



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 and well-being. Our services include: (1) a free-of-charge 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; (3) free-of-charge infant support sessions on the topics of feeding, fussing and sleep. (4) a two-day course on brain development for professionals, for which we charge a fee. Our long-term ambition is to empower parents, and those who work with families, with the information they need to promote health and well-being in their babies.

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 (SoNeAt)**, 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

Parents attending our eight-week course learn, through immersive activities and video examples, about the latest research on infant attachment, brain development and later life outcomes. Throughout the eight weeks, parents and the course leader (Dr Amanda

Lucas, a developmental psychologist, and publishing academic researcher) 'build a brain' in images, that are hung in the trees. 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. These educational activities are interspersed with music, song, and baby massage, as well as tea, biscuits and supportive discussion.

Since our last reporting period we have conducted five, in-person, eight-week courses of workshops. The average group size was 16 parents with their babies, and there were 78 beneficiaries in total. Our evaluations found that parents felt more confident after the course on 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 after completing the course. See full evaluation data and sample testimonials below.

Weekly Support Sessions

We have continued our weekly sessions, which provide evidence-based advice and support on the topics that evoke the most anxiety in parents - namely Infant Sleep, and Newborn Support (including feeding, fussing and digestive discomfort). In this reporting period we have held 34 sessions with 258 beneficiaries. Parents attending our Sleep and Support sessions report more confidence in their sleep choices, less anxiety about their infant's sleep and more confidence in their ability to soothe their baby. More specifically, data from our Sleep Sessions reveals that parents' confidence in their sleep choices rose from a mean of 2.5 before the session to 4.2 after, and parental anxiety around sleep fell from a mean of 2.9 to 1.7. Data from our Newborn Support Sessions found that parents' confidence in their ability to soothe their baby rose from a mean of 2.7 before the session to 4.0 after. Breastfeeding confidence rose from 2.9 to 4.3. (See evaluation data below).

Babygro Book

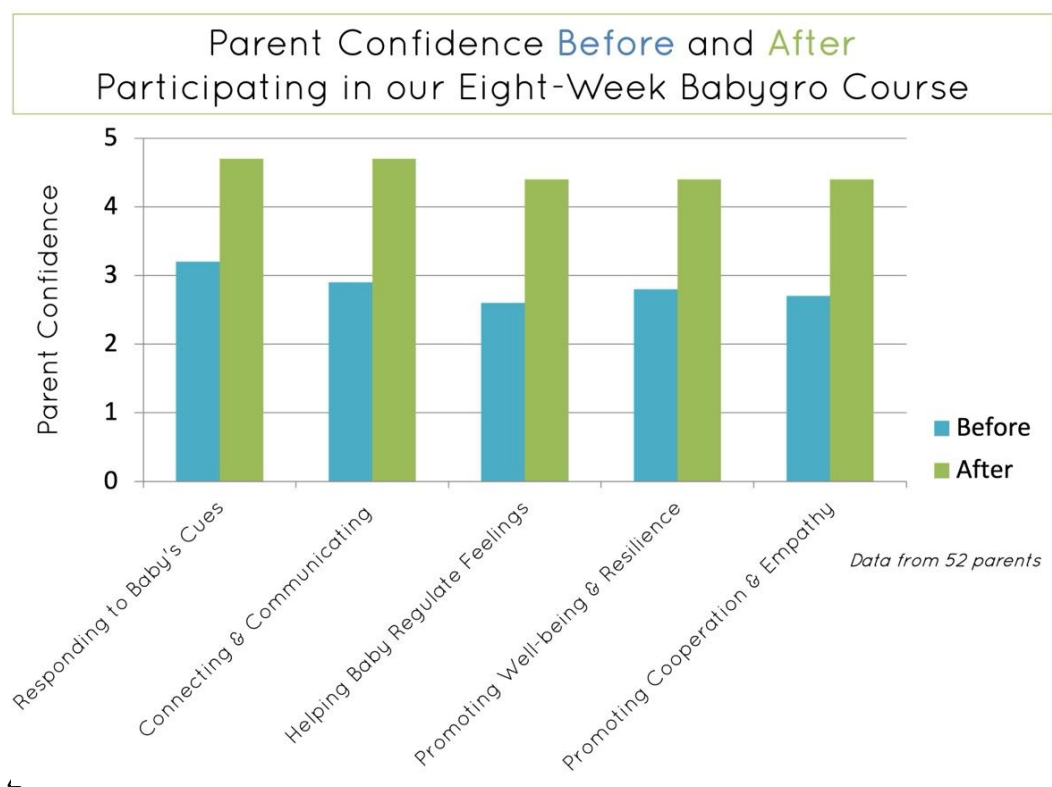
The Babygro Book illustrates - in pictures and with minimal words - how babies' brains develop, and how responsive communication between parent and baby leads to later life (mental) health and wellbeing. It is produced in association with our partners at the **Social Neuroscience of Human Attachment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

Since our last reporting period we have had over 9,500 visits to our website and over 500 downloads of our free-of-charge Babygro Book. It continues to be downloaded by parents, midwives, health visitors, paediatric consultants, local councils and policy makers. Thus parents, as well as health professionals, are accessing leading-edge science on brain development, and how this relates to parent-infant communication.

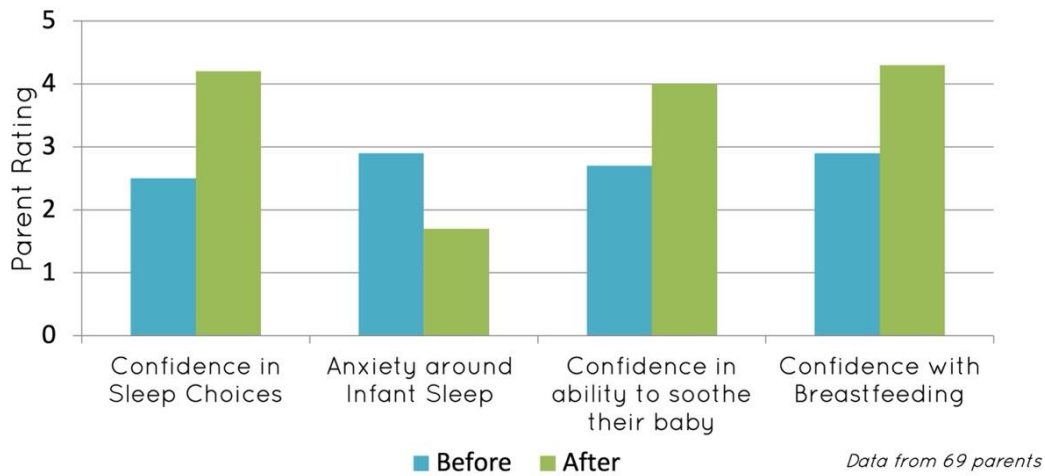
Professional Training

Babygro is becoming recognised as a mouthpiece for the most leading-edge research on baby brain development and we are seeing an increasing interest in training for

those who work with infants and families. Our first two-day brain development course took place in September 2023 and was attended by members of the children's charity, Action for Children. Two further training events in this accountancy period were attended by a broad range of professionals including managers from day care settings, staff from the charities Kids Matter and Home Start Kernow, Health Visitors, Educational Psychologists and GPs. (See quotations below)



Parent Ratings **Before** and **After** Participating in our Support Sessions



Lucy Holden (2023)

Newborn Support Session

"Just brilliant - thoroughly enjoyed the session and it has given me the evidence and confidence to support my intuition".

8 week Course

I cannot thank you enough for the knowledge shared, the community created and the confidence gained as a parent. I wish every new parent was able to join.

The information was presented through conversation, images, videos and examples which was really inclusive and digestible".



Nicola Lochrin
Newborn Support Session

"This has been the best support I have found in Cornwall since having my baby. I only wish I had found Babygro earlier in my pregnancy. I think Amanda and Emily are incredibly knowledgeable, supportive and approachable and use evidence based research when supporting new mums which is really helpful.

I would urge that they are able to continue supporting parents and babies across Cornwall as they offer unique, evidence based support.

They offer this with compassion, empathy and time. They are also happy to take questions and spend time talking through your concerns. I felt like they listened to me and supported me. This is not something that I have experienced anywhere else. I have felt having a baby in Cornwall very isolating and these classes have really helped me and given me the support and confidence that I have needed and that hasn't been available anywhere else".



Nicola Lochrin
8 week Course

"This was the best postnatal group and support we have found and I only wish I had found Babygro sooner. I would love the 8 week course to run for longer as I found it a great support network of parents.

It was a safe and open space to bring challenges and questions and helpful to have support from Amanda, Emily and other parents. The information about the different networks of the brain and parenting approaches was so informative and insightful.

It helped me as a parent and supported my knowledge and understanding of baby's development as well as supporting my mental health".



Professional Training Feedback



Georgina Marks
Action for Children

‘Amanda holds so much knowledge about baby brain development, that she shared beautifully at our conference. Warm and thoroughly engaging, she held people’s attention fully as demonstrated by their curious questions, smiles and comments.’

Sarah Snow
Trainee GP

‘The course was an excellent basis for childhood attachment theory. Excellent slides and presentation, with great opportunities to explore ideas’

Gemma Pasierb
Health Visitor and Coach.

‘Incredible training - would love to see this rolled out to all Early Years and Health Visiting staff!’

Future aims and objectives

Our ambition is to become a hub for health professionals to learn about parent-infant relationships, brain development and lifelong mental health. The next stage in achieving this goal is to deliver regular opportunities for professionals to join our professional training, online. This will enable us to reach professionals across a wider geographical range and will enable important insights about early relationships and brain development to benefit more families. We will charge a fee for this training, which will support us in becoming more financially resilient and less dependent on grant funding

We also plan to create a digital version of the Babygro course in the format of video and text, that can be completed by parents at their own pace. The course will be offered on a scaled ‘pay what you can afford’ basis, with free-to-access options for those who have financial barriers. The digital version of the course will enable dissemination of information to parents across the UK, and beyond.

Financial Review

The total unrestricted funds for this period were £15,301. This was made up of Grant Funding (Cornwall Community Foundation and Garfield Weston), as well as some modest funds raised from training and sales of the print copies of the Babygro Book.

Income	Amount (£)
Grant from Garfield Weston	£5,000
Grant from Cornwall Community Foundation	£10,000
Book Sales/Training/Talks	£301
Total	£15,301

The total payments were £26,331 (see Receipts and Payments Accounts for breakdown), leaving a cash balance of £341 at the end of the financial year. **It is important to note that in early Sept 2024 we received £20,000 from the National Lottery Community Fund, and so what looks like a deficit for this period, is actually an artifact of the reporting dates.**

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 £2000 per month (including salaries, digital platforms, insurances, and venue hire), totalling £6,000. We met this aim for 9 months of this year and did not meet it for 3 months. However, this falling below our ideal reserve was rectified with the £20,000 National Lottery Grant that we received in Sept 2024.

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 26th June 2025



Receipts and payments accounts

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For the period from	01/09/2023	To	31/08/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grant Funding	15,000	-	-	15,000	25,219
Book sales/Training/Talks	301	-	-	301	818
		-	-		-
	-	-	-	-	
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	15,301	-	-	15,301	26,037
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	15,301	-	-	15,301	26,037
A3 Payments					
Fuel/Transport/Refreshments	671	-	-	671	220
Workshop Equipment	917	-	-	917	81
Webiste/Email/E-platforms	1,322	-	-	1,322	924
Marketing	564	-	-	564	586
Freelance Services	42	-	-	42	107
Printing/Book Design	1,026	-	-	1,026	1,481
Venue Hire	2,517	-	-	2,517	2,550
Salaries	17,544	-	-	17,544	13,471
Payrol & Pensions (Xero/Nest)	888	-	-	888	725
Accountancy / /Bank Chanrges	840	-	-	840	4
Sub total	26,331	-	-	26,331	20,149
A4 Asset and investment purchases. (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	26,331	-	-	26,331	20,149
Net of receipts/(payments)	- 11,030	-	-	- 11,030	5,888
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	11,371	-	-	11,371	-
Cash funds this year end	341	-	-	341	5,888

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	341	-	-
		-	-	-
		-	-	-
	Total cash funds	341	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
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 liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	<div>Devi Whittle</div>	Devi Whittle	25/06/2025	