

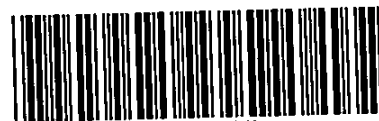
AMENDING

Charity Registration No 1120054

Company Registration No 05866886 (England and Wales)

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2011

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BEST BEGINNINGS
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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr David Boyd Mrs Francesca Entwistle Mrs Janet Fyle Professor Alan Maryon-Davis (Chair) Mrs Hannah Mindel (Treasurer) Mr Andrew Moss
Chief Executive Officer	Alison Baum
Charity number	1120054
Company number	05866886
Principal address and registered office	112 Mill Lane West Hampstead London NW6 1XQ
Auditors	H W Fisher & Company Acre House 11-15 William Road London NW1 3LR
Bankers	The Co-operative Bank Plc P O Box 101 1 Balloon Street Manchester M60 4EP

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(A COMPANY LIMITED BY GUARANTEE)
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BEST BEGINNINGS

TRUSTEES' REPORT AND ACCOUNTS

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Introduction

The trustees, who are also directors of the charity, for the purposes of the Companies Act 2006, submit their annual report and the financial statements of Best Beginnings for the year ended 31 July 2011. The trustees confirm that the annual report and financial statements of the charity have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's constitution, applicable law and the requirements of the Statement of Recommended Practice, 'Accounting and Reporting by Charities' issued in 2005.

Public benefit

The trustees confirm that they have complied with their duty under section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit.

Background

Every year in the UK tens of thousands of babies don't get the start they need in life simply because of the socio-economic or ethnic background of their parents. For example, a baby born in Birmingham is six times more likely to die in infancy than a baby born in Lisleigh, Hampshire and a quarter of all deaths under the age of one in the UK would be prevented if there were no child health inequalities.

Child health inequalities also result in avoidable premature birth, serious illnesses, developmental delay and lack of school readiness. The inequalities continue into adulthood, with children growing up in more challenging situations being significantly more likely to suffer from obesity, diabetes, mental health issues, cancer and heart disease. As highlighted in the Marmot Review, there is a seven-year difference in life expectancy between the top and bottom of the social scale and a seventeen-year difference in disability-free living. These inequalities are not acceptable.

In our work to reduce child health inequalities across the UK, Best Beginnings focuses on the "window of opportunity" between pre-conception and a child's second birthday where the foundations of a healthy life are laid. Government-commissioned reports, published during this financial year by Graham Allen MP and Frank Field MP, validate our approach by highlighting the importance of early intervention.

Best Beginnings was established in 2006 as a catalyst for change. We work to break vicious cycles of intergenerational disadvantage and to help build virtuous cycles of enablement and empowerment by:

- creating innovative and evidence-based interventions for families and healthcare professionals, to ensure parents have the information and support needed to make positive choices that improve their children's health and well-being,
- promoting equal access to health services for families with babies by empowering people who find it difficult to access support, and,
- increasing public awareness of the value of early intervention and health issues affecting families by working collaboratively with health professionals, other charities and policy makers.

Aims of the charity

The trustees set aims for the charity in a five-year plan from 2009-2014. These aims are to develop and deliver four new projects (1-4) and scope two new projects (5 and 6) to help reduce child health inequalities:

1. Premature and sick baby project (working title *Small Wonders*)
2. Continue work to increase breastfeeding rates across the UK (including the *From bump to breastfeeding* DVD and the Get Britain Breastfeeding art exhibition)
3. Schools toolkit project
4. Preparation for parenthood
5. Vitamin D deficiency pilot project
6. Special needs babies

The year ended 31 July 2011 has been a successful year in achieving the aims of this plan. Significant progress has been made on our *Small Wonders* project and our small but dedicated team have been nimble and responsive to challenges and changes with regard to our breastfeeding work.

Several workstreams are underway as part of our Preparation for Parenthood project and some progress has been made on the School Toolkit project. Projects 5 and 6 have been scoped and a decision has been made not to embark upon these areas as discrete projects for the foreseeable future. Instead, we have decided to use our website and our forthcoming phone apps to highlight best practice and signpost to existing high-quality resources.

In this financial year, Best Beginnings has begun an 18-month pro-bono engagement with Pilotlight, the charity that brings together business people with charities and manages the relationship to coach charities through the process of becoming more sustainable and efficient. Our collaboration with Pilotlight is helping us develop our strategic planning, communications strategy and infrastructure.

Objects of the charity

Best Beginnings is governed by a Memorandum & Articles of Association dated 5th July 2006 and amended 23rd January 2007. The objects of Best Beginnings are:

- to promote the physical and psychological health of mothers and infants through the provision of support, education and practical advice,
- to promote equal access to health services for families with babies so that people who have difficulty accessing these services are enabled to do so, and,
- to advance the education of the public, including professionals who have contact with young people and families, about health issues affecting mothers and children, including breastfeeding.

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1 Charitable activity - Empowering the parents of sick and premature babies to be at the heart of their baby's care – the *Small Wonders* project

Over 80,000 babies are born sick or premature each year in the UK. Life in special or intensive care is dominated by painful medical procedures and parents often feel anxious, distressed and disempowered. The parents of premature and sick babies are disproportionately from lower socio-economic groups. Poverty is a powerful driver of perinatal problems, including preterm birth, low birth weight and admissions to neonatal services.

Our major focus over the last year has been developing the *Small Wonders* project. *Small Wonders* aims to place parents at the heart of their baby's care in ways that are known to improve health outcomes. While sick or premature babies usually receive outstanding medical care, less attention is paid to non-clinical issues and how these can affect families and babies. Despite clear evidence that breastfeeding can reduce serious infections and lower rates of necrotising enterocolitis, breastfeeding rates are low in most neonatal units in the UK with breastfeeding rates on discharge in some units being as low as 10%. Very little skin-to-skin happens in UK neonatal units compared to countries like Sweden, even though extended skin-to-skin can improve cognitive outcomes and enhance parental attachment, interaction and wellbeing.

As part of our *Small Wonders* project, we are creating a DVD to enable the parents of sick and premature babies to play a pivotal role in their baby's critical first weeks and months of life. We have filmed the DVD in neonatal units known for best practice. We plan for the healthcare professionals who work in neonatal units across the UK to receive a free copy of the DVD, thereby fulfilling our charitable object of advancing the education of professionals who have contact with young people and families about health issues affecting mothers and children.

We also plan for the 80,000 families who have a sick or premature baby each year to receive a free copy of the DVD. This fulfils our charitable object of promoting the physical and psychological health of mothers and infants through the provision of support, education and practical advice. It is anticipated that after watching the DVD parents will have:

- a better understanding of their baby's needs and an increased ability to meet those needs,
- improved knowledge of the benefits of breast milk and feel enabled to express and breastfeed,
- an understanding of the benefits of skin-to-skin contact, and,
- enhanced confidence to be at the cornerstone of their baby's care, softening what is often a very traumatic beginning and helping long-term bonding.

All of the above can significantly improve health outcomes for babies and parents, as well as child bonding and wellbeing.

Significant progress from August 2010 to July 2011

The period from 1st August 2010 to 31st July 2011 has seen major progress in production of the *Small Wonders* DVD, which is being produced and directed by Jacqui Smith, the BAFTA Award-winning film director who made our *From bump to breastfeeding* DVD. *Small Wonders* is being executive produced by Best Beginnings CEO Alison Baum.

Between August and February, intensive filming was undertaken at ten hospitals in London, Glasgow, Sheffield, Bradford and Lunbridge Wells. Best Beginnings teams followed the journeys of 20 families with babies who were born up to 3 months early or with underlying health problems. The production team handled difficult circumstances with great sensitivity, including the inevitable bereavements that occur in neonatal units, and maintained excellent relations with hospital staff and contributors. This filming provided a rich source of material for the DVD capturing all the key learning areas requested by professional and parent stakeholders.

From February 2011, the first phase of editing commenced. This involved revisiting the pre-production market research with parents and professionals, responding to their suggestions then selecting the strongest material from our extensive footage to create six rough-cut films. These films were substantial, information-rich documentaries, lasting 30-40 minutes. By June, these six rough-cut films were ready for review.

Feedback on the rough-cuts from both parents and professionals was then sought to ensure our films deliver to the needs of both these groups and to the evidence-base. Following a robust tendering process, Best Beginnings commissioned a research company to independently and rigorously market-test the rough-cut films with parents of sick or premature babies. This was done through focus groups, in-depth interviews and a moderated online forum. In addition, 200 expert stakeholders across the UK gave feedback online, including consultant neonatologists, health officials from the UK nations, representatives of Royal Colleges and key third sector organisations including UNICEF, Bliss and Sands. On 28th June, 45 professionals and 5 parents of premature babies attended a full-day stakeholder meeting.

The feedback was very positive from both parents and professionals. The tone, content and style were universally liked and constructive suggestions were made to further enrich the content of the films, enhance the structure of the DVD and ensure that it fully reflects the differences in the ways things are done in neonatal units across the UK.

Best Beginnings responded to this feedback by restructuring the six rough-cut films into 12 shorter films of no more than 20 minutes. In late July, additional filming and the second phase of editing were planned in accordance with the project budget and schedule. Once completed, viewers will be able to select from the 12 films on the DVD according to their needs.

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Rigorous independent evaluation of two change programmes

Best Beginnings is committed to establishing the effectiveness of our resources. In the 2010-2011 financial year, we secured a highly competitive Third Sector grant from the Department of Health Innovation Excellence and Service Development Fund to undertake and evaluate a change programme using *Small Wonders* in a neonatal unit. Best Beginnings put the project out to tender to neonatal units across the UK. Fifteen units applied and Liverpool Women's Hospital was awarded the funding. The change programme will include effective embedding of the DVD into the neonatal unit, cascading knowledge to staff, and the recruitment and support of "Parent Champions", peer supporters who have had premature or sick babies.

In the 2010-2011 financial year, Best Beginnings secured money from the Guys' & St Thomas' Charity to fund a Band 7 nurse who will devise and deliver change programmes at St Thomas' Hospital and King's College Hospital in London. The change programme will involve effective use of the *Small Wonders* DVD amongst staff and parents, as well as staff training. This funding and workstream will commence in the 2011-12 financial year.

The evaluation of the change programmes in both London and Liverpool is being undertaken by Coventry University. Much groundwork has been done during this financial year, including development of the protocols and their successful submission for ethical approval. The evaluation will take place over a 28-month period. The Band 7 nurses will work closely with Coventry University to gather detailed data on a range of outcome measures from staff, parents and babies. Best Beginnings will manage this relationship, overseeing effective delivery of the change programme and evaluation.

The data collection will happen in two distinct phases, before the change programme in late 2011/early 2012 and after the change programme in late 2012/early 2013. Analysis of this "before and after" data will enable the researchers to establish the impact of the change programme. No appropriate validated assessment tool exists to effectively capture staff knowledge of the key aspects of family-centred care that the change programme has been designed to enhance. Therefore, during the summer of 2011, Best Beginnings recruited a working group of over 30 experts and began working with Coventry University to develop a clinical assessment tool called NU-CAT (Neonatal Unit Clinical Assessment Tool). This tool will enable the researchers to assess staff knowledge pre- and post-intervention, as a longitudinal study.

Training and a network of Champions

Robust evaluation of our projects has two equally important outcomes: demonstrating the effectiveness of our interventions and learning how we can do better. One key piece of learning highlighted by Bournemouth University's 2010 evaluation of our *From bump to breastfeeding* DVD (see breastfeeding section below) was that not all parents received their DVD in the most effective way – as part of a conversation with a healthcare professional. To ensure that the *Small Wonders* DVD is used as effectively as possible, we began in January 2011 to recruit two "Champions" in every neonatal unit in the UK. Champions are senior healthcare professionals, mostly neonatal nurses or neonatologists, who are committed to help ensure the *Small Wonders* DVD is effectively used amongst parents and staff on their unit. They will act as local "catalysts for change" and help drive forward staff training to enhance parental involvement in their baby's care. Champions will also act as the key contact for Best Beginnings in each unit. We have committed to support our Champions in a number of ways including through a web-based forum. We are well on course to reach our target of 300 Champions by early 2012 with 60% already in place.

In addition, we are beginning to work with Dr Jo Wright from Leicester University Hospitals and Bliss, the special care baby charity, to develop study days and strategic seminars to deliver to our shared objective to increase family-centred care. Together, we aim to support a national shift towards parents being at the cornerstone of their baby's care and make 2012 the 'Year of Family-Centred Care'. As part of this wider workstream, we will be actively supporting our Champions in the roll-out of the *Small Wonders* DVD.

Thanks

The trustees of Best Beginnings would like to thank the following organisations for their financial support of the *Small Wonders* project in this financial year:

- Department of Health £22,293
- Miller Philanthropy £20,000
- NHS Health Scotland £10,000
- Maurice Wohl Charitable Foundation £10,000
- Philip King Charitable Trust £10,000

The trustees would also like to thank:

- Heirloom Media and Annemarie Lean-Vercoe for their excellent production work on the DVD and for the reduced rates they gave the charity,
- Dr Morag Campbell, Dr Bill Yoxall and the NU-CAT Working Group for their invaluable work on the *Small Wonders* change programme,
- Alex Rhodes for her pro-bono market research,
- Corn Street Neighbourhood Centre for providing a free venue for our stakeholder meeting, and,
- Lyanne Wylde Photography for the pro-bono photoshoots

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2 Charitable activity - Improving infant nutrition through education and support

"Infants who are not breastfed, for whatever reason, should receive special attention from the health and social welfare system since they constitute a risk group," advises the World Health Organisation. Breastfeeding is a natural safety net against the worst effects that child poverty has on health and yet, despite government and WHO recommendations, less than 2% of UK mothers exclusively breastfeed to six months.

The health benefits of breastfeeding to mother and child are huge. Research shows that breastfeeding is extremely important for child health and wellbeing.

- Babies who are not breastfed are more likely to develop a range of short, medium and long-term health problems including early respiratory infections, gastrointestinal illness, type 2 diabetes, higher blood pressure and total cholesterol.
- Children who are breastfed for 4 months or longer have a significantly lower chance of having socioemotional difficulties at 5 years compared to those who had never been breastfed.
- Mothers who do not breastfeed will have an increased risk of breast cancer and gallbladder disease.
- There remain huge inequalities in infant nutrition with families from lower socio-economic groups being significantly less likely to start and continue breastfeeding. For example, only 5% of babies born to mothers under 20 are receiving any breast milk at 6 weeks compared to 30% of mothers in managerial and professional occupations.

Every five years the UK government commissions the national Infant Feeding Survey. In June 2011 the data for breastfeeding initiation (the baby being placed on the breast at least once) from the 2010 survey was published. There was an increase in initiation rates across the UK from 76% to 81%, with the largest increase (from 65% to 74%) occurring among mothers in routine and manual occupations.

At a number of meetings with other charities and Royal Colleges after the 2010 Infant Feeding Survey was published, the activity of Best Beginnings and the Breastfeeding Manifesto Coalition (which Best Beginnings co-founded in 2006) were acknowledged as having played a part in this increase in breastfeeding rates. The work of the Breastfeeding Manifesto Coalition helped move breastfeeding up the political agenda and a significant increase in the resourcing of breastfeeding in the UK. The Department of Health spent £765k on breastfeeding initiatives in 2006-2007 and £5.6m in 2009-2010. During this time period Best Beginnings produced and launched our *From bump to breastfeeding* DVD and over 1.6 million copies were distributed.

The independent evaluation of the DVD suggests that this resource has played a part in the national increase in breastfeeding. Key findings from the evaluation are that:

- 71% of women who received the DVD watched it – this figure rises to 88% amongst those who left school with no qualifications.
- Of the women who watched the DVD before their baby was born, 99% said that they found it useful and 84% felt that it covered all they wanted to know.
- 60% of those who watched the DVD were still breastfeeding at 6 weeks, compared to 48% of those who did not watch it.

From bump to breastfeeding DVD

In Autumn 2008, Best Beginnings launched the UK's first national DVD on breastfeeding, *From bump to breastfeeding*. This 'fly-on-the-wall' style documentary follows several families from lower socio-economic groups making the DVD appeal to these groups and putting accurate, practical breastfeeding information straight into the hands of parents who otherwise might never become or continue as breastfeeding families. Our DVD shows parents how to start breastfeeding and provides practical information on how to continue.

Over 1.6 million copies of *From bump to breastfeeding* were distributed by the four UK governments between November 2008 and November 2010. The DVD continues to be given out free in Scotland, Northern Ireland and Wales. In November 2010, the English government decided to no longer distribute the DVD and this task was passed to Best Beginnings. The Department of Health's decision was a major setback for Best Beginnings. The charity's small staff team has worked extremely hard and strategically in undertaking a number of activities to ensure that women across the UK continue to receive the DVD and to ensure that the DVD content is used as effectively as possible.

Best Beginnings took on the role of producing and selling the DVDs to both fulfil charitable objects and bring in unrestricted funding. The price of ordering DVDs for use in the NHS and local authorities is £1 per copy, whilst individual orders are £3 per copy. These prices represent excellent value for such a high quality product and have led to unrestricted income for the charity in difficult financial times.

From December 2010 to the end of the 2010-11 financial year, Best Beginnings produced and distributed over 80,000 copies of the *From bump to breastfeeding* DVD to healthcare organisations, children's centres and individuals in England. In addition, 30,000 copies were produced for Wales and 60,000 for Scotland.

The evaluation of the DVD found that 71% of women receiving the DVD watched it. To increase both this figure and the number of women asking for the DVD, in early 2011 Best Beginnings produced a free "preview version" of the DVD that contains the first few chapters and plays on a loop. This preview DVD is used in waiting rooms in hospitals, children's centres and GP surgeries so that members of the public can benefit from its content and become aware that they can receive the full DVD from their midwife. Over 1,000 copies of the free preview DVD have been ordered and distributed throughout the UK.

NHS Health Scotland contacted Best Beginnings and said that midwives find the *From bump to breastfeeding* DVD extremely useful in training mothers on how to breastfeed. They asked for a bespoke version of the DVD that provided instant access to the ten clips midwives most frequently use with mothers. This resource was created and now forms an integral part of NHS Health Scotland's 'Ready Steady Baby' national campaign.

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Best Beginnings staff have been to several conferences throughout the financial year at which they have promoted the DVD and the best ways to distribute it. Expenditure on staff attending the conferences has supported the charity's object of advancing the education of professionals. The DVD is now used to educate student midwives and doctors in best practice breastfeeding, achieving the charity's object of advancing the education of professionals who have contact with young people and families, about health issues affecting mothers and children. The DVD content is accessible using a variety of methods and is therefore available to people from all socio-economic backgrounds, fulfilling our charitable object of promoting equal access to health services, as well as promoting the physical and psychological health of mothers and infants through the provision of support, education and practical advice.

Best Beginnings has made significant in-roads into making the DVD content available for free on mobile devices and, following a tendering process, is working with one of the top mobile technology companies to make Best Beginnings phone apps that will be launched in the 2011-12 financial year.

In addition, *From bump to breastfeeding* is still available to view for free on the Best Beginnings website and NHS Choices, where the films were played by over 16,000 people in the last quarter of the financial year.

The trustees would like to thank the Department of Health for seed funding that has enabled the charity to establish effective sustainable distribution of *From bump to breastfeeding*. The trustees would also like to thank Alex Rhodes for her pro-bono market research into DVD distribution and penetration.

3 Other breastfeeding work

There has been some work undertaken on the School Toolkit project, though this project has not progressed significantly, due to lack of funding and time. In this financial year, Best Beginnings purchased the rights to a short play, aimed at young people, where the protagonist is a young pregnant woman caught between the evidence of the benefits of breastfeeding and societal and family pressures to bottle-feed. We commissioned the adaptation of this play to include two male characters, her boyfriend and father, to ensure that the play engages young men as well as women. Renfrewshire Community Health Partnership has bought a licence to perform this play in schools in Renfrewshire, getting young people thinking at an early stage in life about the infant nutrition decisions they will make when they reach parenthood. The play is being performed in schools in Renfrewshire followed by a facilitated discussion. This activity meets our charitable object to advance the education of the public about health issues affecting mothers and children.

Best Beginnings has continued to promote breastfeeding through our networks and at conferences. An article CEO Alison Baum authored with Professor Mary Renfrew, Sue Ashmore of UNICEF and Francesca Entwistle of the University of Hertfordshire about breastfeeding awareness was published in the journal of the Royal College of Midwives. Alison also presented at a number of conferences including the Big Society in Practice conference and the Westminster Forum, alongside Graham Allen MP. In the 2010-11 financial year, Alison and Best Beginnings trustee Francesca Entwistle had a paper accepted for the Royal College of Midwives conference that will take place in November 2011.

In addition, Alison has maintained her position on the steering groups of several breastfeeding organisations and workstreams: Department of Health Breastfeeding Stakeholder Group, UNICEF UK Baby Friendly Initiative Steering Committee, UNICEF Baby Friendly Initiative Partnership Forum, Yorkshire and Humber Health Innovation and Education Cluster Maternal and Infant Health and Care Advisory Group, and the Breastfeeding Manifesto Coalition.

4 Charitable activity - Preparation for Parenthood

Our Preparation for Parenthood project is a collection of different workstreams designed to support men and women through both the physical and emotional transition to parenthood and deliver to our charitable object of promoting equal access to health services for families with babies.

1 Phone apps

Health inequalities lead to thousands of children in the UK dying, suffering long-term health problems and starting school with a deficit in communication skills that they are unlikely to make up. As highlighted in the Marmot Review and the recent Graham Allen reports, problems are intergenerational and linked to poverty.

The recent report 'The Foundation Years: Preventing Poor Children Becoming Poor Adults' highlighted "the most effective and cost-effective way to help and support young families is in the earliest years of a child's life". Best Beginnings is developing phone apps which will make our content available free of charge to mothers and fathers in an engaging modern format.

The Best Beginnings apps will initially focus on preconception to six months and will use film and text content to provide information on:

- Healthy choices before, during and after pregnancy,
- Breastfeeding and early nutrition, using the high quality film content of *From bump to breastfeeding*,
- Early communication using Best Beginnings' film and text content, and,
- Footage to trigger conversation in pregnant families and support the emotional and practical transition to parenthood.

All content will be approved by healthcare professionals and tested with parents. There are currently over 800 pregnancy apps but none support the transition to parenthood by combining the public trust of the third sector with the rigour of two Royal Colleges and the technical nous of a leading app design and marketing company.

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The Best Beginnings phone apps will

- Make free, high quality, portable healthcare information available to the 762,000 families who have a baby in the UK each year,
- Break cycles of disadvantage by reaching audiences who may not otherwise engage with healthcare information, and increase their awareness of and access to existing services, and,
- Become self-sustaining, as revenue from corporate sponsors and appropriate advertising will fund increased functionality and new content as the community grows

ii Baby communication

Health inequalities are psychological as well as physiological and one of the many areas where children from poorer backgrounds are at a disadvantage is in the quality and quantity of parental interaction that they receive. This has profound and long-lasting impacts upon their language learning and subsequent school achievement. It also affects their social and emotional development including the formation of a healthy attachment relationship with their caregiver. It may seem simple but encouraging parents to communicate with their baby effectively is the key to addressing this endemic problem.

Babies are born ready and wanting to communicate. Babies' speaking and listening skills are blossoming long before they utter their first word. Humans are designed to be interested in faces and voices. Babies recognise their mother's voice from the womb and will even recognise her face by the end of their first day.

Encouraging early communication is the most important thing parents can do to give their child's language abilities the best possible beginning. We have produced content, which is available free on our website, explaining baby communication and showing positive examples of early interaction.

We have undertaken further filming of infant communication at Coin Street Neighbourhood Centre, which we aim to edit and make available in the coming year. Our thanks go to Coin Street Neighbourhood Centre, Theresa Kiyota Rahman de Swiet and Assaf Yossifoff for their filming and editing work, and Met Film for their ongoing support.

iii Preparation for Birth and Beyond

Working collaboratively is one of our guiding principles. Best Beginnings is an active member of the consortium of charities working with the Department of Health on their Preparation for Birth and Beyond work. We are delighted to have supported the creation of the 'Preparation for Birth and Beyond' a resource pack for leaders of community groups and activities', which aims to help the NHS, local authorities and the voluntary sector in planning or running groups for expectant and new parents.

iv Working with the NSPCC on developing and piloting a course to support transition to parenthood

Building on the evidence generated by the Preparation for Birth and Beyond work, the NSPCC commissioned Warwick University to develop and pilot a course that will enable healthcare professionals and community workers to deliver a course straddling the antenatal to postnatal period. At the end of this financial year, Best Beginnings commenced a collaboration with the NSPCC and Warwick University to create some short films to be used in this course. These 'trigger clips' will feature pregnant families and new parents-to-be, and will be used to enhance the course and support group discussion.

v National Teenage Pregnancy Midwifery Newsletter

In June 2011, Best Beginnings took over hosting the National Teenage Pregnancy Midwifery Network – an informal network of midwives working with young parents that includes health visitors, academics, students, teenage pregnancy co-ordinators and other professionals. The Network is open to anyone with an interest in improving outcomes for young parents and their children by developing maternity services to meet their needs. The Network, which was previously hosted by the Department of Education, collects and shares good practice, research, policy and resources. This work is being undertaken by Jenny McLeish who has 15 years experience writing materials for pregnant women, new mothers and their partners, with a particular focus on young and disadvantaged families. Jenny previously ran the newsletter when it was hosted by the Department of Education.

5 Building for the future – activities undertaken from 1st August 2010 to 31st July 2011

Increasing our potential

Best Beginnings appointed two new members of staff in the 2010-11 financial year, a Policy and Development Manager in January and a Fundraising and Administration Officer in May. These new posts have allowed us to expand the capacity of our team. The trustees would like to thank The A Team Foundation for funding the Policy and Development Manager post for two years, with £18,173 being received in the 2010-2011 financial year.

The trustees would also like to thank the following for their contribution to core costs over the 2010-11 period:

- Garfield Weston Foundation £30,000
- Tedworth £30,000
- Headley Trust £25,000
- Glass House Trust £10,000

The trustees of Best Beginnings would like to thank Jones Day for their generous legal support and consultancy work. We are fortunate enough to have the support of fantastic volunteers who help us with all aspects of our work from filmmaking to fundraising. The trustees would like to thank our panel of expert volunteers who helped with public relations, policy and communications planning: Chris Hiley, Zoe Ward, Viv Levene, Clare Wener and Claire Drinkwater.

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Preparing for the future and embracing technology

We are sensitive to the expense and difficulty in providing physical resources for all parents. All our resources are freely available online and we are developing a series of apps, including phone apps, which will make our content available free of charge in an engaging modern format.

With pro-bono support from marketing and presentation company Article 10, Best Beginnings delivered a multimedia interactive "poster" presentation on a large plasma screen at the annual British Association of Perinatal Medicine conference. The presentation allowed the healthcare professional delegates to explore the various areas of the project, view rough-cuts of the *Small Wonders* films and track down information they were interested in. As part of this work, Article 10 developed a series of simple but engaging template slides. In-house, we have adapted these template slides for many purposes including a presentation our CFO gave to the Policy Unit at 10 Downing Street.

The trustees of Best Beginnings would like to thank Article 10 for their generous donation of support, skills and time over the 2010-11 financial year.

Increasing the impact of our online presence

We recognise the importance of the Internet in the charity sector, in terms of both fulfilling our charitable objectives and raising funds. In May 2010, Best Beginnings launched a new website that makes use of the latest technological breakthroughs in web interactivity. Throughout the 2010-11 financial year we have continued to populate and develop this website. Anyone with Internet access can benefit from our films, fulfilling our charitable object of promoting equal access to health services for families with babies so that people who have difficulty accessing these services are enabled to do so.

Our content already makes www.bestbeginnings.org.uk a valuable resource for parents and healthcare professionals. As we create new content, we will increase and diversify our online offering. In the 2010-11 financial year, the website was enhanced to include individual donation-taking facilities. This meant that individual fundraisers could have their own pages for taking donations and include videos and pictures of themselves, making the donation-collecting process more engaging and interactive for their sponsors.

The trustees would like to thank Jenny McLeish for her work on upgrading the content of the website and refreshing the website navigation system. The trustees would also like to thank Tom Latchford and Raising 11 for their on-going website support.

6 Raising funds activities undertaken from 1st August 2010 to 31st July 2011

Despite a difficult economic climate, the strength of Best Beginnings' projects and mission, as well as our recognition as a leading innovator within infant health, has made it possible to increase our income by 24.2% on the previous year to £569,586.

We have achieved funding for additional staff, and fully funded the production of the *Small Wonders* DVD (scheduled for launch in July 2012). We have been successful in securing significant funding from trusts and foundations, and have received the first portion of a substantial 3-year grant from the Third Sector Investment Programme. Work has also gone into building the foundations for corporate, individual, major donor and legacy income streams for the charity in 2011/12 and beyond. The trustees would like to thank Jeff Shear, Melanie Stoutzker and Julia Marcuson for their invaluable pro-bono fundraising support.

Event fundraising has also been an important part of our fundraising portfolio and we would like to thank all those who took part in events for Best Beginnings.

In September 2010, Best Beginnings undertook our biggest fundraising event yet and held our own bike ride from London to Paris. This 3-day challenge saw 19 people cycle 180 miles to raise over £24,000 for Britain's babies.

Actor Leon Ockenden was due to get married in 2010 and decided that he would cycle to Paris to raise money for Best Beginnings as his "stag do". Leon and six other young actors trained hard to reach the Eiffel Tower, along with a team of healthcare professionals, a photographer and other people that went that extra mile to help Britain's babies. The trustees would like to thank all the cyclists for their hard work, and Marianne Souleaz for filming the event.

Preceding the bike ride, Leon's best man Michael Joseph Chance turned his annual birthday cricket match into a fundraising summer party where cyclists could invite their friends and family to find out more about Best Beginnings. The party was a fun family day with everything from face painting to a cricket match. An auction was held with prizes donated to the charity including a football shirt and ball signed by England player Theo Walcott, and a dress worth up to £2,000. The trustees would like to thank Theo Walcott, Lynn Walcott and Lucy Tammam for the auction prizes. The trustees would also like to thank the following for their help with the event: Leon Ockenden, Samuel Roukin, Michael Joseph Chance, Mo'Fagut, Guy Stafford, and Zoe Berkeley from bake-a-boo.

Our team at the 2011 Asics British 10K London Run was our largest so far with 20 runners. We would like to thank the following for their support of the event:

- Frances Baker of the Big Society Network for stills photography,
- Jonathan Allan of Batfish Media for filming team Best Beginnings,
- Lyndon Nicholson, Kat Tutton and Rashid Williams of Article 10 for filming and editing the footage into bespoke films for each of our runners, and,
- Royal Horseguards Hotel, a 5 star hotel near the race finish line, that provided Best Beginnings with a function room where runners could meet before and after the run.

BEST BEGINNINGS

TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 JULY 2011

Financial review

Despite the unfavourable financial climate, Best Beginnings' total incoming resources showed substantial growth with a 24.2% increase on the previous year to £569,586. The growth is principally due to the generous support of our funders and contributors, as well as the continued hard work undertaken by our staff.

Total resource expenditure was less than income in the year at £511,816, due to funds being reserved for the 3-year *Small Wonders* project. £443,406, or 86.6% of expenditure, was spent on charitable activity for the public benefit. 10.1% of expenditure was spent on fundraising with the remaining 3.3% being spent on governance.

Best Beginnings has no investments or substantial assets at the time of this report.

Reserves Policy

The Reserves Policy of the charity is to run with a minimum of 6 months running costs (£141,000) in the bank to ensure continuity of services in the event of a loss or delay of funding, and to maintain the ability to meet unforeseen costs. As of July 31st 2011, there was £117,536 in unrestricted reserves. Although reserves are lower than target, the charity is hopeful that it will be able to build on these in the coming years. As of July 31st 2011, there was £158,432 in restricted reserves split as follows:

- Small Wonders project – £115,734
- Funds restricted to DVD fulfilment costs – £42,698

Relevant organisations

Bank: The Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WI
Solicitor: Jones Day, 21 Tudor Street, London, EC4Y 0DJ
Accountant: HW Fisher, Acre House, 11-15 William Road, London, NW1 3LR

Trustees

The trustees who served during the year were:

- Mr David Boyd (appointed 13/06/11)
- Mrs Francesca Entwistle
- Mrs Janet Hyle
- Ms Susana Lopez (retired 20/07/11)
- Prof Alan Maryon-Davis (Chair appointed 13/06/11)
- Dr Judith Meek (retired 20/07/11)
- Mrs Hannah Mindel (Treasurer)
- Mr Andrew Moss (Chair until 13/06/11)
- Prof Mary Renfrew (retired 12/10/10)

None of the trustees have any beneficial interest in the company. All are directors of the company and guaranteed to contribute £1 in the event of a winding up. Trustees are elected by the existing board of trustees. A Trustee Policy is in the process of being created, stating the induction and training to be received by new trustees, the process of selecting new trustees and the continuation policy for existing trustees.

Risk management

The trustees consider risk as part of their quarterly meetings and are confident that systems are in place to mitigate the impact of key risks.

Organisational structure

Chief Executive Officer Alison Baum and her senior management team of Operations Manager Lee Hall, Policy and Development Manager Susi Barnworth and Head of Fundraising Tom Walker, manage the day-to-day running of the charity. Dr Liz Kirk, developmental psychologist from Hertfordshire University, served as Policy and Development Manager for five months during this financial year. Strategy and major decisions are decided at quarterly board meetings.

Charity details

Best Beginnings is a company limited by guarantee, company number 5866886, and a registered charity, number 1120054. Best Beginnings' principal address and registered office is 112 Mill Lane, West Hampstead, London, NW6 1XQ.

Disclosure of information to auditors


Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information.

Auditors

The auditors, HW Fisher, who were appointed during the period, will be proposed for reappointment in accordance with Section 485 of the Companies Act 2006.

The Trustees' Report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005).

On behalf of the Board of Trustees


Alan Maryon-Davis
Chair of Trustees

Dated 13/12/11

**BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees, who are also the directors of Best Beginnings for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

Company law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year

In preparing these accounts, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent, and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT
TO THE MEMBERS OF BEST BEGINNINGS

We have audited the accounts of Best Beginnings for the year ended 31 July 2011 set out on pages 11 to 17. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the 'Trustees' Responsibilities Statement on page 9, the trustees, who are also the directors of the charitable company for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the accounts

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

Opinion on accounts

In our opinion the accounts

- give a true and fair view of the state of the charitable company's affairs as at 31 July 2011, and of its 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 Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

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

Matters on which we are required to report by exception

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the accounts 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.

A G Rich (Senior Statutory Auditor)
for and on behalf of H W Fisher & Company

Chartered Accountants

Statutory Auditor

Acre House
11-15 William Road
London
NW1 3LR

Dated 15/12/11

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JULY 2011

	Notes	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
<u>Incoming resources from generated funds</u>					
Voluntary income	2	131,436	43,334	174,770	176,734
Activities for generating funds		31,715	4,659	36,374	15,368
Investment income	3	836	-	836	493
		163,987	47,993	211,980	192,595
Incoming resources from charitable activities	4	173,140	184,466	357,606	266,103
Total incoming resources		337,127	232,459	569,586	458,698
<u>Resources expended</u>					
5					
Costs of generating funds					
Costs of generating voluntary income and activities for generating funds		51,555	-	51,555	44,580
Charitable activities					
Campaigning, awareness and other charitable activity		242,541	200,865	443,406	302,200
Governance costs		16,855	-	16,855	10,442
Total resources expended		310,951	200,865	511,816	357,222
Net incoming resources before transfers		26,176	31,594	57,770	101,476
Gross transfers between funds		55,700	(55,700)	-	-
Net income/(expenditure) for the year and Net movement in funds		81,876	(24,106)	57,770	101,476
Fund balances at 1 August 2010		35,660	182,538	218,198	116,722
Fund balances at 31 July 2011		117,536	158,432	275,968	218,198

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006


BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET

AS AT 31 JULY 2011

	Notes	2011 £	£	2010 £	£
Fixed assets					
Intangible assets	8		1,525		3,266
Current assets					
Debtors	9	38,877		7,611	
Cash at bank and in hand		305,744		209,696	
		<u>344,621</u>		<u>217,307</u>	
Creditors amounts falling due within one year	10	<u>(70,178)</u>		<u>(2,375)</u>	
Net current assets			<u>274,443</u>		<u>214,932</u>
Total assets less current liabilities			<u><u>275,968</u></u>		<u><u>218,198</u></u>
Income funds					
Restricted funds	11		158,432		182,538
Unrestricted funds			<u>117,536</u>		<u>35,660</u>
			<u><u>275,968</u></u>		<u><u>218,198</u></u>

The accounts were approved by the Board on

13/12/11


 Professor Alan Maryon-Davis
 Chair of Trustees

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2011

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006

1.2 Incoming resources

Donations, legacies and other forms of voluntary income are recognised as incoming resources when receivable, except insofar as they are incapable of financial measurement. Donated services are valued and brought in as income and the appropriate expenditure at the price that Best Beginnings estimates it would pay in the open market for an equivalent service

Grants, including grants for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year in which they are receivable

1.3 Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at a rate calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Fixtures, fittings & equipment	33% Straight Line
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1.5 Taxation

The charity is exempt from corporation tax on its charitable activities

1.6 Accumulated funds

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2011

2 Voluntary income

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Donations and gifts	131,436	43,334	174,770	176,734
Donations and gifts				
Unrestricted funds				
Donations			4,716	12,171
Grants			95,000	78,250
Gifts in kind			31,720	66,338
			131,436	156,759
Restricted funds				
Donations			6,712	-
Grants			-	17,500
Gifts in kind			36,622	2,475
			43,334	19,975

Included within unrestricted grants is £25,000 (2010 £25,000) from The Headley Trust, £30,000 (2010 £40,000) from The Tedworth Charitable Trust, £10,000 (2010 £10,000) from The Glass-House Trust and £30,000 (2010 £nil) from Garfield Weston Foundation

Included within unrestricted Gifts in Kind is £18,358 (2010 £46,358) from Jones Day, £11,000 (2010 £nil) from Article 10, and £2,362 (2010 £2,180) in other gifts. Restricted Gifts in Kind is made up of £20,382 (2010 £2,475) from Heirloom Media, £10,500 (2010 £nil) from Alex Rhodes and £5,740 (2010 £nil) in other gifts

3 Investment income

	2011 £	2010 £
Interest receivable	836	493

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2011

4 Incoming resources from charitable activities

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Grants for charitable activity, sales of educational material and related income	173,140	184,466	357,606	266,103

Included within income relating to campaigning and awareness are the following grants:

Grants receivable	70,173	179,000
Statutory funding	114,293	35,500
	184,466	214,500

Included within grants receivable is £20,000 (2010 £20,000) from Miller Philanthropy, £10,000 (2010 £30,000) from Philip King Trust, £10,000 (2010 £10,000) from Maurice Wohl Foundation and £18,173 (2010 £nil) from A Team Foundation. The remaining £12,000 (2010 £9,000) comprises grants less than £10,000 individually.

Statutory Funding comprises of £104,293 from The Department of Health and £10,000 (2010 £20,000) from NHS Scotland.

5 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2011 £	Total 2010 £
Costs of generating funds					
Costs of generating voluntary income and activities for generating funds	13,656	-	37,899	51,555	44,580
Charitable activities					
Other charitable activities					
Activities undertaken directly	121,538	1,741	320,127	443,406	302,200
Governance costs	3,214	-	13,641	16,855	10,442
	138,408	1,741	371,667	511,816	357,222

Included within other costs of campaigning and awareness is educational goods for resale of £68,361 (2010 £33,898) and DVD production of £139,162 (2010 £25,981).

Auditors' remuneration

Fees payable to the auditor for the audit of the charity's annual accounts	7,500	-
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BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2011

6 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year nor were they reimbursed any expenses

7 Employees

The number of employees during the year was four (2010 three) There were no employees earning over £60,000 per annum

Employment costs	2011 £	2010 £
Wages and salaries	125,950	110,066
Social security costs	12,458	11,162
	<u>138,408</u>	<u>121,228</u>

8 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 August 2010 and at 31 July 2011	<u>8,067</u>
Depreciation	
At 1 August 2010	4,801
Charge for the year	<u>1,741</u>
At 31 July 2011	<u>6,542</u>
Net book value at 31 July 2011	<u>1,525</u>
Net book value at 31 July 2010	<u>3,266</u>

All tangible fixed assets were used for charitable purposes

9 Debtors

	2011 £	2010 £
Trade debtors	4,570	7,000
Other debtors	34,307	611
	<u>38,877</u>	<u>7,611</u>

BEST BEGINNINGS
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2011

10	Creditors amounts falling due within one year	2011	2010
		£	£
	Taxes and social security costs	143	142
	Accruals	70,035	2,233
		70,178	2,375

11 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes

	Balance at 1 August 2010	Movement in funds		Transfers	Balance at 31 July 2011
	£	Incoming resources £	Resources expended £	£	£
'From bump to breastfeeding' project	-	85,525	(34,535)	(8,292)	42,698
'Small Wonders' project	172,538	128,761	(138,157)	(47,408)	115,734
Policy and Development Manager	-	18,173	(18,173)	-	-
Office costs	10,000	-	(10,000)	-	-
	182,538	232,459	(200,865)	(55,700)	158,432

The reserved funds for the 'From bump to breastfeeding' project are for producing and distributing copies of the DVD in England

The 'Small Wonders' project is the creation of a DVD and change programmes to place parents at the heart of their sick or premature baby's care

Please see the Trustee Report for more information on these projects

12 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total £
Fund balances at 31 July 2011 are represented by			
Tangible fixed assets	1,525	-	1,525
Current assets	186,189	158,432	344,621
Creditors amounts falling due within one year	(70,178)	-	(70,178)
	117,536	158,432	275,968