

Company no. 06952404
Charity no. 1132581

HENRY
Report and Audited Financial Statements
31 March 2021

HENRY

Reference and administrative details

For the year ended 31 March 2021

Status	The organisation is a charitable company limited by guarantee, incorporated on 4 July 2009 and registered as a charity on 7 November 2009.	
Governing document	The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.	
Company number	06952404	
Charity number	1132581	
Registered office and operational address	6 Elm Place Old Witney Road Eynsham Oxon OX29 4BD	
Trustees	Samantha Olsen (chair) Nigel Alcock (treasurer) Tracey Chong (appointed 8 July 2021) Anne Coufopoulos Joanna Dyson Rebecca Lang (appointed 8 July 2021) Dawn Leslie Anne Lloyd Mark Malbas (appointed 8 July 2021) Pinki Sahota (appointed 25 March 2021) Tom Spencer Alexander Vlassopoulos (resigned 28 January 2021)	
Company secretary	Anne Keating	

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Key management personnel	Tom Berry	Head of Partnerships and Business Development
	Ginny Cullen	Head of Marketing and Fundraising (from 14 June 2021)
	Claire Farrell	Head of Training and Development (from 2 August 2021)
	Laura Harte	Head of Training and Development (to 10 December 2020)
	Ian Hayes	Head of Finance and Administration
	Hannah Hickman	Head of Service Delivery
	Anne Keating	Director of Operations
	Edwina Pateman	Senior Manager (Partnerships)
	Megan Pond	Head of Learning and Improvement (from 6 September 2021)
	Kim Roberts	Chief Executive
Auditors	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD	
Bankers	CAF 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ	Nationwide Building Society Nationwide House Pipers Way Swindon SN38 1NW
	Aldermore 1st Floor Block B, Western House Western House Lynch Wood Peterborough PE2 6FZ	The Hanley Economic Building Society Granville House Festival Park Hanley Stoke-on-Trent Staffordshire ST1 5TB
HR advisors	Ellis Whittam Ltd Woodhouse, Church Lane Aldford Chester CH3 6JD	

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Report of the Trustees

For the year ended 31 March 2021

April 2020 – March 2021: Overview

The last year has been a successful one for HENRY. Despite the challenges of Covid we expanded our geographical reach, breadth of services and income. Rapidly adapting all our family support interventions and practitioner training courses for live online delivery enabled us to respond to the needs of families under pressure throughout the pandemic and beyond.

The significant change and innovation we have achieved means we are better placed than ever before to make a difference to the lives of vulnerable children and their families in the year ahead.

The Trustees present their report and the audited financial statements for the year ended 31 March 2021 (incorporating the directors' report).

Mission statement

Our mission is to support a healthy, happy start for children and lay the foundations for a brighter future.

Vision

Our vision is that children have a healthy, happy start in life to flourish throughout childhood and beyond. We recognise that parents want the very best for their children – we aim to provide the kind of responsive support they need to get their children off to a great start.

Values

HENRY aspires to be a values-led organisation. All of our work with families, partners and HENRY colleagues is underpinned by the following explicit values:

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges – we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.
- **Excellence:** we strive to provide families with high quality and effective support; we value learning about what doesn't work as well as what does, approaching new ideas with an attitude of curiosity and using reflective practice, evidence and feedback to improve our services.

Snapshot of our work

HENRY now offers holistic support for a healthy start in life from pregnancy to the end of primary school, including:

- Infant feeding

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- *Healthy Families* programmes – helping children aged 0-11 benefit from a happier and healthier family life
- Cooking
- Speech and language development
- Oral health
- Preparation for parenthood
- Distribution of Healthy Start vitamins

We focus on children growing up in marginalised communities, with the aim of reducing health and social inequalities.

- 45% of beneficiaries are in the most deprived quintile of neighbourhoods, with 71% in the two most deprived quintiles
- 38% are from BAME backgrounds, rising to 68% in London

Our group and 1-to-1 support is delivered in many different community languages (or supported by interpreters), including Urdu, Bengali, Arabic, Mandarin Chinese, Polish, Turkish, Albanian, Kurdish, Portuguese, Spanish, Soninka – as well as BSL.

There's a big difference between knowing what children need and putting this knowledge into practice in the reality of daily life, especially for families facing other complex challenges. Feedback from thousands of families over many years shows that our behaviour change approach really does make a difference. This year we released a new [animated explainer video](#) describing the HENRY approach to enabling healthy, happy childhoods – and its long-term impact.



Strategic objectives 2019 – 2022

In April 2019 we began implementation of our new 3 year plan to deliver on our strategic objectives and achieve our key organisational goals to maximise:

- **Impact:** the greatest positive change for the people we support
- **Reach:** the number and diversity of people we support, as well as our geographical reach
- **Revenue:** ensuring financial sustainability to deliver our charitable objectives

The 3-year plan focused on achieving the following objectives:

1. Continue to strengthen our work in the early years
2. Extend HENRY to parents of primary-aged children
3. Reach more families through digital HENRY
4. Develop and maintain our reputation as a centre of excellence
5. Develop work with teenagers through a 'test and learn' approach

Reporting on 2020/21: responding to the needs of families during the Covid pandemic

After a year of rapid growth in 19/20, as we embarked on Year 3 of this plan in April 2020 the UK had just entered lockdown.

The impact on babies and children cannot be overemphasised. From our contact with vulnerable families, we were aware of the tremendous strain the pandemic placed on isolated, stressed parents and the potential risks for babies and children who were totally dependent on those adults for their health, wellbeing and development. It was clear that these parents needed support to provide a healthy and happy home environment for their children more than ever and we needed to respond quickly.

*HENRY has been a lifeline.
I don't know where we'd
have ended up without
HENRY.*

Parent during lockdown

With our holistic and nimble approach, HENRY was well placed to make a difference for these families.

The whole HENRY team contributed to the cross-organisational work required to rapidly mobilise new ways of working, including:

- **Digitalisation** - ensuring that our staff had the equipment, tools, skills and systems to both work effectively from home and deliver services remotely, as well as maintain our high standards of safeguarding and data protection.
- **Adaptation** of our family interventions and practitioner training courses for online delivery
- **Training and supporting** our staff and partner organisations to provide high-quality support in radically different circumstances
- Developing engaging **digital information resources** for parents
- **Delivering and evaluating** remote and online services
- **Ongoing review and management of our finances** in order to mitigate the financial impact of the pandemic.

Achievements

Reaching families during Covid

HENRY is currently active in 50 local authorities across England, Scotland and Northern Ireland – and will be introduced in Wales during 21/22

During the last year, with children and their families under extreme pressure as a result of Covid and repeated lockdowns, we responded swiftly to provide a mix of 'live' and digital support:

- **3,500 families benefited from live HENRY support**, delivered mostly online or by phone. It is testament to the rapidity and flexibility of our response that we were able to provide such high levels of direct personal support – maintaining over two thirds of our pre-Covid in-person reach, despite our 'normal' face-to-face activities no longer being possible.
- **We reached tens of thousands of families through innovative digital outreach and print information resources**, including:

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- A suite of web resources to support families, as well as expectant parents, during Covid, developed and accessible within days of the country entering its first lockdown and accessed by over 4,000 families in the first month.
- A range of new HENRY videos, ranging from preparing a simple, healthy family meal to planning for the arrival of a new baby – with viewing figures of almost 20,000.
- Intensive social media activity to provide parents with a trusted source of emotional support and ideas for indoor activities, coping with home schooling, healthy snacks and easy, affordable meals during lockdown.



Parents valued this online support – we saw a 30% increase in Facebook and Instagram followers, and one post encouraging families to get active with their children reached 40,000 people.

- Distributing over 500 packs with recipes and activity ideas to the most vulnerable families via mail, food banks and relevant local services
- In Hackney, where HENRY distributes Healthy Start vitamins, 5,100 pregnant women, new mothers and children under 4 years received free vitamins – a 25% increase in uptake since HENRY took over the contract 3 years earlier, including high uptake in Bangladeshi, Indian, Pakistani and Charedi Jewish populations.

Adapting our practitioner training and family interventions for online delivery

At HENRY we know that building a warm, trusting relationship between practitioner and parent is critical to creating the conditions for change within the family. With that in mind, we aimed to design online sessions in a way that replicated (as much as possible) the quality of relationship, interaction and participant experience in an online setting as our face-to-face groups – for example, through smaller group sizes, interactive activities and plenty of group discussion.

Comments from many practitioners and parents suggested that we had succeeded in doing this, with similar feedback about the relaxed, supportive and friendly atmosphere that we get when delivering face-to-face.

By the end of the year, we had developed online sessions across the range of HENRY practitioner training and family interventions, supported by detailed manuals, videos, print and digital resources.

It was great to experience a 'group feeling' despite being on Teams

Parent on online programme

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Practitioner training:

- Core Training
- Online Facilitation Training
- A Healthy Start in Childcare
- Raise, Engage, Refer

Family support

- Our two 8-session *Healthy Families* programmes – early years and primary age
- 6-session *Preparation for Parenthood* programme
- Development of new 4-session parent support group
- Topic specific workshops e.g. starting solids, fussy eating, eating well for less

It has meant so much to us to know we can still reach and support parents despite lockdown. HENRY have given us the means to do that.

Partnership area

Supporting local authorities to deliver online HENRY programmes

As lockdown started, parents all over the country were finishing our 8-week face-to-face *Healthy Families* programmes. We launched the adapted online version of the programme on 15 May 2020, providing partnership areas with online manuals, supporting videos and digital evaluation tools.

Our Partnerships Team worked closely with health, early years and children's services in 42 local partnership areas to support them with the logistics of delivering programmes and workshops online. Meeting as an online group was a major change for facilitators as well as participants, so we ran online sessions with small groups of facilitators prior to them delivering online for the first time to help build their skills and confidence to work effectively in a digital environment.

We feel really safe and looked after with HENRY. Whenever we email or call for support it has always been offered and that's so appreciated.

Partnership area

Despite the challenges of the pandemic, the last year saw a great deal of positive progress in the HENRY family support provided by partnership areas:

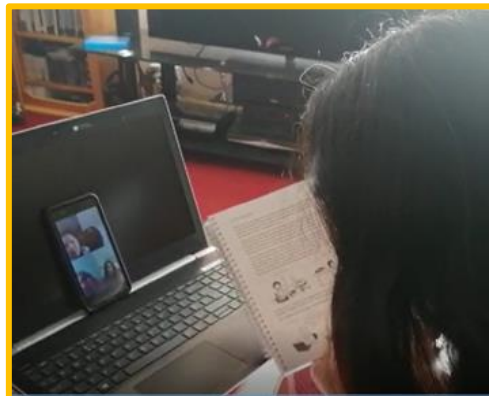
- **Increased geographical reach:** the number of partnership areas grew from 33 to 42 over the last year
- **HENRY rolled out in Northern Ireland** in partnership with the region's 5 NHS Health & Social Care Trusts and Public Health
- **Increased support in the primary years:** 8 local authorities are now delivering our *Healthy Families Growing Up* programme

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- Encouraging uptake of online delivery of early years programme: 116 online *Healthy Families Right from the Start* programmes were delivered by partnership areas.
- Positive feedback on online delivery: 92% of parents rated the programme as good or great. This, combined with a retention rate of 86%, suggests that the online adaptation succeeded in creating the same quality of support and relationship as face-to-face programmes.



Supporting families during Covid through our national and local HENRY teams

HENRY's six local services, together with the national team, continued to support families throughout the last year – finding creative solutions and developing innovative new approaches to meet the needs of parents and children during repeated lockdowns, school closures and Covid restrictions.

HENRY Buddies

At the beginning of the year, we developed a new service to support parents through the challenges of family life during lockdown and build resilience. A trained team of HENRY Buddies provided regular support (by phone, text and video calls) to vulnerable and isolated parents during the crisis – with the emphasis on supporting parents' wellbeing so they were able to care for their children, and on helping the whole family get through the pandemic as healthily and happily as possible.

Our established relationships with partners in early years, schools and children's services at the local level meant we were able to offer the service to families who were cut off from their normal sources of support.

The Buddies service highlighted the enormous value of knowing that someone is there and cares at times of crisis. Parents told us what a difference it made that someone listened to what daily life was like for them and their family and how important this has been in helping them to develop their coping strategies.

My Buddy has been a great listener in a time of need and helped me to see things in a more positive light. My heart was really heavy at the start, but my Buddy helped me to work out what I needed to do about the things I was struggling with and now my heart feels so much lighter.....

Parent who received buddying support during Covid

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Domestic violence and safeguarding have been particular concerns during the pandemic – for some children home is not always a safe space. Buddies received additional training in domestic violence and involved social care staff when we became aware of safeguarding concerns. For some parents, having the support of a trusted Buddy helped them take the necessary steps to protect themselves and their children.

This morning I woke up not feeling frightened for the first time.

Parent who received buddying support during Covid

Reducing isolation

Finding ways to break down family isolation and improve emotional well-being was a priority during repeated lockdowns and school closures. With few or no opportunities to meet other parents and benefit from mutual support, parents repeatedly talked about the strain of being together as a family 24/7 without outside input, and how this was affecting their own stress levels as well as their children's emotional wellbeing. Children show this strain through their behaviour – parents described how they were much more likely to 'fall apart' over small incidents, were less cooperative and found it harder to sleep.

We had great chats in a relaxed, structured and inclusive way. It all felt comfortable chatting away and getting to know all those on the programme also.

Parent who joined HENRY support group during Covid

As a partner in Barnardo's *See Hear Respond* project, we were able to reach 350 of some of the most vulnerable families across the country, especially those in areas where HENRY has no local presence, and facilitate 4-session online parent support groups. These were a vital opportunity for parents to hear from one another and share experiences, as well as explore ideas to help them:

- Reduce stress
- Support children with feelings of anxiety, loss and confusion that many experienced during the pandemic
- Establish as happy and cooperative home environment as possible during repeated school closures

I now have more awareness of the needs underlying my child's behaviour. I really appreciated the visualisations to relax both me and my child when she is nervous.

Parent who joined HENRY support group during Covid

Supporting families to maintain a healthy lifestyle during Covid

Eating and activity habits form early in life and are enduring. Toddlers and young children have spent far more time at home and been exposed to more screen time over the last year, with the risk that these habits will be hard to break, leading to reduced levels of physical activity as a long-term impact. Food poverty, parental stress and reduced access to fresh food are detrimental to the quality of a child's nutrition in the short-term – as well as embedding unhealthy food preferences.

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Examples of how we supported children and their families to eat healthily and stay active during repeated lockdowns and school closures include:

- [Online workshops and 1-to-1 support](#) on topics such as starting solids and fussy eating
- [Online *Healthy Families* programmes](#) to encourage the whole family to maintain a healthy lifestyle
- [Cooking videos](#) combined with phone support to build parents' confidence to have a go
- [Recipe cards in food parcels](#) for families on low incomes
- [Family videos with ideas for active games](#) to play at home and healthy snacks

Evaluation of online delivery of *Healthy Families* programmes shows statistically significant positive changes across a range of measures, demonstrating the real-world positive impact for families. Following a HENRY programme:

- 94% of families lead a healthier lifestyle
- 81% of parents have improved emotional wellbeing, including feeling more optimistic, useful and relaxed, as well as more often able to think clearly and deal well with problems
- 72% of parents are able to hold boundaries more effectively in one or more areas, such as mealtimes, bedtimes, or around screen time

Given the reality of family life over the last year, it is particularly encouraging to see positive change in relation to emotional wellbeing, parenting confidence and overall family lifestyle. At the same time, the challenge of providing a healthy family lifestyle during repeated lockdowns is reflected by the fact that the improvement in levels of consumption of sugary drinks and screen time for children of programme participants that we saw pre-Covid were not maintained.



Jason was out of work due to the pandemic and was taking care of the children and home while his partner was working from home full-time. He initially joined a fussy eating workshop, before signing up to the online group programme.

Jason looked forward to the weekly group sessions, especially being able to talk about some of the challenges they were having as a family as they all adapted to spending a lot more time at home together. Daily tasks such as getting the children dressed and ready to leave the house were a real struggle and Jason found the parenting strategies he learned helped family life to run more smoothly. The programme also helped Jason to look at situations differently and approach them more calmly and patiently. In his words, "there's more calmness generally in the household and I'm more empathetic to the children".

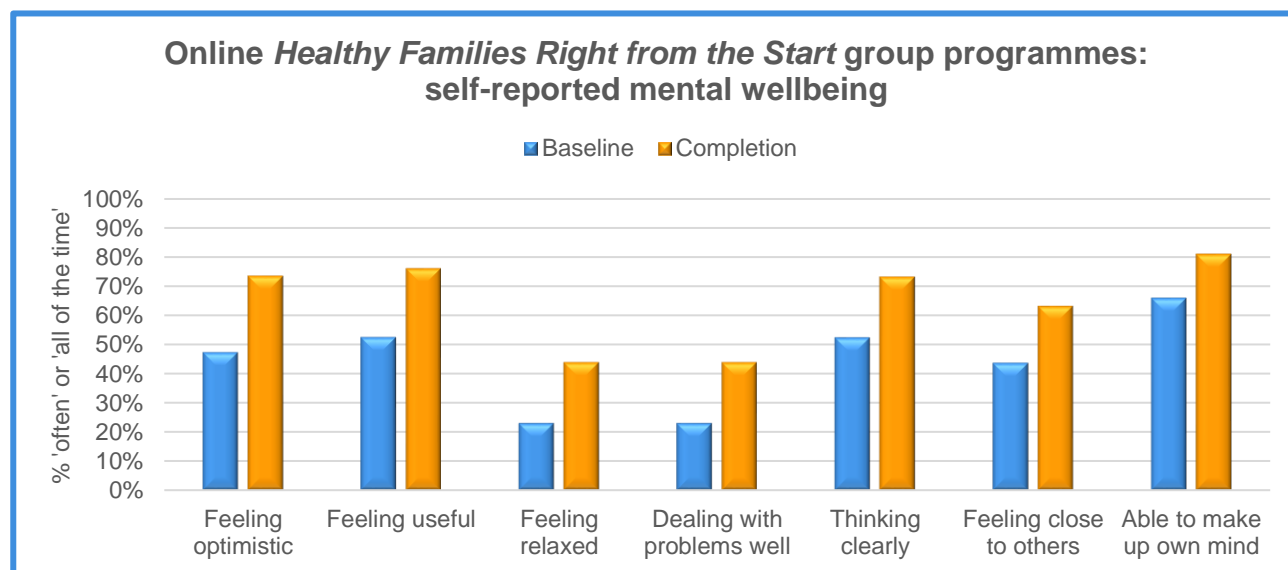
Dad who attended online *Healthy Families* group programme

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In April 2020 we started using the Short Warwick-Edinburgh Mental Wellbeing Scale to learn about the impact of the programme on parents' emotional wellbeing. The early data from programmes delivered between April 2020 and March 2021 is very promising:



Volunteer healthy start mentors

Volunteers play an important role in helping us to reach marginalised families who find it difficult to access mainstream support.

Over the last year, our volunteers have done just that, delivering HENRY's *Healthy Families* 1-to-1 programme remotely by phone or video call to parents with a wide range of individual needs including amongst others refugee families, families of children with additional needs, a parent who is registered blind, families who had experienced trauma and bereavement and a young single dad.

Volunteers frequently say that they will never forget the inspiring families they worked with and seeing them overcome adversity and make real and powerful changes over the months.

I am so grateful for the experience of being a HENRY mentor. I feel proud I put myself out of my comfort zone and my family have taken so much from the programme - and I now have a whole new confidence in my ability to overcome my anxiety in difficult situations.

HENRY volunteer

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A volunteer and a mum of two reflect together at the end of the 1:1 programme:

Volunteer: *It was so good. Each week there was always more progress and each week Mum seemed happier. Every goal that she set herself she was so proud to achieve. They are sitting down as a family to eat for the first time. Everything I needed was in the book and folder. It was really relaxed and I feel a lot more confident now. It's made me excited to help another family.*

The mum she supported: *It was brilliant. I've told everyone about HENRY. It was life changing. It's made such a difference without any drastic change. Honestly, the amount of stuff that my child is eating now is amazing. We're all eating at the table, she's tried salad, enchiladas, so many new things, just from us eating together. We're spending more time together as a family. I'm not cooking twice and clearing up twice like I was when we were eating separately, which means I've got more time for bedtimes and stories. We're even going out on walks as a family. It was looking like my child was going to need vitamin injections because she wasn't really eating enough, but it's all changed and I'm not worried now. Beth has been amazing, she has understood us, understood our needs and guided me through, can't thank her enough for what's she done for us.*



Preparation for Parenthood

Pregnancy and becoming a parent are a time in our lives when support and information is crucial to the emotional and physical wellbeing of both baby and parents – even more so during Covid when expectant parents are more isolated and experiencing additional health anxieties of being pregnant and having a baby during a pandemic.

To meet this vital need for support, we developed a range of options for online and remote support for expectant parents as part of our Southend service so they could access the help they needed in the way that worked for them:

- A new parent-facing digital hub that combines evidence-based information and interactive learning
- 1-to-1 phone or video calls with expectant parents
- Online delivery of 6-session *Preparation for Parenthood* group programme

The HENRY programme definitely helped prepare me for labour and the early days of getting the baby home. I put many of the things we discussed into practice and am sure it helped me have a safer and more pleasant pregnancy, birth and early days with my son.

Parent supported by HENRY during pregnancy

Consultation with local parents told us that forming friendships with other new parents and peer-to-peer support is one of the main incentives of joining a group programme in pregnancy. We set up WhatsApp groups for each group programme which parents have used to support one another, often on a daily basis, and share coping strategies to get through challenging times – as well as arrange outside meetings to continue to build their friendships. In one group the expectant fathers set up their own private WhatsApp group to support each other through their journey of becoming fathers.

Rosie and Jack were referred by their Health Visitor to HENRY as Rosie hadn't been able to access the antenatal classes delivered by the NHS due to her disability – she had been born profoundly deaf.

The couple were offered a bespoke 1-to-1 *Preparation for Parenthood* digital package. The sessions were arranged around Jack's work commitments to ensure that he was available to sign for Rosie. Throughout each session, the chat box function was used in combination with verbal conversation and signing. This allowed Rosie to read the content herself and interact.

Initially Rosie and Jack were apprehensive about the birth of their baby, but during the 6 weeks they both visibly gained in confidence. They reported eating more healthily, especially when it came to snacks, and making a conscious effort to get out for some daily exercise – and that the information and knowledge they gained meant they felt prepared for the big event and far more confident in their ability to parent their new baby.

Deaf Mum-to-be supported during pregnancy

Infant feeding

Our two infant feeding services (in London Borough Waltham Forest and Blackpool) supported over 800 families over the last year, with an average of 5 contacts per family.

When new parents are establishing feeding in the days after birth, being able to access support easily and quickly is crucial. To meet this need, we provided a mix of phone and text support, as well as some Covid-secure face-to-face sessions for mothers who needed more help with breastfeeding than could be provided remotely.

Prior to Covid, our infant feeding cafés were opportunities to provide informal support with feeding as well as other aspects of life with a new baby. During the pandemic these were replaced with online group sessions, enabling new parents to connect with each other, while also getting support on key topics such as bonding with your baby, night time parenting and infant development.



Free Infant Feeding Service

However you decide to feed your baby...
...we're here to support you

Czy wiesz o naszej bezpłatnej, lokalnej pomocy i wsparciu niemowląt? **আপনার শিশুরা পাবে আমাদের স্থানীয় খাদ্যপুষ্টি সহায়তা এবং সমর্থন।**

Bez względu na to jak karmisz swoje dziecko, (niezależnie tutaj, aby Cię wspierać. **আপনার শিশুরা পাবে আমাদের স্থানীয় খাদ্যপুষ্টি সহায়তা এবং সমর্থন।**

Gratui de serviciul nostru gratuit și local pentru alământare sugariilor? **আপনার শিশুরা পাবে আমাদের স্থানীয় খাদ্যপুষ্টি সহায়তা এবং সমর্থন।**

Indiferent cum vă hrăniți sugarii, suntem aici pentru a vă ajuta **আপনার শিশুরা পাবে আমাদের স্থানীয় খাদ্যপুষ্টি সহায়তা এবং সমর্থন।**

We offer support with breastfeeding, bottle feeding, mixed feeding and starting solids.

As hard as these current times are with the global pandemic and not being able to get any support face-to-face, I've felt Miranda has done a fabulous job of supporting me and has gone above and beyond. We have spoken over the phone and via messages and she has consistently been checking in with me on my breastfeeding journey.

I've had multiple issues which we have discussed and Miranda has made suggestions which have really helped me. Being a first-time mum I had no idea how much of a challenge breastfeeding can be, but it's support from people like Miranda who have made all the difference. She has consistently been helpful, responsive, understanding and super friendly.

New mother in Waltham Forest

With only 22.4% of Blackpool mothers still breastfeeding at 6 weeks, our new Blackpool infant feeding service, launched in January 2021, is providing vital support – not only to increase the numbers of new mothers who feel confident and supported to sustain breastfeeding, but also to enable families who choose to bottle feed to do so safely and responsively. The biggest cause of hospital admissions in under 1 year olds in Blackpool is gastro-intestinal infection; reducing rates of admissions is a key aim of the service.

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As part of our infant feeding service in Waltham Forest, HENRY has trained and supported children and family centres across the Borough to gain Stage 2 Baby Friendly accreditation. Completing the auditing, training and accreditation process virtually during the pandemic was always going to present additional challenges, so the depth of praise from Unicef for the partnership working was particularly valued.

We were blown away with the knowledge and skills of the HENRY infant feeding team – led with passion by a person who lives and breathes UNICEF Baby Friendly

Baby-Friendly Accreditation Team

Starting solids

Young children 'like what they know' and early experiences of eating that include a wide variety of healthy foods, tastes and textures are a vital window of opportunity to help children develop a liking for healthy foods.

During the pandemic, we provided online help for parents in introducing their babies to solid food via a new web resource, 1-to-1 phone and video calls and online group workshops.

407 parents participated in online groups and reported increased confidence across all measures:



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When parents were asked about what they had gained from the workshop, a common response was the realisation that, rather than giving babies bland food, it's helpful to introduce different flavours – as well as using home prepared food rather than commercial baby food. This is highly encouraging as this will increase the likelihood of babies growing up eating a wide range of healthy foods.

Food doesn't have to be plain and babies can eat most things as long as low in salt and sugar.

Parent after participating in online starting solids workshop

We are committed to developing evidence-based service and ensuring that our support has the maximum impact possible. Professor Amy Brown at University of Swansea is currently undertaking a longitudinal evaluation of the impact of HENRY support on parents' feeding practices and babies' attitudes, habits and preferences in relation to food. Parents are asked to complete questionnaires before and after the workshop, with follow-up questionnaires when their baby is 8 months and 12 months.

The study's findings will be reported in 2022.

Speech and language support

Young children's development will not wait for the world to get back to 'normal' after Covid; the family pressures and restrictions of the last year are already affecting outcomes, especially for children in the most deprived areas. Our speech and language team have seen a significant increase in referrals for young children with language delay – the result of 0-3 year olds missing out on the social stimulation and communication they need.

Responding to this need over the last year, the HENRY speech and language team provided:

- **1-to-1 support via WhatsApp** to replace drop-ins in children's centres. As the team were not able to observe children's communication in person, they developed a secure way for families to share video clips of their child interacting in the home environment. This enabled parent and therapist to discuss the child's language development together and plan practical strategies for parents to use at home with their child to support their communication and development. In a follow-up survey of families supported in this way, 100% reported that they had used the strategies at home and 96% noticed a positive change in their child's speech and language development.
- **Online Steps to Speaking groups** to replace the face-to-face programmes provided pre-Covid.

The speech and language therapists were friendly and easy to talk to. I felt that all my points and the other parents were listened to. I have been reassured that I was not alone in how I was feeling, and that 'there was a light at the end of the tunnel'.

Parent who joined HENRY online Steps to Speaking group

Training for practitioners across health, early years and children's services

Pre-Covid all our practitioner training courses were delivered face-to-face so these had to be put on hold as the country entered lockdown in March 2020. By August we had adapted the courses for online delivery in smaller groups of 8 participants and demand for workforce development in the second half of the year from local authorities and health trusts across the UK has been high.

As a completely new project with no existing HENRY-trained facilitators, training practitioners in Northern Ireland was a particular priority so that they could roll out the programmes across all 5 Health and Social Care Trusts.

Between August and March, 830 practitioners participated in our online courses with 97% reporting that they met or exceeded expectations compared to 98% in the previous year when all courses were delivered in person: 'as close to face-to-face as it gets' in the words of one participant.

Although the number of practitioners trained is just over half the previous year, this represents a significant achievement given we were not able to deliver training during the first 4 months of the year while we were adapting the courses for online delivery, and online training groups are half the size of face-to-face courses.

I have just finished my HENRY training and absolutely loved it! Many of the topics and themes are so relevant to our day to day work as child health assistants.

I look forward to delivering the programme with the parents in our local community and am hopeful for the impact it can make.

Northern Ireland child health assistant

Research and policy work

Our academic partnerships with three universities continue to play an important role in evaluating the longer-term impact of our work. In the last year 5 academic studies contributed to the evidence base for intervention in the early years of life:

- [Successful pilot RCT¹ completed by Leeds Trial Unit](#): although the main focus was testing the trial methodology ahead of applying for funding for a definitive trial, the pilot RCT found the BMI z-score of children in participating families reduced towards a healthy weight while it increased in the control group.
- [University of Hertfordshire study² of the effectiveness of volunteer-led support](#): this service evaluation found that volunteers can be successfully recruited and trained to deliver structured 1-to-1 interventions to parents in their own communities – with both parents and volunteers reporting a positive impact.

¹ Bryant et al (2021). [Cluster randomised controlled feasibility study of HENRY: a community-based intervention aimed at reducing obesity rates in preschool children](#). Pilot and Feasibility Studies.

² Howlett et al (2021). [Testing the feasibility of a sustainable preschool obesity prevention approach: a mixed-methods service evaluation of a volunteer-led HENRY programme](#). BMC Public Health.

HENRY

Report of the Trustees

For the year ended 31 March 2021

- Longitudinal evaluation of HENRY support for infant feeding and starting solids

'I would have stopped breastfeeding without their support': An evaluation of the HENRY Infant Feeding Service in Waltham Forest – Professor Amy Brown, University of Swansea

The Swansea evaluation, published this year, surveyed 251 mothers who used our Waltham Forest infant feeding service in 2019 and 26 local partner organisations. The report concluded:

The HENRY infant feeding team are providing a service that is reaching a diverse group of new mothers. The service is valued both by those who exclusively breastfeed and use formula milk, for its accurate, non-judgmental and supportive approach. HENRY is meeting the practical and emotional needs of new mothers when it comes to feeding their baby, providing a reassuring and supportive service. Mothers view the service as a lifeline, helping them to breastfeed their baby for longer.

The service is viewed by local partner organisations as filling an important gap in infant feeding support in the borough – providing rapid, accessible and in-depth support in a way that an overburdened health service sometimes cannot.

A longitudinal evaluation of the HENRY brief intervention on starting solids conducted by Professor Amy Brown is also underway and will report in 2022 – following up parents when their baby is 8 months and again at 12 months to assess impact on both infant food preferences and parental feeding style

- **Development of intervention to support a healthy lifestyle in the teenage years:** we are working with University of Hertfordshire on a jointly-funded PhD project to develop, pilot and test a new intervention with young people aged 11-18. In 20/21 we conducted a literature review and consultation with young people to inform the development of the intervention during 21/22, with the pilot phase due to commence in April 2022.

HENRY is widely respected for the strength of our evidence base; on World Obesity Day, HENRY was the only UK case study included as part of the World Obesity Foundation resources. We are passionate about using our approach and organisational learning to improve support for children and their families, working with wider groups such as Obesity Health Alliance and First 1001 Days Movement to influence Government policy.

Organisational management

Staffing

A growing workforce

Despite the pandemic, we mobilised a number of new service delivery contracts and significant partnerships during 20/21. Staff numbers expanded to deliver and support these, from an average headcount of 50 in 2019-20 to an average of 60 in 2020-21, with staff based in 8 different locations. Staff retention in 20/21 was 83.5% compared to 81% in the previous year.

HENRY

Report of the Trustees

For the year ended 31 March 2021

In addition to our employed staff team, 11 freelance trainers, 10 sessional facilitators and 29 volunteers played a crucial part in delivering HENRY services.

Supporting staff wellbeing during Covid

During the early months of Covid some staff roles, especially those in training and partnership delivery, were impacted by the suspension of face-to-face work while we adapted our courses and programmes for online delivery. We placed a number of staff on furlough for short periods, topping up the Government contribution through the Coronavirus Job Retention Scheme so that all furloughed staff continued to receive their full salaries.

The pandemic placed a great deal of pressure on our staff team as well as on the families we support. The majority of our staff have young or school age children and were affected by school and nursery closures during repeated lockdowns. Many became ill themselves with Covid or were affected by family bereavement. At the same time, the need to adapt services, systems and processes to enable us to continue to support families during lockdown led to increased workload for many staff.

With all these pressures in mind, we prioritised actions to support staff wellbeing, including:

- Wellbeing leave – paid leave in addition to annual leave
- Carer's leave and flexible/reduced hours for staff with children when the schools were closed
- Providing equipment and IT support and training so that staff could work safely and confidently from home
- Regular informal support from managers for staff, including discussion of wellbeing
- Frequent updates from the CEO, as well as thank you cards and messages
- Online team building activities

Staff experience of working for HENRY

The results of the 20/21 staff survey, completed by 71% of staff, were extremely positive. Staff expressed widespread appreciation of the support and care they experienced during the pandemic. 98% respondents rated morale at HENRY very good or good (up from 94% last year) – a major achievement in the context of the last year, with everyone working at home and grappling with major changes in their work and personal lives.

As in previous years, 100% of respondents said they are proud to work for HENRY and enjoy working with the people at HENRY- frequently commenting on how much they valued their 'supportive, kind and caring' colleagues.

I have been overwhelmed by the support that I have received from HENRY this year. Given the challenges that have faced the charity, I am so grateful to have felt so supported and listened to throughout.

Staff survey respondent

Organisational policies and procedures

Policies are updated in alignment with legislation and national guidance, with new policies written as required. This governance cycle is overseen by the Director of Operations as part of HENRY's ongoing risk management, with senior management involvement and sign off by the Board as appropriate.

HENRY

Report of the Trustees

For the year ended 31 March 2021

Fundraising Policy

HENRY is committed to responsible and ethical fundraising. We avoid putting undue pressure on anyone to donate, for example, we do not cold call, send direct mail, or engage in door-to-door fundraising. We are registered with the Fundraising Regulator and follow their Code of Practice for charities and fundraisers. HENRY engaged the services of two fundraising consultants in 2019-20 to assist with income generation through funding applications.

Financial Review

The pandemic has demonstrated our organisational resilience. The loss of face-to-face commissioned training and family programme delivery resulted in a potential 25% reduction in income this year.

Excellent fiscal management over many years, combined with prompt and effective mitigating actions, means that we are in a healthy and robust financial position as we move into 2021/22.

The primary financial challenge over the last year was loss of training and resources income due to suspension of face-to-face training delivery due to Covid. This loss was mitigated through the development of online training and delivery, enabling us to achieve close to pre-pandemic training income levels in the final quarter of 20/21.

Our income mix continues to be well spread. Over the last we secured new project and contract income alongside the sales of training and resources.

Summary of financial position at March 2021

- Despite the pandemic, annual income grew by 9% - from £1.8m in 19/20 to £1.97m in 20/21.
- Direct contracts and grant funded projects grew by 31% from £1.2m to £1.6m.
- Partnership support income grew by 6% from £82k to £87k.
- As a direct consequence of the pandemic, Training Commissions and Resource Sales reduced significantly, with a combined 66% in-year decrease from £428k in 19/20 to £144k in 20/21 – although as we closed the financial year, we saw a recovery to more normal levels of income through our diversification to online delivery.
- Donations income increased by 17% from £69K to £81k, largely due to our Covid-19 appeal.
- Our total income was further boosted by £60k through the UK government's Coronavirus Job Retention Scheme (note 3).

Our total expenditure increased by 8% from £1.78m to £1.92m, largely as a result of full year impact of the expansion of our staff team in the previous year and of new contracts and projects. We closed the year with a surplus of £49k against a budgeted surplus of £3k. In our original pre-Covid 20/21 budget, £75k of designated funds had been agreed for new strategic roles to support organisational growth. These were put on hold due to initial financial uncertainty around the impact of Covid and recruited towards the end of the year. We, therefore, did not use any of our £75k designated fund in the year.

HENRY

Report of the Trustees

For the year ended 31 March 2021

Our general unrestricted fund has remained stable at £434k. This continues to provide the financial stability needed for continued growth and to weather the residual impacts of Covid.

We anticipate that our training and resource income will recover in 2021-22 as we blend online and face-to-face delivery. We are working to extend our range of grant funded projects and service contacts in the year ahead.

These actions, together with our strong financial position, will enable the Charity to withstand the impact of Covid-19 through 2022 and beyond.

Reserves Policy

Our policy on reserves is reviewed annually by the Board of Trustees and has a threefold purpose to:

- cover shutdown costs in the event of closure
- mitigate periods of financial volatility and stress
- invest in strategic development and growth.

HENRY aims to retain free reserves (total reserves less restricted and designated reserves) of between 3 to 6 months' operating costs. More specifically, it is our policy to hold free reserves of no less than is required to wind up the organisation if needed, plus a buffer of 1 month's running costs to cover periods of financial stress.

Free reserves at the year-end were £434k, representing just in excess of 3 months' operating costs. £75k of additional designated funds have been carried forward. Restricted reserves at year end were £107k, related to grant-funded projects, details of which are in note 15 to the accounts.

Investment Policy

HENRY invests surplus funds in higher interest bank accounts in order to maximise income from its cash balances. This policy is reviewed annually by the Finance Committee on behalf of the Trustees.

Looking ahead

As well as enabling us to support families under pressure during the pandemic, the work we have undertaken over the last year will have a lasting legacy. We finished the year with a sustainable package of both face-to-face and online family support and workforce development that can be implemented flexibly in response to the needs of families and local circumstances. In the longer-term this will significantly widen our reach – enabling our national team to support parents through online delivery and overcoming barriers for parents who are unable to access face-to-face provision.

HENRY

Report of the Trustees

For the year ended 31 March 2021

Over the coming year our priorities will include:

- **Innovation and inclusion** – working with communities to develop and test new models to reach and support marginalised groups and driving work around participation so we become a truly user-led organisation
- **Evaluation of digital delivery** – including comparative impact on outcomes of face-to-face and digital support
- **Increased support for family wellbeing** – through our national services such as HENRY Buddies to build family resilience and new interventions to support children's emotional health during the pandemic
- **Organisational development to support growth** – continuing the digitalisation of organisational systems and expanding management and staff capacity so we are able to harness new opportunities to meet the needs of vulnerable families

Statement of Responsibilities of the Trustees

The Trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the applicable Charities SORP;
- Make judgements and accounting estimates that are reasonable and prudent;
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the 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 proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees 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.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

HENRY

Report of the Trustees

For the year ended 31 March 2021

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

The Trustees

The Trustees, who are also directors under company law, who served during the year and up to the date of this report are listed on page 1.

Auditors

Godfrey Wilson Limited have continued in their capacity as auditors of the charitable company during the year. They have expressed their willingness to continue in that capacity.

Approved by the Trustees on 26 November 2021 and signed on their behalf by



Samantha Olsen - Chair of Trustees

Independent auditors' report

To the members of

HENRY

Opinion

We have audited the financial statements of HENRY (the 'charity') for the year ended 31 March 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related 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, including Financial Reporting Standard 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 31 March 2021 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 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.

Independent auditors' report

To the members of

HENRY

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 auditor's report 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 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.

Opinion 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 (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the directors' report) have 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Independent auditors' report

To the members of

HENRY

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees 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 they 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.

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 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 procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

Independent auditors' report

To the members of

HENRY

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

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. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

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 auditor's report.

Independent auditors' report

To the members of

HENRY

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's members as a body, for our audit work, for this report, or for the opinions we have formed.

Alison Godfrey

Date: 1 December 2021

Alison Godfrey FCA
(Senior Statutory Auditor)

For and on behalf of:
GODFREY WILSON LIMITED
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

HENRY

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2021

		Restricted	Unrestricted	2021 Total	2020 Total
	Note	£	£	£	£
Income from:					
Donations and legacies	3	44,581	96,228	140,809	69,241
Charitable activities	5	691,413	1,134,863	1,826,276	1,732,981
Investments		-	2,638	2,638	4,138
Total income		<u>735,994</u>	<u>1,233,729</u>	<u>1,969,723</u>	<u>1,806,360</u>
Expenditure on:					
Raising funds		-	71,978	71,978	131,939
Charitable activities		<u>687,852</u>	<u>1,160,724</u>	<u>1,848,576</u>	<u>1,644,594</u>
Total expenditure	7	<u>687,852</u>	<u>1,232,702</u>	<u>1,920,554</u>	<u>1,776,533</u>
Net income and net movement in funds	8	48,142	1,027	49,169	29,827
Funds at the start of the year		<u>58,776</u>	<u>508,701</u>	<u>567,477</u>	<u>537,650</u>
Funds at the end of the year		<u>106,918</u>	<u>509,728</u>	<u>616,646</u>	<u>567,477</u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the financial statements.

HENRY

Balance sheet

As at 31 March 2021

	Note	£	2021 £	2020 £
Fixed assets				
Tangible fixed assets	10		37,507	44,535
Current assets				
Stocks	11	55,939		56,413
Debtors	12	544,983		671,079
Current asset investments		103,896		102,748
Cash at bank and in hand		<u>743,450</u>		<u>326,905</u>
		1,448,268		1,157,145
Liabilities				
Creditors: amounts falling due within 1 year	13	<u>869,129</u>		<u>634,203</u>
Net current assets			<u>579,139</u>	<u>522,942</u>
Net assets	14		<u><u>616,646</u></u>	<u><u>567,477</u></u>
Funds	15			
Restricted funds			106,918	58,776
Unrestricted funds:				
Designated funds			75,392	75,392
General funds			<u>434,336</u>	<u>433,309</u>
Total funds			<u><u>616,646</u></u>	<u><u>567,477</u></u>

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

Approved by the trustees on 26 November 2021 and signed on their behalf by



Samantha Olsen - Chair of Trustees

HENRY

Statement of cash flows

For the year ended 31 March 2021

	2021 £	2020 £
Cash used in operating activities:		
Net movement in funds	49,169	29,827
<i>Adjustments for:</i>		
Depreciation charges	7,028	6,700
Dividends, interest and rents from investments	(2,638)	(4,138)
Decrease / (increase) in stock	474	(2,062)
Decrease / (increase) in debtors	126,096	(264,629)
Increase / (decrease) in creditors	234,926	94,127
Net cash provided by operating activities	415,055	(140,175)
Cash flows from investing activities:		
Purchase of tangible fixed assets	-	(3,985)
Dividends, interest and rents from investments	2,638	4,138
Net cash provided by investing activities	2,638	153
Increase / (decrease) in cash and cash equivalents in the year	417,693	(140,022)
Cash and cash equivalents at the beginning of the year	429,653	569,675
Cash and cash equivalents at the end of the year	847,346	429,653
Analysed as:		
Cash at bank and in hand	743,450	326,905
Current asset investments	103,896	102,748
	847,346	429,653

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

HENRY

Notes to the financial statements

For the year ended 31 March 2021

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

HENRY meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves and having considered the impact of the ongoing Covid pandemic. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Training commissions, licence fee income, income from the sale of resources received in advance of delivery of the goods and income from contracts is deferred until criteria for income recognition are met.

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

HENRY

Notes to the financial statements

For the year ended 31 March 2021

1. Accounting policies (continued)

Donated services and facilities (continued)

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities on the following basis, which is an estimate of staff time:

	2021	2020
Raising funds	3.8%	8.0%
Charitable activities	96.2%	92.0%

HENRY

Notes to the financial statements

For the year ended 31 March 2021

1. Accounting policies (continued)

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Leasehold improvements	Straight line over remaining life of lease
Computer equipment	Straight line over 3 years
Fixtures and fittings	Straight line over 4 years

j) Stock

Stocks are valued at the lower of cost and net realisable value, after making allowance for obsolete and slow moving items.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Current asset investments

Current asset investments consist of cash held on deposit in interest bearing accounts. Such investments are measured at their fair value.

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

n) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

o) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

HENRY

Notes to the financial statements

For the year ended 31 March 2021

1. Accounting policies (continued)

p) Pension costs

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension costs charged to the statement of financial activities represents the contribution payable by the charitable company during the year.

q) Operating leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight-line basis over the period of the lease.

r) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

s) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation (as described in note 1 (i) above).

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Notes to the financial statements

For the year ended 31 March 2021

2. Prior period comparatives

	Restricted £	Unrestricted £	2020 Total £
Income from:			
Donations and legacies	17,845	51,396	69,241
Charitable activities	481,897	1,251,084	1,732,981
Investments	-	4,138	4,138
Total income	499,742	1,306,618	1,806,360
Expenditure on:			
Raising funds	-	131,939	131,939
Charitable activities	504,334	1,140,260	1,644,594
Total expenditure	504,334	1,272,199	1,776,533
Net income / (expenditure) and net movement in funds	(4,592)	34,419	29,827

3. Income from donations

	Restricted £	Unrestricted £	2021 Total £	2020 Total £
Coronavirus Job Retention Scheme	-	60,229	60,229	-
Other donations	44,581	35,999	80,580	69,241
	44,581	96,228	140,809	69,241

All income from donations was unrestricted in the prior period, except £17,845 of other donations.

4. Government grants

The charitable company receives government grants, defined as funding from HMRC's Coronavirus Job Retention Scheme. The total value of such grants in the period ending 31 March 2021 was £60,229 (2020: £nil). There are no unfulfilled conditions or contingencies attaching to these grants.

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Notes to the financial statements

For the year ended 31 March 2021

5. Income from charitable activities

	Restricted	Unrestricted	2021 Total	2020 Total
	£	£	£	£
Grants (note 6)	689,413	-	689,413	511,897
Direct contracts	-	905,438	905,438	709,987
Training commissions	-	95,772	95,772	295,543
Sales of resources	-	48,220	48,220	132,858
Licence fees	2,000	85,433	87,433	82,273
Consultancy	-	-	-	423
	<u>691,413</u>	<u>1,134,863</u>	<u>1,826,276</u>	<u>1,732,981</u>

All income from charitable activities in the prior period was unrestricted, except £481,897 of grant income, which was restricted (see note 6).

HENRY

Notes to the financial statements

For the year ended 31 March 2021

6. Grants receivable

	Restricted £	Unrestricted £	2021 Total £	2020 Total £
Big Lottery Fund grants:				
Reaching Communities	100,642	-	100,642	85,591
Better Start Bradford – Healthy Families project	130,701	-	130,701	116,919
Better Start Southend – Healthy Families project	120,918	-	120,918	119,250
Better Start Southend – Preparation for Parenthood	116,054	-	116,054	48,387
Better Start Bradford – Cooking for a Better Start project	35,294	-	35,294	42,200
Better Start Blackpool – Infant and Young Child Feeding Service	80,317	-	80,317	-
National Children's Bureau (LEAP)	76,380	-	76,380	38,399
Sylvia Adams Charitable Trust	29,107	-	29,107	28,516
John Ellerman Foundation	-	-	-	30,000
Other	-	-	-	2,635
	<u>689,413</u>	<u>-</u>	<u>689,413</u>	<u>511,897</u>

All grants receivable in the prior period were restricted, except the John Ellerman Foundation grant, which was unrestricted.

HENRY

Notes to the financial statements

For the year ended 31 March 2021

7. Expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	Total 2021 £
Cost of resources	-	32,268	-	32,268
Trainer costs	-	22,303	-	22,303
Development costs	-	21,646	-	21,646
Delivery costs	-	128,294	-	128,294
Governance costs	-	-	13	13
Staff costs (note 9)	51,672	1,319,358	230,724	1,601,754
Other staff costs	-	-	13,193	13,193
Premises costs	-	-	33,215	33,215
Marketing costs	7,590	-	-	7,590
Audit and accountancy	-	-	6,200	6,200
Business costs	-	-	9,220	9,220
IT and communications	-	-	19,778	19,778
Office costs	-	-	12,063	12,063
Depreciation	-	-	7,028	7,028
Irrecoverable VAT	-	-	5,989	5,989
Sub-total	59,262	1,523,869	337,423	1,920,554
Allocation of support and governance costs	12,716	324,707	(337,423)	-
Total expenditure	71,978	1,848,576	-	1,920,554

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Notes to the financial statements

For the year ended 31 March 2021

7. Expenditure - prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	Total 2020 £
Cost of resources	-	54,478	-	54,478
Trainer costs	-	115,020	-	115,020
Development costs	-	2,065	-	2,065
Delivery costs	-	112,589	-	112,589
Governance costs	-	-	1,766	1,766
Staff costs (note 9)	91,664	1,059,914	190,691	1,342,269
Other staff costs	760	-	17,036	17,796
Premises costs	-	-	38,026	38,026
Marketing costs	13,524	-	10,194	23,718
Audit and accountancy	-	-	6,500	6,500
Business costs	-	-	4,650	4,650
IT and communications	-	-	28,454	28,454
Office costs	-	-	15,895	15,895
Depreciation	-	-	6,700	6,700
Irrecoverable VAT	-	-	6,607	6,607
Sub-total	105,948	1,344,066	326,519	1,776,533
Allocation of support and governance costs	25,991	300,528	(326,519)	-
Total expenditure	131,939	1,644,594	-	1,776,533

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Notes to the financial statements

For the year ended 31 March 2021

8. Net movement in funds

This is stated after charging:

	2021 £	2020 £
Depreciation	7,028	6,700
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	407
Auditors' remuneration:		
▪ Statutory audit	6,125	5,950
▪ Other services (consultancy)	-	626
	<u>6,125</u>	<u>6,576</u>

No trustee expenses were paid in the year to 31 March 2021. In the prior year, 5 trustees were reimbursed for travel costs relating to attendance at board meetings.

Total governance costs in the year were £7,363 (2020: £8,266).

9. Staff costs and numbers

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	1,371,596	1,139,825
Social security costs	110,515	96,815
Pension contributions	117,926	105,629
Redundancy payments	1,717	-
	<u>1,601,754</u>	<u>1,342,269</u>

The key management personnel of the charity comprise the trustees, the chief executive and senior management team. The total employee benefits received by the key management personnel of the charity were £333,231 (2020: £319,837).

One employee earned between £60,000 and £70,000 during the year (2020: one). The average head count during the reporting period was 60 (2020: 50).

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Notes to the financial statements

For the year ended 31 March 2021

10. Tangible fixed assets

	Fixtures and fittings £	Leasehold improvements £	Computer equipment £	Total £
Cost				
At 1 April 2020 and at 31 March 2021	<u>5,255</u>	<u>44,518</u>	<u>6,192</u>	<u>55,965</u>
Depreciation				
At 1 April 2020	1,826	5,804	3,800	11,430
Charge for the year	<u>1,313</u>	<u>4,690</u>	<u>1,025</u>	<u>7,028</u>
At 31 March 2021	<u>3,139</u>	<u>10,494</u>	<u>4,825</u>	<u>18,458</u>
Net book value				
At 31 March 2021	<u>2,116</u>	<u>34,024</u>	<u>1,367</u>	<u>37,507</u>
At 31 March 2020	<u>3,429</u>	<u>38,714</u>	<u>2,392</u>	<u>44,535</u>

11. Stock

	2021 £	2020 £
Finished goods	<u>55,939</u>	<u>56,413</u>

12. Debtors

	2021 £	2020 £
Trade debtors	392,820	507,249
Prepayments	28,185	33,343
Accrued income	<u>123,978</u>	<u>130,487</u>
	<u>544,983</u>	<u>671,079</u>

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Notes to the financial statements

For the year ended 31 March 2021

13. Creditors: amounts due within 1 year

	2021 £	2020 £
Trade creditors	17,156	73,153
PAYE and social security	41,762	31,663
VAT	65,799	62,044
Accruals	85,119	48,190
Deferred income	634,612	417,399
Other creditors	24,681	1,754
	<u>869,129</u>	<u>634,203</u>

Movements in deferred income consist of:

Balance brought forward	417,399	381,289
Amounts released in the period	(417,399)	(381,289)
Amounts deferred in the period	<u>634,612</u>	<u>417,399</u>
Balance carried forward	<u>634,612</u>	<u>417,399</u>

HENRY provides training, resources and other services under contracts. Where these are paid for in advance, the income is deferred to future periods in line with the stage of completion of the contract.

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Notes to the financial statements

For the year ended 31 March 2021

14. Analysis of net assets between funds

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	37,507	37,507
Net current assets	106,918	75,392	396,829	579,139
Net assets at 31 March 2021	106,918	75,392	434,336	616,646

Prior period comparative

	Restricted funds £	Designated funds £	General funds £	Total funds £
Tangible fixed assets	-	-	44,535	44,535
Net current assets	58,776	75,392	388,774	522,942
Net assets at 31 March 2020	58,776	75,392	433,309	567,477

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds

	At 1 April 2020 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2021 £
Restricted funds:					
<i>Big Lottery Fund:</i>					
Reaching Communities	4,952	100,642	(94,539)	-	11,055
Better Start Bradford – Healthy Families project	-	130,701	(130,701)	-	-
Better Start Southend – Healthy Families project	20,711	120,918	(105,646)	-	35,983
Better Start Southend – Preparation for Parenthood project	-	116,054	(116,054)	-	-
Better Start Bradford – Cooking for a Better Start project	-	35,294	(35,294)	-	-
Better Start Blackpool – Infant and Young Child Feeding Service	-	80,317	(53,068)	-	27,249
<i>Other funders:</i>					
HENRY Buddies (National)	-	26,496	(24,327)	-	2,169
HENRY Buddies (Oxfordshire)	-	8,730	(8,730)	-	-
Lambeth Early Action Partnership	-	76,380	(76,380)	-	-
Healthy Families Programme	-	4,854	(3,499)	-	1,355
Regional funding	-	6,501	(6,501)	-	-
HENRY research hub	4,597	-	(19,440)	14,843	-
Sylvia Adams Charitable Trust	28,516	29,107	(13,673)	(14,843)	29,107
Total restricted funds	58,776	735,994	(687,852)	-	106,918

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued)

	At 1 April 2020 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2021 £
Unrestricted funds:					
<i>Designated funds:</i>					
Marketing	42,992	-	-	-	42,992
Service development	27,400	-	-	-	27,400
Premises	5,000	-	-	-	5,000
Total designated funds	75,392	-	-	-	75,392
General funds	433,309	1,233,729	(1,232,702)	-	434,336
Total unrestricted funds	508,701	1,233,729	(1,232,702)	-	509,728
Total funds	567,477	1,969,723	(1,920,554)	-	616,646

Transfer of funds represents the use of restricted funds towards research activities, as approved by the funder.

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued) Purposes of restricted funds

Reaching Communities

The Big Lottery Reaching Communities Fund is for the A Healthy Start project, a project which supports volunteers interested in acting as peer-supporters in their community (in Leeds, Sheffield and Telford) to help families with young children develop a healthier, happier family lifestyle.

Better Start Bradford – Healthy Families project

The Fulfilling Lives: A Better Start fund is a lottery initiative to provide a good start in life for young children. HENRY receives funding from Bradford Trident (lottery grant recipient) to support this initiative through HENRY training, programmes, volunteering and resources.

Better Start Southend – Healthy Families project

The Fulfilling Lives: A Better Start fund is a lottery initiative to provide a good start in life for young children. HENRY receives funding from the Pre-School Learning Alliance (lottery grant recipient) to support this initiative through HENRY training, programmes, volunteering and resources.

Better Start Southend – Preparation for Parenthood project

A Better Start fund is a lottery initiative to provide a good start in life for young children. HENRY receives funding from the Pre-School Learning Alliance (lottery grant recipient) to support this initiative for expectant parents as they approach the birth of their baby through HENRY programmes, face to face and online support, and resources.

Better Start Bradford – Cooking for a Better Start project

The Fulfilling Lives: A Better Start fund is a lottery initiative to provide a good start in life for young children. HENRY receives funding from Bradford Trident (lottery grant recipient) to support this initiative through delivery of a 6-week cooking programme.

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued)

Better Start Blackpool - Infant and Young Child Feeding Service

A Better Start fund is a lottery initiative to provide a good start in life for young children. HENRY receives funding from the NSPCC (lottery grant recipient) to support HENRY's Infant and Young Child feeding Service in Blackpool, working to improve the health outcomes for Blackpool's youngest children and support generational changes throughout the town. The service HENRY provides includes infant feeding support, workshops to support safe responsive feeding and workforce training.

HENRY Buddies (National)

Funding to support vulnerable families nationally during the Covid-19 pandemic. Support is provided through one-to-one telephone support where families are either referred to HENRY through other organisations or where families approach HENRY directly for support.

HENRY Buddies (Oxfordshire)

Specific funding focussed on the county of Oxfordshire to provide the same range of family support as the above national programme.

Lambeth Early Action Partnership

LEAP is a lottery initiative to provide a good start in life for children. HENRY receives funding from National Children's Bureau (lottery grant recipient) to support this initiative for families through HENRY training, programmes and resources.

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued)

Healthy Families Programme Oxfordshire

HENRY seeks grant funding, corporate support, and other donations from multiple sources to fund the delivery of HENRY Healthy Families programmes (group and 1-to-1) in deprived areas of Oxfordshire. HENRY receives several small contributions (ranging from a few hundred to a few thousand pounds) to support this work.

Regional funding

Income and expenditure associated with smaller regional projects and charitable activities funded through donations and grants from multiple sources.

HENRY research hub

Funding to develop HENRY's research and evaluation activities.

Sylvia Adams Charitable Trust

Funding to support HENRY's work on introducing solid foods.

Purposes of designated funds

In May 2018 the trustees set aside £134,000 to invest in elements of our new 3 year strategic plan. Chiefly, investments in marketing, office infrastructure (as part of our move to new national office premises in December 2018) and in developing new training courses and family interventions. We entered 2020-21 with £75,392 remaining in our designated fund. Performance in the year meant that we did not require further use of designated funds and thus carry over this balance into 2021-22.

HENRY

Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued)

Prior period comparative

Restricted funds:

Big Lottery Fund:

Reaching Communities

Better Start Bradford – Healthy Families project

Better Start Southend – Healthy Families project

Better Start Southend – Preparation for Parenthood project

Better Start Bradford – Cooking for a Better Start project

Other funders:

Lambeth Early Action Partnership

A Healthy Start in Oxfordshire

Regional funding

HENRY research hub

Sylvia Adams Charitable Trust

Other projects

Total restricted funds

	At 1 April 2019 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2020 £
	26,156	85,591	(106,795)	-	4,952
	2,413	116,919	(119,332)	-	-
	4,807	119,250	(103,346)	-	20,711
	-	48,387	(48,387)	-	-
	424	42,200	(42,624)	-	-
	-	38,399	(38,399)	-	-
	4,568	8,845	(13,413)	-	-
	-	9,000	(9,000)	-	-
	25,000	-	(20,403)	-	4,597
	-	28,516	-	-	28,516
	-	2,635	(2,635)	-	-
Total restricted funds	63,368	499,742	(504,334)	-	58,776

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Notes to the financial statements

For the year ended 31 March 2021

15. Movements in funds (continued) Prior period comparative

	At 1 April 2019 £	Income £	Expenditure £	Transfers between funds £	At 31 March 2020 £
Unrestricted funds:					
<i>Designated funds:</i>					
Marketing	42,992	-	-	-	42,992
Service development	27,400	-	-	-	27,400
Premises	5,000	-	-	-	5,000
Total designated funds	75,392	-	-	-	75,392
General funds	398,890	1,306,618	(1,272,199)	-	433,309
Total unrestricted funds	474,282	1,306,618	(1,272,199)	-	508,701
Total funds	537,650	1,806,360	(1,776,533)	-	567,477

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Notes to the financial statements

For the year ended 31 March 2021

16. Operating leases

The charity had operating leases at the year end with total future minimum lease payments as follows:

	Land and buildings		Office equipment	
	2021	2020	2021	2020
	£	£	£	£
Amount falling due:				
Within 1 year	30,000	28,750	716	716
Within 2 - 5 years	<u>7,500</u>	<u>37,500</u>	<u>1,372</u>	<u>2,088</u>

17. Related party transactions

There were no related party transactions in the current or prior year.