



## **What About The Children?**

'Raising awareness of the never-changing emotional needs of children under three  
in our ever-changing society'

### **Trustees' Annual Report for the period 1st January 2022 to 31st Dec 2022**

**Registered Charity Number 1108816**

Principal Registered Address: Feldon House, Chapel Lane, Newbold on Stour, CV37 8TY.  
Website: [www.whataboutthechildren.org.uk](http://www.whataboutthechildren.org.uk)

Names of the charity trustees who managed the charity during this period

Mrs C Armstrong  
Dr E Bland  
Mrs S Greenhill  
Mr A Joint  
Mrs L Keyte  
Mrs J Reddish  
Dr C Ulanowsky  
Dr L Wood  
Dr Gerard Silverlock  
Ms Elizabeth Caulfield

Prof. Jacqueline Barnes co-opted during this period.

## **Structure, governance and management**

Type of governing document      Constitution adopted 28/11/2019 amended  
29/04/2020

How the charity is constituted      Foundation Charitable Incorporated Organisation

Trustee selection method      Trustees are appointed at the AGM  
Trustees are appointed or re-appointed for a period of 3  
years

There must be at least 3 charity Trustees.  
The maximum number of Trustees is 12

New Trustees are selected after an informal interview by the Chair and other Trustees. In appointing Trustees, due consideration is given to ensuring that the Trustees have, between them, the skills and experience necessary to manage the charity effectively and in accordance with charity law. New Trustees are inducted by attending as an observer at

least 2 trustee meetings prior to appointment and are provided with a trustee induction pack.

### **Additional Governance Issues**

What About The Children? is a national charity concerned with the period of infant brain development and secure infant/parent attachment from conception to age three. Science confirms that this period of development impacts on future physical and mental health out of all proportion to the rest of childhood.

The charity has no paid staff; all the Trustees give their time voluntarily to the day-to-day management of the charity, contributing to development working groups and leadership of charity activities, publication of research summaries and the annual conference. The charity has no office base. Trustees work from home, using their own computers; communication is via email and telephone, and meetings are hosted using video-conferencing.

There is a Safe-Guarding Policy and an Equal Opportunities Policy. Press & Media, Cyber Security, and Website Content Protocols are in place

## **Objectives and activities**

### **Summary of the objects of the charity set out in its governing document**

- To raise awareness of the emotional needs of all children under three, by increasing public understanding of infant brain development and the importance of secure infant/parent attachment for future physical and mental health
- To advance the education of professionals, policymakers, parents and the public about infant brain development through the organisation of conferences and seminars, and publishing on the website summaries of recent research on topics connected with the brain development from conception to age three, the period of most rapid brain development
- To assist in the promotion of research into all aspects of such matters and to disseminate the results of such research for the benefit of the public

### **Summary of the main activities undertaken for the public benefit in relation to these objectives**

- free access to information from research on infant brain development and infant parent attachment on charity's website [www.whataboutthechildren.org.uk](http://www.whataboutthechildren.org.uk)
- hosting of national conferences with a focus on emotional needs and wellbeing of under-threes
- publication of summaries of recent, relevant research related to infant brain development
- publication of quarterly E News, Blogs, Research Summaries
- the use of media, interviews, articles and social media
- submissions to Parliamentary and other national consultations relevant to under-threes
- contribution to the work of Early Childhood Forum (ECF) and the First 1001 Days Movement
- contribution to All Party Parliamentary Groups (APPGs)
- commissioning the charity's own surveys for analysis, publishing reports and recommendations on the findings

## **Statutory Declaration of Public Benefit**

The Trustees declare they have complied with their duty to have due regard to guidance on public benefit published by the Charities Commission in exercising their powers or duties.

## **Achievements and performance**

Recruitment of new Chair of Trustees- appointment panel set up, advert drafted, vacancy posted on social media, website and E News. Short listing and interview. Prof Barnes approved by Board of Trustees, co-opted to be formally appointed at AGM 9<sup>th</sup> January 2023.

Further development of the website & additional 'in-house' training of members of the Digital Group in day-to-day management of the new website.

What About The Children? Archive of Research Summaries is now available from the new website. Further work is being undertaken by the SRG to 'ring the changes with a 'rolling programme' to highlight different Research Summaries from the archive on the main Research page of the website.

Marketing and Publicity working group expanding on the work by Communications/Social Media Group but with a broader brief to develop a Marketing and Publicity Strategy to more effectively promote the work of the charity 'raising awareness of the never-changing emotional needs of the under-threes in our ever-changing society' incorporating social media, conferences, events, publication of research summaries.

Consultation with a graphic designer to enhance visual material for promoting What About The Children? conferences and other activities.

Building our Followers on Social Media @WATCthechildrenTwitter account. Regular monitoring of Twitter Analytics data.

Developing additional social media outlets to further our ability to share research evidence, useful resources for professionals and families, and other material such as the monthly blogs.

Moved to hosting two successful online conference in March and October 2022

- Critical Connections – speakers Paul Ramchandani and Mary-Anne Hodd
- Our families, our future an investment – speakers Graham Music and Sally Hogg.

In addition to the above:

- *Ongoing contribution to the work of the First 1001 Days Movement Coalition.*
- *Ongoing contribution to the work of Early Childhood Forum (ECF)*
- *Ongoing attendance at relevant meetings and conferences of organisations providing services for families with infants and young children (e.g. Better Start, Newpin).*
- *Participation in campaigns relevant to our mission (e.g. maintaining existing staff:child ratios in childcare)*
- *Continuation of regular monthly What About The Children? Blogs written and posted on the website and publicized through social media Twitter @WATCthechildren with media material whenever possible to increase Tweet impressions*

## **Financial review**

### **Brief statement of the charity's policy on reserves**

Cash at the Bank as at 31st December 2022, £14294 in unrestricted funds. The main financial risk to the charity is the reduction in value of donations; however, due to the charity's effective use of online communications, the operational and management costs have significantly been reduced and hosting conferences online has reduced costs to those incurred with hiring a conference venue for face-to-face events. The main regular expenditures are those associated with hosting and maintaining the website, an annual membership fee to Early Childhood Forum, and fees paid to research summary writers.

**Details of funds materially in deficit: - not applicable.**

### **Further financial review details**

What About The Children?'s main source of funding is from donations; the majority are small, but regular, donations from individuals. HMRC Gift Aid claim for past year received. All the funds support the charity's key objectives and enable research summary writers to be commissioned.

### **Future Plans**

- The Digital Team of Trustees will continue to develop their website management skills, regularly up-date website content, publish new Blogs, Research Summaries and latest news. The Marketing and Publicity group will increase referencing the material on the website through the charity's social media platform on Twitter and develop activity on Facebook and LinkedIn.
- The reach of the quarterly E News will be enhanced by a website link requesting to receive the E News, and by outreach from Trustees to their personal networks.
- By increasing our use of digital and social media communication, we seek to ensure that 'the whole of society' is aware of the findings of research, and the importance of appropriately responsive loving care of the under-threes for their future physical and mental health
- In the light of lower attendance at the October 2022 online conference consideration will be given to alternative ways to highlight the work of important experts, such as invited blogs for the website and/or podcast of short talks or conversations.
- The Science and Research Group (SRG) will work to ensure better public access to What About The Children?'s library of summaries of research by highlighting particular sections in a given month accompanied by a coordinated social media campaign.
- The Trustees will develop ideas for a campaign specific to What About The Children? to enable us to share our messages in a focused manner with support from our partner organisations in Early Childhood Forum and First 1001 Days Movement .
- Clearly targeted campaigns will be developed, possibly to include a focus on the quality of Ofsted work with providers of care for under threes - linking with the ongoing campaign to ensure that ratios are not changed.

**What About The Children?**  
1108816 Charity Number  
Receipts and payments Accounts  
for the period 1st January 2022 to 31st December 2022

<b>Receipts</b>	<b>unrestric ted funds</b>	<b>restric ted funds</b>	<b>endow ment funds</b>	<b>Total funds</b>	<b>Last year</b>	
Donations	3511			3511	2736	
Conf.Delegate fees	998			998	828	
Interest	5			5	1	
Gift Aid Receipts	0			0	569	
<b>Total Income</b>	4514			4514	4134	
<b>Payments</b>						
ECF subscription						
Marketing						
Training fees					165	
Trustee Expenses	88			88	85	

Website costs	432			432	130	
Management meeting costs					249	
Virtual Conference costs	1702			1702	530	
Research Summaries	325			325		
Postage-Sundries	204			204	195	
					24	
Just Giving Collection fee	216			216	216	
Total Expenses	2967			2967	1594	

### Declaration

The Trustees declare that they have approved the Trustees' Report above

Signed on behalf of all the Charity's Trustees

Signature                   \_\_Tony Joint

Full Name                   \_\_Anthony Joint

Position                    \_\_Trustee - Treasurer

Date                         \_\_March 4<sup>th</sup>, 2023

### Names of the charity trustees who manage the charity

	Trustee's Name	Office (if any)	Dates acted if not for whole year
1	Mrs C Armstrong	Vice-chair & Secretary	
2	Dr E. Bland		
3	Mrs S. Greenhill		
4	Mr. A. Joint	Treasurer	
5	Mrs L. Keyte	Chair	
6	Mrs J. Reddish		
7	Dr C. Ulanowsky		
8	Dr L. Wood		
9	Ms E. Caulfield		
10	Dr G. Silverlock		
11	Prof J. Barnes	Incoming Chair	Co-opted May 2022

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