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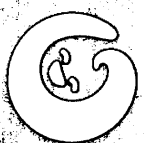
best beginnings

for every parent, for every child

Annual Report

year ending 31 March 2022

Registered charity number 1120054. Company number 5866886.



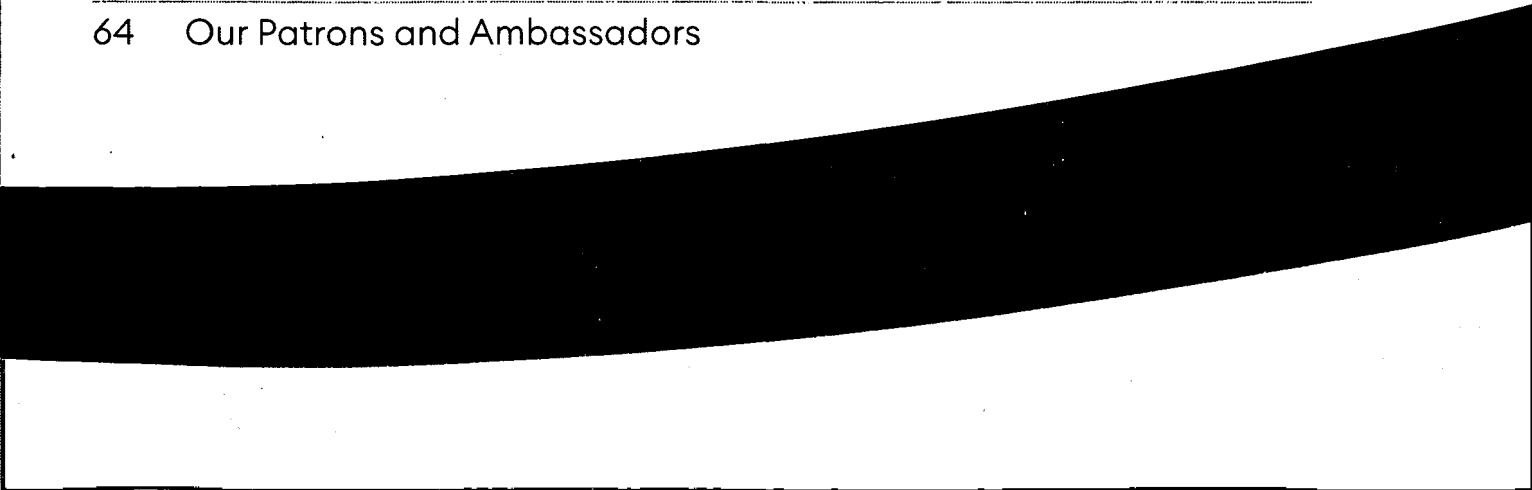
best
beginnings

for every parent, for every child



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About Best Beginnings

Since we were founded in 2006, we have embraced the power of evidence, collaboration and innovation to help give every child the best start in life. We have focused primarily on the window of opportunity between pregnancy and a child's first birthday, and to-date we have supported nearly four million families and trained over 1,300 multi-disciplinary professionals and community champions.

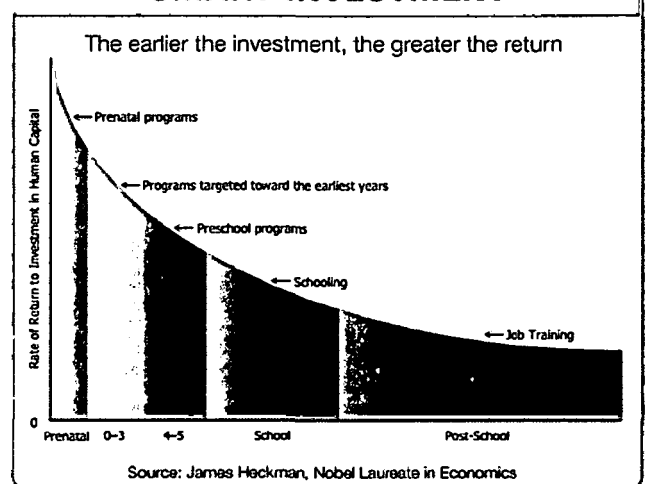
As the Nobel Laureate Economist James Heckman highlights, philanthropy that supports the early years of a child's life provides the biggest social return on investment. Put differently, intervention is good, earlier intervention is better. To-date we have supported parents through pregnancy and to their child's first birthday. We are committed to extending our work to support parents and caregivers up to their child's fifth birthday.



Prof. James Heckman
@heckmanequation · Follow

The Heckman Curve shows that the highest rate of economic return comes from the earliest investments in children! bit.ly/2raBanG

EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT



Our Vision

is that by supporting parents, co-parents and caregivers of all backgrounds to give their children the best beginning in life, millions more children will arrive at school ready to play and learn, leave the education system better equipped to contribute positively to society and that together we can break multi-generational cycles of disadvantage and make a difference for future generations.

Our Mission

is to ensure that parents, co-parents and other caregivers have free 24/7 access to accurate, personalised and practical information and support as well as signposting to relevant and reliable frontline services so that they have the knowledge and confidence to take good care of themselves and their relationships are able to build healthy and happy lives for their children.

Grounded in our values, and driven by our guiding principles, we work towards our Mission in three interconnected ways:

i. Directly supporting parents and caregivers

of all backgrounds to have the knowledge and confidence to look after their mental and physical health and give their children the best possible start in life.

ii. Working with frontline services

including commissioners, statutory providers, other charities and grassroot organisations to enrich and augment the support they provide for families.

iii. Informing and influencing national policies

with a focus on working to ensure effective investment in maternity and the early years to improve experiences and outcomes, and reduce inequalities.

As we celebrate our 15th Anniversary, we are as passionate as ever about improving outcomes for families and reducing societal inequalities. During this milestone year there were 3.9m views of our YouTube videos. Since its launch in November 2021, we have had over 41k users register to use Baby Buddy 2.0.

“

I recently found out about Baby Buddy and I think it's an excellent app. I haven't seen anything like it before - I wish I'd had it with my first child.

”

Dad - Alan, 36, London



Our Values

Our guiding principles of innovation, collaboration and evidence, interwoven with our values, run like golden threads through everything we do.

Personal

We offer personalised support tailored to parents' specific situations.

Inclusive

Our passion for diversity and inclusion, and for reducing inequalities, drives us to ensure that parents and professionals of all backgrounds help shape what we do and benefit from our work.

Collaborative

We work hand-in-hand with parents, frontline health professionals and the wider community, enabling parents to achieve the best outcomes on their parenting journey.

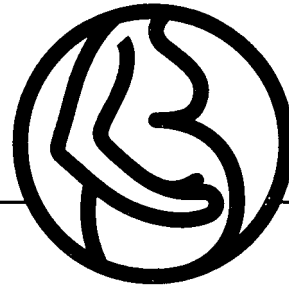
Supportive

We provide empowering 24/7 support, which builds upon parents' strengths and capabilities and directs them to trusted resources to provide additional help if they need it.

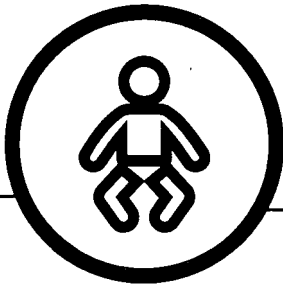


What Drives Us?

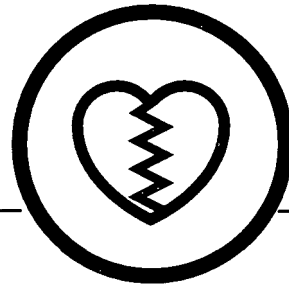
We are driven to eradicate the shocking inequalities that exist across the UK. For example it is not acceptable that:



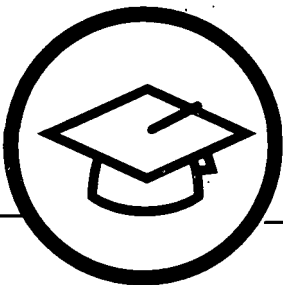
Black women in the UK are more than four times as likely, and Asian women twice as likely to die during pregnancy than white women



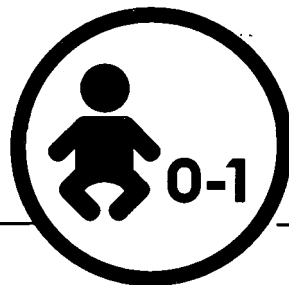
Full-term babies born in Blackburn and Darwen are four times more likely to have a low birth weight than those born in Herefordshire



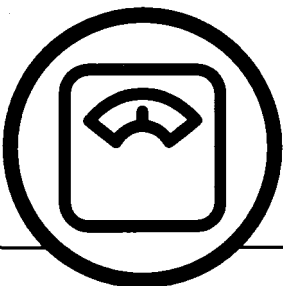
Maternal suicide remains the leading cause of direct deaths occurring within a year after the end of pregnancy



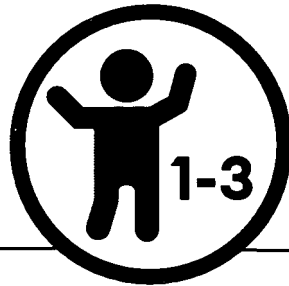
Incidence of breastfeeding is consistently lower among mothers who left full-time education before 18 years old



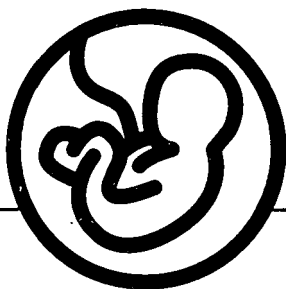
Babies born in Trafford are four times more likely to die before their first birthday than babies born in Bath



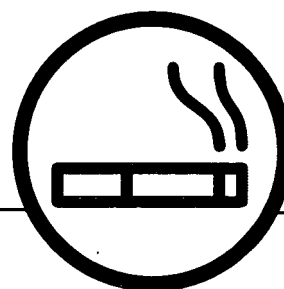
Reception age children in Middlesbrough are three times more likely to be obese than those who live in Richmond upon Thames



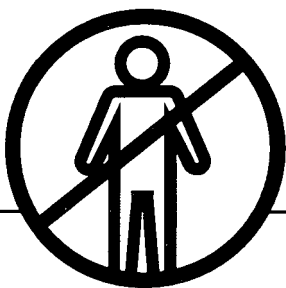
By the time a child is 3yrs old there is already a 17mth income-related language gap



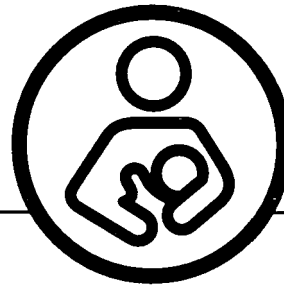
Black babies in the UK are more than twice as likely to be stillborn than white babies



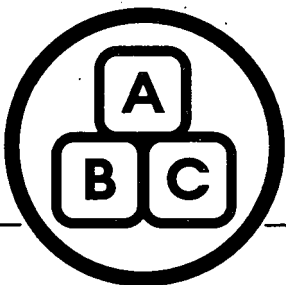
Mothers are almost 12 times more likely to be smokers at the time of delivery in Blackpool than in Kensington and Chelsea



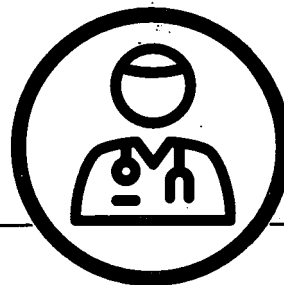
More than 80% of fathers/partners said they had been shut out from antenatal appointments, ultrasound scans and antenatal classes



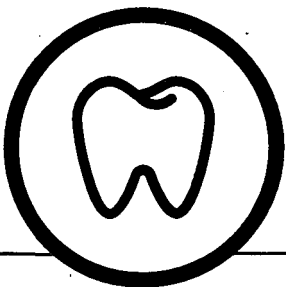
Mothers from all minority ethnic groups are more likely to breastfeed compared with white mothers



A child from the lowest socio-economic group is half as likely to be "school ready" as a child from the highest socio-economic group



In almost half of the UK, pregnant/new mothers have no access to specialist community maternal health services



Five year olds in Blackburn and Darwen are almost 6 times more likely to have experience of visually obvious dental decay than 5yr olds in East Sussex



1 in 10 new fathers suffer from paternal postnatal depression

Highlights of this year

Launching Baby Buddy 2.0, offering different personalised information and support for new and expectant mothers, fathers, co-parents and caregivers through pregnancy and until their child's first birthday. This includes a specific father's pathway.

Directly supporting 41,000 people with Baby Buddy 1.0 and Baby Buddy 2.0.

Having more than 3.9 million viewers supported through our content on YouTube, an uplift of 77% from the previous year. Our three most watched films were MRI Scan at 21 weeks, MRI Scan at 24 weeks and From Bump to Breastfeeding Extra: Expressing and Returning to Work.

Growing our Parent Panel, at year end we had 217 users, an increase of 48.63% parent sign ups from the previous year.

Securing seven strategically significant commissions and 19 pivotal grants. This includes £1.9M funding from Department of Culture, Media and Sport for our Safer Beginnings Programme enabling us to work with 18 diverse delivery partners in the coming two years to enrich the content of Baby Buddy 2.0 with a focus on reducing violence against women.

Co-developing and launching the updated Manifesto for the Pregnancy and Baby Charities Network, putting diversity and reducing inequalities front and centre.

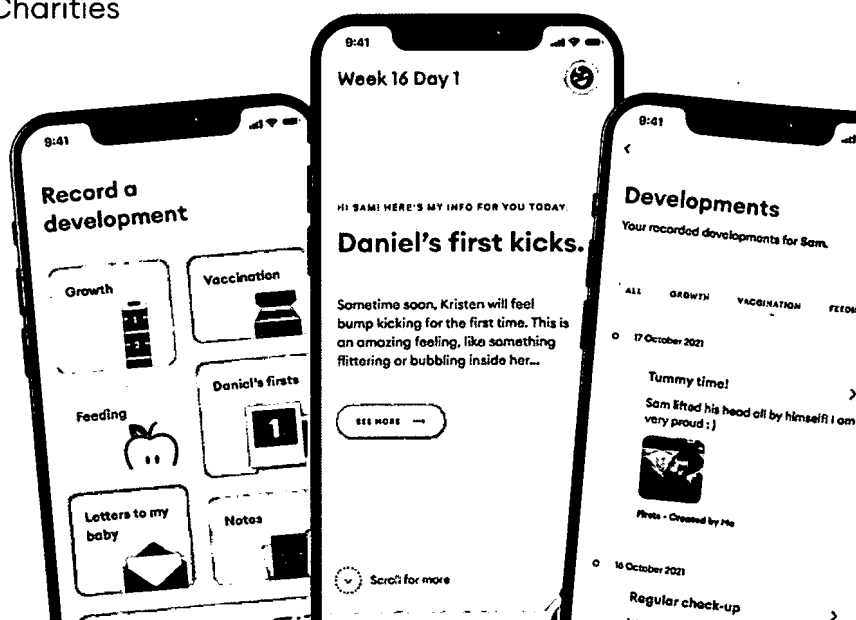
Co-developing and launching the "Babies in Lockdown" one year on report with Home-Start UK and the Pregnancy and Parenting Network.

“

I was anxious about breastfeeding in public, I feel like there's still so much stigma but the daily article on breastfeeding in public gave me the courage to do it and it ended up being totally fine.

”

Mum - Francesca, 37, Leeds



Highlights since our foundation

Best Beginnings has supported almost four million parents across the UK and beyond and trained more than 1,200 professionals and community leaders.

We have collaborated with more than 100 organisations to support families and influence policy.

The NHS-approved and multi-award winning Baby Buddy app has been used by more than 350,000 people across the UK.

We have worked with over 50 localities across the UK to integrate Baby Buddy into care pathways and community networks.

Best Beginnings convened the Early Years Digital Partnership - a growing collaboration of more than 50 organisations working together to use Baby Buddy as a key vehicle to empower parents of all backgrounds to give their children the best start in life.



The development, reach and potential impact of Baby Buddy

Baby Buddy is a powerful public health intervention in the guise of an interactive and accessible mobile app. The app is free and advert free and is formally endorsed by five of the medical royal colleges and a further three professional bodies who, on an ongoing basis, review and approve all its content prior to inclusion in the app.

Baby Buddy 1.0, the first version of the app, has supported over 350,000 parents (mostly women) with accurate, accessible, and personalised daily information through their pregnancy and the first six months of their children's lives. Users particularly valued having free 24/7 access to the following features:

- **Personalised daily information:** With a reading age of nine, the app's quality assured and engaging daily content mentions the app user, their partner (if they have one) and their baby by name and provides different content if they are single and on how they are feeding their baby.
- **A library of 300+ videos and 500+ articles:** This clinically assured content covers diverse topics including maternal and paternal mental health, strengthening your relationship, infant mental health, breastfeeding, changing a nappy, spotting the signs of a sick child, cooking on a budget, and exercise during pregnancy and postnatally.
- **A "digital best friend"** or avatar, that guides you through the app and answers your questions.
- **The Baby Buddy text messenger** service, for parents needing emotional support. This anonymous and clinically assured service is run by the charity Mental Health Innovations as part of their "Shout" service.

App users have consistently reported that Baby Buddy 1.0 helped them look after their mental and physical health, feel closer to their babies, more confident caring for the babies and able to get more out of their health appointments and independent academic evaluations of Baby Buddy 1.0 have found that it has effectively supported parents during the pandemic. It contains accurate, evidence-based information on nutrition and users have higher breastfeeding rates.

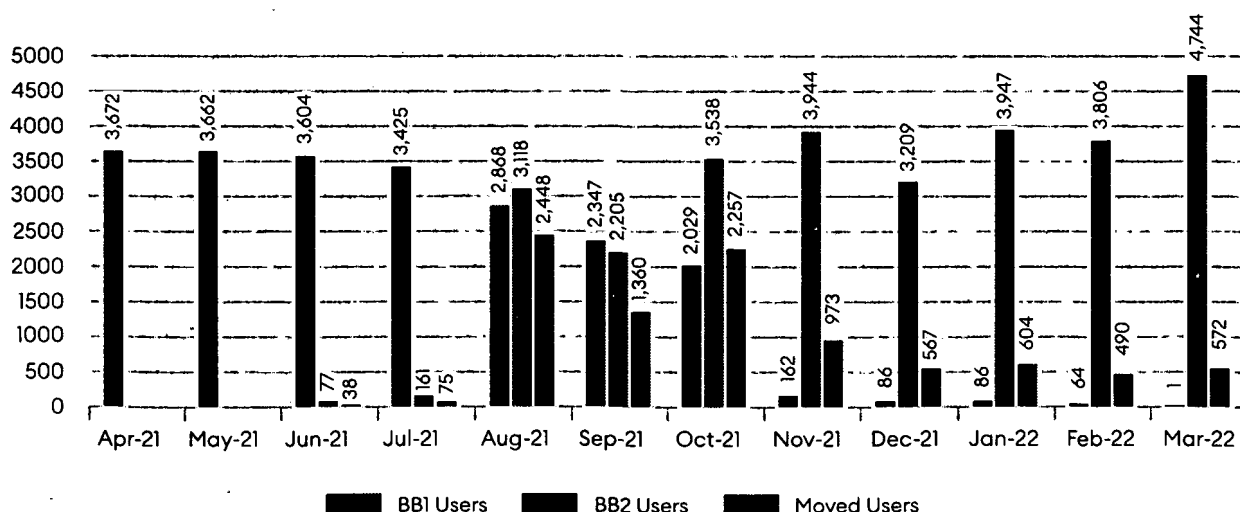
Baby Buddy 2.0 is our new and updated digital platform launched in November 2021. Baby Buddy 2.0 builds on the features of Baby Buddy 1.0 to provide daily information through pregnancy until a child's first birthday.

Following the co-creation process that underpinned the design and development, Baby Buddy 2.0 has a different look and feel to Baby Buddy 1.0 and introduces powerful new interactive features that actively support the implementation of England's Maternity Transformation Programme and the Healthy Child Programme:

- **NHS Login:** Baby Buddy 2.0 app users can register and login using their NHS Login details. This new feature is a pre-cursor to Baby Buddy 2.0 becoming a formal NHS approved child health and maternity record.
- **Choice of place of birth feature:** created in partnership with Birth Choice UK, this provides detailed information and feedback from service users and from the Care Quality Commission on the services offered by all 400+ maternity units across the UK.
- **Personal care and support plans:** created with input from The Maternity Transformation Programme team and Barts Hospital London, this feature enables users to create digital personal health and wellbeing plans for pregnancy, labour and birth which can be downloaded and shared with healthcare professionals.
- **Content and tracking for several children concurrently:** users can "toggle" between their pregnancy/children to access and add relevant information for each child.
- **Shared Spaces:** a feature that enables app users to create unlimited "virtual spaces" to share videos, articles and questions. "Shared Spaces" support communication between a couple, between friends and/or family, between a parent/s and a healthcare professional or volunteer and between people in the same antenatal, postnatal group or other group, with or without a facilitator.

- Track your baby's development:** created with input from parents and professionals and by the requirements of the HS England's Digital Personal Child Health Record Programme. This feature allows Baby Buddy users to record their baby's growth, vaccinations, developmental milestones, appointment notes, bump selfies and letters for their baby. This feature was developed as the "pre-cursor" to Baby Buddy becoming a formal NHS approved Digital Child Health Record.
 - Share your children's health profiles with their other parent or caregiver:** In order to support the couple relationship, Baby Buddy 2.0 enables sharing of child profiles between two users. This functionality promotes father and partner engagement in the application and facilitates collaboration in recording child developmental records and shared learning.
 - "invite" and gather insights and feedback from all, or defined subsets of app users to inform local or national policy development and/or to drive quality improvement.
 - provide and compare detailed information to the team, funders and commissioners on uptake, usage and feedback by locality and based on demographic features of app users, compared to ONS data.
- The Uptake, Usage and Impact of the Baby Buddy app in reaching communities**
- This year, as the Baby Buddy app transformed into its second version, Baby Buddy 2.0, the data and analytics system underpinning the app provided comprehensive insights on how the app impacts parent communities across the UK. The following section captures data from Baby Buddy 1.0 until November 2021, and Baby Buddy 2.0 from November 2021 to March 2022.
- Over the last financial year, there have been a total of 41,257 users signing up to the Baby Buddy app. 21,607 were Baby Buddy 1.0 users and 19,650 were Baby Buddy 2.0 users.
- Baby Buddy 2.0, since its formal launch in November 2021, has maintained a registration rate of at least 3,200 users per month in the last financial year and is increasing each month, indicating that the transition to the second version of the app is successful. Almost all users have moved over to the new version of the app.
- Baby Buddy 2.0 has been shaped by our long term strategic plans, including our commitment to actively support the implementation of Better Births and the Healthy Child Programme and by insights and input from families, grassroots organisations, charities, frontline professionals, professional bodies, commissioners, policy makers, academics, NHSX, NHS Digital and NHSE (including Early Years Development Partnership members) we have built the information, technology and data architecture of Baby Buddy 2.0 with future-proofing in mind.
- Application to local maternity and early years care pathways:
- "serve" specific written and film content, signposting and questionnaires depending on a users postcode, enabling us to localise the app for a given local authority, integrated care system or maternity system.

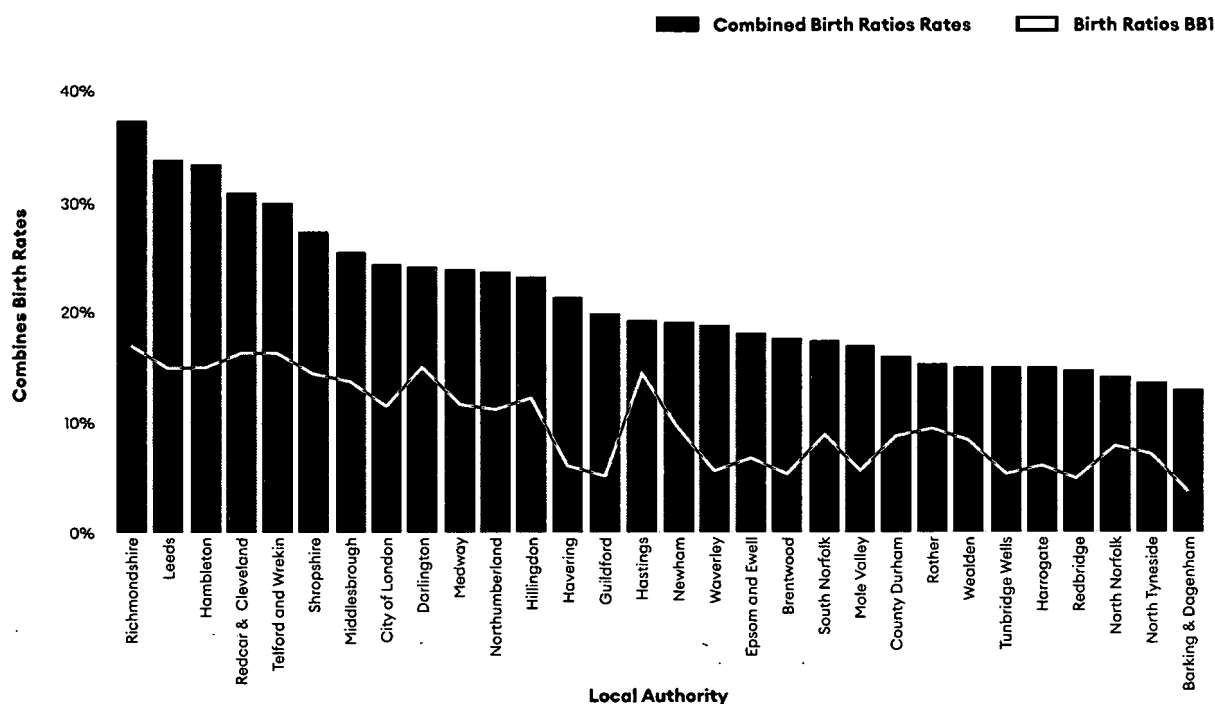
Baby Buddy registrations during the transition of Baby Buddy 1.0 to 2.0



As with previous years, uptake of Baby Buddy continues to be unevenly spread across the UK, with uptake being highest in England lowest in Northern Ireland.

In England in the past year, 13 of the top 30 localities have been reaching more than 20% of their birth

cohort. In Q4 of 2021/2022, Leeds was reaching over 43% of its birth cohort with Havering (42.4%), Richmondshire (42.2%), Guildford (42.2%) and Telford and Wrekin (41.7%) over 40% of its birth cohort.



The percentage of the birth cohort using Baby Buddy is highest in localities where we have been commissioned to work collaboratively with professionals and parents in that area. This “embedding” work includes active promotion of Baby Buddy to parents and training of multi-disciplinary professionals to “socially prescribe” films and other features within the app with the families they work with.

Reaching families in deprived circumstances

Evidence from the Leeds Trailblazer Programme indicates that the Baby Buddy app had 2,463 registrations over the six-month period (Oct 2021-March 2022) where almost 17% of the users were from Black, Asian and mixed ethnic groups. Within the wards classified as highly deprived, the overall number of app registrations in each ward was higher than in the wards classified as least deprived or even medium to least deprived. This initial analysis on social deprivation and Baby Buddy uptake is now being extended to other embedding projects within the charity to monitor usage and uptake to support those who need it the most and support decision making across stakeholder groups.

Baby Buddy: Reaching Communities at higher risk of poorer outcomes

- 15.8% of the Baby Buddy users in this period were under 24 years (comparable with national percentages in ONS 2020: 15.6%).
- Type of Users signing up to the app: There is an increase of fathers’ signing up to use Baby Buddy following the launch of the new version.

Mothers **88.9%**

(n= 36,677)

Fathers & Co-parents **7.2%**

(n= 3,402)

Professionals **2.8%**

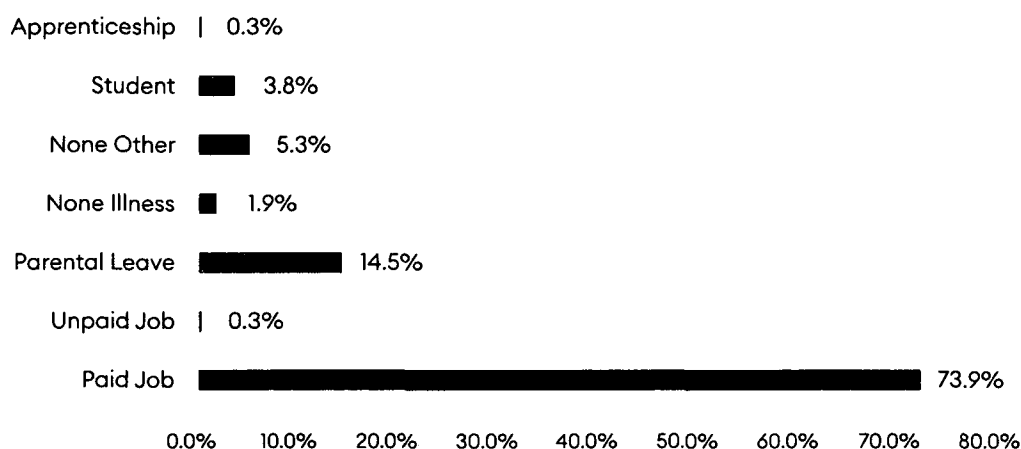
(n=1155)

Other **1.1%**

(n=454)

- 15.6% of Baby Buddy users over the last year speak English as a second language (5.6% of mothers in the UK speak English as a second language; ONS 2020).

Employment Status of Baby Buddy Users 1st April 2021–31st March 2022 (n=19,393)



- 11.6% of Baby Buddy users indicate that they do not have a paid job. 73.9% of the users are engaged in a paid job.
- Following the launch of Baby Buddy 2.0, income data also incorporated as a measure to gain a more comprehensive insight to our Baby Buddy users and their social economic profiles. Out of those who responded, almost 40% of the Baby Buddy users reported an annual household income of below £25,000.

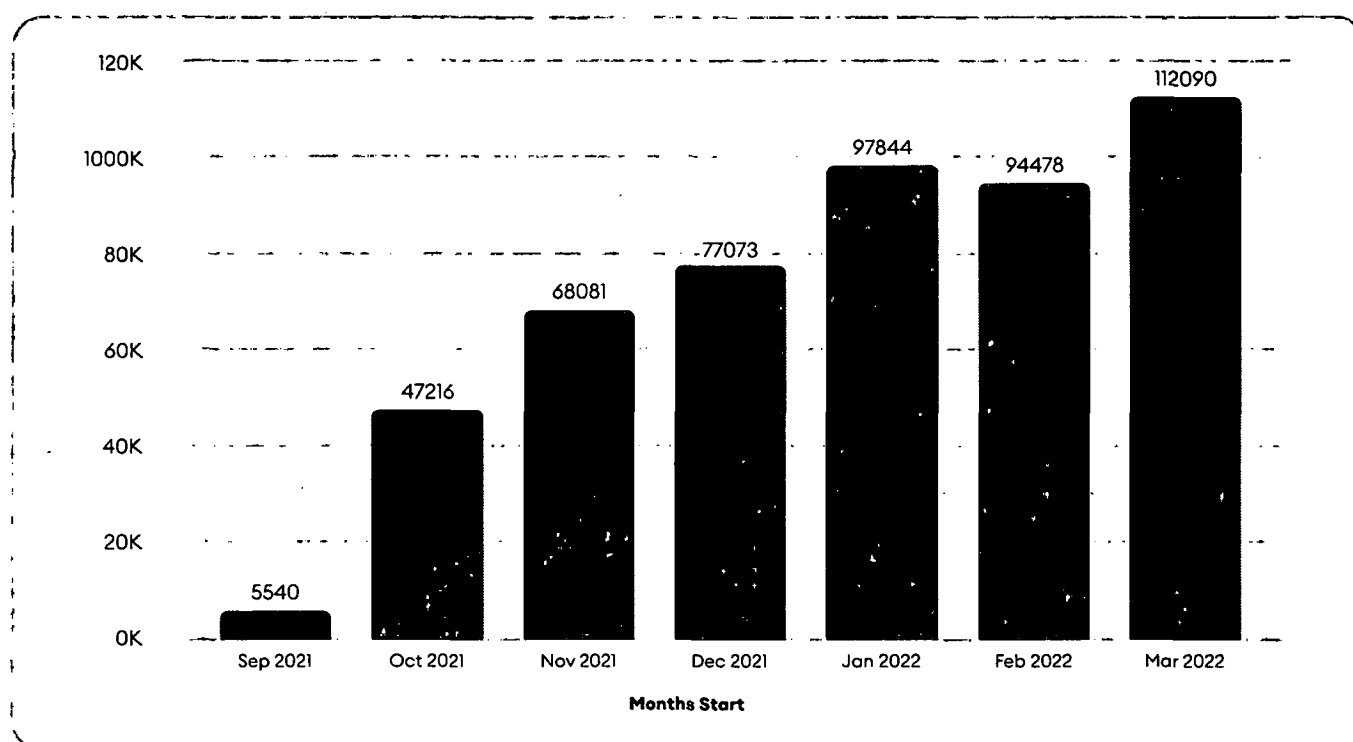
Feedback on Baby Buddy 1.0 and Baby Buddy 2.0

One clear observation is that more users in Baby Buddy 2.0 are responding to the in-app surveys and sharing their feedback on how Baby Buddy is supporting their pregnancy and parenthood journey. This strengthens our insight on the use and impact of the app and supports the decision making across all the organisational activities.

Feedback from Baby Buddy users via in-app pop-up surveys	Baby Buddy 1.0 (1st Apr'21- 31st Jul'21)	Baby Buddy 2.0 (1st Dec'21-31st Mar'22)
Baby Buddy is easy to use	98% (n=629)	99.9% (n=351)
Baby Buddy is easy to understand	99% (n=616)	99.9% (n=351)
Baby Buddy is helping me look after my mental health	88% (n=788)	83% (n=446)
Baby Buddy is helping me look after my physical health	89% (n=821)	85% (n=446)
Baby Buddy is helping me learn more about my pregnancy	100% (n=6)	97% (n=306)
Baby Buddy is helping me feel more confident about my pregnancy	100% (n=6)	94% (n=306)
Baby Buddy is helping me learn more about caring for my baby	100% (n=33)	95% (n=133)
Baby Buddy is helping me feel more confident caring for my baby	99% (n=162)	93% (n=133)
Baby Buddy is helping me feel closer to my baby	98% (n=39)	91% (n=133)
Baby Buddy is helping me get more out of my appointments	91% (n=1126)	80% (n=133)

Baby Buddy 2.0 Activity and Usage

- The following graph showcases the number of times the app was used per month from September 2021- March 2022. An average of 71,000 times per month across a 7-month period can be observed with significant increasing trend across the months, showing a promising start for the second version of the app.
- Data from the Q4 2021/22 shows that out of 1,874 searches within the app, the top terms searched by mothers was "Sleep, Hospital Bag, Breastfeeding and Exercise". Out of 195 searches by fathers, the top 3 were poo, baths and hiccups.



Baby Buddy Australia and Cyprus

The Centre for Research Excellence in Stillbirth (Stillbirth CRE), funded by the National Health and Medical Research Council, has commissioned the adaptation of Baby Buddy for the Australia market. Working in collaboration with the University of Sydney to deliver a pilot version of Baby Buddy, the team have successfully implemented content and functionality changes to the application to meet the needs and objectives of the Safer Baby Bundle, which aims to halve the rate of still births in Australia from 4.7 per thousand to 2.3 per thousand by 2030. Ethics approval has been secured to pilot the use of Baby Buddy within Aboriginal and Torres Strait Islander communities in Australia, and suitability of the application in the Australian healthcare system will be assessed throughout 2022/23.

The Baby Buddy Forward webApp continues to support the Cypriot healthcare system, with continued funding from Birth Forward and Cyprus University of Technology. The application was nominated for awards at the 2021 Cyprus Mother and Baby Awards.

There were 5,834 active users of the Baby Buddy webApp in Cyprus last year, representing approximately 45.7% of the national birth cohort.

Progress towards Baby Buddy 2.0 becoming a Digital Child Health Record and Maternity Record

Striving to become an official supplier of NHS England's Digital Personal Child Health Record (DPCHR), we successfully implemented the unconnected parent facing functional requirements for suppliers on the programme within Baby Buddy 2.0. This includes parent recorded growth records, vaccinations and developmental milestones. However, DHSC paused the national programme to facilitate The Early Years Review (The best start for life: a vision for the 1,001 critical days – led by Early Years Health Adviser Andrea Leadsom MP). This review of the programme meant that Baby Buddy launched without connection to the centralised data set that will enable digitalisation of the Red Book across England.

Off the back of the Leadsom review, NHS England have commissioned a new team to take the DPCHR programme forward, and Best Beginnings have been formally engaged in the procurement process.

03

'I felt quite alone when my husband went back to work after paternity leave - I didn't have support in the house with day to day things and also didn't have anyone to speak to about my feelings. I found the app really helpful then - I could read lots and understand about my baby's development which helped me to feel better.'

00

**Mum - Catherine, 36,
Milton Keynes**



Localisation: commissioned work to embed Baby Buddy into local care-pathways and community networks

During this financial year we have been commissioned by four local healthcare systems (Surrey Heartlands ICS, North-East London LMNS, South-West London CCG and Leeds City Council) to create localised content for Baby Buddy 2.0 and embed the app into their maternity and early years care pathways to support the delivery of Better Births and the Health Child Programme.

In each area, we have tailored the levels of localisation, embedding activity and data reporting to meet their specific needs, strategic priorities and budgets. All four areas are aiming for more than 75% of their pregnant women to be using Baby Buddy by end of 2023. In the four months since Baby Buddy 2.0 was launched, across these four commissioned areas 14,430 new and expectant parents have used the app and over a hundred multidisciplinary professionals have been trained to use it to support and enrich the work they do with families. Whilst it is early days, all four localities already have considerably higher Baby Buddy 2.0 uptake, usage and positive feedback data from parents and parents-to-be than the national average, and their multi-disciplinary workforces are reporting multiple benefits for them and the families they support.

The reasons for this great start across these sites include:

- The strength of Baby Buddy 2.0 as a free, quality assured interactive and engaging intervention.
- High-level buy-in to Baby Buddy, as an effective and cost-effective localisable solution.
- Close collaboration throughout the localisation and embedding process with the commissioners, senior multi-disciplinary leaders and the communications teams.
- Months of co-creation sessions and workshops with parents and professionals who actively shaped the functionality and content for their locality.

North East London Local Maternity and Neonatal System “NEL LMNS”

NEL LMNS are introducing Baby Buddy to antenatal and postnatal care pathways across the eight boroughs to:

- improve access to quality information for parents from early in pregnancy up-the end of the first year after birth;
- improve parents' experiences of pregnancy and parenthood by providing parents with emotional support, plus signposting to resources and services to enhance their social support networks; and
- contribute towards improved maternal and neonatal health outcomes, by motivating and empowering families to safeguard and enhance their own health and wellbeing and by ensuring they know when and where to turn for support, advice and care.

In collaboration with Best Beginnings, the NEL LMNS has been curating local content and localised surveys through the app. Co-creation workshops with Maternity Voice Partnerships is enabling parents and parents-to-be in Waltham Forest, Newham and Tower Hamlets to share feedback on their experiences of local maternity services through Baby Buddy. This feedback flows directly to support the work of MVP Chairs to inform service improvement on the ground.

Best Beginnings will be working with NEL LMNS to localise Baby Buddy for three years, with live data being provided to monitor uptake, usage and user feedback on a population level for the duration of the project. Since the project launched publicly in January, uptake has exceeded 80% of the birth cohort in certain NEL boroughs.

South West London LMNS

Following in the footsteps of North East London, the South West London LMNS undertook an appraisal of all maternity apps on the market, and selected Baby Buddy as their maternity services digital resource of choice. Commissioning Baby Buddy to implement localised content in the app for users in

Croydon, Sutton, Merton, Wandsworth, Kingston and Richmond upon Thames, the app is being prepared for local roll-out in the coming months.

Although the localisation project has been commissioned through maternity services, public health teams across all Local Authorities have been engaged to ensure South West London are making the most of Baby Buddy in early years care pathways as well. South West London have set clear uptake targets for the year ahead, and will be collaborating with Best Beginnings to support implementation of their Equality and Equity Strategy.

Leeds City Council

As one of the 25 localities to have embedded Baby Buddy 1.0, there was already a high level of interest in Baby Buddy 2.0 when it was launched nationally in November 2021. Committed to using Baby Buddy as an integral resource in maternity, health visiting and community service provision across the region, Leeds has re-commissioned Best Beginnings to work with them, multi-disciplinary professionals, mothers, fathers and other caregivers to localise and embed Baby Buddy 2.0 across Leeds.

This work began in 1st of October 2021 and as of 31st March 2022 localised content has been integrated into the app, and training of Baby Buddy Champions has been enabled through e-learning modules produced by Baby Buddy. Concurrent to upskilling multi-disciplinary professionals who are a key conduit to informing parents and parents-to-be of the benefits of Baby Buddy, has been the development of extra film content that is being produced with local families and health care professionals to further localise the experience of the app. After 6 months of the project, downloads of Baby Buddy 2.0 in Leeds have exceeded 45% of the local birth cohort and the commissioner is aiming to be the first locality to have more than 70% of their birth cohort using Baby Buddy 2.0.

“Having Baby Buddy is a real asset in Leeds. It means families are supported outside of working hours, and practitioners can feel confident about sharing an extra tool in the toolkit and be confident that its trusted relevant information that is given to them at the time that they need it. For practitioners it’s a two-way partnership working approach using the Baby Buddy app. It’s a really empowering tool for both families and caregivers caring for their baby”

Sally Goodwin Mills

Health Improvement Specialist – Infant Feeding and Maternity in Leeds

Surrey Heartlands Integrated Care System (ICS)

Surrey Heartlands ICS is one of England’s most advanced ICS and an exemplar model for joined up care between NHS organisations, the local authority, and other partners that take joint responsibility for improving the health of Surrey’s predominantly urban population. Surrey Heartlands ICS was the first Baby Buddy 2.0 trailblazer sites. Having seen the reach and impact data of Baby Buddy 1.0 they understood how the app could actively support the parents and caregivers of the 13,976 babies born each year across the ICS whilst also addressing many local health priorities including healthy weight gain in pregnancy, reduction of unnecessary A&E attendance, increase infant immunisation rates, and improved health of Gypsy, Roma, and Traveller health.

Best Beginnings were commissioned to work with the ICS over a two-year period and the work began prior to this financial year. We facilitated many roundtables with multi-disciplinary professionals and parents, in-depth Interviews with front-line staff and maternity voices partnerships (MVPs), and meetings with senior managers across maternity and 0-19 child health services. Through this process we were able to build:

- a deep understanding of the strengths and weaknesses of existing information provision and of how digital resources such as maternity notes and child health records were being used in this area.
- excitement, engagement, and energy for change around Baby Buddy 2.0 across all services, from senior clinical commissioners to frontline midwives, community group and parent advocates.
- an agreed plan for the effective integration of Baby Buddy 2.0 into multi-disciplinary local care pathways and community networks.
- buy-in for Surrey Heartlands to be a pilot site for “Baby Steps for Healthier Habits”.
- a localisation framework for Baby Buddy 2.0 including priority messaging and signposting information that would convert a free national resource into a curated, personalised, and local experience for all users of the app that register with a postcode within Surrey Heartlands geographic footprint.

The localised content went live in Baby Buddy 2.0 in November 2021. In September 2021 we began to deliver phase one of the embedding plan - a multi-pronged plan programme of activity to ensure that all multi-disciplinary maternity and early years professionals knew about Baby Buddy 2.0 and how to use the app with the families they work with. This included workshops, e-learning packages, the training of Baby Buddy Superstars and standing items in team meetings for updates on uptake, usage and feedback.

"We've listened to new parents in Surrey who have told us they want the knowledge and skills to look after their infants and young children well, and Baby Buddy is a brilliant resource for breaking down that information gap and reducing inequalities".

Charlee Gladman
Lead Transformation Midwife
at Surrey Heartlands



Early Years Digital Partnership

The Early Years Digital Partnership (EYDP) is a consortium of 50+ charities, grassroots organisations, royal colleges, professional bodies, and university departments committed to work together to enable millions of new and expectant parents across the UK to have the knowledge, confidence and support to enable them to look after themselves to maximise the life chances of their children.

The EYDP has chosen Baby Buddy 2.0 as the tool that will, through a multi-pronged, multi-year programme once we secure funding, become the “one-stop-digital-shop”, a quality-assured, empowerment, behaviour change, communication, and feedback tool, which will underpin collaborative transformative societal change. By working together with Baby Buddy 2.0 as our primary collective vehicle, the EYDP will reduce duplication across and within the maternity and early years sectors and maximise our individual and collective positive impact on the lives and experiences of families.

Baby Buddy 2.0 will become the established, data-driven one-stop-shop actively supporting parents across (and beyond) the UK from pre-conception until their child’s fifth birthday, whilst actively supporting the implementation of Better Births and Health Child Programme.

Development of the Baby Steps behaviour change intervention in Baby Buddy 2.0

Gaining excessive weight in pregnancy is associated with an increased risk of health problems in pregnancy and at birth and can lead to postpartum weight retention.

Alex Rhodes, a UCL PhD student, is in the second year of developing an “unlockable” antenatal healthy eating, physical activity and weight management intervention for Baby Buddy 2.0 called “Baby Steps to Healthier Habits”.

“Baby Steps to Healthier Habits” has been designed to encourage, empower, and support expectant parents to improve their dietary and/or activity behaviours by making tiny, incremental changes or taking “baby steps”. Users are encouraged to set healthier habit goals and break these down into baby steps. They can track their achievements in the app and set baby step reminders. At the end of each

week users receive feedback on their progress and have the opportunity to reset their baby steps for the following week. In addition, users will receive regular messages including information, tips and challenges on eating nutritious food and being active. The feature will be supported by a library of recipes, snack ideas, exercise videos, shopping and cooking tips etc.

This financial year, Alex has worked with numerous parents and professionals and Best Beginnings to transform the theory-based intervention she developed through academic study and user research into a colourful and engaging prototype. The new behaviour change feature is now being built and will be ready to test later this year in pilot sites including Surrey and Leeds with expectant parents using Baby Buddy 2.0.

Alex reflected that:

“Collaborating with Best Beginnings to develop this intervention has brought together the rigour of academia with the real-world experience of Baby Buddy users to create an evidence-based intervention, rooted in behaviour change and habit theory that is also a fun, engaging and useful tool for expectant parents.”

In the future the new goal setting, self-monitoring and feedback functionality in the app can be adapted for other new mental and physical health interventions for Baby Buddy users.

Examples of Partnerships & Collaborations

Safer Beginnings Programme – funded by the Department of Culture, Media and Sport

The evidence clearly shows that violence and harm in any form during pregnancy and the childbearing year can result in devastating and traumatic experiences and outcomes for women, their babies and families. Where women can be empowered to act as agents in their own safety through their maternity journey, we must make every effort to enable, educate and support them.

In coordination White Ribbon Alliance UK, a leading charity and people-led movement for change in reproductive health and rights, we secured a grant of £1.2m from the Department of Culture, Media and Sport to deliver the Safer Beginnings programme in collaboration with 18 delivery partners.

Safer Beginnings aims to improve maternal health outcomes and post-partum safety of over 70,000 women across England, Wales and Scotland. This significant programme of work sees Best Beginnings and White Ribbon Alliance UK join forces to map out the issues that impact women and girls in relation to violence and harm during their maternity and parenting journeys. With extensive new content development underway to embed a new films and written content into the 'Discover' section of our Baby Buddy 2.0 app, a new resource for Health Care Professionals called 'Free From Harm', two e-learning modules for health care professionals on the topics of 'The Art of Asking' and 'What is Harm' as well as academic research into the notion of self-agency from harm, this programme is set to transform access to information and resources to reduce maternity informed by violence.

When we consider violence and harm within a maternity and parenting framework, we know and see that communities who already face the most disproportionate adverse outcomes in maternity are also likely to face the most challenging barriers to increasing their self-agency and gaining the support that they need to improve their circumstances. Our delivery partners are representative of a broad range of communities who face the complexity of stigma, discrimination, stereotyping, and racism in their maternity and parenting journeys. This programme of work seeks to put the voices, experiences, best practice models and expertise of these partners front and centre in the process of creating resources that lead to maximum impact.



Collaboration with Home-Start UK – funded by the Royal Foundation

This collaborative project which ended in July enabled us to:

- maintain Baby Buddy 1.0 as a quality assured and glitch-free app on the app stores.
- support more than 47,000 parents with the app.
- train 75 Home-Start volunteers and staff (65 from the North of England) to become Baby Buddy champions.

The feedback has been fantastic with 100% of workshop attendees reporting that the workshop was useful or very useful and the training has resulted in an uplift in knowledge of the mental health content within Baby Buddy from 37% to 95% and on how to use Baby Buddy to enhance work with parents from 32% to 92%.



Supporting fathers across London – funded by Childhood Trust and The Big Give

Best Beginnings partnered with dads' organisations Dadvengers, Future Men and Music Football Fatherhood to co-create New Baby Buddy content by dads for dads and dads-to-be. We collaborated with them on the content of new films to support new and expectant dads through their journey to parenthood. We filmed with six dads identified by the delivery partners and from the footage we will be producing films designed to support new and expectant dads to feel confident and to bond with their baby. The films will focus on the experiences of real-life dads who share practical tips including how they prepared for parenthood, how they juggle their different roles and identities, and the importance of relationships and support networks for dads.

The Breastfeeding Alliance Development Project – funded by the Oak Foundation

The Breastfeeding Alliance tendered and appointed consultants from the Centre for Charity Effectiveness to develop a strategy for the next three years, to help the group move from an informal to formal alliance. Alongside this, two working groups were established to bring focused work on equality, diversity, and inclusion, with the other focusing on breastfeeding competencies.

BRIGHT Intervention: Collaboration with UCL and University of Cambridge.

Funded by the Medical Research Council (MRC), we are currently developing written and video content on supporting parents on key behaviours that play a role in infant weight gain. The content focuses on responsive feeding, tailored primarily on babies who are exclusively formula fed and includes enhancing the growth monitoring feature to support parents to interpret child growth charts. This intervention is co-developed with UCL as the lead partner and focuses on promoting healthy growth during the first 2 years of a child's life.

Examples of Partnerships & Collaborations (continued)

During this financial year we have remained active on more than ten boards and in consortia including the Maternity Transformation Programme Stakeholder Group, the Early Years Digital Partnership (EYDP), the 1001 First Days Movement, the Breastfeeding Alliance, the Maternal Mental Health Alliance, the Pregnancy and Baby Charities Network and the Centre of Research Excellence in Stillbirth in Australia.

Our input in these forums is shaped, as with all our work, by our community development approach, with parents' experiences and issues emerging from grassroots being fed into decision-making at the highest levels. As part of this, throughout the year, we grew our Parent Panel of diverse parents from across the UK, which is now over three-hundred strong and includes fathers as well as new and expectant parents from the LGBTQ+ community.

East London Maternity Voice Project (MVP)

The East London Maternity Voices Partnership (MVP) completed its second year with Best Beginnings. In the last year we:



Interacted with over 200 mothers and birthing people despite frequent disruption from Covid-19 restrictions, which significantly inhibited the abilities of MVP Chairs to access and engage with expecting or new parents.



Grew our social media reach, with over 560 followers on Instagram and 375 followers on Twitter, with an estimated reach of 8,481 people who viewed content on Facebook and 945 on Instagram within the year.



Provided service user feedback through quarterly reports and MVP meetings, identifying key themes and recommendations for healthcare professionals to take forward.

Looking forward we will look to strengthen our MVP service user membership and data, enhancing the service user feedback cycle with service providers. MVP Chairs will continue to do community and digital outreach, aiming to engage with 50 mothers

and birthing people per quarter, by visiting local children centres, libraries, parent groups and maternity wards. As well as this, they will be participating in Ockenden Assurance visits, feeding into the wider review of maternity services.

Rep All Women Study

The RAW study is a Kings College and Royal College of Radiographer backed study documenting the perceptions and experiences of Ethnic Minority Women in imaging studies (Sonography). Best Beginnings have been supporting in an engagement capacity assisting with the strategy to engage women as well as the comms and promotion of this ground breaking study.

Induction of Labour Webinar

On the back of the NICE Induction of Labour draft guidelines, we are supporting in the running of a webinar series on birth and induction of labour led by women and healthcare professionals from Black communities hosted by our Engagement Team. There will be six experts who will be sharing their knowledge on birth, inductions, medication, mental health, 'more than' decision making, autonomy in childbirth, and cultural safety with the view that we will then be able to film some of these professionals for Baby Buddy 2.0.

Policy and advocacy

Babies in Lockdown One Year on:

The publication of the Babies in Lockdown One Year On report, created in partnership with Homestart UK and the Parent-Infant Foundation. Titled "No one wants to see my baby", the follow up report to the Babies in Lockdown study was published in early November 2021: <https://www.bestbeginnings.org.uk/news/new-report-no-one-wants-to-see-my-baby>. It reached more than 170 regional newspapers, several other media outlets and was discussed in parliament during the Backbench Business debate on "giving every baby the best start in life". The report then received a second wind of coverage in mid-December with stories in Yahoo News, Mail on Sunday, the Observer, the Guardian, Today News and was even referenced in an online law magazine.

The Early Years Review

On the back of the roundtables we convened for MP Andrea Leadsom and the Early Years Review Team our Engagement Team have been working closely to support on an additional two roundtable meetings that they have subsequently convened, one focused on charities and early years professionals and the other focused on parents.



Strategic Priorities for 2022/23

- **Enhancing the reach and impact of Baby Buddy 2.0** – we will work with our partners to reduce inequalities in line with our proportionate universalism approach, increasing accessibility of the app and targeting parents and communities most underserved by maternity and early years services. We know that Baby Buddy improves outcomes for parents, and we want to reach as many families as possible across the UK to give all children the best start in life.
 - **Early Years Digital Partnership** – To reinvestigate this powerful partnership of more than 50 multi-sector organisations working together to reduce inequalities, embedding Baby Buddy 2.0 and its effective integration into national and local care pathways as central to this collaborative endeavour. With new funding and through listening to diverse voices the aim is for EYDP to start to create new content and functionality so that all growing families across the UK have free access to consistent, reliable and interactive information and support as well as equitable access to free services and support from pre-conception to their children's fifth birthday.
 - **Supporting LGBTQ+ parents** – We passionately believe that parents and caregivers of all backgrounds, gender and sexual identities have an equal right to information and support that enables them to look after their mental and physical health and their relationships as well as maximise their children's development. We are seeking funding to develop bespoke content to support surrogacy, adoption, and LGBTQ+ parents using Baby Buddy, our quality-assured pregnancy and parenting app, as the delivery mechanism.
 - **Expanding Baby Buddy trial/larger sites** – Our fully bespoke 'embedding & training' programme is designed to support local authority areas, GCGs, trusts and other agencies to address their strategic health priorities. The programme is devised to effectively co-create and deliver a plan to integrate our quality-assured multi-award winning pregnancy and parenting digital intervention, Baby Buddy App, into the area's maternity and early years care pathways. With funding we can cover a broader geography and reach many more parents through Baby Buddy.
 - **Continue to grow engagement work** – Our parent panel includes diverse members and mothers, fathers and care givers, and their input remains critical to our work.
 - **Delivering and sustaining the Safer Beginnings programme** – this work enables us to work with 18 diverse delivery partners and to enrich the content of Baby Buddy 2.0 with a focus on reducing violence against women. We will work to ensure sustainability funding is in place to continue this work.
- We would like to thank all of our funders and donors for allowing us to continue our important work.





Lorraine Barclay
Chair of Trustees

Message from our Chair

This is my first annual report as Chair of Best Beginnings. I have taken over the Chair from Ann Hoskins whose six-year tenure ended in February 2022. I have big shoes to fill; Ann has been instrumental in guiding the development and growth of the charity and this continued throughout this financial year despite significant headwinds in income generation. The Trustees would like to thank Ann for her inspirational leadership.

During the financial year, Best Beginnings celebrated its 15th Anniversary. To mark this milestone, we were privileged to hold a Gala Dinner at Mansion House; thanks to the generous hosting by William Russell and our Trustee Hilary Russell when they were the Lord Mayor and Lady Mayoress of the City of London. The dinner was an opportunity to thank the many people who had played a part in the success of the charity and the impact it has had over its first fifteen years.

We remain as passionate as ever about improving outcomes for families and reducing societal inequalities. In November 2021, we proudly launched Baby Buddy 2.0 our new digital platform and Android and iPhone app which has been designed to support parents and caregivers in their physical and emotional transition to parenthood which will support the delivery of our work for the next five to ten years. Baby Buddy 2.0 is an incredibly powerful tool for parents of all backgrounds that will support family relationships whilst also supporting relationships with frontline professionals and

give equitable access to services and support. It is the first app in the world to provide royal college endorsed personalised daily information through pregnancy until a child's first birthday. Baby Buddy 2.0 provides different supportive information for mothers, fathers and partners and depending on whether the user is single or in a relationship and/or breastfeeding or not.

Heartfelt thanks to the frontline professionals, Royal Colleges, other professional bodies, the Editorial Board and, especially, to our diverse and engaged Parent Panel and Best Beginnings team for their dedication to shaping the content and functionality of Baby Buddy 2.0. I would also like to give thanks to the social media support from our ambassadors and other influencers, as well pivotal funding from the National Lottery Community Fund, the Fidelity UK Foundation and the AIM Foundation.

There have been a number of highlights during the financial year. We have been commissioned by four local healthcare systems (Surrey Heartlands ICS, North-East London LMNS, South-West London CCG and Leeds City Council) to create localised content for Baby Buddy 2.0 and embed the app into their maternity and early years care pathways to support the delivery of Better Births and the Health Child Programme.

Best Beginnings have continued to form collaborations. In coordination with White Ribbon Alliance UK, a leading charity

and people-led movement for change in reproductive health and rights, we secured a grant of £1.2m from the Department of Culture, Media and Sport to deliver the Safer Beginnings programme in collaboration with 18 delivery partners. Safer Beginnings aims to improve maternal health outcomes and post-partum safety of over 70,000 women across England, Wales and Scotland.

Thanks to funding from Childhood Trust and The Big Give we partnered with dads' organisations Dadvengers, Future Men and Music Football Fatherhood to co-create New Baby Buddy content by dads for dads and dads-to-be.

Throughout the year, we grew our Parent Panel of diverse parents from across the UK, which is now over three-hundred strong and includes fathers as well as new and expectant parents from the LGBTQ+ community. We have also continued to be active on more than ten boards and in consortia including the Maternity Transformation Programme Stakeholder Group, the Early Years Digital Partnership (EYDP), the 1001 First Days Movement, the Breastfeeding Alliance, the Maternal Mental Health Alliance, the Pregnancy and Baby Charities Network and the Centre of Research Excellence in Stillbirth in Australia.

Best Beginnings has continued its policy and advocacy work. In partnership with Homestart UK and the Parent-Infant Foundation, we created and published the Babies in Lockdown One Year On report *"No one wants to see my baby"* and worked with Andrea Leadsom MP on the Early Years Review.

We are also pleased to have secured our first long-term home at the Royal College of Obstetricians and Gynaecologists.

Income generation in the year was challenging. The continued impact of Covid-19 together with the economic environment made fundraising difficult for many charities as supply decreased and demand increased. Best Beginnings was not immune to these factors and ended the year with 1.4 months of unrestricted reserves. This is significantly lower than the prior year and out of line with our policy to keep 3-6 months of unrestricted reserves. Recovering our reserves position is a major focus for the Board

in 22/23; the start of the year was difficult, with the uncertain political environment adding to the difficult external factors and the charity suffering from some unexpected staff attrition in its fundraising capability. However, due to the incredible support from some major donors, as I write this statement, our financial situation is considerably improved.

We are immensely grateful to all our funders; the continued support of trusts and foundations, corporates, individuals and families, including through our SpringBoard major giving programme, has underpinned all our initiatives and allowed us to deliver the incredible impact shown in this report.

I am proud of the work and commitment of the team. It has been a busy year with the challenges of continuing to deliver our innovative activities coupled with an office move and the financial constraints which limit our capabilities to fulfil our aspirations.

In June 2022, after 15 years of highly impactful and fulfilling work, Alison Baum, decided to step down from her role as CEO and her last day was 31 August 2022. The Board were delighted that Alison agreed to take on the ambassadorial role of President of Best Beginnings and looking forward to her support in this new role. Alison's commitment to Best Beginnings, through devising and leading an innovative, evidence-based and collaborative approach to reducing inequalities has helped millions of families nationally and internationally. We thank Alison for her service and the difference she has made.

Finally, I am delighted to welcome Professor Sir Michael Marmot and Paul Thandi CBE DL as our newest Patrons and I would like to thank my fellow Trustees for their support and commitment over the last year.

LE Barclay



Reflections from our Founder and President

Before I conceived of Best Beginnings, it had already begun. But when does a story really begin? Was it rooted in my background - a family of immigrants and survivors? Or was it seeded with my Masters in Neuroscience, focussing on brain development in utero and postpartum? Or was it the ten years I'd spent communicating science at the BBC? Or was it planted when I had two children with complex health issues requiring urgent early intervention?

When I was that new mother in crisis, I couldn't really have been better connected or informed. Yet that didn't prevent the desperate sense of peril and fear I was engulfed by. Fortunately, I was able to access an extraordinary support network. But this experience also highlighted how contingent such support was - how easily I might have drowned.

So, while Best Beginnings was born to address the shocking but avoidable health inequalities that exist for so many from birth, invisibly its foundations were already established, and these deep roots have enabled it to be consistently ahead of the curve. Best Beginnings heralded the emerging consensus surrounding the vital importance of a child's early years as a critical window of opportunity for laying the foundations for a healthy life. And sparked conversations about the interdependent nature of individual wellbeing and agency. It emphasised democratisation of access to information and the importance of data-driven organisational learning. And it brought fathers as much as mothers into the process. Luckily, we captivated, from the start, the interest and energy of exceptional pioneers as backers.



Alison Baum OBE

Best Beginnings remains adamant about the importance of collaboration, which, alongside innovation and evidence, underpins all that we do. We've helped over four million people transition to parenthood, and they have helped us too, sharing their most vulnerable moments, often on camera. Some things happened fast, others took us over ten years (see the dad's content on Baby Buddy 2.0!).

It takes ten years, they say, to get evidence into policy and then another ten into practice. We've done things differently, focussing first on the practical but influencing policy as we go. As we celebrate Best Beginnings' 15th birthday and the charity is ready to not only survive but thrive, I too am ready to let my baby go. I'm moving to the side-lines in my ambassadorial role as President, but first I want to extend my heartfelt thanks for the work and support of the team, trustees, patrons, ambassadors, funders (foundations, individuals, commissioners, corporate backers), royal colleges, professional bodies, academics, frontline professionals, our parent panel, other charities and grassroots organisations.

As I learnt from my uncle, Professor David Baum, in whose memory the charity was founded, no problem is insurmountable. Together we can make a difference for future generations.

Alison Baum



Financial review for 2021/22

Summary

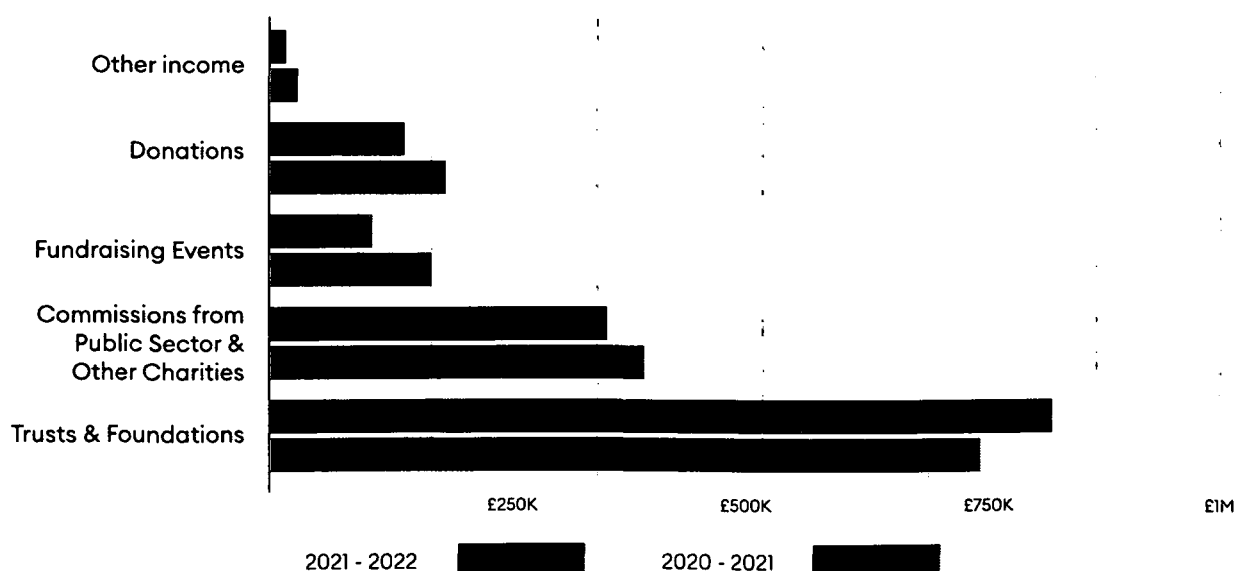
The financial statements have been prepared in accordance with the accounting policies set out in Note 1 to the financial statements and comply with the Best Beginnings constitution, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their financial statements in accordance with the Financial Reporting Standards for the UK and Republic of Ireland (FRS102). The Trustees of Best Beginnings 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.

Best Beginnings is fortunate to have a diverse income base with income earned from donations & events, trusts & foundations as well as commissioned work. Due to the impact of the covid 19 pandemic income in the current financial year fell by 6% overall to £1,678,420 (2021: £1,777,161). Fundraising events and donations were particularly impacted with some fundraising events not able to go ahead as planned and donation opportunities limited. After successfully navigating a move to home-working Best Beginnings were proud to launch the new Baby Buddy 2.0 App and deliver several commissioned programmes to embed the Babybuddy app within local communities across the UK. The embedding projects offer parents tailored content within the Babybuddy App and this income will be earned over the current year and in subsequent years so that despite a 9% fall in commissioned income in the year to £412,642 (2021: £454,257) localised embedding remains a future growth area for the Charity. Amidst the challenges of the year Best Beginnings were hugely proud to secure a 9% increase in funding from trusts and foundations which generated an increased income of £946,658 (2021: £864,540) with part of that funding being towards the development and launch of Baby Buddy 2.0 in Autumn 2021. The chart below demonstrates the change in the mix of income during the year, clearly depicting an increase in trust and foundation income and a fall in income from donations and fundraising events.

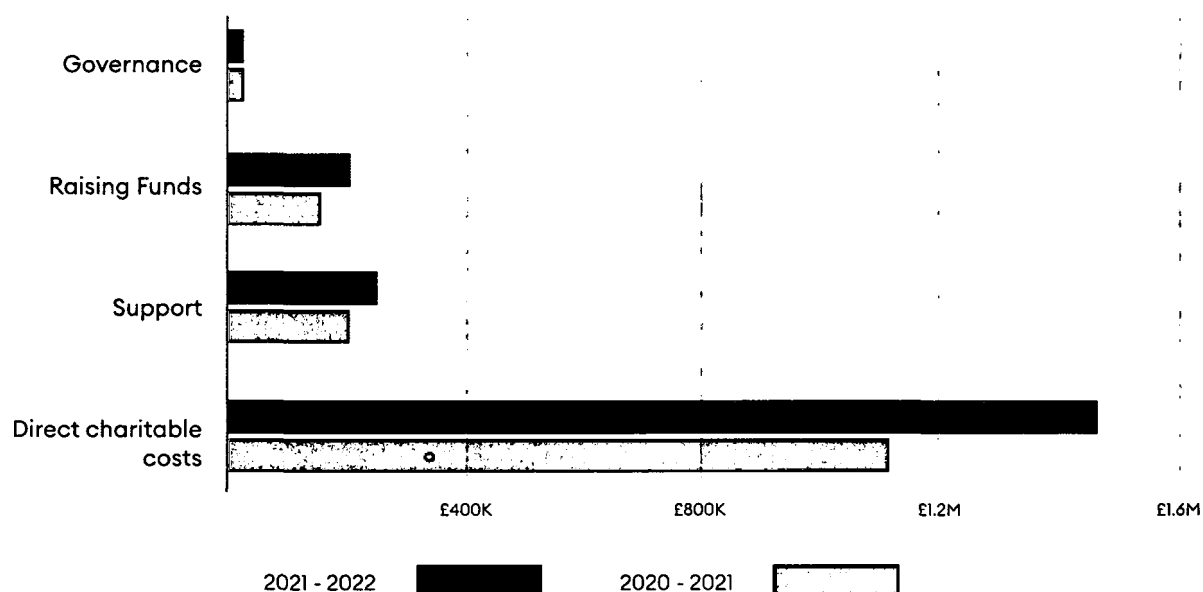
Expenditure in the year has increased to £1,936,952 (2021: £1,476,701) which together with a fall in income has generated a net loss of £258,532 (2021 net surplus £300,460). The expenditure in the current year follows a planned period of building a digital infrastructure that is scalable for growth and an operational structure of skilled staff to support the charitable aims using surplus funds from prior years. The Board of Trustees and Executive team continue to review the delivery of the strategic plan to ensure the sustainability of the charity. As part of this review the intention is to capitalise on the improvements offered by Baby Buddy 2.0; improved architecture, feature & content and analytical tools. These improvements have given a scalable offering to extend our reach across the UK and overseas. Despite the challenging year we have increased our fundraising capacity with expenditure rising to £234,648 (2021: £162,569). We intend to use this to support diverse income growth to reach a diverse community of users whilst maintaining a lean yet scalable support function.

We remain extremely grateful to all our existing and new funders who have contributed to Best Beginnings during this year and allowed us to continue supporting parents of all backgrounds to give their children the best start in life - **thank you**.

Income by stream 2021-2022 vs 2020-21



Expenditure by type 2021-22 vs 2020-21



Securing funds to make a difference

Despite the fall in total income Best Beginnings has continued to secure funding during the covid period. In total income has fallen by £98,741 to £1,678,420 (2021: £1,777,161) due to lower commissioned services income of £412,642 (2021: £454,257), lower donations of £166,853 (2021: £217,453) and lower income from events of £129,337 (2021: £202,139). All of these income sources were adversely affected by covid 19 restrictions which were in place for the best part of the financial year. Largely as a result of improvements within the new App, income from Trusts and Foundations grew during the year to £946,658 (2021: 864,540) and is expected to continue this growth delivering localised Baby Buddy content and support towards increasing the diversity of content within the App.

Commissioned services income of £412,642 includes Baby Buddy embedding across Surrey, Leeds and North East London £158,565, Baby Buddy Australia £133,172 and the Maternity Voices Partnership £60,000. Several of these commissioned services continue into FY 2022-23 and other similar projects are in the pipeline.

Income secured from government grants has increased to £380,125 (2021: £135,523). Government grant income includes the Safer Beginnings programme £342,667, the National Lottery Community Fund £26,976 and NHS Nottingham City Care £10,472.

Increased Trusts and Foundation income included Fidelity funding of £130,000 secured towards the Baby Buddy 2.0 App, Oak Foundation funding of £110,196

towards development of the Breastfeeding Alliance and digital support, funding of £72,000 from the AIM Foundation towards maternal mental health & engagement support and £37,500 from the Garfield Weston Foundation to support reach amongst the LGBTQ+community. As part of the covid response funding of £29,728 was also received from the Royal Foundation.

In support of our Big Give appeals in June and December 2021 we received a total of £110,000 from The Childhood Trust, EQ Foundation, Exilarch, the Golden Bottle Trust and De Winton Trust which enabled us to leverage the same amount of matched funding from individuals.

How we spend our income to make a difference

Total spending during the 2021-22 financial year was £1,936,952 (2021: £1,476,701) to launch the new Baby Buddy 2.0 App and build an infrastructure for future growth.

2021-22 saw increased expenditure on charitable activities (which includes direct charitable costs, support costs and governance costs) to £1,702,304. Charitable activity spend remains at 88% of total expenditure (2021: £1,314,132 89% of total expenditure) and fundraising at 12% of total expenditure (2021: 11% of total expenditure).

Through this expenditure we supported 19,650 families through our Baby Buddy 2.0 App and 27,990 families through our Baby Buddy 1.0 App. This equates to a spend of £40 per family (2021: £26 per family) reflecting an increase in investment in the new App and support functions.

Surplus and Reserves

2021-22 reports an in-year fund deficit of £258,532 (2021: surplus £300,460). Restricted funds have fallen by £83,367 during the year and ended the year at £129,626. Use of brought forward funds during the year included payments towards the development and future proofing of the Baby Buddy app £302,396 plus £133,172 towards the development of an Australian version of the app. Restricted funding of £129,626 is being carried forward to complete programmes in 2022-23 notably £52,619 for Breastfeeding Alliance development, £37,500 to increase reach amongst LGBTQ+ communities and £23,500 Best Beginnings engagement work.

Total unrestricted funds have fallen by £185,822 during the year. At the end of March 2022 the Charity has a reduced level of unrestricted funds of £104,819 (2021: £290,641). It is the trustees intention to ensure that there is adequate working capital as represented by unrestricted funds. The target is to hold 3-6 months unrestricted funds and at the Balance Sheet date Best Beginnings had reserves of 1.4 months of unrestricted operating costs (2021: 4 months unrestricted reserves cover). Replenishing unrestricted funds remains a key focus for the coming year.

The financial results for the year to 31 March 2022 are shown on pages 42 to 63.

Going Concern

We have outlined the charity's financial position and performance in the financial review above. We have assessed projected future income, expenditure and cash flows over the period to 31 March 2023 and analysed the strength of the charity's reserves, liquid assets and its ability to withstand a material fall in income. We have considered donor attrition rates and the stability and diversity of various income streams in making this assessment.

We have concluded that there is a reasonable expectation that the charity has adequate resources to continue their activities for the foreseeable future. Therefore we have continued to adopt the going concern basis in preparing the financial statements.

Risk Management

The organisation has a robust risk management strategy which includes:

- A bi-annual review of the principal risks and uncertainties that the charity faces by the Trustees overseen by the Finance and Risk Management Committee.
- The establishment and updating of policies, systems and procedures to mitigate those risks identified in the annual review.
- The implementation of procedures designed to minimise or manage a potential impact on the charity should those risks materialise.
- The risk register sets out the major risks to which the charity is exposed and systems which have been established to mitigate those risks.
- Financial sustainability continues to be a risk as the charity grows. This has been addressed by employing an income generation team. Our reserves have fallen in the year and this is a priority for the coming year in line with our 2022-3 to 2024-5 strategy.
- Internal financial management risks are reduced by the implementation of procedures for authorisation of all transactions and all procedures have been reviewed using the Charity Commission Checklist a process which is repeated at least once every 2 years or more frequently if there are significant changes made.
- Budgets are set for all major areas of project and organisational expenditure and are regularly monitored by the Senior Management Team and the Chair of Trustees.

We continue to focus on mitigating non financial risks such as safeguarding, fire and health and safety with different risks being assigned to different members of the Senior Management Team and the Board of Trustees.

Fundraising disclosure

- Disclosure under The Charities (Protection and Social Investment) Act 2016.
- Best Beginnings does not use external commercial participators for its fundraising function.
- Best Beginnings is a member of the Fundraising Regulator and abides by all the legal frameworks, as well as professional good fundraising practice.
- In 2022 there were no breaches of fundraising standards or law, and no complaints were received. (2021: nil)
- Best Beginnings implements a robust privacy and GDPR policy to ensure privacy and data is handled correctly and fairly.
- Best Beginnings does not make persistent approaches nor does it carry out direct marketing in fundraising.
- Best Beginnings does not undertake telephone or street fundraising.
- Donations from individuals and community groups are generally proactive, and other donors are asked on an ad-hoc basis, broadly only after it has been ascertained they are open to an approach (particularly in the case of Trusts & Foundations, Corporates and Philanthropists, whilst statutory funding follows an established tendering/procurement process).
- Best Beginnings does not put undue pressure on any person to give money or property.

Governance and leadership

Our governance and organisation model is growth ready and fit for purpose to deliver on our ambition to improve child outcomes and reduce inequalities in and beyond the UK.

The Board of Trustees

Our Board of Trustees have been thoughtfully selected to reflect the networks, knowledge and skills that the charity requires at board level to drive us forward and to realise our long term aspirations.

Individual Trustees have been aligned to specific elements of the organisation to strengthen governance oversight and communication across all levels of the charity.

The members who meet at full board meetings are responsible for the strategic direction and governance of the charity. The Finance and Risk Management sub-committee meet regularly prior to the full board meetings.

The trustees are:

Lorraine Barclay (Chair)

Dhaval Ponda (Treasurer)

Hilary Russell

Kirstin Johnston

Clare Lyons-Collins

Gideon Hurwitz

Birte Harlev-Lam OBE

Lisa Quest

Angela Horsley MBE (appointed 11 May 2021)

Nadia Gabee (resigned 11 October 2021)

Dr Ann Hoskins (resigned 24 Jan 2022)

Sebastian Orton (resigned 11 Oct 2021)

Appointment, induction and training of new Trustees

Trustees are elected by the existing Board. Trustees serve an initial term of three years and may be re-appointed for an additional term of three years and then must retire unless the Board decide that the interests of the charity require a further, exceptional extension to their term of office.

Inductions and training for Trustees is by practice, informal mentorship from other Trustees and one to one group sessions with management as required.

Governing document

The Charity is governed by a memorandum and Articles of Association dated 5 July 2006 as amended on 20 June 2016. None of the Trustees have any beneficial interest in the company. All Trustees are directors of the company and guarantee to contribute £1 in the event of a winding up.

Public Benefit

In shaping our objectives for the year and planning our activities the Trustees have considered the Charity Commission's guidance on public benefit including the guidance public benefit: running a charity (PB2).

Reserves Policy

During this financial year our reserves policy was to aim to maintain free unrestricted reserves of between three and six months running costs. This was not achieved in year and at 31 March 2022 there were 1.6 months total reserves and 1.4 months unrestricted reserves.

Related parties and co-operation with other organisations

Trustees do not receive remuneration or other benefit from their work with the charity. Any connection between a Trustee or senior manager of the charity must be disclosed to the full board of Trustees in the same way as any other contractual relationship with a related party. Related party transactions are reported in the notes to the accounts.

Statement of Trustee's responsibilities

The trustees (who are also directors of the charity 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, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements 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 which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that 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.

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.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were appointed as auditors to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 13 December 2022 and signed on their behalf by Lorraine Barclay.

LE Barclay

Lorraine Barclay - Chair of Trustees

Independent auditors' report to the members of Best Beginnings

Opinion

We have audited the financial statements of Best Beginnings for the year ended 31 March 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 charity's affairs as at 31 March 2022 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 requirements of the Companies Act 2006.

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 charity 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 charity'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 trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 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 or a material misstatement of the other information. 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.

Opinion 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' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report have 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 charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which 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;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees 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 they 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 charity'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 charity or to cease operations, or have no realistic alternative but to do so.



Our responsibilities for the audit of the financial statements

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 the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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 procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity'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 charity's members those matters 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 anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Date: 15th December 2022

Alison Godfrey

Alison Godfrey FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED
Chartered accountants and statutory auditors

5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Reference and Admin

Registered Office

10-18 Union Street
London. SE1 1SZ

Company Number

05866886

Charity Number

1120054

Bankers

The Co-operative Bank Plc
PO Box 101
1 Balloon Street Manchester
M60 4EP

CAF Bank Ltd
25 Kings Hill Avenue
West Malling
Kent ME19 4JQ

Solicitors

CMS Cameron McKenna
Nagarro Olswang LLP
Cannon Place
78 Cannon Street London
EC4N 6AF

Auditors

Godfrey Wilson Ltd
5th Floor, Mariner House
62 Prince Street
Bristol. BS1 4QD

Statement of financial activities including income and expenditure for the year ended 31 March 2022

		Unrestricted Funds Year to 2022	Restricted Funds Year to 2022	Total Funds Year to 2022	Unrestricted Funds Year to 2021	Restricted Funds Year to 2021	Restated Total Funds Year to 2021
	Notes	£	£	£	£	£	£
Income							
Income from generated funds:							
Donations	2	355,621	177,424	533,045	455,126	172,207	627,333
Donations in kind	3	31,713	-	31,713	41,172	-	41,172
Fundraising Events		129,337	-	129,337	202,139	-	202,139
Income from charitable activities:	4	389,800	594,525	984,325	458,020	448,497	906,517
Total income		906,471	771,949	1,678,420	1,156,457	620,704	1,777,161
Expenditure							
Expenditure on:							
Raising funds	5	215,651	18,997	234,648	150,392	12,177	162,569
Charitable activities	5	865,985	836,319	1,702,304	738,206	575,926	1,314,132
Total expenditure		1,081,636	855,316	1,936,952	888,598	588,103	1,476,701
Net (expenditure)/ income for the year		(175,165)	(83,367)	(258,532)	267,859	32,601	300,460
Transfers between funds		-	-	-	-	-	-
Fund balances brought forward at 1st April 2021		300,141	212,993	513,134	32,282	180,391	212,673
Fund balances carried forward at 31st March 2022		124,976	129,626	254,602	300,141	212,993	513,134

All of the above results are derived from continuing activities during the above two financial periods. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 13 to the accounts.

The 2021 comparatives have been restated for prior period adjustments, as set out in note 15 to the accounts.

Balance sheet for the year ended 31 March 2022

(Registered Company No: 05866886)

	Notes	As at 31 March 2022 £	Restated As at 31 March 2021 £
Fixed assets			
Tangible assets	8	20,157	9,500
Current assets			
Debtors	9	290,891	306,365
Cash at bank and in hand		285,996	396,871
Total current assets		576,887	703,236
Creditors			
Falling due within one year	11	(342,443)	(199,602)
Net current assets		234,445	503,634
Net assets less current liabilities		254,602	513,134
Net assets		254,602	513,134
Funds	13		
Restricted funds		129,626	212,993
Unrestricted funds			
Designated funds		20,157	9,500
General funds		104,819	290,641
Total		254,602	513,134

The 2021 balances have been restated for prior period adjustments, as set out in note 15 to the accounts.

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the Board of Trustees on and signed on its behalf by:

LE Barclay

D. N. Ponda

Lorraine Barclay, Chair

Dhaval Ponda, Treasurer

Date: 12th December 2022

Date: 12th December 2022

The Notes on pages 45 to 64 form part of these financial statements.

Cashflow statement for the year ended 31 March 2022

	Notes	Year to 2022 £	Restated Year to 2021 £
Cash flows from operating activities			
(Deficit)/Surplus for the financial year		(258,532)	300,460
Adjustment for:			
Charge for depreciation	5	9,269	1,860
Decrease/(increase) in debtors	9	15,474	(255,572)
Increase in creditors	11	142,841	117,301
Net cash generated from operating activities		(90,948)	164,049
Cash flows from investing activities			
Payments to acquire tangible fixed assets		(19,926)	(11,360)
Net cash outflows from investing activities		(19,926)	(11,360)
Cash flows from financing activities			
Loan repayments in year		-	(95,000)
Net (decrease)/increase in cash and cash equivalents		(110,875)	57,689
Cash and cash equivalents at the beginning of the year		396,871	339,182
Cash and cash equivalents at end of year		285,996	396,871

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Notes to the Financial Statements for the year ended 31 March 2022

1. Principal Accounting policies

Basis of accounting

The financial statements have been prepared in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (Effective 1 January 2015) (Charities SORP) and the Companies Act 2006.

Best Beginnings meets the definition of a public benefit entity as defined by FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy. The financial statements are presented in sterling, which is the functional currency of the Charity, and rounded to the nearest £1.

Preparation of the financial statements on going concern basis

The Trustees have reviewed the circumstances of the Charity, and consider that adequate resources continue to be available to fund the activities of the Charity for the foreseeable future. The Directors consider that there are no material uncertainties about the Charity's ability to continue as a going concern. Funding has been secured for several projects including the Safer Beginnings programme of £1.2m to March 2023 and Movember They Call me Dad programme of £400k over 2 years.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Board of Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds are the unrestricted funds that have been set aside by the Trustees for particular purposes and are set out in the notes to the financial statements.

Restricted funds are funds that are to be used in accordance with specific restrictions imposed by the donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

Foreign exchange

Transactions denominated in foreign currencies are recorded at the rate ruling at the date of the transactions.

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of the exchange ruling at the balance sheet date. All differences are included in net outgoing resources.

Income

All income is included in the Statement of Financial Activities (SoFA) when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Where incoming resources are received before goods and services have been provided, these are recorded as deferred income within creditors. Deferred income is released to incoming resources at the point of delivery of the goods and services.

Gift Aid claimable in relation to qualifying donations received is recognised at time the gift is received.

Donations in kind represent professional services or facilities which are recognised in income on the basis of the value of the gift to the Charity. Typically this is the amount the Charity would be willing to pay in the open market for such equivalent services or facilities. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised.

1. Principal Accounting policies (continued)

Expenditure

Expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities.

Support costs are those that assist the work of the Charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include project management carried out at Head Office. Where support costs cannot be directly attributed to particular headings they have been allocated to the cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources using the using the ACEVO Full Cost Recovery model, which apportions costs pro-rata in proportion to direct costs of activities. Premises overheads and other overheads have been allocated proportionately to the direct staff costs allocated to the activities.

Governance costs are those not attributed to direct expenditure and have been incurred in ensuring compliance with constitutional and statutory requirements. The analysis of these costs is included in Note 5.

Taxation

The Charity is considered to pass the tests set out in paragraph 1 schedule 6 of the Finance Act 2010 and meets the definition of a charitable company for UK corporation tax purposes. It therefore does not suffer tax on income or gains applied for charitable purposes.

The Charity is registered for VAT and is able to partially recover VAT on its purchases. All irrecoverable VAT is included within the appropriate expenditure headings.

Tangible fixed assets

Tangible fixed assets costing more than £500 are capitalised and included at cost. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost less estimated residual value of each asset over its estimated useful life, by the straight line method, over the following periods:

Computers & telephony	over 3 years
Fixtures, fittings and equipment	over 3 years

The policy with respect to impairment reviews of fixed assets is that these assets are inspected regularly for any impairment and any deficit remedied so as to maintain the current value.

Operating Leases

Leases that do not transfer all the risks and rewards of ownership are classified as operating leases.

Rentals paid under operating leases are charged to the Statement of Financial Activities as incurred.

Interest income

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Cash at bank and in hand

Cash at the bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors receivable

Trade debtors and other debtors are recognised when the Charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received. Prepayments are valued at the amount due. Any losses arising from impairment are recognised in expenditure.

Creditors and Provisions

Creditors and provisions are recognised when the Charity has a present legal or constructive obligation resulting from a past event and the settlement is expected to result in an outflow of economic benefits. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial Instruments

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Pensions

The Charity is a member of an auto enrolment workplace defined contribution pension scheme. The contributions are charged in the financial statements as they become payable in accordance with the rules of the scheme.

Accounting judgements and estimates

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation and deferred income as described in the notes above.

2. Donations

	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	2022	2022	Year to	2021	2021	Year to
	£	£	2022	£	£	2021
			£			£
Corporations and Individuals	160,540	-	160,540	203,316	-	203,316
Donations from Trusts						
De Winton Trust	-	-	-	5,000	-	5,000
Esmee Fairbairn Foundation	10,000	-	10,000	-	-	-
Garfield Weston Foundation	-	37,500	37,500	-	-	-
Golden Bottle Trust	10,000	-	10,000	10,000	-	10,000
Hall Charitable Trust	1,000	-	1,000	-	-	-
Harold Oppenheim Trust	15,000	-	15,000	-	-	-
Headley Trust	17,000	-	17,000	16,750	-	16,750
Hoare Trust	1,000	-	1,000	1,000	-	1,000
Jacaranda Trust	-	-	-	100	-	100
Joan Ainsley Trust	5,000	-	5,000	5,000	-	5,000
Mind Foundation	-	-	-	56,710	49,942	106,652
NET Emergency Appeal	-	-	-	-	92,537	92,537
NHS Charities Together	-	-	-	14,000	-	14,000
Sir V Blank Charitable Trust	-	-	-	1,000	-	1,000
The Big Give Trust	110,000	-	110,000	-	-	-
The Childhood Trust	-	-	-	45,000	-	45,000
The EQ Foundation	-	-	-	35,000	-	35,000
The Exilarch's Foundation	-	-	-	20,000	-	20,000
The Lennox Trust	750	-	750	-	-	-
The Lord Mayor's Appeal Charity	15,331	-	15,331	32,250	-	32,250
The Oak Foundation	-	110,196	110,196	-	-	-
The Royal Foundation	-	29,728	29,728	-	29,728	29,728
The Tedworth Charitable Foundation	10,000	-	10,000	10,000	-	10,000
Total	355,621	177,424	533,045	455,126	172,207	627,333

3. In kind Services and Facilities

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds Year to 2022 £	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total Funds Year to 2021 £
Legal support	19,913	-	19,913	5,000	-	5,000
Business consultancy	10,800	-	10,800	36,172	-	36,172
Meeting venues	1,000	-	1,000	-	-	-
Total	31,713	-	31,713	41,172	-	41,172

4. Income from charitable activities

	Unrestricted Funds	Restricted Funds	Total Funds Year to 2022	Unrestricted Funds	Restricted Funds	Restated Total Funds Year to 2021
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Barnardos	-	-	-	320,716	-	320,716
DCMS *	-	342,677	342,677	-	-	-
Esmee Fairbairn Foundation	-	-	-	-	60,000	60,000
Fidelity	-	130,000	130,000	-	150,000	150,000
HMRC Furlough Grant *	-	-	-	15,383	-	15,383
Leeds City Council	54,924	-	54,924	-	-	-
London School of Hygiene & Tropical Medicine	11,402	-	11,402	-	-	-
Mater Research	133,172	-	133,172	15,591	-	15,591
Newham CCG	20,000	-	20,000	20,000	-	20,000
NHS North East London	14,804	-	14,804	-	-	-
NHS Nottingham City Care*	-	10,472	10,472	-	-	-
One Plus One	-	-	-	9,430	-	9,430
Oxfordshire Mind	-	3,400	3,400	-	-	-
Parent Infant Foundation	-	-	-	500	-	500
St James's Place Foundation	-	-	-	-	40,000	40,000
St Michael's Fellowship	-	9,000	9,000	-	-	-
Surrey CC	88,838	-	88,838	13,201	-	13,201
The AIM Foundation	-	72,000	72,000	-	65,000	65,000
The National Lottery Community Fund *	-	26,976	26,976	-	120,140	120,140
Tower Hamlets CCG	34,165	-	34,165	20,851	-	20,851
UK Active	10,305	-	10,305	20,610	-	20,610
University of Cyprus	-	-	-	-	13,357	13,357
Waltham Forest CCG	20,000	-	20,000	20,000	-	20,000
Other income	2,190	-	2,190	1,738	-	1,738
Total	389,800	594,525	984,325	458,020	448,497	906,517

*There are no unfulfilled conditions or other contingencies attached to amounts recognised from Government grant income. The total amount of income from government grants in 2022 was £380,125 (2021: £135,523 **).

**The 2021 government grants figure has been restated to include government grants only and exclude contracts. See note 15.

Summary of income from all sources

	Total Funds Year to 2022 £	Restated Total Funds Year to 2021 £
Trusts & Foundations	946,658	864,540
Commissions from Public Sector & other charities	412,642	454,257
Fundraising events	129,337	202,139
Donations	166,853	217,453
Other income	22,930	38,772
Total	1,678,420	1,777,161

5. Total expenditure

	Staff Costs	Other Costs	Apportioned Support and Governance	Total Year to 2022	Staff Costs	Other Costs	Apportioned Support and Governance	Restated Total Year to 2021
	£	£	£	£	£	£	£	£
Raising funds	134,820	67,045	32,783	234,648	61,879	89,732	10,958	162,569
Charitable activities	564,692	899,783	237,829	1,702,304	504,142	601,798	208,192	1,314,132
Support & Governance	143,854	126,756	(270,610)	-	133,137	86,013	(219,150)	-
Total	843,366	1,093,584	-	1,936,952	699,158	777,543	-	1,476,701

Support and Governance Costs

	Support	Governance	Total Year to 2022	Support	Governance	Total Year to 2021
	£	£	£	£	£	£
Staff costs	129,469	14,385	143,854	119,823	13,314	133,137
Communications & IT	6,488	-	6,488	2,573	-	2,573
Office & Administration	55,945	-	55,945	40,535	-	40,535
Premises	419	-	419	507	-	507
Audit and Accountancy	-	7,600	7,600	943	6,500	7,443
Other professional, legal & finance fees & charges	47,035	-	47,035	33,095	-	33,095
Depreciation	9,269	-	9,269	1,860	-	1,860
Total	248,625	21,985	270,610	199,336	19,814	219,150

5. Total expenditure (continued)

Net expenditure for the year before transfers:

	Total Year to 2022 £	Total Year to 2021 £
Net (expenditure) is stated after charging/(crediting)		
Depreciation	9,269	1,860
Auditors' remuneration		
Audit Services	7,600	6,500
Operating lease rentals	-	187

Grants Payable

	Grants to individuals £	Grants to institutions £	Total Year to 2022 £	Grants to individuals £	Grants to institutions £	Total to Year 2021 £
Included within other costs are grants payable as part of the Safer Beginnings Programme as follows:						
All4 maternity	-	16,000	16,000	-	-	-
Mummy's day out	-	7,000	7,000	-	-	-
Association of South Asian Midwives	-	12,000	12,000	-	-	-
Approachable parents	-	13,000	13,000	-	-	-
Dadvengers	-	13,000	13,000	-	-	-
Womens Health Initiative	-	13,000	13,000	-	-	-
Grants to individuals	12,500	-	12,500	-	-	-
They Said to Me	-	7,000	7,000	-	-	-
For Baby's Sake	-	13,000	13,000	-	-	-
Music, Football and Fatherhood	-	12,000	12,000	-	-	-
The Motherhood Group	-	12,000	12,000	-	-	-
Maternity Engagement Action	-	7,000	7,000	-	-	-
Mum's Pride	-	7,000	7,000	-	-	-
Young Mums Support Network	-	7,000	7,000	-	-	-
Black Mums Upfront	-	7,000	7,000	-	-	-
Birthrights	-	9,000	9,000	-	-	-
Motivational Mums Club	-	7,000	7,000	-	-	-
Total	12,500	162,000	174,500	-	-	-

Grants are paid directly to partners to support the programme and do not have any allocation of support costs within them.

6. Staff costs

	Total Year to 2022 £	Total Year to 2021 £
Wages and salaries	741,671	624,803
Social security costs	70,897	51,720
Pension costs	28,350	22,635
Redundancy costs	2,448	-
Total	843,366	699,158

The average monthly number of employees during the period was as follows:

	Total Year to 2022 No.	Total Year to 2021 No.
Generating funds, charitable activities, management and support	21	16

One employee received remuneration in the band £80,000 - £90,000 (2021: 1 employee was in the band £70,000-£80,000)

Key management personnel are the Directors and members of the Executive Management Team. The total amount of employee remuneration paid or payable to key management personnel is shown below:

	Total Year to 2022 £	Restated Total Year to 2021 £
Salaries and short term benefits (including pensions)	146,449	131,639

7. Related party transactions

None of the trustees (or any persons connected with them) received any remuneration during the year. The Trustees neither received nor waived any emoluments during the year. There were no out-of-pocket expenses in the year (2021: £216).

During the year, £24,055 of donations were received from close family members of key management personnel (2021: £292 from two related parties). Six Trustees contributed personal donations to the sum of £15,680 (2021: £5,284) without conditions.

Donations were received from a connected charity, The Lord Mayors Appeal Charity of £15,311 (2021: £32,250). Additionally the gala dinner event was hosted at Mansion House by the Lord Mayor.

8. Tangible fixed assets

	Computer Equipment £	Fixtures & fittings £	Total 2022 £
Cost			
At 1 April 2021	22,616	17,246	39,862
Additions	19,926	-	19,926
Disposals	-	(17,246)	(17,246)
At 31 March 2022	42,542	-	42,542
Depreciation			
At 1 April 2021	13,116	17,246	30,362
Charge	9,269	-	9,269
Eliminated depreciation on disposals	-	(17,246)	(17,246)
At 31 March 2022	22,385	-	22,385
Net book value			
At 31 March 2022	20,157	-	20,157
At 1 April 2021	9,500	-	9,500

9. Debtors

	2022 £	2021 £
Trade debtors	274,596	281,507
Accrued Income (see note 10)	-	13,201
Prepayments	16,295	11,657
Due within one year	290,891	306,365

10. Accrued income

Accrued income relates to contract income earned in line with project delivery as follows:

	2022 £	Restated 2021 £
Surrey CC embedding Baby	-	13,201
Released during the year	-	13,201

11. Creditors: amounts due within 1 year

	2022 £	Restated 2021 £
Trade creditors	131,394	41,373
Accruals	57,179	55,523
Deferred Income (see note 12)	103,791	102,706
Social security and other taxes	49,949	-
Other creditors	130	-
Due within one year	342,443	199,602

Operating lease which expires

At 31 March 2022, the Charity had no minimum lease payments under non-cancellable operating leases. In the prior year payments on non-cancellable operating leases were falling due as follows:

	2022 £	2021 £
Operating Leasing Agreements		
Within one year	-	187
Total	-	187

12. Deferred Income

	2022 £	Restated 2021 £
At 1 April 2021	102,706	-
Deferred during the year	90,120	102,706
Released during the year	(89,035)	-
At 31 March 2022	103,791	102,706

Deferred income relates to contract income not yet earned in line with project delivery as follows:

	2022 £	Restated 2021 £
Baby Buddy Australia	10,187	84,057
Tower Hamlets reproductive group	3,483	18,649
Surrey CC embedding Baby Buddy	34,613	-
NE London London maternity service	9,000	-
London school hygiene & tropical medicine infant feeding	3,592	-
SW London embedding Baby Buddy	42,916	-
Total	103,791	102,706

13. Fund movements

Statement of Funds: Current Year

	Restated Balance 1 April 2021 £	Income £	Expenditure £	Transfer between funds £	Balance 31 March 2022 £
Restricted funds					
Early Years Digital Partnership	16,002	4,848	(20,850)	-	-
Baby Buddy 2.0 Digital Fund	150,268	152,128	(302,396)	-	-
Parental Leaders & maternal mental health	56,303	25,000	(69,385)	-	11,918
COVID mental health and outreach initiative	4,073	-	(4,073)	-	-
N England Homestart & midwife delivery	(13,654)	29,728	(16,074)	-	-
Breastfeeding alliance	-	110,196	(57,577)	-	52,619
Outreach & Mental Health initiative	-	3,400	(1,961)	-	1,439
Supporting fathers Baby Buddy	-	9,000	(6,350)	-	2,650
Nottingham Engagement	-	10,472	(10,472)	-	-
AIM Engagement support	-	47,000	(23,500)	-	23,500
Safer Beginnings	-	342,677	(342,677)	-	-
Garfield Weston LGBTQ+ reach	-	37,500	-	-	37,500
Total restricted funds	212,993	771,949	(855,316)	-	129,626
Unrestricted funds					
Designated funds					
Fixed Asset Fund	9,500	-	(9,269)	19,926	20,157
General fund	290,641	906,471	(1,072,367)	(19,926)	104,819
Total unrestricted funds	300,141	906,471	(1,081,636)	-	124,976
Total funds	513,134	1,678,420	(1,936,952)	-	254,602

The Fixed Asset Fund represents the net book value of operational fixed assets held in designated reserves. This is done to reflect the fact that these funds are not in liquid form and so are not expendable funds. Depreciation of these assets is initially recognised through expenditure in general funds and is then transferred to the Fixed Asset Fund. Additions of new assets are reflected as transfers from the general fund to the Fixed Asset Fund.

The funds of the Charity include restricted funds comprising the unexpended balances of donations and grants, as set out below, held on trust to be applied for the following purposes:

Early Years Digital Partnership

The Early Years Digital Partnership is a voluntary-sector lead initiative made up of multi-sector partners in the UK who embrace collaboration, evidence and innovation. We have convened to provide the fullest range of content to parents, carers and frontline professionals. To pioneer a model of collaborative working to prove that, as a sector, we can come together, pulling resources and knowledge to eliminate duplication in the production of content and digital solutions. The development phase was funded by the National Lottery Community Fund and the Esmee Fairbairn Foundation.

Baby Buddy 2.0 Digital Fund

A project funded by the National Lottery Community Fund and The Fidelity UK Foundation to further develop the Baby Buddy app which supports families through pregnancy and early childhood, working with parents and professionals to make accessible, informative and supportive content that is shared in a user-friendly format. This will upgrade the architecture that supports the app, adding more features and ensuring it is fit for the future.

Parent Leaders and Maternal mental health Project

A three year project supported by the St James' Place Foundation, the AIM Foundation and the Tedworth Charitable Trust to reach seldom heard communities, improving their health & wellbeing. The project also aims to train parent leaders to represent Black communities at local and national platforms.

COVID mental health and outreach initiative

Government COVID emergency mental health funding, administered by Mind, was secured to increase the reach of Baby Buddy and the mental health support via targeted training of community champions.

North of England integration to Homestart and midwife delivery

A grant was received from The Royal Foundation to run a digital outreach campaign in the north of England promoting Baby Buddy during this time of isolation and increased anxiety levels. This includes

delivery of mental health training to 60 Home Start volunteers and frontline professionals with a particular focus on supporting BAME communities and lower socio-economic groups.

Breastfeeding Alliance and films

Comprising two co-projects funded by the Oak Foundation to support the development of Breastfeeding including film content creation to support a more diverse reach.

Outreach & mental health training initiative

A project partnering with Oxfordshire Mind to support community mental health with a focus on engaging BAME communities.

Fathers Support films

A collaboration with St Michael's Fellowship to feature fathers films in the Baby Buddy 2.0 app supporting their Starting Well programme.

Nottingham Engagement

A partnership engaging fathers/male caregivers and embedding father inclusive practice across Nottingham City.

AIM Engagement support

Three year core funding for an Engagement lead to develop and amplify the impact of Best Beginnings charitable work to reduce inequalities in the early year experience.

Safer Beginnings

A project to support women and birthing people to advocate for maternal safety.

Garfield Weston LGBTQ+ reach

A two year project towards the continued development of Baby Buddy 2.0 to support LGBTQ+ parents and parents on a surrogacy or adoption journey.

13. Fund movements (continued)

Statement of Funds: Prior Year

	Balance 1 April 2020	Income	Expenditure	Transfer between funds	Restated Balance 31 March 2021
	£	£	£	£	£
Restricted funds					
Baby Buddy Forward	(6,708)	13,358	(6,650)	-	-
Early Years Digital Partnership	26,120	60,000	(70,118)	-	16,002
Baby Buddy 2.0 Digital Fund	101,139	270,140	(221,011)	-	150,268
Parental Leaders	58,042	65,000	(66,739)	-	56,303
Operational Equipment	1,798	-	(1,798)	-	-
COVID mental health outreach	-	49,942	(45,869)	-	4,073
N England Homestart & midwife delivery	-	29,728	(43,381)	-	(13,654)
Fathers Pathway	-	40,000	(40,000)	-	-
Enhance reach & impact of Baby Buddy	-	92,537	(92,537)	-	-
Total restricted funds	180,391	620,704	(588,103)	-	212,993
Unrestricted funds					
Designated funds					
Fixed Asset Fund	-	11,360	-	(1,860)	9,500
General fund	32,282	1,145,097	(888,598)	1,860	290,641
Total unrestricted funds	32,282	1,156,457	(888,598)	-	300,141
Total funds	212,673	1,777,161	(1,476,701)	-	513,134

14. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total Funds 2022	Unrestricted Funds	Restricted Funds	Restated Total Funds 2021
	£	£	£	£	£	£
Fund balances as at 31 March 2022 are represented by:						
Fixed assets	20,157	-	20,157	9,500	-	9,500
Current assets	346,050	230,837	576,887	474,768	228,468	703,236
Current liabilities	(241,232)	(101,211)	(342,443)	(184,127)	(15,475)	(199,602)
Total	124,976	129,626	254,602	300,141	212,993	513,134

15. Prior period restatements and changes in accounting policies

Contract income

Prior period income, deferred income and accrued income have been restated to recognise contract income only to the extent the charity has delivered on the contract. Contract income has also been restated as unrestricted income in the prior year. Previously, contracts were recognised in full on receipt and held as restricted funds.

Donations in kind income

Prior period in kind income has been restated to remove volunteer time from income. Previously volunteer time was recognised as part of unrestricted income.

Debtors

Accrued income balances have been restated as follows:

	2021 Accrued income £
Accrued income as originally stated at 31 March 2021	-
Accrued contract income	13,201
Accrued income as restated at 31 March 2021	13,201

Creditors: amounts due within 1 year

Deferred income balances have been restated as follows:

	2021 Deferred income £
Deferred income as originally stated at 31 March 2021	-
Deferred contract income	102,706
Deferred income as restated at 31 March 2021	102,706

Income

Income has been restated as follows:

	Unrestricted funds £	Restricted funds £	Total Funds 2021 £
Income as originally stated at 31 March 2021	1,176,933	720,353	1,897,286
Adjustment to accrued income	13,201	-	13,201
Adjustment to deferred income	(102,706)	-	(102,706)
Adjustment to donations in kind income	(30,620)	-	(30,620)
Reclassification of income between funds	99,649	(99,649)	-
Income as restated at 31 March 2021	1,156,457	620,704	1,777,161

Movement in Expenditure

Expenditure has been restated as follows:

	Unrestricted expenditure £	Restricted expenditure £	2021 Total expenditure £
Expenditure as originally stated at 31 March 2021	890,425	616,897	1,507,322
Adjustment to donations in kind expenditure	(840)	(29,781)	(30,621)
Expenditure as restated at 31 March 2021	889,585	587,116	1,476,701

Our Patrons and Ambassadors

Our Patrons

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for every parent, for every child

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Registered charity number 1120054. Company number 5866886.