



Babygro

Report

Charity Number: 1196651



Babygro's Purposes

The purposes of Babygro, as set out in our governing document, are:

'For public benefit, the advancement of education and health, in particular but not exclusively, by (a) providing parents with information about parent-infant communication and its links to attachment, brain development and later life health and wellbeing; and (b) providing evidence-based support to parents relating to infant feeding, crying and sleep.'

Babygro's Activities

Babygro is a registered charity for parents and babies that brings to life the latest research on parent-infant communication, brain development and links to later-life (mental) health. Our services include (1) an eight-week course of workshops for parents and babies, in which parents discover how babies' brains develop, and how responsive communication between parent and baby leads to later life well-being and resilience to stress; (2) an accompanying Babygro Book, which can be downloaded free-of-charge or purchased in print.

There are two features that make our services innovative:

First, is accessibility. Our Babygro Book tells the story of the latest brain science, in emotive images and with minimal words. Our Babygro Courses employ nurturing activities and video examples to introduce four important networks of the brain and how they develop through parent and baby communication.

Second, is our partnership with the **Social Neuroscience of Human Attachment Lab**, at the University of Essex. This is a centre for brain development which collaborates with leading neuroscientists and psychologists around the globe to publish the latest academic research.

Thus, parents can access leading-edge research through modes that are free of technical language and easy-to-digest.

The trustees have had regard to the Charity Commission's guidance on public benefit when planning all activities and determining how best to utilise our funds.

Summary of Babygro's Main Achievements

Eight Week Babygro Course

During this reporting period we have conducted four, in-person, eight-week courses of workshops for parents with their babies. Parents attending these courses learn, through immersive activities and video examples, about the latest research on infant attachment, brain development and later life outcomes. Throughout the eight weeks, the parents and the course leader (Dr Amanda Lucas, a developmental psychologist, and published academic researcher) 'build a brain' in images, that are hung in the trees (see photograph below). The images represent the hormones at work, or the type of activity

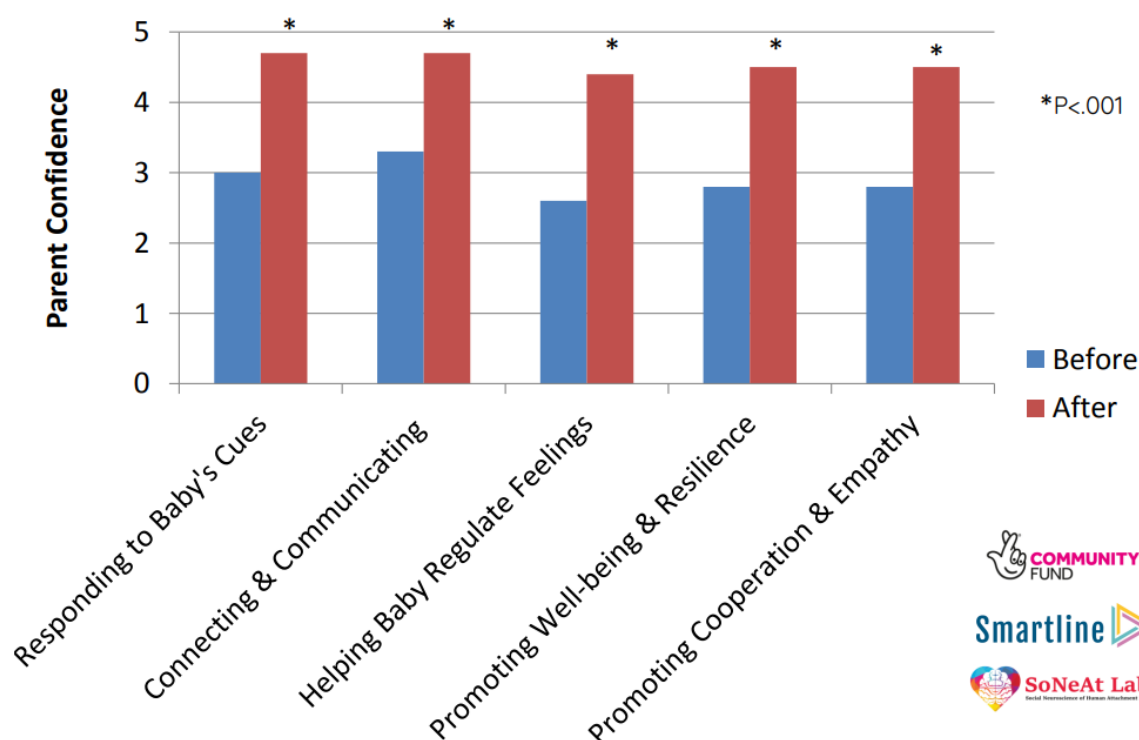
going on in four important networks of the brain and parents come to understand how communication with their baby influences the development of these networks. Evidence-based advice, discussions and support are provided on the topics of infant crying, feeding and sleep. These educational activities are interspersed with music and songs, as well as tea, coffee and chat.

We have also implemented two eight-week courses online. In total for the in-person and online course, there were 41 beneficiaries. Our evaluations found that parents felt more confident after the course in measures such as reading and responding to their babies' cues, regulating their babies' feelings and behaviour and promoting resilience and wellbeing in their babies. Parent confidence increased, across the measures - on a five-point scale - from an average of 2.8 before the course and 4.5 the course. See full evaluation data and sample testimonials below.





Parent Confidence **Before** and **After** Participating in our Eight-Week Babygro Course



Data from 41 parents



Rosie Blowman

'Becoming a new mum can feel overwhelming and a whole world of 'choices' opens up. Of course, it is only natural you want to make the best, (safest) choices for your baby and I found the Babygro workshop was the perfect space to spend time getting to know my baby and learn about my early parenting options.'

'Thank you for providing a comfortable and encouraging environment that provides information based upon study and fact, enabling me to make informed decisions regarding my early parenting journey. Each session was enjoyable and offered a bonding experience for me, my partner and our baby. I felt my confidence grow each week and left feeling very empowered'



Synne Hathway,

'I really appreciated how everything was backed up with research and nothing was taught as a 'one size fits all' approach. I haven't heard of any courses like this elsewhere, and feel there is a real need for more courses like this to give new mums guidance and confidence in what they are doing, especially when there is so much misinformation and out of date advice out there'

'It was also really interesting to learn about the different types of attachment and the impact these can have on how we deal with our emotions in later life.'

'It has given me a lot more confidence in the way I interact with my baby'



Jon Dodkins,

'Amanda's approach to explaining the source of prevailing ideas on parenting was non-judgemental and she always shared both the positives and pitfalls - really balanced. It meant we could feel safe opening up about what we do or understood, without judgement'

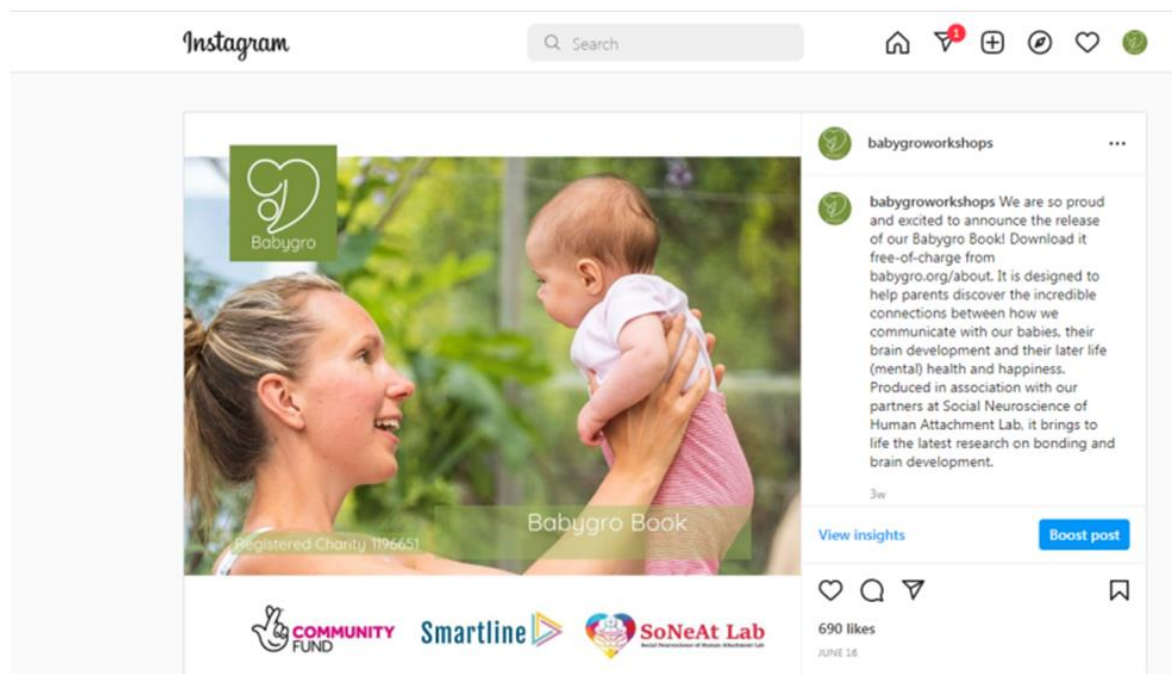
'We loved it and still sing our daughter the songs we used in the workshops. We found ourselves telling friends about the learnings too and they'd ask after our latest session!'

Babygro Book

The Babygro Book illustrates - in pictures and with minimal words - how babies' brains develop, and how responsive communication between parent and baby leads to later life (mental) health and wellbeing. It is produced in association with our partners at the Social Neuroscience of Human Attachment Lab, and it aims to bring to life the very latest research on bonding and brain development.

Since launching the digital version of our Babygro Book on Infant Mental Health Awareness week in June 2022, we have had over 2000 visitors to our website. Our Babygro Book has been downloaded by parents, midwives, health visitors, paediatric consultants, and policy makers - including the Ministry of Health in Australia. We believe the drip-down effects of this will be that health professionals will be better equipped with a scientific understanding of attachment and bonding and how this relates to parent-infant communication. Research is clear that infants who receive sensitive, nurturing and contingent responses to their communications during this period develop brain structures and connections which enable them to regulate their emotions and manage stress throughout their lives. Providing leading-edge knowledge to health care professionals is a key part of communicating these messages to parents. Indeed, a recent report from the Parent-infant Foundation (2022) highlights the need for specialist support to improve the parent-infant relationship across the UK. We believe that the Babygro Book has the potential to play a role in providing and promoting this support.

Launch of Babygro Book on Instagram with 690 likes



Future aims and objectives

Feedback from our parents has highlighted that they have found the practical advice on sleep, feeding and fussing (including colic and digestive discomfort) particularly helpful. Our future goal is to run additional, weekly, 2-hourly sessions on these topics. This will enable parents to access evidence-based support on emotive topics that can be the source of anxiety, especially in the context of conflicting advice from social media, the internet and health professionals. These additional classes will require extra facilitation, as well as administrative support, and we hope to make further employments in the coming year.

The Babygro Book has been professionally type-set and in September we plan to have the first run of print copies go to press. We intend to market the book to healthcare professionals and children's charities. A future ambition is to become a hub for health professionals to learn about parent-infant relationships, brain development and lifelong mental health. We aim to increase the sustainability of Babygro by charging a modest fee to children's services and charities for two-day professional courses. Our objective is to rely less on grant funding, while maintaining our free-of-charge services to parents.

Financial Review

The total unrestricted funds for this period were £24,981. This was made up of Grant Funding (National Lottery Community Fund and University of Exeter), the Founding Director's Start-up Capital (classed as a donation to the charity) and an interest-free start-up loan.

Income	Amount (£)
Director's Own Capital (Start-up)	£1,534
Grant from Smartline (University of Exeter)	£2,447
Interest Free Loan	£11,000
Grant from National Lottery Community Fund	£10,000
Total	£24,981

The total receipts were £19,498 (see Receipts and Payments Accounts for breakdown), leaving a cash balance of £5,483 at the end of the financial year. Further to this, some items of expenditure (£2000 to have the eight-week course filmed; £4,500 of the spend on digital technology) had already been approved as part of a grant from Cornwall Council (Superfast 3), and 80% of these costs will be re-imbursed to Babygro in the next financial period. We applied for this grant to enable us to create a digital version of the Babygro course. Furthermore, we have an application in progress for further grant funding from Cornwall Community Foundation to ensure financial stability for the next financial year.

Reserves Policy

The trustees aim to maintain free reserves in unrestricted funds which equate to 3 months of running costs for Babygro. This is equal to £1,500 per month (including salaries, digital platforms, insurances, and venue hire), totalling £5,000. Thus, we have met this aim.

Structure, Governance and Management

Babygro was incorporated as a Charitable Incorporated Organisation on 18th November, 2021 and has adopted a constitution governing document. Our trustees are appointed or reappointed annually at the Annual General Meeting held in November.

Reference and Administrative Details

Charity name: Babygro

Registered charity number: 1196651

Charity's principal address: 27 Trevonnen Road, Ponsanooth, Truro, Cornwall. Tr3 7az.

Names of the Charity Trustees who Manage the Charity

Dr Charlotte Brand – Chair

Dr Devi Whittle

Mrs Jenny Martin

The trustees approved this trustees' report on June 28th, 2023.



CHARITY COMMISSION
FOR ENGLAND AND WALES

BABYGRO

1196651

Receipts and payments accounts

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For the period
from

18 Nov 2021

To

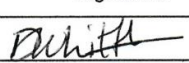
1 Sep 2022

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Grant Funding	12,447	-	-	12,447	-
Interest Free Loan	11,000	-	-	11,000	-
Founder's Own Capital (Start Up)	1,534	-	-	1,534	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	24,981	-	-	24,981	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	24,981	-	-	24,981	-
A3 Payments					
Start Up Costs	1,894	-	-	1,894	-
Digital Technology	6,104	-	-	6,104	-
Workshop Equipment	513	-	-	513	-
Website/Email/E-platforms	1,165	-	-	1,165	-
Marketing	612	-	-	612	-
Freelance Services (Videographer)	2,000	-	-	2,000	-
Printing/Book Design	575	-	-	575	-
Venue Hire	1,450	-	-	1,450	-
Salaries	5,094	-	-	5,094	-
Payrol & Pensions (Xero/Nest)	91	-	-	91	-
	-	-	-	-	-
Sub total	19,498	-	-	19,498	-
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	19,498	-	-	19,498	-
Net of receipts/(payments)	5,483	-	-	5,483	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	5,483	-	-	5,483	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash in Bank	5,483	-	-
		-	-	-
		-	-	-
	Total cash funds	5,483	-	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		DEVI WHITTLE	11/04/23