

Charity Registration No. 1002973

Company Registration No. 2609219 (England and Wales)

Bliss – The National Charity for the Newborn
(A Company Limited by Guarantee and having no Share Capital)
Trustees' Report and Accounts
For the Year Ended 31 March 2019

**Bliss – The National Charity for the Newborn
(A Company Limited by Guarantee)**

Legal and Administrative Information

Company Number	2609219 (England and Wales)
Charity Number	1002973 (England and Wales) SC040878 (Scotland)
Legal Status	The organisation is a charitable company limited by guarantee and as such is governed by its Memorandum and Articles of Association.
Board of Trustees	Sarah Mullen (Chair) Verity Baldry (Vice Chair) Jason Parker (Treasurer) Martyn Boyd John Calder Alan Edwards Caroline Farrar Elizabeth Gray Helen Manley Amy Overend Mala Shah-Coulon Sarah Woolnough
Chief Executive	Caroline Lee-Davey Justin Irwin (Interim)
Company Secretary	Kay D’Cruz
Registered Office	4 th Floor, Maya House 134-138 Borough High St London SE1 1LB
Auditors	Sayer Vincent LLP Invicta House 108-114 Golden Lane London EC1Y 0TL
Bankers	Lloyds Bank PLC 3 St George’s Road London SW19 4DR
Solicitors	K&L Gates LLP 110 Cannon Street London EC4N 6AR

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Trustees' Report for the Year Ended 31 March 2019

Introduction from the Chair and Chief Executive

Entering our 40th year we have an opportunity to reflect on the changes and developments made in neonatal care as a result of Bliss' work since we were founded. A huge amount has been achieved in 40 years but today more babies than ever are being born needing neonatal care – that's more babies that need specialist support and care to ensure they have the best start in life.

This year saw the conclusion of our three-year strategy for 2016-19, at the outset of which we set the bold ambition to give every baby born premature or sick in the UK the best chance of survival and quality of life. We are proud of our considerable successes, including securing commitments from central and devolved governments to improve standards of neonatal care, having 90% of neonatal units across the country registered with our Baby Charter, successfully campaigning for the Parental Bereavement (Leave and Pay) Act, and a £1.5m Neonatal Expenses Fund in Scotland, developing new ways to provide parents with the information they need, and providing cot-side support to more than 12,000 parents.

We remain committed to driving improvements in outcomes for premature and sick babies and providing a voice for every baby in neonatal care. Our new strategy for 2019-22 maintains a focus on parental support and family-first neonatal environments, and campaigning for an appropriately funded, structured and staffed neonatal health system. We aim to develop high quality information in a variety of formats to support changing needs, and provide emotional support for parents via face to face and online services. We will use the Bliss Baby Charter to increase the delivery of family-centred care, and will continue to drive improvements for the next generation of babies via evidence-led policy influencing.

In common with many other UK charities, we face considerable financial challenges as we seek to match our ambition to reach every premature or sick baby with our ability to generate income. This year we were very sorry that the tough climate of the last few years led us to take the difficult decision to reduce the size of our staff team, and remain disappointed that financial limitations have restricted or delayed some of the vital work that we want to carry out. As we move forward we are mindful of the environment we're in and the need to carefully prioritise our work in order to have the maximum positive impact for babies. The economic and political climate will continue to be uncertain and we will need to be prudent to ensure that Bliss is sustainable for the longer term. We are incredibly grateful to our many wonderful supporters, partners and volunteers who enable our work for babies, and to such a fantastic and dedicated staff team, without whom the charity simply would not exist.

Whilst so much has been achieved over the last year – and indeed the 39 before that – we are fully aware of our responsibility to babies, families and healthcare professionals, and we will continue to work hard to deliver lasting changes for those who need our help. There is much work to be done to achieve our mission that every baby born premature or sick in the UK has the best chance of survival and quality of life, but with 40 years of learning behind us we're as dedicated as ever to that goal.

Justin Irwin
Interim CEO

Sarah Mullen
Chair of Trustees

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Trustees' Report for the Year Ended 31 March 2019

The Directors of the Charity (who are the Trustees of the Charity for charity law purposes) present their report and the audited financial statements for the year ended 31 March 2019.

The Trustees confirm that the annual report and financial statements have been prepared in accordance with the Companies Act 2006, the Charities Act 2011 and the requirements of *Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)*, issued in January 2015.

Structure, governance and management

Governing document

Bliss - the National Charity for the Newborn is a company limited by guarantee, incorporated on 9th May 1991 and governed by its Memorandum and Articles of Association, last updated on 26th January 2011. It is also registered as a charity with the Charity Commission.

Members of the charity are limited to the serving members of the volunteer Board of Trustees at any given time, who are limited to a guarantee of £1 each in the event of the charity being wound up.

Bliss has two wholly owned subsidiaries: Bliss Sales Limited, the principal activity of which is trading operations that enhance the aims and objectives of Bliss, with available profits gift aided back to Bliss; and Bliss Scotland (Charity) Limited, which is a company limited by guarantee in Scotland and a registered charity in Scotland, the principal activity of which is to carry out Bliss' aims and activities in Scotland.

Appointment of Trustees

As set out in the Articles of Association, the Chair of the Board of Trustees is elected by the members of the Board. When Trustee vacancies arise on the Board these are openly advertised, and the appointment of new Trustees is made following an application process including interview by members of the Nominations Committee, and approval by the whole Board. When considering appointments, the Nominations Committee consider the diversity of the current board of Trustees in terms of skills and experience, geographic representation, age and ethnic background and look to increase the board's diversity.

Trustee induction, training and evaluation

New Trustees have a comprehensive induction coordinated by senior staff and fellow Trustees; this includes, for example, time spent with staff to find out about the work of the Charity, a visit to a neonatal unit, or where appropriate buddying by an experienced Trustee. All Trustees are offered ongoing training as required, as well as regular opportunities to engage with the Charity's beneficiaries, stakeholders and supporters.

Each Trustee has an annual review conducted by the Chair. The Vice-Chair undertakes a regular review of the Chair, incorporating input from all Trustees and the Senior Management Team (SMT). Once every three years, there is an externally facilitated board evaluation.

Organisation

The volunteer Board of Trustees is responsible for the overall governance and direction of the charity. The SMT meets regularly and reports to the Board through the Chief Executive.

During the year the Board comprised 13 Trustees, including a Chair, Vice Chair, and Treasurer. Trustees are all members of the Board and at least one sub-committee. The Board met five times during the year, and conducted conference calls in between physical meetings. The Finance and Fundraising Committee and Risk and Evaluation Committee both also met 5 times. The SMT and Chief Executive attend meetings of the Board and its sub-committees. Bliss Scotland and Bliss Sales Ltd have separate Boards, their Trustees or Directors currently also being Trustees of Bliss. Trustee attendance at Board meetings was 80 per cent this year (2018: 85 per cent).

All Trustees are on fixed terms of office of four years and typically serve up to two terms. The following served as Trustees during the period 1 April 2018 to 31 March 2019:

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Alan Edwards
Amy Overend
Caroline Farrar
Elizabeth Gray
Helen Manley
Jason Parker (Treasurer)
John Calder
Mala Shah-Coulon
Martyn Boyd
Philippa Sanderson (resigned 14 January 2019)
Sarah Mullen (Chair)
Sarah Woolnough
Verity Baldry (Vice Chair)

Related parties and co-operation with other organisations

None of the Trustees has any beneficial interest in the company beyond their individual liability of £1. There are no Trustees' interests to be disclosed.

See notes 9 and 20 to the accounts for further information.

Charity Governance Code

Bliss' volunteer Board of Trustees continue to apply the Charity Governance Code. The Trustees have committed to a full governance review in 2019-20, and as part of that will undertake a review against each element of the Code's principles.

Risk management

The Trustees review the major risks facing the Charity on a regular basis, monitoring reserves and reviewing key financial systems to ensure sufficient resources are available to meet our obligations in the event of adverse conditions. The Trustees have also examined other operational and business risks faced by the Charity and confirm that they have established systems to manage significant risks, with further improvements in risk management planned for 2019-20.

Key risks to the Charity include:

- The impact of staff turnover on delivery of activities and knowledge of our internal systems and processes
- The functioning of the senior management team during parental leave in 2019 for Caroline Lee-Davey, the permanent CEO (starting in June 2019) and of the Board of Trustees following the completion of Sarah Mullen's terms as a Trustee (in early 2020)
- The low level of cash and reserves and the lack of a financial surplus in recent years
- The lack of timely and adequate financial information or controls as the result of changes in key personnel and financial systems.

The systems of control and activities to minimise risk include:

- Periodic review of progress against the agreed strategy
- An annual operational plan approved by Trustees
- An annual budget approved by Trustees
- Monthly reviews of financial results, for both income and expenditure, against budgets
- Additional monitoring of cashflow and other activity to reduce cash outlay as required

Trustees' Report for the Year Ended 31 March 2019

- Review of a risk register five times a year by the Risk and Evaluation sub-committee, at meetings of the full volunteer Board of Trustees, and on a monthly basis by the SMT
- Delegated authorities to spend within defined limits
- Legal, HR and finance input from expert advisers.

The Trustees ensure that the management of risk is ongoing and embedded in management and operational procedures.

Public benefit

Section 17 of the Charities Act 2011 contains a legal requirement that all charities' aims are for public benefit. The Charity Commission in its "Charities and Public Benefit" guidance states that there are two key principles to be met in order to show that an organisation's aims are for public benefit:

1. There must be an identifiable benefit
2. Benefit must be to the public or a section of the public.

Regular evaluation of Bliss' work demonstrates the clear and positive benefit that we have on tens of thousands of babies, their families and the healthcare professionals who care for them. This is particularly through:

- The provision of free information and support to families of babies in neonatal care, which enables and empowers them to play a full role in their baby's hands-on care, which has proven health and developmental benefits for babies
- The provision of training for neonatal professionals and support for audit and improvement of practice in neonatal units; highlighting the challenges for neonatal care and solutions to address these through our policy and campaigning work; and
- Supporting public and patient involvement in research to maximise its patient benefit.

We aim to regularly evaluate the impact and effectiveness of our work through a process of measurement and evaluation led by SMT and managers, which are reviewed by Trustees at meetings of the Risk and Evaluation Committee, from time to time.

About Bliss

Bliss was founded in 1979 by a group of concerned parents who discovered that no hospital had all the equipment nor the trained staff it needed to safely care for premature and sick babies. Determined to do something, these volunteers formed a charity to give vulnerable babies the care they deserve. 40 years later, Bliss has grown into the UK's leading charity for babies born premature or sick.

Our vision:

That every baby born premature or sick in the UK has the best chance of survival and quality of life.

Our mission:

Bliss champions the right for every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life-changing research.

Our values:

Trusted

We are entrusted to give voice to all babies born premature or sick. We believe that trust is earned and our actions must always be based on what is best for babies.

Supportive

We believe that developing supportive relationships is at the heart of what we do, and only by supporting others are we able to achieve our goals.

Ambitious

We always go the extra mile to deliver excellence and seek improvement in all we do.

Our strategy

This year covers the third and final year in our current strategy period, from 2016 to 2019. Over this period our ambition has been simple: for every single baby born needing neonatal care, and every single one of their families, to be able to benefit from our work.

All of our programmes of work are focused on improving outcomes for babies, however long they live and however long their stay in neonatal care. In order to maximise our impact and to reach every baby born premature or sick, throughout the strategy period we focused particularly on delivering our core services consistently across the UK, as well as prioritising campaign and research activity that can tangibly improve the lives of babies born premature or sick.

Our four strategic objectives for the period 2016-2019 were:

- We will support parents of babies born premature or sick to be as involved as possible in care and decision-making for their babies
- We will support neonatal professionals to deliver high quality baby-centred care and to involve parents actively in their babies' care
- We will place premature and sick babies' voices at the heart of decision-making to ensure that their best interests are always put first
- We will support research that can tangibly improve outcomes for babies born premature or sick.

Review of 2018/19 activities

1. We will support parents of babies born premature or sick to be as involved as possible in care and decision-making for their babies

- We will reach parents with the right information as early as possible in their baby's neonatal journey
- We will offer parents access to emotional support.

At the heart of our work to support parents of babies in neonatal care is our knowledge that their role in their babies' care is paramount: the evidence is clear that parental involvement in their babies' care has proven health and developmental benefits for babies, and can also improve bonding and emotional wellbeing for the whole family. Our dual programmes for parents – providing clear, evidence-based and accessible information, and providing volunteer-delivered emotional support – help them to gain the knowledge and skills they need to provide the best possible care for their babies, as well as build their confidence to play as hands-on a role in care as possible.

Highlights of our work this year included the following:

- We completed a major information project to review Bliss' core resource for parents, resulting in our principle guide *About neonatal care*. By the end of the year we were distributing 2,000 copies of this each month to units and parents across the UK, and overall we achieved our target of distributing 100,000 items of printed resources to UK neonatal units and parents.
- We developed new information about the impact on parents' mental health of having a sick or premature baby, including new web content and the first episode of our podcast *NICU, SCBU and You*. We also began to develop new resources to help parents understand how they can be fully involved in their baby's care and how this can benefit both parents and babies.
- To ensure we could reach a wide range of parents, we successfully increased diversity in our content, this year featuring our first same-sex couple story, and ensuring that every issue of our *Little Bliss* magazine contained a story about a full term baby, a story by a dad, and a story by a person from a minority ethnic group.
- We continued to grow and develop our Bliss Champions programme, placing volunteers in neonatal units to provide cot-side emotional and practical support for parents. In the year we recruited and trained 75 Bliss Champion volunteers across the UK, including 13 in Scotland, where we ended the year with Champions in two thirds of units. In total our volunteers supported 5,791 parents on units throughout the UK.
- In the first 9 months of the year there were 143 calls to our helpline. These relatively low numbers and linked comparative high cost led to a decision to close the telephone element of the helpline, and retain the busier but more manageable email channel, ensuring that parents still had access to an element of direct support.

2. We will support neonatal professionals to deliver high quality baby-centred care and to involve parents actively in their babies' care

- We will work with neonatal units through Bliss Baby Charter audit and accreditation to improve standards of care
- We will deliver developmental care training courses
- We will build a Bliss Professionals Network to promote good practice, provide regular updates, and foster a peer community.

Highlights of our work this year included the following:

- The number of neonatal units registered with the Bliss Baby Charter rose by 14 to 176, meaning that approximately 90% of neonatal units in the UK are now registered. We awarded our fourth full Charter

accreditation (to the Royal Devon and Exeter Hospital), and saw the number of units that have completed their second audit – and so are close to being ready for assessment – rise to 26. We continued to focus on the positive outcomes being achieved by those registering with the Charter.

- We organised five FINE level 1 Foundation toolkit sessions throughout England, and trained a total of 195 healthcare professionals on the Foundation during the year. We also ran three of the 12-week advanced level 2 Practical skills courses, for 23 healthcare professionals; the evaluation illustrated that this increased participants' ability to focus their attention on the babies' reactions and cues. Our two study days focussed on mental health and how to support parents and healthcare professionals on the neonatal unit, and were attended by 108 healthcare professionals.

3. *We will place premature and sick babies' voices at the heart of decision-making to ensure that their best interests are always put first*

- *We will focus our campaigns on ensuring that neonatal units and networks are resourced, staffed and supported effectively*
- *We will speak up on behalf of babies, and support parents to do the same.*

Undertaking policy and campaigning work to change the landscape of neonatal care for babies and their families, now and into the future, remains at the heart of our work as a charity. During the 2018-2019 financial year, we met with 29 Parliamentarians from across the UK – including two Ministers – attended numerous policy development meetings and mobilised our supporters to send nearly 6,000 letters to their MP or representative in support of our campaigning issues.

Highlights of our work this year included the following:

- The Parental Bereavement (Leave and Pay) Act became law, entitling all employed parents to two weeks of statutory paid bereavement leave, if their baby or child dies, from 2020. Our influencing secured changes to the Bill before it became law, extending its reach to more bereaved parents. This included: ensuring *all* parents are entitled regardless of their baby's age at death and parents will have 56 weeks to use their entitlement, rather than the eight weeks initially proposed.
- Our campaign to extend statutory leave and pay for parents of babies admitted to neonatal care secured a government review, conducted by the Department of Business, Energy and Industrial Strategy (BEIS), assessing the adequacy of current parental leave laws when a baby requires neonatal care. A Bliss survey completed by 737 parents underpinned our submission to the BEIS review. Our new findings generated more than 180 pieces of media coverage, including BBC Breakfast and a dedicated programme on BBC 5 Live.
- We responded to the NHS Long Term Plan consultation and HM Treasury Budget Representation, highlighting investment needed to address the neonatal nursing shortage and inadequate parent accommodation at hospitals. Alongside, we ran a successful campaign with nearly 1,000 supporters. Subsequently, the NHS Long Term Plan committed funding for increasing both the neonatal workforce and parental accommodation.
- Bliss and Sands published a joint audit of bereavement care provision in the UK – the first audit of its kind for neonatal services. This secured strong national media coverage, both in print and online, and was disseminated widely to parliamentarians across the UK. Consequently, the Welsh Government committed to establishing a Bereavement Support Working Group, including Bliss representation, to improve bereavement support across a range of health services.

4. *We will support research that can tangibly improve outcomes for babies born premature or sick*

- *We will recruit and support parents to be actively involved in neonatal research projects*

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- *We will contribute funding to specific research projects which are designed to deliver practical improvements in babies' care.*

Highlights of our work this year included the following:

- With the help of our Research Panel, we awarded our first research grant, to a team at the University of Oxford looking at the measurement of pain in premature infants.
- We acted as a co-applicant on 10 projects throughout the year, offering significant support and parent involvement for each, and at the year-end were supporting a further 16 research projects with funding, and 23 that have yet to receive funding. Our follow up surveys to partners confirmed that researchers made positive changes to several aspects of their projects in response to the involvement of parents and others provided by Bliss, including to the design, materials and methodology.

Plans for the future

As part of strategy development for the 2019-2022 period we undertook extensive consultation and information-gathering across staff, trustees, external sources, and our beneficiaries, including a survey of over 4,700 stakeholders (predominantly parents) during summer 2018.

Our approach for the future is to focus even more keenly on the outcomes we are seeking to achieve for babies born premature or sick, our primary beneficiaries. In deciding to frame our new strategic objectives explicitly in relation to outcomes for babies, we are aiming to improve our ability to prioritise and focus on those activities which allow us to make the biggest difference for babies within the resources we have available.

We have also sought to strike a balance between the work that we are doing to improve outcomes for the babies born premature or sick and being cared for today, and the work to improve outcomes for babies in the future. We believe this is the right approach both to deliver tangible benefits and improvements to babies in neonatal care now, and to the quality of neonatal care over the longer-term.

We will need to ensure that Bliss is the right size and shape to reflect our ability to raise income in the future, given the uncertain political and economic climate, and that our activities are sustainable for the longer term. We will also continue to rebuild our reserves and restore our financial resilience.

Our three-year objectives and priority activities for the new strategy period are as follows:

1. *For more babies born premature or sick to survive:*

- We will work in partnership with other charities to ensure the Government in England remains focused on delivering the policy changes needed to meet its target to halve neonatal deaths and stillbirths by 2025 – and that there is a sustained effort across Scotland, Wales and Northern Ireland to do the same.
- We will work alongside other charities and professional bodies to ensure that lessons are learned from every case of neonatal death and shared at a national level.

2. *For babies born premature or sick to have well-supported parents playing an active role in their decision-making and care:*

- We will develop information for parents on the subjects they tell us will most help them to be actively involved in their babies' care.
- We will facilitate the provision of emotional support for parents through both our volunteer-delivered services and online peer communities.
- We will share good practice in how to involve families in their babies' care with neonatal healthcare professionals through our Bliss Baby Charter programme and Bliss Excellence Network.
- We will continue to focus on reducing the barriers that prevent many parents from being actively involved in their baby's care on the neonatal unit, including insufficient parent accommodation, facilities and support.

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- We will work with partner charities to promote the delivery of high quality bereavement care, and support for parents in making decisions at the end of their baby's life.
- We will develop parent information and promote it through channels that enable us to reach the most parents possible and, with additional funding, develop information in a variety of formats to make it as accessible as possible for parents.
- We will, with additional funding, work in partnership with communities of parents we currently do not reach effectively to pilot new information and support services such as webchat and text services.

3. *For babies born premature or sick to be cared for in neonatal environments that best support their development:*

- We will work with neonatal units to improve and increase the delivery of family-centred care, including hands-on parental involvement in care, through support with the Bliss Baby Charter.
- We will increase the number of health professionals trained in neonatal developmental care through the delivery of Family-Infant Neurodevelopmental Education (FINE) training.
- We will share knowledge and understanding of family-centred care through the Bliss Excellence Network, our online learning portal and peer-to-peer forum for neonatal healthcare professionals.
- We will fund and support research which increases evidence of how best to deliver developmental care and improve outcomes for babies.

4. *For babies born premature or sick to benefit from neonatal research that can lead to practical improvements in their care:*

- We will fund research projects which will improve outcomes for babies, in line with our research funding framework, and will share their key findings widely to encourage the recommendations to be put into practice.
- We will support UK-based neonatal research projects to ensure they include input from parents.
- We will share research findings with neonatal health professionals through our Bliss Excellence Network to embed practical improvements in care.

5. *For babies born premature or sick to receive high-quality care within a neonatal health system which is appropriately funded, structured and staffed:*

- We will work with politicians and decision-makers to ensure that resourcing and staffing of neonatal care is in line with evidence about what is best for babies.
- We will campaign for effective implementation of evidence-based neonatal quality standards.
- We will work with politicians and decision-makers to raise the profile and importance of neonatal care.

We will work towards these objectives during the first year of the strategy, whilst monitoring our overall financial position, and ensuring that ongoing reviews of our effectiveness help us prioritise activities where we are best placed to achieve positive outcomes for babies.

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Trustees' Report for the Year Ended 31 March 2019

Thanks and acknowledgements

We would like to extend our thanks to the following organisations who have supported our work this year:

Abbvie Ltd	Kangaroo Care Ltd	The Annie Tranmer Charitable Trust
Adam Matthew Digital Ltd	Karian & Box	The Appletree Trust
Aiq Consulting	Kings Secure Technologies LTD	The Barcapel Foundation
Angelcare Ltd	Lady Hind Trust	The Clothworkers' Foundation
Asda	Makin Dixon Solicitors	The E H Smith Charitable Trust
Baron Davenport's Charity	Marks And Spencer	The E M Macandrew Trust
Bellahouston Bequest Fund	Masterserve	The Elsie Lawrence Trust
BOC Ltd	Medela	The Eveson Charitable Trust
BP Foundation	Mhor Sweets Ltd	The Gilbert & Eileen Edgar Foundation
Buxted Construction Ltd	Michael Cornish Charitable Trust	The Hospital Saturday Fund Charitable Trust
Cardzone	Middletons Solicitors	The James Beattie Charitable Trust
Chiesi Ltd	MooreFitness	The Jessie Spencer Trust
Daisie Rich Trust	Mothercare	The Light Fund
Dandia Charitable Trust	MSL Group	The Mackintosh Foundation
Delicious Ideas Food Group	News UK	The Madeline Mabey Trust
Department of Health and Social Care	NPL Management Ltd	The Martin Connell Charitable Trust
DLM Consultants LTD	nPower	The Norman Family Charitable Trust
Early Babies	Pampers	The Pilkington Charities Fund
East London Textiles	Partridges	The Rainford Trust
Enterprise Holdings	Plan Insurance Brokers	The Ronald Miller Foundation
Enterprise Rent-A-Car	Print My Smile	The Scottish Government
Essential Wealth Management	Saatchi & Saatchi	The Sir James Reckitt Charity
Fitch Ratings Ltd	Sainsburys Property Division	The Sylvia & Colin Shepherd Charitable Trust
Fuel Recruitment	ShareGift	The Walker Trust
Greenenergy	Sky Jacqui Trust	The Wixamtree Trust
Hallmark Cards PLC	Smith and Williamson	Thomas J Horne Memorial Trust
Hampden Insurance Holdings	Sports Massage Academy	Transocean Leader
Henhurst Charitable Trust	Sweet Factory	UKICS
Hull & East Riding Charitable Trust	Tay Charitable Trust	Unison
Internal Audit Connections	Tech-Ni-Fold Ltd	Vitabiotics
IPRISM	Teddyone	Wardour Studios
J B Leitch Limited	The Alan Edward Higgs Charity	W M Mann Foundation
JCS Hi-Torque Ltd	The Annett Charitable Trust	WM Sword Charitable Trust

**Bliss – The National Charity for the Newborn
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We would like to express our thanks to all of the amazing individuals and community groups who choose to support Bliss with donations or fundraising, without whom we would not be able to deliver our work. Income from individual donations and community fundraising is key to our work, and it is only with the tireless efforts of these people that we are able to reach more families and strengthen our programmes. Our investment in digital channels and new ways to engage with our supporter base has led to more interactions and increased support, and we hope to build on this in the coming year to build even stronger relationships with our fantastic supporters.

We would also like to give a special mention to the hundreds of volunteers who strengthen our voice, deliver our services and improve our work. Harnessing the great knowledge and experiences of our volunteer Champions, volunteer Board of Trustees, Community Ambassadors and involvement panels – including many parents and people who were born premature or sick – puts Bliss at the forefront of family centred neonatal care, giving even greater credibility to our projects.

We would like to offer our sincere thanks to the following organisations that have supported our work over the past year, as well as the many hundreds of families, doctors, nurses and other individuals who have made such a difference to our work:

British Association of Perinatal Medicine
Department of Health and Social Care
National Neonatal Audit Programme
National Perinatal Epidemiology Unit
Neonatal Data Analysis Unit
Neonatal Nurses Association
Netmums
NHS England
NIDCAP Training Centre
Pregnancy and Baby Charities Network
Public Health England
Royal College of Midwives
Royal College of Nursing
Royal College of Obstetricians and Gynaecologists
Royal College of Paediatrics and Child Health
Sands
Scottish Neonatal Nurses Group
Smokefree Action Coalition
Tamba/Twins Trust
The Lullaby Trust
TinyLife

Financial Review

2018/19 saw a drop in income compared to 2017/18, from £2,437k to £2,407k. Expenditure also decreased, from £2,766k to £2,739k, resulting in an overall deficit of £332k, compared to a deficit of £326k in 2017/18.

This is a disappointing result representing a third consecutive annual deficit (although this did include the use of some significant unrestricted reserves that had been built up prior to that point). The volunteer Board of Trustees are acutely aware of the need to re-evaluate our business model and to work towards a surplus financial position over the coming years. Some changes to this end were enacted towards the end of the financial year, and after careful consideration, this unfortunately involved a reduction in the size of our staff team. The bank has continued to provide support through the year via an overdraft facility, which is due for renewal in April 2020. Our current budget projections to December 2020, do not foresee reliance on this facility, however management and Trustees are confident that it will be renewed for a further 12 months at this point, as it has been in the past

During the 2019/20 financial year the Trustees have continued to focus on careful cost and risk management, as they work towards achieving a surplus position. This has included detailed consideration by the Board of the risks (particularly financial) facing the charity and their mitigation and management, reassessment of strategic priorities for investment during the year, review of options for generating additional or emergency income, ongoing activities to reduce costs during the year, and ongoing, regular, detailed review of financial information.

During the year, we were still able to deliver the third and final year of our strategy, albeit with some changes in our delivery approach, and some limitations on the volume or timeframes. Our volunteer-led work to support parents with a baby in neonatal care continued to benefit from the final part of a three-year restricted grant from the LIBOR fund held by HM Treasury, amounting to £251k in 2018/19. This substantial grant, together with a £15k grant from the Scottish Government, plus a number of other smaller grants from trusts and foundations meant that this area of work benefited from £316k of restricted income (2018: £218k). The Scottish Government also supported neonatal professionals through our Baby Charter accreditation with a grant of £27k. This, along with other smaller grants and trusts, meant that this strand of our strategy benefitted from £95k of restricted income (2018: £25k).

Overall restricted income increased from £243k to £415k in the year, a welcome and significant increase.

Our unrestricted income saw a decrease this year, with fundraising from trading activities, including sporting events, community events and corporate trading activities, decreasing to £1,088k (2018: £1,270k). This decline was across several areas, including unrestricted trust and corporate funding (down £192k), income from trading activities (down £40k) and income from corporate, sporting and community events (down £146k). Individual giving continued to perform strongly, increasing by £127k in the year. In light of these figures we will focus our future efforts on reaching out to new funders, using technology to widen our pool of fundraisers, and increasing our range of challenge events to continue to attract new and repeat participants.

Support costs overall increased by £87k. This is largely due to the increase in depreciation, rent, rates and service charge following the necessity of finding new premises, as well as additional support staff costs in the year. The direct cost of raising funds increased by £15k, with a small saving in the cost needed to raise donations, grants and legacies.

Unrestricted general funds fell to £132k (2018: £377k). As at 31st March 2019, the charity had net current liabilities of £88k (2018: net current assets of 377k). This position is partly due to the necessity to find new premises, and has resulted from a very challenging financial environment. In tandem with careful cash management, improving this position remains a priority in future financial periods.

This year, our fundraising ratio was 47.5p in every £1 raised (2018: 41p). This reflects our ongoing reliance on unrestricted income which costs more to raise. Overall, Bliss' charitable spend was 58.3p in every £1 spent on charitable activities (2018: 63.9p). We are disappointed in these figures overall, and will continue to review our overall business model and our central costs in order to make improvements. We need to balance the requirement to reduce our overhead costs with the need to invest in our capacity to provide professional, high quality and safe services and activities, and to make the charity more sustainable in the long-term in the light of the external environment, end of key funding (LIBOR), and our current financial position.

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Trustees' Report for the Year Ended 31 March 2019

Bliss Scotland (Charity)

Bliss Scotland offers a wide range of support and information to Scottish families and neonatal units. This year the cost of Bliss Scotland's charitable activities was £89k (2018: £98k), with total expenditure amounting to £132k (2018: £102k). This was financed through grant income of £70k (2018: £33k), £55k from trading activities (2018: £36k), and £8k from donations (2018: £30k). No donation (2018: £21k) was made this year from Bliss to Bliss Scotland. As its parent company, Bliss continues to provide administrative, logistical and fundraising support to Bliss Scotland, which is fully charged.

Bliss Sales

Bliss Sales Limited is the trading arm of Bliss, selling goods, brand licensing and sponsorship opportunities to individuals and corporate entities. Bliss Sales Limited produced turnover of £102k (2018: £142k) and a profit on ordinary activities before corporate gift aid of £72k (2018: £131k). £72k (2018: £131k) has been gifted to Bliss (Charity) through the corporate Gift Aid scheme.

Reserves policy and going concern

Reserves are needed to ensure that there remains enough liquidity to pay our staff and suppliers during times when cash flow fluctuates, to cover the value of our illiquid assets, as a set-aside to mitigate the financial risks we face such as unforeseen interruptions to our operations, as a set-aside to cover possible shortfalls in budgeted income, and to ensure that we can meet our planned spending commitments during the year ahead. Total general funds are now £132k (2018: £465k) - representing 3 weeks' (2018: 10 weeks) unrestricted expenditure.

The Trustees recognise that this level of reserves is too low and continues to be significantly below the target level of between 13 and 21 weeks, as anticipated in last year's accounts. During the latter part of 2018/19 a process of cost efficiencies, a review of staff establishment against priority areas, and a sharpened focus on core activity was begun, with some roles sadly being made redundant at the end of the financial year, and some work activities halted. Further work continues to be undertaken in 2019/20 to further align costs with income, and to improve our cost control systems.

The Trustees and SMT are committed to delivering a small surplus for the 2019/20 financial year, and will be particularly focused on effective cash flow management and cost control throughout the coming year. Management accounts for the first two quarters of 2019/20 show that the charity is on track to deliver this surplus. However, the Trustees recognise that it will take more than one financial year to replenish our reserves position back above the target minimum level, so expect this to be a focus for the full timeframe of the new strategy period.

Considering the above, the Trustees have closely reviewed the going concern position at the date of signing this report and are of the view that Bliss remains a going concern for the next 12 months, from the date this report was signed; that there are no material uncertainties related to this; and that there is sufficient oversight and monitoring in place to manage this.

Investment powers and policy

The Trustees, having regard to the liquidity requirements of operating the charity, decided during the year to liquidate the £168k that was invested in a collective investment scheme of UK and overseas equities. This gave rise to a realised gain of £13k.

Fundraising regulations

Bliss is registered with the Fundraising Regulator, and all fundraising activities are aligned with the Code of Fundraising Practice to ensure that they are legal, open, honest and respectful. The Bliss Values state that in all of our work we aim to be trusted, supportive and ambitious, and these values are enshrined in all fundraising activities and campaigns that the charity undertakes. To reinforce this commitment, Bliss has a number of policies and procedures that underpin its fundraising activities:

- The Bliss Supporter Promise
- Ethical Policy
- Complaints Policy
- Equality and Diversity Policy

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- Privacy Policy
- Safeguarding Policy
- Whistleblowing Policy

On occasion Bliss works with professional fundraisers or commercial participators to raise funds. When doing so, Bliss undertakes a thorough vetting and compliance process to ensure that all relationships and activities align with the relevant laws and regulations, and with the Bliss policies described above. Contracts and data sharing agreements are signed by all parties in line with current data protection legislation, and strict account management and monitoring processes are in place for all such relationships.

Any individual undertaking to fundraise on behalf of Bliss is given clear guidance on how to fundraise within the law to adhere to the Code of Fundraising Practice, and fundraising activities carried out on behalf of Bliss by third parties are regularly reviewed through dedicated account management, regular communications with supporters and monitoring of social media activity.

Bliss takes all complaints into its fundraising activities very seriously. A clear process for submitting complaints is displayed on our website, and all complaints are centrally stored and reviewed regularly by the management team. A summary of all complaints received is also discussed and reviewed annually at the Risk and Evaluation Committee (a sub-committee of the Board). In the 2018-19 financial year, Bliss received 11 complaints in relation to its fundraising activities, all of which were responded to and resolved to the satisfaction of the complainants.

Many donors and supporters of Bliss have a strong personal connection to neonatal care that may have come from a difficult personal experience, and as such all employees and third-party fundraisers are trained in how to deal with potentially vulnerable supporters. The Bliss Safeguarding Policy outlines the steps needed to report any safeguarding concerns should they arise.

Pay policy for senior staff

The directors consider the Board of Directors, who are the charity's Trustees, and the senior management team, to comprise the key management personnel of the charity. They are charged with directing, controlling, running and operating the charity on a day to day basis.

The Trustees are not remunerated. The pay of the SMT is benchmarked against the mid-point of pay of similar positions in charities of a similar size, and is reviewed annually. No increases in senior pay are anticipated in the next year. The pay policy for senior staff is in line with the pay policy applied to Bliss' staff, and for the Chief Executive is administered by the Nominations Committee of the Board (comprising the Chair, Vice-Chair and one other Trustee), in consultation with the Treasurer.

Related parties

Details of related party transactions are in note 20.

Disclosure of information to auditors

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

Auditors

In accordance with section 485 of the Companies Act 2006, Sayer Vincent LLP were appointed as auditors of the company in 2017.

On behalf of the Board of Trustees.

Sarah Mullen

Chair of Trustees

Date 18 December 2019

**Bliss – The National Charity for the Newborn
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STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

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

In preparing these accounts, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- Prepare the accounts 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 disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware
- 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 auditor is 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 charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees at 31 March 2019 was 12 (2018: 13). The Trustees are members of the charitable company but this entitles them only to voting rights. The Trustees have no beneficial interest in the charitable company.

INDEPENDENT AUDITOR'S REPORT

Opinion

We have audited the financial statements of Bliss – The National Charity for the Newborn (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2019 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the 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 group's and of the parent charitable company's affairs as at 31 March 2019 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group 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 group's or the parent 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 trustees' 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.

INDEPENDENT AUDITOR'S REPORT

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, including the strategic report has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

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

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

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

Responsibilities of trustees

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

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

Auditor's responsibilities for the audit of the financial statements

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 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 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.

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

INDEPENDENT AUDITOR'S REPORT

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.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group's or the parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or the parent charitable company to cease to continue as a going concern.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

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

Judith Miller (Senior statutory auditor)

Date: 18 December 2019

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

**Bliss - The National Charity for the Newborn
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**Group Consolidated Statement of Financial Activities, including Income and Expenditure Account
For the year ended 31 March 2019**

	Notes	Unrestricted funds £	Restricted Funds £	Total 2019 £	Total 2018 £
Income					
Donations and legacies	2	886,564	-	886,564	918,676
Charitable activities	3				
Supporting parents of babies born premature or sick		-	315,720	315,720	218,300
Supporting neonatal professionals to deliver baby-centred care		56,069	94,828	150,897	80,155
Placing premature and sick babies' voices at the heart of decision making		-	-	-	-
Supporting research to improve outcomes for babies born premature or sick		12,274	4,000	16,274	8,717
Other trading activities	4	1,019,619	-	1,019,619	1,205,717
Investment income		4,672	-	4,672	5,874
Total income		1,979,198	414,548	2,393,746	2,437,439
Expenditure					
Costs of raising funds	6	1,141,996		1,141,996	999,457
Charitable activities	7				
Supporting parents of babies born premature or sick		368,945	315,720	684,665	809,332
Supporting neonatal professionals to deliver baby-centred care		508,896	94,828	603,724	591,934
Placing premature and sick babies' voices at the heart of decision making		259,693	-	259,693	274,386
Supporting research to improve outcomes for babies born premature or sick		44,907	4,000	48,907	91,289
Total expenditure		2,324,437	414,548	2,738,985	2,766,398
Net income / (expenditure) before transfers		(345,239)	-	(345,239)	(328,959)
Net gains / (losses) on investments	15	12,841	-	12,841	3,451
Transfers between funds		-	-	-	-
Net income / (expenditure) for the year and net movement in funds		(332,398)	-	(332,398)	(325,508)
Fund balances brought forward		464,859	-	464,859	790,367
Fund balances carried forward	18	132,461	-	132,461	464,859

The statement of financial activities includes all gains and losses recognised during the year. All income and expenditure derive from continuing activities.

**Bliss - The National Charity for the Newborn
(A Company Limited by Guarantee)**

**Balance Sheets
As at 31 March 2019**

Company no. 02609219

	Notes	Group 2019 £	2018 £	Charity 2019 £	2018 £
Fixed Assets					
Tangible assets	11	220,447	88,033	220,447	88,033
Investments	12	-	-	1	1
		220,447	88,033	220,448	88,034
Current Assets					
Debtors	14	255,073	330,823	229,967	377,642
Current asset investment	15	-	168,352	-	168,352
Cash at bank and in hand		17,419	126,405	13,415	27,445
		272,492	625,580	243,382	573,439
Creditors; amounts falling due within one year	16	(360,478)	(248,754)	(333,695)	(237,568)
Net current assets / (liabilities)		(87,986)	376,826	(90,313)	335,871
Total assets less current liabilities		132,461	464,859	130,135	423,905
Funds					
Restricted funds	18	-	-	-	-
Unrestricted funds					
Designated funds		-	88,033	-	88,033
General Funds		132,461	376,826	130,135	375,872
Total funds		132,461	464,859	130,135	463,905

The trustees have prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

During the year the trustees decided not to designate any further funds towards fixed assets

The accounts were approved by the Board of Trustees on:

Trustee

Date: 18 December 2019

**Bliss - The National Charity for the Newborn
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**Statement of Cash Flows
For the year ended 31 March 2019**

	Notes	2019 £	2018 £
Cash generated from / (used in) operating activities	21	(92,936)	(132,317)
Cash flows from investment activities			
Dividends and interest income		6,012	5,874
Gain on sale of current asset investment		12,841	-
Sale of current asset investment		168,352	-
Purchase of tangible fixed assets		(203,255)	(29,586)
Cash provided by / (used in) investing activities		(16,050)	(23,712)
Cash used in financing activities		-	-
Increase / (decrease) in cash and cash equivalents during the year		(108,986)	(156,029)
Cash and cash equivalents at the beginning of the year		126,405	282,434
Cash and cash equivalents at the end of the year		17,419	126,405

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts
For the year ended 31 March 2019**

1 Accounting Policies

The principal accounting policies adopted, judgements and key sources of estimation and uncertainty in the preparation of the financial statements are as follows:

1.1 Statutory information

Bliss - the National Charity for the Newborn is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Maya House, 134-138 Borough High Street, London, SE1 1LB.

1.2 Basis of preparation

These accounts have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102, the Charities Act 2011 and UK Generally Accepted Accounting Practice as it applies from 1 January 2015. The charity is a Public Benefit Entity as defined by FRS 102.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £1.

1.3 Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

1.4 Preparation of the accounts on a going concern basis

The financial statements have been prepared on a going concern basis. As noted in the financial review within the Trustees' Report, management and the Trustees are acutely aware of the charity's challenging financial position and have already taken a number of actions and are committed to do so in future financial periods. In assessing the charity's going concern position, the Trustees believe that both a combination of these actions and the expected future income streams, provide them a reasonable expectation that the charity has adequate resources to continue in operational existence and there are no material uncertainties about the charity's ability to continue as a going concern.

1.5 Group financial statements

The financial statements consolidate the results of the Charity, its wholly owned subsidiary Bliss Sales Limited and with Bliss Scotland (Charity) Limited on a line-by-line basis. Bliss Scotland (Charity) Limited has been consolidated given that its Board members are also members of the Board of Bliss. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

1.6 Income

Income is recognised when the charity has entitlement to the funds, when any performance conditions attached to the items of income have been met and where it is probable that income will be received and quantified with reasonable accuracy.

Grants receivable in respect of expenditure charged to the Statement of Financial Activities during the year have been included in the Statement of Financial Activities. Income from government and other grants, whether 'capital' or 'revenue' grants, is recognised when the charity has entitlement to the funds. Where conditions to receiving the grant need to be met, income is recognised where it is probable that it will be received and measured with reasonable accuracy.

For legacies, entitlement is taken as the earlier of the date on which either the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executors that a distribution will be made, or when distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executors' intention to make a distribution. Where legacies have been notified to the charity or the charity is aware of the granting of probate and the criteria for income recognition have not been met, the legacy is treated as a contingent asset and disclosed if material.

1.7 Donated services

Donated professional services are recognised when the service is given and is valued as either the economic benefit of the service to the charity or the cost to the donor.

1.8 Investments

Fixed asset investments represent the investment held in the subsidiary company Bliss Sales Limited by the Charity. As these shares are unlisted, the trustees consider the appropriate market value of the investment to be the equivalent to the original cost.

Current asset investments are stated at market value. Unrealised gains and losses on the revaluation at the balance sheet date are included in the Statement of Financial Activities.

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

1.10 Financial Instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.11 Provisions

Provisions are recognised when the charity has a legal or constructive present obligation as a result of a past event, it is probable that the charity will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation. The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation.

Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value the unwinding of the discount is recognised as a finance cost in net income/(expenditure) in the period it arises.

1.12 Tangible fixed assets and depreciation

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 expected useful life, as follows:

Fixtures and fittings	over 3 years
Office and computer equipment	over 3-5 years
Leasehold property	length of lease

1.13 Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

Designated funds are unrestricted funds, which are reserved for a specific purpose and available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

The purpose and use of restricted funds are imposed by donors or by specific terms of charity appeals.

1.14 Expenditure

Expenditure is recognised once there is legal or constructive obligations to make payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified as either the costs of raising funds, charitable expenditure or other expenditure that does not fall into the first two categories.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

1.15 Support and governance costs

Support costs are costs that assist the work of the charity but do not directly undertake its activities. Governance costs are costs directly attributable to the running of the Board. Both these costs have been allocated between the cost of raising funds and charitable activities on the basis of the staff time spent on each activity.

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

1.16 Operating leases

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

1.17 Tax status

The company is a registered charity and is not subject to corporation tax.

1.18 Value Added Tax

The charity is registered under a partial exemption scheme for VAT and as with many other charities, is unable to recover most of the VAT charged on its expenditure.

1.19 Pensions

The charity operates a defined contribution pension scheme. No contributions were owing at the balance sheet date.

1.20 Grant giving policy

The charity occasionally provides grants for projects that have the potential to improve outcomes for premature and sick babies. Grants are recognised in accordance with the applicable accounting standard.

1.21 Volunteers

The assistance received from volunteers has not been financially recognised.

1.22 Pension scheme

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charitable company to the fund. The charitable company has no liability under the scheme other than for the payment of those contributions.

2 Donations and legacies	2019	2018
	£	£
Unrestricted		
Trust funding	8,000	39,342
Corporate funding	132,740	293,081
Donated professional services	36,485	11,790
Individual giving	441,552	314,526
Branch donations	-	1,775
Payroll giving	219,085	217,682
Legacies	48,702	40,480
	<u>886,564</u>	<u>918,676</u>

Donated professional services of £36,485 (2018: £11,790) relates to pro-bono legal work carried out on behalf of Bliss by K&L Gates LLP which are recognised when the service is given and is valued as either the economic benefit of the service to the charity or the cost to the donor.

**Bliss - The National Charity for the Newborn
(A Company Limited by Guarantee)**

**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

3	2019	2018
Income from charitable activities	£	£
Restricted		
Supporting parents of babies born premature or sick		
Government grants	251,000	152,000
Other grants	<u>64,720</u>	<u>66,300</u>
	<u>315,720</u>	<u>218,300</u>
Supporting neonatal professionals to deliver baby-centred care		
Other grants	<u>94,828</u>	<u>25,000</u>
	<u>94,828</u>	<u>25,000</u>
Supporting research to improve outcomes for babies born premature or sick		
Other grants	<u>4,000</u>	<u>-</u>
	<u>4,000</u>	<u>-</u>
Unrestricted		
Supporting neonatal professionals to deliver baby-centred care		
Fees and reimbursements	<u>56,069</u>	<u>55,155</u>
	<u>56,069</u>	<u>55,155</u>
Supporting research to improve outcomes for babies born premature or sick		
Researching Innovation	<u>12,274</u>	<u>8,717</u>
	<u>12,274</u>	<u>8,717</u>
Total	<u><u>482,891</u></u>	<u><u>307,172</u></u>

Restricted income from charitable activities represents grants received from government and trusts to further Bliss' charitable objectives, plus restricted grants or donations from corporate partners. Unrestricted income from charitable activities represents fees charged to recipients of the Family Infant Neurodevelopmental Education training courses and other training events for health professionals, and trading relationships for the provision of research support.

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

4	Income from other trading activities	2019		2018	
		£		£	
	Unrestricted				
	Money raised through corporate events	-		28,007	
	Money raised through sporting and community activities	917,525		1,035,274	
	Income from trading activities - Bliss Sales Limited	102,094		142,436	
		<u>1,019,619</u>		<u>1,205,717</u>	
5	Net income / (expenditure) for the year	2019		2018	
		£		£	
	Net income / (expenditure) for the year is stated after charging:				
	Operating lease - land and buildings	128,842		114,813	
	Auditors' remuneration - audit	12,200		11,850	
	Auditors' remuneration - under accrual from previous year	7,500		-	
	Depreciation of fixed assets	69,508		37,852	
		<u>69,508</u>		<u>37,852</u>	
6	Costs of raising funds	2019		2018	
		£		£	
	Unrestricted				
	Seeking donations, grants and legacies	466,122		477,872	
	Staging sporting and community activities	325,130		301,974	
	Costs of trading activities - Bliss Sales limited	15,800		11,712	
	Support costs (note 8)	334,944		127,185	
		<u>1,141,996</u>		<u>918,743</u>	
	Designated				
	Seeking donations, grants and legacies	-		23,386	
	Staging sporting and community activities	-		1,316	
	Support costs (note 8)	-		56,012	
		<u>-</u>		<u>80,714</u>	
	Total	<u>1,141,996</u>		<u>999,457</u>	
7	Charitable activities				
	Analysis of expenditure on charitable activities by fund	Unrestricted	Designated	Restricted	Total
		2019	2019	2019	2019
		£	£	£	£
	Supporting parents of babies born premature or sick	368,945	-	315,720	684,665
	Supporting neonatal professionals to deliver baby-centred care	508,896	-	94,828	603,724
	Placing premature and sick babies' voices at the heart of decision making	259,693	-	-	259,693
	Supporting research to improve outcomes for babies born premature or sick	44,907	-	4,000	48,907
	Total	<u>1,182,441</u>	<u>-</u>	<u>414,548</u>	<u>1,596,989</u>
	<i>Analysis of expenditure on charitable activities by fund 2018</i>	<i>Unrestricted</i>	<i>Designated</i>	<i>Restricted</i>	<i>Total</i>
		<i>2018</i>	<i>2018</i>	<i>2018</i>	<i>2018</i>
		£	£	£	£
	Supporting parents of babies born premature or sick	549,991	33,241	226,100	809,332
	Supporting neonatal professionals to deliver baby-centred care	524,934	42,000	25,000	591,934
	Placing premature and sick babies' voices at the heart of decision making	274,386	-	-	274,386
	Supporting research to improve outcomes for babies born premature or sick	91,289	-	-	91,289
	Total	<u>1,440,600</u>	<u>75,241</u>	<u>251,100</u>	<u>1,766,941</u>

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

Analysis of expenditure on charitable activities	Total 2019 £	Total 2018 £
Supporting parents of babies born premature or sick		
Staff costs	456,771	465,890
Direct costs	94,116	73,517
Support costs	133,778	269,925
	<u>684,665</u>	<u>809,332</u>
Supporting neonatal professionals to deliver baby-centred care		
Staff costs	371,177	302,291
Direct costs	106,793	164,359
Support costs	125,755	125,284
	<u>603,725</u>	<u>591,934</u>
Placing premature and sick babies' voices at the heart of decision making		
Staff costs	186,428	152,048
Direct	22,781	23,716
Support costs	50,484	98,622
	<u>259,693</u>	<u>274,386</u>
Supporting research to improve outcomes for babies born premature or sick		
Staff costs	33,422	52,274
Direct costs	2,247	2,698
Support costs	13,238	36,317
	<u>48,907</u>	<u>91,289</u>
Total	<u>1,596,990</u>	<u>1,766,941</u>

During the year a commitment was made to make a research grant to Oxford University for a three-year period, with a start date of 1 October 2019. The grant value is £146k over the full term of the grant. Progress will be monitored during the grant period. The terms and conditions allow the charity to terminate the grant within a reasonable timeframe, at any time. With a post year end start date of 1 October 2019, this grant is disclosed as a commitment rather than being recognised on the balance sheet as a creditor, as the charity did not have a liability at 31 March 2019.

8 Support costs

	Costs of raising funds £	Charitable Activities £	Total 2019 £	Total 2018 £
Staff costs	103,610	142,122	245,732	192,237
Depreciation	29,438	40,379	69,817	37,852
Telephone and IT costs	37,839	51,088	88,927	98,722
Audit Fees	5,539	7,598	13,137	12,731
Trustee Expenses	156	214	370	1,676
Office rent, rates and service charge	81,497	111,789	193,286	142,290
Office move	-	-	-	46,918
Other office costs	29,876	41,034	70,910	122,877
Other support costs	46,989	71,153	118,142	58,042
	<u>334,944</u>	<u>465,377</u>	<u>800,321</u>	<u>713,345</u>

Support costs are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the basis of estimated staff time attributable to each activity.

9 Trustees

No trustees or any persons connected with them received any remuneration during the year (2018: £nil).
1 trustees received reimbursements of travelling expenses totalling £220 (2018: 2 trustees received £397).

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

10 Employees and employment costs

Number of employees

The average number of employees during the year was 52 (2018: 51).

The average number of full-time equivalent employees during the year was:

	2019	2018
Supporting parents of babies born premature or sick	7.9	9.2
Supporting neonatal professionals to deliver baby-centred care	6.7	5.1
Placing premature and sick babies' voices at the heart of decision making	3.2	3.3
Supporting research to improve outcomes for babies born premature or sick	0.8	1.0
Communications	6.4	6.3
Fundraising	12.8	13.4
Administration	6.0	5.7
Scotland	2.5	2.0
	<u>46.3</u>	<u>46.0</u>

Employment costs

	2019 £	2018 £
Staff costs consist of:		
Wages and salaries	1,440,255	1,404,298
Redundancy and termination	18,519	-
Social Security Costs	134,895	137,066
Pension contributions	68,135	65,607
	<u>1,661,804</u>	<u>1,606,971</u>

The highest paid employee was the Chief Executive, who earned £80,423 (2018: £78,627) in pay and £4,827 (2018: £4,723) in pension contributions. £9,985 (2018: £9,774) was paid in employer national insurance contributions. No other employee earned in excess of £60,000.

The Charity's trustees are not paid or received any other benefits from employment with the Charity or its subsidiaries during the year (2018: £nil).

The key management personnel of the Group and Charity comprises of the Trustees, the Chief Executive, Head of Services, Head of Finance and Operations and Head of Fundraising and Communications. The total employee benefits of the key management personnel amounted to £233,438 in pay and pension contributions (2018: £241,053) and £24,701 was paid in employer's national insurance contributions (2018: £27,453).

Redundancy and termination payments are recognised in full upon the termination of employment. 7 employees received payments of this kind during the year (2018: 0).

A staff untaken leave accrual has not been included as being immaterial.

11 Tangible fixed assets

Group and Charity

	Leasehold property £	Office Equipment £	Computer Equipment £	Total £
Cost				
At 1 April 2018	87,688	18,300	202,938	308,926
Additions	160,196	7,989	35,070	203,255
Disposals	(87,689)	(1,235)	(3,158)	(92,082)
At 31 March 2019	<u>160,195</u>	<u>25,054</u>	<u>234,850</u>	<u>420,099</u>
Depreciation				
At 1 April 2018	81,204	14,497	125,192	220,893
Charge for the year	39,117	3,240	27,151	69,508
On disposals	(87,689)	(792)	(2,268)	(90,749)
At 31 March 2019	<u>32,632</u>	<u>16,945</u>	<u>150,075</u>	<u>199,652</u>
Net Book Value at 31 March 2019	<u>127,563</u>	<u>8,109</u>	<u>84,775</u>	<u>220,447</u>
<i>Net Book Value at 31 March 2018</i>	<u>6,484</u>	<u>3,803</u>	<u>77,746</u>	<u>88,033</u>

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

12 Fixed Asset Investments

Investment in subsidiary

Charity

Cost at 1 April 2018 and 31 March 2019	<u>1</u>
Historical cost As at 31 March 2019	<u>1</u>

Holdings of more than 20%
The charitable company controls more than 20% of the following entities;

Company subsidiary undertakings	Country of registration or incorporation	Class	Shares held	Control
Bliss Sales Limited	England and Wales	Ordinary £1	1	100%
Bliss Scotland (Charity) Limited	Scotland	N/A	N/A	100%

The principal activity of Bliss Sales Limited is trading operations that enhance the aims and objectives of Bliss. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company.

Bliss Scotland (Charity) Limited is a company limited by guarantee in Scotland and a registered charity in Scotland. Its principal activity is to carry out Bliss' aims and objectives in Scotland. Control is exercised through the trustees of Bliss Scotland (Charity) Limited also being trustees of Bliss. All activities have been consolidated on a line by line basis in the statement of financial activities.

The results of Bliss Sales Limited (a company registered in England and Wales, company number 03602721) for the year ended 31 March 2019 were as follows:

	2019	2018
	£	£
Turnover	102,081	142,436
Cost of Sales	-	-
Gross profit	102,081	142,436
Administration expenses	(30,180)	(11,712)
Operating profit	71,901	130,724
Gift aid payable to Bliss and Bliss Scotland	(71,901)	(130,724)
Corporation tax	-	-
Profit / (loss) for the year	-	-

The aggregate of the assets, liabilities and funds was:

Assets	50,015	169,095
Liabilities	(50,014)	(169,094)
Funds	1	1

At the balance sheet date, £21,494 (2018: £28,163) was owed by Bliss Sales Ltd to Bliss.

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
As at 31 March 2019**

13 Fixed Asset Investments (continued)

The results of Bliss Scotland (Charity) Limited (a company limited by guarantee, registered in Scotland, company number SC365557 and a registered charity in Scotland, registration number SC040878) for the year ended 31 March 2019 were as follows:

	Unrestricted funds £	Restricted Funds £	Total 2019 £	Total 2018 £
Income				
Donations	7,782	-	7,782	30,016
Charitable activities:				
Supporting parents of babies born premature or sick	-	24,500	24,500	33,000
Supporting neonatal professionals to deliver baby-centred care	-	44,726	44,726	-
Supporting research to improve outcomes for babies born premature or sick	-	1,000	1,000	-
Other trading income	55,374		55,374	36,121
Total income	63,156	70,226	133,382	99,137
Expenditure				
Costs of raising funds	43,417	-	43,417	3,497
Charitable activities:				
Supporting parents of babies born premature or sick	5,324	24,500	29,824	37,019
Supporting neonatal professionals to deliver baby-centred care	889	44,726	45,615	36,601
Placing premature and sick babies' voices at the heart of decision making	11,916	-	11,916	24,476
Supporting research to improve outcomes for babies born premature or sick	235	1,000	1,235	-
Total expenditure	61,781	70,226	132,007	101,593
Net movement in funds	1,375	-	1,375	(2,456)
The aggregate of the assets, liabilities and funds was:				
Assets	25,917		25,917	41,565
Liabilities	(23,591)		(23,591)	(40,614)
Funds	2,326	-	2,326	951

A management charge of £45,863 (2018: £23,515) was made by Bliss to Bliss Scotland (Charity) Ltd

No donation (2018: £21,000) was made by Bliss to Bliss Scotland (Charity) Ltd

At the balance sheet date, £23,240 (2018: £17,495) was owed by Bliss Scotland (Charity) Ltd to Bliss.

During the year, the parent charity received gross income of £2,342k, and made a net loss of £335k.

14 Debtors

	Group		Charity	
	2019	2018	2019	2018
	£	£	£	£
Trade debtors	55,058	87,461	8,457	15,174
Other debtors	85,663	30,991	85,663	30,991
Amounts owed by group undertakings	-	-	21,494	136,382
Prepayments and accrued income	114,352	212,371	114,353	195,095
	255,073	330,823	229,967	377,642

15 Current Asset Investments

Current asset investments relates to funds invested by the Charity in a common investment fund which is independently managed by CCLA Investment Management Limited

	2019 £	2018 £
Fair value as at 1 April	168,352	164,901
Additions	-	-
Disposals	(181,193)	-
Net gains (losses) to 31 March	12,841	3,451
Fair value as at 31 March	-	168,352
Historic cost as at 31 March	-	130,209

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

16 Creditors	Group		Charity	
	2019	2018	2019	2018
	£	£	£	£
Trade creditors	113,993	65,098	113,993	64,716
Grants payable	-	40,853	-	40,853
Tax and Social Security Costs	34,428	36,744	34,428	36,746
VAT	7,707	9,598	-	-
Other creditors	4,889	6,499	4,889	6,499
Amounts owed to group undertakings	-	-	23,240	-
Accruals	145,712	70,822	144,512	69,614
Deferred Income	53,749	19,140	12,633	19,140
	360,478	248,754	333,695	237,568

Deferred Income

Deferred income relates to funds received during the year, related to future periods

	Group		Charity	
	2019	2018	2019	2018
	£	£	£	£
Balance at the beginning of the year	19,140	12,490	19,140	7,490
Amount released in the year	(19,140)	(12,490)	(19,140)	(7,490)
Increase in provision in the year	53,749	19,140	12,633	19,140
Balance at the end of the year	53,749	19,140	12,633	19,140

17 Commitments under operating leases

As at 31 March 2019, the Charity had commitments under non-cancellable operating leases. The total future minimum lease payments were as follows:

	Land and Buildings		Plant and Machinery	
	2019	2018	2019	2018
	£	£	£	£
Operating leases payable				
Less than one year	107,712	32,005	5,412	4,092
Between one and five years	278,256	-	3,855	5,781
	385,968	32,005	9,267	9,873

18 Analysis of charitable funds

Current year	Balance	Income	Expenditure	Transfers	Funds
	1 April 2018				31 March 2019
	£	£	£	£	£
Analysis of movements in unrestricted funds					
Designated fixed asset fund	88,033	-	-	(88,033)	-
General fund	376,826	1,992,039	(2,324,437)	88,033	132,461
Total Group and Charity	464,859	1,992,039	(2,324,437)	-	132,461

The designated fixed asset fund was used for fixed asset purchases. During the year Trustees decided not to designate funds in this way.

Analysis of movements in restricted funds

	Balance	Income	Expenditure	Transfers	Funds
	1 April 2018				31 March 2019
	£	£	£	£	£
Supporting parents of babies born premature or sick					
LIBOR Fund	-	251,000	(251,000)	-	-
Other Grants	-	40,220	(40,220)	-	-
Supporting neonatal professionals to deliver baby-centred care					
Other grants	-	50,102	(50,102)	-	-
Supporting research to improve outcomes for babies born premature or sick					
Other grants	-	3,000	(3,000)	-	-
Total Charity	-	344,322	(344,322)	-	-
Supporting families and their babies in Scotland					
Supporting parents of babies born premature or sick	-	24,500	(24,500)	-	-
Supporting neonatal professionals to deliver baby-centred care	-	44,726	(44,726)	-	-
Supporting research to improve outcomes for babies born premature or sick	-	1,000	(1,000)	-	-
Total Bliss Scotland (Charity) Limited	-	70,226	(70,226)	-	-
Total Group and Charity	-	414,548	(414,548)	-	-

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
For the year ended 31 March 2019**

18 Analysis of charitable funds (continued)

Supporting parents of babies born premature or sick

LIBOR Fund: this fund received from the Treasury Department was to support the growth of Bliss Champions. Total grant income from this fund amounted to £691,423 over three years, with 1 more year still to be paid

Supporting families and their babies in Scotland

These funds were received to support the expansion of our work across Scotland.

<i>Analysis of charitable funds (prior year)</i>	<i>Balance 1 April 2017</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers</i>	<i>Funds 31 March 2018</i>
	£	£	£	£	£
<i>Analysis of movements in unrestricted funds</i>					
<i>Designated fixed asset fund</i>	96,459	-	(38,012)	29,586	88,033
<i>Designated fundraising, infrastructure and services fund</i>	79,417	-	(117,943)	38,526	-
	<u>175,876</u>	<u>-</u>	<u>(155,955)</u>	<u>68,112</u>	<u>88,033</u>
<i>General fund</i>	571,999	2,194,139	(2,359,343)	(29,969)	376,826
<i>General fund - fair value reserve</i>	34,692	3,451	-	(38,143)	-
<i>Total Group and Charity</i>	<u>782,567</u>	<u>2,197,590</u>	<u>(2,515,298)</u>	<u>-</u>	<u>464,859</u>

The designated fixed asset fund represents the net book value of fixed assets.

The designated fundraising, infrastructure and services fund set aside £300,000 in 2015-16 towards maintaining Bliss' services during a period of reduced restricted income, to invest in supporter care and fundraising initiatives to increase unrestricted income and to invest in its infrastructure. This fund was budgeted to be spent over a period of three years.

The fair value reserve within the general fund represents the unrealised gain on current asset investments.

<i>Analysis of movements in restricted funds (prior year)</i>	<i>Balance 1 April 2017</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers</i>	<i>Funds 31 March 2018</i>
	£	£	£	£	£
<i>Supporting parents of babies born premature or sick</i>					
<i>Welsh Materials</i>	4,500	-	(4,500)	-	-
<i>Volunteering</i>	-	33,300	(33,300)	-	-
<i>LIBOR Fund</i>	-	152,000	(152,000)	-	-
<i>Supporting neonatal professionals to deliver baby-centred care</i>					
<i>Bliss Baby Charter</i>	-	25,000	(25,000)	-	-
<i>Total Charity</i>	<u>4,500</u>	<u>210,300</u>	<u>(214,800)</u>	<u>-</u>	<u>-</u>
<i>Supporting families and their babies in Scotland</i>					
<i>Infant Resuscitation DVD</i>	1,100	-	(1,100)	-	-
<i>Spifax</i>	2,200	-	(2,200)	-	-
<i>Supporting families and their babies in Scotland</i>	-	33,000	(33,000)	-	-
<i>Total Bliss Scotland (Charity) Limited</i>	<u>3,300</u>	<u>33,000</u>	<u>(36,300)</u>	<u>-</u>	<u>-</u>
<i>Total Group and Charity</i>	<u>7,800</u>	<u>243,300</u>	<u>(251,100)</u>	<u>-</u>	<u>-</u>

**Bliss - The National Charity for the Newborn
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**Notes to the Accounts (Continued)
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19 Analysis of net assets between funds	Unrestricted funds	Designated funds	Restricted Funds	Total 2019
Current year	£	£	£	£
Tangible fixed assets	308,480	-	-	308,480
Current assets	272,492	-	-	272,492
Creditors, amounts falling due within one year	(360,478)	-	-	(360,478)
	<u>220,494</u>	<u>-</u>	<u>-</u>	<u>220,494</u>
<i>Prior year</i>	<i>Unrestricted funds</i>	<i>Designated funds</i>	<i>Restricted Funds</i>	<i>Total 2018</i>
	£	£	£	£
<i>Tangible fixed assets</i>	-	88,033	-	88,033
<i>Current assets</i>	625,580	-	-	625,580
<i>Creditors, amounts falling due within one year</i>	(248,754)	-	-	(248,754)
	<u>376,826</u>	<u>88,033</u>	<u>-</u>	<u>464,859</u>

20 Related parties
The aggregate donations from related parties amounted to £4,111 (2018:1,813).

21 Reconciliation of the net movement in funds to the net cash flow from operating activities	2019 £	2018 £
Net movement in funds	(332,398)	(325,508)
Depreciation charge	69,508	37,852
Loss on disposal of fixed assets	1,333	160
Dividend and interest income shown in investing activities	(6,012)	(5,874)
Net (gains) / losses on investments	(12,841)	(3,451)
Decrease / (increase) in debtors	75,750	97,361
Increase / (decrease) in creditors	111,724	67,143
Net cash generated from / (used in) operating activities	(92,936)	(132,317)