

2023

ANNUAL REPORT & FINANCIAL STATEMENTS



**PREGNANT
THEN SCREWED**

Reg charity number: 1188643

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LEGAL AND ADMINISTRATIVE INFORMATION

Charity Details

Chief Executive Officer	Joeli Brearley	
Charity Registration Number	1188643	
Board of Trustees	Sam Smethers (Chair) Beth Hazon Molly Rowan Kizzy Gardiner Akeela Ahmed Heather Taylor (Treasurer) Anneka Ruff Thomas Higham	(Appointed 26 Sept 2023) (Interim Chair up until 26 Sept 2023) (Appointed 26 Sept 2023) (Appointed 26 Sept 2023) (Resigned 26 September 2023)
Registered Name	The Motherhood Plan	
Other Known Name	Pregnant Then Screwed	
Principle Office Address	8 St. Aelreds Mews, York, North Yorkshire, YO31 ORW	
Accounts Preparation	Equilibrium Accountants Ltd 48 Goodramgate, York, YO1 7LF	
Banker	Lloyds Bank PLC25 Gresham Street, London, EC2V 7HN	

LEGAL AND ADMINISTRATIVE INFORMATION

Structure, Governance and Management

The Motherhood Plan is a Charitable Incorporated Organisation (CIO) governed by a memorandum and articles of association, which incorporated the organisation in December 2016, when the charity operated as a Community Interest Company (CIC). The Motherhood Plan converted to a CIO on 19th March 2020 and a new memorandum of association was drafted and agreed by the board of trustees as a result.

Trustees are recruited following a skills audit of Board members to ensure that the Board has the right mix of skills and experience. Trustees are enrolled onto the board for an initial period of two years and can be voted back in for another period of three years. There is an induction process in place to support new Trustees. The Board meets quarterly. A scheme of delegation is in place and day-to-day responsibility for ensuring the charity delivers on its aims and objectives is delegated to the Chief Executive.

The Trustees are responsible for staff pay, benefits and terms and conditions. Remuneration is reviewed annually. Salaries reflect the roles and responsibilities of each postholder. Salaries are set at an appropriate level to retain excellent staff, while also making a comparison with rates of pay in the charity sector for similar roles and size of charity. In addition to pay we also provide annual leave and pension contributions above the legal minimum.

Major risks are reviewed quarterly by the full Board. The Board monitors impact, probability, mitigations taken and identifies any additional action required.



LEGAL AND ADMINISTRATIVE INFORMATION

Public Benefit Statement, Vision and Mission

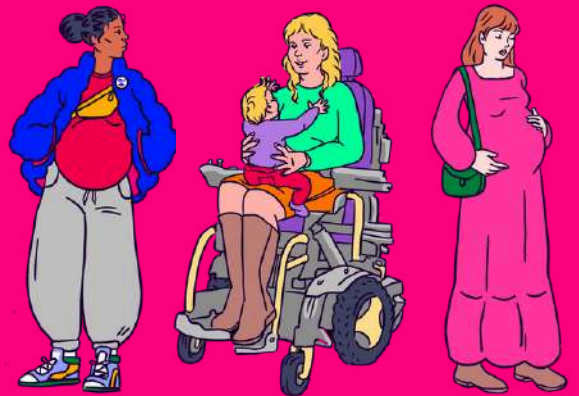


Public Benefit Statement

The Trustees confirm they have complied with their duty in section 4 of the 2011 Charities Act to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties.

Our Vision

A society where care is valued and in which pregnant women and mothers in all their diversity are enabled to fulfil their potential; creating a stronger, happier, better future for us all.



Our Mission

We are the voice of working mothers in the UK.

We have a strong and deep connection with our beneficiaries.

We provide world-class advice and support to mothers to help them improve their confidence and wellbeing, to give them the tools they need to challenge discrimination in the workplace, and to support them to find work that works for them.

We advocate for change and raise awareness of the specific challenges faced by working mothers. We challenge deeply entrenched stereotypes about the role of mothers in society.

We work with employers, politicians, women and men to make change happen.

We publish compelling research to educate, inform and lead the debate.

1) The promotion of equality and diversity for the public benefit by:

- a) The elimination of discrimination on the grounds of gender
- b) Advancing education and raising awareness in gender equality
- c) Conducting or commissioning research on equality and diversity issues and publishing the results to the public
- d) Cultivating a sentiment in favour of gender equality
- e) Obtaining redress for the victims of gender inequality
- f) International advocacy of gender equality
- g) Providing technical advice to government and others on gender equality
- h) Commenting on proposed gender equality legislation

2) The relief of financial hardship by the provision of free legal advice and assistance to persons who, through lack of means, would otherwise be unable to obtain such advice



LEGAL AND ADMINISTRATIVE INFORMATION

Our Principles

We want radical change	Constantly striving for an overhaul of the way we live and work - we don't believe small tweaks work. We will work with politicians, employers, collaborators and the public to achieve this.
We translate complexity and make it simple	Ensuring our beneficiaries understand complex legal language, policy, data, research and legislation that could impact them both positively and negatively
We believe in the power of hunches and will actively look for data to understand those hunches	Leaving ourselves room to be reactive to issues, opportunities and campaigns as they arise. We will then gather data to better understand whether that hunch is correct.
Create and nurture a deep and strong connection with our beneficiaries/ community	Not only supporting our beneficiaries but ensuring we include them in every element of our work. Ensuring PTS feels like a friend and confidant, and makes our beneficiaries feel as though they are part of the team.
To be the voice of working mothers we need to listen, always	Being willing to adapt and iterate based on feedback from our beneficiaries. We always listen no matter how uncomfortable it may be. We don't think we always know best!
We are not afraid to be provocative	Not being afraid to show our anger. We believe anger is a mechanism for change. We will, on occasion, campaign on and talk about the issues that others are too nervous to discuss.

LEGAL AND ADMINISTRATIVE INFORMATION

Our Staff Team

The Charity is managed on a day-to-day basis by our Chief Executive Officer, Joeli Brearley.

Due to an increase of funding and demand on our services, the team has grown from six full-time equivalents to 9 full-time equivalents by December 2023. Most staff work part-time, and all staff work flexibly.



Joeli Brearley
CEO



Faeza Vaid MBE
Director of Operations
(from Dec 23)



Analiese Doctrove
Head of Operations
(up until Nov 23)



Lauren Fabianski
Heads of Comms and
Campaigns



Roxanne Rustem
Head of Support Services
(from Dec 23)



Charlotte Stevens
Head of Development
(from Apr 23)



Carole Erskine
Head of Policy & Campaigns,
Scotland (from June 23)



Emily Broadbent
Support Services and Project
Manager



Osha Daley
Support Services and EDI
Manager



Sumaiya Gangat
Support Services Administrator
(from June 23)



Taryn Robinson
Community Engagement
Manager



Sophie Blyth
Communications Officer
(from Sept 23)



Franziska
McPherson
Executive Assistant
(from July 23)

Volunteers

We recognise that we simply could not achieve everything we do without our volunteers. We express our gratitude to each and every one of them. And to those other individuals and organisations who have donated their skills, expertise, time and platforms in support of our work.

Our support services were mainly delivered by our amazing team of over 140 volunteers. These are often women who have their own lived experience of pregnancy and maternity discrimination. To accommodate increased demand, our advice services trained 78 volunteers on everything from having constructive conversations, legal rights in relation to redundancy, disability rights and confidence. Training included:

- Disability Awareness training with Disability Rights UK
- Mock Tribunal training with Vista
- Identifying Vicarious Trauma with Dr Emma Svanberg
- Mental Health training with Mind

Members

Knowing the strong connection people have to our work and their desire to make a difference, in 2023 we launched a membership programme that could give our community greater influence over our advocacy, campaigning, strategy and access to some regular events. 391 members fed into the Pregnant Then Screwed Mumifesto for the next general election through our membership consultation.

In total, we welcomed almost 3,800 members, and look forward to developing our member offer.



2023 REFLECTIONS

... Message From Our Chair

Towards the end of 2023 I joined Pregnant Then Screwed as Chair. I had worked alongside PTS for a number of years and so was familiar with the work of the charity and was delighted to join such a dynamic and impactful organisation. As the former CEO of the Fawcett Society, a sister charity to PTS, I had long campaigned on many of the issues that PTS also campaigns on.

What is striking is that everyone at PTS is fully committed and focused on the mission of the organisation. They regularly go above and beyond, and it shows in the impact that PTS has in the world and the change we are driving.

As a board, we work to support our brilliant staff team who are so energetically led by Joeli and we recognise that we are fortunate to have such a talented, dedicated team. As Chair, I lead a small, dedicated team of trustees, and I want to thank each and every one of them for the time and commitment they have given over the past year and all they continue to do to ensure that PTS has the governance that it needs.

Working in the voluntary sector, and in particular, working in the women's sector, you learn that you cannot drive change alone. You are always standing on the shoulders of those who have gone before you and you are stronger when you collaborate with those who share your goals and when you broaden, diversify and grow that community of allies.

So I want to thank our partners, particularly those in the Childcare Coalition who have worked to drive towards our shared goal of transforming our childcare infrastructure. I also want to thank all our funders. Without their support we would simply be unable to deliver our services and campaigns. I want to say a particular thank you to our members, who form such a vital part of our campaigning community. This provides much needed unrestricted funds for our campaigning and our advice services. Finally I want to thank our many volunteers who have contributed their time and expertise so generously to ensure that those experiencing pregnancy discrimination get the help and support they need.



2023 REFLECTIONS

Message From Our Chair

Despite all that we have achieved this year, there is still so much more to do. We need to improve the reach of our services and the diversity of our service beneficiaries and ensure we are helping all those who need advice and support. We want to see a transformed, sustainable childcare sector providing consistently high quality, flexible and affordable childcare. We want to see dads benefiting from more generous paternity leave and we want to see improved maternity pay in the UK, which is still amongst the lowest in Europe. And of course we also want to see an end to pregnancy discrimination at work.

At PTS we are a lean, low cost, high impact charity. I believe strongly in the power of small groups of people who come together to drive big change by inspiring and persuading others. As Margaret Mead said:

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”



Sam Smethers

CHAIR, PREGNANT THEN SCREWED



2023 REFLECTIONS

Message From Our CEO

If anyone expected 2023 to be a quieter year, they would have been sorely disappointed. As the cost of living crisis bedded in for families, and political parties began to battle it out in preparation for a general election in 2024, parents across the country were clinging to the hope that things, surely, could only get better. It was the year the political landscape stabilised somewhat as Rishi Sunak became Prime Minister, attempting to steady the ship, following Liz Truss and the disastrous budget of September 2022.

Childcare costs continued to rise as inflation soared to a whopping 6.5% in March bringing with it higher food bills, extortionate energy costs and mortgage rises. It was painfully evident that the majority of families were struggling under the strain, digging themselves into more and more debt and forgoing heating, food or clothing to get by. As retailers put anti theft alarms on tins of formula milk, calls to our support services, and messages to us on social media spiralled with parents desperately looking for something hopeful to cling to.

Thankfully, in March, that hope came in the form of a rather radical budget announcement from the Chancellor. Finally, a commitment to childcare investment to the tune of £5.2 billion. In the months and years proceeding, we had worked our absolute socks off to ensure childcare was a Government priority - from "March of the Mummies," to 47,000 members of our community signing a letter delivered to The Prime Minister, Rishi Sunak, demanding reform and investment; to our collaboration with Saatchi & Saatchi who delivered a pro bono campaign for us called a Cry for Help, which secured billboard coverage in prime retail space; to our data which generated hundreds of items of press and media coverage from Good Morning Britain to ITV and BBC News.



Now I am in no way positing that our campaigning was the only reason there was this sudden and unexpected investment in childcare. Many other brilliant organisations were also pushing for change. But it was pretty telling that the very moment the Chancellor finished his speech, I was invited into Parliament to meet with the Secretary of State for Education, Gillian Keegan; the Minister for Children, Families and the Economy Claire Coutinho, and the most senior civil servant in charge of this work. They sat in a meeting with me for an hour whilst their phones rang off the hook with journalists wanting the inside scoop on the new investment plan. So, all I am saying sisters, is campaigning WORKS. A massive thank you to everyone who marched, signed petitions and letters, sent messages to their MP, filled in surveys, acted as a case study. Of course the scheme itself is far from perfect and providers have serious reservations about how this will impact their business, with research from the Early Education and Childcare Coalition finding that 50,000 more childcare professionals would be required to effectively deliver the offer.

2023 REFLECTIONS

Message From Our CEO 2/5

Of course the new benefit didn't come without drawbacks. The Government increased work sanctions for those on Universal Credit saying they must work 30 hours a week or risk losing access to any childcare funding. This left many parents, particularly single parents, in an impossible situation. Ultimately, this policy will increase poverty, rather than increasing work. The Government also increased ratios so that one childcare professional can now look after five 2-year olds - something we had vigorously campaigned against.

Prior to this investment being announced, a campaign we ran in collaboration with Stella Creasy MP ensured childcare is classed as infrastructure by the Government. 10,000 members of our community emailed their MP to add childcare to the infrastructure levy so that councils can use levy funds to ensure there is enough childcare provision when new developments are being considered. Simply hearing MPs debate whether childcare is infrastructure felt like a massive win.

There was further good news for childcare as Labour announced they would commission an independent review. Sir David Bell would lead on this review which would look at the system holistically and make recommendations for change. We were requested to provide our evaluation and insight and we look forward to the conclusions of this work next year.

The budget announcement was made just before International Women's Day - always our busiest period at Pregnant Then Screwed; not least because it is our anniversary, and in 2023 we celebrated 8 years of Pregnant Then Screwed. Knowing the strong connection people have to our work we decided to launch a membership programme which would give our community greater influence over our strategy and access to some regular events. The launch was an astounding success with over 3,000 members signing up in just 48 hours, offering us greater opportunity for advocacy and insight, whilst generating a healthy new income stream for the organisation.

Paternity leave has always been a key focus for us. In the words of David Lammy MP: "We need to change a culture that keeps fathers at work and mothers at home. Let's start by fixing paternity leave." But, unfortunately, solid evidence that increasing paternity leave has economic benefits, didn't exist. We therefore commenced a project with The Centre for Progressive Policy to interrogate the outcomes in other countries that offer such a benefit. The resulting report shows that increasing paternity leave to 6 weeks and paying it at 90% of salary closes the gender pay gap by 4%; whilst increasing the economic participation of women.

Meanwhile, a YouGov poll we commissioned uncovered that just 18% of Brits think 2 weeks paternity leave is enough. The report, *Leave in the Lurch*, garnered a huge amount of press and media coverage including BBC News and the Guardian and it was raised in Parliament 5 times. Off the back of this report, the Liberal Democrats adopted our campaign, including a commitment to 6 weeks paternity leave paid at 90% of salary in their manifesto for the general election. We enjoyed staging a stunt at the Labour Party conference where we strapped baby dolls to the iron man statues on Crosby beach and played the sound of a baby crying with posters stating that father's want to spend more time with their children.

2023 REFLECTIONS

Message From Our CEO 3/5

In addition to pushing for increased, ring-fenced paternity leave, we also campaigned for increased parental leave pay, with our research finding that 14% of new mothers take less than 3 months of maternity leave as they can't afford to take longer. This story was covered in the press and media, including a significant segment on BBC News. After we asked people to write to their MP about this issue, the Government agreed to uprate parental leave pay in line with inflation. We also published a report looking at the £50k parent penalty which found that if your household income is under £50k then you are statistically more likely to leave your job when you have children. Indeed, 1 in 5 have no choice but to quit work due to childcare costs, whilst over three quarters have had to reduce their working hours.

Our attention then turned to the Brexit Bill which was being rushed through Parliament. Four thousand laws that were tied to the EU would be scrapped by the end of 2023 without Parliamentary scrutiny as to which laws would be kept. This had the potential to be a disaster for mothers with many employment rights in jeopardy. We asked our community to write to their MP and 72,000 of you did! Triggering a Tory rebellion against the Bill and ultimately the deadline was ditched.

We were really thrilled to finally launch our Scotland arm, aptly called Pregnant Then Screwed Scotland, which has been established to campaign for a better childcare and early learning system in Scotland. Our new Head of Policy and Campaigns for Scotland - Carole Erskin, previously a journalist for the BBC, brings with her a wealth of knowledge and connections which we are really looking forward to seeing in action over the coming years. We launched our Scotland instagram page which gained over 3,000 followers in a week and published our first piece of research looking at early learning and childcare costs and the impact on Scottish parents. The research was raised at First Minister's Questions by two MSPs on 26th October 2023 with the organisation named by both the First Minister and the deputy leader of the Scottish Conservatives, Meghan Gallacher MSP.

In April we launched some of our research on discrimination in the workplace as a result of fertility treatment or pregnancy loss. Our research found that fewer than half of women told their employer they were going through fertility treatment; of those who did inform their employer, a quarter received no support, whilst a quarter said they encountered discrimination. The research was covered on BBC Breakfast and ITV news and it was used to launch our new accreditation scheme for employers in partnership with Best Beginnings. Ten SME's have completed a training programme to better understand how they can support women undergoing fertility treatment or experiencing pregnancy loss. Forty more are expected to complete the training in 2024. We are confident this programme will start to change workplaces from the inside.

Further insights from our State of the Nation report 2023 found that 1 in 61 bosses insinuated their pregnant employee should have an abortion. 64% of pregnant women said their boss or colleague made hurtful comments about their appearance. And 90% of breastfeeding mothers had to pump milk in the toilet or another unsuitable place. It never fails to astound me how shockingly bad some employers can be to pregnant women and new mothers. After we asked our community for examples of a time when their employer had treated them unfavourably when they announced their pregnancy, one woman told us her boss had responded saying: "You want to get a coat hanger for that baby if your serious about your career."

2023 REFLECTIONS

Message From Our CEO 4/5

One of our highlights from 2023 had to be when we received an invitation from The Office of the President of the United States of America to consult on childcare reform and political campaigning in America. At first I thought the message was spam and almost deleted it. Our Head of Comms and Campaigns, Lauren Fabianski attended the meeting at the American Embassy and had the privilege of meeting the American Ambassador and the team who work directly for the President to share our insights. Later in the year, I was invited to meet with Hilary Clinton and former Prime Minister of Australia, Julia Gilliard, to discuss our work. What a time to be alive!

These weren't the only Americans who made us smile in 2023, as Claudia Goldin, an economic historian and labour economist, secured the prestigious Nobel prize for economics for her work on the motherhood penalty. Goldin's works posits that the majority of the gender wage gap is caused by a working world, and societal infrastructure, that erects unnecessary barriers for women who want to have children and a career. One of the central findings of Goldin's research is that differences in pay and labour force participation are not due to biological differences but to differences in the division of unpaid caregiving responsibilities between heterosexual couples. She argues that workplace solutions like generous parental leave, on-site childcare, and flexible work arrangements can mitigate caregiving disparities and enhance work-life balance. We couldn't agree with you more, Claudia! And congratulations on being only the third woman to win this prize. Alongside this research, a Government study found that women's private pensions are worth 35% less than men's in Great Britain. No prizes for guessing why women have less money in their pension pot and why so many more women than men live in poverty in their old age.

In good news, flexible working and redundancy protection laws moved a step closer to becoming a reality after many of us campaigned hard for these changes over a number of years. A bill, lead by Yasmin Quereshi MP, to give people a legal right to request flexible working from the first day of employment; and a bill, lead by Dan Jarvis MP, to extend enhanced redundancy protections to those who are pregnant and those returning from parental leave, was laid before Parliament in November, due to become law in April 2024. We had been very concerned the Bills wouldn't make their way through Parliament before the general election so this moment was a huge relief for many of us who had worked so hard to change the law. We were delighted to give evidence to the Business, Trade and Industrial Strategy Committee on why the laws don't go far enough. And we were particularly pleased to see the positive press coverage about flexible working in response to this law change, particularly in light of many employers suddenly changing their stance on home working, dragging their staff back to the office, causing huge challenges for parents, particularly mothers.

Speaking of flexible working, we were so relieved that Melissa Glover won her appeal against Lacoste. A case we supported and helped to secure funding for. Melissa was refused flexible working by her employer, with Lacoste stating that all managers have to work full time, or if they work fewer days, then they have to be fully flexible - which is impossible if you have childcare responsibilities. Melissa lost her original case on the grounds that she wasn't working when she submitted her flexible working request as she was on maternity leave, and therefore she wasn't disadvantaged by the decision. Devastated and broken, Melissa scooped herself off the floor and decided to appeal the ruling. She knew that if she didn't appeal then other women may be penalised for making flexible working requests whilst on maternity leave - which is when many women make such a request. A big thank you to the Equality and Human Rights Commission (EHRC), and her legal team at Ronald Fletcher Baker LLP, including her barrister Gus Baker.

2023 REFLECTIONS

Message From Our CEO 5/5

And speaking of tribunals, our first ever campaign - to extend the time limit to raise a tribunal claim from 3 months to at least 6 months - finally gained support from the Labour Party and the Liberal Democrats, as both parties committed to the extension should they form the next Government. Annaliese Dodds MP announced this pledge at our fringe event at the Labour Party conference.

As the Covid inquiry progressed, we were alerted to some enormously unedifying evidence from senior civil servant, Helen McNamara, who stated that more thought was given to fishing and shooting policy than the welfare of children and pregnant women during the pandemic. Former prime minister, Boris Johnson, also stated that: "the gender balance of my team should have been better. Sometimes during the pandemic, too many meetings were too male dominated." Both statements, though hard to hear, made us feel somewhat vindicated. Finally someone on the inside confirmed what we had known all along - they forgot about women, because those who made the decisions were men. Our pandemic campaigns, which included vaccines for pregnant women, birth partners being allowed on maternity units and better support for mothers who scooped up the lion's share of the childcare when the schools closed; had always felt like they were hitting a brick wall and now we know why. The good news is that our video, produced by Millroad Creative, which looked at what happened to pregnant women during the pandemic, won the people's choice awards at the Smiley Charity Film Awards.

And that wasn't our only award last year, we cleaned up at the Third Sector awards winning every award we entered including: Small Charity of the Year, Small Charity Big Achiever, and Communications Campaign of the Year. At the PR UK Awards we won Best Social Purpose Campaign for March of the Mummies and at The Campaign UK Awards we won Best Creative Idea for a New Brand.

We were sad to say goodbye our Head of Operations, Analiese Doctrove, who has been a core part of the organisation's growth and development over the last 2.5 years and a good friend to everyone at PTS. We all had a little cry and a leaving do which consisted of tufting and axe throwing. A perfect end to a successful tenure.

We were delighted to welcome a number of new members to the team, including Faeza Vaid MBE as our new Director of Operations; Roxi Rustem as Head of Support Services; Franziska Mcpherson as our new Executive Administrator; and Sophie Blyth as our new Communications Officer.

Joeli Brearley
CEO, PREGNANT THEN SCREWED



ABOUT PTS

The Problem

According to the 2016 Equality and Human Rights Commission ([EHRC report](#)), around one in nine mothers (11%) felt they had to leave their job (if scaled up to the general population this could mean as many as 54,000 mothers a year) simply for getting pregnant. That's a woman every 10 minutes in the UK. One in nine pregnant women lose their job, for getting pregnant. In addition, 390,000 new working mums (that's 77% of them) experience negative and potentially discriminatory treatment at work each year. These numbers almost doubled in a decade (from 2006 - 2016). Far from improving, the situation for working mums is rapidly deteriorating.

Pregnant women and new mums have limited access to justice, demonstrated by the fact that fewer than 1% of those who experience discrimination raise a tribunal claim. Discrimination has a negative impact on a woman's confidence, mental health and earning potential and it is a direct contributor to the gender pay gap. In addition to pregnancy and maternity discrimination, women encounter a multitude of barriers when trying to have children and a career including being reliant on one of the world's most expensive, dysfunctional childcare systems, a lack of access to good quality flexible working, and a parental leave system that entrenches gender inequality from the outset. We know that by the time a woman's first child is 12 years old, her hourly pay rate is 33% less than a man's.

Child poverty is rising, in part due to the significant barriers mothers encounter when trying to have children and earn a living. Children are not poor by themselves, they are poor because their mothers are poor. There is little point in Ministers stating that the only way out of poverty is work when many mothers cannot afford to work and experience discrimination at every turn. Pregnant Then Screwed exists to remove these barriers whilst supporting mothers who experience discrimination and disadvantage.



My employer told me 6 months post maternity leave, and after having flexible working of 4 days a week approved, to 'work 5 days a week or resign'. Completely shocked and feeling anxious and worried about choosing between my job and my family life, Pregnant Then Screwed offered me practical advice and guidance. As well as being suitably outraged on my behalf! I'm so grateful this service exists, it made me realise how easy it is to discriminate against new mothers in the workplace.

-Advice line service user



2023 Highlights



We surveyed 36,844
pregnant women and mothers about
childcare, parental leave, flexible working
and workplace discrimination.



365,685

followers on social media
(Instagram including Scotland, Facebook, Twitter, and
Linkedin) This is a year on year increase of 27%

We launched
PTS Scotland



The new Instagram page gained over
3,000 new followers within a week.



We secured
2,870 items of
press & media coverage

on the issues we campaign on, including
coverage on every major news channel
and in every major broadsheet and tabloid

Our work was mentioned in Parliament

29 times

76,785

People emailed their MP with our
template letter, meaning we were
successful in our campaign to scrap
The Sunset Clause of The Retained EU
Law Bill

8,947

support interventions provided by
PTS

(78% increase from the previous year)

- 74,811 people attended our online clinics, which offered information, advice and support on everything from legal rights at work, to mental health support advice
- The advice pages on our website were accessed 38,232 times



We successfully campaigned for a significant
investment in childcare which resulted in

£4.1bn

being promised by the Chancellor in the Spring budget



We delivered workshops, training or talks to

302 employers




about the motherhood penalty and how to make their
workplace the best it can be for working parents


ABOUT PTS

Our Core Activities


PTS was founded and is managed by women with lived experience of pregnancy and maternity discrimination. We run free specialist educational programmes and support services for women from the point that discrimination occurs, right the way through to a successful outcome. We campaign for changes to legislation and to workplaces that would end the motherhood penalty. We are an agile, grassroots organisation that reaches women across the UK.




Free HR advice line giving women and parents advice on questions related to parenthood and work, including: making a flexible working request, dependants leave, parental leave and pay, and support with discrimination.




An email advice service that offers an online alternative for our advice line.




A legal referral service providing women with one hour pro-bono legal advice in cases of pregnancy and maternity discrimination.




A tribunal mentor programme which supports those who experience pregnancy or maternity discrimination to take legal action against their employer.




Referrals to a mental health support service for those who experience pregnancy or maternity discrimination.




Events which help mothers and pregnant women rebuild confidence and find work that works for them.



Campaigning for changes to legislation which reduce the gender pay gap and improve workplace equality for pregnant women and mothers.



Changing public attitudes through traditional and social media.



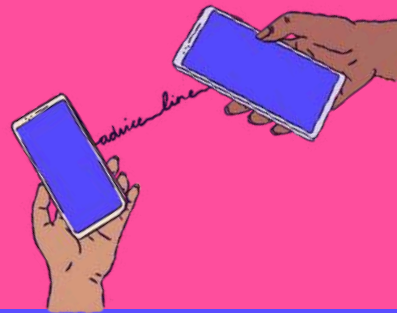
Developing research on issues related to the motherhood penalty - including data collection and case study documentation

2023 Support Services Highlights

In total, we reached 83,758 people, with free information, advice and support on everything from legal rights at work, to benefits, to mental health support- an increase of 25% from 2022.

We provided **8,947** support interventions (a 78% increase from the previous year). This includes advice line calls, advice line emails, individual mentoring, individual coaching, specific benefits advice, and focussed mental health support:

- 93% said it improved their wellbeing
- 92% said it improved their confidence
- 91% said it improved their knowledge
- 66% said we improved/will improve their financial outcome
- 18% are from the Global majority (1,537 women)
- 8% have a disability
- 10% earn under £19k (854 women)
- 25% earn under £29k (2,134 women)



74,811 people



attended our online clinics, which offered information, advice and support on everything from legal rights at work, to mental health support advice.

826 referrals were made to receive legal advice, of which 399 individuals received legal support. 45 women were supported to take legal action against their employer through our Mentor Scheme.

Through these referrals, we helped women who experienced pregnancy, maternity or sex discrimination secure over £1.4 million for women who used our services.



We trained 78 volunteers on everything from having constructive conversations, legal rights in relation to redundancy, disability rights and confidence. This increased our total volunteer numbers to 140.

The advice pages on our website were accessed



38,232 times

We secured support from the EHRC to fund an appeal for Melissa Glover in her case against Lacoste. Melissa won her case.



We supported a high profile maternity discrimination case against the BBC.

OUR SUPPORT SERVICES


An Overview

There has been a huge increase in demand for our support services following March of the Mummies in 2022, with incoming calls to our HR Advice Line increasing by over 80% from 5,787 in 2022, to 10,466 in 2023. While this increase in demand demonstrates how needed our services are, it also brings some operational challenges as we are stretched to meet this need. In 2023 our volunteers were able to answer or call back 54% of incoming calls, compared to 78% in 2022.

We have piloted a number of new services this year to try and accommodate this increased demand, and to diversify the support we can offer. Our Email Advice Service offers an accessible alternative to our phone line and has responded to 2371 advice requests. Our volunteer coach offers free one-hour sessions to mothers and parents who have lost confidence through their experiences of parenting or parental discrimination. And our volunteer benefits advisor supported 128 women looking for financial advice and guidance.

We also hosted four online clinics with our partners from Working Families and Gingerbread, covering benefits advice and questions on parental, pregnancy and maternity rights at work. These free online clinics are available through our Instagram channel, and were viewed 74,811 times in the year.

Our focus for the year ahead will be on evaluating and learning from these pilot programmes, gathering feedback from our service users and volunteers, and refining our services to increase our volunteer capacity, offer more consistency and gain a deeper understanding of the long-term impact of our support services.



You never think you need these services. Until you do.
And thank goodness you exist. You, all of you, are
amazing and I honestly don't know where I would be
without PTS. Thank you.

-Advice line service user

OUR SUPPORT SERVICES

The Year in Numbers

	2023	2022	2021
Advice line calls	6346	4462	3452
Legal Advice Received following Referral	399	511	803
Mentor Programme	45	55	51
Email Advice	2371		
Benefits Advice	128		
Career Coaching	49		
Referrals to Mental Health Support	8		
Total	9346	5,028	4,306



OUR SUPPORT SERVICES

The Difference We Make

This year we introduced a new text survey system to our HR Advice Line, that allows us to gather feedback from callers directly after their call. This survey has formed part of our monitoring, evaluation and learning development, and allows us to measure the short-term outcomes of calls as well as giving us direct feedback to support volunteers. Looking ahead, we will continue to develop and evolve our MEL processes, focussing on longer term outcomes and gathering more qualitative data across all of our services.

In 2023:

- 93% said it improved their wellbeing
- 92% said it improved their confidence
- 91% said it improved their knowledge
- 66% said we improved or will improve their financial outcome.



I was overlooked for a promotion whilst on maternity leave despite being more experienced and better qualified than those who were promoted. When I gave my employer the chance to rectify overlooking me, rather than course correct, they told me that I'd receive the promotion if and when I return from maternity leave, effectively holding me at ransom. The PTS advice line reassured me that my suspicions of discrimination were founded, and the legal counsel gave me a clear course of direction for what to do next. As the trust was broken, I left my employer, received a sizeable settlement agreement and have changed their working practices as a result. Thrilled with the outcome, thanks to PTS.

-Advice line service user



2023 Research and Campaigns Highlights

We secured a manifesto commitment from the Lib Dems that they will increase paternity leave to 6 weeks at 90% of salary and they will increase maternity pay to the living wage



We secured a commitment from the Labour Party that they will extend the time limit to raise a tribunal claim from 3 months to 6 months should they form the next Government. This is our longest running campaign

We worked with three MPs on private members bills which received royal assent:

- Yasmin Quereshi MP with The Employment Relations (Flexible Working) Act 2023.
- Dan Jarvis MP and his team on the Protection from Redundancy (Pregnancy and Family Leave) Act 2023.
- Stewart McDonald MP and his team on The Neonatal Care (Leave and Pay) Act 2023.

We launched our first national billboard and Spotify advertising campaign "A Cry For Help" in collaboration with Saatchi & Saatchi

76,785

People emailed their MP with our template letter, meaning we were successful in our campaign to scrap The Sunset Clause of The Retained EU Law Bill

We successfully campaigned for a significant investment in childcare which resulted in £4.1bn being promised by the Chancellor in the Spring budget.

After 5 years of campaigning on this issue, including meetings with Ministers, petitions, letters, a large protest (attended by 15k parents), contributing to Government inquiries and a guerilla marketing campaign, we finally saw a commitment to reduce the cost of childcare. The Secretary of State for Education and the Chancellor thanked our organisation personally for our work on raising this issue and we were quoted in the Treasury's press release when the funding was announced.

We surveyed 36,844

pregnant women and mothers about childcare, parental leave, flexible working and workplace discrimination.



We contributed to 6 Government consultations



Our work was mentioned in Parliament
29 times



Research Report

On the 15th June 2023 a new collaborative report "Leave in the lurch: Paternity leave, gender equality and the UK economy" was launched by The Centre for Progressive Policy (CPP), Pregnant Then Screwed and Women in Data®.

The research explored the economic and health impacts of extending the statutory entitlement to paternity leave and pay, including its impacts on gender equality in the labour market. It found that by increasing paid paternity leave to six weeks it could reduce the gender pay gap and help to equalise men and women's participation in the labour market, with analysis suggesting that closing gender employment gaps could increase economic output by £23 billion (approximately 1% of GDP).

The report secured significant media coverage and was mentioned in Parliament 5 times.

Surveys

In 2023 the following surveys were commissioned:

- The 50k parent penalty
- Parents not supporting increases to ratios in nurseries
- Bosses insinuating their employee should have an abortion
- Fertility treatment and work
- Paternity leave and the economy
- Three quarters of mothers saying it doesn't pay for them to work after childcare costs
- Parental leave pay causing serious financial hardship for families

Notable findings include:

- 1 in 5 parents in households earning less than £50k are leaving the workforce due to the cost of childcare.
- 98% of parents do not support the government's decision to increase ratios in nurseries.
- 1 in every 61 pregnant women say their boss suggested they terminate their pregnancy.
- 1 in 4 women are unfairly treated at work after telling their boss that they are undergoing fertility treatment.
- Just 1 in 4 mothers able to take their full maternity leave entitlement with the majority of mothers who are cutting their maternity leave short doing so due to financial hardship
- Just 18% of Brits think 2 weeks paternity leave or less is enough

Full breakdowns of the above research, surveys and supplementary analysis is available to view on our website.



Campaigns & Advocacy

- Government uprated maternity and paternity pay inline with inflation after we asked people to write to their MP about the issue.
- Government finally agreed to pay childcare costs for those on Universal Credit upfront.
- Labour committed to increasing the time limit to raise a tribunal claim from 3 months to 6 months.
- Labour committed to extending the time limit to raise a tribunal claim at our fringe event. This is Pregnant Then Screwed's longest-running campaign.
- Labour committed to a review of childcare.
- Our campaign to scrap The Sunset Clause of The Retained EU Law Bill was successful. 76,785 people emailed their MP with our template letter.
- We supported the work of Single Parent Rights, encouraging over 10,000 people to respond to a petition asking the Government to scrap new work sanctions for those on Universal Credit. Sadly, the campaign was unsuccessful, but the Government was forced to respond.
- We launched a Labour party conference stunt to highlight our paternity leave campaign.
- We delivered a letter to the Prime Minister signed by 43k parents demanding an investment in childcare at the Spring budget.
- We launched a national billboard, radio, and guerrilla marketing campaign for childcare investment ahead of the Spring Statement in collaboration with Saatchi & Saatchi.



Policy Influencing

- Pregnant Then Screwed was mentioned in Parliament 29 times.
- The research report on paternity leave was mentioned in Parliament 5 times.
- We were asked to supply a quote for the Treasury's press release on the £5.2bn childcare investment.
- We interviewed the Minister for Children, Families, and Wellbeing on our Instagram page.
- We submitted evidence to the Labour Party's expert review on early years childcare led by Sir David Bell.
- We supported Yasmin Quereshi MP with The Employment Relations (Flexible Working) Act 2023, which received Royal Assent.
- We worked with Dan Jarvis MP and his team on the Protection from Redundancy (Pregnancy and Family Leave) Act 2023, which has now received Royal Assent.
- We worked with Stewart McDonald MP and his team on The Neonatal Care (Leave and Pay) Act 2023, which received Royal Assent.
- We contributed to the Labour Party's Gender Pay Gap Review led by Francis O'Grady. Our team attended a roundtable with Labour MPs to discuss policies that would reduce the GPG.
- We submitted recommendations to the Labour Party National Policy Forum.
- We sat on the Government's pregnancy and maternity discrimination task force and scrutinised new health and safety guidance which has now been published by the HSE.
- We met with the Alliance Party of Northern Ireland to advise on childcare.
- We worked closely with the Women's Budget Group to help form the Early Years and Childcare Coalition and are now on their steering committee.



RESEARCH AND CAMPAIGNS

Consultations and Evidence Submission

Consultations & Evidence Submission

- We gave oral evidence to the Education Select Committee on childcare and early years education.
- We gave oral evidence to Parliament on flexible working and maternity discrimination.
- We participated in 6 Government consultations:
- The Early Years Foundation Stage (EYFS): regulatory changes consultation (written).
- The Scottish Social Justice and Social Security Committee on child poverty and parental employment consultation (written).
- The Department for Business and Trade: Non-statutory flexible working consultation (written).
- The Charity Commission: charity use of social media consultation (written).
- The Education Select Committee consultation on childcare affordability (written).
- The London Assembly Economy Committee: childcare consultation (oral).
- We contributed to the Legal Services Board's call for evidence on NDAs and encouraged the community to respond.

Events

- We delivered fringe events at the Labour, SNP, and Lib Dem party conferences.
- The Lib Dems voted to adopt our parental leave and childcare policies at their party conference.
- We spoke at events hosted by complementary and partner organizations, including:
- The Fawcett Society AGM.
- The Fatherhood Institute & Maternity Action webinar on paternity leave.
- MotheRed panel at the Labour Party Conference.
- Save The Children parliamentary event on childcare.
- Women in The Workplace HR Conference.
- Women of The World Festivals (WOW) in London and Leeds on childcare.
- Glastonbury on campaigning.
- Gingerbread and Working Families co-hosted Instagram Lives with us.
- We gave a talk in the House of Lords on International Women's Day.



RESEARCH AND CAMPAIGNS

Recognition and International Engagement

Recognition

- We attended No 11 to meet with the Chancellor as a celebration of the £5.2bn childcare investment.
- We attended a one-to-one meeting with the Minister for Education and the Minister for Children directly after the budget announcement to discuss the childcare investment.
- We were selected for Global Counsel's Pro Bono Partnership Programme.

Awards

We have won several awards in 2023, including:

- Small Charity of The Year, Small Charity Big Achiever, and Comms Campaign of The Year at the Third Sector Awards
- Best Social Purpose Campaign at the PR Week Awards
- The People's Choice Award at the Smiley Charity Film Awards
- Best Idea For a New Brand at the Campaign Big Awards for our campaign "A Cry for Help" by Saatchi & Saatchi

International Engagement

- The Office of the President of the United States of America asked us to consult on childcare reform and political campaigning in America.
- We were invited by the US Embassy to a dinner with Hillary Clinton and separately to their screening of the Barbie film.
- We contributed to King's College and the Global Institute for Women's Leadership Essays on Equality, edited by Julia Gillard.



2023 Press, Awards and Social Media Highlights

We secured 2,870 items of press and media coverage

on the issues we campaign on, including coverage on every major news channel and in every major broadsheet and tabloid. Including BBC News, ITV News, Channel 4 News, Channel 5 News, Sky News, STV, GB News, LBC, The Guardian, The Financial Times, The Telegraph, The Times, The Independent, The Daily Mail, The Sun, The Mirror, Metro, The National, The Big Issue, Evening Standard, The New Statesman, Politico, House Magazine, Grazia, Stylist, Glamour and Women's Hour



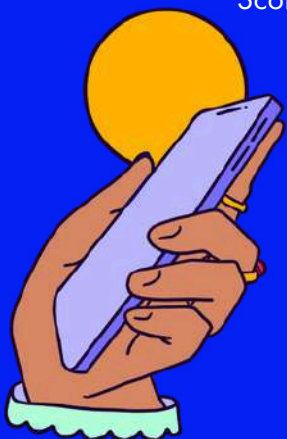
We won multiple industry awards including:



- Small Charity of The Year, Small Charity Big Achiever
- Comms Campaign of The Year at the Third Sector Awards
- Best Social Purpose Campaign at the PR Week Awards
- The People's Choice Award at the Smiley Charity Film Awards
- Best Idea For a New Brand at the Campaign Big Awards

We launched our Pregnant Then Screwed Scotland Instagram page on 30th October 2023 and gained

over 3,000 followers within a week.



365,685

followers on social media (Instagram including Scotland, Facebook, Twitter, and LinkedIn)

This is a year on year increase of 27%

PRESS AND SOCIAL MEDIA

Press Coverage and Awards

Press

We secured 2,870 items of press and media coverage on the issues we campaign on, including coverage on every major news channel and in every major broadsheet and tabloid.

Including BBC News, ITV News, Channel 4 News, Channel 5 News, Sky News, STV, GB News, LBC, The Guardian, The Financial Times, The Telegraph, The Times, The Independent, The Daily Mail, The Sun, The Mirror, Metro, The National, The Big Issue, Evening Standard, The New Statesman, Politico, House Magazine, Grazia, Stylist, Glamour and Women's Hour

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- Best Idea For a New Brand at the Campaign Big Awards for our campaign "A Cry for Help" by Saatchi & Saatchi



PRESS AND SOCIAL MEDIA

Awards and Social Media

Social Media

Summary of 2023 social media:

We grew to 365,685 followers on social media (Instagram including Scotland, Facebook, Twitter, and LinkedIn) this is a year on year increase of 27%.

PTS Instagram	@pregnant_then_screwed	258,391 *
PTS Scotland Instagram	@pregnant_then_screwed_scotland	4,053 *
Facebook	@maternitydiscrimination	50,340 *
Twitter/X	@PregnantScrewed	-
LinkedIn	Pregnant Then Screwed	22,958 *

* as of the 31st December 2023.



Pregnant Then Screwed offers a range of training and talks to employers to help them improve their workplace for parents.

As part of our Best Beginnings programme in 2023 we:

- Surveyed 548 CEOs and HR managers about workplace policies on infertility, pregnancy loss and flexible working.
- Secured an op-ed in HR Magazine about this research.
- Held an information event for HR managers with 300 in attendance.
- Launched our pilot accreditation programme with 20 SME's participating.

Here is some feedback we have received from training attendees:



"The training helped us realise the need for a clear, personalised communication strategy for those on parental leave. To address this, we are developing a system that will allow employees to specify their preferred level of engagement and updates during their leave. This initiative aims to ensure all employees feel included and supported, particularly during sensitive times such as fertility challenges or pregnancy loss, fostering a more inclusive workplace culture"

"The PDFs are particularly useful and will be used as a reference point for future conversations. I especially appreciate the ones that gave practical advice on having these tough conversations"

"I've got 2 kids and gone through pregnancy with my wife. But what the training did was connect my firsthand experience and the legal side with this practical side. And the types of things you have to think about [when supporting a colleague]"

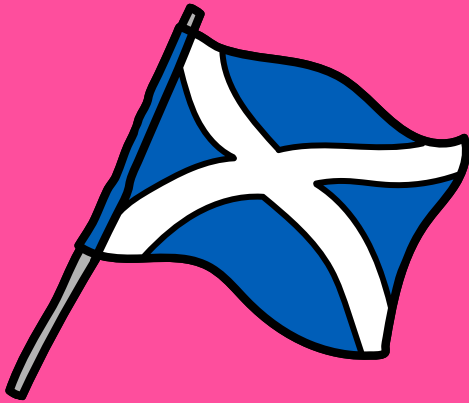
-Training Attendee Feedback



2023 PTS Scotland Highlights

We have signed up to Oxfam Scotland's 'A Scotland That Cares' Campaign, 'The Case for Fair Tax Reform in Scotland' and One Parent Family's 'End Young Parent Poverty' campaign.

We hosted a fringe event at the SNP conference in Aberdeen in October 2023 with the Children's Minister, Natalie Don MSP, as part of the panel discussion.



PTS joined the advisory group on the child maintenance research project being led by One Parent Family Scotland, Fife Gingerbread and IPPR Scotland. This will meet for the first time in January 2024.

We launched PTS Scotland



The new Instagram page gained over **3,000** new followers within a week.

Our survey on childcare costs and impact on parents in Scotland was raised at First Minister's Questions by two MSPs on 26th October 2023, with the organisation being named by both the First Minister and the deputy leader of the Scottish Conservatives, Meghan Gallacher MSP.

Our survey results were used by BBC Scotland's The Nine programme and STV's Scotland Tonight programme as part of a discussion around childcare with Carole appearing as a guest on both TV programmes to discuss the issue.



Ahead of the Scottish Government's Programme for Government in September 2023, Carole appeared on BBC Radio Scotland to discuss childcare and contributed to an online article.

Until June 2022 all of our campaigning work was based at Westminster, with childcare in England being where our policy work was focussed. However, the childcare system in Scotland is in crisis. And several key audiences remain disengaged from the issue of more equitable childcare. So to achieve real change, we wanted to create enough public support for transformative change at policy level.

After securing funding from Cattanach we hired a Head of Policy and Campaigns in Scotland to: define ambitious but achievable manifesto demands regarding ELC, undertake research into the impact ELC cost and availability is having on Scottish parents, develop relationships with parent groups in Scotland to ensure maximum campaigning power and hold 'Pregnant Then Brewed' events across Scotland encouraging parents to meet for a cup of tea to discuss our campaigning areas and to learn how to lobby their local politicians.

We launched our Pregnant Then Screwed Scotland Instagram page on 30th October 2023 and gained over 3,000 followers within a week.

- Our survey on childcare costs and impact on parents in Scotland was raised at First Minister's Questions by two MSPs on 26th October 2023, with the organisation being named by both the First Minister and the deputy leader of the Scottish Conservatives, Meghan Gallacher MSP.
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- We have signed up to Oxfam Scotland's 'A Scotland That Cares' Campaign, 'The Case for Fair Tax Reform in Scotland' and One Parent Family's 'End Young Parent Poverty' campaign.
- PTS joined the advisory group on the child maintenance research project being led by One Parent Family Scotland, Fife Gingerbread and IPPR Scotland. This will meet for the first time in January 2024.



LOOKING FORWARD

Strategic Priorities For 2024

■ Increase the diversity of the women we support and of our volunteers, mentors and staff team.

■ Raise public awareness & achieve tangible change within corporate, government and legal policy.

■ Increase the number of women using our support services and the financial/employment/mental health outcomes achieved.

■ Increase the financial and operational sustainability of the organisation.



The members of the Board who act as Directors of the charity, for the purposes of the Companies Act, and Trustees for charity law purposes, submit their annual report and the financial statements of The Motherhood Plan for the 2023 financial year. The Board confirms that the annual report and financial statements of the charity comply with the Charities Act 2011, the Companies Act 2006, the Articles of Association, and the Accounting and Reporting by Charities - Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102).

Funders

We would like to thank our funders. Without them everything we have achieved in 2023 would not have been possible. Particular thanks must go to:

- Access for Justice
- Best Beginnings
- Cattanach
- Esmée Fairbairn Foundation
- Enterprise Development Fund
- Highway One
- Rosa Fund



Trustees Responsibility Statement

The Trustees (who are also directors of The Motherhood Plan CIO for the purposes of company law) are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and the income and expenditure of the company for that year.

Reserves Policy

The Trustees aim to maintain free reserves in unrestricted funds at a level that equates to approximately 3-6 months of unrestricted charitable expenditure. The Trustees consider that this level will provide sufficient funds to ensure the organisation can continue to operate whilst new sources of funding are realised. The Trustees consider that a level of six months is sufficient given that the team will be continuously working on sourcing new funding for the organisation.

The balance held as unrestricted funds as at 31 December 2023 was £341,938, all of which is regarded as free reserves, after allowing for funds tied up in tangible fixed assets and funds ear-marked by the Trustees for future projects. Basic core costs for running the organisation are expected to average £53,722 per month in 2024. The current level of reserves is deemed to be reasonably sufficient.

The charity also holds £6,987 in restricted reserves.



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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP) effective from 1 January 2019.
- Make judgements and accounting estimates that are reasonable and prudent, and
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions are disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the persons who is a trustee at the date of approval of this report confirms that:

- So far as each trustee is aware, there is no relevant information of which the independent reviewer is unaware, and
- Each trustee has taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant financial information that may have a material impact on the financial reports and to establish that the organisation's independent reviewer is aware of that information.

Signed on behalf of the Board of Trustees:



Sam Smethers (Chair)

Date: 28th October 2024

I report on the accounts of The Motherhood Plan Charitable Incorporated Organisation for the year ended 31 December 2023 which are set out on pages 39-59.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed, which are set out on pages 39-57.

It is my responsibility to:

- Examine the accounts under section 145 of the of 2011 Act
- To follow the procedures laid down in the General Directors given by the Charities Commission under section 145(5)(b) of the 2011 Act, and
- To state whether particular matters have come to my attention

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charities Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items of disclosures in the accounts and seeking explanations from you as trustees. Consequently, no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) Which gives me reasonable cause to believe that in any material respect the requirements

- To keep accounting records in accordance with section 130 of the 2011 Act, and
- To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act Have not been met, or

(2) To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Nicola Ainscough FCA BSc Managing Director
Equilibrium Accountants Ltd
48 Goodramgate, York, YO1 7LF

29th October 2024

FINANCES

Statement of Financial Activities 2023

	Notes	Restricted Funds	Unrestricted Funds	Year to	Year to
		£	£	31-Dec-23	31-Dec-22
				Total	Total
				£	£
INCOME					
Incoming and endowments from:					
Donations and legacies	2	-	246,839	246,839	114,135
Charitable activities	3	309,726	190,365	500,091	253,051
Other trading activities	4	-	22,877	22,877	41,739
Investments		-	-	-	-
Other income		-	-	-	-
Total incoming resources		309,726	460,081	769,807	408,925
EXPENDITURE					
Expenditure on:					
Raising funds	5	25,552	54,196	79,748	21,619
Charitable activities	6,7	283,640	177,236	460,876	392,745
Other	8	506	11,646	12,152	7,887
Total resources expended		309,698	243,078	552,776	422,251
Net income / (expenditure) for the year	9	28	217,003	217,031	(13,326)
RECONCILIATION OF FUNDS					
Total funds brought forward as at 1 Jan 23		6,959	124,935	131,894	145,220
Total funds carried forward as at 31 Dec 23		6,987	341,938	348,925	131,894

A statement of Total Recognised Gains and Losses is not required as all gains and losses are included in the Statement of Financial Activities. There is no difference between the net income / (expenditure) for the year above and the historical cost equivalent. All activities are continuing.

The notes on pages 44-56 form a part of these financial statements.

FINANCES

Balance Sheet for the Year Ended 31 December 2023

	Notes	£	As at 31-Dec-23 £	£	As at 31-Dec-22 £
FIXED ASSETS					
Tangible assets	15		11,027		4,839
CURRENT ASSETS					
Stocks		-	-	-	-
Debtors	16	12,818		3,764	
Cash at bank and in hand		348,452		136,361	
		361,270		140,125	
Creditors: Amounts falling due within one year	17		(23,372)		(13,070)
Net Current Assets / (Liabilities)			337,898		127,055
Total Assets less Current Liabilities	18		348,925		131,894
Creditors: Amounts falling due after more than one year			-		-
Net Assets			348,925		131,894
FUNDS	19/ 20				
Unrestricted funds			341,938		124,935
Restricted funds	21		6,987		6,959
Total Funds			348,925		131,894

The notes on pages 44-56 form a part of these financial statements.

FINANCES

Balance Sheet for the Year Ended 31 December 2023

Trustee benefits: advances, credit and guarantees

During the year no benefits, in the form of advances, credit and guarantees, were conferred upon the trustees of the charity.

Guarantees and other financial commitments

During the year no guarantees or other financial commitments were made.

The financial statements have been prepared in accordance with the Charities Act 2011, with respect to accounting records and the preparation of accounts.

These financial statements were approved by the Board of Trustees and signed on its behalf by:



Sam Smethers (Chair)

Date: 28th October 2024

FINANCES

Statement of Cash Flows for the Year Ended 31 December 2023

	Notes	As at	As at
		31-Dec-23	31-Dec-22
		£	£
CASH FLOWS FROM OPERATING ACTIVITIES		223,460	(71,935)
CASH FLOW FROM INVESTING ACTIVITIES			
Payments to acquire tangible fixed assets		(11,369)	(2,345)
Interest received		-	-
Net cash flow from investing activities		(11,369)	(2,345)
Net increase / (decrease) in cash and cash equivalents		212,091	(74,280)
Cash and cash equivalents at 1 January 2023		136,361	210,641
Cash and cash equivalents at 31 December 2023		348,452	136,361
Cash and cash equivalents consists of:			
Cash at bank and in hand		348,452	136,361
Cash and cash equivalents at 31 December 2023		348,452	136,361

FINANCES

Statement of Cash Flows for the Year Ended 31 December 2023

	Notes	As at	As at
		31-Dec-23	31-Dec-22
		£	£
Net income / (expenditure) for the year		217,031	(13,326)
Interest receivable		-	-
Depreciation and impairment of tangible fixed assets		5,181	2,539
(Increase) / decrease in debtors		(9,054)	4,248
(Decrease) / increase in creditors		10,302	(65,396)
Net cash flow from operating activities		227,708	(71,935)

1. Accounting Policies

a) Statutory Information

The Motherhood Plan is a charity, operating as a Charitable Incorporated Organisation, in the UK that is registered with the Charities Commission, registration number 1188643

b) Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention and on the receipts and payments basis. The financial statements are prepared in sterling, which is the functional currency of the charity. The principal accounting policies, which have been applied consistently in the year, are set out below.

c) Compliance with accounting standards

The financial statements have been prepared in accordance with the Charities Act 2011, the Accounting and Reporting by Charities for Small Entities: Statement of Recommended Practice applicable in the UK and Republic of Ireland (FRS 102) (effective January 2019) – (Charities 'SORP' FRS 102)): the provision of FRS 102 Section 1A – Small Entities and other applicable accounting standards in the United Kingdom

d) Funds Structure

Earmarked funds, as shown in the notes to the accounts, represent funds set aside by the Trustees for use on specific projects. Amounts shown as Restricted Funds, on the Statement of Financial Activities and the Balance Sheet, present funds donated for specific projects in accordance with the Charities Act definition.

e) Income recognition

Income is recognised in respect of non-government, non-exchange transactions, donations and funds received for goods and services supplied during the financial period on a receipt basis. Grants which are restrictive in nature or are allocated by the Board for specific purposes are recognised using the accrual model.

f) Trustee's remuneration and expenses

During the year the trustees received £608 (2022: £0) for reimbursement of out-of-pocket expenses.

FINANCES

Notes to the Accounts for the Year Ended 31 December 2023

g) Refunds of tax from gift aid donations

Refunds of taxation received as a result of claims made relating to donations given under Gift Aid are treated as Unrestricted Income. An additional income of £32,314 (2022: N/A) was received through gift aided donations during the year.

h) Reduced Disclosure Exemptions

The charity has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102.

i) Going Concern

The trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

2. Donations and Legacies

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Income from Donations	-	246,839	246,839	144,135
	-	246,839	246,839	144,135

3. Charitable Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Access for Justice	78,591	-	-	-
Best Beginnings	113,875	-	-	-
Cattanach	95,960	-	-	-
Highway one	10,000			
Other Grants	11,300	190,365	500,091	253,051
	309,726	190,365	500,091	253,051

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Notes to the Accounts for the Year Ended 31 December 2023

4. Other Trading Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Book Income	-	403	403	167
Consultancy and training	-	16,695	16,695	11,200
Sale of Product Income	-	195	195	50
Speaker / Writer Fees	-	5,584	42,960	9,050
Ticket Sales	-	-	-	21,272
	-	22,877	22,877	41,739

5. Expenditure on Raising Funds

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Donation Processing Fees	-	8,461	8,461	2,343
Fundraising Staff Costs	-	28,280	28,280	-
Payment Processing Fees	-	47	47	-
Marketing	25,552	17,408	42,960	19,276
	25,552	54,196	79,748	21,619

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Notes to the Accounts for the Year Ended 31 December 2023

6. Expenditure on Charitable Activities

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
March of the Mummies	-	-	-	60,788
RESET Festival	-	-	-	6,502
Advice Line	10,879	-	10,879	-
Other Events	9,165	6,710	15,875	21,873
Freelancers	45,603	2,071	47,674	40,784
Administrative Costs	14,757	3,206	17,963	15,713
Legal and Professional Costs	8,777	9,535	18,312	11,967
Equipment Expensed	200	580	780	522
Rent	-	2,957	2,957	
Staff Costs	173,127	136,217	309,344	217,602
Travel Costs	20,213	16,879	37,092	16,994
Transfer to General Funds*	919	(919)	-	-
	283,640	177,236	460,876	392,745

* Includes small overspends on the Education Development Fund and Rosa Fund expenditure were covered by general funds, offset against £1,500 of capital expenditure

Notes to the Accounts for the Year Ended 31 December 2023

7. Expenditure on Charitable Activities by Project

	Staff Costs	Direct Costs	Support Costs	Year to	Year to
				31-Dec-23	31-Dec-22
				Total	Total
	£	£	£	£	£
March of the Mummies	-	-	-	-	63,437
RESET Festival	-	-	-	-	8,730
Postcode Lottery	-	-	-	-	-
Solace	-	-	-	-	20,586
Women and Girls Match Fund	-	-	-	-	-
Access for Justice	57,712	16,879	2,000	76,591	-
Best Beginnings	53,400	19,300	27,693	100,393	8,000
Cattanach	47,702	22,467	14,634	84,803	-
Education Development Fund	-	7,000	-	7,000	28,041
Esmée Fairbairn Foundation	3,113	-	-	3,113	6,540
Highway One	4,200	-	-	4,200	-
Rosa Fund	7,000	-	540	7,540	-
General Expenditure	136,217	8,782	32,237	177,236	257,411
	309,344	74,428	77,104	460,876	392,745

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Notes to the Accounts for the Year Ended 31 December 2023

8. Other

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Accountancy	506	6,245	6,751	5,202
Bank Charges	-	220	220	146
Depreciation	-	5,181	5,181	2,539
	506	11,646	12,152	7,887

9. Net Income

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Accountancy	506	6,245	6,751	5,202
Depreciation	-	5,181	5,181	2,539
	506	11,426	11,932	7,741

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Notes to the Accounts for the Year Ended 31 December 2023

10. Staff Costs

The total staff costs and employee benefits was as follows:

			Year to	Year to
	Restricted	Unrestricted	31-Dec-23	31-Dec-22
	Funds	Funds	Total	Total
	£	£	£	£
Salaries	135,534	121,790	257,324	184,406
Tax and Social Security	23,000	269	23,269	14,569
Pension	9,000	(550)	8,450	6,543
Gifts and Entertainment	-	2,213	2,213	1,515
Training	4,513	12,495	17,008	10,569
Recruitment	1,080	-	1,080	-
	173,127	136,217	309,344	217,602

The rest of the key management personnel are trustees and received no remuneration for their work. Only out-of-pocket expenses were reimbursed for attendance at Board meetings.

The following number of employees received a gross salary between the below bands during the year:

	Band	Year to	Year to
		31-Dec-23	31-Dec-22
		Total	Total
		£	£
	£60,000 - £69,999	1	-

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Notes to the Accounts for the Year Ended 31 December 2023

The charity considers its key management personnel comprises of the Chief Executive Officer, The Chair and Vice Chair of the Board and the Treasurer.

One member of the key management personnel is employed and received employee benefits in 2023 – the Chief Executive Officer. The total amount of employee benefits received by the Chief Executive Officer was £72,136 (2022: £62,797). Under FRS 102, employee benefits includes gross salary, benefits in kind, employer's national insurance and employer's pension contributions.

The rest of the key management personnel are trustees and received no remuneration for their work.

The average number of employees during the year, calculated on the basis of full-time equivalents, was 9 (2022: 6)

11. Related Parties

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

12. Indemnity Insurance

During the year, £220 (2022: N/A) indemnity insurance was paid to protect the charity from loss arising from the neglect or defaults of its trustees or agents, and to indemnify the trustees and other officers against the consequences of neglect or default on their part.

13. Operating Lease Commitments

There were no operating lease commitments in the current and prior year.

FINANCES

Notes to the Accounts for the Year Ended 31 December 2023

14. Contingent Assets

There were no contingent assets in the current and prior year.

15. Tangible Fixed Assets

	Plant & Equipment	Computer Equipment	Total
	£	£	£
COST			
As at 1 Jan 2023	238	10,611	10,849
Additions	115	11,254	11,369
Disposals	-	-	-
As at 31 December 2023	353	21,865	22,218
ACCUMULATED DEPRECIATION			
As at 1 Jan 2023	60	5,950	6,010
Charge for the year	88	5,093	5,181
Disposals	-	-	-
As at 31 December 2023	148	11,043	11,191
NET BOOK VALUE			
As at 31 December 2023	205	10,822	11,027
As at 1 Jan 2023	178	4,661	4,839

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Notes to the Accounts for the Year Ended 31 December 2023

16. Debtors

			Year to	Year to
	Restricted Funds	Unrestricted	31-Dec-23	31-Dec-22
	£	Funds	Total	Total
		£	£	£
Trade Debtors	-	287	287	339
Deposits	-	375	375	-
Accrued Income	-	19	19	-
Prepayments	-	12,137	12,137	3,425
	-	12,818	12,818	3,764

17. Creditors: Amounts Falling Due in One Year

			Year to	Year to
	Restricted Funds	Unrestricted	31-Dec-23	31-Dec-22
	£	Funds	Total	Total
		£	£	£
Trade Creditors	-	10,062	10,062	4,160
Deferred Income	-	-	-	-
Accruals	-	1,434	1,434	1,031
Other Creditors	-	11,876	11,876	7,879
		23,372	12,372	13,070

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Notes to the Accounts for the Year Ended 31 December 2023

18. Analysis of Net Assets Between Funds

			Year to	Year to
	Restricted Funds	Unrestricted	31-Dec-23	31-Dec-22
	£	Funds	Total	Total
		£	£	£
Fund balance at 31 December 2023 are represented by:				
Fixed Assets	1,125	9,902	11,027	4,839
Current Assets	8,866	352,404	361,270	140,125
Creditors: amounts falling due within one year	(1,879)	(21,493)	(23,372)	(13,070)
	8,112	340,813	348,925	131,894

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Notes to the Accounts for the Year Ended 31 December 2023

19. Statement of Funds

	As at			Transfers and investments	As at
	1-Jan-23	Income	Expenditure	£	31-Dec-23
	£	£	£		Total
					£
GENERAL FUNDS	124,935	460,081	(243,078)	-	341,938
RESTRICTED FUNDS					
Access for Justice	-	78,591	(78,591)	-	-
Best Beginnings	-	113,875	(113,875)	-	-
Cattanach	-	95,960	(95,960)	-	-
Education Development Fund	6,959	-	(6,959)	-	-
Esmée Fairbairn Foundation	-	4,300	(3,113)	-	1,187
Highway One	-	10,000	(4,200)	-	5,800
Rosa Fund	-	7,000	(7,000)	-	-
Total Restricted Funds	6,959	309,726	309,698	-	6,987
TOTAL FUNDS	131,894	769,807	(552,776)	-	348,925

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Notes to the Accounts for the Year Ended 31 December 2023

20. Funds

	Restricted Funds	Unrestricted Funds	Year to	Year to
			31-Dec-23	31-Dec-22
			Total	Total
			£	£
UNRESTRICTED FUND				
General	-	341,938	341,938	124,934
Ear-marked	-	-	-	-
RESTRICTED FUND				
Esmée Fairbairn Foundation	1,187	-	1,187	-
Highway One	5,800	-	5,800	-
Education Development Fund	-	-	-	6,959
	6,987	341,938	348,925	131,893

21. Restricted Fund Reconciliation

	Incoming resources	Outgoing resources	Capital	Balance at	Balance at
				31-Dec-23	31-Dec-22
				Total	Total
				£	£
Restricted Fund	309,726	309,698	-	6,987	6,959
	309,726	309,698	-	6,987	6,959

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Reg charity number: 1188643

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