



PARENTS 1ST UK

TRUSTEES' ANNUAL REPORT

FOR THE PERIOD ENDED 31 MARCH 2022

Charity Number: 1186445

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	B M Bond	(Appointed 9 April 2019)
	V Emlyn	(Appointed 9 April 2019)
	J E Robins	(Appointed 9 April 2019)
	A Bamigboye	(Appointed 11 December 2019)
	E Catalli	(Appointed 11 December 2019)
Charity number	1186445	
Principal address	Construction House Runwell Road Wickford, Essex SS11 7HQ	
Independent examiner	M J Bushell Ltd 8 High Street Brentwood, Essex CM14 4AB	

Chair’s Foreword

What an exciting and rewarding year it has been for Parents 1st UK. I hope you enjoy reading this Annual Report. It describes in detail the work and achievements of Parents 1st UK over the past year. I’m sure you will agree with me that the rate of progress has been exceptional!

We have successfully met and continue to meet our aim of raising awareness of the beneficial effects gained through the provision of high-quality Perinatal Peer Support. We have done this through the hugely challenging period of the Covid 19 pandemic, even managing to find advantages and learning from that experience to improve our reach to more parents through the provision of online support.

As a result of that learning we continue to develop our services to effectively offer different options to parents so that more and more people can benefit even as the country faces the additional challenge of the cost-of-living crisis. Perinatal Peer Support has never been more crucial.

The open-source platform has gained more and more members, and other organisations are benefiting from our comprehensive guidance and support for people wanting to set up their own peer support initiatives. Funding inevitably remains a major challenge but as awareness of the need and benefits builds, we are able to demonstrate evidenced advantages to more funders. Our aim is to persuade and support them to fund more and sustainable peer support initiatives, with all the short, and long term, benefits we can demonstrate. As we increasingly help other organisations to measure and evaluate the impact of peer support this body of evidence is building day by day.

Throughout the year and ongoing, Parents 1st UK has continued to learn and stay fresh by working closely with Parents 1st Essex who provide direct support to increasing numbers of parents across a wider area of the county. Through that partnership working we are now able to reach out to more isolated communities in the county, working with 7 CCGs as described below. We are so proud of our achievements to date and excited by the many new opportunities that are developing.

As a result of the collaborative work with Parents 1st Essex and the essential learning from working so closely together, we are now working towards merging the two organisations. This will achieve some streamlining of administrative and management processes and ensure we have a single cohesive and continually learning entity ongoing. It will support and enhance our UK wide work for the future.

Our CEO, Celia Suppiah, demonstrates below the ongoing major priority of achieving more and better long-term investment in perinatal peer support. Inevitably, continuous fundraising takes away resources from the development and provision of services for all charities and organisations. We are continually researching and looking for new and innovative methods of generating income and we hope that funders and commissioners are also working on different ways forward to achieve sustainability of provision and development work. Investment in parents and babies is investment in the future wellbeing and productivity of the next generations and needs long-term thinking and planning.

I’m privileged to be working with knowledgeable and dedicated trustees and staff, and to be able to support the transition to a single charity providing both local and UK wide support and development work on the important (I would say, crucial) work of changing the lives of parents and babies, alongside advising and supporting others to successfully develop their own peer support initiatives.



Brenda Bond, Chair of Parents 1st UK

We know that quality perinatal peer support during such a critical life transition as parenthood can be transformational. Pregnancy, birth and becoming a parent is a life-changing time when people are particularly open to change. There is compelling evidence that the [first 1001 days](#) (Parent Infant Foundation) are critical and extensive research undertaken by Marmot (2010, 2020) has demonstrated the negative impact which poor maternal physical and mental health, and health inequalities can have on the life-chances of their children.

Easy access to quality peer support can change lives and can be a lifeline to vulnerable parents. Parents are the most important people in children's lives. Happy and responsive parents mean a baby's development will flourish. We need more people to recognise, value and invest in this vital contribution of time, knowledge, and skills in local communities.

There has been a growing recognition this year that quality peer support can make a huge contribution towards preventing and reducing the development or escalation of perinatal mental health problems. As a direct result of Covid-19, parents who were already facing inequalities and disadvantage are now struggling with the effects of trauma, isolation, bereavement, and mental health issues. It has never been more important to ensure that families have access to high-quality, well-resourced perinatal peer support. This is what we strive to achieve at Parents 1st.

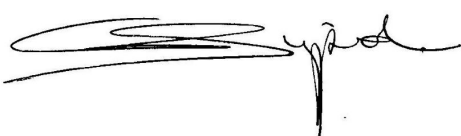
This year, we have seen more and more members joining our [online platform](#) and using the [five, step-by-step guides](#) to developing quality perinatal peer support. Working with seven CCGs, we have also started an exciting 'Test and Learn' project to strengthen perinatal peer support across Essex. Gaps are apparent in peer support for Fathers, Black, Asian and Minority Groups – we will be doing more work on how to meet that gap next year. The new collaborative projects and networks we have developed with other organisations across the UK have also provided rich learning which we share with others.

We keep grounded by constantly learning from direct delivery of perinatal peer support by [Parents 1st Essex](#). We see first-hand how building informal, trusting peer relationships enables parents to value and improve their own wellbeing, and enable them to provide safe, secure homes for children during those vital first 1001 days of life. Peer support is unique. Maternity, perinatal mental health and early years professionals cannot provide the personal and informal support that many parents need. Peer support complements, but is separate to, clinical care. With quality recruitment, training and supervision, peer supporters listen, nurture confidence, help parents prepare for changes ahead, and build social connections. When embedded alongside public services, well managed peer support initiatives can help reach the families that could benefit from them the most.

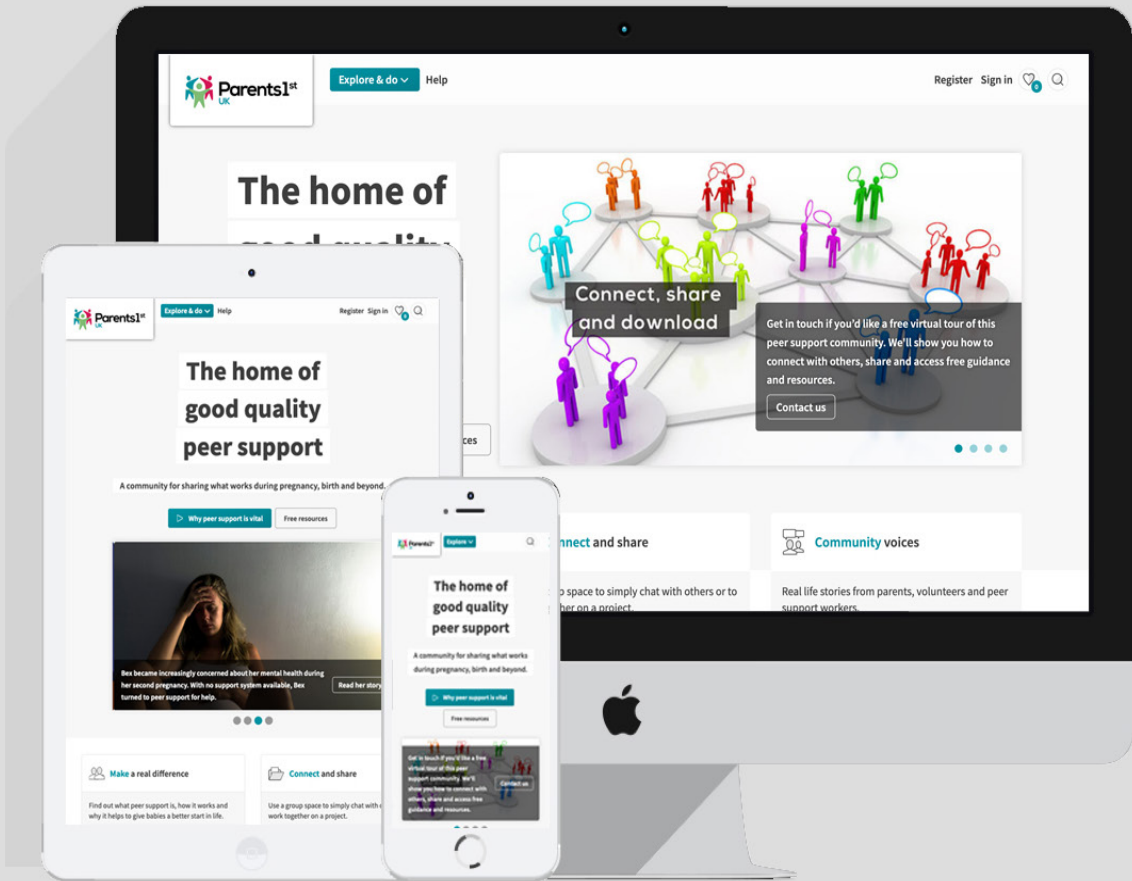
We continue to promote safe and good quality peer support focusing on prevention by starting as early as possible in pregnancy. Through our online platform, we strive to overcome isolated and what can be often inconsistent practice by inspiring, sharing knowledge and resources, and spreading best practice. Integrated in our work are the voices, experiences and knowledge of parents and their peer supporters who share their stories, work with us to develop resources and inform the better development of community based perinatal support.

Our vision is a truly “open source” endeavour where everyone involved in planning, delivering, receiving, or simply interested can network, learn from each other, and share good practice.

Good quality perinatal peer support needs better long-term investment. Our unique online community has continued to help people understand why it is so valuable, what quality peer support looks like, and how to design, grow and sustain it. We continue to share everything we have learnt over the past 30 years, completely free of charge. Most importantly, we have continued to showcase amazing examples of the difference peer support makes to achieving positive outcomes for mothers, fathers, birthing people, and babies with more real-life stories from parents, volunteers, and professionals, about how peer support has made a difference to their lives.



Celia Suppiah, CEO Parents 1st UK



About Us

Parents 1st UK is a leading charity that enables individuals with lived experience to take action in their own communities and deliver effective volunteering and peer support during pregnancy, birth and early parenthood.

Our mission is to enable quality volunteering and peer support during pregnancy, birth and beyond, to flourish across the UK.

Our founder and CEO is an experienced midwife and public health nurse. She developed the first 'Community Parent' perinatal peer support programme in a deprived area of Essex (1990-2008). This became a national model of good practice.

Celia then set up Strengths in Communities CIC in 2010 which delivers volunteer-led perinatal support across North and South Essex, working with over 1000 parents a year.

Parents 1st UK CIO was established in 2019 with the sole purpose of building on and sharing the learning gained through Strengths in Communities CIC through an Open-Source mechanism. It is important to note, that in 2023, Strengths in Communities CIC will be merged with Parents 1st UK into a single CIO.

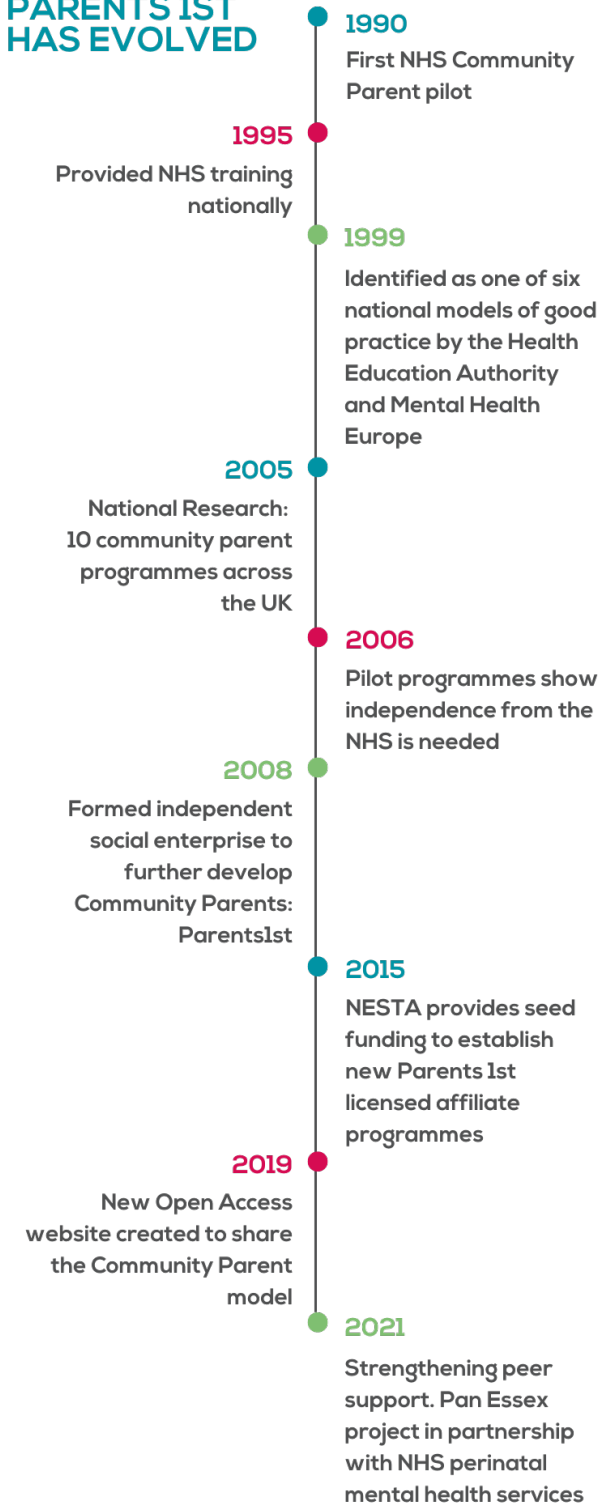
We believe that our learning should be widely shared to overcome isolated and what can be often inconsistent practice nationally. We want the unique contribution of perinatal peer support to be better recognised, valued, and invested in. Central to this is raising the awareness and the knowledge of commissioners, charities and other organisations and professionals about what quality peer support looks like, and how to grow and sustain it.

To this end we have created a unique online community to inspire, share knowledge and resources, and spread best practice. We share everything we have learnt over the past 30 years (free of charge), connecting and sharing 'what works' on the ground with our community.

Our online platform provides a central, dedicated space to connect with peers and experts; and enable members to access free tools, resources and guidance in the development of high-quality peer support through a structured process.

HOW PARENTS 1ST HAS EVOLVED

Our history...



Integrated in our work are the voices, experiences and knowledge of parents and their peer supporters who share their stories, work with us to develop resources and inform the better development of community based perinatal support.

Our beneficiaries

Our core beneficiaries are parents and the peer supporters who support them. Parents supported include those living in situations of significant poverty and deprivation; young vulnerable people; individuals who are incredibly isolated and lonely; women experiencing a traumatic birth; and families facing racial discrimination, domestic violence, and health inequalities. They do not have access to the types of strong community support networks that every new parent needs to be able to rely upon and they often experience significant problems as a result.

Our other beneficiaries include:

- Peer Support Programme Leaders
- Funders of VCSE organisations
- Commissioners of early years services
- Academics
- Field practitioners
- Statutory providers

How we deliver our aims

1. Through directly developing and delivering perinatal peer support "on the ground"
2. Through constantly developing our "open source" [online platform](#) to share learning and best practice across the UK
3. Through collaborative working and partnership projects with other organisations across the UK

1. Through directly developing and delivering perinatal peer support "on the ground"

We have worked directly with Parents 1st Essex to further develop perinatal peer support across Essex.

This has included:

- **Co-producing a new Pan Essex perinatal peer support initiative** in partnership with Essex Partnership NHS Trust perinatal mental health services. We collaborated with other organisations delivering peer support across Essex and delivered several workshops enabling the sharing of good practice, show-casing stories from the community, and designing plans for a new joint collaborative venture to improve perinatal mental health across Essex.
- Working with the Parents 1st Essex team to develop **a new bespoke level 3 Cache accredited Perinatal Peer Support qualification**, completely customised to the peer support model. Moving forward, this will be used as part of the volunteer to employment pathway for Parents 1st Essex and for other organisations wishing to offer this opportunity to their peer supporters.

2. Through constantly developing our “open source” online platform to share learning and best practice across the UK. Over the year the platform has been used in the following ways:

By the end of March 2022, we had 459 members registered on our [online platform](#) including peer support programme managers, midwives, volunteer coordinators, academics, early years workers, commissioners, health visitors, charity directors, organisational groups, parents, charity trustees, peer support workers and researchers.

Membership to the platform has increased by 33% between Apr 2021 – Mar 2022 and on average, the website received approx. 5000 visitors each month.

The platform homepage is a space where our members can make everyone aware of any upcoming **events** they may be hosting.

They can also start **conversations** with others, add **community listings** to make others aware of what support is available in a specific area, and add their **volunteering opportunities**.

This year, we have listed **36 activities** on the platform of particular interest to members. These have included:

Events such as:

- Maternity Action's event to explore the lived experiences of pregnant women seeking asylum.
- The Genesis Research Trust's online conference in which experts discussed how expectant mothers can maintain the best possible mental health.
- The NHS Essex Perinatal Mental Health website development workshop and survey, run by the Mental Health Transformation Team in Mid and South Essex.
- Oxford University and Oxford Brookes University Babylabs workshop to help shape a resource pack to empower parents to support their child's development.

Conversations and blogs including:

- A presentation from Parents 1st UK CEO, Celia Suppiah, to the Maternity and Midwifery Festival to talk about the unique contribution that peer support offers during pregnancy, birth and beyond and the huge difference it can make during this critical life transition.
- The announcement of a new partnership project to develop a coordinated Perinatal Mental Health Peer Support Collaborative across Essex.
- Latest research from The Royal Foundation's Centre for Early Childhood – Big Change Starts Small.
- How can we support the proposed 'integrated model of care' outlined in Maternal Mental Health Alliance new report?
- The launch of a pioneering app from LatchAid to support breastfeeding.
- An exploration of trends and experiences of delivery of breastfeeding support – new research published by Cardiff University and The Breastfeeding Network highlighted inequity of access to breastfeeding support for families across England and Wales.



Surviving a funding cliff edge

Derby Community Parent Programme (DCPP) faced devastating news at the beginning of 2021 when the large charity they became part of made the decision that they were no longer going to seek funding for the programme.

Luckily, through sheer grit and determination and a lot of support from their volunteers and local professionals, DCPP were able to lift and shift the programme from under the umbrella of a large charity back to the community and set up as a standalone Community Interest Company.

[Listen to their story](#)

Community listings:

- Peer to Parent Network – listing various job vacancies.
- Best Beginnings – announcing the launch of the Baby Buddy 2.0 App.
- Fatherhood Institute – launching new resources to mark International Men's Day.

Volunteering opportunities have included:

- PAAM study, funded by the National Institute of Health Research – an invitation to help to improve the design and delivery of Perinatal Mental Health Services for women from ethnic minorities.
- Parents 1st Essex – Volunteer drive to recruit new peer support volunteers.
- Keele University School of Nursing and Midwifery – Research Project on “Digital Technological Approaches to Delivering Public Health Services to Children, Young People and Families”.

Ten new **Group Spaces** were set up this year by members. Our group spaces can be either private or public and used for project management, training or simply a central, safe, and confidential space for members with similar goals and interests to meet up and chat using our instant messaging functionality. They can also share documents securely and set tasks.

Alongside this, the platform is host to **5 guides**, which take you through setting up a new peer support initiative, from design and development to reviewing and improving. These guides contain 100s of resources and videos. Over the course of the year, **501 resources were downloaded** by members and **videos were viewed 776 times**.

3. Through collaborative working and partnership projects with other organisations across the UK

We have worked collaboratively with a wide range of organisations over the year including the Hearts and Minds partnership, One Plus One Partnership and Relationship Charity, Live Music Now, Home-start UK, 1001 Critical Days APPG, and the Maternal Mental Health Alliance.

Statement from the trustees

Trustees' Report 2021-2022 10

The Trustees present their annual report and financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The trustees confirm that in compiling this report they have had due regard to guidance on public benefit issued by the Charity Commission in compliance with the duty set out in section 17(5) of the Charities Act 2011. The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

Parents 1st UK's charitable objects are to advance the education and promote and protect the health of parents, by promoting and developing volunteering and peer support during pregnancy, birth and being a parent.

Evidence is compelling that quality peer support focusing on early prevention (starting in pregnancy) has a unique and valuable contribution to make to improving the health and wellbeing of parents and babies. It can reduce stress during pregnancy, enable a more positive birth experience, and supports vulnerable parents to prepare for and cope with the challenges that parenthood brings.

The first 1001 critical days (pregnancy to age 2) is a significant and influential phase in infant development – important groundwork needs to take place to support children's emotional wellbeing, resilience, and adaptability. Services are typically reactive rather than preventative. There is a need to develop more perinatal peer support, increase awareness of its benefits, and influence better investment.

Furthermore, we know that many practitioners who are planning, developing, or already delivering perinatal volunteering initiatives work in isolation with few opportunities to learn and collaborate. The work and resources needed for an initiative to become operational can be considerable (creating operational resources e.g., volunteer training programmes, policies and procedures, evaluation tools). Furthermore, despite excellent outcomes, it is still the norm that these important initiatives struggle to survive.

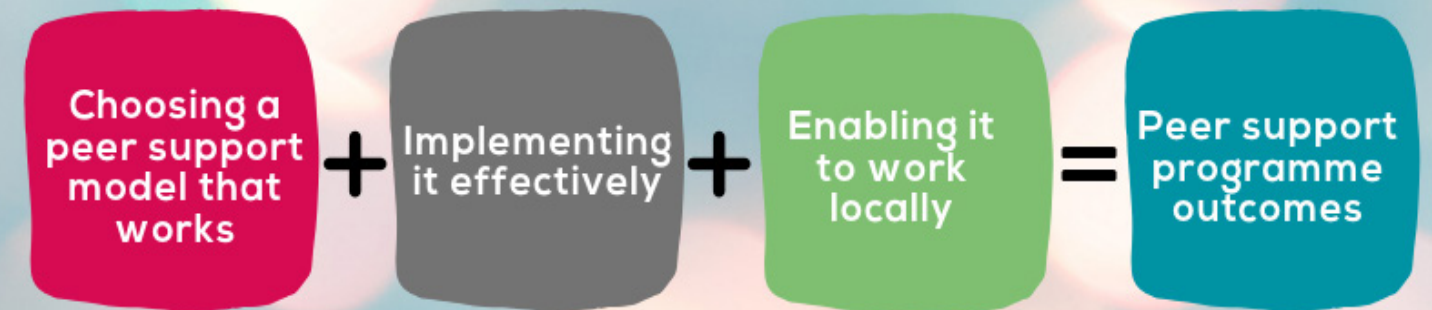
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Having supported both parents myself and supervised volunteers with their peer support journeys, it still amazes me how safe & effective peer support can enable growth and confidence in such a reciprocal and authentic way. It is a unique dynamic and the feedback from parents, volunteers & professionals speaks for itself.

Comment from a conversation on www.parents1st.org.uk

The recipe for success

Evidence is clear that **all** the following three core ingredients are needed to achieve the outcomes you are seeking from your peer support initiative:



The outcomes we expect from Parents 1st UK's activities are:

- Our peer support model in Essex and those delivered elsewhere are based on evidence of 'what works'
- Those planning and delivering perinatal peer support initiatives access useful, free resources and guidance to help avoid common pitfalls and problems
- Practitioners, volunteers, and parents have opportunities to share their stories, learning, new ideas, good practice, and solutions to day-to-day challenges
- Statutory services are aware of the benefits to the health and wellbeing of parents and volunteers who are giving and receiving peer support
- Commissioners procure more sustainable, quality peer support initiatives
- Funders make realistic and more long-term investments so that those responsible for operating perinatal peer support initiatives can concentrate on what they do best – delivering perinatal peer support
- Opportunities to share good practice far wider: users will improve it and freely share knowledge
- Practitioners, peer supporters and parents share views, new ideas and tools to operate initiatives more effectively and benefit parents and families
- Stronger partnerships are developed with other organisations delivering similar work who share our ethos and vision

In addition, the functionality of the Parents 1st UK online platform will enable members to:

- Share and manage their own information and what's going on with their initiatives – they can add, manage, and promote their own peer support activities and events for free
- Find, add, and manage information about services, events, and community activities
- Share and manage their own information through unique URLs and associated sub-pages
- Generate, develop, and communicate new ideas to the issues that are important to them
- Solve problems by using collaboration tools such as group chat, task lists, file sharing, Survey Monkey and Trello boards

We have now almost finished developing an online learning portfolio facility that offers each peer supporter a unique private space where they can capture their learning from the natural peer support setting and work with a tutor/assessor to gain a bespoke level 3 qualification customized to their unique role.

Structure, governance and management

During the decade before the creation of Parents 1st UK, Strengths in Communities CIC (trading as Parents 1st Essex) developed a perinatal peer support initiative in South Essex. This became a NESTA Social Action Innovation Project and inspired the development of new initiatives, based on the same model, in Derby and Tower Hamlets.

The directors of Strengths in Communities CIC wanted to share the learning but were acutely aware of isolated practice – peer support initiatives typically competed for funding. Furthermore, many initiatives started with the best intentions but did not survive for a variety of reasons. The directors decided to pioneer a new “open source” approach to address these issues – their firm belief is that all initiatives should collaborate for the benefit of parents and babies, not compete.

Parents 1st UK CIO was created to fulfil this vision. The Charity is a Charitable Incorporated Organisation established by Constitution on 9 April 2019. The current Constitution by which it is governed is dated 14 November 2019 and the charity was entered on the Register of Charities on 19 November 2019.

On the 7 February 2022 the Trustees of Parents 1st UK CIO and the Directors of Strengths in Communities CIC voted in favour of merging the CIC with the CIO as the local and national mutual endeavours, ethos and values are intertwined. Opportunities to learn from direct practice delivery keeps everyone at every level of the organisation grounded in what works in practice. Work on the merger will proceed during the next financial year.

The trustees serving during the year and since the year end are as follows:

B M Bond (Chair)	(Appointed 9 April 2019)
V Emlyn	(Appointed 9 April 2019)
J E Robins	(Appointed 9 April 2019)
A Bamigboye	(Appointed 11 December 2019)
E Catalli	(Appointed 11 December 2019)

Trustee selection process

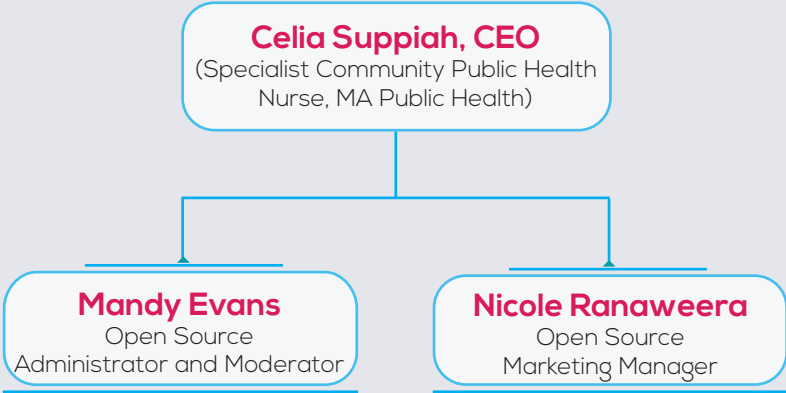
Recruitment of trustees is conducted by the Chair and CEO and is based on an evaluation of the skills required to govern the charity.

Newly appointed trustees receive a letter of appointment and a pack of information about the charity, their fellow trustees and their responsibilities as trustees. They are invited to away days and additional training is provided as needed. Trustees are elected for a three year period and may be re-elected for further 3-year periods.



The resources on the website were exceptional and really, really useful

Operational team:



Aim 1: Continuous development of a free, online space dedicated to sharing good practice across the UK about quality volunteering and peer support during pregnancy, birth and beyond.

Developing the Parents 1st UK online "community of practice" has continued to be a key priority. We provide a trusted, dedicated space where coordinators, beneficiaries, researchers, commissioners and volunteers can connect, learn, and collaborate; and where we provide inspiration, share knowledge and resources, and shine a light on best practice.

Using an 'open source' approach, we share everything we have learnt over the past 30-years about 'what works' when planning, designing, and implementing quality perinatal peer support model.

Achievements

We have made some exciting new developments to the website this year using the unique functionality of the [Made Open social connecting platform](#). Quarterly insight reports from Made Open enable us to better understand how our online platform is being used.

- Over the year we have had 16,309 website users and 57,796 page views
- At the end of March 2022, we had 459 members on the platform and almost 2,000 website sessions a month.
- Our most popular practice guide has been setting up a new peer support programme (over 50 page views a month). 172 free resources were downloaded from our website during the last quarter of the year and 153 views of our videos.
- The group space functionality on our platform has been particularly popular. Members explore topics publicly or privately by using the instant chatroom, sharing files, carrying out surveys, using the Trello boards, and setting tasks.
- 687 messages have been sent and received using the chatrooms, personal and direct messages.
- The "[Community Voices](#)" section of our platform attracts particular interest by sharing often profound, real-life stories from parents, volunteers, peer support workers and practitioners involved in delivering and receiving perinatal peer support. This helps people understand what quality perinatal peer support looks like.
- Created an online group space with hundreds of evidence-based health and wellbeing resources for peer supporters and parents to download and explore together

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...they are a fabulous organisation and share all of their resources free

(Twitter comment from @sparkywoolley, 20 October 2021)

Aim 2: To work collaboratively to continuously develop quality perinatal peer support

We aim to connect with the perinatal peer support community, encourage shared learning, best practice and to work collaboratively with others to solve common issues that impact on health and wellbeing during pregnancy, birth and beyond.

Achievements

We have been commissioned to work with the 7 CCGs across Essex, Southend, and Thurrock to use a stakeholder partnership model in order to co-produce a new Pan Essex Perinatal Peer Support Offer.



Through a series of workshops and the creation of a steering group, we have engaged with parents, peer support organisations, mental health teams, early years, and maternity services to develop a new model for peer support.

This has led to further 'test and learn' work for the coming financial year.

The aims are to:

- Improve access to peer support
- Raise awareness of the benefits of peer support
- Address gaps in peer support provision
- Grow and strengthen peer support provision

FEBRUARY 2021

Parents 1st was appointed by the 7 CCGs across Essex, Southend and Thurrock to lead the coproduction phase of developing a Perinatal Mental Health Peer Support Model

MARCH - SEPTEMBER 2021

Parents 1st delivered 4 stakeholder workshops and established a steering group with VCS organisations, clinicians and commissioners across Essex

AUTUMN 2021

The model proposed during this coproduction phase was to establish a Pan Essex Perinatal Mental Health Peer Support Collaborative - developing a hub of good practice across Essex during a 15 month 'test and learn'

WINTER 2021

Parents 1st were appointed to develop the collaborative

JANUARY 2022

Funding was established

- We were also commissioned by the One Plus One Relationship charity this year and successfully carried out a project that assisted pregnant women to avoid turning to alcohol when they experienced conflict in their relationship with their partner.
- We have supported the EXTRA Support for Families Charity in Jaywick to develop their impact measurement and community involvement

Aim 3: To develop new learning, personal development, and pathways to employment for volunteers and peer supporters

Peer supporters are beneficiaries as well as the parents they support. Through giving peer support to parents in their communities there are opportunities to gain new knowledge, life skills, and pathways to employment. The insights they gain about wellbeing, mental health and related issues, often benefits their own families.

Achievements

We have developed a new customised level 3 qualification for perinatal peer supporters which is CACHE accredited. Alongside this, we are developing an online learning portfolio where volunteers and peer supporters can upload their evidence of learning drawn from the natural volunteer setting. The unique Made Open functionality of our platform enables us to provide each peer supporter with their own private space to work with a friendly tutor/ assessor to build their own learning portfolio to gain the qualification.

This qualification is unique in the field of perinatal peer support and has been developed based upon the lived experience of parents, volunteers, health professionals and research evidence of ‘what works’ for vulnerable families.

- The new qualification has 8 units covering things such as:
- Understanding effective parent peer support
 - Building and maintaining a trusting parent peer support relationship
 - Being a parent peer supporter
 - Supporting expectant parents to prepare for changes ahead
 - Promoting physical wellbeing
 - Strengthening emotional wellbeing and recognising mental illness
 - Understanding the role of a birth partner
 - Nurturing early parenting skills and infant development

Aim 4: To develop our digital strategy

The Covid-19 pandemic accelerated the need to improve our digital strategy. Digital transformation is vital to enable us to provide better services to our beneficiaries, to be responsive to change, to make the best use of technology, and improve our in-house efficiency and digital capability.

Achievements

We have used the NCVO Digital Maturity Matrix to map out where we are now and where we want to be in three-years’ time. We have set specific targets to enable us to progress in stages towards making the changes we want to make.

Parents 1st approach and plan for using data and digital technology for improving access to information, training and support to communities involved in perinatal care

<div>DIGITAL STRATEGY</div> <div>Building the plan</div> <div>September 2022</div>	CONTEXT	<ul style="list-style-type: none">• Services that were once delivered in person likely to always be delivered as hybrid• Continuing national healthcare challenges, mental health, soaring cost of living means more support is required whilst funding is harder to obtain• Taking advantage of the drive towards digital services to reach more people whilst ensuring that we reach the digitally excluded
	VISION	<ul style="list-style-type: none">• Use combined strength of CIO and CIC to create an enhanced digital presence in perinatal care• Deliver new digital services as Parents 1st and in collaboration with partners• Improve operational efficiency
	STRATEGIC GOALS	<ul style="list-style-type: none">• Over the next 3 years use combined strengths to widen the range of services offered• Build and promote our expertise and capacity to support the ability to deliver more services
	ENABLERS	<ul style="list-style-type: none">• Formalise what we have learned from the CIO and CIC digital maturity assessment matrix

“

I'M REALLY LOOKING FORWARD TO BEING USEFUL AND USING MY EXPERIENCE TO HELP SOMEONE ELSE.



These accounts show activity during the accounting period of April 2021 – March 2022. Parents 1st UK considers itself to be in a healthy financial position. Total income for 2021 – 2022 was £104,533. As noted in the accounts, during this second financial year a much larger proportion of our funds have been derived from charitable activities compared to last year. This is because we spent considerable time during the previous year developing our online platform, whereas this year we have been able to carry out a range of activities including community listings; showcasing community voices; and supporting co-production of new perinatal peer support across Essex.

New contract funding received this year was to develop a Pan Essex Perinatal Peer Support Collaborative in partnership with NHS perinatal mental health services and to deliver a partnership project with One Plus One Relationship Charity to reduce alcohol consumption associated with relationship conflict during pregnancy. A small grant was also received from Catalyst and the National Lottery Community Fund to further develop our online volunteer tracking system. We have also received a small amount of income from donations.

Risk management

Responsibility for risk management lies with trustees. A risk register has been established and is regularly reviewed, with controls in place to manage the risks that occur.

The impact of the pandemic on our physical working environment continued to be minimal as our staff team was 100% home working with regular check-ins. The role of peer support during the pandemic was crucial for lonely isolated pregnant women and parents post birth. Our online platform with its range of functionality has continued to enable new practice developments during the pandemic to be shared.

Reserves policy

The trustees have agreed a Reserves Policy. As a relatively new charity, we are aware of our responsibilities and aim to build our reserves fund actively and responsibly. We aim to hold six months of the running costs of the organisation.

The key reasons for holding reserves are to:

1. Cater for unforeseen emergencies or other unexpected need for funds.
2. Cover unforeseen day-to-day operational costs.
3. Meet commitments that cannot be met by future income alone.
4. Fund any short-term deficits in our cash budget.

Risks are identified on our risks register and reassessed regularly.

Parents 1st UK's policy is that all surpluses from income generating activities and donations are used to enhance Parents 1st UK's charitable activities. We will allocate any surplus to Unrestricted Reserves.

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:


- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards 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 sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Public benefit

The Trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit: "Charities and Public Benefit".

The Trustees' report was approved by the Board of Trustees.

DocuSigned by:

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B M Bond

Trustee (Chair)

Dated: 07 December 2022



Independent Examiners Report

Trustees' Report 2021-2022 21

I report to the Trustees on my examination of the financial statements of Parents 1st UK (the Charity) for the period ended 31 March 2022.

Responsibilities and basis of report

As the Trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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

DocuSigned by:
Corné von Wielligh
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Corné Von Wielligh ACA

M J Bushell Ltd
8 High Street
Brentwood
Essex
CM14 4AB

Dated: 08 December 2022

Statement of Financial Activities

STATEMENT OF FINANCIAL ACTIVITIES, INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022							
	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income from:							
Donations and legacies	2	100	-	100	125	35,845	35,970
Charitable activities	3	97,209	7,224	104,433	1,083	267,720	268,803
Total income		97,309	7,224	104,533	1,208	303,565	304,773
Expenditure on:							
Charitable activities	4	6,420	99,720	106,140	96	106,183	106,279
Net income/(expenditure) for the year/ Net movement in funds		90,889	(92,496)	(1,607)	1,112	197,382	198,494
Fund balances at 1 April 2021		1,112	197,382	198,494	-	-	-
Fund balances at 31 March 2022		92,001	104,886	196,887	1,112	197,382	198,494

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	9	-		2,748	
Cash at bank and in hand		200,666		199,788	
		200,666		202,536	
Creditors: amounts falling due within one year					
	10		(3,779)		(4,042)
Net current assets			196,887		198,494
Income funds					
Restricted funds	11		104,886		197,382
Unrestricted funds			92,001		1,112
			196,887		198,494

The financial statements were approved by the Trustees on 07 December 2022

DocuSigned by:
B M Bond
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B M Bond
Trustee

DocuSigned by:
V Emlyn
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V Emlyn
Trustee



Notes to the Financial Statements

For the period ended 31 March 2022

1. Accounting policies

Charity information

Parents 1st UK is a Charitable Incorporated Organisation established by Constitution on 9 April 2019. The current Constitution by which it is governed is dated 14 November 2019.

These are the Charity's first financial statements covering the period from establishment to 31 March 2021, which is a period of more than one year.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's Constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount.

1.5 Expenditure

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.

Expenditure is allocated to particular activities where the cost relates directly to that activity. Support costs comprise costs relating to the overall direction and administration on each activity, including salary, and overhead and governance costs of the central function. Support costs are apportioned to activities on the basis of usage.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 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.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.



2. Donations and legacies

	Unrestricted funds 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Donations and gifts	100	125	35,845	35,970

3. Charitable Activities

	Online platform development 2022 £	Sharing practice experiences 2022 £	Total 2022 £	Online platform development 2021 £	Sharing practice experiences 2021 £	Total 2021 £
Sales within charitable activities	-	97,209	97,209	-	1,083	1,083
Performance related grants	7,224	-	7,224	267,720	-	267,720
	7,224	97,209	104,433	267,720	1,083	268,803
Analysis by fund						
Unrestricted funds	-	97,209	97,209	-	1,083	1,083
Restricted funds	7,224	-	7,224	267,720	-	267,720
	7,224	97,209	104,443	267,720	1,083	268,803
Performance related grants						
Christie Foundation	-	-	-	260,000	-	(260,000)
CAST	7,224	-	7,224	7,720	-	(7,720)
	7,224	-	7,224	267,720	-	267,720

4. Charitable activities

	Online platform development 2022 £	Sharing practice experiences 2022 £	Peer Support practice development 2022 £	Total 2022 £	Online platform development 2021 £	Sharing practice experiences 2021 £	Total 2021 £
Staff costs	24,649	24,649	24,649	73,947	79,932	-	79,932
Website development	4,100	4,100	4,100	12,300	8,400	-	8,400
Accreditation services	-	-	-	-	4,560	-	4,560
Consultancy	2,223	2,224	2,224	6,671	3,424	-	3,424
Conference costs	-	3,150	-	3,150	938	96	1,034
Other direct costs	95	95	95	285	1,705	-	1,705
	31,067	34,218	31,068	96,353	98,959	96	99,055
Share of support costs (see note 5)	4,861	-	-	4,861	2,817	-	2,817
Share of governance costs (see note 5)	4,926	-	-	4,926	4,407	-	4,407
	40,854	34,218	31,068	106,140	106,183	96	106,279
Analysis by fund							
Unrestricted funds	2,140	2,140	2,140	6,420	-	96	96
Restricted funds	38,714	32,078	28,928	99,720	106,183	-	106,183
	40,854	34,218	31,068	106,140	106,183	96	106,279

5. Support costs

	Support costs	Governance costs	2022	2021	Basis of allocation
	£	£	£	£	
IT costs	1,976	-	1,976	697	Time on Activities
Insurance	869	-	869	869	Time on Activities
Bank charges	130	-	130	181	Time on Activities
Office related costs	1,886	-	1,886	1,070	Time on Activities
Independent Examiner’s fees	-	2,900	2,900	2,760	Governance
Legal and professional	-	-	-	63	Governance
Accountancy	-	2,026	2,026	1,584	Governance
	4,861	4,926	9,787	7,224	
Analysed between Charitable activities	4,861	4,926	9,787	7,224	

6. Independent examiner’s remuneration

The analysis of independent examiner’s remuneration is as follows:

Fees payable to the Charity’s independent examiner and associates	2022	2021
	£	£
Independent examination of the Charity’s annual accounts	2,900	2,760

7. Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the period, nor were any expenses reimbursed to them.

8. Employees

The average monthly number of employees during the period was:

	2022	2021
	Number	Number
	3	3
Employment costs		2021
		£
Wages and salaries	70,092	74,448
Social security costs	2,904	4,552
Other pension costs	951	932
	73,947	79,932

There were no employees who received remuneration over £60,000 per annum during the period. There were no employees whose annual remuneration was more than £60,000.

9. Debtors

Amounts falling due within one year:	2022	2021
	£	£
Prepayments and accrued income	-	2,748

10. Creditors

Amounts falling due within one year:	2022	2021
	£	£
Other taxation and social security	582	563
Other creditors	109	180
Accruals and deferred income	3,088	3,299
	3,779	4,042

11. Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 April 2022	Incoming resources	Resources expended	Balance at 31 March 2022
	£	£	£	£
Christie Foundation	197,382	-	(92,496)	104,886
CAST	-	7,224	(7,224)	-
	197,382	7,224	(99,720)	104,886

Christie Foundation
Purpose of the grant: to develop an online ‘Open Access’ platform to share good practice in perinatal peer support.

CAST
Project name: Catalyst and the National Lottery Community Fund COVID-19 Digital Response

Purpose of the grant: we worked with a digital partner to explore solutions to a common challenge experienced by 3 voluntary sector organisations: how to keep track of volunteer recruitment processes using digital, data and design.

12. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Fund balances at 31 March 2022 are represented by:						
Current assets/(liabilities)	92,001	104,886	196,887	861	197,633	198,494
	92,001	104,886	196,887	861	197,633	198,494

13. Related party transactions

Remuneration of key management personnel
The remuneration of key management personnel is as follows

	2022	2021
	£	£
Aggregate compensation	33,253	30,442



Parents1st UK

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