



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 2024 to 31st Dec 2024

Registered Charity Number 1108816

Principal Registered Address: Feldon House, Chapel Lane, Newbold on Stour, CV37 8TY.

Website: www.whataboutthechildren.org.uk

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

Mrs C Armstrong (Acting Chair as from 20th March 2024)

Ms Libby Caulfield (resigned 7 May 2024)

Dr E Bland (resigned 7 May 2024)

Mr A Joint

Mrs L Keyte

Mrs J Reddish

Dr C Ulanowsky

Dr L Wood

Prof. Jacqueline Barnes (resigned 18 December 2023 to take effect from March 2024)

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
- 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
- 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

Further development of the website & additional 'in-house' training of members of the Digital Group in day to day management of the new website. Elizabeth Bland took over leadership of the Digital Group responsible for uploading new content to the website and editing for the website editing its content until her resignation in March 2024

What About The Children? archive of Research Summaries and archive of Goodman lectures all available on the website.

Our Aspirations campaign document, 'Putting the emotional needs of children under three at the heart of policy and practice' which highlighted policy issues relevant to children under three and their families, was prompted on social media relevant organisations, interested individuals as well as prospective parliamentary candidates in the July 2024 General Election

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

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*
- *Participation in campaigns relevant to our mission (e.g. maintaining existing staff:child ratios in childcare*

Financial review

Brief statement of the charity's policy on reserves

Cash at the Bank at 31st December 2024 was £12283.11 The main financial risk to the charity is a reduction in value of donations; however, the operational costs are minimal. The main regular expenditures are those associated with maintaining the website, and annual membership fee for Early Childhood Forum.

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

- Draft and approve a three year Strategic Plan, establish a working party to develop the plan for approval by Board of Trustees during 2024 (Attached)
- 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 and will use material already on the website
- The page for parents will be added to the website providing details about freely available resources designed to support parents-to-be and parents with young children.
- **Insert** The reach of the quarterly E News was enhanced by inserting a link on the website for subscribers to sign up to receive the E News
- 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
- The Trustees will develop ideas for other campaigns specific to What About The Children? To enable us to share our messages in a focused manner.
- **Insert** Given several Trustee resignations it was imperative to recruit new Trustees in order to sustain the work of the charity, appoint a new Chair of Trustees and to ensure Board of Trustees represented a broader cross section of society and especially those those who currently parent or provide care for young children.
A Working Party of Trustees was established. The Working Party developed and published a Recruitment Pack, and publicity campaign to recruit new Trustees.

- As the recruitment plan failed to secure prospective trustees it was agreed unanimously that we should start the process of closing the charity. The formal motion proposed was as follows 'That the charity What About the Children? Should be dissolved and any assets remaining be distributed to another charity or charities with a similar purpose'
- In November the process for closing the charity was agreed.
- The closure will take place in 2025

Declaration

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

Signed on behalf of all the Charity's Trustees

Signature

Full Name

Catherine Armstrong

C.A. Armstrong

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Position

Acting-Chair of Trustees

Date

12.03.2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
What About The Children?

No (if any)

Receipts and payments accounts

CC16a

For the period
from

January 1st 2024

To

December 31st, 2024

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations Received	1,476	-	-	1,476	1,996
Charitable Activities	-	-	-	-	-
Bank Interest Received	198	-	-	198	131
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	1,674	-	-	1,674	2,127
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	1,674	-	-	1,674	2,127
A3 Payments					
Trustee Expenses	1,185	-	-	1,185	157
Research Summaries	260	-	-	260	260
Website Costs	155	-	-	155	540
Virtual Conference Costs	-	-	-	-	35
Donation Expenses - Just Giving	198	-	-	198	216
Trustee Meeting Expenses	-	-	-	-	204
Sundries	60	-	-	60	354
Administration Exp	1,230	-	-	1,230	-
	-	-	-	-	-
Sub total	3,088	-	-	3,088	1,766
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	3,088	-	-	3,088	1,766
Net of receipts/(payments)	- 1,414	-	-	- 1,414	361
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	14,655	-	-	14,655	14,294
Cash funds this year end	13,241	-	-	13,241	14,655

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Barclays Bank - 20-98-61 - 50741698	900	-	-
	Barclays Bank - 20-98-61 - 30533181	12,341	-	-
		-	-	-
	Total cash funds	13,241	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK


	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	A. JONES	29/3/25