

BABY LIFELINE LIMITED

England & Wales · Charity number 1006457

Details

Status	Registered
Legal form	Charitable company
Company number	02661760
Registered	1991-12-02
Register	View on the Charity Commission register

Contact

Address	Gateley Plc 111 Edmund Street Birmingham B3 2HJ
Phone	01212340119
Email	info@babylifeline.org.uk
Website	www.babylifeline.org.uk

Activities

Objects: (1) THE PREVENTION AND RELIEF OF SICKNESS IN NEWLY BORN OR RECENTLY BORN CHILDREN OR THEIR MOTHERS BY THE PROVISION OF PREMISES FACILITIES EQUIPMENT AND ANCILLARY SUPPORT SYSTEMS FOR PAEDIATRIC AND OBSTETRIC USE SOLELY TO ASSIST ANTENATAL OR PRENATAL CARE (2) TO PURSUE ANY OTHER CHARITABLE PURPOSES CONSIDERED DESIRABLE FOR PURSUIT IN CONJUNCTION WITH SUCH OBJECTS AS AFORESAID

Activities: The principal activity of the charity is the provision of equipment in maternity and special care baby units, specific and focused development training for health and associated legal professionals involved in maternity care and other related research.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups

Geography

- **Area of benefit:** INTERNATIONAL
- Cyprus
- Guernsey
- Iceland
- Ireland
- Jersey
- Malawi
- Scotland
- Ukraine
- United States
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	-	-	-	-
2024-06-30	£1,836,051	£1,887,746	£156,607	2
2023-06-30	£1,754,746	£1,923,248	£208,303	3
2022-06-30	£1,084,584	£921,195	£376,805	4
2021-06-30	£1,002,235	£837,243	£213,416	4
2020-03-31	£594,397	£613,533	£48,424	4

Trustees

Name	Role	Appointed
BARRY J JERVIS LLM LLB	Chair	2008-08-24
Charlie Pryor		2018-04-06
Dr PATRICK BOSE		2009-05-18
Geoffrey Suresh Silva		2016-03-15
Guy William Forster		2022-01-19
Jonathan Mark Shipton		2015-07-07
Katrina Jamieson		2017-03-30
Kristen Duffy		2026-02-25
MRS JUDY LEDGER		1993-05-06

BABY LIFELINE LIMITED

England & Wales - Charity number 1006457

Accounts

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 Haqnawaz

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 Haqnawaz. 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, Raneer 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.

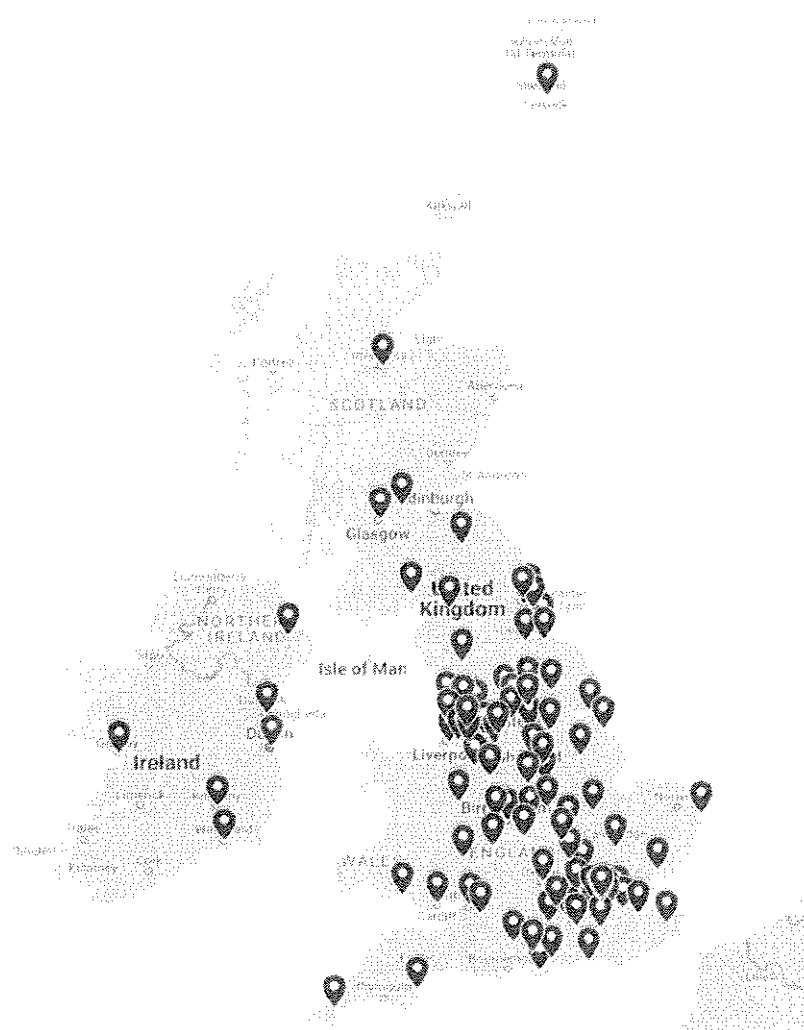
In general, the demand for Baby Lifeline's courses remains very high, with a near-constant stream of requests for both new and established courses. As with each of the last five years, however, this demand is still significantly lower than when the Maternity Safety Training Fund was made available to 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

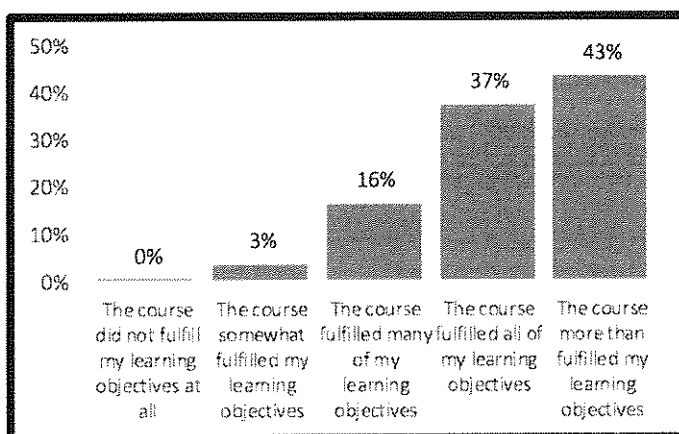
BABY LIFELINE LIMITED COMPANY LIMITED BY GUARANTEE

TRAINING *(continued)*

YEAR ENDED 30 JUNE 2024

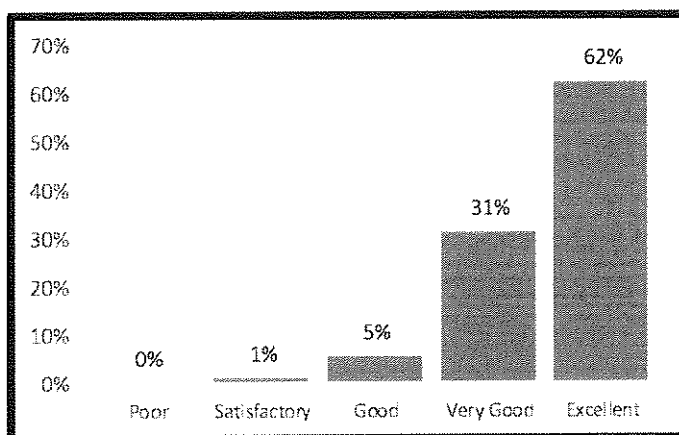
Delegate Feedback – What Our Delegates Say About Us

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.



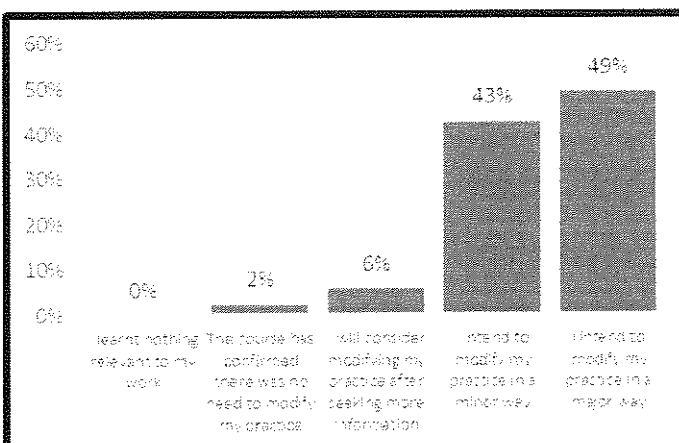
1. This conference has been relevant to my learning objectives for the day

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?

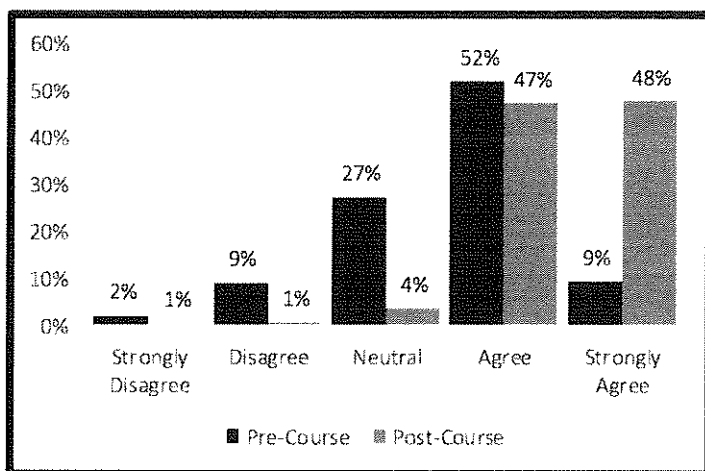
98% of delegates stated that they would at least consider modifying or intended to modify (**91%**) their practice after Baby Lifeline's study days.

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**
BESr 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
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
Income and endowments					
Donations and legacies	5	1,751,676	-	1,751,676	1,645,333
Charitable activities	6	78,085	-	78,085	103,583
Investment income	7	6,290	-	6,290	5,830
Total income		<u>1,836,051</u>	<u>-</u>	<u>1,836,051</u>	<u>1,754,746</u>
Expenditure					
Expenditure on charitable activities	8,9	1,868,306	19,440	1,887,746	1,923,248
Total expenditure		<u>1,868,306</u>	<u>19,440</u>	<u>1,887,746</u>	<u>1,923,248</u>
Net expenditure		<u>(32,255)</u>	<u>(19,440)</u>	<u>(51,695)</u>	<u>(168,502)</u>
Transfers between funds		10,820	(10,820)	-	-
Net movement in funds		<u>(21,435)</u>	<u>(30,260)</u>	<u>(51,695)</u>	<u>(168,502)</u>
Reconciliation of funds					
Total funds brought forward		<u>175,042</u>	<u>33,260</u>	<u>208,302</u>	<u>376,804</u>
Total funds carried forward		<u>153,607</u>	<u>3,000</u>	<u>156,607</u>	<u>208,302</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	<u>(952)</u>	<u>(2,422)</u>
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	313,139	362,070
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
	<u>1,751,676</u>	<u>-</u>	<u>1,751,676</u>
	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>

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	<u>78,085</u>	<u>78,085</u>	<u>103,583</u>	<u>103,583</u>

7. Investment income

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Bank interest receivable	<u>6,290</u>	<u>6,290</u>	<u>5,830</u>	<u>5,830</u>

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	<u>1,743,190</u>	<u>144,556</u>	<u>1,887,746</u>	<u>1,923,248</u>

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	<u>1,502</u>	<u>1,502</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	<u>1</u>	<u>2</u>
	<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	<u><u>4,229</u></u>
Depreciation	
At 1 July 2023	1,293
Charge for the year	634
At 30 June 2024	<u><u>1,927</u></u>
Carrying amount	
At 30 June 2024	<u><u>2,302</u></u>
At 30 June 2023	<u><u>1,984</u></u>

15. Debtors

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

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
	<u><u>102,530</u></u>	<u><u>146,337</u></u>

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	<u>175,042</u>	<u>1,836,051</u>	<u>(1,868,306)</u>	<u>10,820</u>	<u>153,607</u>

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

Restricted funds

	At 1 July 2023	Income	Expenditure	Transfers	At 30 June 2024
	£	£	£	£	£
ISA	30,260	-	(19,440)	(10,820)	-
Monitoring for mums appeal	<u>3,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>3,000</u>
	<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	(102,530)	-	(102,530)
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	(146,337)	-	(146,337)
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.

BABY LIFELINE LIMITED

England & Wales - Charity number 1006457

Accounts

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 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
 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
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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.

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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
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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.

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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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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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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.

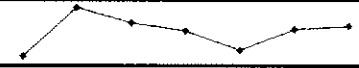
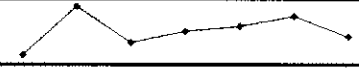
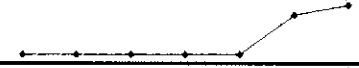
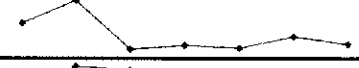
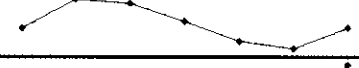
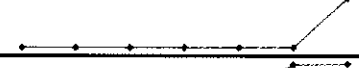
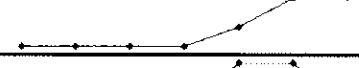
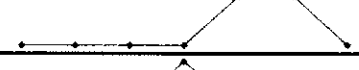
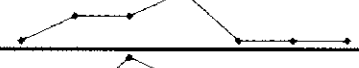
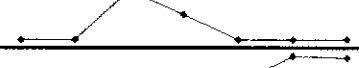
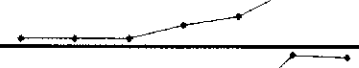
Baby Lifeline Training successfully piloted another new course in 2022-23 – *Governance, Assurance and Improving Quality and Safety in Your Maternity Services*. The course was exceptionally well received, with 100% of delegates rating the quality of education as 'very good' (27%) or 'excellent' (73%).

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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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	

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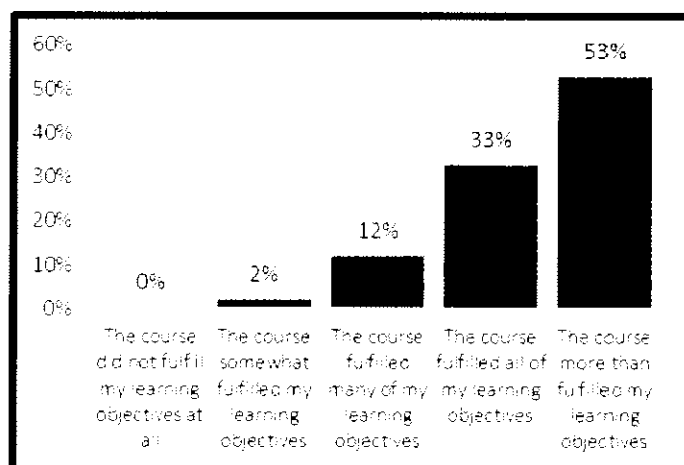
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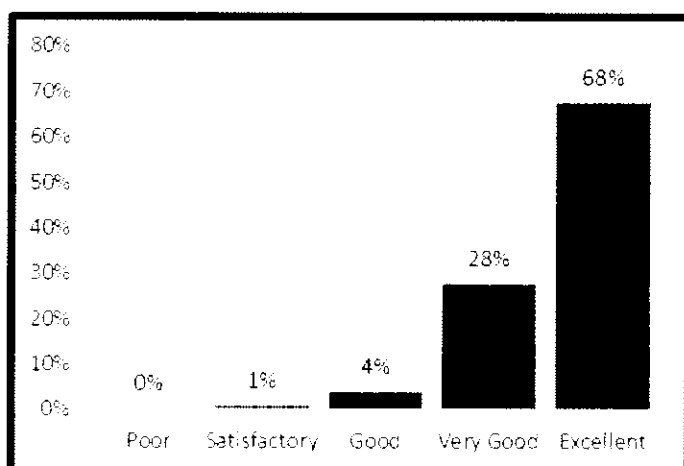
Delegate Feedback – What Our Delegates Say About Us

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.



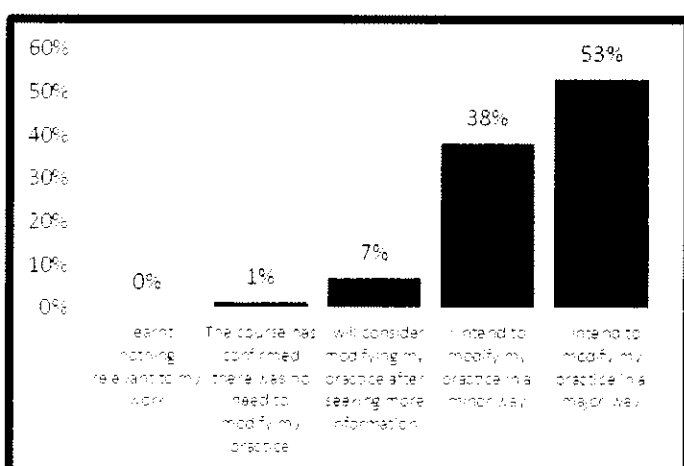
1. This conference has been relevant to my learning objectives for the day

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'.



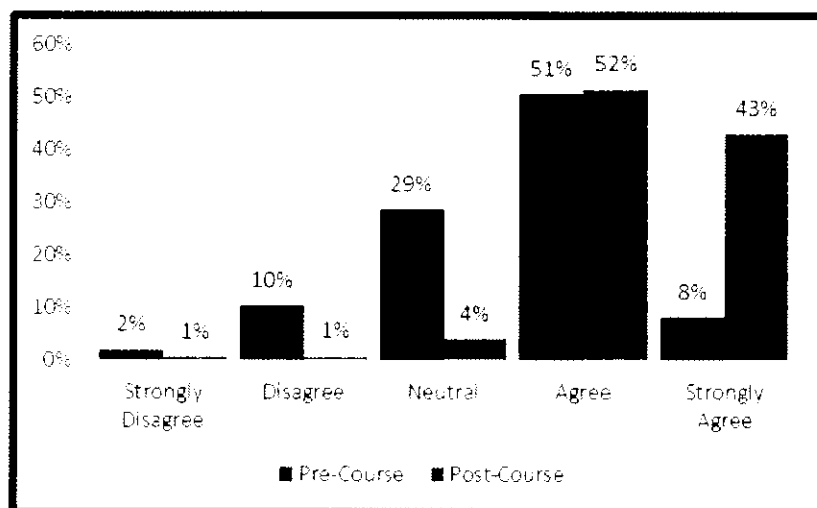
3. Will the day effectively influence your practice?

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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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

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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

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EQUIPMENT

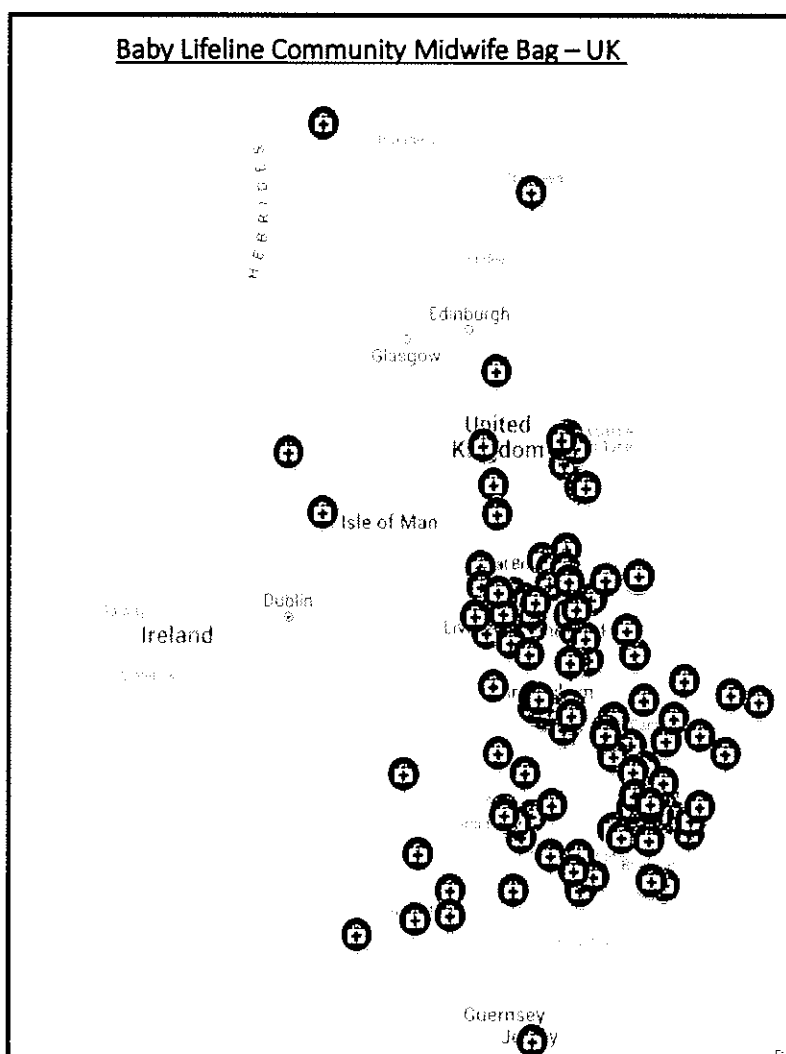
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Community Midwife Bags Project

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.

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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.

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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).

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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:

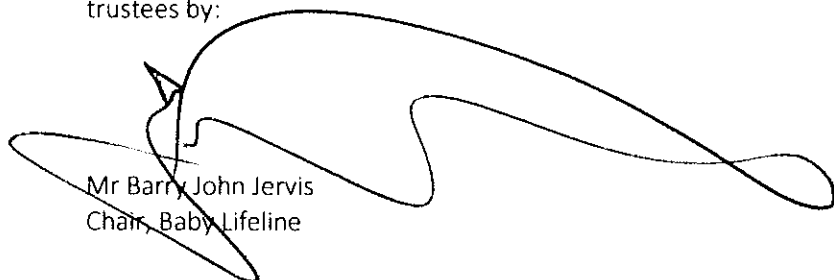
- So far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- They have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that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

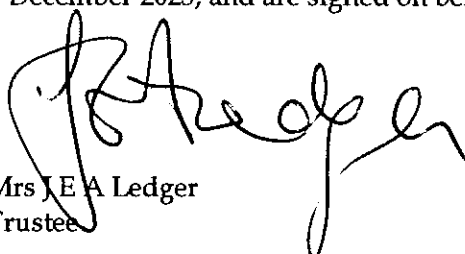
The notes on pages 29 to 35 form part of these financial statements.

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	<u>146,337</u>	<u>71,738</u>	<u>22,718</u>	<u>20,677</u>
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	<u>(2,422)</u>	<u>-</u>
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 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 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	<u>2</u>	<u>2</u>
	<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	<u>2,422</u>
At 30 June 2023	<u>3,277</u>
Depreciation	
At 1 July 2022	795
Charge for the year	<u>498</u>
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>

BABY LIFELINE LIMITED

England & Wales - Charity number 1006457

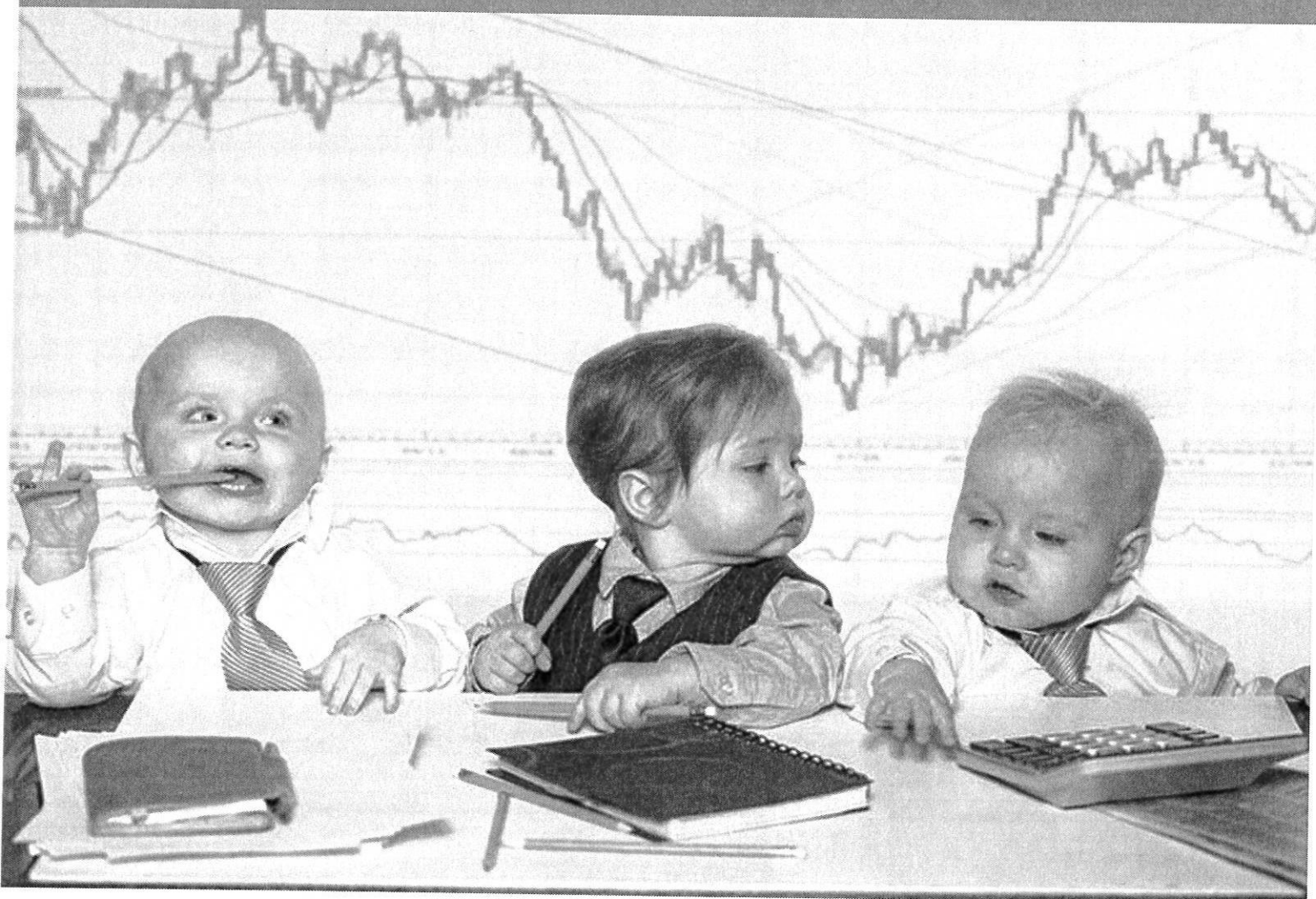
Accounts

Baby Lifeline Limited

Trustees Report & Financial Statements

For the period ended 30 June 2022

Registered Charity No: 1006457 / Company Registered No: 2661760



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FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022

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BABY LIFELINE LIMITED
LEGAL AND ADMINISTRATIVE DETAILS
FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022

PRESIDENTS:

Dr Bill Kirkup CBE
Ms Donna Ockenden

PATRONS:

Ms Linda Bassett
Dame Judi Dench
Mr Jimmi Harkishin
Sir Ben Kingsley
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
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

AUDITORS:

Flint & Thompson
2 Manor Square
Solihull
B91 3PX

3 6

**BABY LIFELINE LIMITED
MULTI PROFESSIONAL ADVISORY PANEL
FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022**

HONORARY CHAIR

Mr Edward Morris

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

HONORARY VICE CHAIR

Dr Michael Magro

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

Ms Lydia Emerson

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

Dr Elizabeth Egbase

Locum Consultant Obstetrician, Barts Health NHS Trust

Dr Christine Ekechi

Consultant Obstetrician and Gynaecologist, Imperial College Healthcare NHS Trust

Ms Charlene Francois

Expert Midwife, Born Medical Consultancy Limited.

Ms Clara Haken

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

Mr Majid Hassan

Partner in the Clinical Law team,
Capsticks Solicitors LLP.

BABY LIFELINE LIMITED
MULTI PROFESSIONAL ADVISORY PANEL - continued
FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022

Mr Kim Hinshaw

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

Professor Minesh Khashu

Consultant Neonatologist and Professor of Perinatal Health

Ms Barbara Kuypers

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

Mrs Judy Ledger

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

Ms Bernadette McGhie

Executive Director, Enable Law

Mr Harry Peel-Yates

Senior Account Manager, MHP Communications

Dr Felicity Platt

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

Dr Paarul Prinja

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

Dr Nicholas Tait

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

Professor James Walker

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

Ms Sascha Wells-Munro

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

Chair's Report

Background

Overview

The information in this report relates to activities between 1st July 2021 and 30th June 2022.

This year was one of the most remarkable periods in Baby Lifeline's long and illustrious history, particularly given the ongoing uncertainty produced by the COVID-19 pandemic and the associated restrictions. As measures began to be lifted, the charity was able to resume hosting face-to-face events and in September 2021 it held the second national Maternity Safety Conference in Birmingham. This was followed shortly after by the Celebration of Life at Coventry Cathedral to commemorate the Baby Lifeline's 40th anniversary.

In November 2021 the charity released the third iteration of its influential *Mind the Gap* report, and throughout the year it continued to provide hundreds of its Community Midwife Bags to organisations within the UK and overseas. The Ukraine appeal saw hundreds of thousands of pounds worth of vital medical equipment delivered to the frontline to assist with the hundreds of births that take place in the country each day, often in the most difficult circumstances imaginable. Meanwhile, Baby Lifeline Training provided high-quality CPD training for over 4,000 delegates. Baby Lifeline's impact and influence continue to grow, and the charity is in a strong position to expand its activities even further in the coming years.

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

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

Judy Ledger founded the charity in 1981, driven by the personal loss of three premature babies. From setting out to raise funds for just one incubator for Coventry's neonatal unit after losing her third baby, Stuart, Judy has developed Baby Lifeline into the national, highly regarded charity that it is today. With the help of many generous corporate, individual, and organisational supporters, together with eminent health and legal professionals, the charity has a substantial record of significant achievements. To date, it has trained over 30,000 healthcare professionals, bought millions of pounds worth of equipment, and published several pieces of high-impact national research.

The UK has one of the highest neonatal mortality rates in Europe. Roughly 75% of these deaths are reportedly preventable with different care. The cost to the NHS of these preventable outcomes amounts to several billion pounds each year – a figure which continues to rise. 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.

Events and Activity

Maternity Safety Conference 2021

On 9th September 2021 Baby Lifeline hosted the second annual National Maternity Safety Conference at the Hilton Metropole in Birmingham – the first significant face-to-face event since the initial COVID lockdown in March 2020. The theme of the conference was *Getting Safer Faster*, 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.

In his opening address, the Rt Hon Jeremy Hunt, at the time Chair of the Health and Social Care Committee, praised the audience for their work towards the national ambition of reducing stillbirths, neonatal and maternal deaths, and brain injuries in babies that occur during or soon after birth by 50 per cent by 2025. He shared his hopes that recommendations from experts would be implemented, and that change would continue at pace.

Throughout the day, delegates were treated to powerful and inspiring talks from esteemed speakers such as Donna Ockenden, Dr Bill Kirkup, Sir Liam Donaldson, Baroness Julia Cumberlege, and representatives from organisations such as CQC, NHS Resolution, HSIB, THIS Institute, and NHS England.

The conference was an enormous success and left delegates and speakers alike with the desire to return to their workplaces and drive positive change. The third conference, which took place in September 2022, built further upon this success, and Baby Lifeline's Maternity Safety Conference is fast becoming one of the most anticipated events in the maternity calendar.

Celebration of Life

Baby Lifeline was privileged to hold its 40th anniversary Celebration of Life service in the hallowed surroundings of Coventry's magnificent Cathedral on 7th November 2021. The service featured a procession to represent the forty years of the charity's work, and the congregation was comprised of many of the amazing people who have offered their support across the decades. The occasion itself was deeply moving, though, as with the Maternity Safety Conference, the overriding emotion was one of hope.

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

The strategy has 3 main aims:

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

Baby Lifeline has seen an increase in the number of media requests across the last 12 months and has been represented in the following channels and newspapers: BBC (national and local), HSJ, the Independent, ITV, LBC, Sky News, and the Sunday Times. The voice and reach of the charity are growing with each passing month, and Baby Lifeline is becoming increasingly well-placed to make the calls for change that are required to keep maternity safety at the top of the agenda. This is exemplified by the recent appointment of a Head of Marketing and Communications and the subsequent launch of the *Enough is Enough* campaign, through which the charity is calling for everyone who cares about maternity services to pledge to take individual and collective action.

Acknowledgments

Baby Lifeline would like to offer its sincere thanks to all those companies, grant-making trusts and individuals who have generously supported its appeals in the last 12 months:

Advent of Change, Alex Bates, 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, Coventry Cathedral, Donna Ockenden, Ferguson Transport, Foundation of Ukraine, Gateley PLC, GE Healthcare, Great Yarmouth Lions Club, Hudgell Solicitors, Huntleigh Healthcare, IKEA, ISIDA Clinic, Jen O'Donnell, Jersey Overseas Aid (JOA), Leigh Day Solicitors, LINETS, Marston Green Lions Club, Mothers' Union in the Diocese of Lichfield, Nailcote Hall, Papa John's, Radford Semele Church, Radisson Blu Waterfront Hotel, Razom NGO, RE:ACT, The Reverend Canon Kathryn Fleming, the late Ruth Evelyn Hewitt, SP Services, St Mary's Church, Ross-on-Wye, The 29th May 1961 Charitable Trust, The Atlas Fund, Ukraine Lifeline, WaterWipes.

Training

Background

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

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

Review of Business

Baby Lifeline Training, a not-for-profit social enterprise, primarily delivers multi-disciplinary training to maternity healthcare professionals. It delivers the training on behalf of the charity Baby Lifeline Ltd and is licensed to do so under a service level agreement. It uses the Baby Lifeline brand name and logo, thus benefiting from the charity's high standing and reputation in the maternity sector.

The COVID-19 pandemic and associated government measures continued to have a significant impact on Baby Lifeline Training throughout 2021-22. Though the period was largely free from formal restrictions on activities such as face-to-face training, the knock-on effects of illness, isolation periods, and staffing issues within the health service remained a serious concern, particularly during the winter months.

Like the previous year, the uncertainty over how the pandemic would develop was the most serious challenge. The key to addressing this was to maintain the structured flexibility and adaptability that the company has always employed – particularly since March 2020.

As it transpired, the disruption was less severe than feared and, as such, Baby Lifeline Training was able to provide training places to over 4,000 delegates during the year – an increase of almost 70% from the 2020-21 financial year. This was a quite remarkable outcome and is testament to the hard work and dedication of the entire team.

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) increased slightly, despite the significant increase in output. 60% of training courses were delivered online, down from 95% in 2020-21. The combination of online and face-to-face training – and indeed a hybrid of the two - has proved to be 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.

Number Trained

The information below relates to Baby Lifeline courses between 1st July 2021 and 30th June 2022. **In total, Baby Lifeline received over 4,000 bookings across all courses for this period** - an increase of 69% from the 2,400 in 2020-21. There was a further increase in the number of courses lasting 2 or more days, and in total over 5,200 days of training were delivered. This is an increase of 73% from the roughly 3,000 days of training delivered in 2020-21.

The 4,000 bookings comprised mostly of new bookings, but there were also a small number of places that had been deferred following the pandemic. As in previous years, most bookings came directly from NHS Trusts and Health Boards, though there was an increase in activity from national and regional organisations, which may be a result of structural changes in how the NHS operates.

An increase in the number of training places had been expected, though the scale of the increase has been both surprising and hugely encouraging. Baby Lifeline Training relies largely on word of mouth to attract delegates, and such success is a strong indication of the continuing popularity and impact of the training delivered.

Demand for Baby Lifeline's courses remains high, with a steady stream of requests for both new and established courses. As with last year, however, this demand is still significantly lower than when the 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 trained delegates from around **140 different NHS Trusts** and Health Boards across the UK. As in previous years, a significant number of delegates were also trained in the Republic of Ireland and the Channel Islands, and relationships with healthcare providers in these regions remain strong.

The number of 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 most of the training, there were delegates from countries all over the world, including but not limited to:

Austria, Belgium, France, Ghana, Iceland, Malta, and the United States.

Attendance

Attendance rates in 2021-22 were similar to the 2020-21 level at around 87%. The attendance rate for individual bookings was higher than for block bookings from trusts, which is perhaps to be expected. Whilst some barriers to attendance persist from previous years, the pandemic created further difficulties. The key barriers identified were:

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

Bookings by Course

Course	No. of days	No. Booked	Days of Training
Advanced 2 day CTG Masterclass	2	344	688
Childbirth Emergencies in the Community	1	675	675
Comorbidities	1	78	78
CTG Masterclass	1	1,709	1,709
Developing 'Human factors' Skills	1	500	500
Enhanced Maternal Care	1	151	151
Healthcare Incident Investigation	5	158	790
Human Factors 'Train the Trainers'	5	20	100
Implementing Saving Babies' Lives	1	50	50
Learning from Adverse Events	2	178	356
Perinatal Mental Health	1	75	75
PPH Masterclass	1	60	60
Resilience Training for Maternity Healthcare Professionals	1	16	16
TOTAL		4,014	5,248

Baby Lifeline's *CTG Masterclass*, *Childbirth Emergencies in the Community*, and *Developing 'Human factors' Skills* courses were the most well attended in terms of number of bookings. Most courses saw an increase in bookings from the previous year, with *Childbirth Emergencies in the Community* and *Developing 'Human factors' Skills* seeing the most significant rise in numbers. *Childbirth Emergencies in the Community* had been the most badly affected by the pandemic in the previous year, as its practical, hands-on nature meant that face-to-face delivery was very much preferred.

Baby Lifeline Training successfully piloted several new courses throughout 2021-22. These included *Perinatal Mental Health*, *Comorbidities*, and a 'train the trainers' course for *Human Factors*. Each new course was highly evaluated by those in attendance, and several more dates are scheduled in the near future.

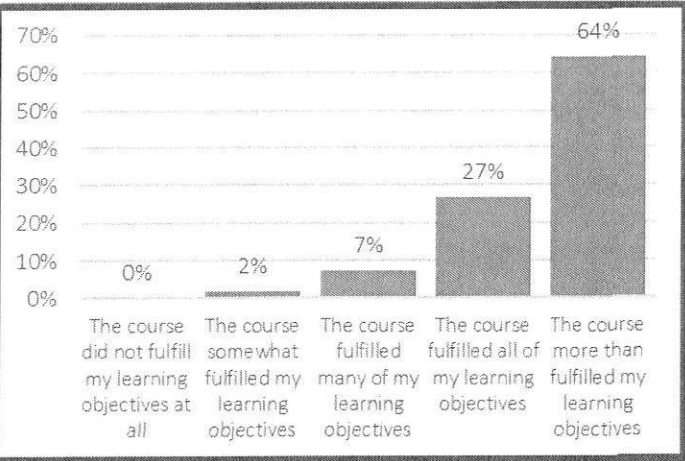
The Need for Funding

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	Trend
Advanced 2 day CTG Masterclass	72	540	255	0	259	344	
Childbirth Emergencies in the Community	72	1,155	815	636	209	675	
CTG Masterclass	758	1,955	1,071	1,346	1,470	1,709	
Co-morbidities	0	0	0	0	0	78	
Cultural Competency and Safety Workshop	0	0	0	0	13	0	
Developing 'Human Factors' Skills	279	698	115	94	118	500	
Enhanced Maternal Care	250	417	59	88	68	151	
Examination of the Newborn	50	120	110	66	18	0	
Healthcare Incident Investigation	0	0	0	0	63	158	
Human Factors Train the Trainers	0	0	0	0	20	20	
Implementing Saving Babies' Lives	67	77	45	212	54	50	
Implementing Saving Babies' Lives (Ultrasound)	0	12	12	24	0	0	
Learning from 5 Years of Cerebral Palsy Claims	0	0	68	35	0	0	
Learning from Adverse Events	0	0	0	49	80	178	
Perinatal Mental Health	0	0	0	0	0	75	
PPH Masterclass	0	0	0	0	0	60	
Resilience Training for Maternity Healthcare Professionals	71	1,113	57	0	0	16	
Total	1,619	6,087	2,607	2,550	2,372	4,014	

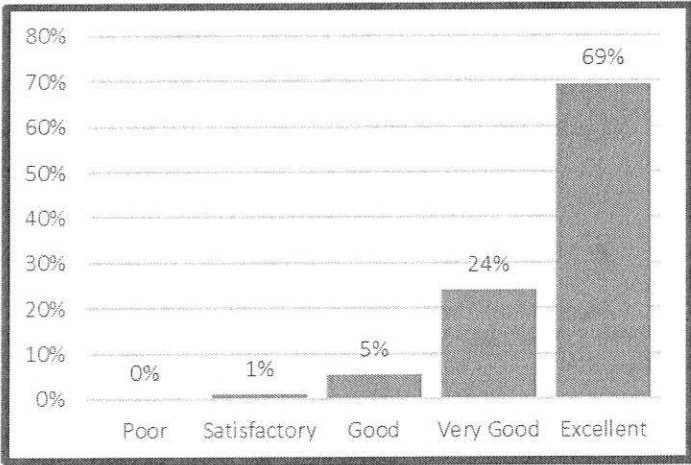
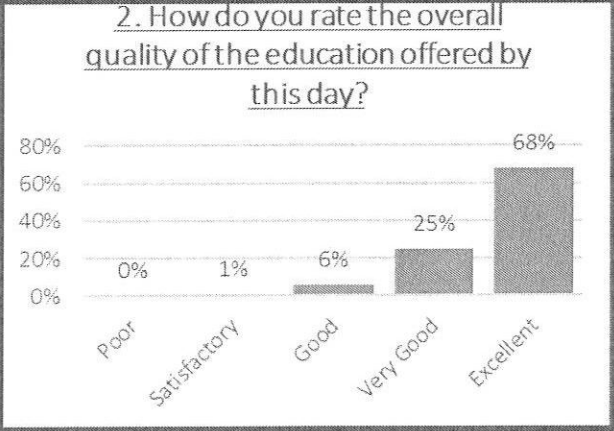
Delegate Feedback - What Our Delegates Say About Us

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.

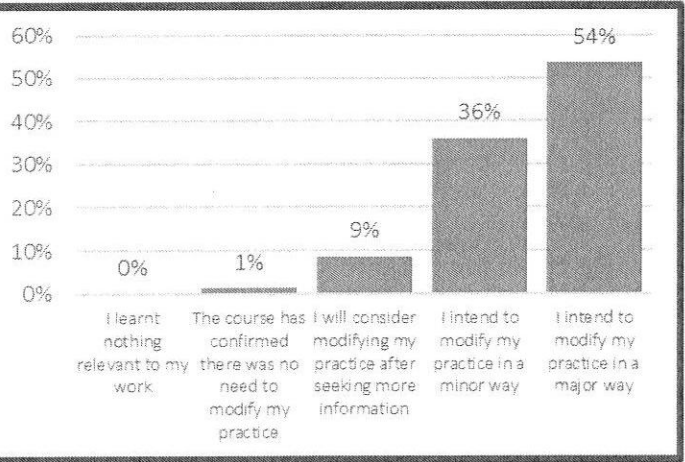


1. This conference has been relevant to my learning objectives for the day

Over 98% of delegates agreed that the Baby Lifeline study days had fulfilled **all** or **all** of their learning objectives for the day.



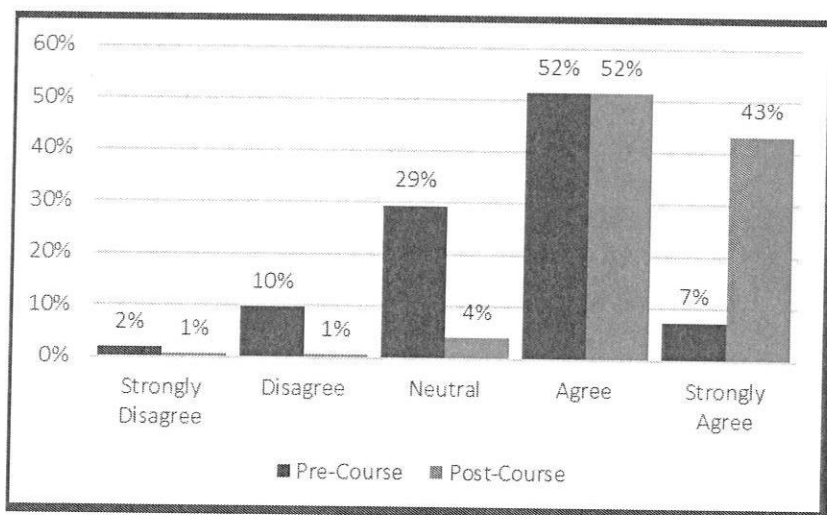
99% of delegates rated the quality of education as ‘Good’, ‘Very Good’, or ‘Excellent’, and **two thirds of delegates** rated the quality as ‘Excellent’.



3. Will the day effectively influence your practice?

99% of delegates stated that they would **at least consider modifying or intend to modify (90%)** their practice after Baby Lifeline’s study days.

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

"Excellent study day, very informative and enjoyed working with other professionals such as paramedics. I feel more confident in my skills and ability at homebirths and feel more empowered as a community midwife. Thank you to all staff for a brilliant day!!"

— Childbirth Emergencies in the Community

"Amazing study day thank you so much will definitely be recommending it. Learned so much, can't wait to get back to work and share it and out it into practice."

— Comorbidities

"I thought the whole day was fantastic. It's really changed my perspective of CTG interpretation and was delivered by such an engaging and enthusiastic consultant. I feel so much more confident in my CTG management now I have better understanding of the physiology behind what is happening to that baby to cause the trace that is in front of me. I know it will make me a better midwife who is able to better advocate for women and their babies."

— CTG Masterclass

"Thank you so much. I cannot explain how excellent I found the training. [Facilitator's name], you are an absolute credit to your profession. I wish you could come and work for [this trust]! I found the day engaging from start to finish (as somebody who facilitates regular training days, I know how difficult that is to achieve... especially from one trainer all day). I found the content so interesting and something that everybody should understand, from all professions and even the public. I haven't been so inspired from a training day for so long, so thank you."

— Developing 'Human Factors' Skills

"Just to say thank you so much again. Such an empowering day. I will really take to my practice, confidence understanding blood gases and the reasons. Also what extra things I can do to help the unwell people I look after and escalate more efficiently and be much more confident in my own clinical skills and also teaching sharing knowledge. Thank you all for your time and sharing expertise."

— Enhanced Maternal Care

"This was an absolutely brilliant day. I thoroughly enjoyed it from start to finish and I think that the way you adapted to virtual teaching was excellent."

— Implementing 'Saving Babies' Lives'

“The speakers were incredibly engaging and the lessons I learned I will utilise in my daily practice thank you so much. The presenters were amazing at holding interest and incredibly engaging. Thank you.”

— Learning from Adverse Events in Maternity Services

Equipment

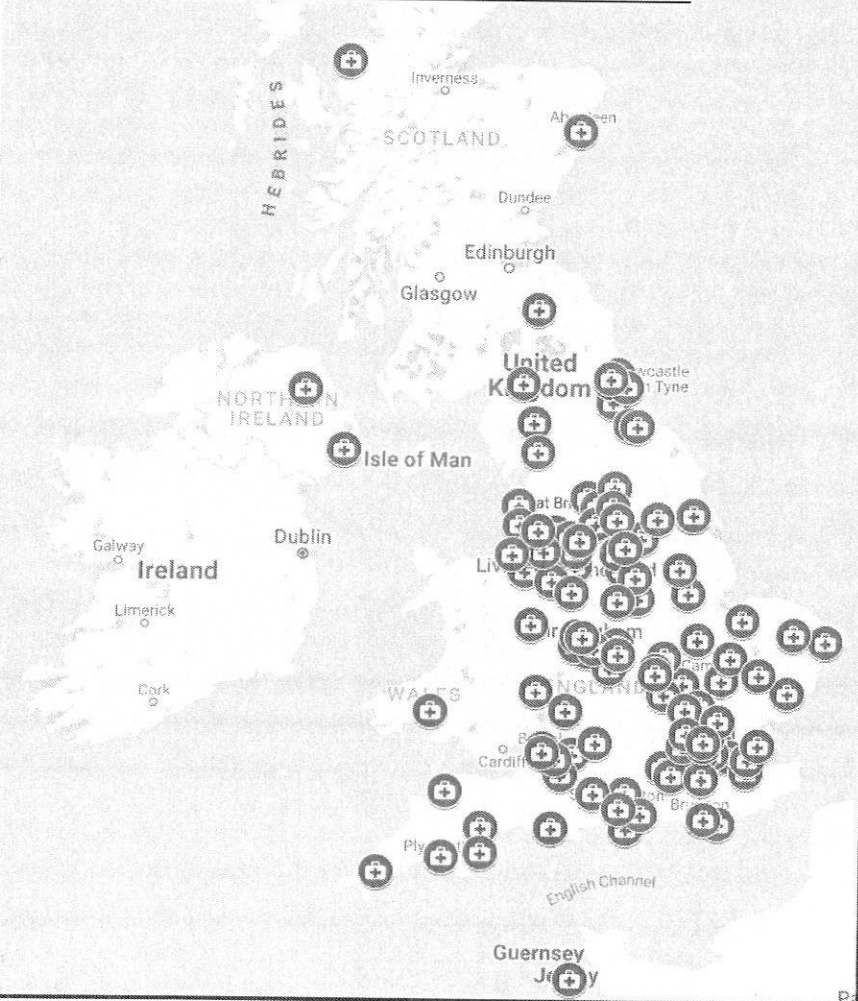
Community Midwife Bags Project

Background

Baby Lifeline's Community Midwife Bags Project was initially started as a direct result of discussions undertaken by many community midwives attending Baby Lifeline courses. A recurring theme was that there were safety concerns over the lack of standardisation of their equipment and how they carry it. Baby Lifeline subsequently conducted a survey of frontline community midwives, which ran concurrently with a social media campaign. One in three midwives reported issues with their home birth bags and its contents:

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

Baby Lifeline Community Midwife Bag – UK Locations



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

Baby Lifeline convened an expert panel to develop a 'gold standard' for bags and equipment that would provide effective support for community midwives. The bags themselves utilise an innovative design which is divided into colour-coded compartments, thereby allowing midwives easy access to everything they might need in each specific stage of labour and birth.

The 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 as organisations based in the Channel Islands and overseas.

NHS England – February 2022

Following the successful delivery of over 550 bags in early 2021, NHS England announced an additional tranche of funding in Spring 2022 to provide a further 300 bags to organisations across England. The short turnaround necessary once again presented a logistical challenge but, as with the previous year, the charity was able to act swiftly to ensure that all the bags were delivered by the end of June.

Several organisations outside of England have also contacted Baby Lifeline to purchase bags, and many of the organisations that did receive funding from NHS England have chosen to increase the number using local funds.

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

Ukraine Appeal

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 1,000 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.

Baby Lifeline 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

The charity formed a steering group and worked with partners to develop robust procedures to ensure that the right equipment would reach the people and places that needed it most. In basic terms, the logistical process for transporting the equipment is as follows:

1. Equipment is gathered in Cambridge or Edinburgh and sent by a reliable major carrier to a centre in Poland. (On occasion, equipment has also been collected from other European countries en route).
2. From here, 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 it is formally documented.

The core team includes UK-based personnel who have strong ties to medical and humanitarian networks in Ukraine. This has helped Baby Lifeline to establish priorities on the ground and has enabled the charity to get lifesaving equipment into the hands of healthcare professionals. Adaptability, perseverance, and a sense of urgency have resulted in success with distribution where many large organisations have struggled. As such, Baby Lifeline has been able to get equipment to harder to reach areas of Ukraine, including Kharkiv, Sumy, Bucha, Luhansk, Donetsk, Zaporizhzhia, Berdyansk, and many others.

By the end of June 2022, Baby Lifeline had sent over £200,000 worth of equipment to organisations across the country. Since then, an additional £300,000 worth of equipment has been sent taking the total to over half a million pounds – a figure which will continue to rise.

Early on the conflict it quickly became clear that Baby Lifeline’s community midwife bags would be of enormous benefit in a warzone situation. With a few minor modifications, including translating the labels and crib cards into Ukrainian, the charity has delivered over 160 units. They have been fantastically well received, and those on the ground have requested as many more as possible.

The first consignment consisted mostly of these adapted bags, with subsequent consignment also containing equipment such as fetal monitors, dopplers, anaesthetic machines, scanning devices, surgical equipment, and much more besides. A full list of everything that has been delivered can be found on the Baby Lifeline website.

Much of the equipment is already being used to deliver babies, and there have been many wonderful expressions of gratitude from doctors, midwives and nurses working under incredibly difficult circumstances. However, they are clear that much more help is needed.

The Ukraine appeal would not have been possible without the support of a huge number of individuals, companies, and charitable organisations, many of whom are listed in the acknowledgements section of this report. In particular, Baby Lifeline would like to extend its most sincere gratitude to the members of its Ukraine Steering Group, whose hard work, expertise, and dedication have been the foundations upon which the project has been built:

Andrea Fraser
Human Rights Lawyer, JUSTICE

Dr Mira Pecheva
Senior Orthopaedic Registrar, East of England Deanery

Dr Anastasiya Tsyben
Clinical Research Fellow, Addenbrooke’s Hospital

“Last night a Baby Lifeline bag was used to help deliver a baby in Kyiv. The team on duty was amazed and delighted with how organised and thought out the bag was. We can only imagine how essential and appreciated this equipment will be at the frontline hospitals in Sumy, Kharkiv, Chernihiv, Luhansk region and Donetsk region. Baby Lifeline have done a remarkable job!”

- Letter from the Head of Obstetrics at the ISIDA Clinic

Mind the Gap

On 23rd November 2021 Baby Lifeline published the third iteration of its highly respected *Mind the Gap* report, 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.

Training has long been a central recommendation for improving safety in maternity services, and the report serves as a comprehensive audit of maternity training within the NHS. The launch of *Mind the Gap* was accompanied by a free webinar for several hundred delegates, and there were several positive responses from national organisations such as the NMC, as well as widespread media coverage.

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.

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 will continue to produce high quality research and reports, with several exciting projects scheduled to commence in 2022/23

BABY LIFELINE LIMITED
TRUSTEES' ANNUAL REPORT
FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022

The trustees present their report with the financial statements for the year ended 30 June 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS102) in preparing the annual report and financial statements of the charity.

Objectives and Principal Activities

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

Organisation

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

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

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

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

Investment Policy

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

BABY LIFELINE LIMITED
TRUSTEES' ANNUAL REPORT - continued
FOR THE 12-MONTH PERIOD ENDED 30 JUNE 2022

Trustee Induction and Training

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

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

Director and Trustees Responsibilities in Relation to the Financial Statements

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

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities Statement of Recommended Practice SORP 2015 (FRS102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees on 10th January 2023 and signed on behalf of the trustees by



Mrs J E A Ledger
Chair, Baby Lifeline

J E A Ledger - Trustee

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF
BABY LIFELINE LIMITED

Opinion

We have audited the financial statements of Baby Lifeline Limited (the 'charitable company') for the year ended 30 June 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, 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 (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 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; and
- 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company 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 charitable company'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 trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

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.

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 this gives rise to a material misstatement in the financial statements themselves. 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 Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF
BABY LIFELINE LIMITED

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where 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 take advantage of the small companies exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

Our 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 a Report of the Independent Auditors 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.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We identify and assess risks of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.
- We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur by:
 - reviewing balance sheet control accounts to ensure properly reconciled;
 - addressing the risks of fraud through management override of controls by performing journal entry testing;
 - performing analytical procedures to identify any unusual or unexpected relationships that may include risks of material misstatement due to fraud;
- enquiring with management concerning actual and potential litigation claims

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF
BABY LIFELINE LIMITED

Use of our report

This report is made solely to the charitable company'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 charitable company's members those matters we are required to state to them in an auditors' 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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Peter Georgiades BA FCA
Senior Statutory Auditor
Flint & Thompson
2 Manor Square
Solihull
West Midlands
B91 3PX

Date: 10th January 2023

BABY LIFELINE LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2022

				Year Ended 30.6.22 Total funds £	Period 1.4.20 to 30.6.21 Total funds £
	Notes	Unrestricted funds £	Restricted funds £		
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	583,272	115,993	699,265	337,428
Charitable activities					
Sale of goods – Medical equipment		384,654	-	384,654	664,745
Investment income	3	<u>665</u>	<u>-</u>	<u>665</u>	<u>62</u>
Total		<u>968,591</u>	<u>115,993</u>	<u>1,084,584</u>	<u>1,002,235</u>
EXPENDITURE ON					
Charitable activities	5				
Governance and support costs		109,648	-	109,648	109,783
Gifts in kind - Training support		380,246	-	380,246	108,750
Direct charitable expenditure		<u>325,578</u>	<u>105,723</u>	<u>431,301</u>	<u>618,710</u>
Total		<u>815,472</u>	<u>105,723</u>	<u>921,195</u>	<u>837,243</u>
NET INCOME		153,119	10,270	163,389	164,992
RECONCILIATION OF FUNDS					
Total funds brought forward		210,416	3,000	213,416	48,424
TOTAL FUNDS CARRIED FORWARD		<u>363,535</u>	<u>13,270</u>	<u>376,805</u>	<u>213,416</u>

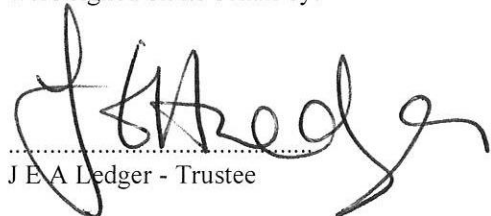
The notes form part of these financial statements

BABY LIFELINE LIMITED**CONSOLIDATED AND CHARITY BALANCE SHEET****30 JUNE 2022**

	Notes	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
FIXED ASSETS					
Tangible assets	10	60	165	60	165
Social investments	11	<u>-</u>	<u>-</u>	<u>2</u>	<u>2</u>
		60	165	62	167
CURRENT ASSETS					
Debtors	12	86,404	170,367	155,832	162,195
Cash at bank		<u>362,079</u>	<u>133,425</u>	<u>241,043</u>	<u>68,993</u>
		448,483	303,792	396,875	231,188
CREDITORS					
Amounts falling due within one year	13	(71,738)	(90,541)	(20,407)	(18,214)
NET CURRENT ASSETS		<u>376,745</u>	<u>213,251</u>	<u>376,468</u>	<u>212,974</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>376,805</u>	<u>213,251</u>	<u>376,530</u>	<u>213,141</u>
NET ASSETS		<u>376,805</u>	<u>213,416</u>	<u>376,530</u>	<u>213,141</u>
FUNDS	15				
Unrestricted funds		363,535	210,146	353,336	210,141
Restricted funds		<u>13,270</u>	<u>3,000</u>	<u>23,194</u>	<u>3000</u>
TOTAL FUNDS		<u>376,805</u>	<u>213,416</u>	<u>376,530</u>	<u>213,141</u>

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

The financial statements were approved by the Board of Trustees and authorised for issue on 10th January 2023 and were signed on its behalf by:


J E A Ledger - Trustee

The notes form part of these financial statements

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 30 JUNE 2022**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

Baby Lifeline Ltd meets the definition of a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), the Charities Act 2011 and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

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

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

Financial reporting standard 102 - reduced 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.

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 fixed assets

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

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

Office equipment 4 years

Fund accounting

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

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

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

Operating leases

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

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

1. ACCOUNTING POLICIES - continued

Pension 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.

2. DONATIONS AND LEGACIES

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Donations	304,531	226,812
Gifts in kind	380,246	108,750
Events	<u>14,488</u>	<u>1,866</u>
	<u>699,265</u>	<u>337,428</u>

3. INVESTMENT INCOME

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Bank interest received	<u>665</u>	<u>62</u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

4. INCOME FROM CHARITABLE ACTIVITIES

		Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Sale of goods	Activity Sale of goods – Medical equipment	<u>384,654</u>	<u>664,745</u>

5. CHARITABLE ACTIVITIES COSTS

	Governance Costs £	Direct Costs £	Support Costs £	Totals £
Gifts in kind - Training support	-	-	380,246	380,246
Direct charitable expenditure	<u>109,648</u>	<u>325,278</u>	<u>105,723</u>	<u>540,949</u>
	<u>109,648</u>	<u>325,278</u>	<u>485,969</u>	<u>921,195</u>

6. NET INCOME/(EXPENDITURE)

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

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Consultancy & public relations	472	11,218
Auditors' remuneration for non audit work	1,502	636
Depreciation - owned assets	105	208
Purchase of medical equipment	289,656	454,357
Other operating leases	-	17,088
Gifts in kind	<u>380,246</u>	<u>108,986</u>
	<u>671,981</u>	<u>592,493</u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2022 nor for the period ended 30 June 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 June 2022 nor for the period ended 30 June 2021.

8. STAFF COSTS

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Wages and salaries	<u>33,922</u>	<u>55,815</u>

No employees received emoluments in excess of £60,000.

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1 July 2021 and 30 June 2022	<u>855</u>
DEPRECIATION	
At 1 July 2021	690
Charge for year	<u>105</u>
At 30 June 2022	<u>795</u>
NET BOOK VALUE	
At 30 June 2022	<u>60</u>
At 30 June 2021	<u>165</u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

10. SOCIAL INVESTMENTS

	Other investments £
MARKET VALUE	
At 1 July 2021 and 30 June 2022	<u>2</u>
NET BOOK VALUE	
At 30 June 2022	<u><u>2</u></u>
At 30 June 2021	<u><u>2</u></u>

11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade debtors	18,615	6,534
Other debtors	27,622	84,337
Prepayments	<u>40,167</u>	<u>79,496</u>
	<u><u>86,404</u></u>	<u><u>170,367</u></u>

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Bank loans and overdrafts (see note 14)	10	-
Trade creditors	14,185	29,043
Social security and other taxes	(279)	-
Pensions	192	-
Other creditors	10,462	16,991
Accrued expenses	<u>47,167</u>	<u>44,507</u>
	<u><u>71,738</u></u>	<u><u>90,541</u></u>

13. LOANS

An analysis of the maturity of loans is given below:

	2022 £	2021 £
Amounts falling due within one year on demand:		
Bank overdrafts	<u>10</u>	<u>-</u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

14. MOVEMENT IN FUNDS

	At 1.7.21	Net movement in funds	At 30.6.22
	£	£	£
Unrestricted funds			
General fund	210,416	153,119	363,535
Restricted funds			
Monitoring for Mums appeal	3,000	-	3,000
Donations for Ukraine	-	9,090	9,090
Jersey Maternity Hospital	-	1,180	1,180
	<u>3,000</u>	<u>10,270</u>	<u>13,270</u>
TOTAL FUNDS	<u><u>213,416</u></u>	<u><u>163,389</u></u>	<u><u>376,805</u></u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	968,591	(815,472)	153,119
Restricted funds			
Donations for Ukraine	97,056	(87,966)	9,090
Jersey Maternity Hospital	18,937	(17,757)	1,180
	<u>115,993</u>	<u>(105,723)</u>	<u>10,270</u>
TOTAL FUNDS	<u><u>1,084,584</u></u>	<u><u>(921,195)</u></u>	<u><u>163,389</u></u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

14. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.4.20	Net movement in funds	At 30.6.21
	£	£	£
Unrestricted funds			
General fund	-	-	-
Unrestricted funds	<u>13,631</u>	<u>196,785</u>	<u>210,416</u>
	13,356	196,785	210,141
Restricted funds			
Monitoring for Mums appeal	20,340	(17,340)	3,000
Community Midwives bags appeal	4,315	(4,315)	-
NEA Vulnerable Energy appeal	5,248	(5,248)	-
CQC Research project	<u>4,890</u>	<u>(4,890)</u>	<u>-</u>
	<u>34,793</u>	<u>(31,793)</u>	<u>3,000</u>
TOTAL FUNDS	<u><u>48,424</u></u>	<u><u>164,992</u></u>	<u><u>213,416</u></u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
Unrestricted funds	918,980	(722,195)	196,785
Restricted funds			
Monitoring for Mums appeal	-	(17,340)	(17,340)
Lily Mae Foundation	1,570	(1,570)	-
Community Midwives bags appeal	5,000	(9,315)	(4,315)
NE Training appeal	71,685	(71,685)	-
NEA Vulnerable Energy appeal	-	(5,248)	(5,248)
CQC Research project	-	(4,890)	(4,890)
Mind The Gap Research project	<u>5,000</u>	<u>(5,000)</u>	<u>-</u>
	<u>83,255</u>	<u>(115,048)</u>	<u>(31,793)</u>
TOTAL FUNDS	<u><u>1,002,235</u></u>	<u><u>(837,243)</u></u>	<u><u>164,992</u></u>

BABY LIFELINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2022

15. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 June 2022.

BABY LIFELINE LIMITED**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**
FOR THE YEAR ENDED 30 JUNE 2022

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	304,531	226,812
Gifts in kind	380,246	108,750
Events	14,488	1,866
	699,265	337,428
Investment income		
Bank interest received	665	62
Charitable activities		
Sale of goods	384,654	664,745
Total incoming resources	1,084,584	1,002,235
EXPENDITURE		
Charitable activities		
Corporate development	66,240	1,997
Training support	1,288	136,012
Purchase of medical equipment	289,656	455,927
Consultancy support	-	17,088
Mind the Gap R&D	-	5,000
Conferences	33,659	-
Events	25,550	-
Fund raising costs	14,908	-
	431,301	616,024
Governance costs		
Salaries, social security	33,922	55,815
Carried forward	33,922	55,815

This page does not form part of the statutory financial statements

BABY LIFELINE LIMITED

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 JUNE 2022

	Year Ended 30.6.22 £	Period 1.4.20 to 30.6.21 £
Governance costs		
Brought forward	33,922	55,815
Consultancy & public relations	472	11,218
Charitable activities expenses	1,464	636
Equipment lease and hire	-	1,129
Rent & accommodation	16,976	16,852
Insurance	834	-
Telephone & PPS	6,662	7,710
Computer costs	6,397	-
Sundry expense	(37)	6,858
Accountancy & bookkeeping	26,714	7,685
Legal and professional	5,459	2,928
Payroll costs	-	1,194
Depreciation of tangible fixed assets	104	208
Loss on sale of tangible fixed assets	-	236
Subcontractors	4,563	-
Travelling	1,281	-
Training	1,076	-
Repairs	60	-
Bank charges	1,181	-
Advertising	2,520	-
Gifts in kind	380,246	108,750
	<u>489,894</u>	<u>221,219</u>
Total resources expended	<u>921,195</u>	<u>837,243</u>
Net income	<u><u>163,389</u></u>	<u><u>164,992</u></u>

This page does not form part of the statutory financial statements

BABY LIFELINE LIMITED

England & Wales - Charity number 1006457

Accounts

Baby Lifeline Limited

Trustees Report & Consolidated Financial Statements

For the period ended 30 June 2021

Registered Charity No: 1006457 / Company Registered No: 2661760



BABY LIFELINE LIMITED
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FOR THE PERIOD ENDED 30 JUNE 2021

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

FOUNDER PATRON:	Sir Ben Kingsley
PRESIDENTS:	Dr Bill Kirkup CBE Ms Donna Ockenden
PATRONS:	Dame Judi Dench Ms Kate Ford Mr Jimmi Harkishin Miss Francesca Martinez Mr David Moorcroft O.B.E. Dame L E Muirhead DBE Mr Nick Owen Mr Dave Willetts Mrs Dianne Wilton M.B.E
TRUSTEES:	Dr P Bose Mr N J Devine Mrs K Jamieson Mr B J Jervis Mrs J E A Ledger Mr C S Pryor Mr J M Shipton Mr G Silva
SECRETARY:	Mr T A Ledger
REGISTERED NUMBER:	2661760 (England & Wales)
CHARITY REGISTERED NUMBER:	1006457
REGISTERED OFFICE:	The Granary Fernhill Court Balsall Street East Balsall Common CV7 7FR
WEBSITE ADDRESS:	www.babylifeline.org.uk
ACCOUNTANTS:	Eden Currie Limited Chartered Accountants 2 Highlands Court Cranmore Avenue Solihull B90 4LE

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

HONORARY CHAIR

Mr Edward Morris

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

HONORARY VICE CHAIR

Dr Michael Magro

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

Mr Charles Cox OBE

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

Dr Chris Dewhurst

Consultant Neonatologist, Liverpool Women's NHS Foundation Trust

Ms Gill Edwards

Senior Solicitor
Potter Rees Dolan

Dr Elizabeth Egbase

Locum Consultant Obstetrician, Barts Health NHS Trust

Dr Christine Ekechi

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

Ms Lydia Emerson

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

Ms Charlene Francois

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

BABY LIFELINE LIMITED

MULTI PROFESSIONAL ADVISORY PANEL - continued

FOR THE PERIOD ENDED 30 JUNE 2021

Ms Clara Haken

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

Mr Majid Hassan

Partner in Clinical Law
Capsticks Solicitors LLP

Mr Kim Hinshaw

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

Professor Minesh Khashu

Consultant Neonatologist and Professor of Perinatal Health

Ms Barbara Kuypers

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

Mrs Judy Ledger

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

Ms Bernadette McGhie

Executive Director, Enable Law

Dr Rebecca Moore

Perinatal psychiatrist

Dr William Parry-Smith

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

Mr Harry Peel-Yates

Senior Account Manager, MHP Communications

BABY LIFELINE LIMITED

MULTI PROFESSIONAL ADVISORY PANEL - continued

FOR THE PERIOD ENDED 30 JUNE 2021

Dr Felicitymaat

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

Dr Paarul Prinja

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

Dr Edward Prosser-Snelling

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

Dr Nicholas Tait

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

Mr James Titcombe OBE

Patient safety consultant

Professor James Walker

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

Ms Sascha Wells-Munro

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

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

Background

Overview

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

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

About Baby Lifeline

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

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

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

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

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

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

Events and Activity

COVID-19

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

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

Family Voices Group

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

Events

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

BABY LIFELINE LIMITED

CHAIRMAN'S REPORT

FOR THE PERIOD ENDED 30 JUNE 2021

Engagement and Lobbying

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

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

The strategy has 3 main aims:

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

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

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

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

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

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

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

Training

Background

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

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

Review of Business

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

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

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

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

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

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

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

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

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

Number Trained

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

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

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

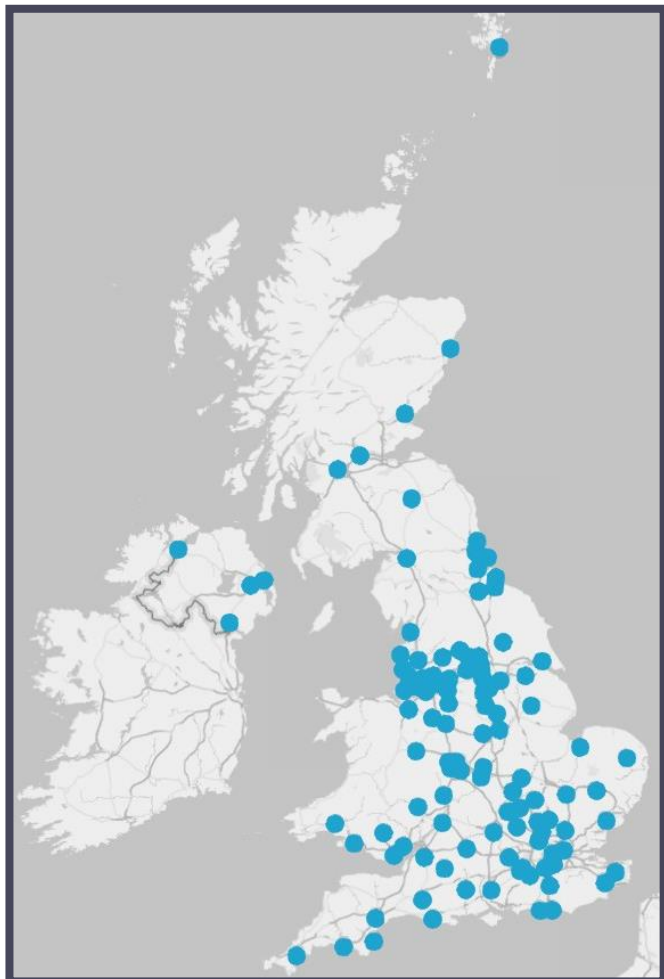
Demand for Baby Lifeline's courses remains high, with a steady stream of requests for both new and established courses. As with last year, however, this demand is still significantly lower than when the MSTF was made available to trusts in 2017. Despite recent funding commitments from both government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

Finance and Value

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

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

Geographical Reach



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

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

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

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

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

Attendance

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

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

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

Bookings by Course

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

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

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

The Need for Funding

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

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

BABY LIFELINE LIMITED

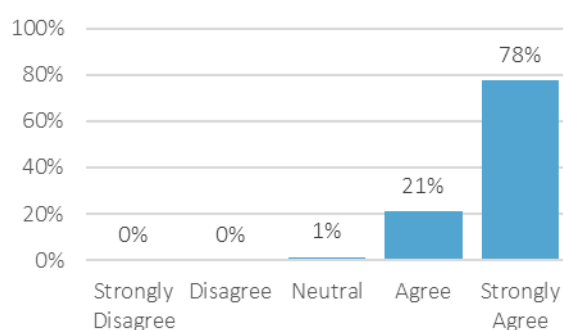
CHAIRMAN'S REPORT

FOR THE PERIOD ENDED 30 JUNE 2021

Delegate Feedback - What Our Delegates Say About Us

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

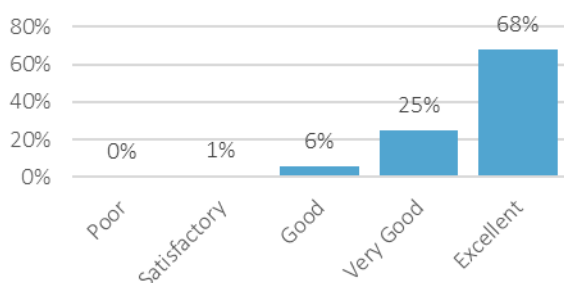
1. This conference been relevant to my learning objectives for the day



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

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

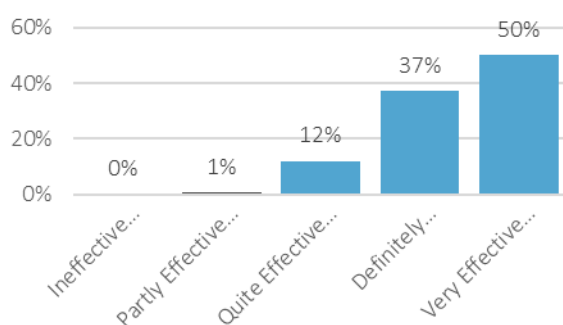
2. How do you rate the overall quality of the education offered by this day?



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?



3. Will the day effectively influence your practice?

Ineffective

Learnt nothing relevant to my practice.

Partly Effective

Confirmed there is no need to modify my practice.

Quite Effective

I will consider modifying my practice after seeking more information.

Definitely Effective

I intend to modify my practice in a minor way.

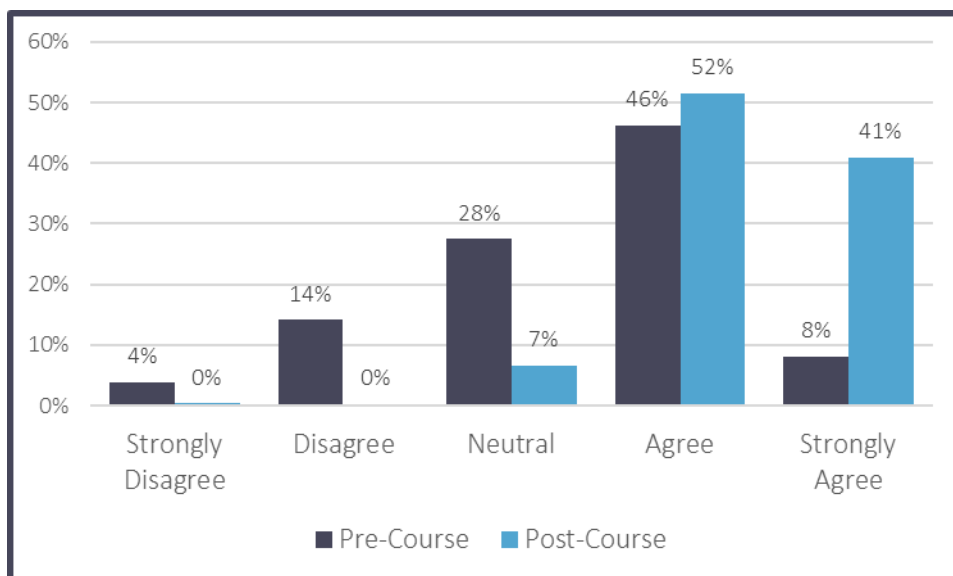
Very Effective

I intend to modify my practice in a major way

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

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

Delegate Confidence in Course Objectives



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

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

Written Feedback – What Our Delegates Say About Us

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

– [Childbirth Emergencies in the Community](#)

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

– [CTG Masterclass](#)

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

– [Enhanced Maternal Care](#)

"This was an absolutely brilliant day. I thoroughly enjoyed it from start to finish and I think that the way you adapted to virtual teaching was excellent."

– [Implementing 'Saving Babies' Lives'](#)

"Learning shared with organisation in which I work and has resulted in a fundamental change in the way we address serious incidents within our unit. Thank you."

– [Learning from Adverse Events in Maternity Services](#)

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

Equipment

Community Midwife Bags Project

Background

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

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

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

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

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

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

NHS England – February 2021

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

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

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

BABY LIFELINE LIMITED

CHAIRMAN'S REPORT

FOR THE PERIOD ENDED 30 JUNE 2021

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

Bag Locations – NHSE Funding



Acknowledgments

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

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

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

Research

Mind the Gap

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

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

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

Other Research

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

Closing the Gap

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

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

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

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

Objectives and Principal Activities

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

Organisation

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

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

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

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

Financial Review

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

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

Investment Policy

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

Trustee Induction and Training

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

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

Trustee Induction and Training (continued)

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

Director and Trustees Responsibilities in Relation to the Financial Statements

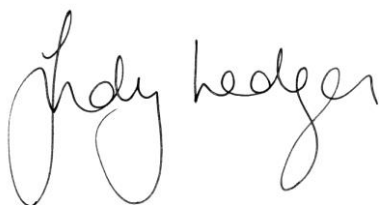
The trustees, who are also directors of Baby Lifeline Limited for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities Statement of Recommended Practice SORP 2015 (FRS102);
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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



Mrs J E A Ledger
Trustee

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

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

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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



Paul Mannion ACA ACCA

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

BABY LIFELINE LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE FIFTEEN MONTH PERIOD ENDED 30 JUNE 2021

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

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

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

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

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

Directors' responsibilities:

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

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

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



Mrs J E A Ledger
Trustee

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

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

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

1. Accounting Policies

a) Basis of Preparation

Baby Lifeline Ltd meets the definition of a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), the Charities Act 2011 and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

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

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

b) Company Status

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

c) Tangible Fixed Assets and Depreciation

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

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

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

d) Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

e) Donations and Legacies

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

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

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

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

g) Expenditure

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

h) Operating Leases

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

i) Fund Accounting

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

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

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

Investment income and gains are allocated to the appropriate fund.

j) Donated Services and Facilities

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

k) Debtors and Creditors Receivable / Payable in One Year

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

Continued...

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

9. Gifts in Kind and Donated Services

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

Gifts in Kind and Donated Services (continued)

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

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

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

Recharge of Expenses and Fund Transfer

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

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

10. Independent Examiners Remuneration

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

11. Trustee Emoluments

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

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

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

12. Tangible Fixed Assets

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

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

13. Fixed Asset Investments

**Shares in
Subsidiary
Undertaking**

Company

As at 1 April 2020 and 30 June 2021

	2
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The charity has a wholly owned trading subsidiary, which is incorporated in England and Wales, Baby Lifeline Trading Limited, company number 03188346.

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

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

14. Trading Company Results

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

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

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

15. Debtors

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

16. Creditors: amounts falling due within one year

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

17a Fund analysis

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

BABY LIFELINE LIMITED

NOTES TO THE ACCOUNTS (continued)

FOR THE PERIOD ENDED 30 JUNE 2021

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

18. Fund analysis (continued)

Unrestricted Funds

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

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

Restricted Funds

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

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

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

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

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

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

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

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

19. Analysis of Group Net Assets between funds

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

20. Taxation

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

21. Operating Lease Commitments

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

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

22. Post Balance Sheet Events

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

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

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