

Baby Lifeline Limited

Trustees Report & Consolidated Financial Statements

For the period ended 30 June 2021

Registered Charity No: 1006457 / Company Registered No: 2661760



BABY LIFELINE LIMITED

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FOR THE PERIOD ENDED 30 JUNE 2021

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BABY LIFELINE LIMITED
LEGAL AND ADMINISTRATIVE DETAILS
FOR THE PERIOD ENDED 30 JUNE 2021

FOUNDER PATRON: Sir Ben Kingsley

PRESIDENTS: Dr Bill Kirkup CBE
Ms Donna Ockenden

PATRONS: Dame Judi Dench
Ms Kate Ford
Mr Jimmi Harkishin
Miss Francesca Martinez
Mr David Moorcroft O.B.E.
Dame L E Muirhead DBE
Mr Nick Owen
Mr Dave Willetts
Mrs Dianne Wilton M.B.E

TRUSTEES: Dr P Bose
Mr N J Devine
Mrs K Jamieson
Mr B J Jervis
Mrs J E A Ledger
Mr C S Pryor
Mr J M Shipton
Mr G Silva

SECRETARY: Mr T A Ledger

REGISTERED NUMBER: 2661760 (England & Wales)

CHARITY REGISTERED NUMBER: 1006457

REGISTERED OFFICE: The Granary
Fernhill Court
Balsall Street East
Balsall Common
CV7 7FR

WEBSITE ADDRESS: www.babylifeline.org.uk

ACCOUNTANTS: Eden Currie Limited
Chartered Accountants
2 Highlands Court
Cranmore Avenue
Solihull
B90 4LE

BABY LIFELINE LIMITED
MULTI PROFESSIONAL ADVISORY PANEL
FOR THE PERIOD ENDED 30 JUNE 2021

HONORARY CHAIR

Mr Edward Morris

Consultant in Obstetrics & Gynaecology, Norfolk & Norwich University Hospital,
Honorary Senior Lecturer at the Medical School, University of East Anglia.
President Elect, Royal College of Obstetricians and Gynaecologists

HONORARY VICE CHAIR

Dr Michael Magro

Locum Consultant Obstetrician & Gynaecologist, Barking, Havering & Redbride University Hospitals NHS Trust
Previous Darzi 8 Fellow, NHS Resolution

Mr Charles Cox OBE

Consultant Obstetrician and Gynaecologist
New Cross Hospital in Wolverhampton
Founder Member, Baby Lifeline
Director, Baby Lifeline Training

Dr Chris Dewhurst

Consultant Neonatologist, Liverpool Women's NHS Foundation Trust

Ms Gill Edwards

Senior Solicitor
Potter Rees Dolan

Dr Elizabeth Egbase

Locum Consultant Obstetrician, Barts Health NHS Trust

Dr Christine Ekechi

Consultant Obstetrician and Gynaecologist,
Imperial College Health NHS Trust, and Co-Chair of the Race Equality Taskforce, RCOG

Ms Lydia Emerson

Frontline Paramedic and Practice Development Co-Ordinator, London Ambulance Service,
Committee Member, DISAWAY Trust
Paramedic Advisor, Baby Lifeline's Childbirth Emergencies in the Community.

Ms Charlene Francois

Expert Midwife
Born Medical Consultancy Limited
Baby Lifeline BIRTH2 UK Training Course Leader

BABY LIFELINE LIMITED

MULTI PROFESSIONAL ADVISORY PANEL - continued

FOR THE PERIOD ENDED 30 JUNE 2021

Ms Clara Haken

Consultant Midwife, Hampshire Hospitals NHS Foundation Trust,
Member, NHS England Maternity Transformation Task and finish Group,
Course Lead, Baby Lifeline's Childbirth Emergencies in the Community

Mr Majid Hassan

Partner in Clinical Law
Capsticks Solicitors LLP

Mr Kim Hinshaw

Consultant Obstetrician & Gynaecologist and Director of Research & Innovation, City Hospitals Sunderland NHS FT
Visiting Professor, University of Sunderland,
Honorary Faculty Chair, Baby Lifeline Training.

Professor Minesh Khashu

Consultant Neonatologist and Professor of Perinatal Health

Ms Barbara Kuypers

Clinical Fellow and Maternity Advisor, NHS England & NHS Improvement; Former Board Member
Audit and Risk Committee Chair, Royal College of Midwives

Mrs Judy Ledger

Founder and CEO, Baby Lifeline,
Founder and CEO, Baby Lifeline Training Ltd.

Ms Bernadette McGhie

Executive Director, Enable Law

Dr Rebecca Moore

Perinatal psychiatrist

Dr William Parry-Smith

Obstetrics and Gynaecology Registrar in the West Midlands Deanery;
RCOG trainee representative for the West Midlands, RCOG Global Health Board;

Mr Harry Peel-Yates

Senior Account Manager, MHP Communications

BABY LIFELINE LIMITED

MULTI PROFESSIONAL ADVISORY PANEL - continued

FOR THE PERIOD ENDED 30 JUNE 2021

Dr Felicitymaat

Consultant Anaesthetist, Queen Charlotte's and Hammersmith Hospitals, Imperial College Healthcare NHS Trust
President, Obstetric Anaesthetists' Association,
Member, MOET Working Group,
Faculty Member and Advisor, Baby Lifeline's Enhanced Maternal Care

Dr Paarul Prinja

Consultant Acute and Obstetric Physician, Royal Wolverhampton NHS Trust
Baby Lifeline Training Course Director, Enhanced Maternal Care

Dr Edward Prosser-Snelling

Consultant Obstetrician & Gynaecologist, Norfolk and Norwich University Hospitals NHS Foundation Trust
Member (Co-opted), RCOG Curriculum Committee
Past editorial board member, StratOG
Quality Improvement Lead, Each Baby Counts.

Dr Nicholas Tait

Part time Principal GP, Croft Medical Centre,
GP Registrar Trainer,
Partner, TFJ private GP services,
Clinical Business Manager of Pathology Direct, Nuffield Health National Pathology service.

Mr James Titcombe OBE

Patient safety consultant

Professor James Walker

Clinical Director of Maternity Investigations, HSIB,
Former National Professional Advisor for Maternity, CQC
Former Senior Vice-President, RCOG
Honorary President, Baby Lifeline Training Ltd.

Ms Sascha Wells-Munro

Maternity Improvement Advisor at NHS Improvement.
Former Director of Midwifery, Obstetrics and Gynaecology at University Hospitals of Morecambe Bay NHS FT
Member of Board, RCM

BABY LIFELINE LIMITED
CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Background

Overview

The information below relates to activities between 1st April 2020 and 30th June 2021. The accounting period has been moved to run from April until June, and so for this year relates to a 15-month period.

This period has been one of unprecedented challenges but also one of remarkable success. As the COVID-19 pandemic began to unfold in the spring of 2020 it naturally caused great concern and a high degree of uncertainty over the short- and long-term prospects for Baby Lifeline. However, the swift and decisive measures taken in response to the global crisis have allowed the charity to show great resilience; the impact and influence of its work continue to grow, and it remains in a strong position to continue making progress for years to come.

About Baby Lifeline

Baby Lifeline is a unique charity, started due to personal tragedy, that supports the care of pregnant women and newborn babies all over the UK and worldwide. Its mission is to ensure the best possible outcome from pregnancy and birth. It does this in three distinct ways, dictated always by the priority of need and available funding:

- The provision of equipment for maternity and neonatal units
- The provision of specialist training for the relevant health professionals to ensure best practice *
- Support and production of targeted, high-quality research

**Training services are delivered by Baby Lifeline Training Ltd, a not-for-profit social enterprise company.*

Judy Ledger founded the charity in 1981, driven by the personal loss of three premature babies. From setting out to raise funds for just one incubator for Coventry's neonatal unit after losing her third baby, Stuart, Judy has developed Baby Lifeline into the national, highly regarded charity that it is today. With the help of many generous corporate, individual, and organisational supporters, together with eminent health and legal professionals, the charity has a substantial record of significant achievements. To date, it has trained over 26,000 healthcare professionals, bought millions of pounds worth of equipment, and published several pieces of high-impact national research.

The UK has one of the highest neonatal mortality rates in Europe. Roughly 75% of these deaths are reportedly preventable with different care. The cost to the NHS of these preventable outcomes is also more than £2 billion a year and continues to rise. Recommendations from reports are the same year-on-year (and have been for decades) and investment in relevant, effective multi-professional CPD maternity training is demonstrable.

BABY LIFELINE LIMITED
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FOR THE PERIOD ENDED 30 JUNE 2021

Events and Activity

COVID-19

All sectors have been impacted by the global pandemic and the associated measures to combat it, and charities have been affected more than many. It quickly became clear in March that donations were likely to decrease, and many charitable and fundraising events would not be able to go ahead. The Trustees met on a weekly basis (in a virtual setting) and decisions were taken to cut costs wherever possible in anticipation of the reduced income. Many of these emergency cost-saving measures are likely to be reversed in the coming months as normality begins to return.

Naturally, the pandemic has been a worrying and difficult time for many pregnant women and their families, with an avalanche of (often complex) guidance being issued. Baby Lifeline launched a COVID-19 Advice Hub which has operated over the last 18 months to provide information for mothers and families. The Hub gathers advice and evidence from a range of sources including the NHS, Royal Colleges, and the Department of Health and Social Care, and presents it in a clear and easy-to-digest format. The response and feedback from service users and healthcare professionals has been of the highest order.

Family Voices Group

In June 2021 Baby Lifeline held the first meeting of its Family Voices Group. This new panel brings together the voices of families and service users to inform all the work that the charity does to make birth better and safer for mothers, birthing people, and babies. The panel, which will hold quarterly meetings, currently consists of six members who have a wide range of experience and insights. It is co-chaired by Nadine Montgomery and James Titcombe.

Events

Baby Lifeline was unable to hold any face-to-face events in the entirety of the 15-month period. Such events have always been important not just for fundraising but also for raising awareness and furthering discussions. Sadly, this disruption has been unavoidable, but it is encouraging that the resumption of face-to-face events has now begun. Baby Lifeline held a fundraising golf day and dinner in July 2021, with further events scheduled for September including the second National Maternity Safety Conference. The charity's 40th anniversary celebration is due to take place at Coventry Cathedral in November.

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CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Engagement and Lobbying

Baby Lifeline has continued to build on the successful work undertaken as part of its engagement strategy. The charity now has strong relationships with many of the key maternity organisations and it is represented on several influential maternity panels, including:

- The Pregnancy and Baby Charities Network
- The Maternity Transformation Programme Stakeholder Council
- The NHS Resolution Maternity Voices Advisory Group
- The National Perinatal Epidemiology Unit (NPEU) Patient and Public Involvement Network

The strategy has 3 main aims:

- 1) To raise awareness of Baby Lifeline's work amongst the key stakeholders.
- 2) To strengthen collaborative relationships with other relevant organisations across the system to support Baby Lifeline's aims and objectives.
- 3) To elevate the issues raised by the *Mind the Gap* report and seek consensus on solutions to the current barriers for uptake of high-quality maternity training, including funding and resourcing.

The charity has joined forces with *The Independent* newspaper to campaign for changes to help improve maternity safety – specifically a call on the government to reinstate the Maternity Safety Training Fund (MSTF) with immediate effect. When the £8.1m fund was first released in 2016 it enabled over 30,000 maternity healthcare professionals to receive vital training but, despite positive evaluation, it was not continued beyond its first year.

In March 2020, Baby Lifeline and a delegation of experts took the campaign to Downing Street to hand deliver a letter to the Prime Minister with the following requests:

- **The immediate reinstatement of the Maternity Safety Training Fund.** It is crucial that a commitment is made to ensure that this is an **ongoing resource** for NHS trusts, and not simply a 'one-off' cash injection. Failing to do so will reduce the efficacy and efficiency of the intervention immeasurably. **The absolute minimum** value of the fund should be **£19m per year**: £7m to cover the direct costs of training and £12m to allow trusts to 'backfill' the workforce when training is taking place. If backfilling is not financially supported, then it will be far more difficult to provide the necessary levels of training.
- **Funding to be based on the specific needs of each individual NHS organisation.** Considerations should include the size of the organisation's maternity workforce, and a comprehensive review of training needs determined by a multi-professional Training Needs Analysis. Every professional group should be considered and involved in what they determine their combined and individual training priorities to be.
- **Rigorous independent annual audits of maternity training carried out.** This must happen to ensure that all funds are being utilised as intended and will allow effective evaluation of the impact.

The letter was signed by dozens of leading experts and organisations and received national press recognition. Despite this, the MSTF has not yet been reinstated. The campaign continues.

More recently, Baby Lifeline has provided written and oral evidence to the Health and Social Care Committee and was featured in the final report into the safety of maternity services in England.

BABY LIFELINE LIMITED
CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Training

Background

Baby Lifeline Training Limited, a not-for-profit social enterprise, continues to deliver specialist training for the charity. It is licensed to do so under a service level agreement and has a brand licence agreement in place to use the Baby Lifeline brand name and logo, thus benefiting from the charity's high standing in the maternity sector.

Training courses are accredited appropriately, are evidence based, and respond directly to nationally published report findings and recommendations. The programmes are delivered by experienced medical, midwifery, nursing, and legal professionals. Course content is continuously updated and modified by Baby Lifeline's team of world leading experts to reflect changes within maternity service provision. This encourages best possible clinical practice, which in turn maximises the improvement in outcomes from care given to women and their babies.

Review of Business

Working for the charity Baby Lifeline, and in a very difficult economic climate where NHS training budgets are depleted, Baby Lifeline Training Ltd has utilised the gifts in kind of leading clinicians and lawyers, who continue to give their time to deliver high quality training. Law firms, commercial companies, and other relevant organisations have also supported venues, administration, and catering. These gifts in kind are passed on to the Training Company, enabling Baby Lifeline Training Limited to provide training places at subsidised rates for its delegates, thus fulfilling its social mission and ensuring large numbers of professionals will benefit from the training.

When the first national lockdown was announced in March 2020, Baby Lifeline Training had to cease all its training activities and defer hundreds of delegate places with no clear idea of when operations would be able to restart safely.

This was obviously a deeply worrying situation for everyone involved with Baby Lifeline Training. The first actions taken were to reduce costs as much as possible and to take advantage of all the available support for businesses unable to carry out their normal activities due to government restrictions. The company has worked with a reduced workforce for much of the last 18 months, though recent recruitment is starting to boost the numbers close to pre-pandemic levels.

As it became clearer that a return to normal face-to-face training was going to take months or even years, Baby Lifeline Training set about adapting its training courses so that they could be delivered virtually. With such a small team and given the hands-on nature of much of the training, this was a daunting prospect. However, thanks to the exceptionally hard work of staff and faculty, the company was able to offer its first online training course in September 2020.

It was crucial to the development of the online training that both the quality of education and the impact on clinical practice remained at the incredibly high standards that Baby Lifeline is used to seeing. As the feedback data later in this report show, this was something that the company was able to achieve thanks to the extraordinary efforts of all involved.

BABY LIFELINE LIMITED
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Such was the positive response to the online courses, Baby Lifeline Training plans to continue with a mixture of online and face-to-face training for the foreseeable future. For the period detailed in this report, 95% of the training took place virtually.

Alongside its training operations, Baby Lifeline Training will continue to lobby for the immediate reinstatement of the Maternity Safety Training Fund (MSTF). A crucial part of achieving the national ambition of halving stillbirths, neonatal

deaths, and brain injuries by 2025 will be training of maternity healthcare professionals. Without adequate funding, this will be far more difficult and gaps in essential training will continue to exist.

Number Trained

The information below relates to Baby Lifeline courses between 1st April 2020 and 30th June 2021. In total, Baby Lifeline received almost 2,400 bookings across all courses for this period. There was an increase in the number of courses lasting 2 or more days, and in total over 3,000 days of training were delivered. This is an increase from the roughly 2,600 days of training delivered in 2019-20. Considering that no training took place between April and September 2020, all of this was squeezed into a 9-month window.

In total, almost 1,000 training places were deferred as a direct result of restrictions and complications arising from the COVID-19 pandemic. As of August 2021, almost all these training places have now been fulfilled. A couple of deferred courses are scheduled to take place in Autumn 2021 – these are cases where face-to face training has not been possible and online training not appropriate.

Deferment of training and uncertainty around national restrictions have caused substantial operational and logistical challenges during this period. It is a remarkable achievement that so much training has been delivered in such a short space of time with the minimum possible level of disruption.

Demand for Baby Lifeline's courses remains high, with a steady stream of requests for both new and established courses. As with last year, however, this demand is still significantly lower than when the MSTF was made available to trusts in 2017. Despite recent funding commitments from both government and the NHS, it is clear that funding is still a major barrier to trusts providing all the training they want for their staff.

Finance and Value

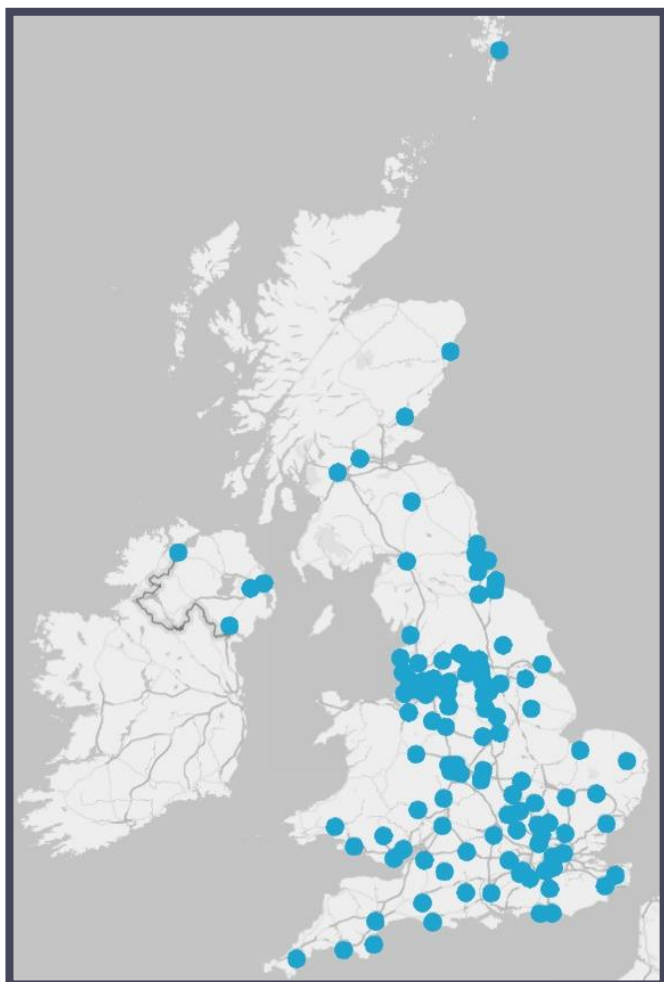
Baby Lifeline courses continue to provide exceptional value for money. Gifts in kind including faculty giving their time and supporters providing venues – collectively worth hundreds of thousands of pounds – allow Baby Lifeline Training to keep the cost to delegates at the minimum level. In this way the company is able to reach the largest possible audience and train as many professionals as possible whilst requiring the minimum financial investment on their part. As a not-for-profit with clearly defined goals, this approach is inherent within the mission statement and strategy of the company.

BABY LIFELINE LIMITED

CHAIRMAN'S REPORT

FOR THE PERIOD ENDED 30 JUNE 2021

Geographical Reach



Baby Lifeline trained delegates from around 140 different NHS Trusts and Health Boards across the UK. As in previous years, a significant number of delegates were also trained in the Republic of Ireland and the Channel Islands, and relationships with healthcare providers in these regions remain strong.

The number of trusts and health boards represented is similar to last year, and there were also attendees from over 100 other (non-NHS) organisations both within the UK and abroad.

It is again pleasing that there is representation from almost the entirety of England. It remains an ambition of Baby Lifeline Training to provide training for any trust that makes a request, regardless of logistical complexities.

Perhaps assisted by the online nature of most of the training, there were delegates from countries all over the world, including but not limited to:

Abu Dhabi, Australia, Belgium, Estonia, Iceland, Italy, Kuwait, Malawi, Malta, the Netherlands, Poland, Portugal, Qatar, and Singapore.

Attendance

Attendance rates in 2020-21 were a fraction below the 2019-20 level at around 87%. The attendance rate for individual bookings was higher than for block bookings from trusts, which is perhaps to be expected. Whilst some barriers to attendance persist from previous years, the pandemic has created further difficulties. The key barriers identified were:

- Clinical pressures arising from the COVID-19 pandemic.
- Pressure to spend funds so as not to lose them resulting in a failure to anticipate logistical issues.
- Staffing issues arising when large block bookings have been made.

BABY LIFELINE LIMITED
CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Bookings by Course

| Course | No. Days | No. Booked | Days of Training |
|---|----------|--------------|------------------|
| Advanced 2-day CTG Masterclass | 2 | 259 | 518 |
| Childbirth Emergencies in the Community | 1 | 209 | 209 |
| CTG Masterclass | 1 | 1,470 | 1,470 |
| Cultural Competency and Safety Workshop | 2 | 13 | 26 |
| Developing 'Human Factors' Skills | 1 | 118 | 118 |
| Enhanced Maternal Care | 1 | 68 | 68 |
| Examination of the Newborn | 1 | 18 | 18 |
| Healthcare Incident Investigation | 5 | 63 | 315 |
| Human Factors Train the Trainers | 5 | 20 | 100 |
| Implementing Saving Babies' Lives | 1 | 54 | 54 |
| Learning from Adverse Events | 2 | 80 | 160 |
| TOTAL | | 2,372 | 3,056 |

Baby Lifeline's *CTG Masterclass*, *Advanced 2-day CTG Masterclass*, and *Childbirth Emergencies in the Community* courses were the most well attended in terms of number of bookings. Both the *CTG Masterclass* and the *Advanced 2-day CTG Masterclass* saw an increase in bookings from the previous year. These courses were all delivered online. *Childbirth Emergencies in the Community* saw a significant decrease in the number of bookings; the practical, hands-on nature of the course meant that face-to-face delivery was very much preferred, and opportunities for this were limited.

Baby Lifeline Training successfully piloted two new courses in the first six months of 2021. The first of these was the 5-day *Healthcare Incident Investigation* course which is run in partnership with Cranfield University. The intensive week-long course utilises an array of practical exercises based on simulated real-world scenarios to allow delegates to gain experience in conducting high-fidelity investigations. The second course, run in partnership with the Sheffield Maternity Cooperative, is the *Cultural Competency and Safety Workshop*. The course aims to provide delegates with the tools to self-reflect and understand their own values and attitudes towards race, migration and diversity. Both courses received overwhelmingly positive feedback and several more have been scheduled for later in the year as a result of the interest generated from those in attendance.

The Need for Funding

The trends that Baby Lifeline has seen in the number of bookings shows that there is clearly still an appetite for training, but funding remains a persistently prohibitive barrier. That demand can increase dramatically when funding is available and subsequently fall away is a clear indication that trusts have identified training as an essential element of their practice, but they are unable to provide the level of training required due to financial restrictions. This is unacceptable.

At a national level, it is hoped that measures such as the Maternity Incentive Scheme will provide motivation for trusts and local or national bodies to deliver adequate training for healthcare professionals. In the long term, this is likely to prove correct and may well produce a sustainable training model. In the short term, Baby Lifeline's position is that substantially more maternity-specific funding is required. It is crucial that training quality is monitored in any such scheme. Establishing a minimum benchmark level for training will aid in this pursuit.

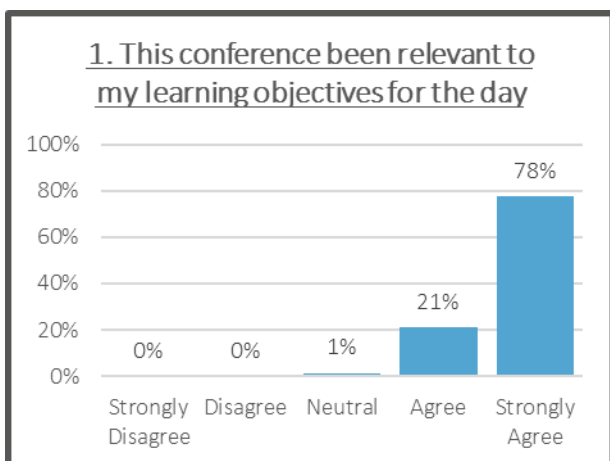
BABY LIFELINE LIMITED

CHAIRMAN’S REPORT

FOR THE PERIOD ENDED 30 JUNE 2021

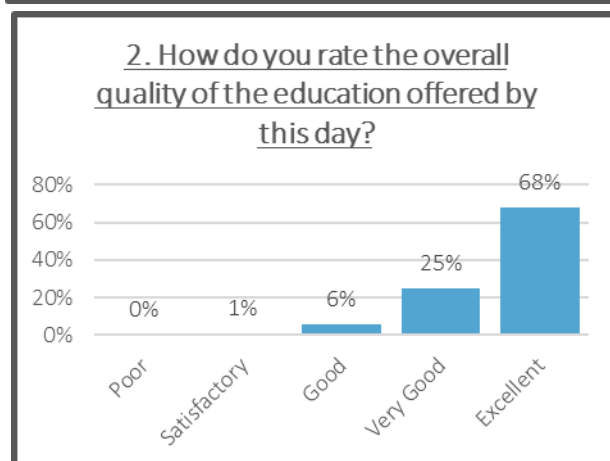
Delegate Feedback - What Our Delegates Say About Us

The feedback data below relates to around 1,750 delegates that attended Baby Lifeline’s training and completed the online evaluations between April 2020 and June 2021.



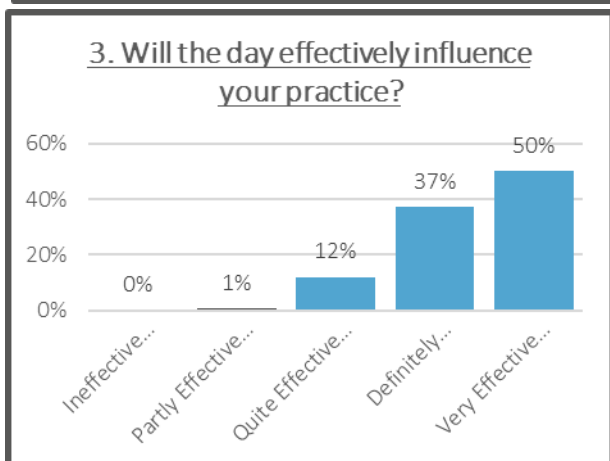
1. This conference has been relevant to my learning objectives for the day

Over 99% of delegates ‘Agreed’ or ‘Strongly Agreed’ that the Baby Lifeline study days were relevant to their learning objectives for the day.



2. How do you rate the overall quality of the education offered by this day?

99% of delegates rated the quality of education as ‘Good’, ‘Very Good’, or ‘Excellent’, and **two thirds of delegates** rated the quality as ‘Excellent’.



3. Will the day effectively influence your practice?

Ineffective

Learnt nothing relevant to my practice.

Partly Effective

Confirmed there is no need to modify my practice.

Quite Effective

I will consider modifying my practice after seeking more information.

Definitely Effective

I intend to modify my practice in a minor way.

Very Effective

I intend to modify my practice in a major way

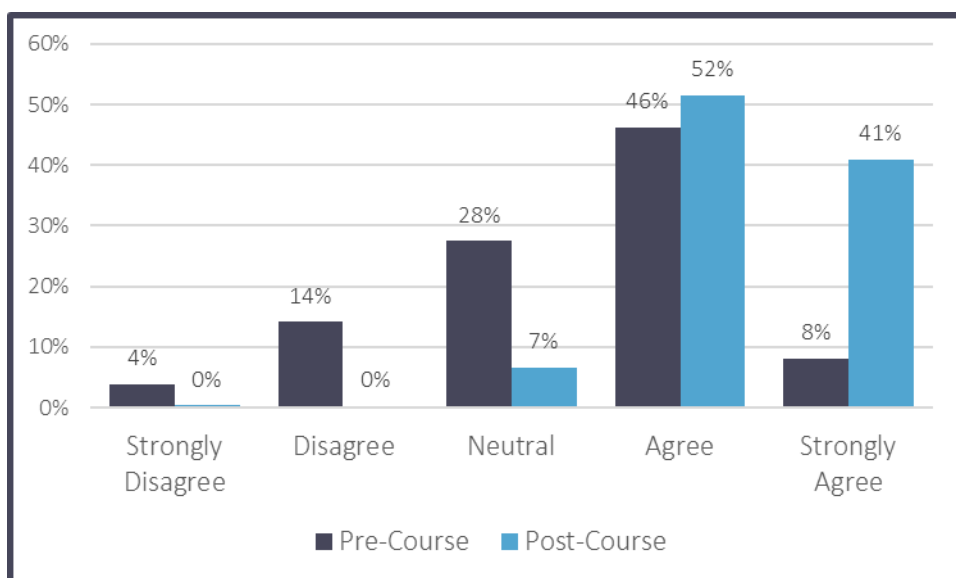
99% of delegates stated that they would **at least consider modifying or intended to modify (87%)** their practice after Baby Lifeline’s study days.

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CHAIRMAN'S REPORT

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Delegate Confidence in Course Objectives



Confidence in the course objectives (i.e. what the course aims to teach) is **markedly improved** post-course.

93% of delegates either **'Agreed'** or **'Strongly Agreed'** that they were confident in the course objectives post-course, compared with **54%** pre-course.

Written Feedback – What Our Delegates Say About Us

"This was an excellent training day. I have been qualified for 20 years and this is some of the best skills & drills I have done. The facilitators had excellent delivery styles & kept the audience engaged throughout. Thank you very much!"
– [Childbirth Emergencies in the Community](#)

"I enjoyed every part of the course. I have learnt so much and can't wait to tell others. All doctors, midwives and consultants need to attend this course. The teacher taught in a way that I could understand. He is very passionate; we need more people like him. Thanks to everyone."
– [CTG Masterclass](#)

"I have been qualified for over 20 years as a midwife and over 35 as a nurse. The course was so good I cannot express how relevant the content was to my practice. The facilitators were totally amazing and could have listened to them all day. Will highly recommend the day as so relevant to practice. Many thanks for a brilliant day."
– [Enhanced Maternal Care](#)

"This was an absolutely brilliant day. I thoroughly enjoyed it from start to finish and I think that the way you adapted to virtual teaching was excellent."
– [Implementing 'Saving Babies' Lives'](#)

"Learning shared with organisation in which I work and has resulted in a fundamental change in the way we address serious incidents within our unit. Thank you."
– [Learning from Adverse Events in Maternity Services](#)

BABY LIFELINE LIMITED
CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Equipment

Community Midwife Bags Project

Background

Baby Lifeline's Community Midwife Bags Project was initially started as a direct result of discussions undertaken by many community midwives attending Baby Lifeline courses. A recurring theme was that there were safety concerns over the lack of standardisation of their equipment and how they carry it.

Baby Lifeline subsequently conducted a survey of frontline community midwives, which ran concurrently with a social media campaign.

One in three midwives reported issues with their home birth bags and its contents:

- 30% reported that the bag/container used was not safe for use.
- 40% reported that their bag/container did not adequately meet their needs.
- 27% did not feel that they carried everything they might need to facilitate a homebirth in the community (including dealing with an emergency).
- 35% sourced and purchased the bag/container themselves using personal funds.

The results of the survey demonstrated a clear and urgent need for midwifery equipment to be standardised, as well as the need for processes to be put in place to ensure equipment and supplies are kept fully stocked and up to date.

Baby Lifeline convened an expert panel to develop a 'gold standard' for bags and equipment that would provide effective support for community midwives. The bags themselves utilise an innovative design which is divided into colour-coded compartments, thereby allowing midwives easy access to everything they might need in each specific stage of labour and birth. The project enjoyed a successful launch in March 2019 supported by stars from BBC's *Call the Midwife*, along with the expert panel and other Baby Lifeline ambassadors.

NHS England – February 2021

Since the project's inception to the end of 2020, Baby Lifeline had provided almost 200 bags over around 30 sites – mostly purchased using charitable funds.

The project was elevated to the next level when, in February 2021, NHS England announced that it would be providing funding for over 550 bags for trusts across England. These bags were to be split across roughly 130 sites and 39 Local Maternity Systems.

The short turnaround required combined with the reduced workforce meant that the charity was faced with a unique logistical challenge to deliver these bags, but remarkably it was able to ensure that each of the 552 bags were on location and ready for use by the end of June 2021.

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To date, Baby Lifeline has supplied over 800 bags to community midwives across the UK

Bag Locations – NHSE Funding



Acknowledgments

Baby Lifeline would like to offer its sincere thanks to all those companies, grant-making trusts and individuals who have generously supported its appeals in the last 15 months:

Cardiac Services, Catherine Cookson Charitable Trust, Gateley PLC, Heart of England Community Foundation, Hudgell Solicitors, Leigh Day Solicitors, Merck Sharpe & Dohme, Nailcote Hall, Paul Bassham Charitable Trust, Radisson Blu Waterfront Hotel, the late Ruth Evelyn Hewitt, The 29th May 1961 Charitable Trust, The Atlas Fund, The Grace Trust, The Simon Gibson Charitable Trust.

BABY LIFELINE LIMITED
CHAIRMAN'S REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

Research

Mind the Gap

The aim of Baby Lifeline's research is to promote safer care for women and babies. The majority of babies who don't survive birth or the first few weeks of life could have had a different outcome with different care. We have made it our mission to eradicate these tragedies and improve care for all mothers and babies.

In Autumn 2018, Baby Lifeline released the second iteration of its *Mind the Gap* report. The report examines the trends and differences in maternity training provision across NHS trusts and organisations in the UK. On publication, *Mind the Gap* received significant national attention for highlighting the variation that exists across the country; indeed, several trusts now use the report as a tool to assess where they fit in to the national picture. A launch event took place at the House of Commons and was well attended by media, politicians, and members of the public. In recent months the report has been mentioned in parliamentary debates and quoted in reports and research into the standard and level of maternity training.

Work has begun on the third iteration of *Mind the Gap*. Though the research was unfortunately delayed as a result of the pandemic, it is currently on course to be published in September 2021. Information has been received from over 120 trusts and health boards across the UK and analysis is ongoing. Baby Lifeline's *Mind the Gap* research is the only work which surveys maternity training provided to the frontline nationally.

Other Research

Baby Lifeline is actively part of the discussion around optimal interpretation of the CTG trace, which is a key area relating to avoidable harm in intrapartum care. Head of Research and Development Sara Ledger was a named author on a research paper on this topic that was published in May 2021. The charity is also looking to publish more of its own data on the impact of physiological CTG training including analysis of the impact on knowledge, empowerment, and confidence. This will give more information nationally about the current picture and possible quality improvement work in this area.

Closing the Gap

In February 2020, the charity published its *Closing the Gap* report examining, amongst other things, the Maternity Safety Training Fund and the impact of CPD training on workforce retention. The report, which was the basis for the letter delivered to Downing Street, made several key recommendations:

1. A **Maternity Safety Training Fund** should be re-instated immediately.
2. Trusts must also be **remunerated appropriately to allow them to backfill the workforce**
3. The extent of the funding should be based on the **specific needs** of each individual NHS organisation.
4. A **rigorous independent audit** must take place every year.

BABY LIFELINE LIMITED
TRUSTEES' ANNUAL REPORT
FOR THE PERIOD ENDED 30 JUNE 2021

The trustees present their report with the financial statements for the period ended 30 June 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS102) in preparing the annual report and financial statements of the charity.

Objectives and Principal Activities

The company is a registered charity, founded in 1981 by Mrs Judith Ledger. Its principal activities are the provision of equipment in maternity and special care baby units, specific and focused development training for health and associated legal professionals involved in maternity care and other related research.

Organisation

Baby Lifeline's head office is based in Balsall Common and co-ordinates the charity's activities.

The Charity's trustees who served during the period were:

Dr P Bose
Mr N J Devine
Mrs K Jamieson
Mr B J Jervis (Chairman)
Mrs J E A Ledger
Mr C S Pryor
Mr J M Shipton
Mr G Silva

The Board of Trustees are supported by a national Multi Professional Advisory Panel. Members of the panel are noted on pages two to four.

Financial Review

The financial statements on pages twenty to thirty five have been prepared under the requirements of the Statement of Recommended Practice 2015 (FRS102)– Accounting by Charities.

The Statement of Financial Activities disclosed on page twenty reveals net incoming resources for the year of £164,992 (2020 net outgoing resources - £19,136).

Investment Policy

All investments made have been within the limits permitted by the Memorandum and Articles of Association.

Trustee Induction and Training

The charity's trustees are familiar with the practical work undertaken by Baby Lifeline. Additionally, all trustees are kept abreast of ongoing work and achievements through a short presentation at each board meeting. New trustees receive appropriate training and information to enable fulfilment of their individual role.

BABY LIFELINE LIMITED**TRUSTEES' ANNUAL REPORT - continued****FOR THE PERIOD ENDED 30 JUNE 2021****Trustee Induction and Training (continued)**

The charity's policy for decision making ensures the Board can delegate tasks appropriately allowing the trustees to focus on the charity's strategic direction. In order to achieve this in an effective manner the Board obtain input from the Charity's Multi Professional Advisory Panel.

Director and Trustees Responsibilities in Relation to the Financial Statements


The trustees, who are also directors of Baby Lifeline Limited for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities Statement of Recommended Practice SORP 2015 (FRS102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards 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 charitable company 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 charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees on 24 August 2021 and signed on behalf of the trustees by



Mrs J E A Ledger
Trustee

**INDEPENDENT EXAMINERS REPORT TO
THE MEMBERS OF BABY LIFELINE LIMITED
FOR THE PERIOD ENDED 30 JUNE 2021**

I report to the charity trustees on my examination of the accounts of the company for the period ended 30 June 2021 which are set out on pages twenty one to thirty five.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the directions given out by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the company'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 Institute of Chartered Accountants of England and Wales, 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 company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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.



Paul Mannion ACA ACCA
Eden Currie Limited Chartered Accountants
2 Highlands Court, Cranmore Avenue, Solihull, B90 4LE
24 August 2021

BABY LIFELINE LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE FIFTEEN MONTH PERIOD ENDED 30 JUNE 2021

| | | Unrestricted Funds 2021 £ | Restricted Funds 2021 £ | Total Funds 2021 £ | Unrestricted Funds 2020 £ | Restricted Funds 2020 £ | Total Funds 2020 £ |
|------------------------------------|-----------|------------------------------------|----------------------------------|-----------------------------|------------------------------------|----------------------------------|-----------------------------|
| | Note | | | | | | |
| Income from: | | | | | | | |
| Donations and legacies | 2 | 252,307 | 83,255 | 335,562 | 379,611 | 44,748 | 424,359 |
| Charitable activities | 3 | 664,745 | - | 664,745 | - | - | - |
| Income from trading activities | 4 | 1,866 | - | 1,866 | 169,623 | - | 169,623 |
| Investment income | 5 | 62 | - | 62 | 415 | - | 415 |
| Total income | | 918,980 | 83,255 | 1,002,235 | 549,649 | 44,748 | 594,397 |
| Expenditure on: | | | | | | | |
| Raising funds | 6 | - | - | - | 156,181 | - | 156,181 |
| Charitable activities | 7 | 722,195 | 115,048 | 837,243 | 404,662 | 52,690 | 457,352 |
| Total expenditure | | 722,195 | 115,048 | 837,243 | 560,843 | 52,690 | 613,533 |
| Net movement in funds | | 196,785 | (31,793) | 164,992 | (11,194) | (7,942) | (19,136) |
| Reconciliation of funds: | | | | | | | |
| Total funds brought forward | | 13,631 | 34,793 | 48,424 | 24,825 | 42,735 | 67,560 |
| Total funds carried forward | 17 | 210,416 | 3,000 | 213,416 | 13,631 | 34,793 | 48,424 |

The statement of financial activities includes all gains and losses recognised in the period. All incoming resources and resources expended derive from continued activities.

BABY LIFELINE LIMITED
CONSOLIDATED AND CHARITY BALANCE SHEET
AS AT 30 JUNE 2021

| | Note | Group 2021 £ | Group 2020 £ | Charity 2021 £ | Charity 2020 £ |
|---|------|--------------------|--------------------|----------------------|----------------------|
| Fixed assets | | | | | |
| Tangible assets | 12 | 165 | 609 | 165 | 609 |
| Investments | 13 | - | - | 2 | 2 |
| | | <u>165</u> | <u>609</u> | <u>167</u> | <u>611</u> |
| Current assets | | | | | |
| Debtors | 15 | 170,367 | 9,417 | 162,832 | 10,960 |
| Cash at bank and in hand | | 133,425 | 51,282 | 68,993 | 49,462 |
| | | <u>303,792</u> | <u>60,699</u> | <u>231,825</u> | <u>60,422</u> |
| Liabilities | | | | | |
| Creditors falling due within one year | 16 | (90,541) | (12,884) | (18,851) | (12,884) |
| Net current assets | | <u>213,251</u> | <u>47,815</u> | <u>212,974</u> | <u>47,538</u> |
| Net assets | | <u>213,416</u> | <u>48,424</u> | <u>213,141</u> | <u>48,149</u> |
| The funds of the Group and Charity | | | | | |
| Restricted income funds | 17 | 3,000 | 34,793 | 3,000 | 34,793 |
| Unrestricted funds | 17 | 210,416 | 13,631 | 210,141 | 13,356 |
| Total Group and Charity Surplus | | <u>213,416</u> | <u>48,424</u> | <u>213,141</u> | <u>48,419</u> |

For the period ending 30 June 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

The financial statements were approved on 24 August 2021 and signed on behalf of the trustees by:



Mrs J E A Ledger
Trustee

BABY LIFELINE LIMITED
CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE PERIOD ENDED 30 JUNE 2021

| | 2021 | 2020 |
|---|-----------------------|------------------------|
| | £ | £ |
| Cash flows from operating activities | | |
| (Deficit) / surplus for the financial year | 164,992 | (19,136) |
| Adjustments for: | | |
| Depreciation of tangible assets | 208 | 298 |
| Interest receivable and similar income | (62) | (415) |
| Loss on disposal | 236 | - |
| Changes in: | | |
| (Increase) / decrease in trade and other debtors | (160,950) | 22,171 |
| (Decrease) / increase in trade and other creditors | 77,657 | (29,733) |
| Net cash used in operating activities | <u><u>82,081</u></u> | <u><u>(26,815)</u></u> |
| Cash flows from investing activities | | |
| Interest receivable and similar income | 62 | 415 |
| Net cash from investing operations | <u><u>62</u></u> | <u><u>415</u></u> |
| Cash flows from financing activities | | |
| Purchase of tangible assets | - | (288) |
| Net cash used in financing activities | <u><u>-</u></u> | <u><u>(288)</u></u> |
| Net increase in cash and cash equivalents | 82,143 | (26,688) |
| Cash and cash equivalents at the beginning of the year | 51,282 | 77,970 |
| Cash and cash equivalents at the end of the year | <u><u>133,425</u></u> | <u><u>51,282</u></u> |

BABY LIFELINE LIMITED
NOTES TO THE ACCOUNTS
FOR THE PERIOD ENDED 30 JUNE 2021

1. Accounting Policies

a) Basis of Preparation

Baby Lifeline Ltd meets the definition of a public benefit entity as defined by FRS102. 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 (FRS102), the Charities Act 2011 and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements consolidate the results of the charity and its wholly owned subsidiary Baby Lifeline Trading Limited. Due to the activities of Baby Lifeline Trading Limited the company's income has been recognised as income from charitable activities within incoming resources and the company's expenditure has been recognised as direct charitable expenditure within the Charity's consolidated Statement of Financial Activity.

The charity has availed itself of Paragraph 3 (3) of Schedule 4 of the Companies Act and adapted the Companies Act Formats to reflect the special nature of the charity's activities. No separate SOFA has been presented for the charity alone as permitted by Section 408 of the Companies Act 2006 and paragraph 397 of the SORP.

b) Company Status

The charity is a company limited by guarantee, registered in England and Wales. The Company's registered number and registered office can be found on page one. The members of the company are the trustees named on page one. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

c) Tangible Fixed Assets and Depreciation

Tangible fixed assets costing more than £100 are capitalised and included at cost including any incidental expenses of acquisition.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost or valuation, less estimated residual value, of each asset evenly over its expected useful life, or lease period if shorter, as follows:

| | |
|------------------|---------|
| Office equipment | 4 years |
|------------------|---------|

d) Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

e) Donations and Legacies

Donations and legacies are accounted for when they are confirmed as due and are treated according to the donor's wishes.

BABY LIFELINE LIMITED**NOTES TO THE ACCOUNTS (continued)****FOR THE PERIOD ENDED 30 JUNE 2021****f) Income**

Income is included in the SOFA when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received.

Donated items for resale or fundraising are included as income when they are either sold or utilised for fundraising purposes. The value of conference facilities and expert professional time gifted to the charity are included within income at market value.

g) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs relating to the category. Where costs cannot directly be attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

h) Operating Leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred.

i) Fund Accounting

Unrestricted funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income and gains are allocated to the appropriate fund.

j) Donated Services and Facilities

Donated goods, services or facilities are included in incoming resources when the benefit to the charity is reasonably quantifiable and measurable. They are valued by the trustees at the amount the charity would have been willing to pay for the services or the facilities on the open market.

k) Debtors and Creditors Receivable / Payable in One Year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

| | Unrestricted General | Unrestricted Designated | Restricted | Total |
|--|-------------------------|----------------------------|---------------|----------------|
| | 2021 | 2021 | 2021 | 2021 |
| | £ | £ | £ | £ |
| 2a Donations and Legacies | | | | |
| Donations – Community Midwives Bags Appeal | - | - | 5,000 | 5,000 |
| Donations – NE Training Appeal | - | - | 71,685 | 71,685 |
| Donations - Lily Mae Foundation | - | - | 1,570 | 1,570 |
| Donations – Mind The Gap Research Project | - | - | 5,000 | 5,000 |
| Donations – Other | 123,130 | - | - | 123,130 |
| Government grants | 20,427 | - | - | 20,427 |
| | <u>143,557</u> | | <u>83,255</u> | <u>226,812</u> |
| Gifts in kind – Training support | 108,750 | - | - | 108,750 |
| | <u>108,750</u> | | | <u>108,750</u> |
| | <u>252,307</u> | | <u>83,255</u> | <u>335,562</u> |
| | | | | |
| | Unrestricted General | Unrestricted Designated | Restricted | Total |
| | 2020 | 2020 | 2020 | 2020 |
| | £ | £ | £ | £ |
| 2b Donations and Legacies | | | | |
| Donations – Monitoring for Mums Appeal | - | - | 5,166 | 5,166 |
| Donations – Community Midwives Bags Appeal | - | - | 24,934 | 24,934 |
| Donations – NE Training Appeal | - | - | 4,600 | 4,600 |
| Donations – CQC Research Project | - | - | 10,048 | 10,048 |
| Donations – Other | 60,066 | - | - | 60,066 |
| Donations – Baby Lifeline Training Ltd | 55,409 | - | - | 55,409 |
| | <u>115,475</u> | | <u>44,748</u> | <u>160,223</u> |
| Gifts in kind – Training support | 234,968 | - | - | 234,968 |
| Gifts in kind – Salary | 29,168 | - | - | 29,168 |
| | <u>264,136</u> | | | <u>264,136</u> |
| | <u>379,611</u> | | <u>44,748</u> | <u>424,359</u> |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

| | Unrestricted General £ | Restricted £ | Total 2021 £ | Total 2020 £ |
|---|--------------------------------------|---|-------------------------|--------------------|
| 3. Charitable activities | | | | |
| Sale of goods - Midwife bags | 664,745 | - | 664,745 | - |
| | <u>664,745</u> | <u>-</u> | <u>664,745</u> | <u>-</u> |
| 4. Income from trading activities | | | | |
| | Unrestricted General 2021 £ | Unrestricted Designated 2021 £ | Restricted 2021 £ | Total 2021 £ |
| 4a Fundraising income | | | | |
| General fundraising | 1,866 | - | - | 1,866 |
| | <u>1,866</u> | <u>-</u> | <u>-</u> | <u>1,866</u> |
| | Unrestricted General 2020 £ | Unrestricted Designated 2020 £ | Restricted 2020 £ | Total 2020 £ |
| 4b Fundraising income | | | | |
| Event income – Monitoring for Mums Appeal | 10,499 | - | - | 10,499 |
| Event income – Baby Lifeline Trading | 102,026 | - | - | 102,026 |
| General fundraising | 4,668 | - | - | 4,668 |
| | <u>117,193</u> | <u>-</u> | <u>-</u> | <u>117,193</u> |
| Gifts in kind – fundraising events | 52,430 | - | - | 52,430 |
| | <u>52,430</u> | <u>-</u> | <u>-</u> | <u>52,430</u> |
| | <u>169,623</u> | <u>-</u> | <u>-</u> | <u>169,623</u> |
| | | | Total 2021 £ | Total 2020 £ |
| 5. Investment income | | | | |
| Bank interest received | | | 62 | 415 |
| | | | <u>62</u> | <u>415</u> |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

| | Unrestricted General 2021 £ | Unrestricted Designated 2021 £ | Restricted 2021 £ | Total 2021 £ |
|---|--------------------------------------|---|-------------------------|--------------------|
| 6. Raising funds | | | | |
| 6a Fundraising costs | | | | |
| Direct Costs | - | - | - | - |
| | - | - | - | - |
| | | | | |
| | Unrestricted General 2020 £ | Unrestricted Designated 2020 £ | Restricted 2020 £ | Total 2020 £ |
| 6b Fundraising costs | | | | |
| Direct Costs | | | | |
| Fundraising event costs – Baby Lifeline Trading | 34,368 | - | - | 34,368 |
| Fundraising costs – General | 12,746 | - | - | 12,746 |
| Fundraising costs – Salaries, social security and employers pension | 13,361 | 14,275 | - | 27,636 |
| | 60,475 | 14,275 | - | 74,750 |
| Governance and support costs | | | | |
| Salaries and social security | 18,057 | - | - | 18,057 |
| Rent and accommodation costs | 5,105 | - | - | 5,105 |
| Travel Expenses | 43 | - | - | 43 |
| Equipment lease and hire | 1,000 | - | - | 1,000 |
| Telephone, postage & stationery | 1,885 | - | - | 1,885 |
| Equipment depreciation | 89 | - | - | 89 |
| Sundry expenses | 1,564 | - | - | 1,564 |
| Accountancy | 1,258 | - | - | 1,258 |
| | 29,001 | - | - | 29,001 |
| Gifts in kind – fundraising events | 52,430 | - | - | 52,430 |
| | 141,906 | 14,275 | - | 156,181 |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

| 7. | Charitable Expenditure | Unrestricted General 2021 £ | Unrestricted Designated 2021 £ | Restricted 2021 £ | Total 2021 £ |
|----|---|--|---|----------------------------------|-----------------------------|
| 7a | Direct charitable expenditure - Direct costs | | | | |
| | Corporate development | 1,997 | - | - | 1,997 |
| | Training support | 6,814 | - | 10,198 | 17,012 |
| | Training, research and development | 50,000 | - | 69,000 | 119,000 |
| | Purchase of medical equipment | - | - | 1,570 | 1,570 |
| | Purchase of bags – Community midwives appeal | 427,763 | - | 26,594 | 454,357 |
| | Consultancy support for midwife bags | 17,088 | - | - | 17,088 |
| | Mind the Gap research and development | - | - | 5,000 | 5,000 |
| | | <u>503,662</u> | <u>-</u> | <u>112,362</u> | <u>612,024</u> |
| | Governance and support costs | | | | |
| | Salaries, social security and employers pension | 55,815 | - | - | 55,815 |
| | Consultancy and public relations | 8,532 | - | 2,686 | 11,218 |
| | Rent and accommodation costs | 16,852 | - | - | 16,852 |
| | Motor and travel expenses | 636 | - | - | 636 |
| | Equipment lease and hire | 1,129 | - | - | 1,129 |
| | Telephone, post and stationary | 7,710 | - | - | 7,710 |
| | Equipment depreciation | 208 | - | - | 208 |
| | Sundry expenses | 6,858 | - | - | 6,858 |
| | Accountancy | 5,390 | - | - | 5,390 |
| | Bookkeeping | 2,295 | - | - | 2,295 |
| | Payroll costs | 1,194 | - | - | 1,194 |
| | Legal and professional | 2,928 | - | - | 2,928 |
| | Loss on disposal | 236 | - | - | 236 |
| | | <u>109,783</u> | <u>-</u> | <u>2,686</u> | <u>112,469</u> |
| | Gifts in kind – Training support | 108,750 | - | - | 108,750 |
| | | <u>108,750</u> | <u>-</u> | <u>-</u> | <u>108,750</u> |
| | | <u>722,195</u> | <u>-</u> | <u>115,048</u> | <u>837,243</u> |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

Continued...

| | Unrestricted General 2020 £ | Unrestricted Designated 2020 £ | Restricted 2020 £ | Total 2020 £ |
|--|--------------------------------------|---|-------------------------|--------------------|
| 7b Direct charitable expenditure - Direct costs | | | | |
| Corporate Development | 1,665 | - | - | 1,665 |
| Training support | 25,563 | - | - | 25,563 |
| Purchase of training | 6,720 | - | - | 6,720 |
| Purchase of medical equipment – Monitoring for Mums | - | - | 5,107 | 5,107 |
| Purchase of bags – Community midwives appeal | - | - | 38,073 | 38,073 |
| Purchase of training – NE Training appeal | - | - | 4,600 | 4,600 |
| Purchase of training - NEA Vulnerable Energy Appeal | - | - | 4,800 | 4,800 |
| Purchases – CQC Research Project | - | - | 110 | 110 |
| Awareness raising event | 35,799 | - | - | 35,799 |
| | <u>69,747</u> | <u>-</u> | <u>52,690</u> | <u>122,437</u> |
| Governance and support costs | | | | |
| Salaries, social security and employers pension | 22,748 | - | - | 22,748 |
| Consultancy and public relations | 11,521 | - | - | 11,521 |
| Rent and accommodation costs | 11,912 | - | - | 11,912 |
| Motor and travel expenses | 6,696 | - | - | 6,696 |
| Equipment lease and hire | 4,335 | - | - | 4,335 |
| Telephone, post and stationary | 5,014 | - | - | 5,014 |
| Equipment depreciation | 209 | - | - | 209 |
| Sundry expenses | 5,248 | - | - | 5,248 |
| Accountancy | 2,936 | - | - | 2,936 |
| Legal and professional | 160 | - | - | 160 |
| | <u>70,779</u> | <u>-</u> | <u>-</u> | <u>70,779</u> |
| Gifts in kind – Training support | 234,968 | - | - | 234,968 |
| Gifts in kind – Salary | 29,168 | - | - | 29,168 |
| | <u>264,136</u> | <u>-</u> | <u>-</u> | <u>264,136</u> |
| | <u>404,662</u> | <u>-</u> | <u>52,690</u> | <u>457,352</u> |
| 8a Analysis of Total Expenditure | | | | |
| | Staff costs | Other | Depreciation | 2021 |
| | £ | £ | £ | £ |
| Direct charitable expenditure | 55,815 | 781,220 | 208 | 837,243 |
| | <u>55,815</u> | <u>781,220</u> | <u>208</u> | <u>837,243</u> |
| | £ | £ | £ | 2020 |
| 8b Fundraising costs | 45,693 | 110,399 | 89 | 156,181 |
| Direct charitable expenditure | 51,896 | 405,247 | 209 | 457,352 |
| | <u>97,589</u> | <u>515,646</u> | <u>298</u> | <u>613,533</u> |
| The staff costs were as follows: | 2021 | 2020 | | |
| | £ | £ | | |
| Salaries – paid to employees | 53,854 | 60,948 | | |
| Salaries – gifts in kind | - | 29,168 | | |
| Social Security costs | 579 | 5,404 | | |
| Pension costs | 1,382 | 2,069 | | |
| | <u>55,815</u> | <u>97,589</u> | | |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

9. Gifts in Kind and Donated Services

| | 2021 | 2020 |
|--------------------------|----------------|----------------|
| | £ | £ |
| Training support | 108,750 | 234,968 |
| Fundraising auction lots | - | 52,430 |
| Salaries | - | 29,168 |
| | <u>108,750</u> | <u>316,566</u> |

Gifts in Kind and Donated Services (continued)

Training support – During the period ended 30 June 2021 Baby Lifeline Training Ltd administered multi professional training courses and conducted detailed research projects which met the Charity’s aims and objectives. In order to ensure maximum benefit could be achieved from the delivery of training courses, and in recognition of NHS cuts to training budgets, part funded and discounted places were made available across the course programme. Furthermore, the Charity’s clinical advisors and trainers have generously given their time for free to provide much needed expert advice to assist with the delivery of each course. The value of part funded and discounted places together with the estimated cost of expert time totals £108,750 (2020 - £234,968) and has been included within grants and donations and within direct charitable expenditure.

Fundraising events gifts in kind – The Charity received donated auction lots to assist with fundraising at the Charity’s events. An estimate of the value of cumulative auction lots totals £nil (2020 - £52,430) and has been included in fundraising income and fundraising costs.

Salaries gift in kind - The charity received support from a staff member of Baby Lifeline Training Ltd who assisted in the day to day activities of the charity. An estimate of £nil (2020 – £29,168) has been included in Grants and Donations and Direct Charitable Expenditure.

Recharge of Expenses and Fund Transfer

Mrs J E A Ledger is a trustee and Chief Executive Officer of Baby Lifeline Limited and also holds the position of director of Baby Lifeline Training Ltd, a not for profit company limited by guarantee which is registered in England and Wales. The objectives of Baby Lifeline Training Ltd are to promote safety for mother and baby by delivering multi professional training.

During the year amounts totalling £124,000 (2020 - £16,120) were paid to Baby Lifeline Training Ltd by the Charity for the provision of multi professional training programmes, research and development, conferences and awareness raising events. Expenses totalling £27,389 (2020 - £55,843) were recharged by the Charity to Baby Lifeline Training Ltd.

10. Independent Examiners Remuneration

The independent examiners remuneration amounts to an independent examination fee of £4,550 (2020 - £4,194).

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

11. Trustee Emoluments

In order to obtain value for money and achieve continual control of costs Mrs J E A Ledger, a trustee of the Charity, received the following remuneration package for her role as Chief Executive Officer of the Charity:

| | 2021 | 2020 |
|-----------------------|---------------|---------------|
| | £ | £ |
| Wages and Salaries | 22,325 | 18,801 |
| Social Security costs | 450 | 1,301 |
| Pension costs | 1,078 | 866 |
| | <u>23,853</u> | <u>20,968</u> |

Authority for payment of the above emoluments is contained within the Charity's Memorandum of Association as amended by a Special Resolution dated 6 May 1993. None of the charity's other trustees received any remuneration or expenses from the charitable company or its subsidiary undertaking.

12. Tangible Fixed Assets

| Group | Office Equipment | Total |
|---------------------|-----------------------------|--------------|
| | £ | £ |
| Cost | | |
| As at 1 April 2020 | 2,305 | 2,305 |
| Disposals | (1,450) | (1,450) |
| As 30 June 2021 | <u>855</u> | <u>855</u> |
| Depreciation | | |
| As at 1 April 2020 | 1,696 | 1,696 |
| Depreciation charge | 208 | 208 |
| Disposal | (1,214) | (1,214) |
| As 30 June 2021 | <u>690</u> | <u>690</u> |
| Net book value | | |
| As 30 June 2021 | <u>165</u> | <u>165</u> |
| At 31 March 2020 | <u>609</u> | <u>609</u> |
| Company | | |
| Cost | | |
| As at 1 April 2020 | 2,305 | 2,305 |
| Disposals | (1,450) | (1,450) |
| As 30 June 2021 | <u>855</u> | <u>855</u> |
| Depreciation | | |
| As at 1 April 2020 | 1,696 | 1,696 |
| Depreciation charge | 208 | 208 |
| Disposal | (1,214) | (1,214) |
| As 30 June 2021 | <u>690</u> | <u>690</u> |
| Net book value | | |
| As 30 June 2021 | <u>165</u> | <u>165</u> |
| At 31 March 2020 | <u>609</u> | <u>609</u> |

BABY LIFELINE LIMITED
NOTES TO THE ACCOUNTS (continued)
FOR THE PERIOD ENDED 30 JUNE 2021

13. Fixed Asset Investments

**Shares in
Subsidiary
Undertaking**

Company

As at 1 April 2020 and 30 June 2021

2

The charity has a wholly owned trading subsidiary, which is incorporated in England and Wales, Baby Lifeline Trading Limited, company number 03188346.

During the period ended 30 June 2021 the trading company's aim and activities were to fulfil the charitable objectives of the charitable parent company, Baby Lifeline.

Profits earned by the subsidiary are passed to the charity by means of donation.

14. Trading Company Results

A summary of trading results of Baby Lifeline Trading Limited are shown below.

| Profit and Loss Account | Period ended 30 June 2021 £ | Year ended 31 March 2020 £ |
|--|--|---|
| Turnover | 664,745 | 157,435 |
| Direct costs | (454,357) | (70,318) |
| Administrative Expenses | (20,340) | 151 |
| | <hr/> | <hr/> |
| Operating profit | 190,048 | 87,268 |
| Donation to Baby Lifeline Ltd | (190,048) | (87,268) |
| | <hr/> | <hr/> |
| Retained result for the period | - | - |
| | <hr/> | <hr/> |
| Balance Sheet | 2021 £ | 2020 £ |
| The assets and liabilities of the subsidiary were: | | |
| Current assets | 182,109 | 9,235 |
| Creditors | (181,832) | (8,958) |
| | <hr/> | <hr/> |
| Total net assets | 277 | 277 |
| | <hr/> | <hr/> |
| Aggregate share capital and reserves | 277 | 277 |
| | <hr/> | <hr/> |

The results of Baby Lifeline Trading Limited for the period ended 30 June 2021 are consolidated within the Statement of Financial Activities and Balance Sheet.

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

15. Debtors

| | Group | | Company | |
|---|----------------|--------------|----------------|---------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Trade debtors | 6,534 | 3,368 | - | 200 |
| Prepayments and accrued income | 79,496 | 1,359 | 52,053 | 1,359 |
| Other debtors | - | 443 | - | 443 |
| Other taxation & social security | 84,337 | 4,247 | 637 | - |
| Amounts due from Subsidiary Undertaking | - | - | 110,142 | 8,958 |
| | <u>170,367</u> | <u>9,417</u> | <u>162,832</u> | <u>10,960</u> |

16. Creditors: amounts falling due within one year

| | Group | | Company | |
|----------------------------------|---------------|---------------|---------------|---------------|
| | 2021 £ | 2020 £ | 2021 £ | 2020 £ |
| Trade creditors | 29,043 | 3,565 | 2,358 | 3,565 |
| Other taxation & social security | - | 1,208 | - | 1,208 |
| Other creditors | 16,991 | 302 | 5,141 | 302 |
| Accruals and deferred income | 44,507 | 7,809 | 11,352 | 7,809 |
| | <u>90,541</u> | <u>12,884</u> | <u>18,851</u> | <u>12,884</u> |

17a Fund analysis

| | 1 April 2020 | Incoming Resources | Resources Expended | Transfer of funds | 30 June 2021 |
|---|---------------|--------------------|--------------------|-------------------|----------------|
| | £ | £ | £ | £ | £ |
| Unrestricted funds | 13,631 | 918,980 | 722,195 | - | 210,416 |
| Restricted – Monitoring for Mums appeal | 20,340 | - | 12,340 | (5,000) | 3,000 |
| Restricted – Lily Mae Foundation | - | 1,570 | 1,570 | - | - |
| Restricted - Community Midwives bags appeal | 4,315 | 5,000 | 14,315 | 5,000 | - |
| Restricted - NE Training appeal | - | 71,685 | 71,685 | - | - |
| Restricted – NEA Vulnerable Energy appeal | 5,248 | - | 5,248 | - | - |
| Restricted - CQC Research project | 4,890 | - | 4,890 | - | - |
| Restricted – Mind The Gap Research project | - | 5,000 | 5,000 | - | - |
| | <u>48,424</u> | <u>1,002,235</u> | <u>837,243</u> | <u>-</u> | <u>213,416</u> |

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

| 17b Fund analysis | 1 April 2019 | Incoming Resources | Resources Expended | 31 March 2020 |
|---|---------------|--------------------|--------------------|---------------|
| | £ | £ | | £ |
| Unrestricted funds | 10,549 | 549,649 | 546,567 | 13,631 |
| Unrestricted - Designated – Fundraiser salary | 14,276 | - | 14,276 | - |
| Restricted – Monitoring for Mums | 20,280 | 5,166 | 5,106 | 20,340 |
| Restricted - Community Midwives bags appeal | 17,455 | 24,934 | 38,074 | 4,315 |
| Restricted - NE Training appeal | - | 4,600 | 4,600 | - |
| Restricted – NEA Vulnerable Energy appeal | - | 10,048 | 4,800 | 5,248 |
| Restricted - CQC Research project | 5,000 | - | 110 | 4,890 |
| | <u>67,560</u> | <u>594,397</u> | <u>613,533</u> | <u>48,424</u> |

18. Fund analysis (continued)

Unrestricted Funds

General – the funds available to the charity after allowing for all designated funds.

Designated – Fundraiser Salary – fund for the charity to employ a fundraiser to generate awareness and future fundraising income

Restricted Funds

Monitoring for Mums – to provide funds to enable the purchase of a range of equipment for obstetric anaesthesia, maternity and neonatal use by hospitals and community professionals.

Lily Mae Foundation – to provide to enable the purchase of a cuddle cot.

Community Midwife Bag Appeal – to provide funds to enable the purchase of community midwives bags with all of the equipment necessary for use by community professionals.

NE Training Appeal – to provide funds to enable multi-disciplinary training to be provided to hospitals and community professionals.

NEA Vulnerable Energy Appeal – to provide funds to enable vulnerable energy customers support to ensure their homes are warm enough to support a baby's development.

CQC Research Project – to provide funds to enable the CQC to perform research into maternity and mental health during maternity, through the use of the charity's network and community.

Mind The Gap Research Project – to provide funds to promote safer care for women and babies.

BABY LIFELINE LIMITED
NOTES TO THE ACCOUNTS (continued)
FOR THE PERIOD ENDED 30 JUNE 2021

19. Analysis of Group Net Assets between funds

| | Tangible fixed assets £ | Net current assets £ | Total £ |
|--------------------|--|---|-------------------------|
| Restricted funds | - | 3,000 | 3,000 |
| Unrestricted funds | 165 | 210,251 | 210,416 |
| | <u>165</u> | <u>213,251</u> | <u>213,416</u> |

20. Taxation

The charity is a registered company and no provision is considered necessary for taxation. The trading subsidiary has operating profits for the period ended 30 June 2021 of £190,048 (2020 - £87,268) which results in a Corporation Tax liability of £Nil (2020 - £Nil).

21. Operating Lease Commitments

The future minimum payments to which the group is committed at 30 June 2021 under operating leases are payable as follows:

| | 30 June 2021 £ | 31 March 2020 £ |
|--------------------------|-------------------------------|--------------------------------|
| Due within one year | 16,718 | 14,935 |
| Within two to five years | 30,538 | 31,680 |
| | <u>47,256</u> | <u>46,615</u> |

22. Post Balance Sheet Events

The global Covid-19 pandemic and the associated quarantines put in place by the UK and other governments present significant challenges to the sector in which the Charity operates.

The trustees are confident that the actions taken to mitigate the impact of reduced activity have ensured that the charity has continued to make satisfactory progress based on its results to date.

The trustees consider that an estimate of the possible future impact cannot be made. The trustees confirm that they have considered the effect of any further uncertainties as known at the date of signing associated to the impact of Covid-19 when considering the charity's going concern position.