

2018/2019

ANNUAL REPORT & FINANCIAL STATEMENTS

Best Beginnings





**Working to give
every child the best
start in life**

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**“ Best Beginnings
is making a major
contribution to
public health for
this generation
and the next.**

DR ALAIN GREGOIRE
CHAIR, MMHA UK
(Maternal Mental Health Alliance)

Trustee's Report

**Statement from the Chair of Trustees,
Dr Ann Hoskins**



This is my third annual report as Chair of Best Beginnings. It continues to be an honour to Chair the organization and 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. All this is in the context of increased child poverty, widening health inequalities and for the first time in many years, an increase in infant mortality in the most deprived communities.

The activities outlined in the report highlight our continual drive to ensure we support parents and professionals living and working within all communities but especially focused on the most at-risk families.

Some of the highlights for me in the last year include: Baby Buddy downloads comfortably exceeding 250,000, and reaching over 1.8 million people through our social media channels in 2018/19.

Our work in the community goes from strength to strength and in the past 12 months, we trained nearly one hundred Community Champions.

In this report, we review 2018/19 through the lenses of our strategic objectives and guiding principles.

We have evidence of innovation and impact across all areas of our work and in particular, I'd like to draw your attention to The Early Years Digital Partnership. Its potential to reduce inequalities presents a unique opportunity for the sector and we plan to grow this work over the next year (see page 22).

Our commitment to learning from and developing the evidence base led us to commission an independent academic evaluation (see page 24). The latest study showed that Baby Buddy users were more likely to be breastfeeding at 1 week, 1 month and 3 months post-birth but unfortunately did not show improvements in parental self-efficacy.

Driven by innovation, we continue to be at the cutting edge and our focus in the next year will be to develop a new digital platform for Baby Buddy so that we can develop and improve our offer to parents, mums, and dads, and to increase content up to 5 years of age.

Finally, I would like to thank my fellow Trustees for their support and commitment over the last year. We have appointed several new Trustees during the year and said goodbye to others who have completed their terms of office. My special thanks to Obi Amadi, who has supported the charity since 2013 and has agreed to continue to support the charity in an Ambassadorial role. And a warm welcome to Lisa Quest and Birte Lam-Harlev.

2018/2019: A snapshot

55581

NEW

Baby Buddy
downloads



98% of users
self-reporting say
Baby Buddy is helping
them **LEARN MORE** about
their pregnancy (n=708)

 **1,883,716**
 total reach
 across **ALL**
 **CHANNELS**

95% of users
say **Baby Buddy** is
helping them feel **MORE**
CONFIDENT about their
pregnancy (n=705)

89% of users
say **Baby Buddy**
is helping them **FEEL**
CLOSER to their
baby (n=929)

107
FRONTLINE
Professionals
TRAINED in England



84% of users said
Baby Buddy is helping
them **GET MORE OUT OF**
THEIR APPOINTMENTS
(n=1,596)

96 NEW
Community
Champions
TRAINED



The need we work to address

Not all children in the UK have an equal start in life.

A large gap exists between the health, wellbeing, and development of children born into well-off and less well-off families. For example, a baby born in Birmingham is **4.4 times** more likely to die in infancy than a baby born in Bromley.

Every year in the UK, tens of thousands of babies do not get the start they need in life simply because of their family circumstances.

Deprivation in its various forms is associated with premature birth, low birth weight, neonatal illnesses, delayed language and speech, developmental disorders and deaths in infancy.

The health and social inequalities that exist in infancy often continue through childhood into adulthood, with those children from lower socio-economic backgrounds being less likely to arrive at school ready to learn, less likely to leave school with qualifications, and more likely to suffer from obesity, cancer, heart disease and premature mortality in later life.

Best Beginnings is dedicated to improving the health and wellbeing of babies and young children in the UK by tackling child inequalities.

We focus on the crucial time period from preconception to a child's fifth birthday, where the evidence shows the foundations for a healthy and happy life are laid.

We aim to improve health and social outcomes for all children, but particularly those from more disadvantaged backgrounds by informing and empowering parents and the frontline professionals who support them.

In our first 10 years, we reached over three million families.

Evidence gained through rigorous evaluation of our resources and work demonstrates that our resources have a significant impact, especially for those most in need, when they are used by frontline professionals (e.g. midwives, health visitors, children centre staff, peer-supporters, family support workers) in their work with families.

We therefore engage with statutory and community organisations across the UK to integrate our resources into local care pathways and community networks.

Our resources are also used to support professional training and development.

Our NHS approved Baby Buddy App is a complex intervention designed to inform and empower parents in their journey throughout pregnancy and early parenthood. Its development was funded by the National Community Lottery Fund (previously the Big Lottery Fund), the Tedworth Charitable Trust, and the Guy's and St Thomas' Charity.



“Hi there! I would like to thank you for staying by my side during this period your help has been amazing. I was one step closer to fall into depression but with your help I was able to pull through.

Your daily messages of encouragement and information on how to care for C has made this whole journey worthwhile, I cannot thank you enough... saying goodbye today breaks my heart as I have this app as friend every morning I receive a notification from you guys which used to bring me comfort that I am not alone in this ... thank you. Lots of love.

PARENT VOICE

Our charitable activities

Since our foundation in 2007, much of our work has been in the creation of resources.

We have worked with parents, front-line professionals, academics, charities and professional bodies such as the Royal Colleges to create a range of innovative, evidence-based, ground-breaking, engaging resources.

These resources have been created to give parents the knowledge, confidence, and skills to maximise their own mental and physical health and their children's health and social, emotional, physical and language development.

They are for all parents but particularly for families most at risk of poor outcomes including families from lower socio-economic groups, Black and Minority Ethnic communities, and parents under 25 years old.



“ Being a first time mum is scary! This app really helped me and was really informative and easy to use.

PARENT VOICE

All our resources are available at no cost to parents or parents-to-be.



To deliver our purpose, we have articulated **3** strategic objectives:

A

To give parents the knowledge and confidence they need to bring up their babies and young children

B

To support frontline professionals and grassroots organisations in their work with families

C

To inform and influence policy with a focus on reducing inequalities across health and the early years.

A Giving parents knowledge and confidence

Compared to other countries, the UK is still poor at preparing people for parenthood¹.

Yet the evidence available demonstrates that giving appropriate support to parents can make parents much more effective and impact positively on outcomes achieved for their children².

In order to provide the best start in life for their children, we believe that supporting parents to take care of their own wellbeing will empower and enable them to take care of their children's wellbeing.

Our primary vehicle for reaching parents is the Baby Buddy App.

Our evidence-based, NHS accredited and award-winning parenting app was created with parents for parents. We have over 300 films in Baby Buddy featuring real parents and frontline professionals sharing their stories.

We use the power of film to break down complex health information into bite-sized nuggets of information to ensure parents are best placed to make informed choices.

Baby Buddy covers a range of topics to give parents timely information 24/7 with functionality that supports self-care behaviours and encourages parents to be active agents in their parenting journey.

Across the UK, there is a disparity in access to health literacy. In practice, different hospitals share different information with parents and parents-to-be and that not all families are equally able to access the information that is available.

Baby Buddy democratises access to health literacy. It is packed with the latest public health guidance which is shared with all parents and works to address inequalities in access to information.

Working with charity and statutory partners and professional bodies across the sector, we are constantly adding new content into Baby Buddy to ensure parents have access to the latest knowledge and tools to support them in their parenting journey.

For example, in 2018/19 we added new content on Self Care, Healthy Lifestyles and updated 102 new pieces of breastfeeding content, including a review of existing content (with thanks to the Breastfeeding Subgroup for their expert input).

CASE STUDY: DEMONSTRATING IMPACT - SELF CARE

At Best Beginnings, we describe patient activation as the knowledge, skills, and confidence a parent has in managing their physical and mental health.

In April 2018, in partnership with Cambridgeshire Community Services NHS Trust, we embarked on the self-care project funded by the Eastern AHSN.

The project aims were to create an information hub for parents of children between 0-19 years of age, with Baby Buddy servicing parents and parents-to-be.

The partnership offered us an exciting opportunity to integrate the **Patient Activation Measure (PAM®)** into Baby Buddy.

As patient activation is based on the principles of person-centred care, Baby Buddy is well placed to deliver 'personalised' care underpinned by an asset-based approach.

Baby Buddy was conceived as a tool to support parents to develop their capability to manage their own health and care by giving them information they can understand and act on.

On this basis, integrating PAM® in Baby Buddy offered us an opportunity to deepen the offer to parents and to learn from their experiences.

The PAM® measure is designed to assess the confidence and capacity of parents to look after their own well-being.

Whilst focus of the maternity period is so often aimed at a baby's well-being, the PAM® test in Baby Buddy gives parents and parents-to-be the opportunity to reflect on their own knowledge and capacity for self-care.

The PAM® feature went live in Baby Buddy for Norfolk & Waveney based app users in October 2018.

Since launch, **243** of the tests have been completed by Baby Buddy users.

To date **32** app users in Norfolk and Waveney have completed the survey more than once, with the average progression from a level 2 to level 3.

These initial results indicate that **Baby Buddy is supporting an increase in confidence, knowledge, and skills in self-care behaviours.**

The feature also signposts users to set goals within Baby Buddy, and to share results of the PAM® test with their local healthy child programme team.

Since the launch of PAM® in Norfolk & Waveney, there has been a 90% increase in users setting goals on the previous year

1. Child Wellbeing and Child Poverty - Where the UK Stands in the European Table (2009)

2. Moran, P., Gbate, D. and van der Merwe, A. (2004) What Works in Parenting Support? A Review of the International Evidence. Department for Education and Skills. Policy Research Bureau

B Supporting the frontline

Evidence shows that if parents do not take care of themselves, they are unlikely to take care of their babies³

So, focussing on parents' resilience, emotional and mental health and wellbeing as well as their physical wellbeing ensures that they are empowered and enabled.

We work with frontline organisations and grassroots agencies to provide parents the very best evidence-based information, advice and guidance on how to care for themselves and where and how to seek help when needed.

We aim to share our learning with frontline professionals and service providers working with parents as a way of improving practice and extending Baby Buddy's reach.

We do this through our embedding training programme, which is designed to integrate our resources and knowledge across multiple agencies and into local care pathways and community networks.

By embedding Baby Buddy into existing pathways of care, we are building on what is already working, we are adding value to local communities and maximising each contact point.

Our embedding model is focused on taking Baby Buddy, a national and evidence-based resource and making it local.

We achieve this by aligning our training focus with local priorities.

For example, in Leeds the training for frontline professionals was pivoted around the healthy lifestyle content to support difficult conversations between clinicians and parents around maternal weight gain and healthy eating.

Working with key local health, and social care workers, peer supporters, community leaders, and other professionals and influencers helps us in ensuring that the knowledge and learning is embedded beyond just the participants of the programme.

**In 2018/19 we delivered
24 half-day training
sessions for frontline
professionals and
community organisations
integrating Baby Buddy
into business as usual.**

This word cloud presents the 49 local authorities where Baby Buddy has been embedded into maternity and early years care pathways.

- The larger the text, the greater the downloads as a percentage of the local birth cohort.
- Darker text indicates local authorities where the embedding process is ongoing.



3. Taulbut, M. and Walsh, D. (February 2013) Poverty, parenting and poor health: comparing early years' experiences in Scotland, England and three city regions. Glasgow Centre for Population Health

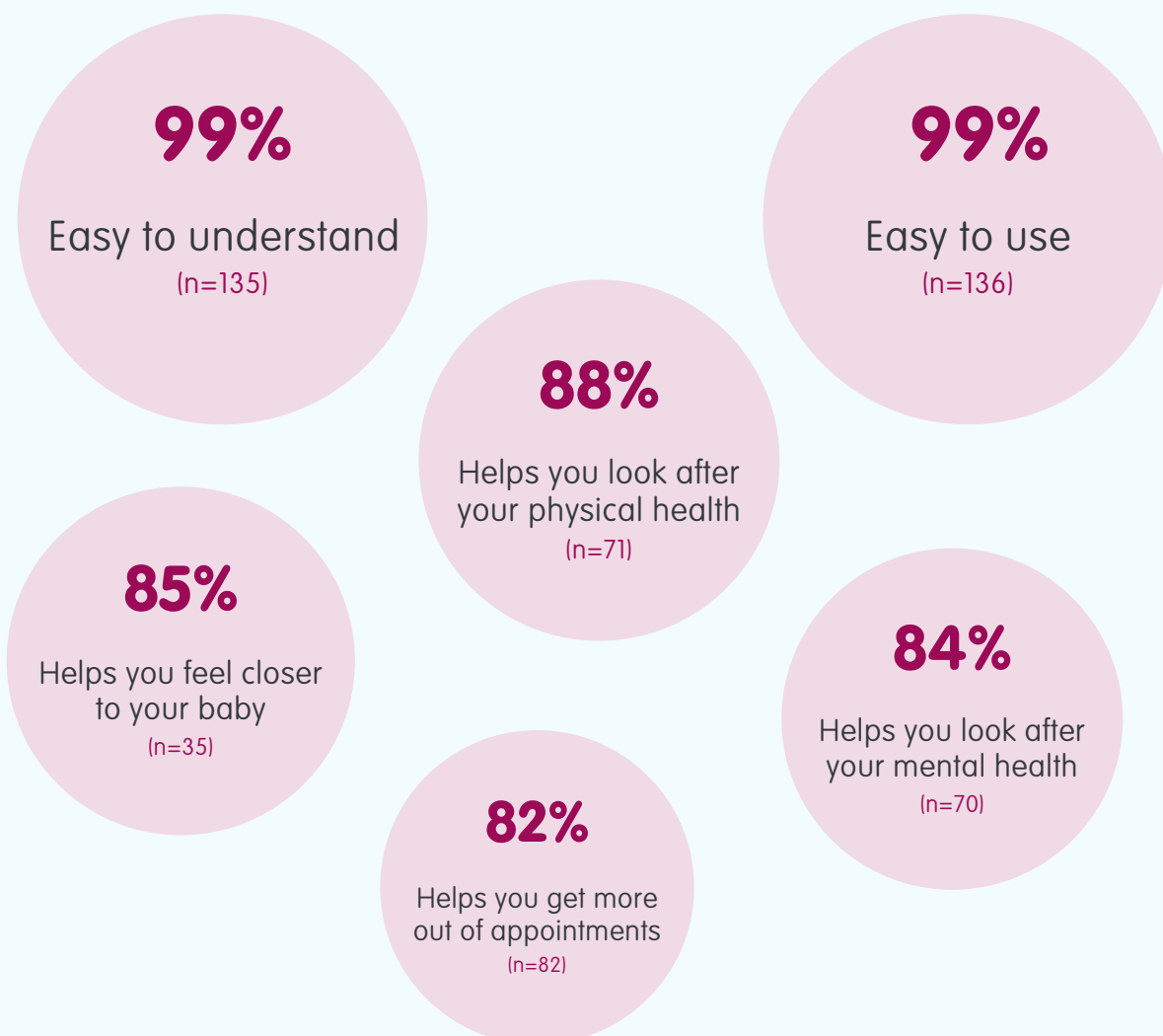
CASE STUDY: DEMONSTRATING IMPACT - EMBEDDING BABY BUDDY IN LOCAL PATHWAYS

In October 2018, Telford and Wrekin Local Maternity System (LMS) commissioned Best Beginnings to embed the Baby Buddy App across the LMS.

Within 3 months of the training, Telford & Wrekin reached 80% of their birth cohort in that quarter.

Helen White (the LMS Project Lead) was a remarkable Champion of Baby Buddy and led the work locally by contacting champions weekly to keep momentum, organising local press releases and pop-up events and reaching out to local media.

Additionally, self-reported in-app data provided by Telford & Wrekin parents corroborates what parents across the UK are telling us about Baby Buddy. Below is a snapshot of the feedback:



**Out of the 3006
total registrations,
81% took place
since the
embedding training**

Following on from the launch, we offer commissioners quarterly data reports on usage and reach. This ensures that local data sustains the momentum and continues to drive change.

We also offer additional packages to localities such as tailored push-notifications, specialised modules on Breastfeeding and Perinatal Mental Health and top-up sessions to ensure frontline professionals are empowered and equipped to make every contact count.



Embedding workshop in Leeds, March 2019

“The embedding programme has been useful to gain engagement from a wider audience, having outside facilitators on a wide programme of work has helped. It has helped continue the momentum of the project and it has been useful hearing learning from other areas on the “sharing the evidence” day.

COMMISSIONER VOICE,
Leeds City Council



C Informing and influencing policy and practice

Best Beginnings has a solid reputation for building and using an evidence base to develop our innovative resources.

Using a community development approach to participation, we review issues emerging from the ground and feed these into decision-making forums to ensure parents' experiences are considered in decision-making.

Community development-based parent engagement is a critical aspect of our work and an area we have been developing and nurturing for the past three years.

Our long-term vision is not that we (the Best Beginnings staff team) feed into these forums but that parents themselves, especially those from seldom-heard communities are sitting at the table.

In January 2018, we began work in this area through the Parent Leaders programme in Newham and Birmingham.

Our vision is to build on local strengths through integrating Baby Buddy, then work with community leaders to develop local capacity and confidence to feed grassroots issues up into local, regional and national platforms.

In 2018/19 we were active in over **19** boards/ decision-making platforms including **Maternity Transformation Stakeholder Group, Early Years Stakeholder Group, 1001 Critical Days, Maternal Mental Health Alliance and the Scottish Maternity Review.**

By 2021 we plan to have supported the development of diverse parent representatives so they can join us on these boards playing an active role in influencing policy and practice across our work and across the sector.

We share what we have learnt so that we can provide policy and practice designers with evidence of impact for them to make informed and evidence-based choices and decisions when commissioning or developing policy

Realising our impact

Best Beginnings is a charity committed to collaboration, evidence and innovation.

These guiding principles underpin what we do and how we do it. In the first quarter of the financial year, we take time to review our work, reflect on our practice and evaluate our reach and impact.

This year, our inquiry was considered through the lenses of our guiding principles. What follows are examples of how we have worked to deliver against our aspirations to remain collaborative, evidence-based and innovative.

1.

Collaboration

Collaboration is one of the most written about and discussed ideas in the Third Sector. It has been held up as a panacea for many of the challenges for years; with a range of views and models for charities to consider – consortia, partnerships, social franchises or mutual structures (collectives, co-operatives)⁴.

There are thousands of small and medium-sized charities in the UK, with similar objectives; all chasing diminishing pools of funding.

Logic and economics would tell us, various models of coming together are necessary and will happen.

On the ground, families are facing surmounting pressures in a market saturated with books, websites, and apps which can compound the challenge of accessing evidence-based resources in a timely manner.

As collaboration is a key driver for Best Beginnings, in November 2018 we put out a call to find out if there was an appetite in the sector to collaborate and develop an early years partnership to actively streamline the space through the creation of one digital resource which will be used across the sector. The feedback was astounding and reassuring both for the sector and for parents.

By March 2019, over **28** organisations were signed up to the Early Years Digital Partnership, in a first of its kind, major partnership aimed at making a positive and lasting difference for families, parents, and children.

Editorial Board

Our Editorial Board consists of representatives of key health organisations in the UK.

The aim of the Editorial Board is to review, comment and approve new and updated content for our Baby Buddy App in line with our commitment to quality-assurance and includes both endorsing bodies and special advisors.

Representative approval constitutes an official endorsement from our endorsing organisations

ROYAL COLLEGE OF MIDWIVES



ROYAL COLLEGE OF PAEDIATRICS AND CHILD HEALTH



ROYAL COLLEGE OF OBSTETRICIANS AND GYNAECOLOGISTS



FACULTY OF PUBLIC HEALTH



UNICEF BABY FRIENDLY INITIATIVE



ROYAL COLLEGE OF PSYCHIATRISTS



ROYAL COLLEGE OF SPEECH AND LANGUAGE THERAPISTS



COMMUNITY PRACTITIONERS AND HEALTH VISITORS ASSOCIATION



BRITISH SOCIETY OF PAEDIATRIC DENTISTRY



SOCIETY OF REPRODUCTIVE & INFANT PSYCHOLOGY



PUBLIC HEALTH ENGLAND



Public Health England

Special advisors:

4. <https://youngminds.org.uk/media/1252/sustainability-collaborative-models-for-vcs.pdf>

**“ I have watched
[the videos] and
think they’re put
together really well
in terms of how
the information is
presented. Another
strong addition to
Baby Buddy!**

DR ZOE DARWIN
DEPUTY CHAIR, SRIP
(Society for Reproductive and Infant Psychology)



Members of the Editorial Board meet to review content and discuss future developments,
House of Lords, May 2018

The Early Years Digital Partnership (EYDP): coming together to reduce inequalities for families

There is huge support and provision for expectant and recent parents in the UK.

However, the inequalities gap in early years development remains significant; and we know that the role child health and development plays in determining the lifelong health, wellbeing and life chances is critical⁵.

Parents are bombarded by volumes of digital content and information from multiple sources during pregnancy and beyond. They find themselves asking questions such as - which ones can be trusted? Which ones are going to provide the correct, appropriate information and support? And as the custodians of such important content, we need to ask ourselves: Which sources are accessible for the parents that need them most?

Best Beginnings provides one of these resources. Its multi-award-winning early intervention in the form of a pregnancy and early parenting app, called Baby Buddy.

Baby Buddy provides quality-assured, evidence-based information and support that is co-created with parents and experts to offer bite-sized, easy-to-understand, relevant daily information, engaging, relatable videos about all the key aspects of the early parenting, as well as a number of other fun yet functional features.

But that's just **ONE** source.



What if, as a sector, we could come together to provide the fullest range of content possible to parents and frontline professionals in one place?

What if there was digital content that combined the knowledge of experts across the whole range of issues that affect parents and children up to the age of 5? Content that fulfilled this need and genuinely improved outcomes for the families that need it most; and gave kids up to 5 years old the best preparation for school and the best start in life.

That's something that could make a huge difference.

The Early Years Partnership is going to create this by working with families and key stakeholders across the sector.

We want to pioneer a model of collaborative working to prove that, as a sector, we can come together, pool our resources, knowledge and eliminate duplication of the production of overlapping digital resources.

What's going to make this work?

Cynics would say that the Third Sector talks about Partnerships all the time but that nothing ever comes of them. Too many wither on the back of lack of resources, poor organisation, and self-interest.

So why will this one succeed?

Firstly	this Partnership represents genuine collaboration and shares a set of common values. These have been established early in the process, with all parties included in the creation of a Theory of Change.
Secondly	it includes the full spectrum of organisations across the sector - charities, clinicians, professional organisations (Royal Colleges), academics and the relevant statutory bodies.
Thirdly	by creating digital content, it is complementary and additive to the existing work of all of the organisations taking part. There are no conflicts of interest, only a solid belief that we can achieve greater impact by coming together.
Finally	the Partnership has formed at the right time – when policy makers are looking to create sustainable, digital, solutions to health issues for parents and around Early Years development. Witness, for example, the NHS Long Term Plan; the 1001 critical days inter-ministerial group; and the Department for Education report on Improving the Home Learning Environment.

An exciting road lies ahead!

That the motivation and ideals are aligned is not sufficient. The devil, as always, will be in the detail. Detailed project management and excellent, ongoing communication will be key.

Bringing together a Partnership of over **30** organisations, won't be easy. We know there will be bumps in the road ahead. But it's not a reason to step back from the challenge - we have a real opportunity to do something radical, prove that collaboration can work and create a template that others can follow. **And that's really exciting!**

5. <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review>

2.

Evidence

Best Beginnings works nationally to reduce inequalities in child health by equipping parents to give their children the best start in life.

Our NHS approved Baby Buddy App is a complex intervention designed to inform and empower parents in their journey throughout pregnancy and early parenthood. Its development was funded by the National Community Lottery Fund (previously the Big Lottery Fund), the Tedworth Charitable Trust, and the Guy's and St Thomas' Charity.

In 2014, Best Beginnings commissioned a consortium of academics led by Dr Toity Deave of the University of the West of England, Bristol, to independently evaluate the effectiveness of Baby Buddy on pregnancy and parenting outcomes.

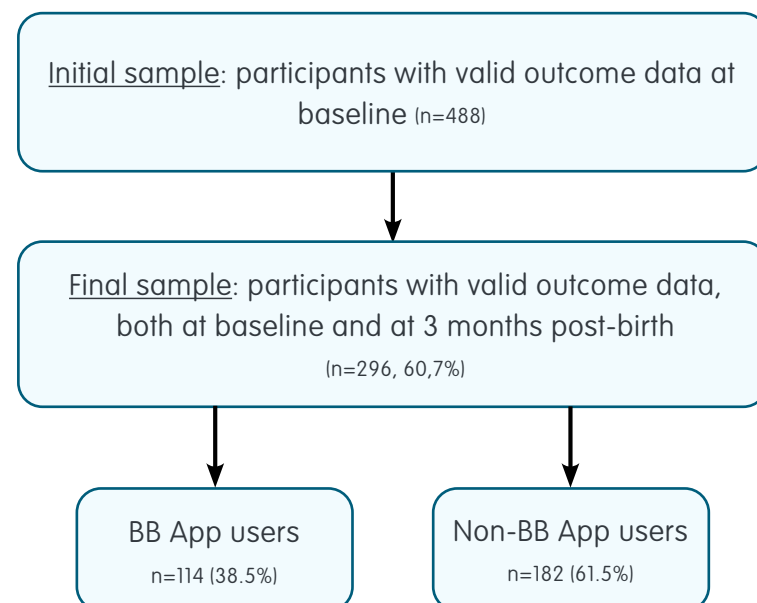
The aim of the study was to assess the effectiveness of Baby Buddy on parenting self-efficacy and mental well-being for first-time mothers. The evaluation used qualitative and quantitative methods with parents and professionals in five sites (Coventry, Bradford, Lewisham, Blackpool, and Leicester).

At the heart of the evaluation was a cohort study that first-time pregnant women consented to join.

The researchers measured parental self-efficacy using the TOPSE tool and maternal mental well-being using the Warwick-Edinburgh Mental Well Being Scale (WEMWBS). Data was collected at 1 week, 1 month and 3 months post birth.

The findings did not show any statistically significant difference between the scores of Baby Buddy users versus non app users. Qualitative data collected from parents and professionals in the evaluation highlighted the benefits of Baby Buddy in supporting mothers to breastfeed.

This led the researchers to undertake a post-hoc analysis to assess the impact of Baby Buddy on breastfeeding at **one week post-birth**, **one month post-birth** and **three months post-birth** (both exclusive and non-exclusive).



The researchers found that Baby Buddy app users were more likely to be breastfeeding at one month and to be exclusively breastfeeding three months post-birth.

At one month post-birth, the rate of any breastfeeding rate amongst Baby Buddy users was 17.1% higher than non-Baby Buddy users. This difference was statistically significant ($X^2(1) = 10.68, p=.001$).

The proportion of **any breastfeeding amongst Baby Buddy users was 84.8%** compared to **67.6%** in **non-Baby Buddy users**.

This difference was statistically significant even after adjusting for other factors known to be associated with breastfeeding 6 (aOR 3.08 (95% CI 1.49 - 6.35)).

In addition, at three months post-birth, **43.8%** of **Baby Buddy users** were **exclusively breastfeeding** compared with **33.7%** of **non-Baby Buddy users** (aOR 1.79 (95% CI 1.02 to 3.16)).

[The full report can be found on our website]

Best Beginnings is not surprised by the significantly higher rates of breastfeeding amongst Baby Buddy users that Deave et al. found.

Reflection Point

With increased use of digital technology, there is a growing need to develop validated research tools and scales that are suited to the evaluation of digital health

The app contains more than **30** videos which were adapted from our **“From Bump to Breastfeeding DVD”** which had previously been found by researchers at Bournemouth University to support an increase in breastfeeding rates.

In addition, Baby Buddy's breastfeeding functionality and content aligns well with the COM-B framework and the Michie et al. (2011) Behaviour Change Wheel. This is because the app's content and functionality supports the development of capability (through enhancing skills and knowledge), motivation (through peer-to-peer videos and goal setting) and physical and social opportunities to breastfeed.

3.

Innovation

Over the past 2 years, we have refined our digital outreach methodology with results well above the industry average

In practice, it means we are reaching over a million parents across the UK every year through our social media channels. This ensures parents are feeding back regularly on our content and taking part in relevant conversations.

In November 2018, we ran an online survey for 3 weeks to gauge early parenting experiences and gather insights on the types of information parents wish they had on their parenting journey.

Over 3820 parents completed the survey with a clear call to action for us to build a resource that covers pre-conception to the child's fifth birthday.

Parents told us they wanted a wide variety of content including special needs, language development and developmental milestones.

Maximising the power of digital outreach ensures we optimise our resources and use our online profile to further our charitable objectives through raising awareness, sharing information, encouraging self-management and galvanising participation in our programmes.

The Best Beginnings team collaborates in Third Sector communications groups with a commitment to cross-pollinate and drive activity to support our partners and national awareness campaigns.

In 2018/19 we took part in over 50 awareness days/weeks covering a range of topics along the parenting journey. This activity enables us to raise the profile of Baby Buddy whilst keeping it free to parents and advert-free.

In 2018, we launched #TechTuesday across our social media channels to showcase Baby Buddy's functionality and diverse content. It proved to be a popular weekly post with an average weekly engagement of over 2000

Maximising Baby Buddy content on social media channels

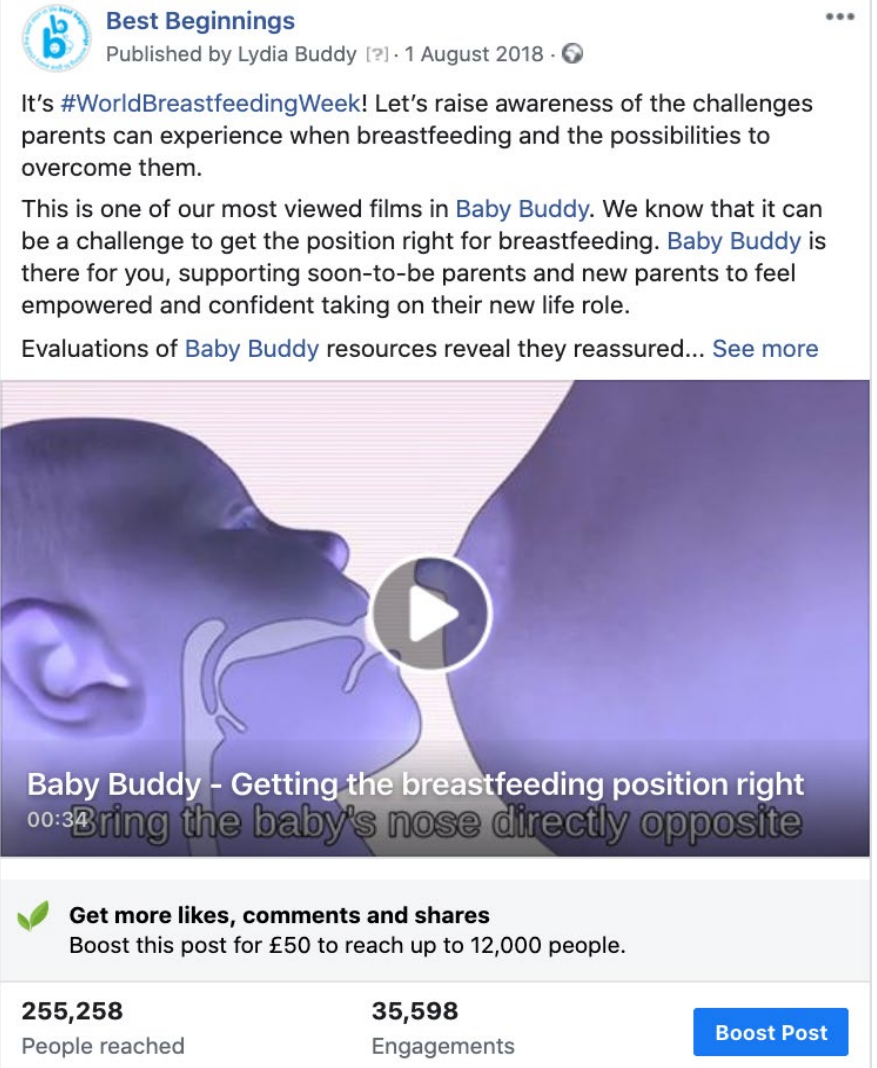
In August 2018, we posted a Baby Buddy breastfeeding video for World Breastfeeding Week reaching over 230,000 people on Facebook with more than 25,000 click-throughs to the film in two days!

Using in-app data, we can see which Baby Buddy films parents love. This insight helps us tailor messages to a wider range of parents ensuring that more babies have the best start in life.

This much-loved breastfeeding film has helped millions of mothers on their breastfeeding journey.

It is a simple yet impactful example of how our innovative content can offer a cost-effective solution, 24/7 to parents across the UK and beyond.

The film cuts through language and geographical barriers to give families the information they need at a critical point in their parenting journey.



Best Beginnings
Published by Lydia Buddy [?] · 1 August 2018 · 🌐

It's #WorldBreastfeedingWeek! Let's raise awareness of the challenges parents can experience when breastfeeding and the possibilities to overcome them.

This is one of our most viewed films in [Baby Buddy](#). We know that it can be a challenge to get the position right for breastfeeding. [Baby Buddy](#) is there for you, supporting soon-to-be parents and new parents to feel empowered and confident taking on their new life role.

Evaluations of [Baby Buddy](#) resources reveal they reassured... [See more](#)

Baby Buddy - Getting the breastfeeding position right
00:34
Bring the baby's nose directly opposite

🌱 **Get more likes, comments and shares**
Boost this post for £50 to reach up to 12,000 people.

255,258 People reached	35,598 Engagements	Boost Post
----------------------------------	------------------------------	----------------------------

“ I watched all of the films and found them to be extremely useful. I particularly liked the tips on positioning and latching on. It was so informative and it was motivating to hear from other young mums. ”

PARENT VOICE

Looking ahead

Message from Best Beginnings' COO & CEO



Each new year dawns with the chance to take stock of where we are and focus anew on where we are headed. Below we highlight several achievements and reflections from 2018/19 which set the tone for the 2019/20 business plan:

- At Best Beginnings, we began 2018 armed with helpful insights from our Baby Buddy app users and Baby Buddy Champions which led us later in the year to convene the Early Years Digital Partnership. Results from our December 2018 Parent Survey also revealed the need for the voluntary sector to think and act **COLLABORATION** to ensure streamlining across the early years system starting from conception.
- We are making strides as we tackle a key goal in our 2018/19 Business Plan: to extend the reach of our digital offer to dads, partners, and the wider family network and cover the period of conception to a child's 5th birthday.
- Our app users' overall satisfaction is consistently high, and we've taken an opportunity in this report to share feedback directly from parents, commissioners and frontline professionals.
- Our commitment to work from the **EVIDENCE** led us to commission an independent academic evaluation on the Baby Buddy parenting app with promising findings on breastfeeding. We hope to have these results published in the upcoming year.
- Our drive to **INNOVATE** in all aspects of our work has resulted in the birth of several new projects including the Parent Leaders programme. We secured the funding in January 2019 starting with scoping and community mapping. The initial results have excited us and we will share a case study in the 2019/20 annual report!

We have been energised and excited about what we've learned from all our stakeholders this year, the Parent's Panel and Editorial Board. Their feedback and guidance enable our small and dedicated team to ensure we deepen our impact, are evidence-based and accessible to all families. A special thank you to our volunteers, interns, patrons, and ambassadors.

In 2019/20 we will be focused on driving the workstreams above forward. We will also be working with our incredible Board of Trustees to develop the Strategy for the next three years and beyond. If you have read this report and want to know more about our work and how you can get involved please contact us at: info@bestbeginnings.org.uk.

Shabira Papain
Chief Operating Officer & Deputy CEO

Alison Baum OBE
Founder & Chief Executive officer

Financial Review

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.

1. Summary

Our goal is to give every child the best start in life. This year we have reached 1,883,716 people across our social media platforms and over 250,000 parents have used our Baby Buddy App, more than 55,000 of whom downloaded the app during the year.

Although we have received less income this year, income from Trust and Foundations, Donations and Commissions from Public Sector and other charities stands at 78 per cent of total income received, which illustrates the clear mandate we have to empower parents who want to maximise their children’s long-term development and well-being.

Overall expenditure increased by £25,576 from last year due to our investment in the development of the Early Year Digital Partnership which has, subsequent to year end, been funded by the National Lottery Partnership Fund.

This year saw a notable increase in expenditure on charitable activities by £45,525 to £951,185 (90.4% of total expenditure) (2018: £908,660).

Subsequent to year end the Board of Trustees and the Executive Team have been working to put in place a ten-year sustainability plan to ensure that Baby Buddy and all the Best Beginnings resources can continue to be free to parents and also advert-free.

We would like to thank all existing and new funders who have supported Best Beginnings during this financial year and helped us to directly support parents of all backgrounds to give their children the best start in life.

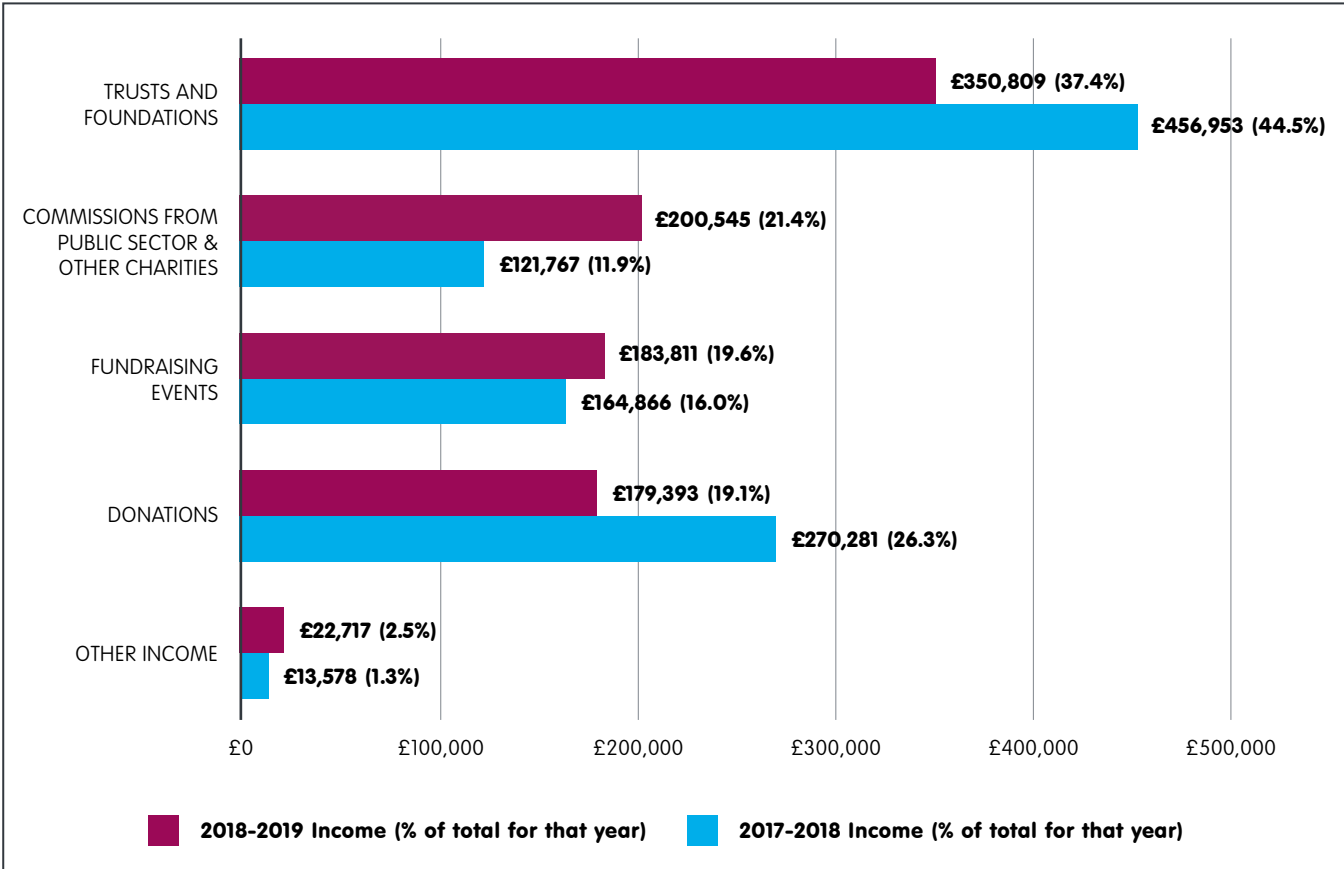
1.1 Securing funds to make a difference

This year our total income reduced by £90,170 to £937,275 (2018: £1,027,445).

As anticipated, in this challenging environment there has been a decline in individual giving and income from Trusts and Foundations. However, income from charitable activities has increased by £82,778 to £310,545 (2018: £227,767).

As you can see in Chart 1 below, the reduction in total income was largely due to the reduction in income from Trusts and Foundations which was £350,809 this financial year compared to £456,953 in 2017-2018.

Chart 1 - Income by Income Stream 2018-2019 v 2017-2018



You will note in Chart 1 that we saw an increase in income from Fundraising events. Much of the income from Fundraising events was from donations given in support of Best Beginnings’ 10th Anniversary Dinner at the Guildhall thanks to the support of our Trustee Hilary Russell, now the Lady Mayoress of the City of London.

Building upon the success of the Guildhall event, we are delighted that the Lord and Lady Mayoress of the City of London will be hosting an event for Best Beginnings at Mansion House in May 2020.

We continued to be commissioned by a range of organisations including local authorities, acute trusts, local maternity systems, and other charities.

Income from commissioned work increased by £78,778 to £200,545 (2018: £121,767). The increase in commissioned work followed growing awareness of the effectiveness of Baby Buddy as a tool to directly support parents and support service delivery due to data that has been presented at multiple national and international conferences including:

- Independent evidence of the impact of Baby Buddy on outcomes, including breastfeeding and parental bonding and attunement.
- The charity's own aggregated anonymised data showing that:
 - the percentage of new mothers in an area using Baby Buddy can increase from less than 5% to more than 50% following our embedding programme.
 - Baby Buddy is used by parents of all backgrounds but disproportionately by families whose children are at higher risk of poor outcomes.

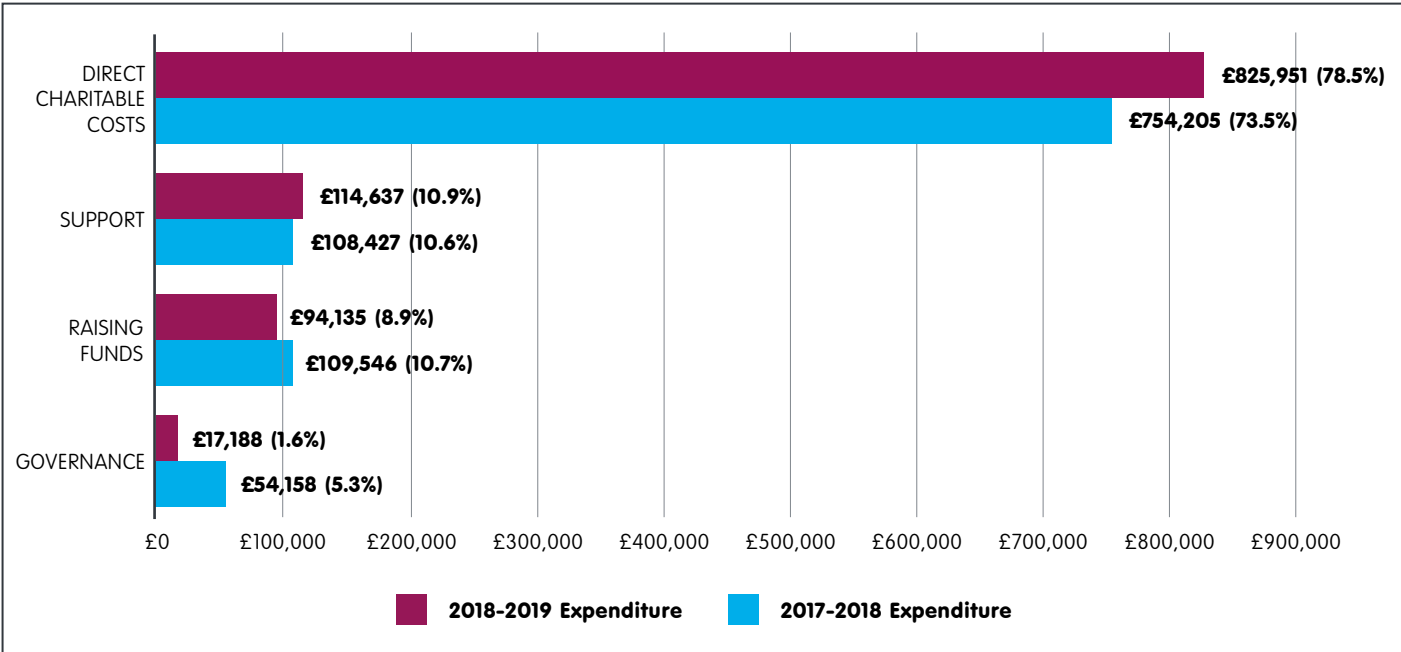
1.2 How we spend our income to make a difference

Total spending during the 2018-2019 financial year was £1,051,911. (2018: £1,026,335).

This year saw a notable increase in expenditure on charitable activities (which includes Direct Charitable Costs, Support Costs, and Governance Costs) by £42,525 to £951,185 (90.4% of total expenditure) (2018: £908,660).

Chart 2 shows the breakdown of all expenditure types, comparing the previous financial year and the year being reported on here.

Chart 2 - Expenditure by Expenditure Type 2018-2019 v 2017-2018



Through this expenditure, we supported 55,000 families during the year with our baby Buddy App, which equates to £17 per family supported. There was also a slight increase in support costs to £114,637 (2017-2018: £108,427).

This year saw a significant reduction in Governance costs to £17,188. The Governance expenditure in 2017-2018 had been £54,158 due to the use of external contractors in the previous financial year. This financial year also saw a reduction of costs spent on raising funds to 8.9% of our total expenditure at £94,135.

1.3 Surplus and Reserves

2018-19 reports a fund deficit of £114,636 (2018: surplus £1,110), with unrestricted funds moving from a surplus of £68,311 in 2018 to a deficit of £55,800 in 2019.

Restricted funds were drawn down consistently with a deficit of £58,836 by the end of the financial year (2018: deficit £67,201).

At the end of March 2019, the Charity had decreased its level of free unrestricted reserves to £57,350 (2018: £113,150) which represents 40 per cent (2018: 44 per cent) of total reserves.

It is the Trustees' intention to ensure that there is adequate working capital, as represented by its unrestricted funds. To this end, subsequent to year end the charity has restructured the Finance and Admin team, bringing the team down from four people to three with concomitant cost savings to the charity.

At the Balance Sheet date, Best Beginnings had reserves of just under one month of unrestricted operating costs (2018: Less than two months). At 31 December 2019, Best Beginnings had reserves of two months of unrestricted operating costs (2018: Less than two months). The total reserves position had improved to £221,517 (2019: £142,531) of which £139,189 are unrestricted reserves which equates to 44%. During the last quarter of 2019-20, Best Beginnings anticipates to receive a further 20% of secured and highly likely income with a year end 2019-20 income forecast of £940,000 (2019: £937,275), with an unrestricted reserves position of £90,000 (2019: £57,350). This will maintain our months running costs at just under two months, however it will improve our level of unrestricted reserves from 40% to 64%. This position is supported by a short-term investment loan from Charities Aid Foundation repayable at the end of a 12-month term ending November 2020.

The financial results for the year to 31 March 2019 are shown on pages 42 to 58.

1.4 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 2021, 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, particularly in light of the fundraising challenges experienced in the past year.

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

2. Structure, governance and management

GOVERNANCE & LEADERSHIP

As we end our twelfth year as a charity, we have in place a governance, organisational model and staffing structure that is growth-ready and fit for purpose to deliver on our ambition to improve child outcomes and reduce inequalities in and beyond the UK.

2.1 The Board and Senior Management Team

Our Board of Trustees has 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.

There are ten members who meet at full board meetings at least four times a year and are responsible for the strategic direction and governance of the charity. There are two board subcommittees who meet prior to full board meeting: Finance and Risk Management Committee and Fundraising Committee.

Our organisational model is directly shaped by our strategic priorities. Day-to-day responsibility for the work of the charity lies with the CEO (Alison Baum OBE) and the COO and Deputy CEO (Shabira Papain) working closely with the other members of the Senior Management Team (SMT):

Finance Director	Claire Dishington
Head of Operations	Carly Bond
Head of Digital Services and Communications	Stephanie Kronson
Head of Fundraising	Abigail Rowe

The SMT is responsible for ensuring that the charity delivers our core activities and commissioned work and that key performance indicators are met.

Our staffing arrangements build from our strengths recognising that our ambitions for growth require new skills and a fresh approach to leadership and management in a rapidly changing economic and political environment.

We are thrilled to be driving forward this exciting phase of development for Best Beginnings in partnership with our staff, our partners and supporters and most importantly with the people who use and shape our services.

2.2 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 decides that the interests of the charity require a further, exceptional extension to their term of office.

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

2.3 Diversity, equality, and disability

Best Beginnings' team and Trustees are passionate about supporting diversity, equality, and inclusion. This is captured formally in our Diversity Policy and is reflected in the diversity within our team.

We encourage our team to bring their authentic whole selves to work. Our commitment to inclusion across culture, gender, age, religion, identity and experience fuels our creativity every day. We believe that diversity drives innovation, so we are building a culture where multiple perspectives are valued. Equity is a core value at Best Beginnings.

2.4 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.

2.5 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)'.

2.6 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. Unfortunately, Best Beginnings was not able to achieve this for the entire year, although it remains policy in order to ensure continuity of services in the event of loss of funding and to maintain the ability to meet unforeseen costs.

Best Beginnings was granted a short term unsecured loan in December 2019 which will be paid back in full by end of November 2020. At 31 December 2019, Best Beginnings had 2 months of unrestricted operating costs (2018: less than 2 months). The total reserves position had improved to £221,517 (2019: £142,531) of which £139,189 are unrestricted reserves which equates to 44%.

2.7 Related parties and co-operation with other organisations

None of our Trustees 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.

In the current year, any related party transactions are reported in the notes to the accounts.

2.8 Risk management

The Trustees have a risk management strategy which comprises:

- A bi-annual review of the principal risks and uncertainties that the charity faces;
- The establishment of policies, systems, and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise.

The Best Beginnings Risk Register is reviewed bi-annually by the Trustees and is overseen by the Finance and Risk Management Committee.

This register sets out the major risks to which the Charity is exposed and systems which have been established to mitigate those risks.

This work has identified that financial sustainability has been the major financial risk for the charity. This risk has been exacerbated by capacity pressures, most notably relating to income-generation. This is being addressed through the recruitment of Trustees with income generating potential and the development of the 2020-2030 Strategic Plan with a firm focus on sustainability.

Internal financial management risks are reduced by the implementation of procedures for authorisation of all transactions. During the year a new online purchase order and financial management system was implemented enabling the organisation to have greater transparency and access to financial information as well as going paperless.

Budgets are set for all major areas of project and organisational expenditure, which are regularly monitored by the Senior Management Team, the Finance and Risk Management Committee and the full Board of Trustees.

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

3. Statement of Trustee’s responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and accounting estimates that are reasonable and prudent.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company’s transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.


3.1 Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees’ report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charitable company’s auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charitable company’s auditors are aware of that information.

Auditors

Hewitt Warin Ltd, who have subsequently been acquired by the firm Brindley Millen Ltd, were appointed in May 2018 as auditors to the charity and in accordance with section 485 of the Companies Act 2006, a resolution proposing that they be re-appointed will be proposed to the members in 2020.

Approved by order of the board of Trustees on Jan 29, 2020 and signed on its behalf by:

Kirstin Johnston Trustee and Treasurer

Independent Auditor's Report

Opinion

We have audited the financial statements of Best Beginnings (the 'charitable company') for the year ended 31 March 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and 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 (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2019 and of its incoming resources and application of resources, including its result, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'; 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 Auditors responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

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 Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and 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, 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 Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Trustees.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees Responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company 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 a Report of the Independent Auditors 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.

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 Report of the Independent Auditors.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006.

Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

mwbrindley
mwbrindley (Jan 29, 2020)
..... Maurice William Brindley BSc FCA
(Senior Statutory Auditor)

for and on behalf of

Brindley Millen Ltd
Chartered Accountants and Statutory Auditors
167 Turners Hill
Cheshunt
Hertfordshire
EN8 9BH

Jan 29, 2020
Date:

**STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME & EXPENDITURE
FOR THE YEAR ENDED 31 MARCH 2019**

	Note	Unrestricted Funds Year to 2019 £	Restricted Funds Year to 2019 £	Total Funds Year to 2019 £	Unrestricted Funds Year to 2018 £	Restricted Funds Year to 2018 £	Total Funds Year to 2018 £
Income							
Income from generated funds:							
Donations	2	400,202	20,000	420,202	572,282	48,952	621,234
Donations in kind	3	22,301	–	22,301	13,500	–	13,500
Investment income		416	–	416	78	–	78
Fundraising Events		183,811	–	183,811	164,866	–	164,866
Income from charitable activities:	4	181,613	128,932	310,545	67,625	160,142	227,767
Total income		788,343	148,932	937,275	818,351	209,094	1,027,445
Expenditure							
Expenditure on:							
Raising funds	5	79,428	21,298	100,726	83,852	33,823	117,675
Charitable activities	5	764,715	186,470	951,185	666,188	242,472	908,660
Total expenditure		844,143	207,768	1,051,911	750,040	276,295	1,026,335
Net (expenditure) / income for the year		(55,800)	(58,836)	(114,636)	68,311	(67,201)	1,110
Transfers between funds		–	–	–	(1,372)	1,372	–
Fund balances brought forward at 1 April 2018		113,150	144,017	257,167	46,211	209,846	256,057
Fund balances carried forward at 31 March 2019		57,350	85,181	142,531	113,150	144,017	257,167

**BALANCE SHEET
FOR THE YEAR ENDED 31 MARCH 2019**
(Registered Company No.05866886)

	Note	As at 31 March 2019 £	As at 31 March 2018 £
FIXED ASSETS			
Tangible Assets	8	4,062	6,884
CURRENT ASSETS			
Debtors	9	158,003	91,374
Cash at bank and in hand		77,783	284,326
Total current assets		235,786	375,700
CREDITORS: falling due within one year	10	(97,317)	(125,417)
NET CURRENT ASSETS		138,469	250,283
NET ASSETS LESS CURRENT LIABILITIES		142,531	257,167
CREDITORS: falling due after more than one year	10	–	–
NET ASSETS		142,531	257,167
FUNDS			
Restricted funds	11	85,181	144,017
Unrestricted funds			
Designated funds		4,062	6,884
General funds		53,288	106,266
		142,531	257,167

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 Trustees acknowledge their responsibilities for complying with the requirements on the Act with respect to accounting records and the preparation of the accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 20 January 2020 and signed on its behalf by:

Dr Ann Hoskins 
Chair

Kirstin Johnston 
Treasurer

The Notes on pages 45 to 58 form part of these financial statements.

**CASHFLOW STATEMENT
FOR THE YEAR ENDED 31 MARCH 2019**

		Year to 2019	Year to 2018
	Note	£	£
Cash flows from operating activities			
(Deficit)/Surplus for the financial year		(114,636)	1,110
Adjustment for:			
Charge for depreciation	5	3,752	3,725
Interest received		(416)	(78)
(Increase) / Decrease in debtors	9	(66,628)	63,265
(Decrease) in creditors	10	(26,576)	(81,545)
Net cash generated from operating activities		(204,504)	(13,523)
Cash flows from investing activities			
Payments to acquire tangible fixed assets		(931)	(10,326)
Interest received		416	78
Net cash outflows from investing activities		(515)	(10,248)
Cash flows from financing activities			
Loan repayments in year		(1,524)	(17,662)
Net (decrease) in cash and cash equivalents		(206,543)	(41,433)
Cash and cash equivalents at the beginning of the year		284,326	325,759
Cash and cash equivalents at end of year		77,783	284,326

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**
1 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 present in sterling, which is the functional currency of the Charity, and rounded to the nearest £0.

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 Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern.

Fund accounting and Reserves Policy

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.

The reserves policy states that Best Beginnings will aim to ensure that it have between three and six months' worth of free unrestricted reserves to cover its operational costs.

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 is probable that the income will be received.

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

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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019

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.

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 registered for VAT in October 2013 and is able to partially recover VAT on its purchases. All irrecoverable VAT is included within the appropriate expenditure headings.

Tangible fixed assets are stated as cost less depreciation. Depreciation is provided 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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019

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 Charity holds basic financial instruments. The financial assets and liabilities of the Charity are as follows:

Financial assets - trade debtors are the debt instruments measured at amortised cost as in note 9. Prepayments are not financial instruments.

Cash at Bank - is classified as a basic financial instrument and is measured at face value.

Financial liabilities - trade creditors, accruals and other creditors are classified as basic financial instruments and are measured at amortised cost as detailed in note 9. Taxation and social security are not included in the financial instruments disclosed. Deferred Income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instrument.

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 charged in the financial statements as they become payable in accordance with the rules of the scheme.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

2 DONATIONS

	Unrestricted Funds	Restricted Funds	Total Funds Year to 2019 £	Total Funds Year to 2018 £
	£	£	£	£
Corporations and Individuals	179,393	–	179,393	270,282
Donations from Trusts				
Alliance Family Foundation	–	–	–	5,000
The Big Give Trust	24,019	–	24,019	–
CHK Charities	25,000	–	25,000	100,000
De Winton Trust	15,000	–	15,000	–
Garfield Weston Foundation	25,000	–	25,000	100,000
Golden Bottle Trust	–	–	–	2,000
Goldman Sachs Foundation	52,429	–	52,429	–
Headley Trust	–	–	–	40,000
John Coats Charitable Trust	–	–	–	5,000
Philip King Charitable Trust	–	20,000	20,000	20,000
Rosemarie Nathanson Charitable Trust	–	–	–	10,000
Royal Foundation	–	–	–	48,952
St James's Place Foundation	1,040	–	1,040	–
The Joan Ainslie Charitable Trust	5,000	–	5,000	–
The Lord Mayor Fund	28,271	–	28,271	–
The Tedworth Charitable Trust	25,000	–	25,000	–
The Exilarch's Foundation	20,000	–	20,000	20,000
Miscellaneous	50	–	50	–
	<u>400,202</u>	<u>20,000</u>	<u>420,202</u>	<u>621,234</u>

3 DONATIONS IN KIND

	Unrestricted Funds	Restricted Funds	Total Funds Year to 2019 £	Total Funds Year to 2018 £
	£	£	£	£
Premises	9,951	–	9,951	–
Administration	4,350	–	4,350	3,500
Support				
Research	–	–	–	5,000
Consultant				
Event venues	8,000	–	8,000	5,000
	<u>22,301</u>	<u>–</u>	<u>22,301</u>	<u>13,500</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

4 INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total Funds Year to 2019 £	Total Funds Year to 2018 £
	£	£	£	£
Comic Relief	–	50,000	50,000	40,000
Cambridge Community Services*	47,800	–	47,800	–
East Sussex County Council*	–	–	–	26,400
Health Education England*	60,000	–	60,000	–
International Charities Foundation	–	–	–	66,000
Leeds City Council*	–	–	–	11,068
Maternity Action	–	–	–	15,000
Medway Council*	–	–	–	2,210
NHS England*	–	–	–	2,650
NHS Nottingham City Care*	4,800	–	4,800	4,800
St James's Place Foundation	–	60,000	60,000	–
Telford & Wrekin Clinical Commissioning*	33,000	–	33,000	–
UK Active	20,031	–	20,031	–
University of Cyprus	–	18,932	18,932	30,642
Miscellaneous Income	15,982	–	15,982	28,997
	<u>181,613</u>	<u>128,932</u>	<u>310,545</u>	<u>227,767</u>

*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 2019 was £145,600 (2018: £47,128).

SUMMARY OF INCOME FROM ALL SOURCES

	Total Funds Year to 2019 £	Total Funds Year to 2018 £
Trusts & Foundations	350,809	456,953
Commissions from Public Sector & Other Charities	200,545	121,767
Fundraising Events	183,811	164,866
Donations	179,393	270,281
Other income	22,717	13,578
	<u>937,275</u>	<u>1,027,445</u>

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

5 TOTAL EXPENDITURE	Staff Costs	Other Costs	Apportioned Support & Governance	Total Year to 2019	Total Year to 2018
	£	£	£	£	£
Raising funds	40,632	53,503	6,591	100,726	117,675
Charitable activities	419,979	405,972	125,234	951,185	908,660
Support & Governance	58,621	73,204	(131,825)	–	–
TOTAL	519,232	532,679	–	1,051,911	1,026,335

Support & Governance Costs	Support	Governance	Total Year to 2019	Total Year to 2018
	£	£	£	£
Staff costs	52,759	5,862	58,621	37,976
Communications & IT	5,726	–	5,726	5,229
Office & Administration	19,528	–	19,528	16,933
Premises	3,352	–	3,352	3,231
Audit and Accountancy	3,543	7,060	10,603	27,678
Other professional, legal & finance fees & charges	14,189	–	14,189	17,009
Other Governance	–	1,908	1,908	39,750
Sundry Expenses	11,788	2,358	14,146	11,053
Depreciation	3,752	–	3,752	3,725
Total	114,637	17,188	131,825	162,584

Net expenditure for the year before transfers:

	Total Year to 2019	Total Year to 2018
	£	£
Net expenditure is stated after charging		
Depreciation	3,752	3,725
Auditors' remuneration		
Audit Services	6,000	6,389
Operating lease rentals	2,420	3,740

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

6 STAFF COSTS

	Total Year to 2019	Total Year to 2018
	£	£
Wages and salaries	463,166	394,512
Social security costs	42,250	35,143
Pension costs	13,815	7,777
	519,231	437,432

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

	Total Year to 2019	Total Year to 2018
	£ No.	£ No.
Generating funds, charitable activities, management & support	16	14

One employee received remuneration in the band £60,000-£70,000 (2018: 1)

Key management personnel are some of the Trustees, the CEO and COO. The total amount of employee remuneration paid or payable to key management personnel is shown below:

	Total Year to 2019	Total Year to 2018
	£	£
Salaries	144,529	140,365

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. No out-of-pocket expenses were reimbursed in the year (2018: £nil).

During the year there was one donation received that was from a related party of key management personnel. Mrs Hilary Russell is married to Alderman William Russell, who is serving as the Lord Mayor of the City of London for 2019-2020. Mrs Hilary Russell, who sits on the Fundraising Advisory Committee of The Lord Mayor's Appeal Charity, is not a Trustee of the charity which made a donation of £28,271 at the end of the year 2018-19 (2018: £nil). The donation was made because Best Beginnings has been chosen as one of the charities that is being supported by The Lord Mayor's Appeal of which Alderman William Russell is a Trustee.

In addition, two Trustees contributed personal donations to the sum of £5,070 (2018: £26,250) without conditions.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

8 TANGIBLE FIXED ASSETS

	Computer Equipment £	Fixtures & Fittings £	Total 2019 £
Cost			
Brought forward	10,326	17,246	27,572
Additions	930	–	930
At 31 March 2019	11,256	17,246	28,502
Depreciation			
At 1 April 2018	3,442	17,246	20,688
Charge	3,752	–	3,752
At 31 March 2019	7,194	17,246	24,440
Net book value			
At 31 March 2019	4,062	–	4,062
At 31 March 2018	6,884	–	6,884

	2019 £	2018 £
Trade debtors	134,944	29,279
Prepayments	23,059	62,095
Due within one year	158,003	91,374

9 DEBTORS

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

10 CREDITORS

	2019 £	2018 £
Bank loans and overdrafts	–	1,524
Trade creditors	91,317	54,832
Accruals	6,000	55,196
Social security and other taxes	–	12,004
Other creditors	–	1,861
Due within one year	97,317	125,417

Operating Leasing Agreements

At 31 March 2019, the Charity had total minimum lease payments under non-cancellable operating leases fall due as follows:

	2019 £	2018 £
Operating lease which expires		
Within one year	1,320	1,320
2-5 years	1,100	2,420
Over 5 years	–	–
	2,420	3,740

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

11 FUND MOVEMENTS

	Balance 1 April 2018 £	Income £	Expenditure £	Transfer £	Balance 31 March 2019 £
Restricted funds					
Baby Buddy	10,088	–	(10,088)	–	–
Heads Together	9,539	–	(9,539)	–	–
Maternal Mental Health	11,988	–	(11,988)	–	–
Out of the Blue	9,598	50,000	(59,598)	–	–
Baby Buddy Forward	26,011	18,932	(33,026)	–	11,917
Baby Buddy Southwark	59,115		(59,115)	–	–
Philip King - Fundraising Officer	–	20,000	(20,000)	–	–
Parental Leaders Project	–	60,000	–	–	60,000
Operational Equipment	17,678	–	(4,414)	–	13,264
Total restricted funds	144,017	148,932	(207,768)	–	85,181
Unrestricted funds					
Designated funds					
Fixed Asset Fund	6,884	–	–	(2,822)	4,062
General fund	106,266	788,343	(844,143)	2,822	53,288
Total unrestricted funds	113,150	788,343	(844,143)	–	57,350
Total funds	257,167	937,275	(1,051,911)	–	142,531

The Fixed Asset Fund represents the net book value of operational fixed assets held in the restricted 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.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

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

Baby Buddy

is our project to create and evaluate our free Baby Buddy App and has been funded by the Big Lottery Fund. The grant includes the technical build of Baby Buddy, production of films for inclusion within the app, staff time for maintaining the app as well as for marketing and funding the independent academic evaluation of Baby Buddy.

Heads Together

is a national campaign spearheaded by the Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex to change the national conversation about mental health. During the year, Best Beginnings became one of the eight national charity partners of the campaign. We were supported by the Royal Foundation with a grant to maximise the impact of our Maternal Mental Health films and the Heads Together campaign.

Maternal Mental Health

is our project to create a series of films to support maternal mental health. The work was funded by the Burdett Trust and the Galvani Foundation and forms part of the Out of the Blue series of films which launched on 23 March 2017 with support from Heads Together and the Duke and Duchess of Cambridge.

Out of the Blue

is a maternal mental health grant, awarded by Comic Relief, focused on rolling out our Out of the Blue resource in two regions (Warrington and Norwich). Out of the Blue focuses on maternal and infant mental health. We will integrate our resources into local care pathways and community networks through the training of Baby Buddy Champions.

Baby Buddy Forward

is a project funded by the Erasmus+ grant aimed at building health literacy around pregnancy, birth and early life of the infant by developing a unified, research-informed and socially-inclusive prenatal and postnatal web-based education programme for parents-to-be and new parents.

Baby Buddy Southwark

is a grant from International Charities Foundation to pilot our new, scalable, community engagement model to engage pregnant women and new parents from disadvantaged communities in improving their health and wellbeing with the support of Baby Buddy Community Champions in Southwark, London.

Fundraising Officer

Philip King provides funding to support the recruitment of two fundraisers, enabling Best Beginnings to further develop the infrastructure of the organisation.

Parent Leaders Project

is a three year project supported by the St James's Place Foundation to reach seldom heard communities in improving their health and wellbeing. The project also aims to train parent leaders to represent Black communities at local and national platforms.

Operational Equipment

a grant was obtained from a private members club to enable the organisation to purchase operational equipment for the organisation and specific projects.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

Statement of Funds Prior Year	Balance 1 April 2017	Income	Expenditure	Transfer	Balance 31 March 2018
	£	£	£	£	£
Restricted funds					
Baby Buddy	99,161	–	(89,073)	–	10,088
Heads Together	24,457	28,952	(43,870)	–	9,539
Maternal Mental Health	27,411	–	(15,423)	–	11,988
North of England Impact Study	25,628	–	(27,000)	1,372	–
Out of the Blue	28,694	40,000	(59,096)	–	9,598
Power to the Bump	4,495	–	(4,495)	–	–
Baby Buddy Forward	–	30,642	(4,631)	–	26,011
Baby Buddy Southwark	–	66,000	(6,885)	–	59,115
Philip King - Fundraising Officer	–	20,000	(20,000)	–	–
Operational Equipment	–	23,500	(5,822)	–	17,678
Total restricted funds	209,846	209,094	(276,295)	1,372	144,017
Unrestricted funds					
Designated funds					
Fixed Asset Fund	–	–	–	6,884	6,884
General fund	46,211	818,351	(750,040)	(8,256)	106,266
Total unrestricted funds	46,211	818,351	(750,040)	(1,372)	113,150
Total funds	256,057	1,027,445	(1,026,335)	–	257,167

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

North of England Impact Study

is our project funded by the Department of Health's Innovation, Excellence and Service Delivery fund (IESD) to support breastfeeding in the North of England. We were granted a two year award to actively embed four of our innovative, evidenced-based resources into areas in the North of England.

Power to the Bump

is a small grant aimed at sharing content created by the Equality & Human Rights Commission. The content is focused on reducing the impact of maternity related discrimination. The aim of the grant is to share the content as part of our ongoing work with grassroots communities.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**
12 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted Funds	Total Funds 2019	Total Funds 2018
	£	£	£	£
Fund balances as at 31 March 2019 are represented by:				
Fixed Assets	4,062	-	4,062	6,884
Current assets	150,605	85,181	235,786	375,700
Current liabilities	(97,317)	-	(97,317)	(125,417)
	57,350	85,181	142,531	257,167

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

13 CHANGE IN COST ALLOCATION METHODOLOGY

During the year there was a change in the cost allocation methodology regarding allocation and analysis of support and governance expenditure. The prior year's Statement of Financial Activities and Notes to the Accounts have been restated in line with the new accounting policy.

Under the new cost allocation methodology an appropriate proportion of premises and other overhead costs is allocated directly to charitable activities and costs of raising fund. This improves the accuracy of the allocation and apportionment shown in the financial statements.

If the accounting policy had not been changed in the year note 5 would have appeared as follows:

	Staff Costs	Other Costs	Apportioned Support & Governance	Total Year to 2019	Total Year to 2018
	£	£	£	£	£
Raising funds	65,491	91,649	16,349	173,489	98,427
Charitable activities	336,499	231,281	310,642	878,422	927,908
Support & Governance	117,241	209,750	(326,991)	–	–
TOTAL	519,231	532,680	–	1,051,911	1,026,335

Support & Governance Costs

	Support	Governance	Total Year to 2019	Total Year to 2018
	£	£	£	£
Staff costs	117,241	–	117,241	75,951
Communications & IT	57,260	–	57,260	52,296
Office & Administration	19,528	–	19,528	16,933
Office Relocation	11,235	–	11,235	36,794
Premises	33,518	–	33,518	32,305
Audit and Accountancy	21,206	–	21,206	55,357
Other professional, legal & finance fees & charges	14,189	–	14,189	17,009
Other Governance	–	1,908	1,908	39,750
Sundry Expenses	47,154	–	47,154	36,844
Depreciation	3,752	–	3,752	3,725
Total	325,083	1,908	326,991	366,964

Registered Office

Harlow Enterprise Hub
Edinburgh Way
Harlow
Essex
CM20 2NQ

Company Number

05866886

Charity Number

1120054

Auditors

Hewitt Warin Limited
Chartered Accountants and
Statutory Auditors
Harlow Enterprise Hub
Edinburgh Way
Harlow
Essex
CM20 2NQ

Bankers

The Co-operative Bank PLC
P.O. Box 101
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M60 4EP

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

Solicitors

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

Penningtons Manches Cooper LLP
125 Wood Street
London
EC2V 7AW

Special Thanks

Our Trustees

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Dr Ann Hoskins
- Vice Chair**
Helen Pert
- Treasurer**
Kirstin Johnston
(appointed June 2018)
- Treasurer**
Andrew Jonathon Harris
(stepped down December 2018)
- Obi Amadi
(stepped down February 2019)
- Peter Andrew Earnshaw
(stepped down September 2018)
- Nadia Ruth Gabbie
- Birte Harlev-Lam OBE
(appointed February 2019)
- Gideon Hurwitz
(appointed October 2018)
- Clare Lyons-Collins
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- Sebastian George Orton
- Dhaval Ponda
(appointed December 2018)
- Lisa Anne Quest
(appointed July 2019)
- Hilary Ann Russell

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Oliver James MBE
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Abbey Clancy
Laura Doggett
Janet Fyle MBE
Dr Alain Gregoire
David Lockwood OBE
Prof Mary Rutherford
Dr Trudi Seneviratne OBE
Neil Roberts
Andy Serkis
Alon Shulman
Nitin Sawhney CBE
Dr Ranj Singh
Ian Stafford
Anne Strong
Charlie Webster
Jill Wrenn

Our Team

Senior Management Team

- CEO & Founder**
Alison Baum OBE
- COO & Deputy CEO**
Shabira Papain
- Finance Director**
Claire Dishington
- Head of Operations**
Carly Bond
- Head of Comms, Digital & Content**
Stephanie Kronson
- Head of Fundraising**
Abigail Rowe

Finance & Administration Team

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Stephen Harris
Katarina Kent
David Pope

Operations Team

- Joel Beckman
Matthew Black
Sheba Choudhury
Fiona Dry
Tercia Santos

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Divya Hirani
Dimitar Kovachev
Jenny McLeish
Margret Unnarsdottir

Evaluation and Impact Team

- Rose Davidson
Nilushka Perera

Volunteers

- Camilla Ascione
Ana Bauer
Sandra Dangoor
Alex Jerrard
Harry Kelleher
Chamath Perera
Rebecca Pooley
Alex Rhodes
Alison Spiro
Benedetta Zingarello

Fundraising Team

- Anna Day
Soumojit Ghosh

Consultant Facilitators

- Daphne Cotton
Jill Fyfe
Sandra Griffiths
Katie Herbert
Hazel Meyer
Julie Reynolds
Clarissa Smith
Leanne Stamp
Catherine Williams

Interns

- Oluyemi Akinmolayan
Oluwaseun Ibiwoye
David Kleeger
Anoushka Kohli
Rachel Lowe
Chamath Perera
Shivani Rai
Lawrence Wang

“ Hey there, I got to the end of your Baby Buddy app... It has been so helpful through my pregnancy and early parenthood... I’m so sad that it’s come to an end! Please let me know when the follow up app is available.

PARENT VOICE





www.bestbeginnings.org.uk

36 Great Russell Street
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WC1B 3QB

Charity No: 1120054 Company No: 5866886