



The Lullaby Trust

**Annual report and
consolidated financial statements
for the year 1 July 2013 - 30 June 2014**

Contents

Letter from the Chairman	4
Trustee's report	5
Our activities and achievements	7
Financial report	12
Structure, governance and management	12
Risk management and financial control	12
Statement of Trustees' responsibilities	12
Audit information	13
Thank you	14
Board of Trustees	15
Legal and administrative details	16
Independent auditors report	17
Consolidated statement of financial activities	19
Notes to the financial statements	21-31

Letter from the Chairman

Dear Friends,

This year we have been through an exciting period of change, following the rebrand of the charity in April 2013, and I am delighted to report that we are reaching more parents than ever before with our safer sleep message and bereavement support.

We chose our new identity to help us raise our voice, to ensure that sudden infant death is not ignored or considered to be an issue of the past. However, 270 apparently healthy babies still die suddenly and unexpectedly every year. Through greater engagement with families and also with policy makers we hope to achieve our ambition to halve the number of babies dying by 2020.

For over 40 years, we have funded ground breaking research to investigate the causes of sudden infant death and supported thousands of families affected by the sudden and unexpected death of a baby. We have had great success in identifying the main risks associated with Sudden Infant Death Syndrome (SIDS), leading to a dramatic drop in the number of deaths in the last 20 years.

Following the rebrand, I am pleased to report we have seen a significant rise in income enabling us to balance our budget for the first time in many years and restore our reserves position. Going forward, this has allowed us to commit to two new research projects in 2014/15 and take the exciting decision to relocate the Care of the Next Infant (CONI) programme within our London office next year.

It is with the amazing generosity of our supporters and corporate partners that we raised almost £1.5 million. On behalf of the Board of Trustees, I would like to thank you all for your continued support.

Yours sincerely



Terry Hebden
Chairman

Trustee's report

The Board of Trustees of The Lullaby Trust presents its annual report and accounts for the year ended 30 June 2014. These comply with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

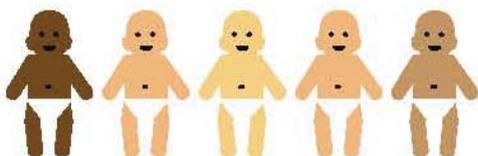
Charitable objects and impact for the public benefit

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 around 600 infants die suddenly and unexpectedly and the deaths are referred to the coroner; of these tragic deaths 270 remain unexplained after post-mortem examination. Deaths that remain unexplained after the post mortem are usually registered as Sudden Infant Death Syndrome (SIDS).

270

SIDS claims the lives of approximately 270 babies every year in the UK; that's five babies per week



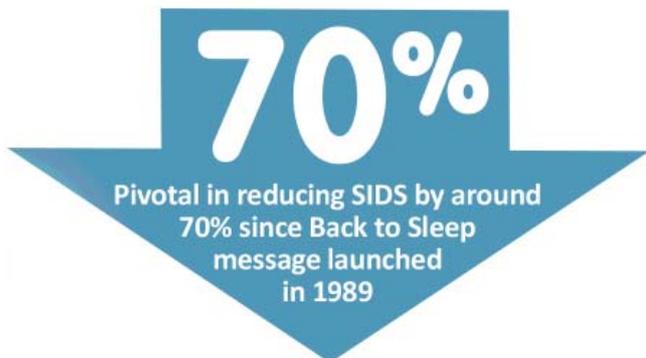
Strategically, the charity aims to prevent sudden infant death, provide expert advice on safer sleep for babies and to support bereaved families.

To achieve our goal to reduce the number and rate of SIDS by 2020, we have identified five main strategic objectives which are in turn underpinned by clear operational aims:

1. The Lullaby Trust will maintain and develop its unique position as the definitive source of scientific, medical and public health expertise on SIDS in the UK
2. The Lullaby Trust will provide support to all parents who are affected by the unexpected death of a baby
3. The Lullaby Trust will lead and shape national and local policy to prevent SIDS by promoting safe sleep and other "reduce the risk" messages
4. The Lullaby Trust will raise public awareness of the risks of SIDS through national and local campaigning activity
5. The Lullaby Trust will plan to enable the necessary financial, governance and human resources to be in place in order to achieve our strategic objectives for 2012-15

Our purpose as a charity has had direct public benefit. Most notably, we have directly contributed to a 70% drop in SIDS over the last 20 years as a result of investment in research and risk reduction awareness activities. We continue to fund cutting edge research to help identify causes and prevention of sudden infant deaths and, through our helpline, leaflets and our website, provide safer sleep advice to the parents of almost 730,000 babies born each year in England, Wales and Northern Ireland. Providing ongoing advice accessible to all parents is crucial to ensuring the SIDS rate continues to decline. 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 sudden infant death in England, Wales and Northern Ireland, which remains the ultimate public benefit.



We believe that the decision to rebrand the charity as The Lullaby Trust from April 2013 has been vitally important in increasing our impact as a small national charity. We have increased awareness of the risk of SIDS amongst parents and professionals; widened access to our bereavement services; raised our profile in the national media which in turn has led to greater influence on infant health policy and practice.



SIDS continues to be the leading cause of death for infants aged between one month and one year in developed countries

Although we did not change the name and visual identity of the charity for financial reasons, we have seen a significant rise in income over this reporting period. This has enabled us to balance our budget for the first time in many years and restore our reserves position. Going forward, this has allowed us to commit to two new research projects in 2014/15 and take the exciting decision to relocate the Care of the Next Infant programme within our London office next year.

Latest statistics

We have a number of ways of measuring our impact. However a key indicator is the number of unexplained deaths in infancy published by the Office of National Statistics every year. Although the data is published annually, they represent deaths from the previous two years. The latest statistics we have are for deaths that took place in 2012:

- 221 sudden and unexplained infant deaths occurred in England and Wales in 2012, a rate of 0.30 deaths per 1,000 lives. There were 2 sudden and unexplained infant deaths in Northern Ireland 2012.
- The fall from 0.34 to 0.30 deaths per 1,000 live births between 2011 and 2012 is not a significant change. However, the fall from 0.50 deaths per 1,000 live births in 2004 to 0.30 in 2012 is a significant change.
- There were a further 17 sudden and unexplained infant deaths among babies aged over 12 months in 2012.
- In the UK 269 babies and infants died as a result of SIDS in 2012.

Our activities & achievements

1. The Lullaby Trust will maintain and develop its unique position as the definitive source of scientific, medical and public health expertise on sudden infant death.

We are committed to finding the causes and reducing unexpected death in infancy. The Lullaby Trust is the largest funder of sudden infant death research in the UK and has been funding studies since 1971. We offer support to all professionals who are involved in the multi-agency response when a baby dies suddenly and unexpectedly.

In September 2013 we held our annual Grantholders Meeting at the Royal College of Paediatrics and Child Health in London. This meeting allows our Grantholders and other interested parties to discuss and disseminate their research progress. The Lullaby Trust Grantholders were accompanied by special guest presentations from Professor Bob Carpenter and Professor Olli Kangas, exploring the protection of babies in a changing world, and the impact of the Baby Box on the Finnish infant mortality rate, respectively.

Professor Rosemary Horne, Senior Research Fellow at the Monash Institute of Medical Research in Melbourne, Australia reported on her study on the mechanisms for the protective effect of dummies. The findings suggest that the preventative effect of dummies for SIDS may be through physiological mechanisms other than increased arousability.

Dr Andrew Bamber, Honorary Clinical Fellow at Great Ormond Street Hospital, discussed a proteomic approach to the investigation of infectious causes of Sudden Unexpected Death in Infancy. Infection is the most common cause of explained sudden death in infancy, and there is increasing evidence that infection may play a role in those cases which remain unexplained.

Dr Renu Arya, Consultant Paediatrician at Al Ahli Hospital Doha in Qatar, described the effect on cardio-respiratory function in term and preterm infants sitting in a car safety seat, in a simulated moving vehicle. This pilot study showed that, whilst intermittent episodes of desaturation occurred in all positions, they were least common in the cot, and only slightly more common in the car seat at 30°. This may also have implications for the design of car seats for newborn infants.

Anna Pease, PhD student at the University of Bristol, reported on her PhD thesis investigating factors influencing infant care practices in the sleep environment amongst families who are at high risk of SIDS. The Mother's Attitudes to the infant Sleep Environment (MAISE) study will recruit mothers from Bristol clinics in areas of high social deprivation.

Our impact at a glance

- We produced lifesaving safer sleep for babies advice based on evidence acquired from numerous peer reviewed studies funded by the charity.
- We updated our advice whenever new findings emerged, for example emerging risks associated with co-sleeping and passive smoking around a baby.
- Recent research has prompted us to work more closely with infant car seat manufacturers on sleep safety.
- In response to questions posed by bereaved families we have developed an information tool about possible causes of SIDS in October 2013. The tool aims to outline the possible mechanisms which may cause SIDS and supports the evidence base.

2. The Lullaby Trust will provide support to all parents who are affected by the unexpected death of a baby

Our Freephone Bereavement Support Helpline service and network of trained Befrienders are committed to supporting bereaved parents; this year 953 people contacted the Helpline about bereavement support, of these, 220 contacts were regarding the death of a baby, and seeking support. We distributed over 6,000 bereavement support leaflets and over 14,000 helpline cards.

We reviewed our bereavement support service in the early part of the year to ensure greater support is offered to bereaved parents through digital media, leading to a plan to monitor and promote online support from 2014. In the second half of the year, 5% of our new contacts from bereaved parents came via a digital means; the online discussion forum or Facebook.

In June 2014 we began a survey to gather feedback on our bereavement support services. We had 170 responses, the majority of whom were bereaved parents and some family members. Just over half of these, 57%, said they had accessed one of our services for support after the sudden and unexpected death of a baby or toddler. More had used online resources to gain information, such as our website. 80% would recommend the support services they used.

Of those who used our services, 98% rated them as useful. Ratings were high across each of the support services listed: the helpline, email support, online discussion forum, Facebook, befriender support, family days out, the Care of Next Infant Programme, publications and the website.

In December we celebrated the 25th anniversary of our Care of Next Infant Programme (CONI) with a Christmas reception at St James Palace in the presence of HRH The Duchess of Gloucester, our royal patron, and actress Emilia Fox, a Lullaby Trust ambassador.

Since CONI began in 1988, it has provided comprehensive support to over 8,600 families and 12,000 babies. Last year we supported 359 families through the CONI programme, an additional 560 families were enrolled on the CONI PLUS supporting

other groups of vulnerable families including those with a close family history of SIDS or following an Apparent Life Threatening Event.

On completion of the CONI programme, families evaluate their experience, 93% of parents returning the latest evaluation rated CONI as helpful or very helpful. 89% of parents returning the evaluation said the health visitor was helpful or very helpful. Of parents using the monitor 92% said it was helpful or very helpful.

After much discussion, it has been agreed that the CONI office will move from Sheffield to the Lullaby Trust offices in London in January 2015. This will be the best way to ensure we can continue to support CONI financially. It also provides exciting opportunities for closer working with The Lullaby Trust. Running CONI from London alongside the Lullaby Trust bereavement and information services will allow us to operate a properly integrated service to help parents and professionals.

Our impact at a glance

- Last year we distributed over 6,000 bereavement support leaflets and over 10,000 helpline cards to raise awareness of our bereavement support services, leading to over 950 people contacting the Helpline about bereavement support.
- We have achieved a 98% satisfaction rating for our bereavement support services. Ratings were high across each of the support services listed: the helpline, email support, online discussion forum, Facebook, befriender support, family days out, the Care of Next Infant (CONI) programme, publications and the website.
- We have supported 359 families through the CONI programme, an additional 560 families were enrolled on the CONI PLUS.
- 93% parents returning the latest evaluation rated CONI as helpful or very helpful.

3. The Lullaby Trust will lead and shape national and local policy to prevent SIDS by promoting safe sleep and other “reduce the risk” messages

As a niche charity working in the field of SIDS, we place importance on sharing our knowledge to influence policy and practice. We do this by taking an active role in the wider debate on child and infant mortality and working in partnership with other organisations.

This year, we were delighted to play a part in helping to persuade the Department of Education and Department of Health to commence work on a much needed national child death database. The database will hold data on all child deaths reviewed by Child Death Overview Panels and will help agencies to develop preventative strategies to reduce childhood mortality in the future.



Each year over 100 babies' lives could be saved if no pregnant woman smoked

Research consistently demonstrates that maternal smoking during and after pregnancy increases the risk of SIDS occurring. As a result, we forged a partnership with a number of agencies including ASH, Tommy's and the Royal College of Midwives to highlight the risks of smoking in pregnancy for mothers and to their babies. Our Chief Executive was appointed as Co-Chair of the Smoking in Pregnancy challenge group, which reports directly to the Public Health Minister in the Department of Health. The challenge group secured a commitment from Public Health England to work with us to develop a communications strategy on smoking in pregnancy, including the active promotion of carbon monoxide testing to all pregnant women by midwives.

We have worked with the children's health sector to support our call for action to reduce infant mortality in the UK. The Royal College of Paediatrics and Child Health and National Children's Bureau published a hard hitting report "Why Children Die". The report directly referred to SIDS and made a recommendation to Public Health England to run a national Safe Sleep campaign to help reduce deaths.

Finally, The Lullaby Trust and our supporters were also pivotal in convincing The Office of National Statistics (ONS) to continue publishing data on unexplained deaths in infancy. The ONS proposed to stop publishing data on the number of infant deaths which are central to the work of the charity. We galvanised our supporters to write letters and emails during the consultation period and this resulted in ONS withdrawing this proposal.

Influencing practice at local level

In January 2014, we reviewed our training programmes; we now offer two levels of Safer Sleep training, recognising the mixed groups of health professionals that we now train. This ensures we can offer more detailed information on research and facilitate deeper discussion to professionals who have a basic knowledge of the advice or have attended the essential training course.

We have provided safer sleep advice to 3,581 professionals through 168 training sessions and presentations. We have maintained links with some universities, allowing us to train large numbers of newly qualified health professionals in one go. Our small team of regional staff make a big impact throughout the country.

We evaluated professionals who attended one of our regional training sessions in the financial year. Of those attending 83% said the presentation was highly relevant to their professional role, with 92% rating it in the top two categories out of five, showing that our training is being targeted at the right professionals to give out the advice.

Our team of regional staff who deliver the training were also rated highly, with an 86% top rating and 93% rating them in the top two categories out of five.

In addition we have distributed over 20,000 copies of our booklet *Sudden infant death syndrome – a guide for professionals*. Designed for all professionals working with families with young babies, this guide gives the most up to date advice on safe infant care advice to reduce the risk of SIDS.

Feedback from a small survey at the end of the year showed that the leaflet has been well received with 100% of respondents rating it as professional and user friendly.

Our impact at a glance

- We persuaded Ministers to commence work on a national child death database
- We secured a commitment by Public Health England to work with us to develop a communications strategy on smoking in pregnancy.
- We were invited to be part of a Public Health Wales Panel to undertake a Thematic Review of SUDI in Wales looking at all SUDI under 2 years of age from 2010-2013 inclusive.
- We ensured that major organisations in the children's health sector support our call for action to reduce infant mortality in the UK. The Royal College of Paediatrics and Child Health and National Children's Bureau published a hard hitting report "Why Children Die". The report directly referred to SIDS and made a recommendation to Public Health England to run a national Safe Sleep campaign to help reduce deaths.
- We provided safer sleep advice to 3,581 professionals through 168 training sessions and presentations and distributed over 20,000 guides for professionals.

4. The Lullaby Trust will raise public awareness of the risks of SIDS through national and local campaigning activity

This year our new identity has seen more parents and professionals turn to The Lullaby Trust for advice. Over 1,780 people have contacted our information helpline for safer sleep advice and we have distributed over 283,000 *safer sleep for babies – a guide for parents* and a further 102,700 easy-read cards.

We were also pleased to partner with parenting club Bounty for the first time. Together we will reach 762,000 new parents every year with a brand new mini safer sleep leaflet, generously funded by The Gro Company, and distributed inside New Born Bounty Packs since September 2013.

At the end of June 2014, we began a survey to gather feedback on our safer sleep publications; 81.16% of respondents felt more confident in practising safer sleep after reading one of our safer sleep publications and 100% correctly identified when it is particularly dangerous to share a bed with a baby.

Following demand from health visitors, we translated our easy read card into 15 community languages. Merseyside Child Death Overview Panel (CDOP) kindly provided us with a further six languages all of which are available from our website.

Activity on our new website continues to grow and, although visitor numbers have remained lower (by 20%) than the previous year, engagement has increased. Visitors view 8.95% more pages and are spending 13.90% longer on the website each visit compared to the previous year. Approximately one-third of visitors are primarily viewing our safer sleep advice.

We were awarded just over £300,000 over three years by The Big Lottery Fund to expand on our work with young parents. Tragically, teenage parents in the UK are 2.5 times more likely to have a baby die suddenly and unexpectedly than those over the age of 20. The Big Lottery Fund grant will help us reach an estimated 4,500 teenage parents by training and supporting a group of young mothers and fathers who will develop and deliver talks to other young parents across London.

The pilot project, Big Lottery Bubblicious Project/ Teenage Project, will run alongside our award-winning website which is dedicated to addressing the questions and concerns of young parents and provides a unique peer support system. With this online provision and outreach work we aim to help dramatically improve the life chances of vulnerable babies in the capital. With more funding we hope to access other parts of the country with this project in future.

The project commenced with the recruitment of a project manager with experience of working with vulnerable young parents, who joined The Lullaby Trust in June 2014.

5. The Lullaby Trust will plan to enable the necessary financial, governance and human resources to be in place in order to achieve our strategic objectives for 2012-15

We have ensured that our internal processes have kept pace with the level of change in the charity; strengthening our finance procedures and improving our fundraising performance this year. As a result we have seen tighter control on expenditure and a significant increase in voluntary income. We have modernised outdated IT systems, migrating data to a new server and supplying new PCs to all staff.

Our impact at a glance

- We distributed 284,700 safer sleep for babies – a guide for parents and a further 104,000 easy-read cards.
- We reached over 760,000 new parents with our safer sleep advice via Bounty New Born Packs.
- 81.16% of respondents felt more confident in practising safer sleep after reading one of our safer sleep publications and 100% correctly identified when it is particularly dangerous to a share a bed with a baby.

Financial report

We had a very successful year financially compared to a challenging year in 2012-13. We saw a significant increase in our net incoming resources over expenditure for the year resulting in a surplus of £177,750. This has enabled us to replenish our reserves for future research.

Our total income for the year has increased by 16.07 % from the previous year. We saw a significant increase in voluntary income and charitable resources which were mainly due to a big grant from the Big Lottery. The first instalment was received in January 2014.

Our total expenditure has decreased by 12% from previous year. This was mainly due to a reduction in staffing costs in an effort to streamline our operations. The Trustees have also decided to bring the Care of Next Infant (CONI) programme in house and relocate the team to our London office from 1 February 2015. CONI has been managed by the University of Sheffield for many years and historically has required The Lullaby Trust to commit funds each year for the following period. The decision to bring the programme in house has had a one-off positive financial impact this year allowing us to reduce the level of committed funds by £48,000.

The reserves policy, as agreed by the trustees, is to maintain free general reserves at a minimum of three months of budgeted expenditure amounting to £350,000. The policy is designed to meet our liabilities over a three month period should we fail to raise sufficient income to meet annual budgeted expenditure.

The Lullaby Trust's unrestricted reserves as at 30th June 2014 were £474,292 of which £426,803 are general free reserves. This equates to just over three month of annual expenditure. Therefore, the charity's reserves policy has been met.

The Finance and Resources Committee met regularly throughout the year and reviewed the monthly management accounts against budget; ensured suitable controls were in force to monitor the charity's assets and appropriate accounting policies were applied.

Structure, governance and management

The charity's articles of association mandate it to operate in England, Wales and Northern Ireland; its headquarters are in London where it employs 14 full-time and 9 part-time staff including five regional staff working part-time from their homes. The majority of employees are engaged in furthering the charitable objects, just over three full-time equivalent posts concern administrative and financial functions, and six are engaged in fundraising.

Having undergone a governance review, the Board of Trustees will be recommending to the members of the charity that in future Trustees will be appointed for a three year period after which time they will stand down and are eligible to serve for a further two terms. The Board of Trustees meet four times a year to set strategy, agree on policy and review finances. They are advised by the Scientific Committee which meets one to two times a year, by The Lullaby Trust Advisory Committee which meets three times a year and by the Finance and Resources Committee which meets five times a year. Each of the committees operates under terms of reference approved by the Board of Trustees.

Day to day operational management of the charity is delegated to the Chief Executive. The Trustees are appointed by the Board of Trustees. The Board of Trustees continue to review and monitor governance arrangements.

Risk management and financial control

The Trustees review the major risks which the charity faces on a regular basis, including financial, reputational, medical/clinical and operational, and confirm that systems, including a risk register, are in place to mitigate significant risks.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of The Lullaby Trust Ltd 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 the incoming resources and application of resources, including the income and expenditure, of the charitable group 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and 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.

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.

Small Company Rules

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 the Financial Reporting Standard for Smaller Entities (effective April 2008).

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



Terry Hebden
Chairman

Date: 9/12/2014

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 and organised a Mile in Memory walk, taken part in an event, raised money or made a donation. Highlights from 2013/14 include:

- Taking part in The Big Give Challenge 2013; our supporters generated £60,000 for our bereavement support services.
- A great day was had by all those who ran and also volunteered at the Brighton Marathon on the 6 April 2014. As the official local charity partner, The Lullaby Trust post-race marquee was very well attended, with almost every runner joining us for refreshments and a well-deserved massage from our two complimentary massage therapists.
- Leaving a gift in a Will, is a special way of supporting The Lullaby Trust and we were grateful to receive over £37,000 in this financial year.
- Community Fundraising exceeded the income target by 24%, raising a brilliant £157,000 with individuals up and down the country supporting us.
- The London Marathon raised £112,000 from 48 runners.

Thank you to all the staff and hundreds of volunteers across the country who work 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.

Last year we secured new cause related marketing partnerships with iCandy and Kit for Kids. We also formed new charity of the year partnerships with Crabtree Property Group and Royal Bank of Canada and received continued pro-bono legal support from Olswang and White and Case.

Companies, Trusts and Foundations offering pro bono services or donating £1,000 or more in 2013/14:

The Big Lottery Fund
The Henry Smith Charity
TheDandia Charitable Trust
The Garfield Weston Foundation
Lodge of Love and Charity (6224)
Donald Forrester Trust
Coward Endowment
The Toy Trust
J W Bankes Charitable Trust
The Lord Austin Trust
Sherburn House Charity
The Dixie Rose Findlay Charitable Trust
The Manchester Guardian Society Charitable Trust
The Ernest Kleinwort Charitable Trust
The R D Turner Charitable Trust
Souter Charitable Trust
The Helen Jean Cope Charity
The Bowerman Charitable Trust
Friarsgate Trust
The Shanly Foundation
Croydon Relief in Need Charities
Paycare Charity Trust
The Albert Hunt Trust
The Rainford Trust
The Hospital Saturday Fund
The Annett Trust
P and C Hickinbotham Charitable Trust
The Lady Hind Trust
The Joseph Strong Frazer Trust
R S Brownless Charitable Trust

Abu Dhabi Commercial Bank PJSC
Bounty UK Ltd
Candis Club
College Chambers
Cosatto Sales Ltd
Crabtree Group
Gro-Group International Ltd (Grobag)
iCandy World Ltd
Kit for Kids
MEPC Birchwood Park
Olswang
Royal Bank of Canada
Southern Water Plc
Weldrick Group
Weltonhurst Limited

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Mr Charles de Selincourt OBE

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Founder

The late Mrs Nancy Hunter-Gray MBE

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Ms Francine Bates OBE

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Professor Mike Carmi MBChB DRCOG FRCGP
(*retired February 2014*)

Dr Charlotte Daman Willems FRCP FRCPCH

Dr Justin Daniels BMedSci BMBS MSc FRCPCH
(*appointed June 2014*)

Dr Steve Gould FRCPATH

Professor Jan Horwath BA (Hons) CQSW FRSA

Mr David Marshall FCA

Ms Gabrielle Osrin

Mrs Lavinia Postlethwaite

Mrs Krissie Poyser BSc, RGN, RHV, CPT

Mrs Kirsty Robertshaw (*appointed July 2013*)

Mr Charles de Selincourt OBE

Professor Marjorie Smith PhD CPsychol AsFBPS

Mr Mike Wingfield

Scientific Committee

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Professor Mike Campbell BA MSc PhD CStat

Dr Robert Coombs MB BS BSc FRCPCH MRCP DCH

Professor Neil Dalton MA PhD

Professor Ruth Gilbert MSc MD FRCPCH

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Dr Penny Jones MB BS

Professor James A Morris MA MB BChir FRCPATH

Professor Michael Patton MA MB MSc DCH MRCP
FRCP FRCPCH (*retired April 2014*)

Professor Marjorie Smith PhD CPsychol AsFBPS

Advisory Committee

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(Chairperson)

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

Ms Louise Carmi

Dr Robert Coombs MB BS BSc FRCPCH MRCP DCH

Dr Paul Davis MD MB FRCPCH MRCP DCH
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Dr Linda Dowdney

Dr Steve Gould FRCPATH

Ms Gail Johnson representing the Royal College of
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Ms Clare Jolly BSc (Hons) MSc RGN RHV represent-
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Association

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FRCPCH

Mr Edward Thomas

Ms Alison Waite BN RGN RIM RHV

Finance and Resources Committee

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Mr Nick Beaumont

Mr Terry Hebden

Ms Sue Hunt

Mr Charles de Selincourt OBE

Mr Mike Wingfield

The Lullaby Trust Sales Limited

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Mr David Marshall FCA, Director

Mr Andrew Cole, Director

Ms Lisa Penney, Director

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Company Secretary

Mrs Faheza Peerboccus ACCA, MAAT

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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 2014 which comprise the Consolidated Statement of Financial Activities, incorporating the Consolidated Summary Income and Expenditure Account, the Consolidated and Parent Charitable Company Balance Sheets, 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).

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 auditors' 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 and 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 opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement, [set out on page 12] 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 charity'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' 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 2014 and of the group's incoming 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' 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 or Trustees' remunerations specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- 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.



Nicholas Brooks, Senior Statutory Auditor
for and on behalf of Kingston Smith LLP, Statutory Auditor

Date: 21/1/2015
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 2014

	Note	General Funds	Designated Funds	Restricted Funds	Total 2014	Total 2013
		£	£	£	£	£
INCOME AND EXPENDITURE						
Incoming Resources						
Incoming resources from generated funds						
Voluntary income	3	1,001,005	-	126,334	1,127,339	961,531
Activities for generating funds:						
- The Lullaby Trust generated income	4	127,572	-	-	127,572	106,940
- The Lullaby Trust Sales Limited	6	123,825	-	-	123,825	133,533
Investment income						
- The Lullaby Trust		4,902	-	-	4,902	12,050
- The Lullaby Trust Sales Limited	6	339	-	-	339	413
Incoming resources from charitable activities	5	38,673	-	38,746	77,419	44,518
Total Incoming Resources		1,296,316	-	165,080	1,461,396	1,258,985
Resources Expended						
Costs of generating funds						
Costs of generating voluntary income	7	(403,316)	-	-	(403,316)	(428,073)
Fundraising trading: cost of goods sold and other costs						
- Specific events costs	7	(72,050)	-	-	(72,050)	(87,710)
- The Lullaby Trust Sales Limited	6	(14,410)	-	-	(14,410)	(6,816)
Charitable activities						
- Scientific research	8	(22,145)	(20,476)	-	(42,621)	(58,458)
- Information, support	8	(603,634)	-	(29,642)	(633,276)	(788,202)
- Monitors and sundry equipment (CONI)	8	-	-	(104,322)	(104,322)	(76,935)
Governance costs		(13,651)	-	-	(13,651)	(11,851)
Total Resources Expended		(1,129,206)	(20,476)	(133,964)	(1,283,646)	(1,458,046)
Net Incoming/(Outgoing) Resources		167,110	(20,476)	31,116	177,750	(199,060)
Transfers between funds	17	19,957	32,000	(51,957)	-	-
Net Movement in Funds		187,067	11,524	(20,841)	177,750	(199,060)
Balance at 1st July 2013		255,225	20,476	128,634	404,335	603,395
Balance at 30th June 2014	17	442,292	32,000	107,793	582,085	404,335

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 £68,334 [2013: £(325,777)]

The notes on pages 21 to 31 form part of these financial statements.

The Lullaby Trust

Consolidated Balance Sheet as at 30 June 2014

	Note	Group 2014	Group 2013	The Lullaby Trust 2014	The Lullaby Trust 2013
		£	£	£	£
Fixed Assets					
Tangible	12	15,489	13,342	15,489	13,342
Investments	6	-	-	10,000	10,000
		<u>15,489</u>	<u>13,342</u>	<u>25,489</u>	<u>23,342</u>
Current Assets					
Stocks		1,052	368	-	-
Debtors and prepayments	13	144,427	140,371	234,883	253,524
Cash at bank and in hand		<u>765,535</u>	<u>749,879</u>	<u>688,103</u>	<u>693,300</u>
		911,014	890,618	922,986	946,824
Creditors: Amounts falling due within one year					
	14	<u>(265,148)</u>	<u>(423,245)</u>	<u>(287,120)</u>	<u>(489,451)</u>
Net Current Assets					
		645,866	467,373	635,866	457,373
Creditors: Amounts falling due after more than one year					
	15	<u>(79,270)</u>	<u>(76,380)</u>	<u>(79,270)</u>	<u>(76,380)</u>
Net Assets					
		<u>582,085</u>	<u>404,335</u>	<u>582,085</u>	<u>404,335</u>
Represented by:					
Restricted funds	17	107,793	128,634	107,793	128,634
Designated Funds	17	32,000	20,476	32,000	20,476
General funds	17	<u>442,292</u>	<u>255,225</u>	<u>442,292</u>	<u>255,225</u>
		<u>582,085</u>	<u>404,335</u>	<u>582,085</u>	<u>404,335</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 the Financial Reporting Standard for Smaller Entities (effective April 2008)

The notes on pages 21 to 31 form part of these financial statements.

The financial statements were approved by the Board of Trustees and authorised for issue on 09th December 2014



T. Hebden

Chairman

Registered Company No. 01000824

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

1 Accounting Policies

The financial statements of The Lullaby Trust have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice, 'Accounting and Reporting by Charities' (the SORP) issued in March 2005, the Companies Act 2006, the Charities Act 2011 and the Financial Reporting Standards for Smaller Entities (effective April 2008).

The principal accounting policies are as follows:

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 2014. 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 and paragraph 397 of SORP 2005.

Incoming Resources

Donations and income from specific events are included in the financial period of receipt where it is certain that monies will not be repayable. Grants and interest receivable are included in the financial period to which they relate.

Resources Expended

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.

Governance costs are those incurred in the governance of the charity and are primarily associated with the constitutional and statutory requirements.

Grants payable are payments made to the third parties in the furtherance of the charitable objects of The Lullaby Trust. 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 The Lullaby Trust.

Provisions (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 either the timing of the grant or the amount of grant payable.

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.

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

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.

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.

2 Liability of Members

At 30th June 2014 The Lullaby Trust has 83 Members (2013 - 83 members). The liability of each Member to contribute to the assets of The Lullaby Trust is limited to £1.00. The number of Members is limited to 150.

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

3 Voluntary income	Unrestricted 2014 £	Restricted 2014 £	Total 2014 £	Total 2013 £
Non- Lullaby Trust events	406,182	595	406,777	430,995
Individuals	386,070	1,798	387,868	331,004
Trusts	26,213	123,699	149,912	58,212
Companies	148,037	242	148,279	89,930
Other	34,503	-	34,503	51,390
	<u>1,001,005</u>	<u>126,334</u>	<u>1,127,339</u>	<u>961,531</u>
4 The Lullaby Trust generated income	Unrestricted 2014 £	Restricted 2014 £	Total 2014 £	Total 2013 £
The Lullaby Trust events	104,054	-	104,054	85,881
Other	23,518	-	23,518	21,059
	<u>127,572</u>	<u>-</u>	<u>127,572</u>	<u>106,940</u>
5 Charitable activities income	Unrestricted 2014 £	Restricted 2014 £	Total 2014 £	Total 2013 £
CONI	-	37,111	37,111	33,458
Other activities	38,673	1,635	40,308	11,060
	<u>38,673</u>	<u>38,746</u>	<u>77,419</u>	<u>44,518</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

6 The Lullaby Trust Sales Limited

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

Profit and Loss Account	2014	2013
	£	£
Income	123,825	133,533
Cost of sales	<u>(11,526)</u>	<u>(4,257)</u>
Gross profit	112,299	129,276
Distribution and administration expenses	(2,884)	(2,559)
Interest receivable and similar income	339	413
Donations under gift aid	(109,754)	(127,130)
Profit on ordinary activities after donation and taxation	<u><u>-</u></u>	<u><u>-</u></u>

Balance Sheet	2014	2013
	£	£
Current assets	125,701	144,194
Creditors: amounts falling due within one year	(115,701)	(134,194)
Total assets less current liabilities	<u><u>10,000</u></u>	<u><u>10,000</u></u>
Called up share capital	10,000	10,000
Retained profit and loss account	-	-
Shareholders' funds	<u><u>10,000</u></u>	<u><u>10,000</u></u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

7 Fundraising expenditure

	Direct Costs 2014	Apportioned Costs 2014	Total 2014	Total 2013
	£	£	£	£
<u>Costs of generating voluntary income</u>				
Non-Lullaby Trust events	41,626	167,011	208,637	221,473
Individuals	6,346	62,629	68,975	73,608
Trusts	751	48,712	49,463	52,550
Companies	1,782	48,712	50,494	53,032
Other	-	25,748	25,748	27,410
	<u>50,505</u>	<u>352,811</u>	<u>403,316</u>	<u>428,073</u>
<u>Specific events costs</u>				
The Lullaby Trust Events	42,122	20,876	62,998	77,974
Other	6	9,046	9,052	9,737
	<u>42,128</u>	<u>29,922</u>	<u>72,050</u>	<u>87,710</u>

8 Charitable expenditure

	General Funds	Designated Funds	Restricted Funds	Total 2014	Total 2013
	£	£	£	£	£
<u>Scientific Research</u>					
Grants payable:					
University of Bristol	5	20,476	-	20,481	20,481
Parish Legacy	-	-	-	-	10,000
Direct costs	22,140	-	-	22,140	27,977
Support costs apportioned (Note 9)	-	-	-	-	-
	<u>22,145</u>	<u>20,476</u>	<u>-</u>	<u>42,621</u>	<u>58,458</u>

Information, support and improving investigations

Grants payable:

London School of Hygiene & Tropical Medicine	1,594	-	-	1,594	16,482
University of Sheffield	6,360	-	-	6,360	82,327
Direct costs	441,416	-	29,642	471,058	506,677
Support costs apportioned (Note 9)	154,264	-	-	154,264	182,716
	<u>603,634</u>	<u>-</u>	<u>29,642</u>	<u>633,276</u>	<u>788,202</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

8 Charitable expenditure (continued)

	General Funds £	Designated Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
<u>Monitors and Sundry Equipment</u>					
Purchase of equipment	-	-	104,322	104,322	76,935

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 £198,054 (2013: £155,462)

9 Apportioned costs

	Management & Staff Costs (1) £	Facilities & Depreciation (1) £	Fundraising Costs (2) £	Total 2014 £	Total 2013 £
Support costs apportioned					
Costs of generating voluntary income:					
Individuals	14,727	10,065	37,837	62,629	66,674
Non-Lullaby Trust events	39,272	26,841	100,898	167,011	177,797
Trusts	11,454	7,829	29,429	48,712	51,857
Companies	11,454	7,829	29,429	48,712	51,857
Other	6,054	4,138	15,555	25,748	27,410
	<u>82,961</u>	<u>56,702</u>	<u>213,148</u>	<u>352,811</u>	<u>375,595</u>
Fundraising trading: cost of goods sold and other costs:					
Lullaby Trust Events	4,909	3,355	12,612	20,876	22,225
Other	2,127	1,454	5,465	9,046	9,631
	<u>7,036</u>	<u>4,809</u>	<u>18,077</u>	<u>29,922</u>	<u>31,856</u>
Scientific Research	-	-	-	-	-
Information, support and improving investigations	91,635	62,630	-	154,264	182,716
	<u>181,633</u>	<u>124,141</u>	<u>231,224</u>	<u>536,997</u>	<u>590,168</u>

1 Support costs are apportioned on the basis of the number of staff working at head office in each area.

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

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

Net Incoming/(Outgoing) Resources before transfers	2014 £	2013 £
Net Incoming/(Outgoing) Resources before transfers is stated after charging:		
Auditors' remuneration: Current year	9,900	9,600
Prior year under provision	1,200	-
Operating lease	81,996	81,996
Depreciation	5,543	16,064

10 Staff Costs and Trustees' Remuneration	2014 £	2013 £
Staff costs arising during the year amounted to:		
Wages and salaries	647,530	648,119
Social security costs	59,908	57,618
Pension costs	19,667	17,956
	<u>727,105</u>	<u>723,693</u>

	Number	Number
The average monthly number of persons employed during the year was as follows:	<u>23</u>	<u>28</u>

The number of employees with emoluments above £60,000 were:		
£70,001 - £80,000	<u>1</u>	<u>1</u>

Employers pension contribution in respect of higher paid employees in 2014- totalled £3,720 (2013: £2,000)

Trustees receive no remuneration or benefits. During the year 3 trustees received reimbursed expenses of £657 for travel expenses (2013: £224 to 3 trustees).

11 Related Party Transactions

A grant of £1,594 (2013: £16,482) was paid to the London School of Hygiene and Tropical Medicine (LSHTM) for statistical analyses for the CONI project. Trustee Dr C Daman Willems is a member of the CONI steering committee and was excluded from The LullabyTrust's grant making decision.

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

12 Tangible Fixed Assets

<i>Group and The Lullaby Trust</i>	Office Equipment £	Fixtures & Fittings £	Total £
Cost			
At 1st July 2013	121,124	15,563	136,687
Additions	7,690	-	7,690
At 30th June 2014	<u>128,814</u>	<u>15,563</u>	<u>144,377</u>
Depreciation			
At 1st July 2013	115,419	7,926	123,345
Charge for year	3,814	1,729	5,543
At 30th June 2014	<u>119,233</u>	<u>9,655</u>	<u>128,888</u>
Net Book Value			
At 30th June 2014	<u>9,581</u>	<u>5,908</u>	<u>15,489</u>
At 30th June 2013	<u>5,705</u>	<u>7,637</u>	<u>13,342</u>

13 Debtors and Prepayments

	Group 2014 £	Group 2013 £	Trust 2014 £	Trust 2013 £
Amounts owed to group undertaking	-	-	109,754	127,130
Other debtors	34,307	28,988	34,307	28,988
Prepayments and accrued income	110,120	111,383	90,822	97,406
	<u>144,427</u>	<u>140,371</u>	<u>234,883</u>	<u>253,524</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

14 Creditors: Amounts falling due within one year

	Group 2014	Group 2013	Trust 2014	Trust 2013
	£	£	£	£
Trade creditors	99,154	43,956	99,154	43,847
Amounts owed to group undertakings	-	-	27,921	73,270
Taxation and social security	20,715	20,131	16,103	14,539
Accruals and deferred income	145,278	359,158	143,943	357,795
	<u>265,147</u>	<u>423,245</u>	<u>287,121</u>	<u>489,451</u>

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 £3,449 (2013: £4,641)

15 Creditors: Amounts falling due after more than one year

	Group 2014	Group 2013	Trust 2014	Trust 2013
	£	£	£	£
Grants payable - research grants	<u>79,270</u>	<u>76,380</u>	<u>79,270</u>	<u>76,380</u>

16 Operating Leases

At 30th June 2014 there were annual commitments in respect of operating leases for office equipment, land and buildings as follows:

	Office equipment 2014	Buildings 2014	Total 2014	Total 2013
	£	£	£	£
Group and The Lullaby Trust				
On leases expiring within 1 -2 years	9,096	-	9,096	-
On leases expiring within 2 - 5 years	-	72,900	72,900	81,996
	<u>-</u>	<u>72,900</u>	<u>72,900</u>	<u>81,996</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

17 Statement of Funds	At 30th June 2013 £	Incoming Resources £	Outgoing Resources £	Fund Transfers £	At 30th June 2014 £
Restricted Funds:					
Carol Service	-	626	-	-	626
Helpline	-	20,500	(7,268)	-	13,232
Online discussion forum	129		(129)	-	-
Regional family days	4,134	662	(12)	(624)	4,160
Regional Development Officers	3,153	3,142	-	(101)	6,194
Big Lottery Bubbalicious Project	2,300	50,016	(16,733)	-	35,583
Baby Check Resources	-	10,000	(5,500)	-	4,500
Scientific Research Project	11,024	-	-	-	11,024
Annual Grantholders meeting	3,000	-	-	(3,000)	-
A Proteomic investigation of SUDI	46,926	-	-	(46,926)	-
CONI	57,968	80,134	(104,322)	(1,306)	32,474
Total Restricted Funds	128,634	165,080	(133,964)	(51,957)	107,793
Unrestricted Designated Funds:					
Project funds	20,476	-	(20,476)	32,000	32,000
Total Designated Funds	20,476	-	(20,476)	32,000	32,000
Unrestricted General Funds:					
The Lullaby Trust	255,225	1,172,152	(1,114,796)	129,711	442,292
The Lullaby Trust Sales Ltd	-	124,164	(14,410)	(109,754)	-
Total General Funds	255,225	1,296,316	(1,129,206)	19,957	442,292
Total Unrestricted Funds	275,701	1,296,316	(1,149,682)	51,957	474,292
Total Funds	404,335	1,461,396	(1,283,646)	-	582,085

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2014

17 Statement of Funds (continued)

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

Restricted Funds

The project fund donations represent donations received for specific projects:

Carol Service - to support annual Lullaby Trust carol service.

Helpline - provides support for bereaved families and advice for professionals and members of the public on bereavement and on infant care.

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.

Regional Development Officers - covering nine regions around the country, they represent The Lullaby Trust to liaise and train professionals to ensure best practice supporting families. A transfer has been made to reimburse the General Fund for expenditure incurred on this project.

Big Lottery Bubbalicious Project - 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.

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

Annual Grantholders' meeting - an event to provide platform for researchers who hold a grant from the charity in order to present their work. A transfer has been made to reimburse the General Fund for expenditure incurred.

A Proteomic investigation of SUDI - proteomics is a laboratory technique which examines the changes in the pattern of proteins found in tissue samples. The study's aim is to identify those babies who died as the result of infection. The General Fund of the charity is used to make payments as and when expenditure is actually incurred and thus the transfer reflects the reimbursement of those funds expended during the year.

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. A transfer has been made to reimburse the General Fund for expenditure incurred on this project.

Baby Check Resources - funded by The Garfield Weston Foundation for the development of a new baby check application.

Designated Funds

The Trustees have allocated £32,000 to Designated funds for the purpose of new scientific research which will commence in 2014-15.

18 Analysis of Group Net Assets between Funds

	General Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Tangible fixed assets	15,489	-	-	15,489
Net current assets	506,073	32,000	107,793	645,866
Creditors: amounts falling due after more than one year	(79,270)	-	-	(79,270)
	<u>442,292</u>	<u>32,000</u>	<u>107,793</u>	<u>582,085</u>

The Lullaby Trust
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