



The Lullaby Trust Limited

Annual report and
consolidated financial statements
for the year 1 July 2014 - 30 June 2015

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Letter from the Chairman

Dear Friends,

A year to be proud of

In the last year our Safer Sleep for Babies message has reached a broader audience than ever. We launched our first national annual awareness campaign, recruited our first young parent ambassadors and teamed-up with major baby charities to help us reach our goal of halving Sudden Infant Death Syndrome (SIDS) to below 150 deaths by 2020.

The Lullaby Trust, founded 45 years ago as The Foundation for the Study of Infant Deaths, provides specialist support for bereaved families, promotes expert advice on safer baby sleep, raises awareness of and funds research into the causes of SIDS.

In August 2015, the Office of National Statistics, the General Register Office for Scotland and the Northern Ireland Statistics and Research Agency (NISRA) recorded 288 babies whose deaths were unexplained, including 19 over the age of 1 year, in the UK.

While SIDS rates have reduced, the wider infant mortality rate in the UK remains a significant cause for concern. The UK has one of the highest infant mortality rates in the developed world and there are stark inequalities in infant survival between rich and poor families in the UK. We believe that over the next five years The Lullaby Trust should be leading the campaign to reduce infant mortality and working with others to tackle the tragedy of all infant deaths, as well as continue to drive down SIDS still further.

To do this we have developed a new five year strategy with an emphasis on research and developing new public health interventions, to reduce smoking in pregnancy, to tackle and prevent the tragedy of infant mortality. The Lullaby Trust wants to share our knowledge and expertise to ensure that we maximise the life chances of every baby.

We will actively seek out opportunities to work with stillbirth and neonatal charities to maximise the impact of our collective expertise to drive down infant mortality rates and support bereaved parents. Areas for potential collaboration will include policy development, campaigning and jointly developing new services, such as a joint bereavement helpline. None of this will be possible without you.

It is with the amazing generosity of you, our supporters and corporate partners that we raised almost £1.8 million last year. On behalf of the Board of Trustees, I would like to thank you all for your continued support and generosity.

Yours sincerely



Terry Hebden
Chairman
19 January 2016

Trustee's report

The Board of Trustees of The Lullaby Trust presents its annual report and financial statements for the year ended 30 June 2015.

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

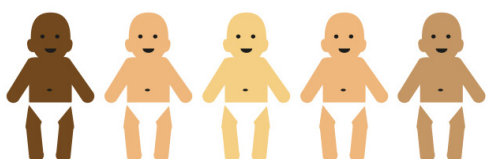
The charitable objects of The Lullaby Trust, as set out in the articles of association, are the study and practice of infant health and welfare generally, including the study of and research into sudden and unexplained infant deaths, sometimes called cot deaths, and the causes and prevention thereof.

Annually in the UK 600 infants die suddenly and unexpectedly and the deaths are referred to the coroner; of these tragic deaths 290 remain unexplained after post-mortem examination. Deaths that remain unexplained after the post mortem are usually registered as Sudden Infant Death Syndrome (SIDS).

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.

290

SIDS claims the lives of approximately 290 babies every year in the UK; that's five babies per week



Our In 2012 we published a three year strategy to support our goal to reduce SIDS to below 150 by 2020. This was underpinned by the following 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 activities
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 result of investment in research and safer sleep campaigns. 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 720,000 babies born each year in England, Wales and Northern Ireland. 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.

Our Impact

We are able to measure our impact over the past 44 years by the dramatic decline of the rate and numbers of unexplained deaths in infancy. When the charity was founded in 1971, approximately 35 babies died suddenly and unexpectedly every week. Today five babies a week die suddenly and unexpectedly.

We have translated Lullaby Trust funded research findings into national public health education programmes which have led to direct change in infant care practices resulting in over 20,000 babies lives saved.

The annual ONS statistical release on unexplained deaths in infancy is a key benchmark in terms of identifying whether our work on promoting safer sleep across the country is continuing to have a significant effect on the overall numbers of deaths. However, we also use other measurements, notably the numbers of professionals we have trained to deliver our safer sleep advice; demand for our publications from parents and agencies working with families and last but not least, the numbers of parents who have been affected by sudden infant death who contact us for direct support.

Our services are designed for a specific set of families who have experienced the tragedy of sudden infant death. Thankfully there are now far fewer newly bereaved families seeking our support due to our success in conveying the safe sleep message to parents of new-born babies. However, despite a reduction in deaths we continue to offer support to bereaved parents. Each year nearly half of new bereavement contacts will take up the offer of our Befriending service. Many of those parents go on to have another baby following their bereavement and we are able to offer the overwhelming majority of these families access to the Care of the Next Infant (CONI) programme in most areas in the country.

Every new parent needs to know how to reduce the risk of SIDS and we pride ourselves on our universal information role as a public health charity. We successfully persuaded the Department of Health that current guidelines on SIDS and co-sleeping should be reviewed in response to new evidence. As a direct consequence, The National Institute for Health and Care Excellence (NICE) undertook a review and a consultation during 2014 resulting in the publication of new guidance stating that all healthcare

professionals should inform parents that there is an association between co-sleeping and SIDS.

We consistently evaluate our work and strongly believe that our evidence based research, our training, our materials and services to bereaved families are highly valued by parents, professionals and clinicians. The continued demand for our expertise and services is testament to the impact that the charity has made and will continue to make as we progress our goal to halve the incidence of SIDS by 2020.

Latest statistics

The number of unexplained deaths in infancy published by the Office of National Statistics that took place in 2013:

- 249 unexplained infant deaths occurred in England and Wales in 2013, a rate of 0.36 deaths per 1,000 live births. This is the first rise in unexplained infant deaths since 2008. Before 2013, the rate had fallen steadily from 0.41 in 2008 to 0.32 in 2012.
- Almost two thirds (65%) of these deaths were recorded as sudden infant deaths, and 35% were recorded as unascertained (where no other cause of death is recorded).
- Unexplained infant deaths accounted for 9% of all infant deaths occurring in 2013.
- Just over half (55%) of all unexplained infant deaths were boys in 2013 (138 deaths) compared with 64% in 2012 (150 deaths).
- The rate of infant deaths rose from 0.92 to 1.27 for mothers aged under 20. Although numbers are very small, this was four times greater than the combined categories of babies born to mothers aged 20 and over (0.32).

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.

The Lullaby Trust has invested over £11.6m on infant death research projects since 1971

Our 2014 Grantholders Meeting was held in Amsterdam on September 18th, in the context of the International Conference on Stillbirth, SIDS and Baby Survival.

It provided an opportunity for researchers from across the world and from a diverse range of specialties to share their findings with colleagues and guests to further their own and others' knowledge of sudden infant death. Presentations included:

Dr Andrew Bamber, Honorary Clinical Fellow at Great Ormond Street Hospital, reported on a proteomic study to identify specific proteins that may have contributed to infection in SIDS cases. This work could lead to a test that will explain sudden infant death at post mortem. The test also has the potential to be used to test large numbers of archival tissue samples from retrospective cases to establish the prevalence of infection in the unexplained Sudden Unexpected Death in Infancy (SUDI) cohort.

Dr Robert Coombs, Consultant Neonatologist at Sheffield Teaching Hospital spoke on the prevalence of long QT gene variants in SIDS. This study, with full parental consent, is screening DNA from a cohort of UK SIDS for long QT gene variants and, if found, subsequently screening the family for both genetic and cardiology risk factors of a long QT syndrome.

Professor Peter Fleming, Consultant Paediatrician at University Hospitals Bristol told of a small study conducted in the USA in 2007 showing the differences in the signals recorded in the routine hearing test of newborn babies who subsequently died as a result of SIDS compared to babies who didn't. He will be leading a feasibility study to ascertain whether the apparent link between features of the hearing test recordings seen in the US study are borne out in the UK, and if so, to identify whether these differences are linked to other "risk factors" such as maternal smoking.

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. Her research found that safer sleep interventions that target higher risk groups need to take into consideration social influences and beliefs if they are to be effective.



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

Following the International Conference in Amsterdam, we were pleased to host Stephanie Cowan who is the Director of Change for Our Children, a New Zealand based charity, in London for a special workshop on safer sleep initiatives.

Change for Our Children has pioneered a hugely innovative safer sleep programme with white and indigenous communities over the last few years in New Zealand. Families with new-borns are offered a uniquely designed infant sleeping space known as a Pepi-Pod. Pepi means baby in the Maori language. Along with clear advice and education on safe sleep, parents are encouraged to place the baby for naps and night-time sleep in the Pepi-Pod, including placing the Pepi-pod on the adult bed if parents prefer to co-sleep.

Evaluation of the programme has proved to be exceptionally positive and the rate of SIDS has dropped significantly in those areas where the Pepi-Pod has been introduced. The workshop, led by Stephanie explored whether it would be possible to replicate a similar programme in the UK. Although no firm conclusion was reached given cultural differences between New Zealand the UK, an overall consensus emerged that it would be valuable to test the idea of portable sleep spaces for babies as an intervention to reduce the incidence of SIDS in the UK.

This year

- We provided lifesaving advice on safer sleep for babies based on evidence acquired from numerous peer reviewed studies funded by the charity.
- 3 new factsheets on dummies, twins and temperature were produced in response to questions from families and professionals.
- £199,000 was invested in research to find the cause and reduce unexpected death in infancy including a study on portable safe sleep interventions.

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

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.

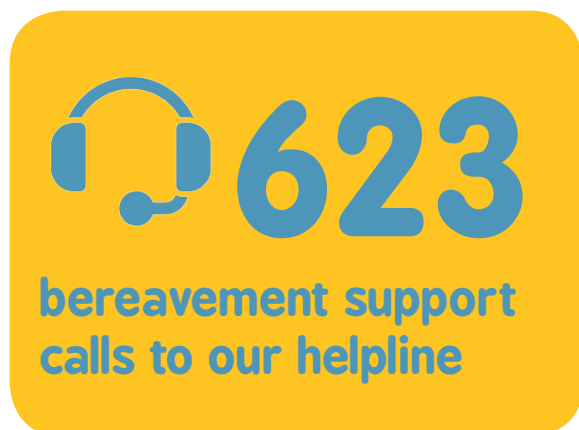
The CONI programme provides specialist advice, information and support to health professionals who, in turn, support bereaved families with their next baby and help them enjoy the first year of their baby's life. The core elements of the programme are regular contacts with a health visitor, symptom diaries,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

The CONI programme is an integral part of the charity and, after much planning; the programme moved from Sheffield to the Lullaby Trust offices in London in February 2015. Running CONI from London alongside the Lullaby Trust bereavement and information services allows us to operate a properly integrated service to provide support to bereaved families and professionals.

Since CONI began in 1988, it has provided comprehensive support to over 8,900 families and 13,100 babies. Last year we supported 343 families through the CONI programme, an additional 526 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.

On completion of the CONI programme, usually within a year, 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.

Our Freephone Bereavement Support Helpline remains the most popular means of seeking support from us regarding the sudden death of a baby. During the year we had 777 contacts looking for bereavement support, 623 of these were through calls to our Helpline. We distributed over 16,600 bereavement support leaflets and over 5,800 helpline cards.



Following increased promotion of our online support there was an increase in the number of new bereavement contacts via social media to 7% of all new enquiries.

The number of first-time contacts has risen from 220 in 2013-14 to 263 in 2014-15. This is due to the work we have undertaken during the year to promote our bereavement support services to funeral directors and police forces around the country.

Our Befriender service remains a strong and well-evaluated part of our support services. Befrienders are themselves bereaved parents, grandparents and other relatives, who offer personal support by phone or email.

We allocated 90 families a Befriender to offer peer-to-peer support during the year. We have undertaken a review of the training offered to Befrienders which included a survey of Befrienders to find out what they find useful and how we might develop our training. Of those surveyed, 88% would be interested in online training, which we now plan develop. A very high proportion of our Befrienders (92%) felt confident about supporting bereaved parents following our training.

Regional staff organise free Family Days out every year for bereaved parents and their families. They are held across England, Wales and Northern Ireland at a place such as a theme park or country venue where families can enjoy time in relaxed surroundings, and meet and talk with other bereaved families and befrienders.

Last year we held seven days, which were attended by 492 adults and 410 children and ranged from a day at Butlins in Bognor Regis to a day out at Cadbury World. They continue to be a great source of support for families. We recruited a number of bereaved family members to be trained as Befrienders as a result of the days.

This year

- Over 16,600 bereavement support leaflets and over 5,800 helpline cards to raise awareness of our bereavement support services were distributed.
- 770 enquiries about bereavement support.
- 90 families were allocated a Befriender to offer peer-to-peer support during the year
- 343 families were supported through the CONI programme; an additional 526 families were enrolled on the CONI PLUS.
- 93% of parents returning the latest evaluation rated CONI as helpful or very helpful.

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

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 the charity had a significant impact on policy and practice.

In 2013 Professor Robert Carpenter published a paper in the British Medical Journal on the risks of co-sleeping and SIDS, which used data from an earlier study funded by the Lullaby Trust.

Professor Carpenter and his colleagues conducted a wide ranging review of five major case control studies and identified that the risk of SIDS increased by fivefold if parents slept with their baby and increased even more where a parent also smoked. The publication of the research caused national controversy and divided professional and parental opinion. In order to ensure consistency of advice and avoid confusing parents, we believed it was essential for this evidence to be considered by an independent body.

The Lullaby Trust successfully persuaded the Department of Health to review the current guidance issued to healthcare professionals in response to this new evidence. As a direct consequence, The National Institute for Health and Care Excellence (NICE) undertook a review and a consultation during 2014.

In December 2014, NICE published new guidance on co-sleeping and SIDS making it clear that there was an association between co-sleeping and SIDS and called on all health professionals to inform parents of this association and to highlight the increased risks to those parents who also smoke, drink and or use drugs.

Although most health professionals do provide The Lullaby Trust's safer sleep advice to new parents, we were extremely pleased that NICE reiterated and confirmed research evidence of the association

between co-sleeping and SIDS and particularly the much higher risk associated with maternal smoking. The guidance attracted national media coverage providing us with a public platform to raise awareness of SIDS and reinforce our advice on co-sleeping. We believe that this guidance has had significant impact in improving the dialogue between all healthcare professionals and parents of new-borns on SIDS and the risk of co-sleeping.

Smoking in Pregnancy

Smoking in pregnancy remains the largest modifiable risk factor in sudden infant deaths. The Lullaby Trust is committed to supporting controls on tobacco and helping parents quit smoking. Our Chief Executive, Francine Bates, has continued to co-chair the Smoking in Pregnancy Challenge Group working alongside healthcare professionals, academics, ASH and other baby charities. She is also part of a working group convened by Public Health England exploring how best to communicate the risks of smoking to pregnant women.



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

As members of the Smoking Free Action Coalition, we were also delighted to support the parliamentary campaign to introduce plain cigarette packs and ban smoking in cars with children. Both measures were approved and came into effect from October 2015. Strong evidence from other countries suggests that this will help to reduce adult smoking rates significantly over time which will undoubtedly lead to a decrease in preventable infant mortality.

Influencing practice at local level

We developed a briefing paper to raise awareness of SIDS and our safer sleep messages for local authorities and Child Death Overview Panels (CDOPS) highlighting the infant mortality rates in their area.

We have provided safer sleep advice to 5,059 professionals through 195 training sessions and presentations. We have maintained links with universities, allowing us to train large numbers of newly qualified health professionals in one go. Our small team of regional staff make a huge impact throughout the country.

94% 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 98% of attendees rating them as highly knowledgeable and informative.

We have supported a number of local authorities to develop safer sleep campaigns, including West and East Sussex County Councils. We also collaborated with Public Health England (London) to revise their Child Safety Update which specifically focused on Sudden Unexpected Deaths in Infancy (SUDI).

This year

- NICE produced guidelines for professionals on co-sleeping and SIDS following successful lobbying by The Lullaby Trust.
- 5,000 professionals were provided with our safer sleep advice at 195 training sessions and presentations.
- 9,900 Lullaby Trust guides for professionals were distributed.
- 94% of professionals attending our training sessions said the presentation was highly relevant or relevant to their professional role.

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

Our new name and visual identity has seen more parents and professionals turn to The Lullaby Trust for safer sleep advice. Over 1,670 people contacted our information helpline for advice and we have distributed over 216,000 safer sleep for babies – a guide for parents and a further 76,000 easy-read cards.



In March 2015 we launched Safer Sleep Week, our new annual awareness campaign, to continue to raise awareness of SIDS and our safer sleep message.



We partnered with Bounty, the UK's leading parenting club, to reach new mums and mums-to-be. 60,000 Safer Sleep Week advice cards were distributed, via their New-Born packs, to new mums in maternity units.

Our safer sleep message reached a further 216,000 parents through two communications emailed by Bounty, one to 133,000 new mums with a baby under the age of 6 months and the other to 83,000 pregnant women in their third trimester.

We distributed a further 30,000 advice cards to maternity units and children's centres and sent 250 specially created Safer Sleep Week display packs to health professionals working with new parents. We reached over 1.2 million unique users on Twitter and a further 425,000 on Facebook.



A number of local authorities, including Brighton and Hove LSCB, Cheshire East LSCB and North East Lincolnshire Council ran local Safer Sleep Week campaigns which generated further local coverage of Safer Sleep Week; we also featured on the homepage of NHS Choices.



Nine young parents were recruited to become Bubbalicious Ambassadors as part of our pilot project, funded by The Big Lottery Fund, to expand our work with young parents.

Tragically, teenage parents in the UK are four 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 more teenage parents by training and supporting a group of young parents who will develop and deliver talks to other young parents across London.

The first group of young parents were recruited as ambassadors, undertaking accredited training in peer-education and developing talks and materials. Eight out of nine ambassadors submitted their portfolios and received their accreditation in August 2015.

Six ambassadors have already begun delivering talks to other young parents. Feedback from their first talks found that 83% of young parents attending said they would change something about their safer sleep routine as a result of the talk.

This year

- 9 young parents trained as ambassadors, to provide peer-to-peer safer sleep talks to other young parents.
- 83% of young parents attending ambassador talks said they would change something about their safer sleep routine as a result of attending talks.
- 216,000 safer sleep for babies – a guide for parents, 76,000 easy-read cards and a further 90,000 safer sleep advice cards were distributed during Safer Sleep Week.
- 1.2 million unique users on Twitter and a further 425,000 Facebook users were reached with our Safer Sleep message during our first Safer Sleep Week.

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

Over the past three years, the charity has undergone significant change following the publication of our 2012-15 Strategy. This included changing our name to The Lullaby Trust, bringing the Care of the Next Infant (CONI) programme in house and modernising our organisational and governance structures.

We have continued to develop our human resources; commissioning a pay review and updating our employee manual. We have developed our ongoing training for staff and ensured all staff received data protection training to ensure that we fully comply with legislation. In January 2014, we held our first annual staff conference, where we welcomed external speakers and discussed the new strategy.

Governance

During the year we have continued to keep our governance under review to ensure that The Lullaby Trust conforms to best practice as set out by the Charity Commission.

Following recommendations of the Governance Review the Board of Trustees now consists of thirteen members. We have updated the terms of reference for all our Board committees ensuring consistency in terms of membership and quorum number.

Our President, Charles de Selincourt, Mike Wingfield, Professor Jan Horwath and Krissie Poyser retired from the Board and we are extremely grateful to them all for the tremendous contribution they have made to the charity over many years. We are delighted that Charles de Selincourt, the son of our founder, Mrs Nancy Hunter-Gray continues to remain active as our President and a member of the Finance and Resources Committee.

As part of our ongoing commitment to refresh and diversify the skills of the Board of Trustees, we are delighted to welcome Ethna Dillon, Head of Vulnerable Baby Service at Central Manchester University Hospitals NHS Foundation Trust Hospital, and Chris Cleaver, Planning Director at the brand development agency Identica. Ethna and Chris add further to the expert knowledge available within the Board.

The Board of Trustees reviewed the Articles of Association of the charity and recommended some key changes to the charity's membership including limiting the terms of office of trustees to a maximum of 9 years.

The trustees are committed to meeting recommended good practice and plan to recruit new members of the Board, when necessary, while at the same time maintaining the diversity and expertise of longer standing trustees to guide the charity over the next five years.

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

This year

- We produced a new five year strategy 2015-2020 was developed.
- We reviewed our governance and updated our Articles of Association.

Future plans

We set ourselves a clear strategic goal of reducing the numbers of SIDS to below 150 by 2020 with an increased focus on reaching out to vulnerable and disadvantaged families where the incidence of sudden infant deaths are significantly higher.

In 2010, the number of unexplained deaths in infancy across the UK was 306. In 2013 the figure recorded was 288. There is no doubt that we play a major public health role across England, Wales and Northern Ireland in educating professionals and parents on how to keep their babies safe from SIDS. We are extremely proud of the charity's contribution to the fall in numbers of babies who die from SIDS over this period.

However, we acknowledge that there is still more to do in order to reach our goal of reducing the numbers of SIDS to below 150 by 2020. The death of a baby or toddler is a devastating blow for any parents and we are determined to do all we can to prevent this from happening to families.

We also recognise that the Lullaby Trust should be utilising its knowledge and expertise on infant deaths gained over the past 45 years to support the wider agenda to reduce overall levels of infant mortality in the UK including stillbirths and neo-natal deaths. During the year the Board of Trustees developed a new strategy for the next 5 years and set out 4 new specific strategic goals:

- 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.

We are particularly keen to work with the other leading 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 will collaborate, share 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.

We will report on our progress in securing these objectives on an annual basis. Our Annual Business Plan includes key performance indicators which will enable trustees to measure whether the charity is achieving its objectives and overall impact.

Our focus in 2015-16 will be on our four strategic goals, in particular:

- **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, and will be redeveloping The Lullaby Trust website to improve efficiency and stakeholder experience.

Our team of Regional Development Officers will be expanding our programme of training to professionals focusing on the new NICE guidelines.

- **Funding research** – we have committed funding to three new research projects; Phase 1 of a national study led by Professor Peter Fleming to investigate the possibility of a link between an abnormal new-born hearing screen test and SIDS, a National Proteomic Study of babies who have died suddenly and unexpectedly over the age of 1 led by Professor Neil Sebire and a pilot study of families in Sunderland testing the use of a portable sleep space for babies.

In the coming year, we are leading an international research project to identify the key priorities in sudden infant research. We will be conducting an online survey and facilitating three workshops in the US, Australia and the UK and presenting the findings to the International SIDS and Stillbirth Conference in South America in September 2016. The results of the study will inform the charity's new 10 year research strategy.

- **Supporting bereaved families** – we are committed to improving the accessibility of our bereavement support services; we will be trialling bereavement support by text message and exploring the possibility with other charities of extending befriending to parents who have experienced neonatal loss.

The coming year will see changes to how health visiting services are commissioned. We will promote our Care of Next Infant (CONI) programme to local authorities to help ensure that this much needed programme of support continues to be widely available to bereaved and anxious parents of babies within high-risk populations.

- **Reducing infant mortality** – we are committed to reducing infant mortality in England, Wales and Northern Ireland. In collaboration with other infant death charities, we will explore the possibility of setting up an All Party Parliamentary Group on infant mortality.

We will send out a national briefing to all Directors of Public Health to raise awareness of sudden infant deaths in their region. Our Chief Executive will continue 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.

Financial report

The progress made in 2014, following the rebrand to The Lullaby Trust, has continued in 2015. Incoming resources for the year ended 30 June 2015 have increased by £340,000 or 23% to £1.8million (2014: £1.46million). Costs associated with fundraising increased slightly during the year by £40,000 as investment was made in staff training and improved database management.

The success of the fundraising team has ensured continued progress against most of our strategic objectives. We have been able to restart our research programme with £199,000 committed during the year to four new research projects, new born hearing project £44,000, over 1 research £104,000, Research Gap Analysis £13,000 and Safer Sleep for Babies £38,000.

The outcome of the GAPS Analysis in early 2016 will help us determine future areas of research that can be funded by the charity. The Board have decided that £100,000 should be set aside as designated funds to be available to fund new projects identified during this research.

Last year we reported that the CONI would be brought under the direct control of The Lullaby Trust and operated from our offices in London. This transfer took place on 1 February 2015. This programme is a key area of support for families and the Board have decided that funds should be set aside to ensure that this programme can always be funded for at least 14 months, accordingly £110,000 has been set aside as designated funds for the CONI programme.

The total expenditure in the year increased in line with our plans from £1.3million to £1.5million. Our charitable expenditure has increased by £193,000 or 22%, to £973,000 (2014: £780,000).

After designating £210,000 detailed above, £16,000 has been added to the charity's general funds. At the year end, General Funds stood at £458,000 (2014: £442,000).

The Lullaby Trust holds restricted funds in accordance with donor's requirements. At 30 June 2015, the balance of Restricted Funds amounted to £201,000 (2014: £108,000).

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 2015, this amounted to £325,000.

At 30 June 2015 free general funds stood at £434,000.

Structure, governance and management

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.

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.

Each of these committees operates under the 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.

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.

Risk management and financial control

The Board of Trustees consider risk as part of their regular meetings and ensure that robust systems are in place to assess and mitigate key risks. Key risks currently identified are changes in government policy and the pressure on donors' charitable giving in the current economic climate.

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 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 set out 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).

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 Hebden
Chairman
19 January 2016

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 2014/2015 include:

- The Big Give Challenge 2014; our supporters generated over £60,000 for our bereavement support services.
- Leaving a gift in a Will, is a special way of supporting The Lullaby Trust and we were grateful for receiving over £28,000 in this financial year.
- 68 keen runners took part in the 2015 Virgin London Marathon to support The Lullaby Trust, raising £161,000 and exceeding our income target by 24%.
- Community Fundraising exceeded the income target by 57%, raising £236,000 from individuals up and down the country.
- Supporters attended a host of Lullaby Trust events which included a comedy evening starring Jack Whitehall and a Musical Soiree at Lambeth Palace.

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.

We are delighted to have entered into two new cause related marketing partnerships with Lansinoh and Kiddy. We also began a new charity of the year partnerships with Nationwide Building Society and RIBA Enterprises Ltd and received continued pro-bono legal support from Olswang and White & Case.

Companies, Trusts and Foundations offering pro bono services or donating £1,000 or more in 2014/2015 include:

Asset Value Investors Limited
Barclays Bank Plc
BBC Children in Need
Beaverbrook Foundation
Big Lottery Fund
Bounty UK Ltd
Candis Club

Chapman Charitable Trust
Crabtree Property Group
F J Wallis Charitable Trust
Felicity Wilde Charitable Trust
Frazer Trust
Goldman Sachs Gives
Hamamelis Trust
Hamilton Trustees Limited as Trustee of the Lacuna Trust
iCandy
Kiddy
Lansinoh
M & G Ltd.
MEPC Birchwood Park
Mondelez UK
Nationwide Building Society
Next plc
Olswang LLP
Open Contracts Ltd
Osbornes Solicitors
Riba Enterprises
Royal Bank of Canada
Sandhu Charitable Foundation
Schroders
Sir Samuel Scott Of Yews Trust
Souter Charitable Trust
Teddy's Wish
Tesco Charity Trust
The Conway Charitable Foundation
The Eranda Foundation
The Freemasons' Grand Charity
The Gledswood Charitable Trust
The Gro Company
The Henry Smith Charity
The J W Bankes Charitable Settlement
The Kathleen Laurence Trust
The Little Green Sheep
The Louis and Valerie Freedman Charitable Settlement
The Mabel Harper Charitable Trust
The Oldhurst Trust
The R S Brownless Charitable Trust
The Swire Charitable Trust
The Tesco Charity Trust
Vandervell Foundation
Weldrick Group
Weltonhurst Limited
White & Case
Yorkshire Children's Hospital Fund

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
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 June 2015)
Dr Steve Gould FRCPPath
Professor Jan Horwath BA (Hons) CQSW FRSA (retired June 2015)
Mr David Marshall FCA
Ms Gabrielle Osrin
Mrs Lavinia Postlethwaite
Mrs Krissie Poyser BSc, RGN, RHV, CPT (retired December 2014)
Mrs Kirsti Robertshaw
Mr Charles de Selincourt OBE (retired February 2015)
Professor Marjorie Smith PhD CPsychol AsFBPS
Mr Mike Wingfield (retired February 2015)

Scientific Committee

Dr Andrew Boon BSc MD FRCP FRCPCH DCH (Chairman)
Professor Mike Campbell BA MSc PhD CStat
Dr Robert Coombs MB BS BSc FRCPCH MRCP DCH
Professor Neil Dalton MA PhD
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

Professor James A Morris MA MB BChir FRCPPath

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
Dr Steve Gould FRCPPath
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 Marion Malone FRCPPath (retired November 2014)
Dr Angela Moore MB BS MMedSci DCH FRCP FRCPCH
Mr Edward Thomas
Ms Alison Wall (appointed November 2014)
Ms Alison Waite BN RGN RIM RHV – has become staff

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
Mr Mike Wingfield (retired February 2015)

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

Legal and administrative details

Registered Office

11 Belgrave Road
London SW1V 1RB
www.lullabytrust.org.uk

Auditors

Kingston Smith LLP
Devonshire House
60 Goswell Road
London EC1M 7AD

Solicitors

White & Case
5 Old Broad Street
London EC2N 1DW

Bankers

Royal Bank of Scotland
Belgravia Branch
24 Grosvenor Place
London SW1X 7HP

Chief Executive

Ms Francine Bates OBE

Company Secretary

Mrs Faheza Peerboccus FCCA, MAAT

CAF Bank Ltd
PO Box 289, West Mailing
Kent ME19 4TA

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Follow us on Twitter at www.twitter.com/lullabytrust

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 2015 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 16 & 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 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 2015 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: 20/01/2015
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 2015

	Note	General Funds	Designated Funds	Restricted Funds	Total 2015	Total 2014
INCOME AND EXPENDITURE		£	£	£	£	£
Incoming Resources						
Incoming resources from generated funds						
Voluntary income	3	969,967	-	448,896	1,418,863	1,127,339
Activities for generating funds:						
- The Lullaby Trust generated income	4	157,334	-	14,549	171,883	127,572
- The Lullaby Trust Sales Limited	6	116,114	-	-	116,114	123,825
Investment income						
- The Lullaby Trust		3,536	-	-	3,536	4,902
- The Lullaby Trust Sales Limited	6	204	-	-	204	339
Incoming resources from charitable activities	5	55,451	-	35,941	91,392	77,419
Total Incoming Resources		1,302,606	-	499,386	1,801,992	1,461,396
Resources Expended						
Costs of generating funds						
Costs of generating voluntary income	7	(413,369)	-	-	(413,369)	(403,316)
Fundraising trading: cost of goods sold and other costs						
- Specific events costs	7	(99,020)	-	-	(99,020)	(72,050)
- The Lullaby Trust Sales Limited	6	(17,554)	-	-	(17,554)	(14,410)
Charitable activities						
- Scientific research	8	(23,956)	(32,000)	(167,340)	(223,296)	(42,621)
- Information, support	8	(510,405)	-	(196,293)	(706,698)	(633,276)
- Monitors and sundry equipment (CONI)	8	-	-	(42,791)	(42,791)	(104,322)
Governance costs		(12,363)	-	-	(12,363)	(13,651)
Total Resources Expended		(1,076,667)	(32,000)	(406,424)	(1,515,091)	(1,283,646)
Net Incoming/(Outgoing) Resources		225,939	(32,000)	92,962	286,901	177,750
Transfers between funds	17	(210,000)	210,000	-	-	-
Net Movement in Funds		15,939	178,000	92,962	286,901	177,750
Balance at 1st July 2014		442,292	32,000	107,793	582,085	404,335
Balance at 30th June 2015	17	458,231	210,000	200,755	868,986	582,085

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 incoming resources of the parent amounted to £188,137 [2014: £68,334]

The notes on pages 25 to 35 form part of these financial statements.

The Lullaby Trust

Consolidated Balance Sheet as at 30th June 2015

	Note	Group 2015 £	Group 2014 £	Trust 2015 £	Trust 2014 £
Fixed Assets					
Tangible	12	24,414	15,489	24,414	15,489
Investments	6	-	-	10,000	10,000
		<u>24,414</u>	<u>15,489</u>	<u>34,414</u>	<u>25,489</u>
Current Assets					
Stocks		1,714	1,052	-	-
Debtors and prepayments	13	128,481	144,427	216,326	234,883
Cash at bank and in hand		<u>1,075,297</u>	<u>765,535</u>	<u>1,017,004</u>	<u>688,103</u>
		<u>1,205,492</u>	<u>911,014</u>	<u>1,233,330</u>	<u>922,986</u>
Creditors: Amounts falling due within one year	14	<u>(139,548)</u>	<u>(265,148)</u>	<u>(177,386)</u>	<u>(287,120)</u>
Net Current Assets		<u>1,065,944</u>	<u>645,866</u>	<u>1,055,944</u>	<u>635,866</u>
Creditors: Amounts falling due after more than one year	15	<u>(221,372)</u>	<u>(79,270)</u>	<u>(221,372)</u>	<u>(79,270)</u>
Net Assets		<u>868,986</u>	<u>582,085</u>	<u>868,986</u>	<u>582,085</u>
Represented by:					
Restricted funds	17	200,755	107,793	200,755	107,793
Designated Funds	17	210,000	32,000	210,000	32,000
General funds	17	<u>458,231</u>	<u>442,292</u>	<u>458,231</u>	<u>442,292</u>
		<u>868,986</u>	<u>582,085</u>	<u>868,986</u>	<u>582,085</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 25 to 35 form part of these financial statements.

The financial statements were approved by the Board of Trustees and authorised for issue on 19 January 2016

T. Hebden
Chairman
Registered Company No. 01000824

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

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 2015. 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 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 Trust.

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.

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

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 2015 The Lullaby Trust has 83 Members (2014 - 83 members). The liability of each Member to contribute to the assets of the 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 2015

3	Voluntary income	Unrestricted 2015 £	Restricted 2015 £	Total 2015 £	Total 2014 £
	Non TLT events	387,792	148,218	536,010	406,777
	Individuals	420,571	22,638	443,209	387,868
	Trusts	40,211	263,758	303,969	149,912
	Companies	68,219	14,282	82,501	148,279
	Other	53,174	-	53,174	34,503
		<u>969,967</u>	<u>448,896</u>	<u>1,418,863</u>	<u>1,127,339</u>
4	TLT generated income	Unrestricted 2015 £	Restricted 2015 £	Total 2015 £	Total 2014 £
	TLT events	149,883	13,049	162,932	104,054
	Other	7,451	1,500	8,951	23,518
		<u>157,334</u>	<u>14,549</u>	<u>171,883</u>	<u>127,572</u>
5	Charitable activities income	Unrestricted 2015 £	Restricted 2015 £	Total 2015 £	Total 2014 £
	CONI	2,655	35,441	38,096	37,111
	Other activities	52,796	500	53,296	40,308
		<u>55,451</u>	<u>35,941</u>	<u>91,392</u>	<u>77,419</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

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 Trust through the sale of goods and all its profits are paid to the Trust by gift aid. The 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	2015 £	2014 £
Income	116,114	123,825
Cost of sales	(12,652)	(11,526)
Gross profit	103,462	112,299
Distribution and administration expenses	(4,902)	(2,884)
Interest receivable and similar income	204	339
Donations under gift aid	(98,764)	(109,754)
Profit on ordinary activities after donation and taxation	-	-

Balance Sheet	2015 £	2014 £
Current assets	113,357	125,701
Creditors: amounts falling due within one year	(103,357)	(115,701)
Total assets less current liabilities	10,000	10,000
Called up share capital	10,000	10,000
Retained profit and loss account	-	-
Shareholders' funds	10,000	10,000

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

7 Fundraising expenditure

	Direct Costs 2015 £	Apportioned Costs 2015 £	Total 2015 £	Total 2014 £
<u>Costs of generating voluntary income</u>				
Non-LT events	39,991	162,595	202,586	208,637
Individuals	9,632	94,539	104,171	68,975
Trusts	1,012	43,633	44,645	49,463
Companies	1,911	54,178	56,089	50,494
Other	-	5,878	5,878	25,747
	<u>52,546</u>	<u>360,823</u>	<u>413,369</u>	<u>403,316</u>
<u>Specific events costs</u>				
LT events	67,902	20,090	87,992	62,998
Other	28	11,000	11,028	9,052
	<u>67,930</u>	<u>31,090</u>	<u>99,020</u>	<u>72,050</u>

8 Charitable expenditure

	General Funds £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
<u>Scientific Research</u>					
Grants payable:					
University of Bristol Hearing Project	-		44,030	44,030	20,481
Great Ormond Street Hospital, London (1)	(14,236)		-	(14,236)	-
Over 1 Research	-		103,815	103,815	-
Research Gap Analysis	-		13,395	13,395	-
Safer Sleep	187	32,000	6,100	38,287	-
Direct costs	11,537		-	11,537	22,140
Support costs apportioned (Note 9)	26,468		-	26,468	-
	<u>23,956</u>	<u>32,000</u>	<u>167,340</u>	<u>223,296</u>	<u>42,621</u>

Information, support and improving investigations

Grants payable:

London School of Hygiene	-	-	-	1,594
University of Sheffield	-	-	-	6,360
CONI Programme	5,960	21,365	27,325	-
Direct costs	319,090	174,928	494,018	471,058
Support costs apportioned (Note 9)	185,355		185,355	154,264
	510,405	-	196,293	706,698
				633,276

- 1 The balance of £(14,236) is the amount written back for the project title 'A proteomic approach to the investigation of infection in SUDI' as this project has now been completed and no further invoices are payable.

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

8 Charitable expenditure (continued)

	General Funds £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
<u>Monitors and Sundry Equipment</u>					
Purchase of equipment	-	-	42,791	42,791	104,322

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 £94,864 (2014: £198,054)

9 Apportioned costs

	Management & Staff Costs (1) £	Facilities & Depreciation (1) £	Fundraising Costs (2) £	Total 2015 £	Total 2014 £
Support costs apportioned					
Costs of generating voluntary income:					
Individuals	23,546	15,777	55,216	94,539	62,629
Non-TLTevents	40,497	27,134	94,964	162,595	167,011
Trusts	10,868	7,281	25,484	43,633	48,712
Companies	13,494	9,041	31,643	54,178	48,712
Other	1,464	981	3,433	5,878	25,747
	<u>89,869</u>	<u>60,214</u>	<u>210,740</u>	<u>360,823</u>	<u>352,811</u>
 Fundraising trading: cost of goods sold and other costs:					
LT events	5,004	3,353	11,733	20,090	20,876
Other	2,740	1,836	6,424	11,000	9,046
	<u>7,744</u>	<u>5,189</u>	<u>18,157</u>	<u>31,090</u>	<u>29,922</u>
 Scientific Research	<u>15,849</u>	<u>10,619</u>	<u>-</u>	<u>26,468</u>	<u>-</u>
 Information, support and improving investigations	<u>110,990</u>	<u>74,365</u>	<u>-</u>	<u>185,355</u>	<u>154,264</u>
	<u>224,452</u>	<u>150,387</u>	<u>228,897</u>	<u>603,736</u>	<u>536,997</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 2015

Net Incoming/(Outgoing) Resources before transfers	2015	2014
	£	£
Net Incoming/(Outgoing) Resources before transfers is stated after charging:		
Auditors' remuneration: Current year	9,770	9,900
Prior year under provision	-	1,200
Operating lease	81,276	81,996
Depreciation	<u>7,787</u>	<u>5,543</u>

10 Staff Costs and Trustees' Remuneration	2015	2014
	£	£
Staff costs arising during the year amounted to:		
Wages and salaries	671,095	647,530
Social security costs	62,656	59,908
Pension costs	27,878	19,667
	<u>761,629</u>	<u>727,105</u>

	Number	Number
The average monthly number of persons employed during the year was as follows:	<u>23</u>	<u>23</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 2015- totalled £2,394 (2014: £3,720)

Trustees receive no remuneration or benefits. During the year 4 trustees received reimbursed expenses of £842 for travel expenses (2014: £657 to 3 trustees).

11 Related Party Transactions

There are no related party transactions during the year. As at 30 June 2015, Trustees donations amounted to £2,174 (2014: £4,914)

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

12 Tangible Fixed Assets

<i>Group and Trust</i>	Office Equipment £	Fixtures & Fittings £	Total £
Cost			
At 1st July 2014	128,814	15,563	144,377
Additions	16,712	-	16,712
At 30th June 2015	145,526	15,563	161,089
Depreciation			
At 1st July 2014	119,233	9,655	128,888
Charge for year	6,058	1,729	7,787
At 30th June 2015	125,291	11,384	136,675
Net Book Value			
At 30th June 2015	20,235	4,179	24,414
At 30th June 2014	9,581	5,908	15,489

13 Debtors and Prepayments

	Group 2015 £	Group 2014 £	Trust 2015 £	Trust 2014 £
Amounts owed by group undertaking	-	-	98,764	109,754
Other debtors	37,463	34,307	26,544	34,307
Prepayments and accrued income	91,018	110,120	91,018	90,822
	128,481	144,427	216,326	234,883

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

14 Creditors: Amounts falling due within one year

	Group 2015 £	Group 2014 £	Trust 2015 £	Trust 2014 £
Trade creditors	26,393	99,154	26,393	99,154
Amounts owed to group undertakings	-	-	42,431	27,921
Taxation and social security	21,301	20,715	17,989	16,102
Accruals and deferred income	91,854	145,279	90,573	143,943
	<u>139,548</u>	<u>265,148</u>	<u>177,386</u>	<u>287,120</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 £2,394 (2014: £3,449)

15 Creditors: Amounts falling due after more than one year

	Group 2015 £	Group 2014 £	Trust 2015 £	Trust 2014 £
Grants payable - research grants	<u>221,372</u>	<u>79,270</u>	<u>221,372</u>	<u>79,270</u>

16 Operating Leases

At 30th June 2015 there were annual commitments in respect of operating leases for office equipment, land and buildings as follows:

	Office equipment 2015 £	Buildings 2015 £	Total 2015 £	Total 2014 £
Group and Trust				
On leases expiring within 1 -2 years			-	9,096
On leases expiring within 2 - 5 years	<u>8,376</u>	<u>72,900</u>	<u>81,276</u>	<u>72,900</u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

17 Statement of Funds

	At 30th June 2014 £	Incoming Resources £	Outgoing Resources £	Fund Transfers £	At 30th June 2015 £
Restricted Funds:					
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)		-
Big Lottery Bubbalicious Project	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
Total Restricted Funds	<u>107,793</u>	<u>499,386</u>	<u>(406,424)</u>	<u>-</u>	<u>200,755</u>
Unrestricted Designated Funds:					
Project funds	32,000		(32,000)	100,000	100,000
CONI Programme				110,000	110,000
Total Designated Funds	<u>32,000</u>	<u>-</u>	<u>(32,000)</u>	<u>210,000</u>	<u>210,000</u>
Unrestricted General Funds:					
The Lullaby Trust	442,292	1,186,288	(1,059,113)	(210,000)	359,467
The Lullaby Trust Sales Ltd	-	116,318	(17,554)	-	98,764
Total General Funds	<u>442,292</u>	<u>1,302,606</u>	<u>(1,076,667)</u>	<u>(210,000)</u>	<u>458,231</u>
Total Unrestricted Funds	<u>474,292</u>	<u>1,302,606</u>	<u>(1,108,667)</u>	<u>-</u>	<u>668,231</u>
Total Funds	<u><u>582,085</u></u>	<u><u>1,801,992</u></u>	<u><u>(1,515,091)</u></u>	<u><u>-</u></u>	<u><u>868,986</u></u>

The Lullaby Trust

Notes to the Financial Statements for the year ended 30 June 2015

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 - 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.

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.

Big Lottery Bubbalicious Project/ Teenage 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.

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.

Safe Sleep Space - Awarded to Professor Helen Balls to investigate Safer Sleep Space for babies

Over 1 Research - Awarded to Great Ormond Street Hospital to carry out research on over one year old babies who die suddenly and unexpectedly.

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

Designated Funds

The Trustees have allocated £110,000 to designated funds to cover the costs of the CONI programme for a period of 14 months.

The Trustees have allocated £100,000 to designated funds to fund research projects arising out of the Research Gap Analysis.

18 Analysis of Group Net Assets between Funds

	General Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Tangible fixed assets	24,414	-	-	24,414
Net current assets	655,189	210,000	200,755	1,065,944
Creditors: amounts falling due after more than one year	(221,372)	-	-	(221,372)
	<u>458,231</u>	<u>210,000</u>	<u>200,755</u>	<u>868,986</u>

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Registered charity number: 262191

Company registration number: 01000824