



# The Lullaby Trust Limited

Annual report and consolidated  
financial statements for the year  
1 July 2015 - 30 June 2016



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# Letter from the Chairman

Dear Friends,

This year The Lullaby Trust implemented its new 5 Year Strategy, which set clear objectives to reduce the number of SIDS deaths, fund research into SIDS, support bereaved families and work with other organisations across the infant and child health sector to reduce infant mortality in the UK.

Over 2015-16 we have taken a big step towards achieving these goals and to realising our vision of halving Sudden Infant Death Syndrome (SIDS) to below 150 deaths by 2020 from 310 in 2009. Our safer sleep advice has continued to reach an ever growing audience with our annual awareness campaign, Safer Sleep Week, reaching millions of people. We are continuing to focus on reaching vulnerable and higher risk groups with our safer sleep messages. This year we re-launched our service for young parents, which under the new name of Little Lullaby is going from strength to strength. As part of the re-launch we created a new website where young parents can receive peer support and learn about reducing the risk of SIDS.

The Lullaby Trust has remained committed to working with other organisations to reduce infant mortality and improve bereavement care. The All-Party Parliamentary Group on Baby Loss was formed earlier this year and works with healthcare professionals and charities to improve bereavement care and support for families.

Research has been a key area of achievement this year with several promising Lullaby Trust funded projects underway; including Professor Peter Fleming's newborn hearing test study, which explores whether babies who could be at an increased risk of SIDS can be identified by examining results from newborn hearing screening tests. In addition, a study began this year, led by Professor Neil Sebire looking at sudden unexplained deaths of children over one, an area where little research has been done. This study is the largest single centre autopsy study of sudden unexpected deaths in childhood.

Led by The Lullaby Trust, the Global Action and Prioritisation of Sudden infant death (GAPS) project was set up, the aim of which was to define which areas of research should be prioritised, by the international

research community and policy makers, in order to reduce the number of Sudden Unexpected Death in Infancy (SUDI) deaths. The results of this work are now available and will be used to help inform the development of our new research strategy.

We continue to offer specialist support to all those affected by the death of a baby or toddler, and are pleased to say this continues to be a service we offer 365 days a year.

In August 2016, the Office for National Statistics, National Records of Scotland and the Northern Ireland Statistics and Research Agency (NISRA) released statistics for 2014. The figures show 247 babies in the UK, whose deaths were unexplained, including 17 over the age of 1 year. The 2014 figures are the lowest on record and a 15% drop from the 2013 figures. This is good news for all and we believe shows that changing our name and identity in 2013 to The Lullaby Trust has enabled us to reach out more easily to high risk families and increased awareness of our safer sleep advice.

However, 247 babies is still too many and much work remains to be done. While SIDS rates have reduced, the UK still has one of the highest infant mortality rates in the developed world and the health inequalities gap continues to widen with babies from lower income backgrounds having a much lower chance of survival than babies born into wealthier families. The Lullaby Trust will continue to fund research into SIDS, raise awareness and work with other charities to develop public health interventions to reduce preventable infant deaths.

On behalf of the Board of Trustees, I would like to thank our loyal supporters, corporate partners and trusts and foundations for their incredible support and generosity. Together, we have raised £1.4m in the last year, in order to carry out our vital work.



Terry Hebden, Chairman

# Trustees' report

The Board of Trustees of The Lullaby Trust presents its annual report and financial statements for the year ended 30 June 2016.

The Board of Trustees are complying with their duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

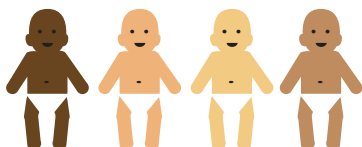
## Charitable objects and public benefit

The charitable objects of The Lullaby Trust, as set out in the articles of association, are the study and practice of infant health and welfare generally, including the study of and research into sudden and unexplained infant deaths, sometimes called cot deaths, and the causes and prevention thereof.

Annually in the UK, approximately 500 infants die suddenly and unexpectedly and the deaths are referred to the coroner; of these tragic deaths around 250 remain unexplained after post-mortem examination. Deaths that remain unexplained after the post mortem are registered as Sudden Infant Death Syndrome (SIDS) or unascertained for babies under the age of one or sudden unexpected death in childhood or unascertained for children over one.

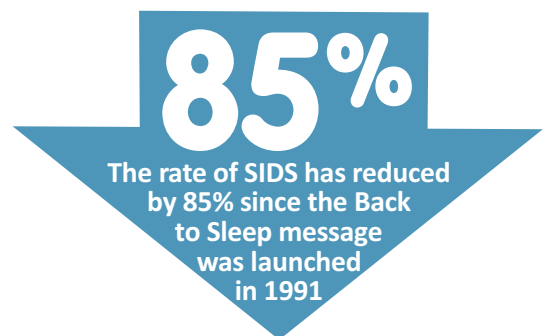
# 230

**SIDS claims the lives of approximately 230 babies every year in the UK: that's over 4 babies a week**



The death of a baby is devastating for families. Strategically, the charity aims to prevent sudden infant death, to provide expert advice on safer sleep for babies and to support bereaved families.

Our work as a charity has had direct public benefit. Most notably, we have directly contributed to an 85% drop in SIDS since the Back to Sleep Campaign in 1991. We continue to fund research to help identify causes and to prevent sudden infant deaths and, through our helpline, leaflets and our website, provide safer sleep advice to the parents of almost 780,000 babies born each year in the UK. Ongoing advice, accessible to all parents, is crucial to ensuring the SIDS rate continues to decline. Sadly, however, babies still die, suddenly and unexpectedly, and our bereavement support services are offered to all affected families.



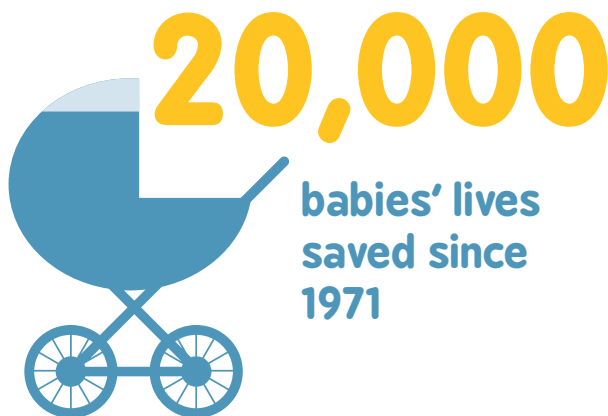
All of The Lullaby Trust's activities are focused on our ultimate aim of eliminating preventable sudden infant death in England, Wales and Northern Ireland and supporting bereaved families, which remains the ultimate public benefit.

In 2015 we published a five year strategy, which set out our four key objectives:

- To reduce the numbers of babies who die from SIDS to below 150 across the UK by 2020 by promoting our Safer Sleep message
- To fund research into both the causes and prevention of unexpected infant death, including SIDS
- To provide support to bereaved families, affected by the unexpected death of a baby or toddler
- To work across the infant and child health community to reduce infant mortality in the UK.

## Our Impact

- SIDS rates for 2014 reached the lowest on record, a total drop of over 85% from 1971 when the charity was founded
- Number of babies dying from SIDS has reduced from 35 per week in 1971 to 4 per week in 2014
- Figures for 2014 from ONS, NRSScotland and NISRA show a drop of 15% in SIDS rates. The ONS attributed the reduction, in part, to an increased awareness of safer sleep practices. Our decision to re-brand as The Lullaby Trust in 2013, has helped us to reach more parents in every community with our safer sleep advice
- Since 1971, 20,000 babies' lives have been saved as a result of national public health education programmes led by The Lullaby Trust, based on findings from research funded by the charity, which have led to direct change in infant care practices.



### Between July 2015 and June 2016

- 3,500 professionals trained to deliver safer sleep advice
- 95% of professionals who attended one of our regional training sessions said the presentation was highly relevant or relevant to their professional role
- 74% of those who attended the training sessions detailed changes they would make to their professional practice as a result of attending the training
- 301,746 leaflets on safer sleep advice sent out to parents and professionals working with families
- 1,375 parents contacted us for information on safer sleep
- 531 bereaved parents contacted us for direct support
- 50% of new bereaved contacts who went on to use our befriending service

1 per  
3,300

The current  
unexplained infant  
death rate in the UK  
for live births. This rate  
is higher than much of  
Western Europe



- 300 bereaved families received access to our Care of Next Infant (CONI) scheme to support them with their next child or children
- 11 young parents trained as Little Lullaby ambassadors, to provide peer-to-peer safer sleep talks to other young parents.
- 98% of young parents attending Little Lullaby ambassador talks said they have learnt something new.

### Latest statistics show lowest SIDS rate on record

The number of unexplained deaths in infancy reached the lowest on record in 2014. The latest figures of SIDS deaths that took place in 2014, published by the Office for National Statistics, the National Records of Scotland and the Northern Ireland Statistics and Research Agency (NISRA) show:

- 230 SIDS deaths occurred in the UK in 2014, a rate of 0.3 deaths per 1,000 live births. This follows a pattern of decline over the last 10 years with the rate falling from 325 in 2005
- Unexplained infant deaths accounted for 8% of all infant deaths occurring in 2014 in the UK.
- For mothers aged under 20, the rate of sudden infant deaths was four times greater than the combined categories of babies born to mothers aged 20 and over.

# Our activities & achievements

1. To reduce the numbers of babies who die from SIDS to below 150 across the UK by 2020 by promoting our Safer Sleep message

Our new name and visual identity has seen more parents and professionals turn to The Lullaby Trust for safer sleep advice since 2013. This year over 1,375 people contacted our information services for advice and we have distributed over 190,000 guides for parents on safer sleep for babies and a further 89,746 easy-read cards.



**1,375**

**safer sleep enquiries to our information services**

In March 2016 we ran our second Safer Sleep Week to raise awareness of SIDS and our safer sleep message. We partnered with Bounty, the UK's leading parenting organisation, to reach new mums and mums-to-be. 30,000 Safer Sleep Week advice cards were distributed, via Bounty's New-Born packs, to new mums in maternity units.

We commissioned a special animation for parents explaining our safer sleep messages in a simple and accessible way. Our aim was to reach a wider audience through social media. The safer sleep animation was viewed 42,488 times during Safer Sleep Week, exceeding the target of 25,000 views, and viewing figures continue to climb. It is planned for the animation to be played on screens in GP surgeries across the UK next year over a 12 month period where it is estimated it will reach an audience of around 4 million people, many of whom will be new and expectant parents.



**3.1m**

people reached on Twitter with the #SaferSleepWeek hashtag

Social media engagement was strong with the hashtag #SaferSleepWeek reaching an audience of 3.1 million people and leaving 8.1 million impressions, almost double that of the previous year. Our Director of Services Jenny Ward took part in a live Twitter Q&A session with @Unite\_CPHVA and its members. A total of 54 media hits were achieved during Safer Sleep Week, this included national and regional press, TV, radio and blogs. The Safer Sleep Week display pack was very popular this year and we sent out 364 to professionals compared to last year's 250 packs. 78,033 of our 'cot cards', designed specifically for the week, were sent out.

We know that health professionals value our materials and advice. Community health services have been under pressure with cuts and we are concerned that they will not have the same time to work with families. In response to this we will start pushing Safer Sleep Week earlier to give them more time to deliver information to families.



A number of local authorities ran local Safer Sleep Week campaigns, which generated further local coverage. This year, with the support and active encouragement of young parents, we rebranded our young parent's service Bubbalicious, as Little Lullaby. Babies born to





mums under 20, in the UK, are four times more likely to die of SIDS than those born to older parents so they are a key target audience for our messages. We relaunched Little Lullaby in April 2016 with a dedicated website for young parents.

The website provides a forum, allowing young parents to connect and support each other through the ups and downs of pregnancy, birth and parenting, as well as learning about SIDS and how to sleep their babies safely. Little Lullaby will help us reach more young parents across the UK through improved social media activity. Little Lullaby also runs safer sleep workshops where trained young parent volunteers known as ambassadors deliver talks to other young parents. Due to restrictions on our resources the workshops are currently only available in London but we hope to roll them out across the other parts of the country in the future.

## Highlights

- 11 young parents trained as ambassadors, to provide peer-to-peer safer sleep talks to other young parents.
- 98% of young parents attending ambassador talks said they have learnt something new.
- 3.1 million users on Twitter were reached with our Safer Sleep message during Safer Sleep Week.
- 1,375 enquiries to our information services
- Little Lullaby website launched with forums to provide peer to peer support and advice on safer sleep.

Following on from the success of the Baby Check booklet, which helps parents to decide whether their child needs medical attention and how urgent that need might be, The Lullaby Trust commissioned a Baby Check app in partnership with Birmingham Community Healthcare Trust. Like the booklet, the app contains 19 simple checks, which test for different symptoms or signs of illness. A prototype of the app, which is free of charge and available for both i-phone and android devices, was launched this year and we are working on a final version for release in 2017.

## 2. To fund research into both the causes and prevention of unexpected infant death, including SIDS

Our 2015 Grantholders Meeting was held at the Royal College of Paediatrics and Child Health in London on September 7th. The annual meeting is an opportunity for researchers from across the world and from a diverse range of specialties to further their own and others' knowledge of sudden infant death. It featured presentations from all current Lullaby Trust grantholders, who shared their research findings with around 60 colleagues and other interested parties.

Our Chief Executive, Francine Bates, also announced the GAPS (Global Action and Prioritisation of Sudden Infant Death) project, developed during the year. The aim of the project is to build an international consensus on future research priorities in sudden infant death. The Lullaby Trust is working with American SIDS Institute, SIDS and Kids and International Society for the study and prevention of Perinatal and Infant Death (ISPID) to collect data from a wide range of professionals across 20 countries working in the field of infant death and bereaved parents to identify the most important areas for research over the next decade.

Professor Neil Sebire, Professor of Paediatric Pathology at Great Ormond Street Hospital (GOSH), gave an introduction to his new study into Sudden Unexpected Death in Childhood. Although sudden unexpected deaths in children remain rare, they do sadly still occur, and there is very little research into these deaths. GOSH has a unique database, which includes around 500 sudden unexpected deaths in childhood and 1,500 sudden unexpected deaths in infancy. The study, which began in 2016, is the largest single centre autopsy study of sudden unexpected deaths in childhood.



Helen Ball, Professor of Anthropology at Durham University, introduced the feasibility study into 'A New Approach for Improving Infant Sleep-Sharing Safety'. The study will address the practice of hazardous co-sleeping arrangements by giving parents tailored information on co-sleeping and offering those with a higher risk of SIDS a 'safer sleep box' for their baby.

Professor Peter Fleming gave an update on the progress of the newborn hearing study. Almost every baby born in the UK has the newborn hearing screening test. This research explores whether it is feasible to identify babies who could be more at risk of SIDS by studying the test results. This could allow the development of a screening tool at birth that would allow at risk babies to receive potentially life-saving monitoring and interventions leading to a reduction in the number of SIDS deaths.

Dr Robert Coombs presented on his ongoing research into the prevalence of Long QT Syndrome gene variants in SIDS. This genetic research project aims to enable babies at risk of sudden unexpected death to be identified via a screening programme and given preventative treatment

Anna Pease presented the final results from her PhD research, which considered why mothers with babies at higher risk of SIDS do not follow safer sleep advice. The findings have the potential to influence change in how high-risk groups are targeted through interventions.

Following the Grantholders meeting, the work on the Global Action and Prioritisation of Sudden Infant Death (GAPS) Project continued and The Lullaby Trust facilitated three global workshops in the UK, Australia and USA towards the end of 2015. The participants of each workshop, which included a cross session of

professionals and bereaved parents, considered 30 research priorities based on the data collected from two international surveys across 20 countries. The aim of the workshops was to agree a consensus on the top 10 worldwide research priorities going forward.

In addition to the annual grantholders meeting, we also held a special research update in March 2016 for families whose baby or young child was over the age of 12 months when they died. Unexplained Deaths in this age group are very rare and this is not a well-researched area. Families heard about Professor Fleming's study exploring the potential link between abnormal newborn hearing tests and SIDS, this study is also looking at results of babies over the age of one; and from Professor Sebire whose team is being funded to specifically focus on this age group, drawing on retrospective data at Great Ormond Street. We also welcomed Laura Crandall from the US-based Sudden Unexplained Death in Childhood Foundation (SUDC) who updated families on work being undertaken by New York University exploring the genetic components of unexplained deaths in babies and children over the age of one.

We are pleased that we have managed to maintain our research programme despite challenging economic times and the competition from other charities with their own research agendas.

### 3. To provide support to bereaved families affected by the unexpected death of a baby or toddler

Parents who have suffered a sudden and unexpected death of a baby often feel anxious when they have another baby. Working with the NHS, we run a national health-visitor led service for bereaved parents, Care of Next Infant (CONI) programme.

The CONI programme provides specialist advice, information and support to health professionals who, in turn, support bereaved families with their next baby and help them reduce anxiety and enjoy the first year of their baby's life. The core elements of the programme are regular contacts with a health visitor, symptom diaries, weight charts and apnoea (movement) monitors and the support of a paediatrician.

## Highlights

- We scoped and led the Global Action and Prioritisation of Sudden Infant Death Project (GAPS) with partner SIDS organisations around the world.
- In 2015-16 £77,000 was invested in research to find the cause and reduce unexpected death in infancy including a study on sudden and unexpected deaths in childhood.

Since CONI began in 1988, we have provided comprehensive support to over 9,100 families and 13,500 babies. Last year we supported over 300 families through the CONI programme, and 500 families were enrolled on CONI PLUS, which supports other groups of vulnerable families, including those with a close family history of SIDS or following an Apparent Life Threatening Event.

Families are invited to give feedback on their experience of CONI. We have learnt from them, the importance of the support they receive from health professionals. All parents have access to a CONI paediatrician and 85% respondents found meeting with the paediatrician after the birth of their baby was helpful or very helpful. Additionally over 40% of families were offered a chance to meet the paediatrician before the birth of their baby and of those who did (70%), 86% found the meeting helpful or very helpful. Parents continue to value the one-to-one contact with experts to whom they can voice concerns and we continue to promote the vital importance of this access.

Our Freephone Bereavement Support Helpline remains the most popular means of seeking support from us regarding the sudden death of a baby. We have seen some reductions in those calling us for support, which is expected given the reductions in the number of SIDS deaths in recent years. During the year, we had 531

contacts looking for bereavement support, and 401 of these were through calls to our Helpline. Whilst our telephone support remains the most popular means of accessing our bereavement support services, online support has increased in the past year and 114 of the contacts were via an online method. We distributed 7,000 bereavement support leaflets and 4,500 helpline cards.

The number of first-time contacts was 220 during the year, which is a decrease from 2014-15 but shows a steady continuation in the number of new bereavement contacts we receive each year, despite reducing numbers of SIDS deaths. This is due to the number of bereaved families who call us for the first time some years after their baby has died; our support is the same no matter how long ago the bereavement was.

We conducted an online survey of the users of our bereavement services during the year, which again found that the Helpline and Befrienders remain highly rated, with over 80% of those who used either of the services finding them 'very useful'.

We allocated 90 families a Befriender to offer peer-to-peer support during the year. Of those connected with befrienders, 20% were family members other than parents, with the majority being grandparents, who we continue to support.

We commit to offering every bereaved parent who has given us their details the offer of a free family day out, once a year. They are held throughout the country at various venues, and allow families to spend time with their children, to remember their baby who died, and to access face to face information and support.

Last year we held eight days, which were attended by over 700 adults and 650 children. It was a particularly busy year for our family days as a grant from Children in Need meant we offered two fantastic days just before Christmas. Due to generous funding from bereaved families, we also held our first day that was specifically for those whose baby or young child was over 12 months when they died.

## Highlights

- Over 7,000 bereavement support leaflets and over 450 helpline cards to raise awareness of our bereavement support services were distributed.
- Over 700 adults and 650 children attended our free family days out, giving them access to face to face support and information.
- 531 enquiries about bereavement support.
- 90 families were allocated a Befriender to offer peer-to-peer support during the year.
- 300 families were supported through the CONI programme; an additional 500 families were enrolled on CONI PLUS.
- 85% of parents responding to the last survey found meeting with the CONI paediatrician after the birth of their baby was helpful or very helpful.

## 4. To work across the infant and child health community to reduce infant mortality in the UK

### Influencing practice at local level

Following the ONS publication of the numbers of unexplained infant deaths in August 2015, we produced a policy briefing, with the aim of raising awareness of SIDS and our safer sleep messages for local public health leads and Local Safeguarding Children's Panels (LSCBs) which was distributed in the autumn of that year.

We have provided safer sleep advice to over 3,500 professionals through 125 training sessions and presentations. Our small team of regional staff continue to make a huge impact throughout the country, and we have been involved with several local projects to train healthcare professionals during the year. The quality of our training makes it an important part of continuing professional development for these professionals.

### Highlights

- 3,500 professionals were provided with our safer sleep advice at 125 training sessions and presentations.
- 20,000 Lullaby Trust guides for professionals were distributed.
- 74% of professionals attending our training sessions were able to detail changes they would make to their professional practice as a result of attending our training.

We completed detailed evaluations with those who attended our training to consider the impact as well as feedback on the events. 95% of professionals who attended one of our regional training sessions said the presentation was highly relevant or relevant to their professional role. Our team of regional staff who deliver the training were also highly rated, with 99% of attendees rating them as highly knowledgeable and informative. We were pleased to see that 74% of those who attended the training sessions detailed changes they would make to their professional practice as a result of attending the training.

### Influencing at national level

As part of our wider policy and national work, we are committed to working in collaboration with others to reduce overall levels of infant mortality in the UK. This includes miscarriage, stillbirths and neonatal deaths. The Lullaby Trust is proud to work with colleagues from a number of charities and professional bodies across the sector including Sands, Bliss, Tamba, Miscarriage Association, Royal College of Paediatrics and Child Health, Royal College of Midwives, CPHVA, Unicef UK and NCT. We advocate for improved public health to prevent infant deaths and services to support bereaved families. This year, we have contributed to the recent Department of Health review of maternity led by Baroness Cumberlege and met with key ministers to discuss how to reduce infant mortality, notably stillbirths and neonatal deaths. We were therefore very pleased to welcome Jeremy Hunt's announcement in November 2015 to halve stillbirth and neonatal deaths by 2030.

Our Chief Executive continues to co-chair the National Smoking in Pregnancy Challenge Group and has been influential in securing resources from Public Health England to improve ways in which professionals communicate the risk of smoking in pregnancy to women. She has met with the Minister for Public Health, Jane Ellison, and highlighted that reducing the numbers of women who smoke in pregnancy would lead to a significant drop in sudden infant deaths.

The Lullaby Trust has taken a lead in establishing a new group in Parliament to raise awareness of Baby Loss. The All Party Parliamentary Group (APPG) on baby loss was established in February 2016 and is working with charities and experts in the sector. We are providing secretarial and administrative support to the APPG and working with them to set out a new vision to reduce infant deaths and support bereaved families.

## Future plans

We are dedicated to achieving our over-arching goal of reducing the numbers of SIDS to below 150 by 2020. In 2013, the number of unexplained deaths in infancy across the UK was 268. In 2014, the UK figure recorded was 230. We are very pleased that the numbers of

deaths continue to fall and we believe that the charity has made a significant contribution to the decline of SIDS in this country. However, we acknowledge that there is still more to do. The death of a baby or toddler is devastating for any parent and we are determined to do all we can to prevent this from happening to families.

We are now in the second year of our 2015-2020 strategy and will increase our focus on vulnerable and disadvantaged families, where the incidence of sudden infant deaths, is significantly higher. Our four strategic objectives remain the same going forward but will be kept under review by the Board of Trustees.

## Highlights

- To reduce the numbers of babies who die from SIDS to below 150 across the UK by 2020 by promoting our Safer Sleep message.
- To fund new research into both the causes and prevention of unexpected infant death, including SIDS.
- To provide support to bereaved families affected by the unexpected death of a baby or toddler.
- To work across the infant and child health community to reduce infant mortality in the UK.

## Promoting our safer sleep message

We are committed to improving the accessibility of our safer sleep message, ensuring that it reaches the most vulnerable families who are at increased risk of SIDS. We will be developing and delivering our national safer sleep awareness campaign, Safer Sleep Week, in March 2017, building on the success of the previous 2 years. The redevelopment of The Lullaby Trust website is well underway and will be launched in early 2017. We aim for the new website to provide a much improved user experience, increase traffic and enable us to better promote our key messages.

We will be looking to focus on specific modifiable risks such as sofa sharing and smoking in pregnancy and creating targeted campaigns to tackle these behaviours. We will also continue to reach out to more vulnerable

groups such as young parents. Little Lullaby, our service for young parents continues to grow and is building engagement with a widening community of young parents. The Young Parents Panel actively participates in the work of Little Lullaby to ensure young mums and dads remain at the heart of all it does.

A key aim for Little Lullaby is encouraging better interaction between young parents and health professionals. Young parents are four times more likely to lose a baby to SIDS than older parents it is therefore vital that they receive information about SIDS. Little Lullaby is creating a campaign and resources to help professionals work more effectively with young parents and get them to open up about the type of support that would be helpful to them.

## Funding research

The results of the GAPS study, presented at the International Conference on Stillbirth, SIDS and Baby Survival in Uruguay, will help to inform the development of our new research strategy. We will be welcoming Professor Helen Ball as the new independent Chair of the Scientific Committee who will oversee the new strategy and lead the call for new research proposals in early 2017. In particular we will be looking for projects that will help us reduce SIDS still further over the next 10 years.

## Supporting bereaved families

We are committed to improving our bereavement support services; and in response to the growing number of people contacting us online, we will be developing new online discussion forums during the year. We will continue to promote our Care of Next Infant (CONI) programme for bereaved parents and work with health care service providers and commissioners to ensure this much needed programme continues to be widely available.

We are planning to pilot a new tool to help health professionals estimate the level of risk for SIDS for individual babies.

We will continue to work with the other leading pregnancy loss and infant death charities across the UK to ensure that every family who loses a baby or toddler can access appropriate support in a timely and sensitive

way. We intend to work collaboratively, sharing information and expertise, to bring pressure to bear on policy makers and healthcare professionals to help us reduce preventable infant mortality and improve services for bereaved families.

Once again we will join forces on Baby Loss Awareness Week in October. The Lullaby Trust will be focusing on families who have lost a baby or toddler over the age of one.

We will also continue to support the newly formed All Party Parliamentary Group on Baby Loss to highlight what more can be done to prevent infant mortality and support bereaved families.

We are preparing a national briefing to send out to all Directors of Public Health and Local Safeguarding Children Boards to raise awareness of sudden infant deaths in their region. Our Chief Executive continues to Co-Chair the Smoking in Pregnancy Challenge Group to highlight the risks of smoking in pregnancy, the single biggest modifiable factor in reducing SIDS.

The Lullaby Trust has agreed to help to revise the Kennedy guidelines “Sudden unexpected death in infancy A multi-agency protocol for care and investigation” which were first published 10 years ago and designed to foster consistency and a sensitive multi-disciplinary approach to investigating the sudden and unexpected death of a baby in England and Wales. Our Chief Executive has been asked to help review the guidelines by Baroness Kennedy, alongside the Royal College of Pathologists, Royal College of Paediatrics and Child Health, the Police and the Coronial service. The new guidelines will be published next year.

## Financial report

The progress made in the last 2 years, following the rebrand to The Lullaby Trust, has continued in 2016. Although income for the current year at £1.52 million is lower than the £1.8 million achieved last year, this is still a very good performance as 2015 was an exceptional year and benefited from significant one off donations. Community fundraising has continued to be our largest source of income in the year, for which thanks is due to our ever-growing team of loyal supporters. Our London Marathon runners stand out for their success in raising £190,000.

Costs associated with fundraising have fallen in 2016 to £480,000 after some one-off investments in training and database management in the previous year (2015: £530,000).

The success of the fundraising team has ensured continued progress against our strategic objectives. We have increased our charitable expenditure to £1.09 million (2015: £980,000). Areas of increased investment included:

- Our awareness raising activities, including our biggest ever Safer Sleep Week in March, led to increased outreach via our publications
- As we moved into the third year of Big Lottery Funding for our Little Lullaby project, our work with young parent ambassadors stepped up and we developed the dedicated website for this programme
- At a regional level we increased the reach of our training for professionals and were able to deliver a wider programme of Family Days for bereaved families.

We continued to invest in bereavement support through our helpline and befriender programmes. The CONI programme was under the direct control of The Lullaby Trust for its first full year in 2016, having transferred to our London office base in February 2015. The CONI programme is a key area of support for families and was chosen as the focus of our winter Big Give Campaign, which raised £64,000 for the operational costs of the programme in 2016. Expenditure on monitors and equipment from the CONI programme more than doubled in 2016, reaching £93,000. This was due to increased demand, which was met from a combination of direct purchases by PCTs and a successful campaign to local trusts and foundations. The Board have reviewed the need for designated funds for the CONI programme, deciding to keep £110,000 set aside to ensure it can be funded for at least 14 months.

During the year, we increased our investment in the new born hearing research project from £44,000 to £153,000 and wrote back £50,000 from the Long QT Syndrome study as the project cost less than originally allocated. The GAPS Analysis was carried out as planned during 2016 to help us determine future areas of research that can be funded by the charity. The resulting Research Strategy is now expected to be finalised in January 2017 and the Board has decided to carry forward the remaining £92,000 of funds



designated for research to fund new priorities identified in the Strategy. The Scientific Committee will be calling for new proposals in January 2017 with a view to committing designated funds in 2017.

The total expenditure in the year increased in line with our plans from £1.51million to £1.56 million. At the year end, General Funds stood at £407,000 (2015: £444,000). After an agreement to contribute £8,000 to research commitments in the year, Designated Funds stood at £202,000 (2015: £210,000).

The Lullaby Trust holds restricted funds in accordance with donor's requirements. At 30 June 2016, the balance of Restricted Funds amounted to £202,000 (2015: £201,000).

The Lullaby Trust Sales Limited continued its activities of securing sponsorship from corporate partners and selling Christmas cards, T shirts and other merchandise. It made profits of £83,259 in the year, which was gifted to the charity under the gift aid scheme.

## Reserves Policy

The reserves policy as agreed by Trustees is designed to reflect the underlying risks facing the charity and to ensure that the charity has an appropriate level of reserves to safeguard its day to day operations. The Trustees consider that the minimum level of free General Funds, required to support the charity's operations is three months budgeted expenditure (excluding research and the CONI programme). At 30 June 2016, this amounted to £363,000.

At 30 June 2016 free general funds stood at £385,000. The Trustees are satisfied that the general free reserves meet the above conditions.

## Grant Making Policy

The Lullaby Trust is a member of AMRC and follows best practice. The Lullaby Trust provides research grants in order to support our key charitable objectives. The Scientific Committee is responsible for assessing all requests for research funding. Applicants from accredited research institutions are invited to apply for funding for projects that meet our criteria to reduce incidence of sudden infant death.

All applications are subject to independent peer review

and are also considered by a lay panel of bereaved parents. The committee will only recommend projects for funding to the Board of Trustees which meet the highest scientific merit. The Board of Trustees have ultimate responsibility for approving any grant expenditure. Once a grant is approved, the successful applicant will be contacted and required to complete a formal research contract with the charity. This contract will be monitored by the Chief Executive and the Scientific Committee.

## Structure, governance and management

The Lullaby Trust is a company limited by guarantee, Registered in England and Wales No. 01000824 and is a registered charity, No. 262191. Its governing document is its Memorandum and Articles of Association, dated January 1971 as amended by special resolution in January 2002. There was a certificate change of name in March 2012 (formerly the Foundation for the Study of Infant Deaths).

The Lullaby Trust has one, wholly-owned subsidiary, The Lullaby Trust Sales Limited, which is a private limited company, Registered in England and Wales No. 01731141. Its governing document is its Memorandum and Articles of Association, dated April 1983 as amended in March 2012 to reflect the change of name from F.S.I.D. Sales Limited. The principal activity of the subsidiary company is that of raising funds for The Lullaby Trust through trading and sponsorship income and all profits are donated to The Lullaby Trust annually under the Gift Aid scheme.

The charity's Articles of Association allow it to operate in England, Wales and Northern Ireland; its headquarters are in London where it employs 15 full-time and 12 part-time staff including five regional staff working part-time from their homes. The majority of employees deliver the charitable objects, just over three full-time equivalent posts are administrative and financial functions, and six are engaged in fundraising. The Board of Trustees meets four times a year to set strategy, agree on policy and review finances. The Board comprises of trustees who bring a broad range of skills and professional qualifications necessary to ensure that the charity has access to all relevant expertise.

They are advised by:

- The Scientific Committee, which meets one to two times a year to review submitted proposals for scientific research and to recommend them to The Board of Trustees for approval for funding.
- The Lullaby Trust Advisory Committee, which meets three times a year to act as a forum for discussion and provide advice to senior staff on The Lullaby Trust's core charitable activities.
- The Finance and Resources Committee, which meets five times a year to monitor the finance and resources of The Lullaby Trust on behalf of the Board of Trustees and to provide strategic advice to the Chief Executive.
- The Remuneration Committee which consists of the Chairman of the Board of Trustees and the Chairman of the Finance and Resources Committee, meets twice a year to review policy and make recommendations for the remuneration of staff to the Board of Trustees.

Each of these committees operates under terms of reference approved by the Board of Trustees. The Trustees are appointed by the Board of Trustees. The Board of Trustees continue to review and monitor governance arrangements. New trustees receive a comprehensive induction pack when they join the charity and are offered training on the roles and responsibilities of charity trusteeship. New trustees are introduced to staff and encouraged to attend all events organised by the charity.

## Key management personnel

The Trustees and the Chief Executive are key management personnel. Day to day operational management of the charity is delegated to the Chief Executive.

## Remuneration policy

The Lullaby Trust believes that its staff are key to delivering its objectives. To this end it believes that its pay policies should be fair, transparent, competitive and sustainable. The Lullaby Trust believes that it is important to reward its staff competitively within the small charity sector and at the same time ensure that it remains prudent and can guarantee that its pay bill is sustainable both at the current time and in the future. The Remuneration Committee has overall responsibility

to set remuneration and terms and conditions of employment for all staff of The Lullaby Trust. It specifically has the responsibility to set the pay and terms and conditions of the Chief Executive, which is then approved by the full Board of Trustees.

The Lullaby Trust aspires to pay its staff around the median market pay level for comparable jobs in similar sized charities in London where the jobs are based in London and with respect to the local pay market place where the jobs are not based in London.

The Lullaby Trust is committed to paying the "London Living Wage" for its paid staff, so far as this is within the sustainable financial resources of The Lullaby Trust. The Lullaby Trust's salaries include any "London Weighting" for all salaries paid to staff working in London.

Currently, The Lullaby Trust pays "spot salaries" for each employee, related to their particular skills, experience, qualifications, performance and contribution to The Lullaby Trust, which is the typical approach to setting pay for small to medium sized charities.

The Lullaby Trust aspires to provide an employee benefits package, which is appropriate and competitive within the relevant charity market place for relevant jobs. In addition, The Lullaby Trust provides training and development for its staff both to enable them to undertake their job to the required standards and also to develop them for future job growth and career development.

The Lullaby Trust normally reviews salary levels prior to setting the charity's Annual Budget in June each year. The Remuneration Committee will recommend to the Board of Trustees whether all staff or selected staff should receive a pay rise.

The Lullaby Trust aims to undertake a pay benchmarking exercise, every three years, to measure the extent to which The Lullaby Trust is achieving its objective of setting the pay of its staff at the chosen level against the relevant market place.

## Volunteers

The Lullaby Trust relies on volunteers in many areas of its work. During the reporting year we received voluntary help from 100 volunteers including:



- 65 befrienders providing support to bereaved families
- 17 young parents who have been recruited through Little Lullaby to act as peer ambassadors and/or serve on our young parents panel
- 12 members of our advisory, scientific and finance and resources committees supporting the governance of the charity and working alongside our trustees
- 6 regular office volunteers or voluntary interns helping with fundraising and office administration.

## Risk management and financial control

The Board of Trustees continues to review and assess risks faced by the charity at each board meeting. The Chief Executive fully updates the Board of Trustees at these meetings and highlights current risks facing the charity.

The Senior Management Team assesses risks facing the charity updating the charity's risk register every six months. The risk register is the charity's chart and description of the quantitative method of evaluating risk. It covers Governance, Financial, Operational, Physical, Child Protection, External and Reputational, Legal and Compliance risks.

The Senior Management Team ensures that robust policies, procedures, systems and training are in place to deal with risk and these are designed to mitigate or manage any potential impact on the charity should those risks materialise.

Work by the Board of Trustees and Senior Management Team continues to identify funding as the biggest risk to the charity. A new Head of Fundraising has been appointed who has created a new three-year fundraising strategy diversifying funding avenues. With an unstable economic environment diversification is key to mitigating this risk.

Further risks include data protection and ensuring that The Lullaby Trust is fully compliant in data protection laws and any new legislation introduced through government policy. To mitigate the risk the charity has a named responsible person (a Senior Manager) who ensures all staff receive annual training in data protection legislation and best practice. All printed

and online forms, which are used to capture data, are reviewed to ensure they are in line with the latest guidance on data preferences.

Funding is also the biggest risk to The Lullaby Trust Sales Limited. Wherever possible commercial arrangements with corporate partners are contractual arrangements for fixed periods. A corporate partnerships manager is in post within the fund raising team to liaise with all corporate partners with a view to maintain and develop existing relationships and identify potential new partners.

## Statement of Trustees' responsibilities

The Trustees (who are also the directors of The Lullaby Trust Limited for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and the group and of its income and expenditure for that period.

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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles set out in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards including FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements State whether a Statement of Recommended Practice (SORP) applies and has been followed, subject to any material departures which are explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable 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 charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

None of the Trustees had any beneficial interest in any contract to which the Organisation was party during the year.

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

## Audit Information

So far as each of the Trustees at the time the Trustees' report is approved is aware:

- a. there is no relevant information of which the auditors are unaware; and
- b. they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

## Auditors

Kingston Smith LLP have indicated their willingness to continue in office and are deemed to be reappointed in accordance with section 487(2) of the Companies Act 2006.

This report was approved by the Board of Trustees and signed on its behalf by:



Terry Hedden  
Chairman

Date: 12/01/2017

# Thank you

We would like to say a huge thank you to the many individual supporters, who in the past year have given up time and energy, taken part in an event, raised money or made a donation to support the work of The Lullaby Trust. Highlights from 2015/2016 include:

- The Big Give Challenge 2015; our supporters generated £64,000 for our Care of Next Infant (CONI) programme.
- 65 keen runners took part in the 2016 Virgin London Marathon to support The Lullaby Trust, and set a new marathon fundraising record for the charity, raising an outstanding £190,000
- Events and Community fundraising raised £499,000. One of the many highlights of the year was a team of over 20 fundraisers climbing the Three Peaks raising a staggering £23,000.
- Supporters attended a host of Lullaby Trust events which included our inaugural London Carol Concert at which more than 300 people enjoyed a performance by long term supporter and opera singer Jamie Lonsdale.

Thank you to all the staff and hundreds of volunteers across the country who worked so hard to help The Lullaby Trust achieve its aims.

Thank you to all our corporate partners, Trusts and Foundations that have funded our work this year. In the year 2015/16 we were delighted to enter into the 15th year of our relationship with The Gro Company, our longest standing partnership, and one which continues to thrive. We also extended our contract with Kiddy for a further year and have received significant support from the National Federation of Demolition Contractors (NFDC) who will also be supporting us again in 2016/17. We once again have received valued Pro-bono support from White and Case.

Companies, Trusts and Foundations offering pro bono services or donating £1,000 or more in 2015/2016 include:

Barclays Bank plc  
Candis Club  
Cards For Good Causes  
Centrica Energy  
Charles S French Charitable Trust  
Coventry and District Charitable Trust

Dandia Charitable Trust  
Dixie Rose Findlay Charitable Trust  
F J Wallis Charitable Trust  
Fowler Smith and Jones Trust  
Frazer Trust  
Goldman Sachs International  
Hillgate Travel  
Hospital Saturday Fund  
HSBC Bank plc  
J E Posnansky Charitable Trust  
Kiddy  
Lansinoh Laboratories, Inc.  
M & G Ltd.  
Marks & Spencer Group plc  
Maximus Foundation UK  
Media Trust  
Mrs Hilda Beer Charitable Trust  
NFDC  
Olswang  
R S Brownless Charitable Trust  
Riba Enterprises  
Sir Samuel Scott Of Yews Trust  
Smiths Group plc  
Souter Charitable Trust  
Sovereign Health Care Charitable Trust  
Stafford Young Jones  
Teddy's Wish  
The Big Lottery Fund (Reaching Communities)  
The Borrowes Charitable Trust  
The Ernest Kleinwort Charitable Trust  
The Gro Company  
The Helen Jean Cope Charity  
The James Beattie Charitable Trust  
The James Tudor Foundation  
The Linmardon Trust  
The Oldhurst Trust  
The Rothley Trust  
The Schuh Trust  
The Swire Charitable Trust  
The William Allen Young Charitable Trust  
Tozers  
UKH Foundation

A gift in a will is a special way of supporting The Lullaby Trust. We are grateful to the following supporters for collectively leaving us £18,000 in their memory:

Judith Mary Bell  
Margaret Joan Duff  
Elizabeth Margaret Pollock  
Joy Saynor  
Catherine Tamar Underwood

# Board of Trustees & Committees

## Patron

HRH the Duchess of Gloucester

## President

Mr Charles de Selincourt OBE

## Vice-President

Sylvia Lady Limerick CBE MA Hon FRCP HonFRCPCH

## Founder

The late Mrs Nancy Hunter-Gray MBE

## Chief Executive

Ms Francine Bates OBE

## Board

Mr Terry Hebden (Chairman)

Dr Andrew Boon BSc MD FRCP FRCPCH DCH (retired June 2016)

Miss Holly Butcher

Mr Chris Cleaver (appointed October 2015)

Dr Charlotte Daman Willems FRCP FRCPCH

Dr Justin Daniels BMedSci BMBS MSc FRCPCH

Ms Ethna Dillon BSc (Hons) RN RHV (appointed October 2015)

Dr Steve Gould FRCPPath

Mr David Marshall FCA

Ms Gabrielle Osrin

Mrs Lavinia Postlethwaite

Mrs Kirsti Robertshaw

Dr Peter Sidebotham (appointed March 2016)

Professor Marjorie Smith PhD CPsychol AsFBPS (retired June 2016)

## Scientific Committee

Professor Helen Ball (Chair appointed Oct 2016)

Dr Andrew Boon BSc MD FRCP FRCPCH DCH (Retired Oct 2016)

Professor Mike Campbell BA MSc PhD CStat

Dr Rachel Carling (appointed Oct 2016)

Dr Robert Coombs MB BS BSc FRCPCH MRCP DCH

Professor Neil Dalton MA PhD (Retired Oct 2016)

Dr Charlotte Daman Willems FRCP FRCPCH (appointed May 2015)

Dr Justin Daniels BMedSci BMBS MSc FRCPCH (appointed May 2015)

Professor Ruth Gilbert MSc MD FRCPCH

Dr Sarah Johnson BSc PhD

Dr Penny Jones MB BS (Retired Oct 2016)

Professor James A Morris MA MB BChir FRCPPath (Retired Oct 2016)

Dr Anna Pease MA MSc PhD (appointed Oct 2016)

Professor Marjorie Smith PhD CPsychol AsFBPS

## Advisory Committee

Dr Charlotte Daman Willems FRCP FRCPCH (Chairperson)

Dr Justin Daniels BMedSci BMBS MSc FRCPCH (Vice-Chairman)

Dr Andrew Boon BSc MD FRCP FRCPCH DCH

Ms Louise Carmi

Dr Robert Coombs MB BS BSc FRCPCH MRCP DCH

Dr Paul Davis MD MB FRCPCH MRCP DCH representing the British Association of Community Child Health

Dr Linda Dowdney (retired June 2016)

Dr Steve Gould FRCPPath

Ruth Jalloh (appointed February 2016)

Ms Gail Johnson representing the Royal College of Midwives

Ms Clare Jolly BSc (Hons) MSc RGN RHV representing Community Practitioners and Health Visitors Association

Ms Maria Kane

Dr Angela Moore MB BS MMedSci DCH FRCP FRCPCH

Mr Edward Thomas

Ms Alison Wall (appointed November 2014)

## Finance and Resources Committee

Mr David Marshall FCA (Chairman)

Mr Nick Beaumont

Mr Terry Hebden

Ms Sue Hunt

Mr Kevin O'Brien (appointed July 2015)

Mr Charles de Selincourt OBE

## The Lullaby Trust Sales Limited

Mr Terry Hebden (Chairman), Director

Ms Francine Bates (CEO), Director

Mr David Marshall FCA, Director

Mr Andrew Cole, Director

Ms Lisa Penney, Director

# Independent Auditors' Report to the Members of The Lullaby Trust

We have audited the financial statements of The Lullaby Trust for the year ended 30 June 2016 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 'The Financial Reporting Standard Applicable in the UK and Ireland'.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and, in respect of the consolidated financial statements, to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

## Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 16 to 17 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed as auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

## Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition we read all the financial and non-financial information in the Trustees Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Opinion on the financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 30 June 2016 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

## Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

## Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and from preparing a strategic report.



Luke Holt, Senior Statutory Auditor  
for and on behalf of Kingston Smith LLP, Statutory Auditor

Date: 19/1/17  
Devonshire House  
60 Goswell Road  
London EC1M 7AD

Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006

# The Lullaby Trust

## Consolidated Statement of Financial Activities for the year ended 30th June 2016

	Note	General Funds	Designated Funds	Restricted Funds	Total 2016
INCOME AND EXPENDITURE		£	£	£	£
<b>Income</b>					
Donations and legacies	5	857,524	-	367,984	1,225,508
Other trading activities:			-		
- The Lullaby Trust generated income	6	70,011		5,953	75,964
- The Lullaby Trust Sales Limited	8	100,375	-	-	100,375
Income from investments:					
- The Lullaby Trust		1,532	-	-	1,532
- The Lullaby Trust Sales Limited	8	74	-	-	74
Income from charitable activities	7	67,177	-	49,161	116,338
<b>Total Income</b>		<b>1,096,693</b>	<b>-</b>	<b>423,098</b>	<b>1,519,791</b>
<b>Expenditure</b>					
Expenditure on raising funds					
- The Lullaby Trust	9	(462,617)	-	-	(462,617)
- The Lullaby Trust Sales Limited	8	(17,190)	-	-	(17,190)
Charitable activities					
- Scientific research	10	38,226	(7,746)	(115,466)	(84,986)
- Support and information	10	(692,101)	-	(213,877)	(905,978)
- Monitors and sundry equipment (CONI)	10	-	-	(92,638)	(92,638)
<b>Total Expenditure</b>		<b>(1,133,682)</b>	<b>(7,746)</b>	<b>(421,981)</b>	<b>(1,563,409)</b>
<b>Net Movement in Funds</b>	12	(36,989)	(7,746)	1,117	(43,618)
Balance at 1st July 2015		443,863	210,000	200,755	854,618
Balance at 30th June 2016	20	<b>406,874</b>	<b>202,254</b>	<b>201,872</b>	<b>811,000</b>

All amounts relate to continuing activities.

There have been no recognised gains or losses, other than the results for the financial year, and all profits or losses have been accounted for on an historical cost basis.

The net outgoing resources of the parent amounted to £125,946 (2015: incoming resources of £189,550)

The notes on pages 25 to 40 form part of these financial statements.



# The Lullaby Trust

## Consolidated Statement of Financial Activities for the year ended 30th June 2015

	Note	General Funds	Designated Funds	Restricted Funds	Total 2015
INCOME AND EXPENDITURE		£	£	£	£
<b>Income</b>					
Donations and legacies	5	969,967	-	448,896	1,418,863
Other trading activities:			-		
- The Lullaby Trust generated income	6	157,334	-	14,549	171,883
- The Lullaby Trust Sales Limited	8	116,114	-	-	116,114
Income from investments:					
- The Lullaby Trust		3,536	-	-	3,536
- The Lullaby Trust Sales Limited	8	204	-	-	204
Income from charitable activities	7	55,451	-	35,941	91,392
<b>Total Income</b>		<b>1,302,606</b>	<b>-</b>	<b>499,386</b>	<b>1,801,992</b>
<b>Expenditure</b>					
Expenditure on raising funds					
- The Lullaby Trust	9	(511,774)	-	-	(511,774)
- The Lullaby Trust Sales Limited	8	(17,554)	-	-	(17,554)
Charitable activities					
- Scientific research	10	(25,401)	32,000	(167,340)	(224,741)
- Support and information	10	(520,525)		(196,293)	(716,818)
- Monitors and sundry equipment (CONI)	10	-	-	(42,791)	(42,791)
<b>Total Expenditure</b>		<b>(1,075,254)</b>	<b>(32,000)</b>	<b>(406,424)</b>	<b>(1,513,678)</b>
<b>Net Incoming/(Outgoing) Resources</b>		227,352	(32,000)	92,962	288,314
Transfers between funds	20	<b>(210,000)</b>	<b>210,000</b>	-	-
<b>Net Movement in Funds</b>	12	17,352	178,000	92,962	288,314
Balance at 1st July 2014		426,511	32,000	107,793	566,304
Balance at 30th June 2015	20	<b>443,863</b>	<b>210,000</b>	<b>200,755</b>	<b>854,618</b>

# The Lullaby Trust

## Consolidated Balance Sheet as at 30th June 2016

	Note	Group 2016 £	Group 2015 £	Charity 2016 £	Charity 2015 £
<b>Fixed Assets</b>					
Tangible	15	22,153	24,414	22,153	24,414
Investments	8	-	-	10,000	10,000
		<u>22,153</u>	<u>24,414</u>	<u>32,153</u>	<u>34,414</u>
<b>Current Assets</b>					
Stocks		1,130	1,714	-	-
Debtors and prepayments	16	167,502	128,481	219,263	216,326
Cash at bank and in hand		<u>1,018,479</u>	<u>1,075,297</u>	<u>999,067</u>	<u>1,017,004</u>
		1,187,111	1,205,492	1,218,330	1,233,330
<b>Creditors: Amounts falling due within one year</b>	17	<u>(130,853)</u>	<u>(153,916)</u>	<u>(172,072)</u>	<u>(191,754)</u>
<b>Net Current Assets</b>		1,056,258	1,051,576	1,046,258	1,041,576
<b>Creditors: Amounts falling due after more than one year</b>	18	<u>(267,411)</u>	<u>(221,372)</u>	<u>(267,411)</u>	<u>(221,372)</u>
<b>Net Assets</b>		<u>811,000</u>	<u>854,618</u>	<u>811,000</u>	<u>854,618</u>
<b>Represented by:</b>					
Restricted funds	20	201,872	200,755	201,872	200,755
Designated Funds	20	202,254	210,000	202,254	210,000
General funds	20	<u>406,874</u>	<u>443,863</u>	<u>406,874</u>	<u>443,863</u>
		<u>811,000</u>	<u>854,618</u>	<u>811,000</u>	<u>854,618</u>

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and in accordance with the provisions of FRS 102 (effective January 2015).

The notes on pages 25 to 40 form part of these financial statements.

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



T. Hebden  
Chairman

Date: 12/01/2017

Registered Company No. 01000824

# The Lullaby Trust

## Statement of Cash flows for the year ended 30th June 2016

	Note	Group 2016 £	Group 2015 £	Charity 2016 £	Charity 2015 £
<b>Cash used in operating activities</b>					
<b>Cash provided by (used in) operating activities</b>	1	(51,592)	322,734	(12,637)	342,077
<b>Cash flows from investing activities</b>					
Interest income		1,606	3,740	1,532	3,536
Purchase of tangible fixed assets		(6,832)	(16,712)	(6,832)	(16,712)
<b>Cash provided by (used in) investing activities</b>		(5,226)	(12,972)	(5,300)	13,176)
<b>Change in cash and cash equivalents in the reporting period</b>		(56,818)	309,762	(17,937)	328,901
<b>Cash and cash equivalents at the beginning of the reporting period</b>		1,075,297	765,535	1,017,004	688,103
<b>Cash and cash equivalents at the end of the reporting period</b>	2	1,018,479	1,075,297	999,067	1,017,004

## Notes to the Financial Statements for the year ended 30 June 2016

<b>1 Reconciliation of net income/(expenditure) to net cash provided by operating activities</b>	<b>Group 2016 £</b>	<b>Group 2015 £</b>	<b>Charity 2016 £</b>	<b>Charity 2015 £</b>
Net Income/(Expenditure)	(43,618)	288,314	(43,618)	288,314
Depreciation Charges	9,093	7,787	9,093	7,787
Interest Income	(1,606)	(3,740)	(1,532)	(3,536)
(Increase)/decrease in Current Assets	(38,437)	15,284	(2,937)	18,557
Increase/(decrease) in Creditors	22,976	15,089	26,357	30,955
<b>Net Cash Flow from Operating Activities</b>	<b>(51,592)</b>	<b>322,734</b>	<b>(12,637)</b>	<b>342,077</b>
<b>2 Cash and cash equivalents</b>				
Cash in hand	1,018,479	1,075,297	999,067	1,017,004
<b>Total cash and cash equivalents</b>	<b>1,018,479</b>	<b>1,075,297</b>	<b>999,067</b>	<b>1,017,004</b>

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 3 Accounting Policies

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Company and Group is a public benefit company for the purposes of FRS 102 and therefore the Charity also prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), the Companies Act 2006 and the Charities Act 2011.

FRS 102 has been adopted for the first time when preparing these financial statements. The transition date to FRS 102 was 1 July 2014 and the last financial statements prepared under the previous financial reporting framework were prepared for the year ended 30 June 2015. An explanation of how the transition has affected the reported financial position and financial performance is provided in note 19 to the financial statements.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charity's forecasts and projections and have taken account of pressures on donations income. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements. There were no material uncertainties during the year.

The principal accounting policies are as follows:

#### Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

#### Consolidation

The group financial statements consolidates the financial statements of The Lullaby Trust and its wholly owned subsidiary undertaking, The Lullaby Trust Sales Limited, for the year ended 30th June 2016. A separate income and expenditure account for The Lullaby Trust is not presented because The Lullaby Trust has taken advantage of the exemptions permitted by section 230 of the Companies Act 2006.

#### Rounding

All notes and financial statements are rounded to the nearest £1.

#### Income

Donations and income from specific events are recognised when the three conditions of probable, entitlement and measurement are satisfied and where it is probable that monies will not be repayable. Grants and interest receivable are included in the financial period to which they relate.

### 3 Accounting Policies (continued)

#### Expenditure

All expenditure is accounted for on an accruals basis and is classified under specific expenditure categories where appropriate.

Overhead expenses which do not relate to a specific expenditure category within the Statement of Financial Activities are apportioned over the various categories using a formula based on the level of man hours dedicated. This is approved by the Finance and Resources Committee of The Lullaby Trust and reviewed on an annual basis.

Grants payable are payments made to the third parties in the furtherance of the charitable objects of the Charity. Single or multi year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the Trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and any condition attaching to the grant is outside of the control of the Charity.

Long term creditors for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about the timing of the grant.

#### Tangible Fixed Assets

Fixed assets, which are stated at cost, are depreciated at rates sufficient to reduce the net book amount of those assets to their estimated residual value at the end of their expected useful lives. The following rates are currently used:

Office equipment - over 4 years on a straight line basis

Fixtures & fittings - over the period of the lease on a straight line basis

Fixed assets costing £100 or more are capitalised.

#### Stocks

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

#### Other financial instruments

##### i. Cash and cash equivalents

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

##### ii. Debtors and creditors

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. Debtors and creditors that are receivable or payable in more than one year and not subject to a market rate of interest are measured at the present value of the expected future receipts or payment discounted at a market rate of interest.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 3 Accounting Policies (continued)

#### Fund Accounting

Funds held by The Lullaby Trust are either:

*Unrestricted general funds* - these are funds which can be used for the charitable objects at the discretion of the trustees.

*Designated funds* - these are funds set aside by the trustees out of unrestricted general funds for specific purposes or projects.

*Restricted funds* - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

#### Taxation

The taxable profit of the subsidiary undertaking The Lullaby Trust Sales Limited is eliminated by a gift aided donation in favour of The Lullaby Trust which is not liable to taxation due to its charitable status.

#### Operating Leases

Rentals payable under operating leases are charged to the Statement of Financial Activities as incurred over the terms of the lease.

### 4 Liability of Members

At 30th June 2016 The Lullaby Trust has 83 Members (2015 - 83 members). The liability of each Member to contribute to the assets of the Charity is limited to £1.00. The number of Members is limited to 150.

5 Donations and legacies income	Unrestricted 2016 £	Restricted 2016 £	Total 2016 £
Community and events	416,963	56,099	473,062
Individuals	331,370	20,497	351,867
Trusts	25,750	255,668	281,418
Companies	60,345	35,020	95,365
Other	23,096	700	23,796
	<u>857,524</u>	<u>367,984</u>	<u>1,225,508</u>

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

<b>5 Donations and legacies income (continued)</b>	<b>Unrestricted 2015 £</b>	<b>Restricted 2015 £</b>	<b>Total 2015 £</b>
Community and events	387,792	148,218	536,010
Individuals	420,571	22,638	443,209
Trusts	40,211	263,758	303,969
Companies	68,219	14,282	82,501
Other	53,174	-	53,174
	<u>969,967</u>	<u>448,896</u>	<u>1,418,863</u>

<b>6 The Lullaby Trust generated income</b>	<b>Unrestricted 2016 £</b>	<b>Restricted 2016 £</b>	<b>Total 2016 £</b>
Special events	69,486	5,953	75,439
Other	525	-	525
	<u>70,011</u>	<u>5,953</u>	<u>75,964</u>

	<b>Unrestricted 2015 £</b>	<b>Restricted 2015 £</b>	<b>Total 2015 £</b>
Special events	149,883	13,049	162,932
Other	7,451	1,500	8,951
	<u>157,334</u>	<u>14,549</u>	<u>171,883</u>

<b>7 Charitable activities income</b>	<b>Unrestricted 2016 £</b>	<b>Restricted 2016 £</b>	<b>Total 2016 £</b>
CONI	5,903	49,088	54,991
Other activities	61,274	73	61,347
	<u>67,177</u>	<u>49,161</u>	<u>116,338</u>



# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

<b>7 Charitable activities income (continued)</b>	<b>Unrestricted 2015 £</b>	<b>Restricted 2015 £</b>	<b>Total 2015 £</b>
CONI	2,655	35,441	38,096
Other activities	52,796	500	53,296
	<u>55,451</u>	<u>35,941</u>	<u>91,392</u>

### 8 The Lullaby Trust Sales Limited Fund Accounting

The Lullaby Trust has a wholly-owned trading subsidiary undertaking, The Lullaby Trust Sales Limited, a company incorporated and registered in England and Wales. The principal activity of this company is the raising of funds for the Charity through the sale of goods and all its profits are paid to the Charity by gift aid. The Charity owns the entire issued share capital of 10,000 ordinary shares of £1 each. A summary of the results is shown below:

<b>Profit and Loss Account</b>	<b>2016 £</b>	<b>2015 £</b>
Income	100,375	116,114
Cost of sales	<u>(10,754)</u>	<u>(12,652)</u>
Gross profit	89,621	103,462
Distribution and administration expenses	(6,436)	(4,902)
Interest receivable and similar income	74	204
Donations under gift aid	<u>(83,259)</u>	<u>(98,764)</u>
Profit on ordinary activities after donation and taxation	<u>-</u>	<u>-</u>

<b>Balance Sheet</b>	<b>2016 £</b>	<b>2015 £</b>
Current assets	99,489	113,357
Creditors: amounts falling due within one year	<u>(89,489)</u>	<u>(103,357)</u>
Total assets less current liabilities	<u>10,000</u>	<u>10,000</u>
Called up share capital	10,000	10,000
Retained profit and loss account	<u>-</u>	<u>-</u>
Shareholders' funds	<u>10,000</u>	<u>10,000</u>

Registered Company No. 01731141

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

9 Fundraising expenditure	Direct Costs 2016	Apportioned Costs 2016	Total 2016	Total 2015
<u>Raising funds</u>	£	£	£	£
Community and events	68,526	149,797	218,323	232,207
Individuals	12,199	56,562	68,761	104,023
Trusts	551	75,830	76,381	44,577
Companies	268	29,213	29,481	56,004
Other donations	-	10,566	10,566	5,869
Special events	23,638	35,428	59,066	58,084
Other generated income	39	-	39	11,010
	<u>105,221</u>	<u>357,396</u>	<u>462,617</u>	<u>511,774</u>

10 Charitable expenditure	General Funds	Designated Funds	Restricted Funds	Total 2016
<u>Scientific Research</u>	£	£	£	£
Grants payable:				
University of Bristol Infant Care Practices	-	-	(17)	(17)
University of Bristol Hearing Project	-	7,746	100,773	108,519
Durham University Safer Sleep Space	-	-	-	-
Great Ormond Street Hospital Over 1 Research	-	-	-	-
Research Gap Analysis	-	-	-	-
University of Sheffield Long QT Syndrome (i)	(50,000)	-	-	(50,000)
Adjustment to previously completed projects	(10,515)	-	10,515	-
Direct costs	14,583	-	4,195	18,778
Support costs apportioned (Note 9)	7,706	-	-	7,706
	<u>(38,226)</u>	<u>7,746</u>	<u>115,466</u>	<u>84,986</u>

### Support and information

CONI Programme	50,429	-	40,245	90,674
Direct costs	369,456	-	173,632	543,088
Support costs apportioned (Note 9)	272,216	-	-	272,216
	<u>692,101</u>	<u>-</u>	<u>213,877</u>	<u>905,978</u>

(i) An amount of £50,000 was written back in 2016 for the project titled 'The Prevalence of Long QT Syndrome Gene Variants in Sudden Infant Death Syndrome in England: A Molecular-Clinical Study From Victims to Families'. The grant was reduced in agreement with the grantholder.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

10 Charitable expenditure (continued)	General Funds	Designated Funds	Restricted Funds	Total 2015
	£	£	£	£
<b><u>Scientific Research</u></b>				
Grants payable:				
University of Bristol Hearing Project	-	-	44,030	44,030
Durham University Safer Sleep Space	187	32,000	6,100	38,287
Great Ormond Street Hospital (ii)	(14,236)	-	-	(14,236)
Over 1 Research	-	-	103,815	103,815
Research Gap Analysis	-	-	13,395	13,395
Direct costs	11,537	-	-	11,537
Support costs apportioned (Note 9)	27,913	-	-	27,913
	<u>25,401</u>	<u>32,000</u>	<u>167,340</u>	<u>224,741</u>
<b><u>Support and information</u></b>				
CONI Programme	5,960	-	21,365	27,325
Direct costs	319,090	-	174,928	494,018
Support costs apportioned (Note 9)	195,475	-	-	195,475
	<u>520,525</u>	<u>-</u>	<u>196,293</u>	<u>716,818</u>

(ii) The balance of £14,236 in 2015 was the amount written back for the project titled 'A proteomic approach to the investigation of infection in SUDI' as this project had been completed and no further invoices were payable.

	General Funds	Designated Funds	Restricted Funds	Total 2016
	£	£	£	£
<b><u>Monitors and Sundry Equipment</u></b>				
Purchase of equipment	<u>-</u>	<u>-</u>	<u>92,638</u>	<u>92,638</u>
	General Funds	Designated Funds	Restricted Funds	Total 2015
	£	£	£	£
<b><u>Monitors and Sundry Equipment</u></b>				
Purchase of equipment	<u>-</u>	<u>-</u>	<u>42,791</u>	<u>42,791</u>

### Monitors and sundry equipment

Monitors and sundry equipment expenditure represents the cost of the specific purchase of monitors and sundry equipment for use by NHS, and is funded by specific donations and group committees raising the necessary funds locally.

### Grants payable

The total amount of grants payable in the year amounted to £61,061 (2015:£94,864)

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 11 Apportioned costs

	Management & Staff Costs (i) £	Facilities & Depreciation (i) £	Fundraising Costs (ii) £	Governance Costs (iii) £	Total 2016 £
<b>Support costs apportioned</b>					
Costs of generating voluntary income:					
Individuals	10,183	8,950	37,429	-	56,562
Community and events	26,969	23,704	99,124	-	149,797
Trusts	13,652	11,999	50,179	-	75,830
Companies	5,259	4,623	19,331	-	29,213
Other donations	1,902	1,672	6,992	-	10,566
Special events	6,379	5,606	23,443	-	35,428
Other generated income	-	-	-	-	-
	64,344	56,554	236,498	-	357,396
Scientific Research	3,805	3,344	-	557	7,706
Support and information	134,397	118,126	-	19,693	272,216
	202,546	178,024	236,498	20,250	637,318
	Management & Staff Costs (i) £	Facilities & Depreciation (i) £	Fundraising Costs (ii) £	Governance Costs (iii) £	Total 2015 £
<b>Support costs apportioned</b>					
Costs of generating voluntary income:					
Individuals	23,398	15,777	55,216	-	94,391
Community and events	40,242	27,134	94,964	-	162,340
Trusts	10,799	7,282	25,484	-	43,565
Companies	13,409	9,041	31,643	-	54,093
Other donations	1,455	981	3,433	-	5,869
Special events	4,972	3,353	11,733	-	20,058
Other generated income	2,722	1,836	6,424	-	10,982
	96,997	65,404	228,897	-	391,298
Scientific Research	15,749	10,619	-	1,545	27,913
Support and information	110,292	74,365	-	10,818	195,475
	223,038	150,388	228,897	12,363	614,686

(i) Support costs are apportioned on the basis of the number of staff working in each area.

(ii) Other fundraising costs are apportioned on the basis of the number of fundraising staff working in each area.

(iii) Governance costs are apportioned on the basis of the number of staff working on charitable activities in each area.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 12 Net Movement of Funds

	2016 £	2015 £
Net Movement of Funds is stated after charging:		
Auditors' remuneration:	10,100	9,770
Operating leases	84,964	198,511
Depreciation	9,093	7,787

### 13 Staff Costs and Trustees' Remuneration

	2016 £	2015 £
Staff costs arising during the year amounted to:		
Wages and salaries	680,432	661,348
Social security costs	61,881	62,656
Pension costs	25,675	27,878
Redundancy and termination payments	34,358	-
Other staff benefits	13,101	8,334
	815,447	760,216

	Number	Number restated
The average monthly number of persons employed during the year was as follows:	27	27

	Number	Number restated
The number of employees with emoluments above £60,000 were:		
£70,001 - £80,000	1	1

Employers pension contribution in respect of higher paid employees in 2016 totalled £4,080 (2015: £4,140)

Trustees receive no remuneration or benefits. During the year 4 trustees received reimbursed expenses of £3,939 for travel expenses (2015: £842 to 4 trustees).

Key management personnel as listed on page 15 received remuneration totalling £78,000 (2015: £72,725).

### 14 Related Party Transactions

As at 30 June 2016, Trustees donations amounted to £2,853 (2015: £2,174). Trustees paid £1,705 (2015: 570) for attendance at fundraising events. There are no other related party transactions during the year.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 15 Tangible Fixed Assets

<i>Group and Trust</i>	<b>Office Equipment £</b>	<b>Fixtures &amp; Fittings £</b>	<b>Total £</b>
<b>Cost</b>			
At 1st July 2015	145,526	15,563	161,089
Additions	6,832	-	6,832
At 30th June 2016	<u>152,358</u>	<u>15,563</u>	<u>167,921</u>
<b>Depreciation</b>			
At 1st July 2015	125,291	11,384	136,675
Charge for year	7,364	1,729	9,093
At 30th June 2016	<u>132,655</u>	<u>13,113</u>	<u>145,768</u>
<b>Net Book Value</b>			
At 30th June 2016	<u>19,703</u>	<u>2,450</u>	<u>22,153</u>
At 30th June 2015	<u>20,235</u>	<u>4,179</u>	<u>24,414</u>

### 16 Debtors and Prepayments

	<b>Group 2016 £</b>	<b>Group 2015 £</b>	<b>Trust 2016 £</b>	<b>Trust 2015 £</b>
Amounts owed by group undertaking	-	-	83,261	98,764
Trade debtors	45,005	20,483	13,505	9,564
Other debtors	33,365	26,544	33,365	26,544
Prepayments and accrued income	<u>89,132</u>	<u>81,454</u>	<u>89,132</u>	<u>81,454</u>
	<u>167,502</u>	<u>128,481</u>	<u>219,263</u>	<u>216,326</u>

All Debtors are financial instruments measured at present value except prepayments of £76,897 (2015: £74,138).

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 17 Creditors: Amounts falling due within one year

	Group 2016 £	Group 2015 £	Trust 2016 £	Trust 2015 £
Trade creditors	41,219	26,393	41,219	26,393
Amounts owed to group undertakings	-	-	47,447	42,431
Taxation and social security	20,014	21,301	16,586	17,989
Accruals and deferred income	69,620	106,222	66,820	104,941
	<u>130,853</u>	<u>153,916</u>	<u>172,072</u>	<u>191,754</u>

All Creditors are financial instruments measured at present value except the social security creditor, £20,014 (2015: £21,301).

The balance owed to the group undertaking is not subject to a formal agreement and has been paid shortly after the year end.

Accruals and deferred income include an amount in respect to pension commitments of £600 (2015: £2,394)

### 18 Creditors: Amounts falling due after more than one year

	Group 2016 £	Group 2015 £	Trust 2016 £	Trust 2015 £
Grants payable - research grants	<u>267,411</u>	<u>221,372</u>	<u>267,411</u>	<u>221,372</u>

All Creditors are financial instruments measured at present value.

### 19 Operating Leases

At 30th June 2016 there were total commitments in respect of operating leases for office equipment, land and buildings as follows:

	Office equipment 2016 £	Buildings 2016 £	Total 2016 £	Total 2015 £
Group and Trust				
Lease payments due within 1 year	12,336	72,900	85,236	81,276
Lease payments due in 1-2 years	9,544	30,375	39,919	81,276
On leases expiring within 2 - 5 years	10,890	-	10,890	35,959
Total commitments	<u>32,770</u>	<u>103,275</u>	<u>136,045</u>	<u>198,511</u>



# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 20 Statement of Funds

	At 30th June 2015	Incoming Resources	Outgoing Resources	Fund Transfers	At 30th June 2016
	£	£	£	£	£
<b>Restricted Funds:</b>					
Carol Service	231	262	(493)	-	-
Helpline	28,074	4,620	(32,694)	-	-
Regional family days	13,042	50	(13,042)	-	50
Regional Development officers	-	14,732	(5,995)	-	8,737
Little Lullaby (Big Lottery Fund)	49,881	105,404	(105,425)	-	49,860
Baby Check Resources	4,500	-	(4,500)	-	-
Scientific Research Projects	22,113	-	(12,122)	(3,610)	6,381
Hearing Research	-	84,163	(84,773)	610	-
Over 1 Projects	40,445	44,641	26,440)	-	58,646
Research Gap Analysis	605	-	(2,570)	3,000	1,035
CONI	41,864	169,226	(133,927)	-	77,163
<b>Total Restricted Funds</b>	<b>200,755</b>	<b>423,098</b>	<b>(421,981)</b>	<b>-</b>	<b>201,872</b>
<b>Unrestricted Designated Funds:</b>					
Project funds	100,000	-	(7,746)	-	92,254
CONI Programme	110,000	-	-	-	110,000
<b>Total Designated Funds</b>	<b>210,000</b>	<b>-</b>	<b>(7,746)</b>	<b>-</b>	<b>202,254</b>
<b>Unrestricted General Funds:</b>					
The Lullaby Trust	443,863	996,244	(1,116,492)	83,259	406,874
The Lullaby Trust Sales Ltd	-	100,449	(17,190)	(83,259)	-
<b>Total General Funds</b>	<b>443,863</b>	<b>1,096,693</b>	<b>(1,133,682)</b>	<b>-</b>	<b>406,874</b>
<b>Total Unrestricted Funds</b>	<b>653,863</b>	<b>1,096,693</b>	<b>(1,141,428)</b>	<b>-</b>	<b>609,128</b>
<b>Total Funds</b>	<b>854,618</b>	<b>1,519,791</b>	<b>(1,563,409)</b>	<b>-</b>	<b>811,000</b>

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 20 Statement of Funds (continued)

	At 30th June 2014	Incoming Resources	Outgoing Resources	Fund Transfers	At 30th June 2015
	£	£	£	£	£
<b>Restricted Funds:</b>					
Carol Service	626	358	(753)	-	231
Helpline	13,232	86,264	(71,422)	-	28,074
Regional family days	4,160	10,791	(1,909)	-	13,042
Regional Development officers	6,194	1,300	(7,494)	-	-
Little Lullaby (Big Lottery Fund)	35,583	107,648	(93,350)	-	49,881
Baby Check Resources	4,500	-	-	-	4,500
Scientific Research Projects	11,024	55,119	(44,030)	-	22,113
Over 1 Projects	-	144,260	(103,815)	-	40,445
Safer Sleep Space	-	6,100	(6,100)	-	-
Research Gap Analysis	-	14,000	(13,395)	-	605
CONI	32,474	73,546	(64,156)	-	41,864
<b>Total Restricted Funds</b>	<b>107,793</b>	<b>499,386</b>	<b>(406,424)</b>	<b>-</b>	<b>200,755</b>
<b>Unrestricted Designated Funds:</b>					
Project funds	32,000	-	(32,000)	100,000	100,000
CONI Programme	-	-	-	110,000	110,000
<b>Total Designated Funds</b>	<b>32,000</b>	<b>-</b>	<b>(32,000)</b>	<b>210,000</b>	<b>210,000</b>
<b>Unrestricted General Funds:</b>					
The Lullaby Trust	426,511	1,186,288	(1,057,700)	(111,236)	443,863
The Lullaby Trust Sales Ltd	-	116,318	(17,554)	(98,764)	-
<b>Total General Funds</b>	<b>426,511</b>	<b>1,302,606</b>	<b>(1,075,254)</b>	<b>(210,000)</b>	<b>443,863</b>
<b>Total Unrestricted Funds</b>	<b>458,511</b>	<b>1,302,606</b>	<b>(1,107,254)</b>	<b>-</b>	<b>653,863</b>
<b>Total Funds</b>	<b>566,304</b>	<b>1,801,992</b>	<b>(1,513,678)</b>	<b>-</b>	<b>854,618</b>

The nature and purpose of each of the funds is as follows:

#### Restricted Funds

The project fund donations represent grants and donations received for specific projects:

*Carol Service* – annual Lullaby Trust carol service at York Minster.

*Helpline* – provides support for bereaved families and advice for professionals and members of the public on bereavement and on infant health.

*Regional family days* – days for bereaved families to engage with other families, and make contact with The Lullaby Trust. A transfer has been made to reimburse the General Fund for expenditure incurred on this project.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

### 20 Statement of Funds (continued)

*Regional Development officers* – covering nine regions around the country, they represent The Lullaby Trust and liaise with local professionals to ensure best practice supporting families and investigating sudden infant deaths. A transfer has been made to reimburse the General Fund for expenditure incurred on this project.

*Little Lullaby (Big Lottery Fund)* – a three year funding programme to work with young parents, developing peer education opportunities and online resources for young parents to access safer sleep advice for their babies.

*Baby Check Resources* – Funded by the Garfield Weston Charitable Trust for the development of a new baby check application to educate parents on safer sleeping advice for their babies.

*Scientific Research Projects* – Specific research projects to determine our evidence based advice to reduce the risk of sudden infant death syndrome.

*Hearing Research* – Funds awarded for Professor Peter Fleming's Newborn Hearing Study into the risk of Unexpected Infant Death

*Over 1 Projects* – Funds raised for research and project work relating to babies over one year old including a research grant awarded to Great Ormond Street Hospital to study Sudden Unexpected Death in Childhood.

*Safe Sleep Space* – Awarded to Professor Helen Ball to investigate on Safer Sleep Space for babies

*Research Gap Analysis* – To identify areas of future new research that have the most potential to unlock the cause(s) of sudden unexpected death in infancy and reduce the number of sudden unexpected infant deaths around the world.

*CONI* – A programme run together with the NHS to provide support and monitoring equipment to bereaved parents when they go on to have another baby.

### Designated Funds

The Trustees have reviewed the need to hold designated funds to cover key project work.

At 30 June 2016, £110,000 was held to cover the costs of the CONI programme for a period of 14 months.

£92,254 remained as designated funds to fund research projects arising out of the Research Gap Analysis.

# The Lullaby Trust

## Notes to the Financial Statements for the year ended 30 June 2016

<b>21 Analysis of Group Net Assets between Funds</b>	<b>General Funds 2016</b>	<b>Designated Funds 2016</b>	<b>Restricted Funds 2016</b>	<b>Total Funds 2016</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Tangible fixed assets	22,153	-	-	22,153
Net current assets	652,132	202,254	201,872	1,056,258
Creditors: amounts falling due after more than one year	(267,411)	-	-	(267,411)
	<u>406,874</u>	<u>202,254</u>	<u>201,872</u>	<u>811,000</u>

	<b>General Funds 2015</b>	<b>Designated Funds 2015</b>	<b>Restricted Funds 2015</b>	<b>Total Funds 2015</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Tangible fixed assets	24,414	-	-	24,414
Net current assets	640,821	210,000	200,755	1,051,576
Creditors: amounts falling due after more than one year	(221,372)	-	-	(221,372)
	<u>443,863</u>	<u>210,000</u>	<u>200,755</u>	<u>854,618</u>

<b>22 Transition to FRS 102</b>	<b>Net Income 2015</b>	<b>Total Funds 1st July 2015</b>	<b>Total Funds 1st July 2014</b>
<b>Reconciliation of net income and total funds</b>	<b>£</b>	<b>£</b>	<b>£</b>
As reported under previous UK GAAP	286,901	868,986	582,085
Adjustments	1,413	(14,368)	(15,781)
Restated under FRS 102	<u>288,314</u>	<u>854,618</u>	<u>566,304</u>

This is the first year that the charitable group has prepared its financial statements under FRS 102. The last financial statements prepared under previous UK GAAP were for the year ended 30 June 2015 and the date of transition to FRS 102 was 1 July 2014.

FRS 102 requires entities to recognise the expected cost of compensated absences, such as holiday pay and sick leave, at the undiscounted additional amount that the entity expects to pay as a result of the unused entitlement that has accumulated at the end of the reporting period. Previously the charitable group did not provide for these costs. Accordingly adjustments have been made to the net income and total funds in the Statement of Financial Activities and the Balance Sheet as outlined above.

Adjustments have been made to comparative data in the notes due to the reclassification of governance costs to support costs. This had £nil effect on net funds per the Statement of Financial Activities or the Balance Sheet.



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Registered charity number: 262191

Company registration number: 01000824

