

COMPANY REGISTRATION NUMBER: 02661760
CHARITY REGISTRATION NUMBER: 1006457

BABY LIFELINE LIMITED
GROUP FINANCIAL STATEMENTS
FOR THE YEAR ENDED
30 JUNE 2023

LANGARD LIFFORD HALL LIMITED

Accountants and Statutory Auditor

Lifford Hall
Lifford Lane
Kings Norton
Birmingham
B30 3JN

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
FINANCIAL STATEMENTS
YEAR ENDED 30 JUNE 2023

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BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRUSTEES' ANNUAL REPORT (INCORPORATING THE DIRECTOR'S
REPORT)
YEAR ENDED 30 JUNE 2023

| | |
|-----------------------------------|--|
| PRESIDENTS: | Dr Bill Kirkup CBE Ms Donna Ockenden |
| PATRONS: | Ms Linda Bassett Dame Judi Dench Mr Jimmi Harkishin Miss Francesca Martinez Dame Lorna Muirhead Mr David Moorcroft OBE Mr Nick Owen Mr Dave Willetts Mrs Dianne Wilton MBE |
| TRUSTEES: | Dr P Bose Mr N J Devine Mr G W Forster Mrs K Jamieson Mr B J Jervis Mrs J E A Ledger MBE 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: | Langard Lifford Hall Limited Accountants and Registered Auditors Lifford Hall Lifford Lane Kings Norton Birmingham B30 3JN |

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
MULTI PROFESSIONAL ADVISORY PANEL
YEAR ENDED 30 JUNE 2023

HONORARY CHAIR

Mr Edward Morris

Consultant in Obstetrics & Gynaecology, Norfolk & Norwich University Hospital,
Regional Medical Director & Chief Clinical Information Officer for the East of England, NHS England
Immediate Past President, Royal College of Obstetricians and Gynaecologists

HONORARY VICE CHAIR

Dr Michael Magro

Consultant Obstetrician & Gynaecologist, Barking, Havering & Redbridge University Hospitals NHS
Trust

Dr Anita Banerjee

Obstetric Physician, General Medicine Physician and Diabetes and Endocrinology Consultant

Mr Charles Cox OBE

Consultant Obstetrician & Gynaecologist,
Director, Baby Lifeline Training,
Founder Member, Baby Lifeline

Dr Chris Dewhurst

Consultant Neonatologist, Liverpool Women's NHS Trust

Ms Gill Edwards

Partner, Potter Rees Dolan

Dr Elizabeth Egbase

Locum Consultant Obstetrician, Barts Health NHS Trust

Dr Christine Ekechi

Consultant Obstetrician and Gynaecologist, Imperial College Healthcare NHS Trust

Ms Clara Haken

Consultant Midwife, Hampshire Hospitals NHS Foundation Trust,
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

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
MULTI PROFESSIONAL ADVISORY PANEL - continued
YEAR ENDED 30 JUNE 2023

Ms Barbara Kuypers

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

Mrs Judy Ledger MBE

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

Ms Bernadette McGhie

Executive Director, Enable Law

Ms Lydia Miller

Learning and Development Officer, South West Ambulance Service NHS Trust
Paramedic Advisor, Baby Lifeline's *Childbirth Emergencies in the Community*

Mr Harry Peel-Yates

Independent Communications Advisor

Dr Felicity Platt

Consultant Anaesthetist, Queen Charlotte's and Hammersmith Hospitals, Imperial College Healthcare NHS Trust
Elected Council Member and Clinical Quality Advisor, Royal College of Anaesthetists
RCoA Representative, Obstetric Anaesthetists' Association,
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 Nicholas Tait

GP, Partner and GP Trainer, Croft Medical Centre
Team Doctor, West Bromwich Albion Football Club

Emeritus Professor James Walker

Former 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

Deputy Chief Midwifery Officer for England: Maternity Safety and Quality Improvement
Former Director of Midwifery, Obstetrics and Gynaecology at University Hospitals of Morecambe Bay NHS FT

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
BACKGROUND
YEAR ENDED 30 JUNE 2023

Overview

The information in this report relates to activities between 1st July 2022 and 30th June 2023.

2022-23 was another remarkable period for Baby Lifeline as the charity saw its output and influence continue to grow. The year started with the third annual National Maternity Safety Conference in Birmingham – an event which has quickly established itself as one of the most important in the calendar for all those with an interest in maternity safety. The Ukraine appeal went from strength to strength and the charity has made vital contributions to the Covid-19 Inquiry as part of the Pregnancy, Parents and Baby Charities group.

Expenditure exceeded income during the period. This was primarily a result of expenditure on charitable activities utilising reserves amassed across the previous two years. The financial position remains strong, and the deficit is not a cause for concern - overheads are manageable and the balance sheet is healthy.

Baby Lifeline continued to disseminate the findings from its influential *Mind the Gap* report, and the Community Midwife Bags remained popular with organisations and individuals in the UK and across the globe. Meanwhile, Baby Lifeline Training provided high-quality CPD training for almost 3,000 delegates and the charity relaunched its Maternity Unit Marvels awards. The impact of Baby Lifeline's work is growing with every passing year, and the charity is in a strong position to expand its activities even further in the decades to come.

About Baby Lifeline

Baby Lifeline is a unique charity, started due to personal tragedy, that supports the care of pregnant women and new-born 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.

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 30,000 healthcare professionals, bought millions of pounds worth of equipment, and published several pieces of high-impact national research.

The UK has a high rate of perinatal mortality when compared to many European counterparts. As many as three quarters of these deaths may be preventable with different care. The cost to the NHS of these preventable outcomes amounts to several billion pounds each year – a figure which has risen sharply in recent years. Recommendations from reports are the same year-on-year (and have been for decades), and the need for significant investment in maternity services remains as clear as ever.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EVENTS AND ACTIVITY
YEAR ENDED 30 JUNE 2023

Maternity Safety Conference 2022

On 22nd September 2022 Baby Lifeline hosted the third annual National Maternity Safety Conference at the Hilton Metropole in Birmingham. The theme of the conference was *Learning Together for a Safer Maternity Future*, and it saw delegates from across the UK gather to hear keynote addresses and panel discussions from some of the leading voices in maternity safety. This year there was an even greater emphasis on hearing from families and service users.

During the *Family Voices* Session Derek Richford, grandfather of Harry Richford — who died at just seven days old following failings at the East Kent Hospitals Trust — said the phrase that would come to define the whole event: “Denial is the thief of all learning.” This phrase struck a chord with the audience on the day and on social media. Derek’s fellow speakers in the session, Kayleigh Griffiths and Jack and Sarah Hawkins, relayed the battles they went through trying to get their respective NHS Trusts to listen to them following the preventable deaths of their children.

Professor Jacqueline Dunkley-Bent, at the time the Chief Midwifery Officer for England, told the conference of how “numbers obscure the human experience” during the *Safer systems: Learning from best practice* session. Delegates also heard from Nafiza Anwar, Director and Co-Founder of the Association of South Asian Midwives, who echoed the need for personalisation in the following session covering achieving equity. “Approaching every mother and birthing person as the individuals they are, will lead to safer maternity services...Personalised care is key to ensuring the best possible outcomes.”

Professor Michael West, Visiting Fellow, The King’s Fund, Professor of Organizational Psychology, Lancaster University, and Emeritus Professor, Aston University, delivered one of the afternoon’s keynotes, focussing on *Promoting a compassionate culture*. He told the room that “Listening is often more difficult than ‘command and control’” and went on to explain that “compassion is also about having the courage to challenge corrosive cultures in our workplaces.”

Baby Lifeline President Donna Ockenden stressed the importance of hearing from the frontline: “We must listen to staff on the ground. They want their voices to be heard.” She made clear that in addressing workforce challenges it is essential to focus on retention as well as recruitment – a focus that may well have been overlooked over the past decade. Professor West reiterated the fact that workforce issues – including stress and burnout as well as shortages – will ultimately impact on patient care.

The conference was yet again an enormous success and left delegates and speakers alike with the desire to return to their workplaces and drive positive change. One consultant midwife took to social media to express her take-home message from the day: “Go home, think and question.” The fourth conference, which took place in September 2023, built further upon this success, and planning is well under way for 2024.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EVENTS AND ACTIVITY
YEAR ENDED 30 JUNE 2023

Engagement and Lobbying

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

- Pregnancy and Baby Charities Network
- Maternity Transformation Programme Stakeholder Council
- NHS Resolution Maternity Voices Advisory Group
- National Perinatal Epidemiology Unit (NPEU) Patient and Public Involvement Network
- MBRRACE Stakeholder Panel
- VCSE Health and Wellbeing Alliance

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.

Last year Baby Lifeline saw a marked increase in the number of media requests coming into the charity, and this trend persisted in 2022-23. Organisations such as the BBC, ITV, LBC, Sky News and Talk TV have frequently sought comment and contributions from the Baby Lifeline team. Furthermore, the charity contributed its analysis to the Times for a piece about the cost of maternity care in England. The regard in which Baby Lifeline is held within the sector – and beyond – is higher than it's ever been, and there is every indication that this will continue to rise.

Acknowledgements

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 12 months:

Advent of Change, Alex Bates, Andrea Fraser, Association of Ukrainians in Great Britain (AUGB), Avensys, Ayrshire Hospice, Balsall Common Lions, Breaking the Chain, Cambridgeshire Search and Rescue, Cardiac Services, Central Medical Supplies, Christian Brassington, Ferguson Transport, Foundation of Ukraine, Gateley PLC, GE Healthcare, Hudgell Solicitors, Huntleigh Healthcare, Irwin Mitchell, ISIDA Clinic, Jamie Touche, Jersey Overseas Aid (JOA), Leigh Day Solicitors, LINETS, Mothers' Union in the Diocese of Lichfield, Razom NGO, RE:ACT, SP Services, The 29th May 1961 Charitable Trust, The Atlas Fund, The Royal College of Obstetricians and Gynaecologists, Ukraine Lifeline.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRAINING
YEAR ENDED 30 JUNE 2023

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

The direct impact of the COVID-19 pandemic on the company's activities continued to diminish in 2022-23. The period was almost entirely free from formal restrictions and most training courses were able to return to their pre-pandemic format. The effects of illness and isolation periods on delegates were also much less significant, though staffing issues within the health service remained a concern at times.

As in previous years, the uncertainty over how the impact of the pandemic would evolve was a serious challenge. This challenge shifted towards the indirect impact – and particularly the effect of rising inflation on the cost of running face-to-face courses. Maintaining the structured flexibility and adaptability that the company has always employed was key to addressing this, along with a measured approach to cutting costs where possible.

Despite these challenges, Baby Lifeline Training was able to provide training places to around 3,000 delegates during the year – a decrease from the 2021-22 but still well above the average for the preceding 3 years. The main reason for this decrease is the higher provision of face-to-face courses putting physical limitations on the number of delegates per course. At times, workforce pressures within the NHS also impacted on faculty recruitment.

The feedback, which will be broken down in more detail later in this report, remained exceptionally positive, and the proportion of delegates rating the quality of education as "excellent" (the highest rating) remained at a record high level. 30% of training courses were delivered online, down from 60% in 2021-22 and 95% in 2020-21. The combination of online and face-to-face training – and indeed a hybrid of the two – remains successful, popular, and impactful, and is likely to continue for the foreseeable future.

Alongside its training operations, Baby Lifeline Training will continue to lobby for increased funding for training for maternity professionals. 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.

BABY LIFELINE LIMITED
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TRAINING
YEAR ENDED 30 JUNE 2023

Number Trained

The information below relates to Baby Lifeline courses between 1st July 2022 and 30th June 2023. In total, Baby Lifeline received around 3,000 bookings across all courses for this period – down from 4,000 last year but still 25% higher than the 2,400 trained in 2020-21. Given the significant increase in the proportion of face-to-face courses, this is still a fantastic achievement. When considering the courses that last more than 1 day, the company delivered a total of 4,000 days of training.

Places deferred because of the pandemic and its associated restrictions had all been delivered by the start of the year. As in previous years, most bookings came directly from NHS Trusts and Health Boards.

A decrease in the number of training places had been expected due to the planned scaling up of face-to-face courses. The number delegates attending face-to-face training increased by 50%. Online training remains a vitally important resource and allows for a far greater reach, though there are certain practical training elements that will never be able to be delivered virtually.

Demand for Baby Lifeline’s courses remains very high, with a near-constant stream of requests for both new and established courses. As with last year, however, this demand is still significantly lower than when the Maternity Safety Training Fund 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.

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TRAINING
YEAR ENDED 30 JUNE 2023

Geographical Reach



Baby Lifeline trained delegates from around **130 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 acute 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. These included universities, private companies, and overseas healthcare bodies.

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

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

Belgium, France, Iceland, Malta, Oman, and the United States.

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TRAINING
YEAR ENDED 30 JUNE 2023

Attendance

Attendance rates in 2022-23 were slightly higher than the 2020-21 and 2021-22 levels at around 89%. The attendance rate for individual bookings was higher than for block bookings from trusts, which has been a common theme for many years. Though many of the pandemic-related barriers to attending training had eased, the longstanding issues persisted:

- 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.

Bookings by Course

| Course | No. of days | No. Booked | Days of Training |
|--|-------------|--------------|------------------|
| Advanced 2-day CTG Masterclass | 2 | 102 | 204 |
| Childbirth Emergencies in the Community | 1 | 737 | 737 |
| Comorbidities | 1 | 98 | 98 |
| CTG Masterclass | 1 | 1,204 | 1,204 |
| Cultural Competency | 1.5 | 47 | 71 |
| Developing 'Human factors' Skills | 1 | 90 | 90 |
| Enhanced Maternal Care | 1 | 95 | 95 |
| Examination of the Newborn | 1 | 50 | 50 |
| Governance and Assurance | 2 | 34 | 68 |
| Healthcare Incident Investigation | 5 | 160 | 800 |
| Implementing Saving Babies' Lives | 1 | 30 | 30 |
| Learning from Adverse Events | 2 | 171 | 342 |
| Perinatal Mental Health | 1 | 71 | 71 |
| Resilience Training for Maternity Healthcare Professionals | 1 | 95 | 95 |
| TOTAL | | 2,984 | 3,955 |

Baby Lifeline's *CTG Masterclass* and *Childbirth Emergencies in the Community* continued to be the most well attended in terms of number of bookings. Both the 1-day and 2-day *CTG Masterclass* courses saw a reduction in total numbers and there was a significant decrease in bookings for *Developing 'Human factors' Skills*. This was due to a combination of reduced demand and operational limitations.

Baby Lifeline Training successfully piloted another new course in 2022-23 – *Governance, Assurance and Improving Quality and Safety in Your Maternity Services*. The course was exceptionally well received, with 100% of delegates rating the quality of education as 'very good' (27%) or 'excellent' (73%).

Additionally, Baby Lifeline has played a leading role in developing and delivering the training for the newly created role of Maternity and Neonatal Independent Senior Advocates (ISAs). For NHS England to award the work to Baby Lifeline is a tremendous demonstration of the high standing it holds within the sector.

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TRAINING
YEAR ENDED 30 JUNE 2023

The Need for Funding

The table below, which shows the booking trends by course, demonstrates that the appetite for training is high, but funding remains a persistently prohibitive barrier. That demand increased so dramatically when funding was 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 required due to financial restrictions.

| Course | 2016 17 | 2017 18 | 2018- 19 | 2019- 20 | 2020 21 | 2021 22 | 2022- 23 | Trend |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|
| Advanced 2-day CTG Masterclass | 72 | 540 | 255 | 0 | 259 | 344 | 102 | |
| Childbirth Emergencies in the Community | 72 | 1,155 | 815 | 636 | 209 | 675 | 737 | |
| CTG Masterclass | 758 | 1,955 | 1,071 | 1,346 | 1,470 | 1,709 | 1,204 | |
| Co-morbidities | 0 | 0 | 0 | 0 | 0 | 78 | 98 | |
| Cultural Competency and Safety Workshop | 0 | 0 | 0 | 0 | 13 | 0 | 47 | |
| Developing 'Human Factors' Skills | 279 | 698 | 115 | 94 | 118 | 500 | 90 | |
| Enhanced Maternal Care | 250 | 417 | 59 | 88 | 68 | 151 | 95 | |
| Examination of the Newborn | 50 | 120 | 110 | 66 | 18 | 0 | 50 | |
| Governance and Assurance | 0 | 0 | 0 | 0 | 0 | 0 | 34 | |
| Healthcare Incident Investigation | 0 | 0 | 0 | 0 | 63 | 158 | 160 | |
| Human Factors Train the Trainers | 0 | 0 | 0 | 0 | 20 | 20 | 0 | |
| Implementing Saving Babies' Lives | 67 | 77 | 45 | 212 | 54 | 50 | 30 | |
| Implementing Saving Babies' Lives | 0 | 12 | 12 | 24 | 0 | 0 | 0 | |
| Learning from 5 Years of Cerebral Palsy | 0 | 0 | 68 | 35 | 0 | 0 | 0 | |
| Learning from Adverse Events | 0 | 0 | 0 | 49 | 80 | 178 | 171 | |
| Perinatal Mental Health | 0 | 0 | 0 | 0 | 0 | 75 | 71 | |
| PPH Masterclass | 0 | 0 | 0 | 0 | 0 | 60 | 0 | |
| Resilience Training for Maternity Healthcare | 71 | 1,113 | 57 | 0 | 0 | 16 | 95 | |
| Total | 1,619 | 6,087 | 2,607 | 2,550 | 2,372 | 4,014 | 2,984 | |

BABY LIFELINE LIMITED

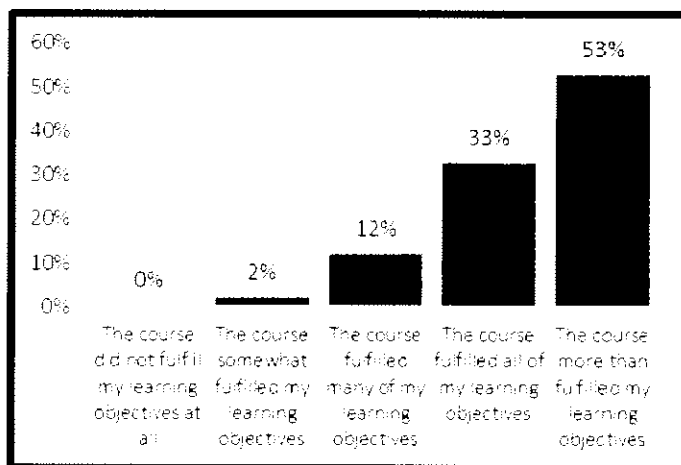
COMPANY LIMITED BY GUARANTEE

TRAINING

YEAR ENDED 30 JUNE 2023

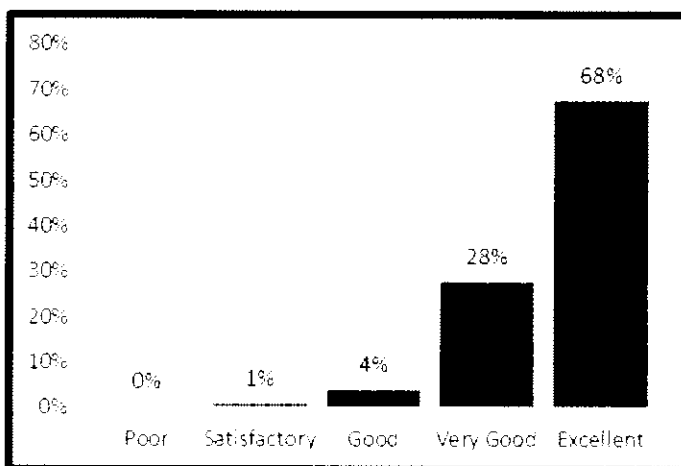
Delegate Feedback – What Our Delegates Say About Us

The feedback data below relates to around 2,750 delegates that attended Baby Lifeline’s training and completed the online evaluations between July 2021 and June 2022.



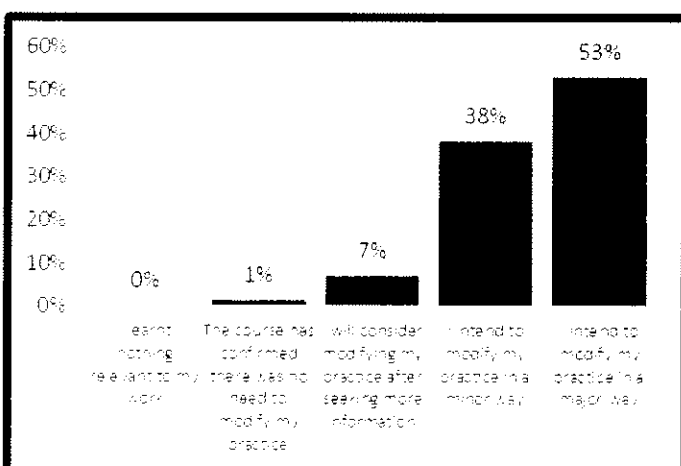
1. This conference has been relevant to my learning objectives for the day

Over 98% of delegates agreed that the Baby Lifeline study days had fulfilled many or all of 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’.



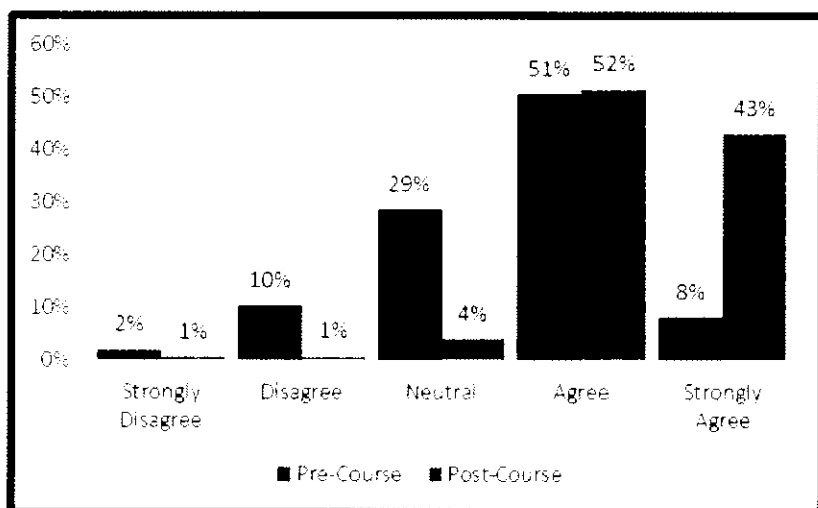
3. Will the day effectively influence your practice?

99% of delegates stated that they would at least consider modifying or intended to modify (91%) their practice after Baby Lifeline’s study days.

Delegate Confidence in Course Objectives

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COMPANY LIMITED BY GUARANTEE
TRAINING
YEAR ENDED 30 JUNE 2023

Delegate Confidence in Course Objectives



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

95% of delegates either 'Agreed' or 'Strongly Agreed' that they were confident in the course objectives post-course, compared with 59% pre-course.

Written Feedback – What Our Delegates Say About Us

“Hands down the best study day I have ever attended!! Absolutely fantastic.”

– Advanced 2-day CTG Masterclass

“An excellent day that all healthcare professionals who participate in maternity care should invest in. Fantastic delivery and content from a variety of professionals/experience. Paramedic input was very beneficial to my role. Thank you!”

– Childbirth Emergencies in the Community

“A thoroughly enlightening day. Good to hear of progress made over time with clinical practice changes. What a fantastic team you are, sharing your knowledge to improve outcomes for women. Thank you.”

– Comorbidities

“This is my 2nd Baby Lifeline course (first was community emergencies) and I’ve thoroughly enjoy and learnt so much on both courses, they always give a different perspective and ideas to the care we give which is so beneficial. You are brilliant at what you do!”

– CTG Masterclass

“This day was such a joy to attend. I have already made plans to meet with our PMH Midwife to adapt the Screening Programme to ensure PMH is also taken into account. I am looking to adapt our counselling sessions.”

– Delivering Excellence in Perinatal Mental Health

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRAINING
YEAR ENDED 30 JUNE 2023

The study was brilliant! I wasn't sure of what to expect, and the day was above & beyond my expectations. I really feel that I can go back to work and implement some changes to improve communication and morale.

– Developing 'Human Factors' Skills

"I found the whole day to be very informative and amazing, would love to attend more study days in future to better my learning. All the staff members undertaking the day delivered the sessions in an amazing manner and explained everything so clearly. I definitely feel more confident going into practice with the knowledge I have now"

- Enhanced Maternal Care

"I just wanted to say what a totally invigorating and interesting day this has been. Totally mesmerised with Johnathan, Alexander & Lee's knowledge and passion and delivery of the content of each topic in the time constraints of the day."

– Examination of the Newborn

"I absolutely loved hearing from the health boards about the improvements they've made... absolutely inspiring."

– Governance and Assurance

"Absolutely brilliant and insightful week. Please thank all speakers for a truly emotive and valuable weeks learning."

– Healthcare Incident Investigation

"Really great and inspiring day. I wish this was compulsory learning for all staff the - impact would be huge."

– Implementing 'Saving Babies' Lives'

"Fantastic days, really confirmed what I want to be doing with my career, patient safety is paramount, and I want to make a difference, thank you for helping me."

– Learning from Adverse Events in Maternity Services

"Thank you for this session. The best training session I have ever intended, I felt like was a personal therapy day that came at a time I really needed it. I initially thought the day would be really long, but I felt engaged the whole day. I learned a lot and will take a lot from it."

– Resilience and Resourcefulness

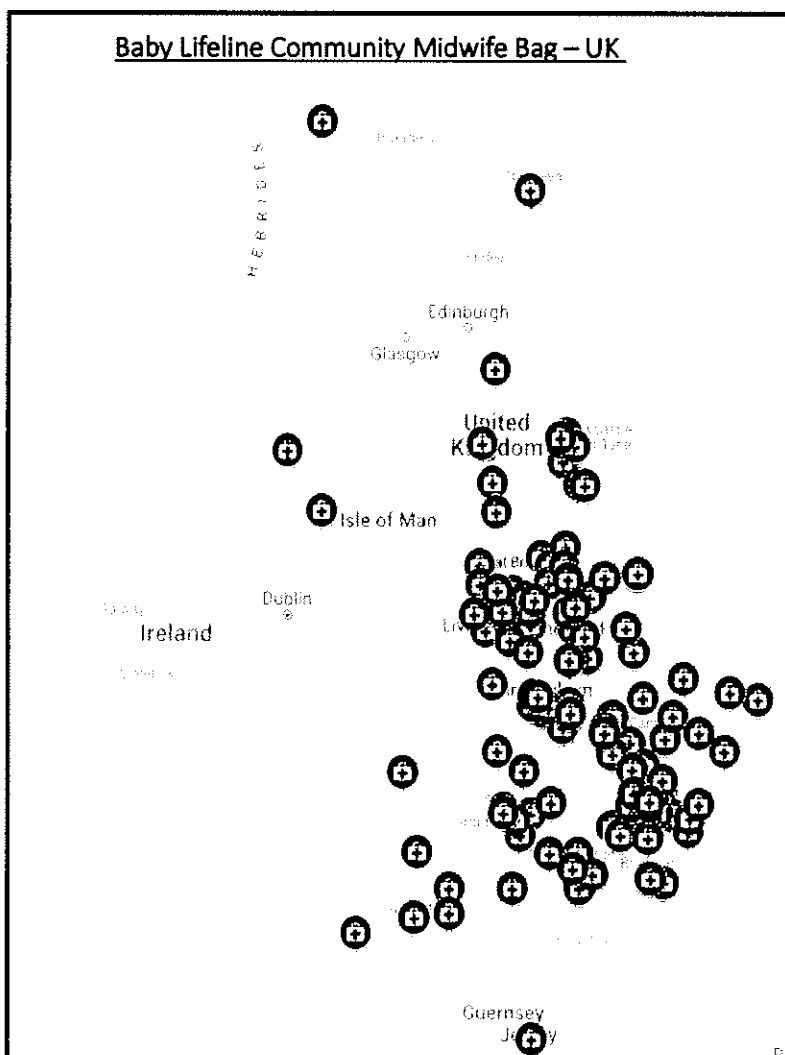
BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT
YEAR ENDED 30 JUNE 2023

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
- 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.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT
YEAR ENDED 30 JUNE 2023

The bags:

- Provide everything needed for births outside of a hospital setting, including any emergencies.
- Have all contents organised and planned so that it is easily and quickly accessible.
- Are designed for infection-control.
- Can be worn as a backpack for easier transportation.

The bags were officially launched in 2019, and since then there has been a huge amount of interest from trusts and health boards in the UK as well organisations based in the Channel Islands and overseas.

To date, there are over 1,300 Baby Lifeline Bags in service in the UK across 130+ organisations.

Ukraine Appeal

Summary

Following the invasion of Ukraine in February 2022, Baby Lifeline recognised that there would soon be an urgent need for a vast array of medical equipment to support the 800 babies that are born each day in the country. Early in the conflict, it was widely reported that maternity units were being bombed, and many women were soon forced to give birth in underground shelters, often without power, water, or other necessities. The charity quickly established three priorities:

1. Mobilise as **quickly as possible** to provide aid to mothers, babies, and health professionals in Ukraine.
2. Focus on the areas of Ukraine that are **most in need** of equipment.
3. Send the **specific equipment** that has been requested.

More details of the nature of the equipment can be found later on the Baby Lifeline website but it comprises 163 of Baby Lifeline's out-of-hospital birth bags, incubators, baby warmers, a mobile C-arm, PPE, patient monitors, fetal monitors, fetal dopplers, and much more.

Logistics

The charity has worked with partners to develop robust procedures to ensure that the right equipment is getting to the people and places that need it most. As such, it has been able to get equipment to harder-to-reach areas of Ukraine, including Kharkiv, Dnipro, Mykolaiv, Sumy, Bucha, Luhansk, Donetsk, and Zaporizhzhia.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT
YEAR ENDED 30 JUNE 2023

The logistical procedures have evolved over time as the situation on the ground has developed. Changes in the availability of certain routes and an ever-increasing network of contacts within Ukraine have allowed Baby Lifeline to increase the efficiency of its operations over time.

In basic terms, the logistical process for transporting the equipment at the beginning of the campaign was as follows:

1. Equipment is gathered in one of Baby Lifeline's warehouses in Cambridge or Edinburgh and sent by a reliable major carrier to a centre in Poland.
2. From there, the goods are transported under military escort across the border to the ISIDA Clinic in Kyiv, which is acting as the distribution hub in Ukraine.
3. Staff at the ISIDA Clinic log receipt of the goods and prepare them for onward distribution, adding pharmaceuticals to the bags where necessary.
4. Civilian drivers, mostly from local volunteer and charitable organisations, transport the goods to the final destinations where formal documentation is made.

Since then, the charity has made several changes to the process. Whilst most of the Baby Lifeline bags are still sent to the ISIDA clinic for distribution, it is no longer necessary to travel via the intermediate warehouse in Poland.

It is also now possible for other equipment to be sent directly to its end destination – or at least closer. This reduces the total time that the equipment is in transit. Additionally, equipment is being sent from more UK Locations – recently London, Oxford, Norwich, and Gloucestershire.

The core team includes UK-based doctors who speak the local language and have strong ties to hospitals and medical networks in Ukraine. **This has helped us to establish priorities on the ground and has enabled us to get lifesaving equipment into the hands of healthcare professionals.** Adaptability, perseverance, and a sense of urgency have meant that we have managed to have success with distribution where many large organisations have struggled.

Impact

Baby Lifeline's Ukraine appeal has clearly had a hugely positive impact on the hospitals that have received equipment. There have been dozens of letters of gratitude with supporting photographic and video evidence, as well as specific requests for further assistance. It's difficult to calculate the exact number of people that will have benefitted, but by way of example it is perhaps helpful to examine a case study looking at 88 Baby Lifeline bags funded by Jersey Overseas Aid. (This accounts for about 5% of the total value of aid sent to date).

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT
YEAR ENDED 30 JUNE 2023

Case Study: Jersey Overseas Aid

Thanks to generous donations by Jersey Overseas Aid, Baby Lifeline has been able to deliver a further 88 out-of-hospital birth bags to around a dozen hospitals and other organisations in some of the hardest hit areas of Ukraine. The bags have been tremendously well received by the midwives, doctors, paramedics, and military personnel who are already using them to help safely deliver babies in unimaginably difficult conditions.

“Bashtanka in the Mykolaiv Oblast is a frontline town where the Ukrainian heart beats and, despite everything, a new life is born. Recently, a team of emergency doctors [delivered a baby] in an ambulance. In today’s realities, emergency childbirth is increasingly becoming a common practice, not an exception. That is why the specialist maternity bags from the British charity Baby Lifeline, which volunteers handed over to the doctors of Bashtanka the day before, are already helping doctors to provide medical assistance to women in labour – even in extreme conditions.”

- Post by ISIDA Clinic, 2nd September 2022

The bags themselves and many of the components inside will last for years, and Baby Lifeline is offering support on how to re-stock any of single-use items. Simply by being present at a birth the bags will improve the chances of the best possible outcome for mother and baby. Not all of the components will be used for every birth, but in the event of an emergency the healthcare professional will have everything they need to help to safely deliver the baby. As the quotation above makes clear, such emergencies are unfortunately becoming more common due to the tragic circumstances of the war.

The areas in which we chose to focus the aid – Mykolaiv Oblast, Kharkiv Oblast, and Dnipropetrovsk Oblast – have a combined population of over 6.5 million people, and though precise figures are not available, it is likely that there will be in the region of 50,000 births per year. The frequency of use of the bags will vary by region and by overall circumstances, but a conservative estimate of a bag being used on average every 2 weeks would mean that the 88 bags would be able to assist in almost 2,300 deliveries per year.

By the end of June 2023, Baby Lifeline had sent over £1.5 million worth of equipment to organisations across the country – a quite astonishing achievement. Since then, the total has risen to well over £2 million across more than 20 separate consignments.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
RESEARCH
YEAR ENDED 30 JUNE 2023

Mind the Gap

Baby Lifeline continued to promote and disseminate the findings of the third iteration of the highly respected *Mind the Gap* report (published November 2021), which explored what training looked like for the maternity services workforce during the COVID-19 pandemic. It examined how training was prioritised, attended, delivered, and assessed during the 2020/21 financial year, and looked at how much money was spent on training, and where gaps exist in topics relating to avoidable harm and deaths.

The charity also undertook some detailed sub-analyses based on the information gathered as part of the *Mind the Gap* process. This included providing NHS trusts with their own organisation-level reports so that they could accurately benchmark their own performance on maternity training.

The report's findings and recommendations remain as important now as they were at the time of publication, and spreading the messages of the report are a vital part of Baby Lifeline's work. Planning for the next iteration has already started.

In brief, the report's findings and recommendations were as follows:

URGENT SUPPORT IS NEEDED TO RETAIN SKILLED PROFESSIONALS IN MATERNITY

- Staffing, venues, and sufficient resources remain a significant barrier to providing and attending training on the frontline.
- There needs to be a significant increase in funding to allow professionals to develop and maintain skills and retain staff within maternity. This funding needs to properly support the expansion of the maternity workforce, attendance and backfill on professional development training, suitable IT facilities and equipment, and venues.

THE PANDEMIC HAS CREATED MORE BARRIERS, AND TRAINING HAS SUFFERED

- Training provision has decreased from 2017/18, and there are more barriers to providing and attending training. The biggest barrier identified was the COVID-19 pandemic.
- As maternity services move toward a more blended approach of online and face-to-face training, it is important that training is developed to facilitate discussions and interactive learning, especially in a multi-professional environment.

TRAINING RELATING TO AVOIDABLE DEATHS AND HARM WAS PATCHY

- Training elements of national initiatives to improve safety and save lives were not widely implemented. There were significant gaps identified in the provision of training elements within guidance, such as the Saving Babies' Lives Care Bundle and the Maternity Incentive Scheme.
- There should be a nationally agreed specification of ongoing training competencies for all staff, founded on evidence-based best practice, themes in avoidable harm, and clinical data. Compliance with training competencies should be externally validated regionally or by a national body, and actions taken to support any barriers identified.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
RESEARCH
YEAR ENDED 30 JUNE 2023

THE NEEDS OF THE LOCAL POPULATION MUST BE CONSIDERED WITHIN TRAINING TO TACKLE INEQUITY AND INEQUALITY

- There are training gaps for risk factors that influence health inequalities, and local population needs were not considered by 1 in 4 organisations when determining training priorities.
- Maternity services should use local population data to determine clinical and social risk factors and determinants of health, which should then guide their training priorities. Evidence-based training should be co-produced with family voices groups, both local and national to keep service users at the heart of improving the care.

DATA COLLECTED AND STORED ON MATERNITY TRAINING VARIES

- Information provided by organisations regarding training was not consistent in its detail, and many organisations could not give us information on budgets for training. The time taken to complete the survey varied widely, with some accessing information more easily than others.
- There should be a nationally agreed method of monitoring training, and an auditing system developed to support professionals on the frontline to collect and utilise the data easily. This is particularly important if the training relates to national safety initiatives designed to save lives and reduce harm, and will enable a meaningful analysis of the impact of certain initiatives.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRUSTEES' RESPONSIBILITIES STATEMENT
YEAR ENDED 30 JUNE 2023

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 year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, 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;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and 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 Companies Act 2006. 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.

Auditor

Each of the persons who is a trustee at the date of approval of this report confirms that:

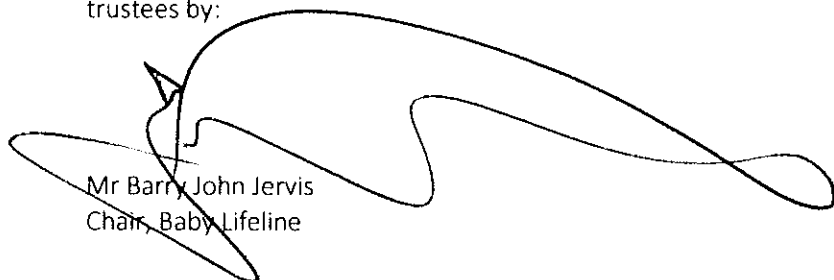
- So far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- They have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 7 December 2023 and signed on behalf of the board of trustees by:

Mr Barry John Jervis
Chair, Baby Lifeline



BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BABY LIFELINE
LIMITED
YEAR ENDED 30 JUNE 2023

Opinion

We have audited the financial statements of Baby Lifeline Limited (the 'charity') for the year ended 30 June 2023 which comprise the statement of financial activities (including income and expenditure account), statement of financial position and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 30 June 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BABY LIFELINE
LIMITED *(continued)*
YEAR ENDED 30 JUNE 2023

Other information *(continued)*

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BABY LIFELINE LIMITED *(continued)*

YEAR ENDED 30 JUNE 2023

Auditor's responsibilities for the audit of the financial statements

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

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

Identifying and assessing potential risks related to irregularities

In identifying and assessing risks of material misstatements in respect of irregularities, including fraud and non-compliance with laws and regulations, we considered the following:

- The nature of the industry, the control environment and the business performance;
- Results from enquiries with management;
- Results from an identification and evaluation of whether the entity are complying with laws and regulations and whether management were aware of any non-compliance;
- The internal controls established to mitigate the risk of fraud or non-compliance with laws and regulations.

As a result of testing, we considered the opportunities and incentives that may exist within the organisation for fraud, including areas where management exercise significant judgement. Such items were tested, as well as specific procedures relating to the risk of management override.

Audit response to the risks identified

In addition to the above procedures, we also included the following:

- Enquiring of management regarding any potential litigation or claims;
- Performing analytical procedures to identify any unusual trends which may indicate risks of material misstatement due to fraud;
- Reading minutes of meetings held by those charged with governance;
- Testing the appropriateness of journal entries and assessing whether they are indications management override.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BABY LIFELINE
LIMITED *(continued)*
YEAR ENDED 30 JUNE 2023

Audit response to the risks identified *(continued)*

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

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

Langard Lifford Hall Limited

R D Coton (Senior Statutory Auditor)

For and on behalf of
Langard Lifford Hall Limited
Accountants and Statutory Auditor
Lifford Hall
Lifford Lane
Kings Norton
Birmingham
B30 3JN

7 December 2023

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30 JUNE 2023

| | | 2023 | 2022 | | |
|---|--------------|------------------|----------------|------------------|------------------|
| | Unrestricted | Restricted | Total funds | Total funds | |
| | funds | funds | £ | £ | |
| Note | £ | £ | £ | £ | |
| Income and endowments | | | | | |
| Donations and legacies | 5 | 1,517,931 | 127,402 | 1,645,333 | 699,265 |
| Charitable activities | 6 | 103,583 | - | 103,583 | 384,654 |
| Investment income | 7 | 5,830 | - | 5,830 | 665 |
| Total income | | <u>1,627,344</u> | <u>127,402</u> | <u>1,754,746</u> | <u>1,084,584</u> |
| Expenditure | | | | | |
| Expenditure on charitable activities | 8,9 | 1,815,836 | 107,412 | 1,923,248 | 921,195 |
| Total expenditure | | <u>1,815,836</u> | <u>107,412</u> | <u>1,923,248</u> | <u>921,195</u> |
| Net (expenditure)/income and net movement in funds | | | | | |
| | | <u>(188,492)</u> | <u>19,990</u> | <u>(168,502)</u> | <u>163,389</u> |
| Reconciliation of funds | | | | | |
| Total funds brought forward | | 363,535 | 13,270 | 376,805 | 213,416 |
| Total funds carried forward | | <u>175,043</u> | <u>33,260</u> | <u>208,303</u> | <u>376,805</u> |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

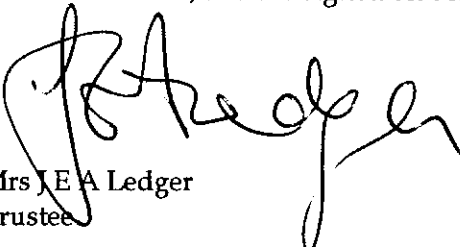
The notes on pages 29 to 35 form part of these financial statements.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
STATEMENT OF FINANCIAL POSITION
YEAR ENDED 30 JUNE 2023

| | Note | Group 2023 £ | Group 2022 £ | Charity 2023 £ | Charity 2022 £ |
|---|------|--------------------|--------------------|----------------------|----------------------|
| Fixed assets | | | | | |
| Tangible fixed assets | 13 | 1,984 | 60 | 1,497 | 60 |
| Investments | | - | - | 2 | 2 |
| | | <u>1,984</u> | <u>60</u> | <u>1,499</u> | <u>62</u> |
| Current assets | | | | | |
| Debtors | 14 | 39,516 | 86,404 | 121,501 | 156,110 |
| Cash at bank and in hand | | 313,140 | 362,079 | 208,310 | 241,034 |
| | | <u>352,656</u> | <u>448,483</u> | <u>329,811</u> | <u>397,144</u> |
| Creditors: amounts falling due within one year | 15 | 146,337 | 71,738 | 22,718 | 20,677 |
| Net current assets | | <u>206,319</u> | <u>376,745</u> | <u>307,093</u> | <u>376,467</u> |
| Total assets less current liabilities | | <u>208,303</u> | <u>376,805</u> | <u>308,592</u> | <u>376,529</u> |
| Net assets | | <u>208,303</u> | <u>376,805</u> | <u>308,592</u> | <u>376,529</u> |
| Funds of the charity | | | | | |
| Restricted funds | | 33,260 | 13,270 | 33,260 | 13,270 |
| Unrestricted funds | | 175,043 | 363,535 | 275,332 | 363,259 |
| Total charity funds | 17 | <u>208,303</u> | <u>376,805</u> | <u>308,592</u> | <u>376,529</u> |

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 7 December 2023, and are signed on behalf of the board by:


Mrs J E A Ledger
Trustee

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
STATEMENT OF CASH FLOWS
YEAR ENDED 30 JUNE 2023

| | 2023 | 2022 |
|---|-----------------------|-----------------------|
| | £ | £ |
| Cash flows from operating activities | | |
| Net (expenditure)/income | (168,502) | 163,389 |
| <i>Adjustments for:</i> | | |
| Depreciation of tangible fixed assets | 498 | 104 |
| Accrued expenses/(income) | 65,770 | (30,495) |
| <i>Changes in:</i> | | |
| Trade and other debtors | 47,166 | 201,360 |
| Trade and other creditors | 6,356 | (58,341) |
| Cash generated from operations | <u>(48,712)</u> | <u>276,017</u> |
| Interest received | 5,830 | 665 |
| Net cash (used in)/from operating activities | <u>(42,882)</u> | <u>276,682</u> |
| Cash flows from investing activities | | |
| Purchase of tangible assets | (2,422) | - |
| Net cash used in investing activities | <u>(2,422)</u> | <u>-</u> |
| Net (decrease)/increase in cash and cash equivalents | (45,304) | 276,682 |
| Cash and cash equivalents at beginning of year | 355,565 | 78,883 |
| Cash and cash equivalents at end of year | <u>310,261</u> | <u>355,565</u> |

The notes on pages 29 to 35 form part of these financial statements.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 30 JUNE 2023

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is The Granary, Fernhill Court, Balsall Street East, Balsall Common, CV7 7FR.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparing the financial statements

Baby Lifeline Ltd meets the definition of a public entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommend 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 Formants 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.

Disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 30 JUNE 2023

3. Accounting policies *(continued)*

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.

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.

Tangible assets

Tangible fixed assets costing more than £100 are capitalised and included at cost including 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

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Operating leases

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

Pensions costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

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.

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2023

4. Limited by guarantee

The Company is Limited by Guarantee and is registered as a Charity (Registered Number 1006457). The members of the company are the Directors. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member.

5. Donations and legacies

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2023 £ |
|------------------|----------------------------|--------------------------|--------------------------|
| Donations | | | |
| Donations | 166,211 | 127,402 | 293,613 |
| Gifts in kind | 1,295,018 | - | 1,295,018 |
| Events | 56,702 | - | 56,702 |
| | <u>1,517,931</u> | <u>127,402</u> | <u>1,645,333</u> |

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2022 £ |
|------------------|----------------------------|--------------------------|--------------------------|
| Donations | | | |
| Donations | 188,535 | 115,993 | 304,531 |
| Gifts in kind | 380,246 | - | 380,246 |
| Events | 14,488 | - | 14,488 |
| | <u>583,269</u> | <u>115,993</u> | <u>699,265</u> |

6. Charitable activities

| | Unrestricted Funds £ | Total Funds 2023 £ | Unrestricted Funds £ | Total Funds 2022 £ |
|------------------------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| Sales of goods - Medical equipment | <u>103,583</u> | <u>103,583</u> | <u>384,654</u> | <u>384,654</u> |

7. Investment income

| | Unrestricted Funds £ | Total Funds 2023 £ | Unrestricted Funds £ | Total Funds 2022 £ |
|--------------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| Bank interest receivable | <u>5,830</u> | <u>5,830</u> | <u>665</u> | <u>665</u> |

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2023

8. Expenditure on charitable activities by fund type

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2023 £ |
|-------------------------------|----------------------------|--------------------------|--------------------------|
| Direct charitable expenditure | 316,185 | 106,591 | 422,775 |
| Support costs | 1,499,651 | 821 | 1,500,472 |
| | <u>1,815,836</u> | <u>107,412</u> | <u>1,923,248</u> |

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2022 £ |
|-------------------------------|----------------------------|--------------------------|--------------------------|
| Direct charitable expenditure | 325,581 | 105,723 | 431,304 |
| Support costs | 489,891 | - | 489,891 |
| | <u>815,472</u> | <u>105,723</u> | <u>921,195</u> |

9. Expenditure on charitable activities by activity type

| | Activities undertaken directly £ | Support costs £ | Total funds 2023 £ | Total fund 2022 £ |
|-------------------------------|---|-----------------------|--------------------------|-------------------------|
| Direct charitable expenditure | <u>422,776</u> | <u>1,500,472</u> | <u>1,923,248</u> | <u>921,195</u> |

10. Net (expenditure)/income

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

| | 2023 £ | 2022 £ |
|---|------------------|----------------|
| Consultancy & public relations | - | 472 |
| Auditors' remuneration for non-audit work | 1,502 | 1,502 |
| Depreciation – owned assets | 498 | 105 |
| Purchase of medical equipment | 249,542 | 289,656 |
| Other operating leases | - | 17,088 |
| Gifts in kind | 1,295,018 | 380,246 |
| | <u>1,546,650</u> | <u>689,069</u> |

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS *(continued)*
YEAR ENDED 30 JUNE 2023

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

| | 2023 | 2022 |
|--------------------|---------------|---------------|
| | £ | £ |
| Wages and salaries | <u>96,608</u> | <u>33,922</u> |

The average head count of employees during the year was 3 (2022: 3). The average number of full-time equivalent employees during the year is analysed as follows:

| | 2023 | 2022 |
|----------|----------|----------|
| | No. | No. |
| Director | 1 | 1 |
| Admin | 2 | 2 |
| | <u>3</u> | <u>3</u> |

No employee received employee benefits of more than £60,000 during the year (2022: Nil).

12. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 30 June 2023 nor for the period ended 30 June 2022.

There were no trustees' expenses paid for the year ended 30 June 2023 nor for the period ended 30 June 2022.

13. Tangible fixed assets

| | Fixtures and fittings £ |
|------------------------|----------------------------|
| Cost | |
| At 1 July 2022 | 855 |
| Additions | 2,422 |
| At 30 June 2023 | <u>3,277</u> |
| Depreciation | |
| At 1 July 2022 | 795 |
| Charge for the year | 498 |
| At 30 June 2023 | <u>1,293</u> |
| Carrying amount | |
| At 30 June 2023 | <u>1,984</u> |
| At 30 June 2022 | <u>60</u> |

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS *(continued)*
YEAR ENDED 30 JUNE 2023

14. Debtors

| | 2023 | 2022 |
|--------------------------------|---------------|---------------|
| | £ | £ |
| Trade debtors | 18,360 | 18,615 |
| Prepayments and accrued income | 19,450 | 40,167 |
| Other debtors | 1,706 | 27,622 |
| | <u>39,516</u> | <u>86,404</u> |

15. Creditors: amounts falling due within one year

| | 2023 | 2022 |
|------------------------------------|----------------|---------------|
| | £ | £ |
| Bank overdraft | | 10 |
| Trade creditors | 9,341 | 14,186 |
| Amounts owed to group undertakings | 12,666 | 10,462 |
| Accruals and deferred income | 112,937 | 47,167 |
| Social security and other taxes | 11,099 | (279) |
| Other creditors | 294 | 192 |
| | <u>146,337</u> | <u>71,738</u> |

16. Analysis of charitable funds**Unrestricted funds**

| | At 1 July 2022 | Income | Expenditure | At 30 June 2023 |
|---------------|-------------------|------------------|--------------------|--------------------|
| | £ | £ | £ | £ |
| General funds | <u>363,535</u> | <u>1,627,344</u> | <u>(1,815,836)</u> | <u>175,043</u> |

| | At 1 July 2021 | Income | Expenditure | At 30 June 2022 |
|---------------|-------------------|----------------|------------------|--------------------|
| | £ | £ | £ | £ |
| General funds | <u>210,416</u> | <u>968,591</u> | <u>(815,472)</u> | <u>363,535</u> |

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS *(continued)*
YEAR ENDED 30 JUNE 2023

16. Analysis of charitable funds *(continued)*

Restricted funds

| | At 1 July 2022 | Income | Expenditure | At 30 June 2023 |
|----------------------------|-------------------|----------------|------------------|--------------------|
| | £ | £ | £ | £ |
| Monitoring for Mums appeal | 3,000 | - | - | 3,000 |
| Donations for Ukraine | 9,090 | 22,504 | (31,594) | - |
| Jersey Maternity Hospital | 1,180 | 24,638 | (25,818) | - |
| Government of Jersey | - | 35,000 | (35,000) | - |
| States of Jersey | - | 15,000 | (15,000) | - |
| ISA | | 30,260 | - | 30,260 |
| | <u>13,270</u> | <u>127,402</u> | <u>(107,412)</u> | <u>33,260</u> |

| | At 1 July 2021 | Income | Expenditure | At 30 June 2022 |
|----------------------------|-------------------|----------------|------------------|--------------------|
| | £ | £ | £ | £ |
| Monitoring for Mums appeal | 3,000 | - | - | 3,000 |
| Donations for Ukraine | - | 97,056 | (87,966) | 9,090 |
| Jersey Maternity Hospital | - | 18,937 | (17,757) | 1,180 |
| | <u>3,000</u> | <u>115,993</u> | <u>(105,723)</u> | <u>13,270</u> |

17. Related parties

There were no related party transactions for the year ended 30 June 2023.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30 JUNE 2023

| | 2023 | 2022 |
|---|------------------|------------------|
| | £ | £ |
| Income and endowments | | |
| Donations and legacies | | |
| Donations | 293,613 | 304,531 |
| Gifts in kind | 1,295,018 | 380,246 |
| Events | 56,702 | 14,488 |
| | <u>1,645,333</u> | <u>699,265</u> |
| Charitable activities | | |
| Sales of goods - Midwife bags | <u>103,583</u> | <u>384,654</u> |
| Investment income | | |
| Bank interest receivable | <u>5,830</u> | <u>665</u> |
| Total income | <u>1,754,746</u> | <u>1,084,584</u> |
| Expenditure | | |
| Expenditure on charitable activities | | |
| Corporate development | 92,372 | 66,240 |
| Training support | 319 | 1,288 |
| Purchase of medical equipment | 249,542 | 289,656 |
| Conferences | 38,639 | 33,659 |
| Events | 34,793 | 25,550 |
| Fund raising costs | 7,110 | 14,908 |
| | <u>422,775</u> | <u>431,301</u> |
| Salaries, social security | 96,608 | 33,922 |
| Consultancy and public relations | - | 472 |
| Charitable activities expenses | - | 1,464 |
| Rent and accommodation | 20,831 | 16,976 |
| Insurance | 1,766 | 834 |
| Telephone | 2,941 | 6,662 |
| Computer costs | 2,995 | 6,397 |
| Sundry expense | 781 | (37) |
| Accountancy and bookkeeping | 73,784 | 26,714 |
| Legal and professional | 2,765 | 5,459 |
| Depreciation | 498 | 104 |
| Subcontractors | - | 4,563 |
| Travelling | 391 | 1,281 |
| Training | - | 1,076 |
| Repairs | 430 | 60 |
| Bank charges | 1,665 | 1,181 |
| Advertising | - | 2,520 |
| Gifts in kind | 1,295,018 | 380,246 |
| | <u>1,500,473</u> | <u>489,894</u> |
| Total expenditure | <u>1,923,248</u> | <u>921,195</u> |
| Net (expenditure)/income | <u>(168,502)</u> | <u>163,389</u> |