportunities for racialised sex workers to lead through paid roles in research, creative expression, and public education.

Embedding the **Reporting Professionals Service**, a new casework stream enabling sex workers to safely report racism, discrimination, or abuse of power by individuals in positions of public trust, such as police officers, housing officials, or doctors. This service, guided by the Working Group, closes a longstanding gap in accessible, survivor-led justice routes and connects directly into NUM's wider reporting and casework infrastructure.

Taking a public health perspective, the project recognises both social exclusion and sex work as public health issues. Systems that criminalise sex workers and racialised people are drivers of harm; addressing these systems is central to improving safety, wellbeing, and inclusion.

Looking ahead, Phase Two will continue throughout 2025 and beyond, pushing for systemic change while amplifying the leadership of racialised sex workers themselves. The project now stands as a permanent part of NUM's strategy: transforming lived realities into political change, and ensuring that policymakers, funders, and services can no longer ignore the voices of racialised sex workers.

Specialist Sex Worker Independent Sexual Violence Advisor (SWISVA) Partnership Project

In July 2024, NUM, Basis Yorkshire, and POW Nottingham were awarded three years of funding from the National Lottery Community Fund to deliver the Specialist [Sex Worker Independent Sexual Violence Advisor \(SWISVA\) Partnership Project](#). This collaborative initiative is designed to improve health outcomes for sex workers, expand access to recovery and healing spaces, provide coordinated crisis support across regions, and strengthen sex workers' experiences of reporting, particularly within the criminal justice system, ensuring consistent, specialist support is available in Greater Manchester, Nottingham, West Yorkshire, and beyond.

NUM recruited our dedicated Manchester-based SWISVA in December 2024, marking the first time we have had a specialist ISVA role embedded in the city. In their first months they took on complex cases of sexual violence, supporting survivors through early recovery, safety planning, and justice pathways. They also built strong partnerships with St Mary's Sexual Assault Referral Centre (SARC), the Greater Manchester ISVA Forum, and the RASSO unit, where they successfully advocated for sex workers to have access to plain-clothed officers when reporting violence. Alongside this, they organised themed monthly drop-ins, offering practical support, crisis resources, and safe peer connection shaped directly around community feedback, and represented sex workers in Greater Manchester Combined Authority's sex work strategy discussions to ensure that lived experience remains central to local policy. The three SWISVAs (NUM, Basis and POW) meet regularly to align practice, share expertise, and troubleshoot barriers faced by sex workers. The partnership combines NUM's national reporting infrastructure with the regional depth of POW and Basis, creating a unique blend of frontline delivery and systemic advocacy.

Looking ahead, the SWISVA Partnership is laying the foundations for long-term systemic change. Together, we will continue regional and national advocacy, using frontline evidence to influence policing, health, and justice policies; strengthen data collection and localised reporting to build an evidence base for reform; and expand drop-ins and outreach, drawing on NUMbrella Lane's peer-led model to design safe, supportive community spaces. This project represents a significant step forward: specialist, sex worker-led ISVA support is no longer the exception, but a coordinated reality across three major regions of England, with

NUM ensuring Manchester's sex workers have the tailored, trauma-informed advocacy they deserve.

SWERV! – Sex Workers Evaluate Reporting Violence



In May 2024, NUM launched [SWERV! \(Sex Workers Evaluate Reporting Violence\)](#), a 30 month national study in partnership with the **London School of Hygiene and Tropical Medicine** and **Brunel University**, funded by the **National Institute for Health Research**.

This is the first independent evaluation of NUM's safety model, examining how our alerts, NUMChecker tool, reporting system, and casework support impact sex workers' safety, mental health, and quality of life. Oversight comes from an advisory group of sex workers, survivor advocates, and violence-prevention experts, ensuring the research is rooted in lived experience.

While groundwork began in 2024, the main phase of community engagement will run through 2025–26. Findings will guide the future of NUM's services, strengthen survivor-centred practice across the sector, and provide a powerful evidence base for sex worker-led approaches to violence prevention and justice.

This study is a historic opportunity to prove what sex workers have always known - that safety is strongest when we design the systems meant to protect us.

Systemic Advocacy, Strategic Partnerships & Community Education

Throughout 2024-25, NUM's advocacy championed the rights and needs of sex workers across policy, public health, policing, culture, and media, pushing for evidence-led change and safer systems.

Policy Advocacy & Public Voice

In Scotland, NUM commissioned a [YouGov poll](#) in May 2024 that revealed only **13%** of Scots believe all sex work is inherently violence, while nearly half (**47%**) disagreed. These findings provided a powerful evidence base against criminalisation-focused policy, undermining attempts to introduce a Nordic Model approach.

NUM also played a central role in shaping the [National Police Chiefs' Council \(NPCC\) Sex Work Guidance](#), consulting with over **100** sex workers through an anonymous survey co-run with the English Collective of Prostitutes. The consultation revealed that most sex workers want police to use respectful terminology, acknowledged that adult services websites are a safer working environment, and strongly opposed brothel-keeping laws that criminalise workers for sharing premises. [NUM's submission](#) ensured these perspectives shaped the final NPCC guidance for 2025.

At Westminster, NUM submitted evidence on the [Crime and Policing Bill](#), opposing amendments that would criminalise clients, advertising, or support for sex workers and supporting reforms to remove outdated offences such as "loitering or soliciting." These interventions continue to place sex worker voices at the heart of national debates.

Strategic Partnerships & Movement Building

NUM strengthened collaborations with cultural, feminist, and grassroots partners, including:

- **Arika, SWU, and Scotland for Decriminalisation:** co-hosting rights-based workshops and creative events in Glasgow and Edinburgh.
- **Vivastreet:** sustaining funding and strategic development of NUM's vocational support.
- **[Cloudwater Brewery](#):** launching a custom International Women's Day beer can, blending culture, humour, and advocacy.
- **Open Clasp Theatre Company:** touring [Mycelia!](#) with post-show discussions in five cities.
- **The Vagina Museum:** co-creating stigma-disrupting collaborations, fundraising initiatives, and [sex worker-designed](#) merchandise.

National Ugly Mugs
Trustees' annual report
for the year ended 31st March 2025



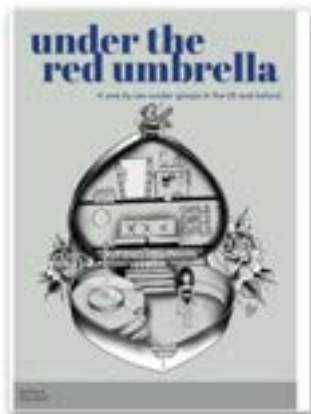
Highlights of NUM's advocacy, outreach, and cultural partnerships in 2024–25 — from zines and stickers to theatre tours, workshops, and public campaigns.

Education, Outreach & Public Engagement

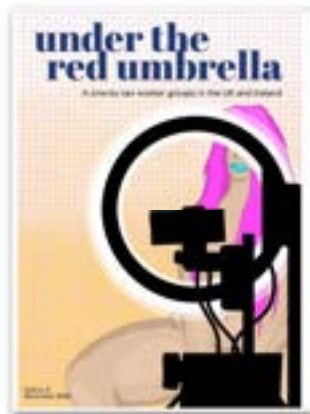
NUM's public engagement work connects safety, culture, and community - amplifying sex workers' voices in spaces where they are too often silenced.

On [International Day to End Violence Against Sex Workers](#) (17 December 2024), we co-hosted a stall with MASH at Manchester's Christmas Market, distributing care packages and premiering a [memorial video](#) of 199 names voiced by actor Megan Prescott and NUM Board Chair. The film honoured those lost to violence, stigma, and neglect, while reminding the public why this day matters: *they are why we fight for better*.

We continued to expand our creative platforms for sex worker expression. Three new issues of *Under the Red Umbrella*, our zine on harm, healing, rights, and resistance, were published online and at events. These zines, illustrated and written by sex workers, offer unapologetic testimony and art, and have become a key tool for outreach and education.



[Issue 4 – June 2024](#)



[Issue 5 – December 2024](#)



[Issue 6 – March 2025](#)

Cover pages from 'Under The Red Umbrella' Zine: Issues 4, 5 and 6

Outreach also focused on younger and student sex workers, with engagement at Northumbria University Freshers' Fair and the delivery of workshops on online safety, migrant rights, and decriminalisation in collaboration with ESWA, Arika, and SWU. These sessions provided practical resources while tackling stigma head-on.

Through partnerships with Anawim, Crew2000, Simon Community, and the Women's Support Project, we helped strengthen access to housing, mental health, and justice services. Ensuring our advocacy reaches beyond NUM and builds capacity across the wider sector. With UKHSA, we shaped mpox prevention advice so that it was accurate, inclusive, and stigma-free.

Looking Ahead

NUM's work in the last 12 months has remained firmly aligned with our [Strategic Vision 2023–2027](#), which set priorities across safety, support, and systems change. Guided by our principles - *Sex Workers First, Quality Support, and Learning & Innovation* - we strengthened digital safety tools, expanded casework and ISVA provision, grew our Vocational Support Services, and embedded sex worker voices in policy and cultural spaces nationwide.

Projects such as SWERV!, the **SWISVA Partnership**, our Racial Justice for Sex Workers Project, and NUMbrella Lane demonstrate how our vision is being realised: combining practical support with systemic advocacy to reduce harm and expand justice.

Looking forward, NUM is entering a new chapter. With a new CEO in post from April 2025, we are preparing a refreshed strategic framework. This will build on our current progress while sharpening our focus on advocacy, inclusion health, digital innovation, and sustainable service delivery. The new framework will be published in the coming year, setting out the next phase of NUM's work to end violence against sex workers.

Structure, governance and management

National Ugly Mugs converted to a Charitable Incorporated Organisation (CIO) on 30th October 2019 to better serve the objectives of the organisation. It was previously registered as a charity with the Charity Commission, constituted under a trust deed dated June 2002 and now works to its Constitution.

Appointment of trustees

As set out in the Constitution, trustees are elected by existing trustees of the CIO at Annual General meetings and serve for a period of 3 years.

Trustee induction and training

All trustees will initially join the board for a 6-month induction period. At the end of this period, they will meet with the Chair and another board member to discuss their experience and decide whether they wish to continue as a trustee. During this meeting, the Chair will also provide feedback on the trustee's contributions throughout the induction. All trustees are required to review and sign a code of conduct and are fully supported by the existing board throughout their tenure.

Related parties and co-operation with other organisations

Our trustees do not receive any remuneration or benefits for their work with the charity. Any connections between a trustee or senior manager and a service provider must be fully disclosed to the board of trustees, in line with the standard procedure for any contractual relationships involving related parties. No related party transactions were reported during the current year.

Organisation

The board of trustees oversees the administration of the charity and typically meets quarterly throughout the year. As required by the constitution, a minimum of two ordinary meetings must be held annually. To manage the charity's daily operations, the trustees appoint a Chief Executive. The charity actively furthers its purposes for the public benefit by successfully preventing crime, bringing perpetrators of serious offences to justice, and enhancing the safety of sex workers. The trustees confirm that they have adhered to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives, planning future activities, and setting policies for the year.

Investment powers and policy

The trustees, considering the charity's liquidity needs for ongoing operations, have maintained available funds in an interest-bearing deposit account.

Financial Review

NUM reported an overall deficit of £132,251 in 2024-25 (compared with a deficit of £67,570 in 2023-24). This reflects both the increasing cost of service delivery and the continued strain on fundraising across the UK voluntary sector.

Income for the year totalled £430,584, the majority from charitable trusts and foundations, including the National Lottery Community Fund, Joseph Rowntree Charitable Trust, John Ellerman Foundation, Esmée Fairbairn Foundation, and NIHR (for the SWERV! project). Further support came from Vivastreet, corporate donations, consultancy, individual giving, and merchandise sales.

Expenditure for the year was £562,835, with the largest proportion allocated to staff costs, digital services, and direct project delivery including therapy packages, emergency food provision, and research activity.

At 31 March 2025, NUM's unrestricted reserves stood at £20,649, of which £9,649 are free reserves. Trustees continue to aim for a level of free reserves equivalent to three months of unrestricted expenditure, a target not met this year. Replenishing reserves is therefore a priority for 2025-26, alongside ongoing diversification of income through donations, consultancy, and partnerships.

Despite the challenging financial context, NUM secured multi-year commitments that provide a strong foundation going forward, including continued funding from the National Lottery Community Fund (ISVA Partnership), Joseph Rowntree Charitable Trust, NIHR, and City Bridge Trust. We are also pursuing statutory contracts and new earned income opportunities, such as our eLearning platform, to strengthen financial sustainability.

Since year end, NUM has also secured significant additional multi-year grants from the Robertson Trust, the National Lottery Community Fund Scotland, the Paul Hamlyn Foundation Youth Fund (a new funder); and four years in unrestricted funding from the Esmée Fairbairn Foundation. Together, these commitments provide a secure foundation of more than half a million pounds over the coming years, combining restricted project funding with unrestricted investment in NUM's core work.

Coupled with a positive projected cashflow trajectory in 2025-26 (with end funds projected to rise from £88,434 to £168,555 across the year), the trustees consider it appropriate to prepare the accounts on a going concern basis. We also expect awareness of NUM and donations to grow following high-profile media coverage, the International Day to End Violence Against Sex Workers, our Memorial Map, and the appointment of our new Ambassador, Megan Barton-Hanson.

Risk Management

The trustees have carefully assessed the risks to which the charity is exposed and are satisfied that appropriate systems are in place to manage these risks effectively. A risk register is maintained by staff and reviewed quarterly during trustee meetings. The charity trustees have identified three principal risks and uncertainties facing the organization. Below is a summary of these risks and the strategies in place to mitigate them:

Financial Sustainability

The wider financial environment for UK charities remains challenging, and NUM's unrestricted reserves remain below the target level. The trustees are aware that the reserves policy of maintaining approximately three months of running costs (£150,000) has not been met. Steps are being taken to increase unrestricted reserves, including close monitoring of income and expenditure, diversifying income sources, and prioritising fundraising for core costs. Trustees continue to review financial performance regularly and are committed to achieving the target level of reserves in due course.

Staff Wellbeing and Service Delivery

The ongoing pressures facing the charity sector are considerable, and NUM's unique role in advocating for the rights and safety of sex workers amplifies these challenges. Mental and emotional stress, leading to staff "burnout," remains a significant concern.

To address this, the charity actively monitors risks related to staff burnout and provides access to a network of therapists and mental health professionals at no cost to employees in need. Plans are in place to further develop staff resources, adding capacity to the team and reducing workload pressures to support long-term wellbeing and effective service delivery.

Reputational Risks

Operating in a sensitive and often politicised field, trustees recognise the importance of safeguarding the charity's reputation and influence. NUM manages this risk through careful communications, partnership-building, and active advocacy in policy arenas. This includes contributions to the NPCC Sex Work Guidance, evidence to the Scottish Parliament consultation, and cultural collaborations with organisations such as Open Clasp and the Vagina Museum. These activities strengthen public understanding of NUM's mission while countering stigma and hostility, ensuring continued credibility with beneficiaries, funders, and partners.

Digital and Data Risks

With NUM's services delivered largely through digital platforms, including NUMChecker, online reporting forms, and the members' area, data security and confidentiality are critical. Trustees recognise the risks of cyber-attacks, data breaches, or misuse of sensitive information. These are mitigated through robust GDPR compliance, secure hosting infrastructure, regular system testing, and ongoing collaboration with trusted digital partners. Staff are trained in data handling and safeguarding protocols, ensuring that members' information is protected at every stage.

Acknowledgements

Above all, we thank the sex workers who have been at the heart of NUM's community. Your trust in us - whether by using our services, contributing to our research and consultations, or joining us in organising - means that together we change our world!

We stand in solidarity with sex workers, those who survive, resist, organise, and support one another in a world that too often looks away. Your strength shapes NUM's mission.

We're proud of our staff, volunteers, and members, whose dedication drives this work forward. And we're grateful to the donors, funders, and allies who choose to stand with us in unwavering efforts in the fight to end violence, building safety, dignity, and justice for sex workers across the UK. We also deeply appreciate the invaluable support from individual donors and the charitable funders who enable our work to continue.



Trustees Responsibilities in Relation to the Financial Statements

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the period and of its financial position at the end of the period. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the trustees on 28/11/2025 and signed on their behalf by:



Megan Prescott
Chair



Michael Edmonds
Treasurer

Independent examiner's report

to the members of

National Ugly Mugs

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31st March 2025 which are set out on pages 34 to 54.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

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

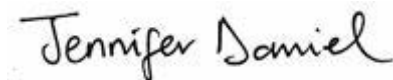
Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



Jennifer Daniel FCCA DChA

Slade & Cooper Limited, Chartered Certified Accountants
Beehive Mill, Jersey Street, Ancoats
Manchester, M4 6JG

Date: 21/01/2026

National Ugly Mugs
Statement of Financial Activities
for the year ended 31 March 2025

	Note	Unrestricted funds £	Restricted funds £	Total funds 2025 £	Total funds 2024 £
Income from:					
Donations and legacies	3	109,631	-	109,631	230,058
Charitable activities	4	-	251,817	251,817	363,230
Other trading activities	5	69,101	-	69,101	24,433
Investments	6	35	-	35	156
Total income		178,767	251,817	430,584	617,877
Expenditure on:					
Raising funds	7	334	-	334	6,868
Charitable activities:	8	326,995	235,506	562,501	678,579
Total expenditure		327,329	235,506	562,835	685,447
Net income/(expenditure) before net gains/(losses) on investments		(148,562)	16,311	(132,251)	(67,570)
Net income/(expenditure) for the year	10	(148,562)	16,311	(132,251)	(67,570)
Transfer between funds		27,044	(27,044)	-	-
Net movement in funds for the year		(121,518)	(10,733)	(132,251)	(67,570)
Reconciliation of funds					
Total funds brought forward		142,167	64,580	206,747	274,317
Total funds carried forward		20,649	53,847	74,496	206,747

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

A full comparative SOFA is available on the last page of the financial statements.

National Ugly Mugs

Balance Sheet as at 31 March 2025

	Note	£	2025	£	£	2024	£
Fixed assets							
Tangible assets	15			978			2,567
Intangible assets	16			10,022			-
Total fixed assets				11,000			2,567
Current assets							
Debtors	17		8,143			5,755	
Cash at bank and in hand	18		88,434			230,247	
Total current assets				96,577		236,002	
Liabilities							
Creditors: amounts falling due in less than one year	19		(33,081)			(31,822)	
Net current assets				63,496			204,180
Net assets				74,496			206,747
Funds of the charity:							
Restricted income funds	20			53,847			64,580
Unrestricted income funds	21			20,649			142,167
Total charity funds				74,496			206,747

The notes on pages 37 to 54 form part of these accounts.

Approved by the trustees on 28/11/2025 and signed on their behalf by:

Megan Prescott (Chair)



Michael Edmonds (Treasurer)



National Ugly Mugs
Statement of Cash Flows
for the year ending 31 March 2025

	Note	2025 £	2024 £
Cash provided by/(used in) operating activities	23	(130,712)	(53,244)
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		35	156
Purchase of tangible fixed assets		-	(2,935)
Purchase of intangible fixed assets		(11,136)	-
Cash provided by/(used in) investing activities		(11,101)	(2,779)
Increase/(decrease) in cash and cash equivalents in the year		(141,813)	(56,023)
Cash and cash equivalents at the beginning of the year		230,247	286,270
Cash and cash equivalents at the end of the year		88,434	230,247

Notes to the accounts for the year ended 31 March 2025

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), second edition - October 2019 (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The accounts (financial statements) have been prepared to give a 'true and fair view' and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following 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), second edition - October 2019, rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

National Ugly Mugs meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b Preparation of the accounts on a going concern basis

The financial statements have been prepared on a going concern basis, which assumes that the charity will continue in operational existence for the foreseeable future. At the year end, the charity held net current assets of £63,496 and unrestricted free reserves of £9,649. The forecast to 31 March 2026 projects a positive cash balance of £168,555. The trustees recognise that reserves are below the target level of three months' running costs and are committed to taking all possible steps to strengthen the charity's financial position. This includes increasing unrestricted income, building reserves, and maintaining close oversight of cashflow and expenditure.

Given the challenging funding climate, contingency plans are in place to reduce costs and restructure operations if required. Cashflow is monitored regularly, and the trustees are confident that sufficient reserves are available to meet liabilities and, if necessary, to wind down the charity in an orderly manner. It is therefore not considered necessary to restate the assets and liabilities of the charity at this time.

Notes to the accounts for the year ended 31 March 2025 (continued)

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, 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.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

f Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g Expenditure and irrecoverable VAT

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

- Costs of raising funds comprise the costs of commercial trading including fundraising, marketing and their associated support costs.
- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

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

h Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 8.

i Operating leases

Operating leases are leases in which the title to the assets, and the risks and rewards of ownership, remain with the lessor. Rental charges are charged on a straight line basis over the term of the lease.

j Tangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Computers & office equipment	33.33% on cost
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k Intangible assets

Individual intangible assets costing £500 or more are capitalised at cost and are amortised over their estimated useful economic lives on a straight line basis as follows:

Website	10% on cost
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National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

l Debtors

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

m Cash at bank and in hand

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

n Creditors and provisions

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

o Financial instruments

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

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

2 Legal status of the charity

The charity is a charitable incorporated organisation, registered as a charity in England & Wales.

3 Income from donations and legacies

Current reporting period	Unrestricted £	Restricted £	Total 2025 £
Donations	24,556	-	24,556
General grants:			
Esmee Fairbairn Foundation	5,000	-	5,000
Garfield Weston Foundation	30,000	-	30,000
John Ellerman Foundation	49,500	-	49,500
Other	575	-	575
Total	109,631	-	109,631
Previous reporting period	Unrestricted £	Restricted £	Total 2024 £
Donations	10,378	-	10,378
General grants:			
Esmee Fairbairn Foundation	66,180	-	66,180
John Ellerman Foundation	49,500	-	49,500
University College London Hospitals NHS Foundation Trust	25,000	-	25,000
Tudor Trust	79,000	-	79,000
Total	230,058	-	230,058

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

4 Income from charitable activities

Current reporting period	Unrestricted £	Restricted £	Total 2025 £
Restricted grants:			
City Bridge	-	32,750	32,750
JRCT	-	16,088	16,088
London School of Hygiene & Tropical Medicine	-	14,711	14,711
National Lottery Community Fund Reaching Communities	-	84,613	84,613
National Lottery Community Fund Scotland	-	71,150	71,150
National Lottery Community Fund SWISVA	-	32,505	32,505
Total	-	251,817	251,817
Previous reporting period	Unrestricted £	Restricted £	Total 2024 £
Restricted grants:			
Esmee Fairbairn Foundation	-	8,240	8,240
JRCT	-	27,126	27,126
National Lottery Community Fund Cost of Living	-	67,269	67,269
National Lottery Community Fund Reaching Communities	-	84,606	84,606
National Lottery Community Fund Scotland	-	63,389	63,389
Robertsons Trust	-	39,600	39,600
Trust for London	-	58,000	58,000
Worshipful Company of Information Technologists	-	15,000	15,000
Total	-	363,230	363,230

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

5 Income from other trading activities

	2025 £	2024 £
Consultancy and Public Speaking	12,990	600
Corporate income	52,475	21,750
E-learning	-	1,250
Events	-	400
Merchandise	3,636	433
	<u>69,101</u>	<u>24,433</u>

All income from other trading activities is unrestricted.

6 Investment income

Current reporting period

	Unrestricted £	Restricted £	Total 2025 £
Income from bank deposits	35	-	35

Previous reporting period

	Unrestricted £	Restricted £	Total 2024 £
Income from bank deposits	156	-	156

7 Cost of raising funds

	2025 £	2024 £
Fundraising fees	216	396
Merchandise costs	-	5,065
Advertising and marketing	118	1,407
	<u>334</u>	<u>6,868</u>

All expenditure on cost of raising funds is unrestricted.

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

8 Analysis of expenditure on charitable activities

Current reporting period	Total 2025 £
Amortisation	1,114
Bulk emailing and texting	23,564
Conferences	1,237
Depreciation	1,589
Emergency food provision and support	7,719
Minor equipment	614
Project costs	17,435
Refreshments	1,604
Staff costs	375,462
Subscriptions	11,106
Office sundries	3,174
Telephone	1,755
Website costs	31,625
Governance costs (see note 9)	2,556
Support costs (see note 9)	81,947
	<hr/>
	562,501
	<hr/> <hr/>
	2025 £
Restricted expenditure	235,506
Unrestricted expenditure	326,995
	<hr/>
	562,501
	<hr/> <hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

8 Analysis of expenditure on charitable activities (continued)

<i>Previous reporting period</i>	<i>Total 2024 £</i>
<i>Bulk emailing and texting</i>	23,144
<i>Conferences</i>	244
<i>Depreciation</i>	2,317
<i>Emergency food provision</i>	12,374
<i>IT costs</i>	6,978
<i>Minor equipment</i>	5,221
<i>Post, printing & stationery</i>	947
<i>Project costs</i>	29,483
<i>Refreshments</i>	3,744
<i>Staff costs</i>	458,460
<i>Subscriptions</i>	5,146
<i>Sundries</i>	892
<i>Telephone</i>	1,631
<i>Training</i>	65
<i>Website costs</i>	53,042
<i>Governance costs (see note 9)</i>	3,398
<i>Support costs (see note 9)</i>	71,493
	<hr/>
	678,579
	<hr/>
	<i>2024 £</i>
Restricted expenditure	264,743
Unrestricted expenditure	413,836
	<hr/>
	678,579
	<hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

9 Analysis of governance and support costs

Current reporting period	Basis of apportionment	Support £	Governance £	Total 2025 £
Accountancy fees	type of expense	3,166	2,448	5,614
Bank charges	type of expense	327	-	327
Consultancy	type of expense	30,411	-	30,411
Staff costs	type of expense	6,125	-	6,125
Staff training	type of expense	1,382	-	1,382
Rent	type of expense	30,617	-	30,617
Insurance	type of expense	1,718	-	1,718
Payroll bureau	type of expense	1,053	-	1,053
Staff and project travel	type of expense	6,013	-	6,013
Trustee travel	type of expense	-	108	108
Management and supervision	type of expense	1,135	-	1,135
		<hr/>	<hr/>	<hr/>
		81,947	2,556	84,503
		<hr/>	<hr/>	<hr/>

Previous reporting period	Basis of apportionment	Support £	Governance £	Total 2024 £
Accountancy fees	type of expense	8,443	2,328	10,771
Bank charges	type of expense	285	-	285
Consultancy	type of expense	14,114	-	14,114
Staff costs	type of expense	4,776	-	4,776
Staff training	type of expense	3,354	-	3,354
Professional fees	type of expense	209	-	209
Rent	type of expense	24,338	-	24,338
Insurance	type of expense	1,889	-	1,889
Payroll bureau	type of expense	1,172	-	1,172
Staff travel	type of expense	7,778	-	7,778
Trustee travel	type of expense	-	1,070	1,070
Management and supervision	type of expense	5,135	-	5,135
		<hr/>	<hr/>	<hr/>
		71,493	3,398	74,891
		<hr/>	<hr/>	<hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

10 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2025 £	2024 £
Amortisation	1,114	-
Depreciation	1,589	2,317
Independent examiner's remuneration - accountancy fees	1,470	2,800
Independent examiner's fees	570	1,080
	<hr/> <hr/>	<hr/> <hr/>

11 Staff costs

Staff costs during the year were as follows:

	2025 £	2024 £
Wages and salaries	331,664	406,637
Social security costs	25,219	30,456
Pension costs	18,579	21,367
	<hr/> <hr/>	<hr/> <hr/>
	375,462	458,460
	<hr/> <hr/>	<hr/> <hr/>

No employee has employee benefits in excess of £60,000 (2024: Nil).

The average number of staff employed during the period was 13 (2024: 17).

The average full time equivalent number of staff employed during the period was 13 (2024: 12).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £64,394 (2024: £66,663).

12 Trustee remuneration and expenses, and related party transactions

1 trustee received remuneration or reimbursed expenses during the year of £33 (2024: nil).

1 trustee received travel and subsistence expenses during the year of £108 (2024: £681).

Aggregate donations with conditions from related parties were nil (2024: nil).

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2024: nil).

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

13 Government grants

The government grants recognised in the accounts were as follows:

	2025 £	2024 £
University College London Hospitals		
NHS Foundation Trust	-	25,000
	<hr/>	<hr/>
	-	25,000
	<hr/>	<hr/>

There were no unfulfilled conditions and contingencies attached to the grants.

14 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

15 Fixed assets: tangible assets

	Office equipment £	Computer equipment £	Total £
Cost			
At 1 April 2024	2,251	23,449	25,700
Additions	-	-	-
Disposals	-	-	-
	<hr/>	<hr/>	<hr/>
At 31 March 2025	2,251	23,449	25,700
	<hr/>	<hr/>	<hr/>
Depreciation			
At 1 April 2024	1,422	21,711	23,133
Charge for the year	414	1,175	1,589
Disposals	-	-	-
	<hr/>	<hr/>	<hr/>
At 31 March 2025	1,836	22,886	24,722
	<hr/>	<hr/>	<hr/>
Net book value			
At 31 March 2025	415	563	978
	<hr/>	<hr/>	<hr/>
At 31 March 2024	829	1,738	2,567
	<hr/>	<hr/>	<hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

16 Fixed assets: intangible assets

Cost	Website £	Total £
At 1 April 2024	-	-
Additions	11,136	11,136
Disposals	-	-
	<hr/>	<hr/>
At 31 March 2025	11,136	11,136
	<hr/>	<hr/>
Amortisation		
At 1 April 2024	-	-
Charge for the year	1,114	1,114
Disposals	-	-
	<hr/>	<hr/>
At 31 March 2025	1,114	1,114
	<hr/>	<hr/>
Net book value		
At 31 March 2025	10,022	10,022
	<hr/>	<hr/>
<i>At 31 March 2024</i>	-	-
	<hr/>	<hr/>

17 Debtors

	2025 £	2024 £
Grants receivable	3,675	250
Other debtors (rent deposit, staff costs control)	1,227	2,053
Prepayments and accrued income	3,241	3,452
	<hr/>	<hr/>
	8,143	5,755
	<hr/>	<hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

18 Cash at bank and in hand

	2025 £	2024 £
Cash at bank and on hand	88,434	230,247
	<u>88,434</u>	<u>230,247</u>

19 Creditors: amounts falling due within one year

	2025 £	2024 £
Other creditors and accruals	17,004	12,507
Taxation and social security costs	16,077	19,315
	<u>33,081</u>	<u>31,822</u>

20 Analysis of movements in restricted funds

Current reporting period	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 March 2025 £
Restricted grants:					
City Bridge	-	32,750	(4,290)	(3,802)	24,658
EFF	8,240	-	(4,320)	(3,920)	-
JRCT	8,187	16,088	(16,493)	(1,462)	6,320
London School of Hygiene & Tropical Medicine	-	14,711	(10,445)	(2,739)	1,527
National Lottery Community Fund Reaching Communities	(24,654)	84,613	(69,437)	(2,096)	(11,574)
National Lottery Community Fund Scotland	20,548	71,150	(61,239)	(8,000)	22,459
National Lottery Community Fund SWISVA	-	32,505	(13,965)	(8,083)	10,457
Robertsons Trust	5,115	-	(18,762)	13,647	-
Trust for London	36,084	-	(20,627)	(15,457)	-
WCIT	11,060	-	(15,928)	4,868	-
	<u>64,580</u>	<u>251,817</u>	<u>(235,506)</u>	<u>(27,044)</u>	<u>53,847</u>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

20 Analysis of movements in restricted funds (continued)

<i>Previous reporting period</i>	<i>Balance at 1 April 2023 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers £</i>	<i>Balance at 31 March 2024 £</i>
<i>Catalyst</i>	123	-	-	(123)	-
<i>Comic Relief</i>	(13,204)	-	-	13,204	-
<i>EFF</i>	-	8,240	-	-	8,240
<i>Glasgow Fund</i>	8,428	-	-	(8,428)	-
<i>J Butler Educational Trust</i>	900	-	-	(900)	-
<i>JRCT</i>	32,166	27,126	(47,221)	(3,884)	8,187
<i>London Community Foundation (MOPAC)</i>	3,523	-	-	(3,523)	-
<i>Manchester City Council</i>	(3,824)	-	-	3,824	-
<i>National Lottery Community Fund Covid</i>	4,812	-	-	(4,812)	-
<i>National Lottery Community Fund Digital</i>	(616)	-	-	616	-
<i>National Lottery Community Fund Org Development</i>	80	-	-	(80)	-
<i>National Lottery Community Fund Reaching Communities</i>	(23,362)	84,606	(76,901)	(8,997)	(24,654)
<i>National Lottery Community Fund Scotland</i>	3,341	63,389	(38,182)	(8,000)	20,548
<i>National Lottery Cost of Living</i>	-	67,269	(6,367)	(60,902)	-
<i>Robertsons Trust</i>	23,673	39,600	(51,289)	(6,869)	5,115
<i>Trust for London</i>	27,907	58,000	(44,783)	(5,040)	36,084
<i>WCIT</i>	-	15,000	-	(3,940)	11,060
	<u>63,947</u>	<u>363,230</u>	<u>(264,743)</u>	<u>(97,854)</u>	<u>64,580</u>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

20 Analysis of movements in restricted funds (continued)

Name of restricted fund	Description, nature and purposes of the fund
Catalyst	Universal credit project with CAST
City Bridge	Restricted to London for victim support case work
Comic Relief	Restricted case work for women only
EFF	Expanding impact and opportunities in healthcare spaces
Glasgow Fund	Restricted to Glasgow
J Butler Educational Trust	Funding for brochures for Romanian sex workers in London
JRCT	Racial justice
London Community Foundation (MOPAC)	Covid in London
London School of Hygiene & Tropical Medicine	NIHR research project
Manchester City Council	Government grant for ISVA case work to Manchester residents
National Lottery Community Fund Covid	National Covid emergency response project
National Lottery Community Fund Digital	Digital build funding
National Lottery Community Fund Org Development	Org development contract for digital
National Lottery Community Fund Reaching Communities	Victim and Vocational support services - England only
National Lottery Community Fund Scotland	Restricted to Scotland
National Lottery Community Fund SWISVA	Partnership project restricted to England/Manchester support services
National Lottery Cost of Living	Cost of living response project in financial year 2023-24
Robertsons Trust	Restricted to Scotland, NUMbrella Lane
Trust for London	Vocational Support Services Development - London only
WCIT	Digital build funding

21 Analysis of movement in unrestricted funds

Current reporting period	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers £	As at 31 March 2025 £
General fund	142,167	178,767	(327,329)	27,044	20,649

Previous reporting period	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers £	As at 31 March 2024 £
General fund	210,370	254,647	(420,704)	97,854	142,167

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

22 Analysis of net assets between funds

Current Reporting Period	General fund £	Designated funds £	Restricted funds £	Total £
Tangible fixed assets	978	-	-	978
Intangible fixed assets	10,022	-	-	10,022
Other net current assets/(liabilities)	9,649	-	53,847	63,496
Creditors of more than one year	-	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
Total	20,649	-	53,847	74,496
	<hr/>	<hr/>	<hr/>	<hr/>
Previous Reporting Period	General fund £	Designated funds £	Restricted funds £	Total £
<i>Tangible fixed assets</i>	2,567	-	-	2,567
<i>Other net current assets/(liabilities)</i>	139,600	-	64,580	204,180
<i>Creditors of more than one year</i>	-	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
Total	142,167	-	64,580	206,747
	<hr/>	<hr/>	<hr/>	<hr/>

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

	2025 £	2024 £
Net income/(expenditure) for the year	(132,251)	(67,570)
Adjustments for:		
Amortisation charge	1,114	-
Depreciation charge	1,589	2,317
Dividends, interest and rents from investments	(35)	(156)
Decrease/(increase) in debtors	(2,388)	5,807
Increase/(decrease) in creditors	1,259	6,358
	<hr/>	<hr/>
Net cash provided by/(used in) operating activities	(130,712)	(53,244)
	<hr/>	<hr/>

National Ugly Mugs

Notes to the accounts for the year ended 31 March 2025 (continued)

24 Prior Year Statement of Financial Activities (including Income and Expenditure account)

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	Total funds 2023 £
Income from:					
Donations and legacies	3	230,058	-	230,058	243,734
Charitable activities	4	-	363,230	363,230	333,783
Other trading activities	5	24,433	-	24,433	43,698
Investments	6	156	-	156	242
Total income		254,647	363,230	617,877	621,457
Expenditure on:					
Raising funds	7	6,868	-	6,868	793
Charitable activities:	8	413,836	264,743	678,579	665,922
Total expenditure		420,704	264,743	685,447	666,715
Net income/(expenditure) before net gains/(losses) on investments		(166,057)	98,487	(67,570)	(45,258)
Net income/(expenditure) for the year	10	(166,057)	98,487	(67,570)	(45,258)
Transfer between funds		97,854	(97,854)	-	-
Net movement in funds for the year		(68,203)	633	(67,570)	(45,258)
Reconciliation of funds					
Total funds brought forward		210,370	63,947	274,317	319,575
Total funds carried forward		142,167	64,580	206,747	274,317

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.