

COMPANY REGISTRATION NUMBER: 02661760
CHARITY REGISTRATION NUMBER: 1006457

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
GROUP FINANCIAL STATEMENTS
FOR THE YEAR ENDED
30 JUNE 2024

LANGARD LIFFORD HALL LIMITED
Accountants & Statutory Auditor
Lifford Hall
Lifford Lane
Kings Norton
Birmingham
B30 3JN

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
GROUP FINANCIAL STATEMENTS
YEAR ENDED 30 JUNE 2024

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BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRUSTEES' ANNUAL REPORT (INCORPORATING THE DIRECTOR'S
REPORT)
YEAR ENDED 30 JUNE 2024

PRESIDENTS:	Dr Bill Kirkup CBE Ms Donna Ockenden
PATRONS:	Ms Linda Bassett Dame Judi Dench CH DBE Emeritus Professor James Drife Professor Jacqueline Dunkley-Bent OBE Mr Jimmi Harkishin Miss Francesca Martinez Dame Lorna Muirhead DCVO DBE CStJ DL Mr David Moorcroft OBE Mr Nick Owen MBE 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 Jarvis Mrs J E A Ledger MBE Mr C S Pryor Mr J M Shipton Mr G Silva
AMBASSADORS:	Daisy Aitkens David Tennant James Titcombe OBE
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 MEMBERS
YEAR ENDED 30 JUNE 2024

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 and Deputy Medical Director, 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

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
MULTI PROFESSIONAL ADVISORY PANEL MEMBERS *(continued)*
YEAR ENDED 30 JUNE 2024

Professor Minesh Khashu

Consultant Neonatologist and Professor of Perinatal Health

Ms Barbara Kuypers

Clinical Fellow and Maternity Advisor, NHS England

Former Board Member and Audit and Risk Committee Chair, Royal College of Midwives

Ms Nicky Lyon

Co-Founder, Campaign for Safer Births

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 Plaat

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

Chief Medical Officer, 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 OBE

Director of Midwifery, York and Scarborough Teaching Hospitals NHS Foundation Trust

Former Deputy Chief Midwifery Officer for England: Maternity Safety and Quality Improvement

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
FAMILY VOICES GROUP
YEAR ENDED 30 JUNE 2024

HONORARY CO-CHAIR

Susana Stanford

Susanna is the co-author of the National Safety Standards for Invasive Procedures (NatSSIPs2), and PPI co-lead for the Defining, Recognising and Escalating Maternal Early Deterioration (DREaMED).

Sandra Igwe

Sandra is the Founder of The Motherhood Group, is a Black maternal health advocate, and published author.

Kayleigh Griffiths

Kayleigh is a maternity safety campaigner, and one of the initial families to campaign for an investigation into maternity services at Shrewsbury and Telford Hospital NHS Trust after the preventable death of her daughter, Pippa.

Michelle Hemmington

Michelle is the co-founder of Campaign for Safer Births (CfSB) and leading advocate for the independent investigation of late term stillbirths and for improvements in maternity safety in general, after the preventable death of her son, Louie.

Sadia Haq Nawaz

Sadia has worked with Public Health Birmingham and the NHS to sensitively raise awareness of the options parents have regarding their pregnancy and care, to ensure they are supported in making an informed choice, and is a member of PPI groups, including The Hilda's at the Dame Hilda Lloyd network.

Emma Litvinova-Levermore

Emma has been raising awareness of baby loss and maternity safety since the preventable death of her daughter Marina, who died when she was a day old in July 2020.

Laura Middleton

Laura has been working with the hospital where her baby, Charlotte, died in preventable circumstances, to create a training programme to raise the standard of maternity care, and to ensure the errors cannot happen again.

Nadine Montgomery

Nadine's landmark legal battle after her own experience with her son, Sam, meant that the law on consent was changed in the UK. She is now working in law.

Ngawai Moss

Ngawai is the co-chair for Bridge Commission and former chair for the NMPA Clinical Reference Group.

Gaynor Savarnejad

Gaynor campaigns to make births safer for families after losing her son Louis, particularly to raise awareness around deeply impacted fetal heads and training to prevent tragedies from occurring in the future.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
BACKGROUND
YEAR ENDED 30 JUNE 2024

Overview

The information in this report relates to activities between 1st July 2023 and 30th June 2024.

2023-24 was another fantastic year for Baby Lifeline as the charity saw its output and influence continue to grow. The year started with the fourth annual National Maternity Safety Conference in Birmingham – an event which has now established itself as one of the most important in the calendar for all those with an interest in maternity safety. The Ukraine appeal provided well over £1million of vital humanitarian aid, and the Research and Development team contributed to a wide range of national projects.

Expenditure exceeded income for the second year in a row, which was again driven by a relatively high level of direct charitable expenditure. This follows several years in which reserves increased – the result of a cautious approach during the uncertain pandemic period. Overheads decreased during the year and the overall financial position remains strong.

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 over 2,500 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 almost 35,000 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. Many 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 2024

Maternity Safety Conference 2023

On 21st September 2023 Baby Lifeline hosted the fourth iteration of its annual National Maternity Safety Conference at the Hilton Metropole in Birmingham. Once again, the charity assembled an unrivalled panel of experts from across the maternity world to discuss the theme of the event: *Learning Together for a Safer Maternity Future*.

It brought together delegates, speakers, and exhibitors from hundreds of organisations across the UK and further afield. In attendance were senior decision makers from NHS trusts, frontline staff, service users, and campaigners. The aim of the conference was to facilitate collaboration and discussion between all stakeholders within maternity, and to ultimately help to achieve Baby Lifeline's goal: the best possible outcome for every mother and baby.

The first keynote of the day was delivered by members of Baby Lifeline's Family Voices Group and focussed on *The Power of Being Heard*. Kay Griffiths told delegates of her fight to be heard after the tragic death of her baby girl, Pippa: **"Not being listened to really prolonged our grief... healing only began to happen when we felt heard."** All of the panel had gone through similar experiences, and they powerfully articulated how important it is for women and families to be listened to.

In the later part of the morning, Dr Bill Kirkup chaired a session on *Reading the Signals and Teamworking*. Dr Edile Murdoch, Chair of the Maternity and Neonatal Outcomes Group at NHS England, spoke about her work developing a data monitoring tool to identify signals from contemporaneous data sources. She encouraged delegates to think about what makes good data: **"Healthcare professionals need to be able to record outcomes in the same way, and be describing situations in the same way."**

The afternoon started with a keynote on *Safety Culture* by Professor Suzette Woodward, who addressed some of the most fundamental issues within maternity care: **"We have to ask ourselves the hard questions that have been asked for far too long - what are we doing about funding and what are we doing about staffing?"** These issues have been cited for many years as some of the leading causes of avoidable harm and death.

This was followed by one of the most important sessions of the day: *Achieving Equity, Inclusion and Accessibility*, which was co-chaired by Wendy Olayiwola and Sadia Haq Nawaz. Wendy opened the session by reflecting on how far the NHS has come since its inception, and how much further it needs to go to achieve equity: **"When I came into this role I thought we were going to change the world. But last week's MBRRACE data showed that there are more Black babies dying."**

The final panel of the day, *Saving Lives and Improving Care*, was chaired by Sascha Wells-Munro and Sandra Igwe. Dr James McGowan, Clinical Research Associate at THIS Institute, told the conference that **"Evaluation is the route to learning, but unfortunately, it's often an add-on. Fewer than half of the programmes audited had an evaluation plan."** This crucial message is one that Baby Lifeline has been championing for years.

Once again, the conference was an enormous success and left delegates and speakers alike with the desire to return to their workplaces and drive positive change. As one midwife who attended put it: **"A day of true focus on how each and every one of us can help improve experiences and outcomes. Baby Lifeline- great work: motivational and inspiring. My takeaway message: One Team, One Voice, One Mission."** The fifth conference is scheduled to take place in September 2024.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EVENTS AND ACTIVITY *(continued)*
YEAR ENDED 30 JUNE 2024

Baby Lifeline UK MUM Awards 2023

After several years away, Baby Lifeline successfully relaunched its UK MUM (Maternity Unit Marvels) Awards in 2023. The awards give parents, guardians and families the chance to say thank you to the team of professionals who made the birth of their child possible.

Nominations opened in May 2023 and members of the public were encouraged to put forward the stories of how the teams that looked after them helped to ensure the safe arrival of their baby. Hundreds of stories were then assessed by the charity's expert judging panel, which included Donna Ockenden, Dame Ruth May, Gill Walton, Ranee Thakar, and several other leading figures within the maternity sector.

The judges selected 10 regional winners from across the UK, as well as a *community* award for ambulance services. The teams from each of these winning trusts were invited to attend a special reception at 11 Downing Street on 4th October 2023, before The MUM Awards Gala Dinner the following night – at which the overall national winner was announced.

Any one of the regional winners would have made a worthy national winner, but after careful consideration the panel selected the team from United Lincolnshire Hospitals NHS Trust.

The national winners were nominated by Louise, who was sadly diagnosed with breast cancer whilst pregnant with her little girl, Suzy. Louise was looked after and supported by her midwife, Laura, and her obstetric consultant, Sarah, which helped to put her at ease during an extremely stressful time.

In her nomination, Louise described her healthcare team as the “silver lining [during a] thunderstorm”. She said: “Laura and Sarah’s compassion, commitment and understanding has made me feel safe and secure in my most vulnerable of times. Both ladies have been my absolute rocks throughout this life changing process.”

All of the families that nominated a regional winner were treated to a day of fun at Center Parcs, and Louise and her family enjoyed a weekend holiday there too.

Regional winners:

- **East of England:** Mid and South Essex NHS Foundation Trust – Basildon University Hospital, Transitional Care Team and Midwife Paige on CMU
- **London:** Chelsea and Westminster Hospital NHS Foundation Trust – Neonatal Intensive Care Unit (NICU) team
- **Midlands:** United Lincolnshire Hospitals NHS Trust – Community Midwife and Obstetric Consultant
- **North East & Yorkshire:** Joint care from three hospitals: The Maternity and Neonatal Unit at Sunderland Royal Hospital, The Darlington Memorial Hospital Neonatal Special Care Baby Unit, and Ward 35 Neonatal Unit at the Royal Victoria Infirmary
- **North West:** Preterm Prevention Clinic – Manchester University NHS Foundation Trust
- **Northern Ireland:** Neonatal Intensive Care Unit – Northern Health and Social Care Trust
- **Scotland:** Angus Community Midwifery Team – NHS Tayside
- **South East:** Women's Centre Maternity Department – Oxford University Hospitals NHS Foundation Trust
- **South West:** Dorset County Hospital NHS Foundation Trust – Community Midwife
- **Wales:** Hywel Dda University Health Board – Maternity Team

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

EVENTS AND ACTIVITY *(continued)*

YEAR ENDED 30 JUNE 2024

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:

- The Pregnancy and Baby Charities Network
- MBRRACE-UK Third Sector Stakeholder Group
- The VCSE Health and Wellbeing Alliance.
- The Maternity and Neonatal Programme Stakeholder Council
- The NHS Resolution Maternity Voices Advisory Group
- The National Perinatal Epidemiology Unit (NPEU) Patient and Public Involvement Network
- The Independent Senior Advocate (ISA) Steering Group (NHS England)
- Nottingham University Hospitals Review – Community and Family Voices Group
- East Kent Report – Recommendation Sounding Board

The charity's overall engagement 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.

For the last few years, the number of media requests coming into the charity has continued to grow. Organisations such as the BBC, ITV, LBC, Sky News and Talk TV have frequently sought comment and contributions from the Baby Lifeline team. Among the highlights for the year was an **appearance by Head of Research and Development Sara Ledger on *Panorama – Midwives under Pressure***, to which the charity had also contributed some analytical work.

Baby Lifeline is also supported by an extensive panel of ambassadors who help to spread its message and raise its profile. Ambassadors include actors David Tenant and Daisy Atkins, and patient safety campaigner James Titcombe OBE.

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 including, but not limited, to:

Advent of Change, Association of Ukrainians in Great Britain (AUGB), Balsall Common Lions, Cardiac Services, Eileen Howell, Gateley PLC, Heart of England School, Hudgell Solicitors, Huntleigh Healthcare, Irwin Mitchell, ISIDA Clinic, Kate Hicks, Leigh Day Solicitors, Mothers' Union in the Diocese of Lichfield, Rupert Shrive, The 29th May 1961 Charitable Trust, The Atlas Fund, The Royal College of Obstetricians and Gynaecologists.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRAINING
YEAR ENDED 30 JUNE 2024

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

Despite the persistent challenges of funding and staffing within the NHS, Baby Lifeline Training was able to provide training places to around 2,500 delegates during the year – lower than the last 2 years but still above the average for the preceding 3 years. Part of the reason for this decrease was the development and delivery of a new training programme that provided specialist training over many months to a relatively small cohort of delegates.

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 very high level. 28% of standard training courses were delivered online, down from 30% last year, 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.

Alongside its training operations, Baby Lifeline Training will continue to lobby for increased funding for training for maternity professionals. The national ambition of halving stillbirths, neonatal deaths, and brain injuries by 2025 doesn't look unlikely to be achieved, and a new approach is necessary. Without adequate funding for training maternity healthcare professionals, this will be far more difficult in gaps in essential training will continue to exist.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRAINING *(continued)*
YEAR ENDED 30 JUNE 2024

Number Trained

The information below relates to Baby Lifeline courses between 1st July 2023 and 30th June 2024. **In total, Baby Lifeline received over 2,500 bookings across all standard courses for this period** –lower than the previous two years but higher than the 2,400 trained in 2020-21. When considering the courses that last more than 1 day, the company delivered a total of 3,500 days of training. As in previous years, most bookings came directly from NHS Trusts and Health Boards.

There were two primary causes for the decrease in bookings, both of which had been anticipated. The first was a relatively low number of high-volume online courses, which was due to a lack of faculty availability. Additional faculty members have been added as a result, and the number of these courses is expected to return to previous levels next year.

The second, as alluded to earlier, was involvement in the development of a specialist training package for the new role of Independent Senior Advocates (ISA) for NHS England. This was a very significant and important piece of work, but it was only for a relatively small number of delegates so had little impact on the total number of attendees. It involved the creation of 6 separate modules and encompassed, face-to-face, live online, and on-demand training elements.

In general, the demand for Baby Lifeline's courses remains very high, with a near-constant stream of requests for both new and established courses. As with each of the last five years, 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

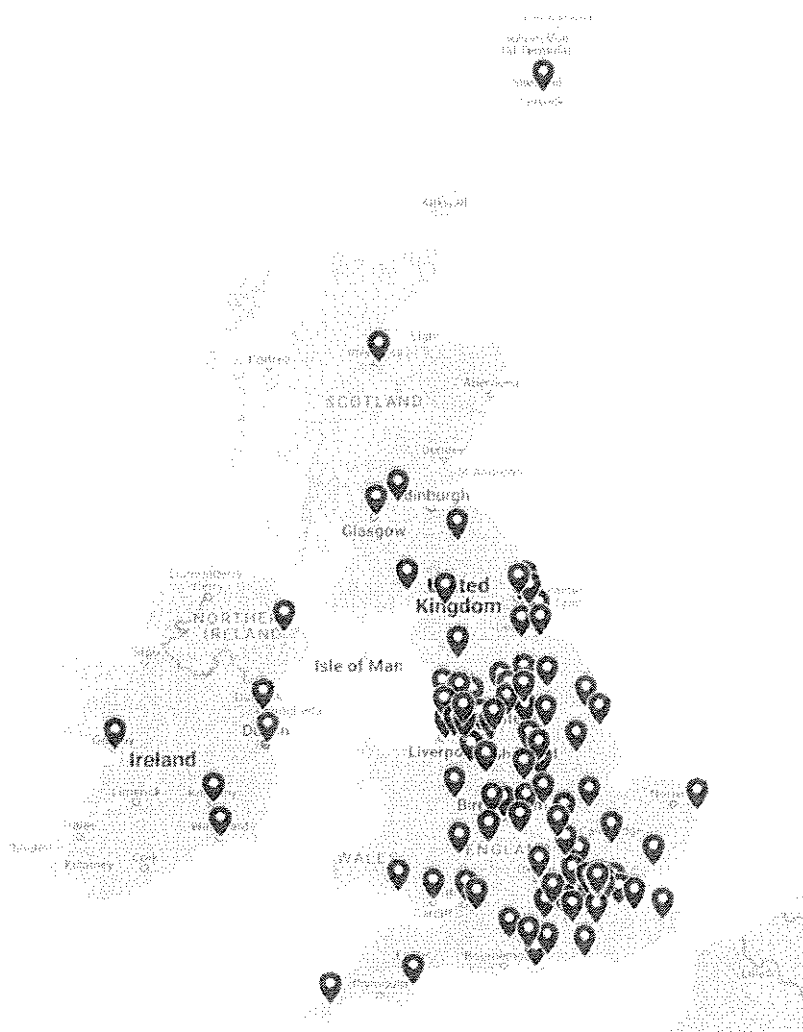
Baby Lifeline courses continue to provide exceptional value for money. Gifts in kind including faculty giving their time and supporters providing venues – collectively worth hundreds of thousands of pounds – allow Baby Lifeline Training to keep the cost to delegates at the minimum level. In this way 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.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

TRAINING (continued)

YEAR ENDED 30 JUNE 2024

Geographical Reach



Baby Lifeline trained delegates from around **120 different NHS Trusts** and Health Boards across the UK. As in previous years, a significant number of delegates from the Republic of Ireland also attended courses.

The number of acute trusts and health boards represented is similar to last year, and there were also attendees from many other organisations both within the UK and abroad. These included universities, private companies, national organisations 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, the Falkland Islands, Malta, Poland, Spain and Sri Lanka.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

TRAINING *(continued)*

YEAR ENDED 30 JUNE 2024

Attendance

Attendance rates in 2023-24 were similar to previous years at just under 90%. The attendance rate for individual bookings was higher than for block bookings from trusts, which has been a common theme for many years. Several longstanding issues persisted, such as staffing and sickness. Pressure on trusts to spend funds so as not to lose them can also lead to a failure to anticipate logistical issues.

Bookings by Course

Course	No. of days	No. Booked	Days of Training
Advanced 2-day CTG Masterclass	2	367	734
Childbirth Emergencies in the Community	1	437	437
CTG Masterclass	1	767	767
CTG - Train the Leaders	3.5	30	105
Co-morbidities	1	70	70
Cultural Competency and Safety Workshop	2	43	86
Developing 'Human Factors' Skills	1	40	40
Enhanced Maternal Care	1	252	252
Examination of the Newborn	1	65	65
Governance and Assurance	2	108	216
Healthcare Incident Investigation	5	68	340
Implementing Saving Babies' Lives	1	40	40
Implementing Saving Babies' Lives - Preterm Matters	1	140	140
Learning from Adverse Events	2	62	124
Perinatal Mental Health	1	40	40
Preparing, Protecting and Repairing the Perineum	1	20	20
Resilience Training for Maternity Healthcare Professionals	1	15	15
TOTAL		2,564	3,491

Baby Lifeline's *CTG Masterclass* and *Childbirth Emergencies in the Community* continued to be the most well attended in terms of number of bookings, closely followed by the *Advanced 2-day CTG Masterclass*. The 1-day version of the *CTG Masterclass* saw a reduction in the number of bookings, whereas the 2-day version, which has undergone a significant programme revamp, saw an increase. The main factor for both of these was number of courses hosted – demand has remained relatively stable. Demand for *Developing 'Human factors' Skills* continued to decline.

Baby Lifeline Training successfully piloted two new courses in 2023-24 – *CTG – Train the Leaders* and *Preparing, Protecting and Repairing the Perineum*. It also re-launched the *Preterm Matters* version of its *Implementing 'Saving Babies' Lives'* course. All new courses were exceptionally well received, with 94% of delegates rating the quality of education as one of the top 2 grades: 'very good' (24%) or 'excellent' (70%).

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

TRAINING *(continued)*

YEAR ENDED 30 JUNE 2024

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 widely available in 2017-18 and subsequently fell 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	2023-24
Advanced 2-day CTG Masterclass	72	540	255	0	259	344	102	367
Childbirth Emergencies in the Community	72	1,155	815	636	209	675	737	437
CTG Masterclass	758	1,955	1,071	1,346	1,470	1,709	1,204	767
CTG - Train the Leaders	0	0	0	0	0	0	0	30
Co-morbidities	0	0	0	0	0	78	98	70
Cultural Competency and Safety Workshop	0	0	0	0	13	0	47	43
Developing 'Human Factors' Skills	279	698	115	94	118	500	90	40
Enhanced Maternal Care	250	417	59	88	68	151	95	252
Examination of the Newborn	50	120	110	66	18	0	50	65
Governance and Assurance	0	0	0	0	0	0	34	108
Healthcare Incident Investigation	0	0	0	0	63	158	160	68
Implementing Saving Babies' Lives	67	77	45	212	54	50	30	40
Implementing Saving Babies' Lives - Preterm Matters	0	0	0	0	0	0	0	140
Learning from Adverse Events	0	0	0	49	80	178	171	62
Perinatal Mental Health	0	0	0	0	0	75	71	40
Preparing, Protecting and Repairing the Perineum	0	0	0	0	0	0	0	20
Resilience Training for Maternity Healthcare Professionals	71	1,113	57	0	0	16	95	15
Total	1,619	6,087	2,607	2,550	2,372	4,014	2,984	2,564

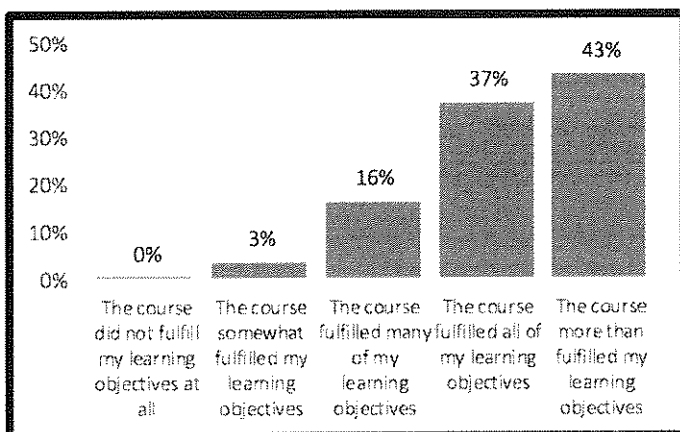
BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

TRAINING (continued)

YEAR ENDED 30 JUNE 2024

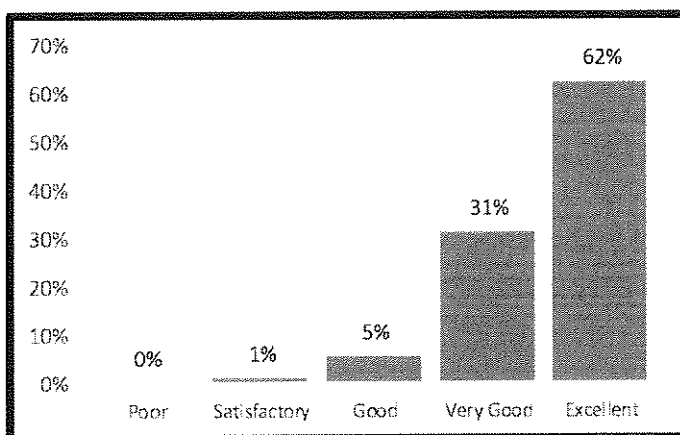
Delegate Feedback – What Our Delegates Say About Us

The feedback data below relates to around 1,850 delegates that attended Baby Lifeline’s training and completed the online evaluations between July 2023 and June 2024.



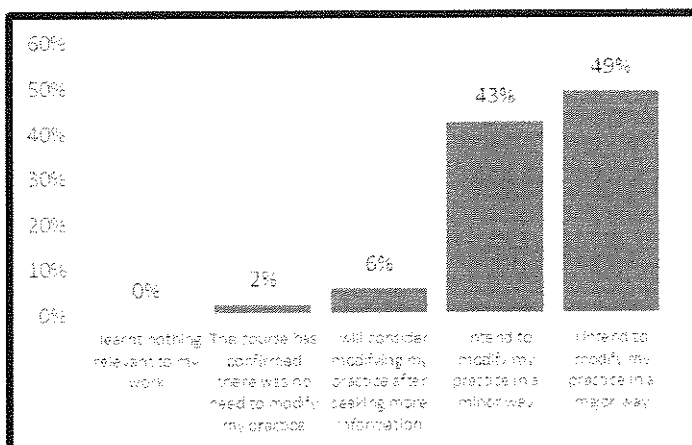
1. This conference has been relevant to my learning objectives for the day

97% 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?

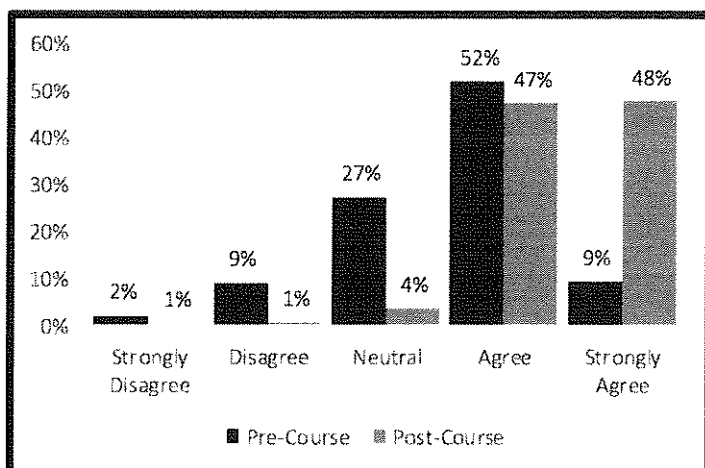
98% of delegates stated that they would at least consider modifying or intended to modify (**91%**) their practice after Baby Lifeline’s study days.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE

TRAINING *(continued)*

YEAR ENDED 30 JUNE 2024

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 61% pre-course.

Written Feedback – What Our Delegates Say About Us

"Excellent course!!! This is in fact the best course I have ever attended. Full of insight and eye opening. I will definitely recommend my colleagues to attend it as well."

– Advanced 2-day CTG Masterclass

"It was the most enjoyable training day I've ever done. I loved it so much! The breech content was amazing."

– Childbirth Emergencies in the Community

"The whole day was incredibly informative and well led. Presenters were obviously passionate about their work and taught in a way which was easy to understand, and I could relate everything to my practice. I will be recommending this course to my colleagues."

– Co-morbidities

"Probably one of the best study days that I have ever done in over 20 years."

– CTG Masterclass

"Such a great 2 days. Really enjoyed the various speakers and how it all builds the bigger picture adding to my existing skills and also providing me with more confidence of the skills I already have. The imposter syndrome has reduced a little! It was interesting listening to the experiences of other units and I am looking forward to utilising the skills, knowledge and influence I have gained to make more of a difference in my unit."

– CTG – Train the Leaders

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRAINING *(continued)*
YEAR ENDED 30 JUNE 2024

“Excellent study day and really valuable learning to take back to the clinical setting.”

– Developing ‘Human Factors’ Skills

“Thoroughly enjoyed the day. Great balance of theory and practical. Very interactive.”

– Enhanced Maternal Care

“The content delivered was fantastic. It’s clear how passionate the facilitators were. I’ve left the day feeling very empowered and more confident in neonatal care as a whole.”

– Examination of the Newborn

“The knowledge, honesty and passion were of the highest level from ALL speakers who were engaging and influential.”

– Governance and Assurance

“This was a wonderful course; I have learned so much not just from the lectures but also from the other attendees. The simulated interviews were great and I learnt more from being able to practice rather than just read about it. Well done!”

– Healthcare Incident Investigation

“Such a great day so much to take away and to plan for. Yet another great study day through Baby Lifeline.”

– Implementing ‘Saving Babies’ Lives’

“Thoroughly enjoyable and informing study day. I really feel the day will greatly impact on my practice. Thank you.”

– Implementing ‘Saving Babies’ Lives’ – Preterm Matters

“Really useful session particularly highlighting the importance of the language we use when reviewing incidences and communicating findings with staff. Really interactive and the breakout rooms were enjoyable.”

– Learning from Adverse Events in Maternity Services

“Great day, very enjoyable. Would definitely recommend.”

– Preparing, Protecting and Repairing the Perineum

“Brilliant day, delivered very well and kept me engaged the whole day! I feel it has started to change my mindset and it is something I will provide more mindfulness to.”

– Resilience and Resourcefulness

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT
YEAR ENDED 30 JUNE 2024

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.

UK Locations of Baby Lifeline Midwife Bags



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 *(continued)*
YEAR ENDED 30 JUNE 2024

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 almost 1,400 Baby Lifeline Bags in service in the UK across 125 NHS Providers

In addition, there are nearly 200 bags around the world, including Ukraine, Malawi, Uganda and New Zealand.

Ukraine Appeal

Background

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 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, wound dressings, hospital beds, 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 *(continued)*
YEAR ENDED 30 JUNE 2024

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 Ukrainians 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.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
EQUIPMENT *(continued)*
YEAR ENDED 30 JUNE 2024

Case Study: Jersey Overseas Aid

Thanks to generous donations by Jersey Overseas Aid, Baby Lifeline was able to deliver 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.

2023-24

In 2023-24 Baby Lifeline sent humanitarian aid to Ukraine which in total was **worth over £1.40 million** – a remarkably high value that surpassed the incredible £1.39 million from 2022-23. Most recently, a consignment of high-quality wound dressings was sent to a children’s hospital in Kyiv that suffered extensive damage after missile strikes in the summer of 2024. These dressings had been specifically requested by those on the ground.

To date, Baby Lifeline has sent £3.7million worth of aid to Ukraine

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
RESEARCH AND DEVELOPMENT
YEAR ENDED 30 JUNE 2024

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 AND DEVELOPMENT *(continued)*
YEAR ENDED 30 JUNE 2024

THE NEEDS OF LOCAL POPULATIONS 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.

Independent Senior Advocate (ISA) Training Development

The Maternity and Neonatal Independent Senior Advocate (ISA) role was developed by NHS England as a direct response to Immediate and Essential Action 2 in the Interim Ockenden Report. NHS England committed to a national approach to the ISA role to ensure consistency and equity across England: ISAs must be independent enough to have autonomy to act for others, senior enough to be able to effectively raise issues at Trust board level and have the ability to advocate for women and their families when they cannot do so themselves.

Baby Lifeline was proud to be selected in 2023 as the training provider for incoming ISAs during the pilot phase of the role. The charity developed a hybrid training programme comprising 6 distinct modules, whose collective aims were:

- To equip ISAs with the knowledge and skills to effectively and sensitively advocate for families;
- To provide ISAs with an overview of the maternity system, and support them to signpost families to the relevant organisations;
- To support ISAs to work in an inclusive, culturally sensitive, and psychologically safe way;
- To enable delegates to develop their communication skills and personal wellbeing.

The modules included an introduction the role and responsibilities, understanding the perinatal system and landscape, signposting and escalation, communication skills, equality, diversity and inclusion, and personal well-being.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
RESEARCH AND DEVELOPMENT *(continued)*
YEAR ENDED 30 JUNE 2024

Other Research

In addition to its own research projects, Baby Lifeline also contributes to a wide range of co-produced research projects in the UK. The scope of the projects is incredibly varied, but all of them have the main focus of improving maternity care. Some examples of recent projects are:

- **University of Oxford – NPEU**
DREaMED Study (Defining, Recognising and Escalating Maternal Early Deterioration)
- **University of Warwick**
Community-based care for those who have had a stillborn baby or a second trimester loss
- **King’s College London**
BEST Study (Birth Experience Study)
- **Imperial College London**
Sono-Breech Study
Baby Lifeline Training Evaluation
- **University of Manchester**
Maternity Investigations and Review Tools process evaluation (MATREP)

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
TRUSTEES' RESPONSIBILITIES STATEMENT
YEAR ENDED 30 JUNE 2024

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 Group financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare Group 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 Group 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 accounting estimates that are reasonable and prudent;
- Prepare the Group financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping 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 Group 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 24 September 2024 and signed on behalf of the board of trustees by:

Mr Barry John Jarvis
Chairman



BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF BABY LIFELINE LIMITED
YEAR ENDED 30 JUNE 2024

Opinion

We have audited the Group financial statements of Baby Lifeline Limited (the 'charity') for the year ended 30 June 2024 which comprise the consolidated statement of financial activities (including income and expenditure account), consolidated statement of financial position, statement of cash flows 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 Group financial statements:

- give a true and fair view of the state of the charity's affairs as at 30 June 2024 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 group 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 Group 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 Group financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the Group 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 Group 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 Group financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the Group 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 2024

Other information *(continued)*

In connection with our audit of the Group financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the Group 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 Group 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 Group financial statements are prepared is consistent with the Group 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 Group 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 Group 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 Group 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 Group financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the Group 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 2024

Auditor's responsibilities for the audit of the group financial statements

Our objectives are to obtain reasonable assurance about whether the Group 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 Group 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 Group 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 2024

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 Group 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 Group financial statements, including the disclosures, and whether the Group 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 & Statutory Auditor
Lifford Hall, Lifford Lane, Kings Norton,
Birmingham, B30 3JN

24 September 2024

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING
INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 30 JUNE 2024

		2024	2023
	Unrestricted	Restricted	
	funds	funds	Total funds
Note	£	£	£
Income and endowments			
Donations and legacies	5	1,751,676	1,645,333
Charitable activities	6	78,085	103,583
Investment income	7	6,290	5,830
Total income		<u>1,836,051</u>	<u>1,754,746</u>
Expenditure			
Expenditure on charitable activities	8,9	1,868,306	1,923,248
Total expenditure		<u>1,868,306</u>	<u>1,923,248</u>
Net expenditure		<u>(32,255)</u>	<u>(168,502)</u>
Transfers between funds		10,820	(10,820)
Net movement in funds		<u>(21,435)</u>	<u>(30,260)</u>
Reconciliation of funds			
Total funds brought forward		175,042	33,260
Total funds carried forward		<u>153,607</u>	<u>3,000</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 32 to 39 form part of these Group financial statements.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
CONSOLIDATED STATEMENT OF FINANCIAL POSITION

30 JUNE 2024

	Note	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Fixed assets					
Tangible fixed assets	14	2,302	1,984	1,024	1,497
Investments		-	-	2	2
		<u>2,302</u>	<u>1,984</u>	<u>1,026</u>	<u>1,499</u>
Current assets					
Debtors	15	63,346	39,516	161,750	121,501
Cash at bank and in hand		193,489	313,139	125,507	208,310
		<u>256,835</u>	<u>352,655</u>	<u>287,257</u>	<u>329,811</u>
Creditors: amounts falling due within one year	16	<u>102,530</u>	<u>146,337</u>	<u>21,050</u>	<u>22,718</u>
Net current assets		<u>154,305</u>	<u>206,318</u>	<u>266,207</u>	<u>307,093</u>
Total assets less current liabilities		<u>156,607</u>	<u>208,302</u>	<u>267,233</u>	<u>308,592</u>
Net assets		<u>156,607</u>	<u>208,302</u>	<u>267,233</u>	<u>308,592</u>
Funds of the charity					
Restricted funds		3,000	33,260	3,000	33,260
Unrestricted funds		<u>153,607</u>	<u>175,042</u>	<u>264,233</u>	<u>275,332</u>
Total charity funds	18	<u>156,607</u>	<u>208,302</u>	<u>267,233</u>	<u>308,592</u>

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

These Group financial statements were approved by the board of trustees and authorised for issue on 24 September 2024, and are signed on behalf of the board by:

Mr B J Jervis
Chairman

The notes on pages 32 to 39 form part of these Group financial statements.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
CONSOLIDATED STATEMENT OF CASH FLOWS
YEAR ENDED 30 JUNE 2024

	2024	2023
	£	£
Cash flows from operating activities		
Net expenditure	(51,695)	(168,502)
<i>Adjustments for:</i>		
Depreciation of tangible fixed assets	634	498
Other interest receivable and similar income	(6,290)	(5,830)
Accrued (income)/expenses	(36,321)	65,770
<i>Changes in:</i>		
Trade and other debtors	(23,830)	46,888
Trade and other creditors	(7,486)	8,837
Cash generated from operations	<u>(124,988)</u>	<u>(52,339)</u>
Interest received	6,290	5,830
Net cash used in operating activities	<u>(118,698)</u>	<u>(46,509)</u>
Cash flows from investing activities		
Purchase of tangible assets	(952)	(2,422)
Net cash used in investing activities	<u>(952)</u>	<u>(2,422)</u>
Net decrease in cash and cash equivalents	(119,650)	(48,931)
Cash and cash equivalents at beginning of year	<u>313,139</u>	<u>362,070</u>
Cash and cash equivalents at end of year	<u>193,489</u>	<u>313,139</u>

The notes on pages 32 to 39 form part of these Group financial statements.

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE GROUP FINANCIAL STATEMENTS
YEAR ENDED 30 JUNE 2024

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 Group 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 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 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 GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

3. Accounting policies *(continued)*

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

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.

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

3. Accounting policies *(continued)*

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.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

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 2024 £
Donations			
Donations	127,725	-	127,725
Gifts in kind	1,432,472	-	1,432,472
Events	191,479	-	191,479
	1,751,676	-	1,751,676

	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
	1,517,931	127,402	1,645,333

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

6. Charitable activities

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Sales of goods - Medical equipment	78,085	78,085	103,583	103,583

7. Investment income

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Bank interest receivable	6,290	6,290	5,830	5,830

8. Expenditure on charitable activities by fund type

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Direct charitable expenditure	1,723,750	19,440	1,743,190
Support costs	144,556	-	144,556
	<u>1,868,306</u>	<u>19,440</u>	<u>1,887,746</u>

	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Direct charitable expenditure	1,611,203	106,591	1,717,794
Support costs	204,633	821	205,454
	<u>1,815,836</u>	<u>107,412</u>	<u>1,923,248</u>

9. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2024	Total fund 2023
	£	£	£	£
Direct charitable expenditure	1,743,190	144,556	1,887,746	1,923,248

BABY LIFELINE LIMITED
COMPANY LIMITED BY GUARANTEE
NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*
YEAR ENDED 30 JUNE 2024

10. Analysis of support costs

	Direct charitable expenditure	Total 2024	Total 2023
	£	£	£
Staff costs	54,697	54,697	96,609
Premises	20,906	20,906	22,597
Communications and IT	10,706	10,706	5,936
General office	1,784	1,784	2,098
Finance costs	1,003	1,003	1,665
Governance costs	55,460	55,460	76,549
	<u>144,556</u>	<u>144,556</u>	<u>205,454</u>

11. Net expenditure

Net expenditure is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of tangible fixed assets	634	498
Operating lease rentals	745	-
Purchase of medical equipment	93,503	249,542
Gifts in kind	1,495,018	1,295,018
Auditors' remuneration	6,518	6,518
Auditors' remuneration for non-audit work	1,502	1,502
	<u>1,497,710</u>	<u>1,553,076</u>

12. Staff costs

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

	2024	2023
	£	£
Wages and salaries	<u>54,697</u>	<u>96,609</u>

The average head count of employees during the year was 2 (2023: 3). The average number of full-time equivalent employees during the year is analysed as follows:

	2024	2023
	No.	No.
Director	1	1
Admin	1	2
	<u>2</u>	<u>3</u>

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

13. Trustee remuneration and expenses

J Ledger is the sole trustee to receive remuneration from Baby Lifeline Limited, totalling £29,621 for year ended 30 June 2024 (2023: Nil).

No other expenses or remuneration were claimed within the year, or prior year, by any trustee.

14. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 July 2023	3,277
Additions	952
At 30 June 2024	4,229
Depreciation	
At 1 July 2023	1,293
Charge for the year	634
At 30 June 2024	1,927
Carrying amount	
At 30 June 2024	2,302
At 30 June 2023	1,984

15. Debtors

	2024	2023
	£	£
Trade debtors	12,469	18,360
Prepayments and accrued income	50,877	19,450
Other debtors	-	1,706
	63,346	39,516

16. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	8,524	9,341
Accruals and deferred income	76,616	112,937
Social security and other taxes	2,440	11,099
Other creditors	14,950	12,960
	102,530	146,337

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

17. Analysis of charitable funds

Unrestricted funds

	At 1 July 2023	Income	Expenditure	Transfers	At 30 June 2024
	£	£	£	£	£
General funds	175,042	1,836,051	(1,868,306)	10,820	153,607

	At 1 July 2022	Income	Expenditure	Transfers	At 30 June 2023
	£	£	£	£	£
General funds	363,534	1,627,344	(1,815,836)	-	175,042

Restricted funds

	At 1 July 2023	Income	Expenditure	Transfers	At 30 June 2024
	£	£	£	£	£
ISA	30,260	-	(19,440)	(10,820)	-
Monitoring for mums appeal	3,000	-	-	-	3,000
	<u>33,260</u>	<u>-</u>	<u>(19,440)</u>	<u>(10,820)</u>	<u>3,000</u>

Restricted funds

	At 1 July 2022	Income	Expenditure	At 30 June 2023
	£	£	£	£
ISA	-	30,260	-	30,260
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)	-
	<u>13,270</u>	<u>127,402</u>	<u>(107,412)</u>	<u>33,260</u>

BABY LIFELINE LIMITED

COMPANY LIMITED BY GUARANTEE

NOTES TO THE GROUP FINANCIAL STATEMENTS *(continued)*

YEAR ENDED 30 JUNE 2024

18. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Tangible fixed assets	2,302	-	2,302
Current assets	253,835	3,000	256,835
Creditors less than 1 year	<u>(102,530)</u>	-	<u>(102,530)</u>
Net assets	<u>153,607</u>	<u>3,000</u>	<u>156,607</u>

	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Tangible fixed assets	1,984	-	1,984
Current assets	319,395	33,260	352,655
Creditors less than 1 year	<u>(146,337)</u>	-	<u>(146,337)</u>
Net assets	<u>175,042</u>	<u>33,260</u>	<u>208,302</u>

19. Analysis of changes in net debt

	At 1 Jul 2023	Cash flows	At 30 Jun 2024
	£	£	£
Cash at bank and in hand	<u>313,139</u>	<u>(119,650)</u>	<u>193,489</u>

20. Related parties

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