



The Lullaby Trust Limited

Annual report and consolidated
financial statements for the year
1 July 2021 - 30 June 2022

Contents

Introduction from our Chair	2
Why we exist	4
Our impact	5
Our activities and achievements	5
Future plans	10
Financial report	11
Structure governance and management	12
Key management personnel	13
Remuneration Policy	13
Volunteers	14
Reserves Policy	14
Grant Making Policy	14
Fundraising Disclosures	14
Vulnerable Persons Policy	15
Risk management and financial control	15
Statement of Trustees' responsibilities	16
Audit information	16
Auditors	16
Thank you	17
Board of Trustees & Committees	18
Independent Auditors' Report to the Members and Trustees of The Lullaby Trust	20
Consolidated Statement of Financial Activities	24
Consolidated Balance Sheet	26
Statement of Cash flows	27
Notes to the Financial Statements	27

Introduction from our Chair

We are proud of the success that this year has brought, despite the ongoing impact of covid and fresh challenges facing the sector as we enter the cost of living crisis. In 2021-22 we reached millions of people with life-saving safer sleep advice and provided direct support to hundreds of bereaved families.

Thanks to the overwhelming generosity of our supporters we have been able to continue to provide our essential services and work towards our vision of ending all unexplained deaths and ensuring that all bereaved families receive the support they need.

In August, the Office for National Statistics (ONS), National Records of Scotland (NRSScotland) and the Northern Ireland Statistics and Research Agency (NISRA) released statistics for 2020 on unexplained deaths in infancy. The figures showed a decrease, taking sudden infant death syndrome (SIDS) rates to the lowest ever recorded.

While this is a significant achievement there is still much work to be done. During these challenging times as deprivation continues to grow, we are adapting our services to ensure that all parents and carers have access to safer sleep advice. This includes producing accessible resources and extending our range of booklets and animations available in multiple languages. We are also working with other charities to widen our reach and offer more holistic support to families.

We remain committed to the continuous improvement of our bereavement services and set up a Bereaved Families Panel. We have made many changes already as a result of the input from those families who use our services.

In response to a growing preference for contacting us online, we launched a new bereavement service Griefchat, which provides emotional support for bereaved families via online live chat to a specially trained bereavement counsellor. We started holding Family Days again in April 2022, after a 3 year hiatus, and have several organised for the coming months. We know how much these days mean to families and it has been wonderful to meet face to face again.

Enrolments in our Care of Next Infant (CONI) programme, which supports bereaved families before and after the birth of a new baby, have seen a slight dip as the number of deaths continue to reduce and as an effect of cuts to public health budgets. However, CONI remains a lifeline to many bereaved families. Feedback from parents showed most found the programme to be helpful or very helpful and reduced their anxiety when caring for their baby. Parents greatly value the regular visits by their health visitor and the loan of the movement monitor. The feedback contributed to the First 1001 Days Movement policy report as part of their campaign to improve health visiting.

We are determined to work harder than ever to bring down unexplained death rates and reach all families who need our support. I would like to extend my heartfelt thanks to our amazing staff team, members, trustees, supporters, volunteers and partners whose incredible dedication and generosity have allowed us to continue our vital work during this year. Together we are changing lives.

Thank you

Dr Stephanie Goater, Chair of The Lullaby Trust

Why we exist

The death of a baby or young child is devastating for families. Every week in the UK, around four babies die from sudden infant death syndrome (SIDS). Also known as cot death, SIDS is when a seemingly healthy baby dies unexpectedly and no cause is found after post mortem.

The Lullaby Trust aims to prevent sudden infant death by providing lifesaving information to all families on how to reduce the risk of SIDS. We also support research that looks into SIDS to understand why babies and young children die suddenly and unexpectedly and how these deaths can be prevented in the future.

For those who have sadly lost a baby or young child, The Lullaby Trust provides bereavement support and works in partnership with other charities to campaign for better, consistent bereavement care across the UK.

The work we have done has resulted in a drop of more than 80% in SIDS since 1991, saving the lives of around 27,000 babies. We have invested over £12 million in SIDS research and provided support to thousands of bereaved families.

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

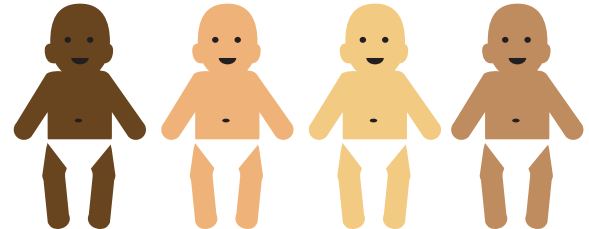
We are committed to achieving our strategic objectives outlined in our 2 year strategy published in 2020.

Our three key objectives are:

1. Secure annual reductions in the rate of SIDS
2. Ensure bereavement support is available to all families affected by sudden infant death, at any time, and with any baby born after a bereavement
3. Commit to keeping SIDS on the research and policy agenda

4

Every week in the UK, around 4 babies die from sudden infant death syndrome (SIDS)



80%

The work we have done has resulted in a drop of more than 80% in SIDS since 1991, saving the lives of around 27,000 babies.



We have invested over

£12million

in SIDS research



Our impact

In 2021-22:

- **98%** of professionals who completed our training in the year said that the quality of the training was high and **99%** said that the training received was relevant to their professional role. **87%** identified changes they would make to their professional practice.
- We received **1,272** bookings from professionals for training on safer sleep advice
- **171,395** leaflets on safer sleep advice were sent out to parents, carers and professionals working with families
- **2,566** families contacted us for information on safer sleep
- **540** professionals contacted us for information on safer sleep
- **885** bereaved families contacted us for direct support
- **458** professionals contacted us for support on behalf of a family they are working with
- **55** bereaved families were allocated a Befriender to offer peer-to-peer support during the year

98%

of professionals who completed our training in the year said that the quality of the training was high and 99% said that the training received was relevant to their professional role

Our activities and achievements

1. To secure annual reductions in the rate of SIDS by promoting our safer sleep messages

Throughout 2021-2022, we have continued to grow our profile and online following, allowing us to reach an increasing number of parents with our safer sleep advice.

We provided 1,272 professionals with safer sleep advice through online training. We have distributed over 54,000 guides for parents on safer sleep for babies and a further 41,000 easy-read cards.

Over the year, we had over 3.4 million page views on our website, with our safer sleep advice pages receiving the most visits. We increased our Instagram following by 58% to over 57,000 followers and our Facebook likes by 17% to over 79,000.

In March 2022, we ran our eighth Safer Sleep Week campaign to raise awareness of SIDS and our safer sleep advice. The focus of the 2022 campaign was on Instagram versus reality. Influencer marketing is a rapidly growing area for brands to promote their products. In recent years we have seen an increasing number of social media influencers share images that feature or promote unsafe sleep products, or that show baby in a sleep space that could increase the risk of SIDS.

Feedback from our Young Parent Panel has shown that young parents who see these kinds of image on social media assume that what they are seeing must be safe. Research shows that people are more than twice as likely to trust the people they follow on social media to give an honest review of a product. Therefore, many parents and carers on social media will trust that unsafe sleeping products and spaces depicted by influencers are OK and may copy them.

Through the campaign we aimed to identify how social media consumption is influencing parents and carers when it comes to safer sleep and sleep products and to challenge the high volume of unsafe sleep space images on social media by encouraging influencers and parents to only share images that conform to the evidence based safer sleep advice.



Over 78,000 engagements with Facebook likes, shares, comments & clicks

The 2022 Safer Sleep Week campaign was successful on social media with our Facebook posts reaching a combined total of over 1.4 million people and generating 78,000 engagements (likes, shares, comments and clicks.) This success was also seen on our Instagram page where our posts reached over 663,000 people. The twitter hashtag #letskeepitclear was delivered to 2.1m timelines. Over 49,000 visits were made to our website during the campaign.

At The Lullaby Trust we aim to ensure our safer sleep advice reaches all families and have been working hard to ensure that our information is accessible to all. We have created a series of safer sleep animations in multiple languages. We collaborated with Shared Health to create a resource for those in emergency situations such as living in temporary accommodation and fleeing conflict where creating a safer sleep environment for a baby can be challenging. We also created a version of this resource with minimal text using illustration to convey the messages for those with low literacy or for whom English is not their first language.

Based on learnings from Safer Sleep Week 2021, which showed dads and partners are not always given the same access to information as pregnant mums we created an area of the website specifically for dads and partners where they can find all of our safer sleep advice.

Our young parent project Little Lullaby has continued to grow, gaining many new young parent volunteers and building engagement with our audience. Little Lullaby also worked in partnership with Mental Health Foundation to create the Young Parent Guide to Loneliness, which was based on survey responses from over 350 young parents and a workshop with our Young Parent Panel. The guide was released during Mental Health Awareness Week 2022.



People reached on social media with our #letskeepitclear hashtag

2. Ensure bereavement support is available to all families affected by sudden infant death, at any time, and with any baby born after a bereavement

The sudden and unexpected death of a baby or young child devastates families. Our support services are open to anyone affected by the sudden death of a baby or young child, and we offer support to all family members as well as professionals involved with families.

This year we have seen both advice and support enquiries similar to numbers at pre-pandemic levels. We continue to see a decrease in the number of calls made to our helpline with the preferred method of contact for many families and professionals online. We have been engaging with more families this way and have held monthly Facebook Q&A sessions and several Instagram lives.

In response to the lower number of calls, we have reduced our helpline hours to 10am-2pm so we have more time to respond to online enquiries. We have also recently introduced a new bereavement service Griefchat, which provides emotional support for bereaved families via online live chat to a specially trained bereavement counsellor. It is a free service available Mon-Fri 9am-9pm.

We were delighted to be able to hold our first Family Day in April 2022 after 3 years, and we have several more organised for the summer and autumn 2022.

It has been wonderful to meet so many families at these events face to face again. We know how important these days are to so many families and a lovely way for people to connect to the charity.

The demand for our Facebook bereavement support group offering peer-to-peer support has continued to grow. This is a closed group and membership is open to all bereaved families who have experienced the death of a baby or young child. Members are able to find support amongst other families who have been through the sudden and unexpected death of a baby or young child. The group is proving extremely popular with over 710 members.

During the year, we provided 885 bereaved family members with bereavement support, 345 of whom contacted us for the first time. Our support services are open to anyone affected by the sudden death of a baby or young child, so the SIDS statistics are not always reflected in our contact numbers. In addition to bereaved family members contacting us for support, we received 458 contacts from professionals on behalf of families they worked with. We distributed close to 2,000 bereavement support publications.

55 families were allocated a Befriender to offer peer-to-peer support during the year. Befriending continues to be an important service for families.

This year we have managed to recruit and train 11 new befrienders adding to our pool of over 40 volunteer befrienders. Our Team of Befrienders are bereaved parents, grandparents and adult family members, who offer on-going, longer term listening support to bereaved families who contact the helpline.

Feedback from befriendees using the service

"I really look forward to our conversations as I feel able to be completely honest about how I am feeling at a particular time & there will be understanding & empathy.

My befriender is lovely and I have found so much comfort in knowing that someone is there for me no matter what. It's nice to know that other people genuinely want to take time out of their own life to help other bereaved people/families. I have honestly found the service so helpful and feel like I'm talking to a friend every time they call which is lovely.

I really appreciate that this is a free service, with no limits on the number or length of communications. Thank you :)"

55

families were allocated a Befriender to offer peer-to-peer support

We are committed to continually improving our bereavement support services. We recognised the need for families' input into our organisation-wide bereavement service delivery so in spring 2021 we set up a Bereaved Families Panel. We held 4 panel meetings and the panel have fed into our strategy, co-produced our new webpage 'Bereaved Fathers, Partners and Co-parents' and we have implemented changes to our website and social media including the bereavement support Facebook group as a result of consultation and feedback from the panel.

We also continue to work in collaboration with other baby loss charities for Baby Loss Awareness Week. Baby Loss Awareness Week gives bereaved families the opportunity to commemorate their children and campaigns for better bereavement care for all parents wherever they live in the UK.

The Care of Next Infant (CONI) programme

The Care of Next Infant (CONI) programme provides emotional and practical support to bereaved families during pregnancy and throughout the early months of their new baby's life, allowing them to enjoy this special time and helping parents gain confidence in looking after their baby.

The availability of CONI varies across England, Wales and Northern Ireland. Since 1988, more than 24,500 families and nearly 25,500 babies have been supported by the programmes.

Enrolment numbers dropped by 4% which is an ongoing trend since 2010. Between July 2021 – June 2022, 502 families were supported and 402 babies enrolled. 60% of parents identified as bereaved and others were anxious for various reasons, including a family history of SUDI.

The decline in enrolments is attributed to the fall in SIDS/SUDI rates, declining numbers of health visitors due to continued cuts to public health budgets and local eligibility criteria becoming more specific i.e. only available to parents whose previous baby's death qualifies as a sudden infant death.

Feedback from parents is important to us. 94% of parents said that they found the programme to be helpful or very helpful and 89% stated that it reduced their anxiety when caring for their baby. Parents continue to find all elements of the programme helpful. Of most value is the regular visits by their health visitor and the loan of the movement monitor. With their permission, the feedback contributed to the First 1001 Days Movement policy report as part of their campaign to improve health visiting.

Some of the feedback from parents

“So grateful for this, and think it is something all bereaved parents need, to get through all the emotions and milestones of having a baby after loss.”

“Thank you it's been very reassuring having lots of resources at my finger tips and having a member of the CONI team there for support.”

“I'm just grateful that we got the help, I don't think we would be in a good place if we didn't have their help.”

CONI is unique as the support is provided by experienced health professionals, including midwives, doctors (GPs), health visitors/health professionals and paediatricians (children's doctors) who have received additional training and support from The Lullaby Trust and deliver the programme locally.

There are 493 CONI Coordinators in 133 teams, which is less than last year. These figures correlate with the decrease in number of health visitors employed and the rationing of services due to continued cuts in public health budgets across the nation.

The National CONI coordinators (employed by The Lullaby Trust) advise and train the local Coordinators. 220 coordinators undertook training via distance learning, with 50% who were new to the role. Since May specific Midwifery training has been available. Bi- monthly news, e-mails and Question and Answer sessions via Microsoft Teams sessions provide additional support and learning.

Millions

of people were reached with safer sleep advice during our Safer Sleep Week campaign



The parents of a baby enrolled on the CONI programme are offered the use of a baby movement monitor. This is highly valued by parents. Parents of 92% of enrolled babies chose to use a monitor, 92% finding them helpful or very helpful.

Thanks to generous donations from trusts, individuals and organisations, 36 movement monitors and 17 electronic baby weighing scales were distributed, and in addition Nimans supplied 250 free SNUZA hero MD clip on movement monitors to families enrolled on the programme.

“The sleep monitor was a great comfort to know it would alarm if baby stopped breathing. I don't think I would have slept without this. The support my assigned health visitor gave me will be forever appreciated as I don't think mentally I could have got through this journey without knowing I had that support. My consultant my son was put under and the open access to the children's assessment unit at hospital gave me the reassurance I needed whenever he's been unwell. The CONI programme has been the best support and I would have struggled so much more having a child after losing my son without it. So, thank you.”

Mother in Staffordshire

The CONI Steering Group met for the final time in April 2022. Many members had been involved with CONI and on the Steering Group since 1981 and through the transformation (2018) from a research project to the current bereavement support programme. An amazing total of 40 years. The governance of CONI will be overseen by the new Scientific Advisory Group and the Support services committee.

CONI will continue to support bereaved parents when they have a baby, listen to their views and develop the programme to meet their needs.

3. Commit to keeping SIDS on the research and policy agenda

Following the publication in August 2021, by the Office for National Statistics on the numbers of unexplained infant deaths in 2019, we produced a policy briefing for local public health leads, Local Safeguarding Children's Panels (LSCBs), Child Death Overview Panels (CDOPs) and MPs, with the aim of raising awareness of SIDS and our safer sleep messages.

We continue to send out a monthly regular e-newsletter to around 10,000 professionals to keep them updated with the latest advice, research and events training.

The Lullaby Trust worked with Shared Health Foundation, surveying local councils to establish their safer sleep provision for infants living in temporary accommodation. The results from this survey have been presented by The Lullaby Trust and Shared Health Foundation at international conference level and the work has aided Shared Health Foundation in the establishment of an APPG on Households in temporary accommodation. The APPG recently conducted a Call of Evidence to establish the current state of temporary accommodation in England with the aim of improving safety and standards for households living in this environment, which will include infant sleep provision and access to health services.

The Lullaby Trust continues its work to highlight the high level of infant mortality in the UK and the need for better bereavement care for all families. We form part of an alliance of over 60 charities led by Sands who deliver Baby Loss Awareness Week. We also sit on the smaller working group who take a more active role in the running of the national campaign.

We are part of the APPG on baby loss, which continued to meet during the pandemic via virtual meetings. We continue to be key members of the Pregnancy and Baby Charities Network. Our Chief Executive, Jenny Ward is a co-Vice Chair of the group, which brings together a number of charities who work in this area.

We are a member of the stakeholder group convened by the University of Bristol on the National Child Mortality Database (NCMD) and are part of the group considering the thematic report that was worked on during the year looking at sudden and unexpected deaths in childhood.



10k
professionals receive
our monthly regular
e-newsletter

Future plans

We are in the process of finalising our 4 year strategy. The strategy keeps the focus on our ultimate aims of ending SIDS deaths and ensuring all families whose baby or child has died get the support they need.

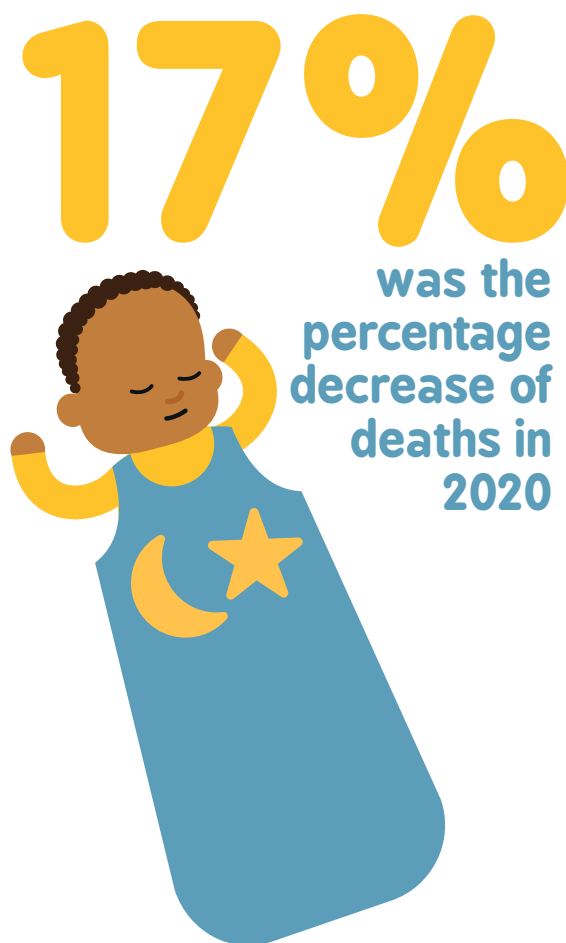
The latest statistics released by the Office for National Statistics showed the rate of deaths decreased by 17% in 2020 from 0.29 deaths per thousand live births to 0.24 per thousand live births. However, these figures came with a warning that delays caused by the pandemic mean the figures are likely to change and increase. We are determined to see rates continue to fall.

During this year, we have started to take a more targeted approach to different groups of parents, creating information specifically for parents in the antenatal period. We will be placing content in the Bounty Baby Guide, which is given to expectant mums at their early antenatal appointments. We have also created a hub on our website specifically for dads and partners as we are aware they can miss out on safer sleep advice given at appointments. We are continuing to create visual resources with minimal text to ensure they are accessible to all and resources translated into many different languages.

We are also keeping our information relevant and timely, with resources aimed at families who are struggling with issues such as keeping their home warm during the cost of living crisis. Since the National Child Mortality Database report on Child Mortality and Social Deprivation highlighted deprivation as one clear area of risk, we are concerned about the impact of the current crisis and working to reach families living in deprivation and provide advice and support. We are engaging in partnership work to broaden our reach and address wider issues that can affect a carer's ability to sleep their baby safely.

We continue to develop our training to health professionals on safer sleep advice and are developing training on how to give bereavement support. As well as working to secure consistent good quality support for bereaved parents we are developing our own services. In the coming months we will be working in consultation with bereaved parents to ensure we are providing the services and support most needed.

In a time when we are tentatively emerging from the restrictions caused by the global pandemic and entering another period of uncertainty with the escalating crisis over cost of living. We remain focused and determined and have a direction clearly laid out with new strategic objectives to help us reach our goals and continue to support families.



Financial report

We saw an increase in our income in 2022, achieving £1.80m in the current year against £1.42m in 2021. This was driven by a significant grant that we received in 2022 and the rebalancing of our income streams following the disruption of the Covid pandemic.

Community fundraising started to show signs of recovery, increasing to £407,000 in 2022 from £352,000 in 2021 when it had been significantly reduced due to social distancing measures and lockdowns. From the autumn onwards our supporters were able to take part once again in a variety of public events, challenges and performances as well as coming up with new ideas to fundraise in their own way.

Donations and legacies from individuals decreased to £407,000 from £507,000 in 2021. After an exceptional prior year boosted by appeals and celebrity donations to help get us through the financial challenges brought by the pandemic, our 2022 income was back to a more normal level. This included one-off and regular donations, our annual Big Give appeal and a new spring appeal, as well as those kindly remembering us with a legacy or donating in memory of their loved ones.

Grants from trusts and foundations became our biggest source of income in 2022, increasing to £624,000 from £164,000 in 2021. We received a £0.5m grant from a trust that wishes to remain anonymous to deliver projects that will make a measurable difference to the NHS and its beneficiaries. We received the full grant in 2022 although it will continue to fund activities in our 2023 and 2024 financial years.

Income from companies totalled £104,000 in the year, which had fallen from £118,000 in 2021. This included donations and fundraising by companies as well as support in kind relating to pro bono legal advice and design work.

We were again unable to stage any face-to-face special events in 2022 and subsequently the charity's trading income stayed at the £1,000 level. This was generated by a prize draw.

Our charitable activities and partnership working generated £122,000 in 2022, which had decreased from £134,000 in 2021.

The prior year included a grant from the Scottish Government to deliver safer sleep training for health professionals across Scotland which is ongoing.

Other income totalling £2,000 was receivable in the year from the Government's Job Retention Scheme which had decreased from £27,000 in 2021. Following our restructure in 2021 we had restricted our use of the scheme to staff requesting furlough due to caring responsibilities and we only claimed for one month of the reporting year.

Our expenditure totalled £1.39m in 2022 which had increased from £1.20m in 2021. We have been able to launch two new strategic projects, resume charitable and fundraising activities that were paused during the pandemic and reopen a modest office base to fit with our hybrid working model.

Expenditure on our support and information programmes increased to £834,000 in the year from £806,000 in 2021. We were very pleased to be able to secure Little Lullaby as a core project following its reintroduction in the prior year and to resume our Family Days once social distancing ended. We started work on one of two new projects funded by our anonymous £0.5m grant, which aims to bring our life-saving safer sleep information and advice to a new audience of expectant families at the antenatal stage.

Expenditure on purchases of monitors and equipment for the CONI programme increased to £61,000 from £34,000 in 2021. This included a one-off provision for VAT on equipment.

We increased our research spend to £113,000 in 2022 from £22,000 in 2021. We started work on the second of two new projects funded by our anonymous £0.5m grant. This involves further research to validate and make technical improvements to our BabyCheck app, which guides parents through symptom checks if a baby is showing signs of illness and indicates whether the baby needs to see a doctor or health professional. We are working with the University of Plymouth and Imobisoft on this project. Also in 2022 we released an underspend relating to the PhD studentship hosted by University College London and Great Ormond Street Hospital which had concluded in the year.

Our fundraising expenditure totalled £383,000 in 2022 compared to £337,000 in 2021. Some savings had been made in the prior year on fees for challenge events as a result of postponements and cancellations. We have also started to invest in some new individual giving activities including our spring appeal and Lullaby Lottery.

The Lullaby Trust Sales Limited continued its activities of securing sponsorship from corporate partners and selling merchandise and entry fees for challenge events. The Lullaby Trust Sales Limited made profits of £90,000 in the year, and a distribution of profits of the same amount was made to the charity under the gift aid scheme.

The overall result for the year was a net income of £411,000, of which £354,000 relates to funds carried forward from the £0.5m grant for spending in the 2023 and 2024 financial years. We are pleased to acknowledge the continued help of our loyal supporters and the new fundraising opportunities that have enabled us to strengthen our overall financial position in what was expected to be a deficit year.

Our improved position at June 2022 will help us to face further challenges and uncertainty in 2022/23. In the next five years we aim to invest in new income streams to diversify and grow our income to help us to deliver against our new organisational strategy.

At 30 June 2021 the Trustees had designated funds for the following purposes:

- £100,000 towards safer sleep activities to both secure and invest in this vital area of our work.
- £30,000 to support our Little Lullaby programme for young parents as we seek grant funding to develop it further in 2022.
- £30,000 towards the development of a new organisational strategy and investment in our finance systems to move to paperless working that better supports the new hybrid working model.

Most of this expenditure occurred during the year as we delivered this work but we have carried forward a sum of £2,000 to complete our finance system integration.

The Trustees have reviewed the need for designated funds in 2022/23 as we launch our new four-year strategy. The Trustees agreed to designate £200,000 in order to establish a Strategic Delivery Fund which will enable us to invest in short- to medium-term transformational projects aligned with our strategic aims.

The fund will allow us to commit expenditure as approved by trustees to projects across these categories:

- **Transforming service delivery** – for example commissioning market research for our bereavement support services for families. This will help us to ensure families’ voices will inform how we meet our strategic aim to improve bereavement support and provide diverse channels of support for anyone affected by the sudden and unexpected death of a baby or child whatever the cause.
- **Research priorities** – for example researching and rewriting our evidence base to create an accessible document that draws upon relevant scientific evidence across our expanded strategic objectives. This will help us to meet our strategic aim to support and enable research to reduce the number of sudden and unexpected deaths.
- **Investments in business effectiveness/income generation** – for example implementing a holistic and automated supporter experience for our users. This will help us to meet our strategic aim to develop inclusively and sustainably.

Accordingly, a transfer of £200,000 has been made from General Funds to Designated Funds in the year. At 30 June 2022, the balance of Designated Funds amounted to £202,000 (2021: £160,000). The Lullaby Trust holds restricted funds in accordance with donors’ requirements. At 30 June 2022, the balance of Restricted Funds amounted to £450,000 (2021: £116,000).

Structure, governance and management

The Lullaby Trust is a company limited by guarantee, Registered in England and Wales No. 01000824 and is a registered charity, No. 262191. Its governing document is its Memorandum and Articles of Association, dated January 1971 as amended by special resolution in February 2021.

The Lullaby Trust has one, wholly-owned subsidiary, The Lullaby Trust Sales Limited, which is a private limited company, Registered in England and Wales No. 01731141. The principal activity of the subsidiary company is that of raising funds for The Lullaby Trust through trading and sponsorship income and a deed of covenant is in force whereby all profits are donated to The Lullaby Trust annually under the Gift Aid scheme. The charity’s Articles of Association allow it to operate in England, Wales and Northern Ireland.

The Lullaby Trust employs 11 full-time and 14 part-time staff, with the team splitting their time between our office base and homeworking. The majority of employees deliver the charitable objects, three full-time equivalent posts are administrative and financial functions, and five are engaged in fundraising.

The Board of Trustees meets four times a year to set strategy, agree on policy and review finances. The Board comprises of trustees who bring a broad range of skills and professional qualifications necessary to ensure that the charity has access to all relevant expertise.

They are advised by:

- The Grants 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 Services 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 Fundraising Committee, which meets four times a year to give strategic direction to the fundraising function.
- The Finance and Resources Committee, which meets five times a year to monitor the finance and resources of The Lullaby Trust on behalf of the Board of Trustees and to provide strategic advice to the Chief Executive.
- The Remuneration Committee, which consists of the Chair of the Board of Trustees and the Treasurer, meets twice a year to review policy and make recommendations for the remuneration of staff to the Board of Trustees.

Each of these committees operates under terms of reference approved by the Board of Trustees.

The Trustees are appointed by the Board of Trustees. The Board of Trustees continue to review and monitor governance arrangements. New Trustees receive a comprehensive induction pack when they join the charity and are offered training on the roles and responsibilities of charity Trusteeship. New Trustees are introduced to staff and encouraged to attend all events organised by the charity. Training needs and opportunities are monitored through membership of the National Council for Voluntary Organisations (NCVO) and the Chair's membership of the Association of Chairs.

Key management personnel

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

Remuneration policy

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

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

The Lullaby Trust aspires to pay its staff around the median market pay level for comparable jobs in similar sized charities, based on location of the role. The Lullaby Trust is committed to paying the "London Living Wage" for its paid staff, so far as this is within the sustainable financial resources of The Lullaby Trust. The Lullaby Trust's salaries include any "London Weighting" for all salaries paid to staff working in London.

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

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

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

The benchmarking procedures are also followed prior to recruitment for each role.

Volunteers

- The Lullaby Trust relies on volunteers in many areas of its work. During the reporting year we received voluntary help from 185 volunteers including:
- 46 befrienders providing support to bereaved families
- 62 parents serving on our young parents, bereaved parents and new and expectant parent panels who help to ensure our work is informed by the voices of parents
- 27 members of our grants, services, fundraising and finance and resources committees supporting the governance of the charity and working alongside our Trustees
- 7 CONI steering group members helping to guide and feed back on the CONI programme
- 43 volunteers at fundraising events including bucket collectors

Reserves Policy

The reserves policy as agreed by Trustees is designed to reflect the underlying risks facing the charity. The Trustees have adopted a risk-based approach, considering two categories of risks in the calculation of an appropriate reserves level.

Their key objectives are to:

- Safeguard day to day operations from disruption at short notice due to a lack of available funds.
- Carry out a phased wind down of services in line with commitments to beneficiaries as a result of events outside the charity's control.

The Trustees have undertaken a cost analysis of these strategies in setting the minimum level of free General Funds required in the coming year. At 30 June 2022 this amounted to a target range of £577,000 to £1,056,000. At 30 June 2022 free General Funds stood at £823,000. The Trustees are satisfied that the general free reserves meet the above conditions.

Grant Making Policy

The Lullaby Trust is a member of the Association of Medical Research Charities (AMRC) and follows best practice. The Lullaby Trust provides research grants in order to support our key charitable objectives.

The Grants Committee is responsible for assessing all requests for research funding. Applicants from accredited research institutions are invited to apply for funding for projects that meet our criteria to reduce incidence of sudden infant death.

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

Fundraising Disclosures

Our approach to fundraising is focused on engaging and interacting with supporters who are passionate about supporting The Lullaby Trust. A large proportion of our income comes via Events and Community supporters, many of whom have benefitted from our work or may know of people affected by our cause, and therefore feel compelled to support our work. We do not carry out any intrusive fundraising activities. We have a limited direct mailing programme, which contacts supporters by post once or twice a year and via email in line with their consent for receiving communications. We limit our face-to-face fundraising and do not use any agencies to collect money for the charity in public. In 2021-22, we have worked with KEDA Consulting Ltd, to support our fundraising from trusts and other grantmakers. KEDA Consulting is a well-respected fundraising consultancy that is committed to the established codes of practice of the Institute of Fundraising, Fundraising Regulator and all relevant regulations. Their work with us does not involve any contact with the general public or solicitation of funds from individuals on our database. We have regular reporting mechanisms in place to monitor the work undertaken, and have since concluded our relationship with this agency in March 2022 and have brought trust and foundations fundraising in-house.

Our complaints procedure is carried out in line with the Fundraising Regulator requirements. Every complaint is investigated, responded to and logged internally. We received nine complaints during 2021/22 in relation to our fundraising activity, which all focused on our fundraising communications around bereavement.

We have reviewed the complaints and considered how best to communicate appropriately in the future and taken action to avoid potential upset in all future communications.

Vulnerable Persons Policy

The Lullaby Trust believes that any interaction with the charity should be a positive experience for all.

We recognise that some of the people we engage with through our fundraising activities may be experiencing vulnerable circumstances or need extra support to make a decision about donating to our charity. Therefore, we take all reasonable steps to treat our supporters fairly and with compassion, so they can make an informed decision about any donation towards our work.

We will never exploit the trust or circumstances of any supporter at any time on their journey with us as a charity. If we believe that a person is in vulnerable circumstances, which means they are unable to make an informed decision about donating, The Lullaby Trust will not accept that donation. We stringently follow the Fundraising Regulator's guidance and comply fully with their Code of Fundraising Practice in relation to the protection of vulnerable people in fundraising. The Lullaby Trust recognises that bereavement and grief can trigger vulnerability and acknowledges the undeniable connection between bereavement and the fundraising journey for individuals who choose to raise money for, and support, the charity. With this in mind, all bereaved individuals are excluded from any pro-active fundraising contact for at least six months from their first bereavement support enquiry with the charity, unless they specifically contact the charity with a fundraising enquiry. The Lullaby Trust also has an ongoing commitment to conduct bereavement training with all staff to allow them to respond sensitively to fundraisers when people may be in a particularly vulnerable place.

We will always do everything we can do to assist supporters in making informed decisions about the support they choose to give The Lullaby Trust. At our core, The Lullaby Trust is compassionate towards our supporters and will never knowingly exploit vulnerability.

Risk management and financial control

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

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

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

At the year end the following risks in our Risk Register had been identified as high risk to the charity before taking into account measures in place to safeguard against them.

We have recognised a need to achieve greater diversity in our Board of Trustees and identified skills gaps emerging as longstanding Trustees approach retirement. Targeted recruitment of new Trustees in 2022 has focused on succession planning to fill gaps identified in our skills audits. We will continue to review against our wider equality and diversity plan.

We are operating in an unstable external economic and fiscal environment. It remains important for the Trustees to monitor trends to inform financial planning and to diversify income streams to prevent over-reliance on one source. Our new fundraising committee will oversee the strategy to diversify income streams whilst our finance and resources committee will focus on overall financial performance and monitoring risks.

We have identified that the Baby Check app needs ongoing review and investment to ensure it does not become outdated as technology and knowledge are updated. We have been working with our partners on the app to develop processes to ensure regular review. In the coming year we will be investing in both Baby Check's development and in additional processes for updating and monitoring.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of The Lullaby Trust Limited for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and the group and of its income and expenditure for that period.

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

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

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. None of the Trustees had any beneficial interest in any contract to which the company was party during the year. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Audit Information

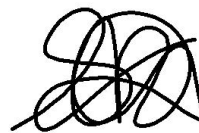
So far as each of the Trustees at the time the Trustees' report is approved is aware:

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

Auditors

Moore 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:



Dr Stephanie Goater
Chair
Date: 13/02/23

Thank you: You Make the Difference

We would like to say a HUGE thank you to the many individual supporters, who in the past year have given time and energy, taken part in an event, raised money or made a donation to support the vital and life-saving work of The Lullaby Trust.

It has been another difficult year for the charity and our supporters alike, we truly appreciate everyone's efforts to keep fundraising and to help keep our vital services running; we truly couldn't do this without you. While we're not able to list the many kind individuals and families who fundraise in support of our work, we'd like to extend our heartfelt thanks to you for all the time and effort that each of you put into helping us save babies' lives, particularly at this challenging time.

Highlights from 2021/2022 include: The Big Give Christmas Challenge 2021, which saw our supporters generate over £65,000. The money raised has driven our work to reach more parents with life-saving safer sleep advice through the growth of our national awareness week, 'Safer Sleep Week', training sessions for professionals working with families and increased digital content targeted at higher risk communities.

Among the many highlights was the support we received from Simfest's simulated flights for a third year. Their heroic 24/7 round the world flight raised £35,000 for The Lullaby Trust in 2021, meaning that the group have raised nearly £112,000 in the past 3 years.

We were delighted to be able to cheer Team Lullaby runners on again at the 2021 Great North Run, Virgin Money London Marathon and Royal Parks Half Marathon. A huge thank you to everyone who took on a challenge during the year, whether virtually or in person. Our London Marathon training day was once again kindly supported by David Lloyd Clubs who provided training and advice for our runners.

Our ambassador, the writer, performer and best-selling author Adam Kay, has so generously continued his support of The Lullaby Trust into 2021-22 through his post-show bucket collections at 'This is Going to Hurt Live' and 'Twas the Nightshift Before Christmas'. Audiences generously donated over £75,000 across 56 of Adam's shows. Our enormous thanks go to Adam and his team for making these incredible collections possible.

Thank you to all of our corporate partners and trusts and foundations who have funded our work this year. In the year 2021/2022 we were delighted to continue our strong partnership with Halo, promoting our safer sleep advice to their UK customers. We have also continued receiving support from Nimans, who provided 250 Snuza HeroMD baby monitors during the year to support The Lullaby Trust's Care of Next Infant programme.

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. Companies, Trust and Foundations and individuals offering pro bono services or donating £5,000 or more in 2021/2022 include:

Aden and Anais (Halo)
Alan Edward Higgs Charity
Anne Diamond
Dandia Charitable Trust
David Lloyd Clubs
Eveson Charitable Trust
Glenn and Geraldine Earlam
Julia and Hans Rausing Trust
Moondance Foundation
Richard and Marelyn Aylmer
SimFest
Simon and Catherine Rees
Teddy's Wish
The James Tudor Foundation
The Sandhu Charitable Foundation
The Swire Charitable Trust
The W O Street Charitable Foundation
The Westfield Health Charitable Trust
Viking Cruises
White and Case
Williams Murray Hamm

A gift in a will is a special, lasting way of supporting The Lullaby Trust's work. We are grateful to the following supporters for leaving us a gift in their will: Janet Mary Hathaway, Elsie Keates, George Martin, Michael Moorcroft, Robert Silverwood, David Michael Waive, Gladys Woodford.

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

Mrs Jenny Ward

Board

Dr Stephanie Goater (Chair)

Mr Robin Edward Carvell (appointed August 2022)

Mr Chris Cleaver

Mr Alan David Curtis (appointed August 2022)

Dr Charlotte Daman Willems FRCP FRCPCH (retired February 2022)

Dr Justin Daniels BMedSci BMBS MSc FRCPCH

Miss Alison Day (appointed August 2022)

Ms Ethna Dillon BSc (Hons) RN RHV

Mr Terry Hebden (retired February 2022)

Mrs Sally Hogg (appointed September 2021)

Mrs Rupal Kantaria (retired February 2022)

Mr David Marshall FCA (resigned February 2023)

Mr Nick Mitrovic (appointed August 2022)

Dr Emily Laura Prior (appointed August 2022)

Mr Ben O'Reilly (appointed September 2021)

Mrs Lavinia Postlethwaite (retired February 2022)

Ms Catharine Pusey

Mrs Kirsti Robertshaw (retired February 2022)

Mr Peter Thomas ACMA, CGMA (appointed September 2021)

Mr George Williams (appointed August 2022)

Grants Committee

Professor Helen Ball (Chair)

Ms Lynsay Allan (resigned December 2021)

Professor Mike Campbell BA MSc PhD CStat

Dr Charlotte Daman Willems FRCP FRCPCH (retired February 2022)

Dr Justin Daniels BMedSci BMBS MSc FRCPCH

Dr Stephanie Goater (appointed September 2022)

Dr Sarah Johnson BSc PhD

Dr Anna Pease MA MSc PhD

Dr Peter Sidebotham MB ChB

Dr Victoria Thomas MB BS

Services Committee

Ms Catharine Pusey (appointed as Chair February 2022)

Ms Carol Ainge (resigned September 2022)

Ms Elaine Ainsworth (resigned September 2022)

Ms Lisa Allenby (resigned September 2022)

Ms Valerie Bates (resigned September 2022)

Ms Louise Carmi

Dr Charlotte Daman Willems FRCP FRCPCH (retired February 2022)

Dr Justin Daniels BMedSci BMBS MSc FRCPCH (resigned March 2022)

Dr Paul Davis MD MB FRCPCH MRCP DCH representing the British Association of Community Child Health (resigned March 2022)

Ms Gillian Devine-Skellern (resigned September 2022)

Jonathan Holmes BA(Hons), MSc (appointed September 2022)

Ms Gail Johnson representing the Royal College of Midwives (resigned July 2021)

Dr Prakash Kalambettu (appointed September 2022)

Dr Marilena Korkodilos (resigned March 2022)

Ms Annette Lawrence-Owen (resigned May 2021)

Angela McKenzie MSc (appointed September 2022)

Dr Angela Moore MB BS MMedSci DCH FRCP FRCPCH

Mr Edward Thomas (resigned September 2022)

Kate Whittaker (appointed September 2022)

Fundraising Committee

Mr Alan Curtis (appointed as Chair February 2022)

Miss Alison Day (appointed September 2022)

Mr David Marshall FCA (appointed September 2022 and resigned February 2023)

Ms Lisa Hyde (appointed September 2022)

Mr Robert Pascoe (appointed September 2022)

Ms Sarah-Jane Pickering (appointed September 2022)

Mrs Lavinia Postlethwaite (appointed September 2022)

Finance and Resources Committee

Mr Peter Thomas ACMA, CGMA (appointed November 2021, appointed as Chair February 2022)
Ms Francine Bates (resigned September 2021)
Mr Nick Beaumont
Mr Robin Edward Carvell (appointed September 2022)
Dr Stephanie Goater
Mr Terry Hebden (retired February 2022)
Ms Sue Hunt (resigned November 2021)
Mr David Marshall FCA (retired as Chair February 2022 and resigned February 2023)
Mr Nick Mitrovic (appointed September 2022)
Mr Kevin O'Brien
Ms Catharine Pusey
Mr Charles de Selincourt OBE
Mr George Williams (appointed September 2022)

The Lullaby Trust Sales Limited

Dr Stephanie Goater, Director and Chair
Mr Terry Hebden, Director (retired February 2022)
Mr Andrew Cole, Director (resigned February 2022)
Mr Alan Curtis, Director
Mr David Marshall FCA, Director (resigned February 2023)
Ms Lisa Hyde, Director
Mr Robert Pascoe, Director
Mrs Jenny Ward, Director

Bankers

Royal Bank of Scotland
Drummond House (G)
49 Charing Cross
London SW1A 2DX
CAF Bank Ltd
25 Kings Hill Ave
Kings Hill
West Malling ME19 4JQ

Solicitors

White & Case
5 Old Broad Street
London EC2N 1DW
Chief Executive
Mrs Jenny Ward
Company Secretary
Miss Polly Rolfe FCCA

Become a follower of The Lullaby Trust on Instagram at www.instagram.com/lullabytrust

Follow us on Facebook at www.facebook.com/lullabytrust

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

Legal and administrative details

Registered Office

The Lullaby Trust
CAN Mezzanine
7-14 Great Dover Street
London
SE1 4YR
www.lullabytrust.org.uk

Auditors

Moore Kingston Smith LLP
9 Appold Street
London
EC2A 2AP

Independent Auditors' Report to the Members and Trustees of The Lullaby Trust Limited

Opinion

We have audited the financial statements of The Lullaby Trust (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 June 2022 which comprise the Group Statement of Financial Activities, the Group Summary Income and Expenditure Account, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

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 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

The Lullaby Trust Limited

Independent Auditors' Report to the Members and Trustees of The Lullaby Trust Limited (continued)

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

- In our opinion, based on the work undertaken in the course of the audit:
 - the information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

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

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

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 16, 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, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

- 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 objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
- As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit report.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below. The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

The Lullaby Trust Limited

Independent Auditors' Report to the Members and Trustees of The Lullaby Trust Limited (continued)

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

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



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

Date: 23 February 2023

6th Floor,
9 Appold Street,
London EC2A 2AP

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

The Lullaby Trust Limited

Consolidated Statement of Financial Activities for the year ended 30th June 2022

	Note	General Funds £	Designated Funds £	Restricted Funds £	Total 2022 £
INCOME AND EXPENDITURE					
Income					
Donations and legacies	6	853,192	-	689,308	1,542,500
Other trading activities:					
- The Lullaby Trust generated income	7	1,291	-	-	1,291
- The Lullaby Trust Sales Limited	10	133,406	-	-	133,406
Income from investments					
- The Lullaby Trust		535	-	-	535
- The Lullaby Trust Sales Limited	10	15	-	-	15
Income from charitable activities	8	111,472	-	10,969	122,441
Other Income	9	1,710	-	-	1,710
Total Income		1,101,621	-	700,277	1,801,898
Expenditure					
Expenditure on raising funds					
- The Lullaby Trust	11	(332,377)	(6,989)	-	(339,366)
- The Lullaby Trust Sales Limited	10	(43,748)	-	-	(43,748)
Charitable activities					
- Scientific research	12	(26,865)	(627)	(85,505)	(112,997)
- Support and information	12	(425,292)	(150,156)	(258,846)	(834,294)
- Monitors and sundry equipment (CONI)	12	(39,150)	-	(21,409)	(60,559)
Total Expenditure		(867,432)	(157,772)	(365,760)	(1,390,964)
Net Incoming/(Outgoing) Resources		234,189	(157,772)	334,517	410,934
Transfers between funds	23	(200,000)	(200,000)	-	-
Net Movement in Funds	14	34,189	42,228	334,517	410,934
Balance at 1st July 2021		799,091	160,000	115,521	1,074,612
Balance at 30th June 2022	24	833,280	202,228	450,038	1,485,546

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 notes on pages 27 to 44 form part of these financial statements.

The Lullaby Trust Limited
 Comparative Consolidated Statement of Financial Activities
 for the year ended 30th June 2021

	Note	General Funds £	Designated Funds £	Restricted Funds £	Total 2021 £
INCOME AND EXPENDITURE					
Income					
Donations and legacies	6	927,458	-	212,374	1,139,832
Other trading activities:					
- The Lullaby Trust generated income	7	1,460	-	-	1,460
- The Lullaby Trust Sales Limited	10	120,043	-	-	120,043
Income from investments					
- The Lullaby Trust		146	-	-	146
- The Lullaby Trust Sales Limited	10	7	-	-	7
Income from charitable activities	8	92,255	-	41,940	134,195
Other income	9	26,822	-	-	26,822
Total Income		1,168,191	-	254,314	1,422,505
Expenditure					
Expenditure on raising funds					
- The Lullaby Trust	11	(303,793)	(7,629)	-	(311,422)
- The Lullaby Trust Sales Limited	10	(25,306)	-	-	(25,306)
Charitable activities					
- Scientific research	12	(10,931)	(272)	(10,721)	(21,924)
- Support and information	12	(301,377)	(226,057)	(278,260)	(805,694)
- Monitors and sundry equipment (CONI)	12	(1,875)	-	(32,108)	(33,983)
Total Expenditure		(643,282)	(233,958)	(321,089)	(1,198,329)
Net Incoming/(Outgoing) Resources		524,909	(233,958)	(66,775)	224,176
Transfers between funds	22	(93,958)	93,958	-	-
Net Movement in Funds	14	430,951	(140,000)	(66,775)	224,176
Balance at 1st July 2020		368,140	300,000	182,296	850,436
Balance at 30th June 2021	23	799,091	160,000	115,521	1,074,612

The Lullaby Trust Limited

Consolidated Balance Sheet as at 30 June 2022

	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Fixed Assets					
Tangible	17	10,779	11,404	10,779	11,404
Intangible	18	-	1,719	-	1,719
Investments	10	-	-	10,000	10,000
		<u>10,779</u>	<u>13,123</u>	<u>20,779</u>	<u>23,123</u>
Current Assets					
Stocks		1,533	353	-	-
Debtors and prepayments	19	165,284	148,776	198,534	219,211
Cash at bank and in hand		1,512,930	1,012,338	1,478,526	939,100
		<u>1,679,747</u>	<u>1,161,467</u>	<u>1,677,060</u>	<u>1,158,311</u>
Creditors: Amounts falling due within one year	20	<u>(170,884)</u>	<u>(99,978)</u>	<u>(178,197)</u>	<u>(106,822)</u>
Net Current Assets		<u>1,508,863</u>	<u>1,061,489</u>	<u>1,498,863</u>	<u>1,051,489</u>
Creditors: Amounts falling due after more than one year	21	<u>(34,096)</u>	<u>-</u>	<u>(34,096)</u>	<u>-</u>
Net Assets		<u>1,485,546</u>	<u>1,074,612</u>	<u>1,485,546</u>	<u>1,074,612</u>
Represented by:					
Restricted funds	23	450,038	115,521	450,038	115,521
Designated Funds	23	202,228	160,000	202,228	160,000
General funds	23	833,280	799,091	833,280	799,091
		<u>1,485,546</u>	<u>1,074,612</u>	<u>1,485,546</u>	<u>1,074,612</u>

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

The net incoming resources of the parent amounted to £410,934 (2021: £224,176).

The notes on pages 27 to 44 form part of these financial statements.

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



Dr S Goater
Chair
Date 13/02/23
Registered Company No. 01000824

The Lullaby Trust Limited

Statement of Cash flows for the year ended 30th June 2022

	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Cash used in operating activities					
Cash flows from investing activities					
Interest income		550	153	535	146
Disposal of tangible fixed assets		(36)	-	(36)	-
Purchase of tangible fixed assets		(6,736)	(2,183)	(6,736)	(2,183)
Purchase of intangible assets		-	-	-	-
Cash provided by (used in) investing activities		(6,222)	(2,030)	(6,237)	(2,037)
Change in cash and cash equivalents in the reporting period		500,592	201,658	539,426	181,719
Cash and cash equivalents at the beginning of the reporting period		1,012,338	810,680	939,100	757,381
Cash and cash equivalents at the end of the reporting period	2	1,512,930	1,012,338	1,478,526	939,100
1. Reconciliation of net income/(expenditure) to net cash provided by operating activities					
		Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Net Income/(Expenditure)		410,934	224,176	410,934	224,176
Depreciation Charges		7,076	6,392	7,076	6,392
Amortisation Charges		1,719	7,887	1,719	7,887
Loss on Disposal of fixed assets		321	525	321	525
Interest Income		(550)	(153)	(535)	(146)
(Increase)/decrease in Current Assets		(17,688)	31,381	20,677	(8,610)
Increase/(decrease) in Creditors		105,002	(66,520)	105,471	(46,468)
Net Cash Flow from Operating Activities		506,814	203,688	545,663	183,756
2. Cash and cash equivalents					
Cash in hand		1,512,930	1,012,338	1,478,526	939,100
Total cash and cash equivalents		1,512,930	1,012,338	1,478,526	939,100
3. Analysis of changes in net debt					
		At 1st July 2021 £	Cash flows £	Other non-cash changes £	At 30th June 2022 £
Cash		1,012,338	500,592	-	1,512,930
Total		1,012,338	500,592	-	1,512,930

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

4. Accounting Policies

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

Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the group to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the group's forecasts and projections, taking into account the impact of current economic conditions on our fundraising activities and the pressure of rising inflation on our costs. After due consideration the trustees have concluded that there is a reasonable expectation that the group has adequate resources to continue in operational existence for the foreseeable future. The group therefore continues to adopt the going concern basis in preparing its financial statements. There were no material uncertainties at the year end.

Currency

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The principal accounting policies are as follows:

Critical accounting estimates and areas of judgement

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

Consolidation

The group financial statements consolidates the financial statements of The Lullaby Trust and its wholly owned subsidiary undertaking, The Lullaby Trust Sales Limited, for the year ended 30th June 2022. 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 408 of the Companies Act 2006.

Income

Income is included on an accruals basis and recognised as follows:

- Donations (and gift aid where applicable) are recognised when the donor initiates a transaction to the charity, or a supporter confirms a sum has been raised on the charity's behalf in connection with a fundraising activity or event.
- Grant income is recognised by the offer of a grant, including whether any conditions attached to the grant, or an instalment, have been met.
- Legacies are recognised following probate and once there is sufficient evidence that receipt is probable, and the amount of the legacy receivable can be measured reliably. Receipt is considered to be probable if the charity is aware that probate has been granted and notification has been made by the executors that a distribution will be made.
- Sale of goods revenue is determined when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods).
- Sponsorship income is recognised by the contracts with our corporate partners and other parties undertaking a sales promotion.

Deferred income comprises amounts received by the charity that do not meet the criteria for recognition as income at the balance sheet date. Accrued income comprises amounts due in the financial year which had not been received by the year-end date.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

4. Accounting Policies (continued)

Expenditure

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

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

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

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

Gifts in kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as donations under income and as expenditure under the most appropriate heading for the expense.

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.

Intangible Assets

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

Website developments - over 3 years on a straight line basis

Software licences - over 3 years on a straight line basis

Fixed assets costing £100 or more are capitalised. Software licences with a fixed term are not capitalised.

Stocks

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

Other financial instruments

i. Cash and cash equivalents

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

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

4. Accounting Policies (continued)

ii. Debtors and creditors

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

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.

5. Liability of Members

At 30th June 2022 The Lullaby Trust has 72 Members (2021 - 72 members). The liability of each Member to contribute to the assets of the Charity is limited to £1.00. The number of Members is limited to 150.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

6. Donations and legacies income	Unrestricted	Restricted	Total
	2022	2022	2022
	£	£	£
Community and events	395,489	11,640	407,129
Individuals	328,621	78,731	407,352
Trusts	27,000	597,397	624,397
Companies	102,082	1,540	103,622
	<u>853,192</u>	<u>689,308</u>	<u>1,542,500</u>

	Unrestricted	Restricted	Total
	2021	2021	2021
	£	£	£
Community and events	348,256	3,709	351,965
Individuals	407,529	99,270	506,799
Trusts	54,166	109,395	163,561
Companies	117,507	-	117,507
	<u>927,458</u>	<u>212,374</u>	<u>1,139,832</u>

7. The Lullaby Trust generated income	Unrestricted	Restricted	Total
	2022	2022	2022
	£	£	£
Special events	1,291	-	1,291
	<u>1,291</u>	<u>-</u>	<u>1,291</u>

	Unrestricted	Restricted	Total
	2021	2021	2021
	£	£	£
Special events	1,460	-	1,460
	<u>1,460</u>	<u>-</u>	<u>1,460</u>

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

8. Charitable activities income	Unrestricted	Restricted	Total
	2022	2022	2022
	£	£	£
CONI	9,347	10,969	20,316
Other activities	102,125	-	102,125
	<u>111,472</u>	<u>10,969</u>	<u>122,441</u>
	Unrestricted	Restricted	Total
	2021	2021	2021
	£	£	£
CONI	5,385	3,970	9,355
Other activities	86,870	37,970	124,840
	<u>92,255</u>	<u>41,940</u>	<u>134,195</u>

Government Grants

Income for other activities in the prior year included a £31,000 grant from the Scottish Government for training health professionals in Scotland.

9. Other income	Unrestricted	Unrestricted	Unrestricted
	2022	2022	2022
	£	£	£
Coronavirus Job Retention Scheme	1,710	-	1,710
	<u>1,710</u>	<u>-</u>	<u>1,710</u>
	Unrestricted	Unrestricted	Unrestricted
	2021	2021	2021
	£	£	£
Coronavirus Job Retention Scheme	26,822	-	26,822
	<u>26,822</u>	<u>-</u>	<u>26,822</u>

The Coronavirus Job Retention Scheme was a Government grant for employers that enabled the charity to recoup some of the costs of furloughing staff that were not able to carry out their work during the global pandemic or needed to work more flexibly due to childcare and caring responsibilities arising from the pandemic.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

10. 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 and Wales. The principal activity of this company is the raising of funds for the Charity through the sale of goods and all its profits are paid to the Charity by gift aid. The Charity owns the entire issued share capital of 10,000 ordinary shares of £1 each. A summary of the results is shown below:

Profit and Loss Account	2022	2021
	£	£
Income	133,406	120,043
Cost of sales	(27,417)	(11,497)
Gross profit	105,989	108,546
Administration expenses	(16,331)	(13,809)
Interest receivable and similar income	15	7
Profit on ordinary activities after taxation	89,673	94,744
Movement in Shareholders' Funds	2022	2021
	£	£
Profit/(loss) for the financial year	89,673	94,744
Distribution to parent under gift aid (under deed of covenant)	(89,673)	(94,744)
Shareholders' funds at 1st July 2021	10,000	10,000
Shareholders' funds at 30 June 2022	10,000	10,000
Balance Sheet	2022	2021
	£	£
Current assets	112,474	114,469
Creditors: amounts falling due within one year	(102,474)	(104,469)
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

Registered Company No. 01731141

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

11. Fundraising expenditure	Direct Costs 2022	Apportioned Costs 2022	Total 2022	Total 2021
<u>Raising funds</u>	£	£	£	£
Community and events	50,671	102,046	152,717	150,533
Individuals	12,762	82,913	95,675	75,360
Trusts	34,176	46,558	80,734	54,431
Companies	36	7,015	7,051	27,703
Special events	-	3,189	3,189	3,395
	<u>97,645</u>	<u>241,721</u>	<u>339,366</u>	<u>311,422</u>

12. Charitable expenditure	General Funds	Designated Funds	Restricted Funds	Total 2022
<u>Scientific Research</u>	£	£	£	£
Grants payable:				
University of Plymouth BabyCheck EASIER Study	-	-	81,345	81,345
Great Ormond Street Hospital Microbiome Project (i)	-	-	(14,586)	(14,586)
Direct costs	20,098	-	18,746	38,844
Support costs apportioned (Note 13)	6,767	627	-	7,394
	<u>26,865</u>	<u>627</u>	<u>85,505</u>	<u>112,997</u>

	General Funds	Designated Funds	Restricted Funds	Total 2022
<u>Support and information</u>	£	£	£	£
CONI Programme	17,507	-	73,402	90,909
Direct costs	190,252	130,000	185,444	505,696
Support costs apportioned (Note 13)	217,533	20,156	-	237,689
	<u>425,292</u>	<u>150,156</u>	<u>258,846</u>	<u>834,294</u>

<u>Monitors and Sundry Equipment</u>				
Purchase of equipment	39,150	-	21,409	60,559

(i) An amount of £14,586 was written back in 2022 for the project titled 'Investigating the microbiome of sudden unexpected deaths infancy and childhood' as this project had been completed and no further invoices were payable.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

12. Charitable expenditure (continued)	General Funds	Designated Funds	Restricted Funds	Total 2022
	£	£	£	£
<u>Scientific Research</u>				
Grants payable:				
Great Ormond Street Hospital Microbiome Project			10,721	10,721
Direct costs	8,077			8,077
Support costs apportioned (Note 13)	2,854	272	-	3,126
	<u>10,931</u>	<u>272</u>	<u>10,721</u>	<u>21,924</u>
<u>Support and information</u>				
CONI Programme	11,621	-	81,835	93,456
Direct costs	49,013	203,147	196,425	448,585
Support costs apportioned (Note 13)	240,743	22,910	-	263,653
	<u>301,377</u>	<u>226,057</u>	<u>278,260</u>	<u>805,694</u>
<u>Monitors and Sundry Equipment</u>				
Purchase of equipment	1,875	-	32,108	33,983

Monitors and Sundry Equipment

Monitors and sundry equipment expenditure represents the cost of the specific purchase of monitors and sundry equipment for use by health providers, 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 £904 (2021: £40,243).

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

13. Apportioned Costs

Support costs apportioned	Management & Staff Costs (i)	Facilities & Depreciation (i)	Fundraising Costs (ii)	Governance Costs (i)	Total 2022
	£	£	£	£	£
Costs of generating voluntary income:					
Individuals	12,927	6,529	63,457	-	82,913
Community and events	15,909	8,036	78,101	-	102,046
Trusts	7,259	3,666	35,633	--	46,558
Companies	1,094	552	5,369	-	7,015
Special events	497	251	2,441	-	3,189
	<u>37,686</u>	<u>19,034</u>	<u>185,001</u>	<u>-</u>	<u>241,721</u>

Support costs apportioned	Management & Staff Costs (i)	Facilities & Depreciation (i)	Fundraising Costs (ii)	Governance Costs (i)	Total 2021
	£	£	£	£	£
Costs of generating voluntary income:					
Individuals	11,545	3,688	50,963	-	66,196
Community and events	21,205	6,771	93,605	-	121,581
Trusts	1,532	489	6,760	--	8,781
Companies	4,830	1,542	21,321	-	27,693
Special events	589	188	2,600	-	3,377
	<u>39,701</u>	<u>12,678</u>	<u>175,249</u>	<u>-</u>	<u>227,628</u>

(i) Support costs are apportioned on the basis of the number of staff working in each area and includes governance costs for audit, legal and professional fees.

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

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

14. Net Movement of Funds	2022	2021
	£	£
Net Movement of Funds is stated after charging:		
Auditors remuneration current year	13,835	11,865
Non audit services	945	800
Operating leases	31,235	4,072
Depreciation	7,076	6,392
Amortisation	1,719	7,887

15. Staff Costs and Trustees' Remuneration	2022	2021
	£	£
Staff costs arising during the year amounted to:		
Wages and salaries	639,882	617,449
Social security costs	57,896	52,919
Pension costs	67,770	60,132
Redundancy payments	-	9,851
Other staff benefits	7,256	4,504

	Number	Number
The average monthly number of persons employed during the year was as follows:	25	24

The number of employees with emoluments above £60,000 were:

£60,001 - £70,000	1	-
	1	-

Employers pension contribution in respect of higher paid employees in 2022 totalled £7,452 (2021: £nil).

Trustees receive no remuneration or benefits. During the year £133 was reimbursed to 2 trustees for travel expenses (2021: £nil).

Key management personnel as listed on page 13 received remuneration totalling £77,714 (2021: £72,560).

16. Related Party Transactions

As at 30 June 2022, Trustees' and key management personnel donations amounted to £1,099 (2021: £761).

Jennifer Ward administered the estate of an individual who named The Lullaby Trust as sole beneficiary in their will.

The charity received a legacy of £5,644 in the year and £22,000 in the prior year. This is included in donations and legacies income from individuals (note 6).

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

16. Related Party Transactions (continued)

During the year The Lullaby Trust received pro bono artwork from William Murray Hamm Ltd, of which Christopher Cleaver is a director. A total of £8,000 is included in donations from companies (note 6).

During the year The Lullaby Trust provided training to Home-Start UK, of which Peter Thomas is Chief Operating Officer. A total of £1,650 is included in other charitable activities income (note 8).

In the prior year The Lullaby Trust commissioned artwork from Identica Ltd, of which Christopher Cleaver was a director until September 2021. A total of £2,208 is included in the Direct costs of Support & Information (note 12).

There are no other related party transactions during the year, or the previous year.

17. Tangible Fixed Assets

<i>Group and Charity</i>	Office Equipment	Fixtures & Fittings	Total
	£	£	£
Cost			
At 1st July 2021	30,487	204	30,691
Additions	6,736	-	6,736
Disposals	(1,246)	-	(1,246)
At 30th June 2020	<u>35,977</u>	<u>204</u>	<u>36,181</u>
Depreciation			
At 1st July 2021	19,083	204	19,287
Disposals	(961)	-	(470)
Charge for year	7,076	-	7,076
At 30th June 2022	<u>25,198</u>	<u>204</u>	<u>25,402</u>
Net Book Value			
At 30th June 2022	<u>10,779</u>	<u>-</u>	<u>10,779</u>
At 30th June 2021	<u>11,404</u>	<u>-</u>	<u>11,404</u>

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

18. Intangible Assets

Group and Charity	Website	Software	Total
	Developments	Licences	
	£	£	£
Cost			
At 1st July 2021	68,543	39,572	108,115
Additions	-	-	-
Disposals	-	-	-
At 30th June 2022	<u>68,543</u>	<u>39,572</u>	<u>108,115</u>
Amortisation			
At 1st July 2021	68,164	38,232	106,396
Additions	-	-	-
Disposals	379	1,340	1,719
At 30th June 2022	<u>68,543</u>	<u>39,572</u>	<u>108,115</u>
Net Book Value			
At 30th June 2022	<u>-</u>	<u>-</u>	<u>-</u>
At 30th June 2021	<u>379</u>	<u>1,340</u>	<u>1,719</u>

19. Debtors and Prepayments

	Group	Group	Charity	Charity
	2022	2021	2020	2021
	£	£	£	£
Amounts owed by group undertaking	-	-	89,673	94,744
Trade debtors	62,748	9,379	26,522	9,349
Other debtors	11,540	2,788	11,540	2,788
Prepayments and accrued income	90,996	136,609	70,799	112,330
	<u>165,284</u>	<u>148,776</u>	<u>198,534</u>	<u>219,211</u>

All Debtors are financial instruments measured at present value except prepayments of £59,475 (2021: £71,109).

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

20. Creditors: Amounts falling due within one year

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Trade creditors	19,808	13,388	18,381	13,094
Amounts owed to group undertakings	-	-	20,114	16,569
Taxation and social security	59,144	19,744	52,956	13,711
Accruals	91,932	66,846	86,746	63,448
	<u>170,884</u>	<u>99,978</u>	<u>178,197</u>	<u>106,822</u>

All Creditors are financial instruments measured at present value except the social security creditor, £17,556 (2021: £13,711).

Accruals include £nil in respect of pension commitments.

21. Creditors: Amounts falling due after more than one year

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Grants payable - research grants	<u>34,096</u>	<u>-</u>	<u>34,096</u>	<u>-</u>

All Creditors are financial instruments measured at present value.

22. Operating Leases

At 30th June 2022 there were total commitments in respect of operating leases for office equipment, land and buildings as follows:

	Office equipment 2022 £	Buildings 2022 £	Total 2022 £	Total 2021 £
Group and Charity				
Lease payments due within 1 year	-	9,680	9,680	1,188
Lease payments due in 1-2 years	-	-	-	-
Total commitments	<u>-</u>	<u>9,680</u>	<u>9,680</u>	<u>1,188</u>

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

23. Statement of Funds	At				At
	30th June	Incoming	Outgoing	Fund	30th June
	2021	Resources	Resources	Transfers	2022
	£	£	£	£	£
Restricted Funds:					
Antenatal Safer Sleep	-	297,475	(48,339)	-	249,136
Baby Check	-	202,525	(97,400)	-	105,125
Bereavement Services	21,827	10,517	(32,344)	-	-
Helpline	13,463	5,000	(18,463)	-	-
Regional Family Days	8,537	1,000	(8,737)	-	800
Little Lullaby (Other)	-	25,000	(24,304)	-	696
Safer Sleep Activities	30,027	73,572	(68,321)	-	35,278
Scientific Research Projects	17,371	1,960	13,098	-	32,429
Hearing Research	7,899	-	(2,400)	-	5,499
CONI	16,397	83,228	(78,550)	-	21,075
Total Restricted Funds	115,521	700,277	(365,760)	-	450,038
Unrestricted Designated Funds:					
Safer Sleep Activities	100,000	-	(100,000)	-	-
Little Lullaby	30,000	-	(30,000)	-	-
Strategic Delivery Fund	-	-	-	200,000	200,000
Strategy and Systems	30,000	-	(27,772)	-	2,228
Total Designated Funds	160,000	-	(157,772)	200,000	200,000
Unrestricted General Funds:					
The Lullaby Trust	799,091	968,200	(823,684)	(110,327)	833,280
The Lullaby Trust Sales Ltd	-	133,421	(43,748)	(89,673)	-
Total General Funds	799,091	1,101,621	(867,432)	(200,000)	833,280
Total Unrestricted Funds	959,091	1,101,621	(1,025,204)	-	1,035,508
Total Funds	1,074,612	1,801,898	(1,390,964)	-	1,485,546

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

23. Statement of Funds (continued)

	At 30th June 2020 £	Incoming Resources £	Outgoing Resources £	Fund Transfers £	At 30th June 2021 £
Restricted Funds:					
Befrienders (National Lottery Community Fund)	38,326	-	(38,326)	-	-
Bereavement Services	-	21,827	-	-	21,827
Covid-19 Activities	24,014	71,836	(95,850)	-	-
Helpline	1,000	77,499	(65,036)	-	13,463
Regional Family Days	5,098	7,863	(4,424)	-	8,537
Little Lullaby (Other)	2,337	-	(2,337)	-	-
Safer Sleep Activities	-	35,750	(5,723)	-	30,027
Scientific Research Projects	27,426	666	(10,721)	-	17,371
Hearing Research	7,899	-	-	-	7,899
CONI	76,196	38,873	(98,672)	-	16,397
Total Restricted Funds	<u>182,296</u>	<u>254,314</u>	<u>(321,089)</u>	<u>-</u>	<u>115,521</u>
Unrestricted Designated Funds:					
Safer Sleep Activities	250,000	-	(203,147)	53,147	100,000
Little Lullaby	-	-	-	30,000	30,000
Restructure Costs	50,000	-	(30,811)	(19,189)	-
Strategy and Systems	-	-	-	30,000	30,000
Total Designated Funds	<u>300,000</u>	<u>-</u>	<u>(233,958)</u>	<u>93,958</u>	<u>160,000</u>
Unrestricted General Funds:					
The Lullaby Trust	368,140	1,048,141	(617,976)	786	799,091
The Lullaby Trust Sales Ltd	-	120,050	(25,306)	(94,744)	-
Total General Funds	<u>368,140</u>	<u>1,168,191</u>	<u>(643,282)</u>	<u>(93,958)</u>	<u>799,091</u>
Total Unrestricted Funds	<u>668,140</u>	<u>1,168,191</u>	<u>(877,240)</u>	<u>-</u>	<u>959,091</u>
Total Funds	<u>850,436</u>	<u>1,422,505</u>	<u>(1,198,329)</u>	<u>-</u>	<u>1,074,612</u>

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

Restricted Funds

Antenatal Safer Sleep - A two-year grant awarded in October 2021 from an anonymous trust to widen the reach of our safer sleep information and advice targeting expectant families in the antenatal stage

Baby Check - A two-year grant awarded in October 2021 from an anonymous trust for further research to validate and make technical improvements to the BabyCheck app, which guides parents through symptom checks if a baby is showing signs of illness and indicates whether the baby needs to see a doctor or health professional.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

23. Statement of Funds (continued)

Befrienders (National Lottery Community Fund) - A two-year grant awarded in May 2019 from National Lottery Community Fund's Reaching Communities Programme. This funded peer to peer support for parents bereaved by infant death.

Bereavement Services - Funds raised towards a range of services supporting bereaved families, including our helpline, befrienders programme and bereavement publications

Covid-19 Activities - Grants awarded to deliver targeted work in response to the Covid-19 pandemic, adapting our activities to best support our beneficiaries in this period.

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 out for bereaved families to engage with other families, and make contact with The Lullaby Trust. In 2020/21, with agreement from funders, this was adapted into origami sibling packs as we were not able to offer face to face days out for families during the pandemic. Family days resumed in 2021/22.

Little Lullaby (Other) - Grant funding for our work with young parents. Our online support community helps young parents to feel better informed, more confident and less isolated through pregnancy, birth and parenthood.

Safer Sleep Activities - Funds raised towards an annual Awareness Campaign for parents about safer sleep and year-round outreach activities to disseminate our advice.

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

Hearing Research - Funds raised for Professor Peter Fleming's Newborn Hearing Study into the risk of Unexpected Infant Death and for the dissemination of the results of the study.

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

Designated Funds

At 30 June 2021 the Trustees had designated funds for the following purposes:

- £100,000 towards safer sleep activities to both secure and invest in this vital area of our work.
- £30,000 to support our Little Lullaby programme for young parents as we seek grant funding to develop it further in 2022.
- £30,000 towards the development of a new organisational strategy and investment in our finance systems to move to paperless working that better supports the new hybrid working model.

Most of this expenditure occurred during the year as we delivered this work but we have carried forward a sum of £2,228 to complete our finance system integration.

The Trustees have reviewed the need for designated funds in 2022/23 as we launch our new 4-year strategy. The Trustees agreed to transfer £200,000 from general funds in order to designate a total into a Strategic Delivery Fund which will enable us to invest in short- to medium-term transformational projects aligned with our strategic aims. The fund will allow us to commit expenditure as approved by trustees to projects across these categories:

- Transforming service delivery
- Research priorities
- Investments in business effectiveness/income generation

Accordingly, a transfer of £200,000 has been made from General Funds to Designated Funds in the year.

The Lullaby Trust Limited

Notes to the Financial Statements for the year ended 30 June 2022

24. Analysis of Group Net Assets between Funds

	General Funds 2022 £	Designated Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Fixed assets	10,779	-	-	10,779
Net current assets	856,597	202,228	450,038	1,508,863
Creditors: amounts falling due after more than one year	-	-	-	(34,096)
	<u>833,280</u>	<u>202,228</u>	<u>450,038</u>	<u>1,485,546</u>
	General Funds 2021 £	Designated Funds 2021 £	Restricted Funds 2021 £	Total Funds 2021 £
Fixed assets	13,123	-	-	13,123
Net current assets	785,968	160,000	115,521	1,061,489
Creditors: amounts falling due after more than one year	-	-	-	-
	<u>799,091</u>	<u>160,000</u>	<u>115,521</u>	<u>1,074,612</u>

The Lullaby Trust
CAN Mezzanine
7-14 Great Dover Street
London
SE1 4YR

www.lullabytrust.org.uk

Registered charity number: 262191
Company registration number: 01000824

