

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 2015**

## Bliss - The National Charity For The Newborn

(A Company Limited by Guarantee)

### Legal and Administrative Information

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<b>Company number</b>	2609219 (England and Wales)
<b>Charity number</b>	1002973 (England and Wales) SC040878 (Scotland)
<b>Legal Status</b>	The organisation is a charitable company limited by guarantee and as such is governed by its Memorandum and Articles of association.
<b>Board Of Trustees</b>	Sarah Mullen (Chair) Verity Baldry Elizabeth Gray Dr Jane Hawdon Andrew Hobbs Janine Menasakanian Philippa Sanderson (Treasurer) Joanne Stewart Sarah Woolnough
<b>Chief Executive</b>	Caroline Davey
<b>Head of Services</b>	Zoe Chivers
<b>Head of Finance &amp; Operations</b>	Paul Butler
<b>Head of Fundraising and Marketing</b>	Duncan Wilbur
<b>Company Secretary</b>	Paul Butler
<b>Registered office</b>	2nd Floor, Chapter House 18-20 Crucifix Lane, London, SE1 3JW
<b>Auditors</b>	H W Fisher & Company Acre House 11-15 William Road London NW1 3ER
<b>Bankers</b>	Lloyds TSB 3 St. George's Road London SW19 4DR
<b>Solicitors</b>	K&L Gates LLP 110 Cannon Street London EC4N 6AR

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# **Bliss - The National Charity For The Newborn**

**(A Company Limited by Guarantee)**

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**Bliss – The National Charity for the Newborn  
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**Trustees' Report For The Year Ended 31 March 2015**

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**1. Trustees' Report for the Year Ended 31 March 2015**

**Introduction from the Chair and Chief Executive**

In the year that we marked the 35<sup>th</sup> anniversary since we were founded, Bliss has continued to grow and develop in delivering our mission to ensure that all babies born premature or sick in the UK have the best possible chance of survival and of reaching their full potential.

A key development this year has been the launch of a new accessible website, to reflect and capitalise on the steady growth we have seen in recent years of parents and professionals choosing to access our services digitally. This has been complemented by significant growth in the popularity of our key social media channels, with both Twitter and Facebook helping to raise awareness of and access to our services among families of premature and sick babies. We have also continued to see high levels of our printed information requested by neonatal units, and an increase in the number of neonatal units where we are able to support parents through our volunteers as we expanded our geographical reach into new regions.

Our Bliss Baby Charter audit and accreditation scheme continues to drive improvements in neonatal care, and our grant programme has helped 20 units to improve their physical facilities to support parents in delivering care to their babies. This year we have also been pleased to partner with an academic collaborative to deliver developmental care training to health professionals, expanding our reach into a broader professional community to influence and improve care.

Throughout the year we highlighted the financial hardship faced by families with a baby in neonatal care through our *It's not a game* campaign, with launches in Wales, Scotland and jointly with TinyLife in Northern Ireland; and we have secured a number of policy commitments in response to the campaign during the year. We have also made considerable progress in our campaign to allow parents of premature babies to delay their school start by a year.

It has also been a year of change for Bliss, with the arrival of a new Chief Executive in November 2014 as well as two other permanent members of the Senior Management Team. In addition, towards the end of the year we were preparing for a smooth transition to a new Chair and Vice-Chair of the Board who took up their respective posts in June 2015, as the previous officers came to the end of their terms of office.

We ended the year with our highest ever level of income, due in part to a very generous legacy as well as a hugely successful year for our events fundraising, in particular being the first Prudential RideLondon Charity Partner. These are just two examples of the ways in which our supporters enable us to deliver services for babies and their families – whether through leaving us a gift in their will, taking part in an event to fundraise for us, or volunteering their time or support in other ways – and we are continually humbled by and grateful for this vital support.



Sarah Mullen  
Chair of Trustees



Caroline Davey  
Chief Executive

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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 2015.

The Trustees confirm that the annual report and financial statements comply with current statutory requirements, applicable by law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

**Structure, governance and management**

A voluntary Board of Trustees is responsible for the overall governance and direction of the charity. The Senior Management Team (SMT) meets regularly and reports to the Board through the Chief Executive.

The Board currently has 12 Trustees, including a Chair, Vice Chair, and Treasurer. The Board meets five times a year, with a Finance and Fundraising Committee and a Risk and Evaluation Committee providing further support. Trustees are all members of the Board and one subcommittee. The SMT and Chief Executive attend meetings of the Board and its subcommittees. Bliss Scotland and Bliss Sales Ltd have separate Boards, their Trustees or Directors also being Trustees of Bliss. Trustee attendance at Board meetings was 75 per cent this year.

All Trustees are on fixed terms of office of four years and can serve up to two terms. The following served as Trustees during the period 1 April 2014 to 31 March 2015:

Keith Soper (Chair)  
Chris Sullivan (Vice Chair)  
Peter McMahon (Treasurer, until September 2014)  
Philippa Sanderson (Treasurer from September 2014, previously Trustee)  
Verity Baldry  
Elizabeth Gray  
Dr Jane Hawdon  
Andrew Hobbs  
Janine Menasakanian  
Sarah Mullen  
Simon Palmer (resigned February 2015)  
Joanne Stewart  
Sarah Woolnough

New Trustees have a comprehensive induction coordinated by senior staff and fellow Trustees. Trustees also have an annual review conducted by the Chair and receive ongoing training as required.

None of the Trustees has any beneficial interest in the company. In the event of the company being wound up members are required to contribute an amount not exceeding £1. There are no Trustees' interests to be disclosed.

Our key stakeholders – premature and sick babies and their families who have used neonatal care services, doctors, nurses and other allied healthcare professionals – are engaged through regular direct and online communication, discussion forums, surveys and project advisory groups.

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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 the significant ones. The systems of control include:

- A five-year strategy and three-year budget.
- An annual operational plan and budget approved by Trustees.
- Quarterly reviews of financial results, for both income and expenditure, against budgets; as well as quarterly reviews of activity against plans.
- Review of a corporate risk register on a quarterly basis by Trustees and regularly by SMT.
- Delegated authorities to spend within defined limits.
- Legal, HR and finance input from expert advisors.

The Trustees ensure that the management of risk and evaluation of outcomes are ongoing and embedded in management and operational procedures.

Key risks to the Charity include:

- Responding to NHS reconfiguration in England and ensuring Bliss services continue to align closely with NHS services and structures across the UK.
- Ensuring Bliss volunteers are fully trained and supported.
- The impact of adverse economic factors on fundraising potential over the medium term, impacting on the Charity's growth.

We continue to regularly evaluate the impact and effectiveness of our work through a formal process of project planning and review led by SMT and all managers. Detailed project evaluations are undertaken and reviewed by Trustees at meetings of the Risk and Evaluation Committee.

**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.

The impact 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 services and support to families and by improving family centred care on neonatal units. Family centred care means nurses and doctors being enabled to recognise and value parents as being at the centre of their baby's care: this responds to parents' emotional, social and practical needs for support in order to provide hands-on care for their baby while they are in hospital, and prepares parents to care for their baby when they go home.

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**Trustees' Report For The Year Ended 31 March 2015**

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**About Bliss**

For over 35 years Bliss has been the leading charity supporting the care of premature and sick babies and their families in the UK. Bliss exists to ensure that all babies born too soon, too small or too sick in the UK have the best possible chance of survival and of reaching their full potential.

We believe that:

- All premature and sick babies and their families should have the best possible care and support.
- Babies should have the same rights as anyone else.
- The voices of babies and families must be heard.
- Driving quality and innovation in the NHS will deliver improved care for premature and sick babies and their families.
- We achieve more by working together with individuals and organisations.
- We must always be able to demonstrate the difference we make to the lives of babies and their families.

**Our strategy**

Bliss' five-year strategy sets out an ambitious vision to deliver the most direct, tangible outcomes for premature and sick babies and their families, and to bring all our services as close to them as possible.

By 2016 we will have:

- Demonstrated improved quality of frontline NHS resources for perinatal care across the UK, both in hospital and at home.
- Driven the development and uptake of high-quality family-centred care across the UK.
- Made information and support available to all families who have had a premature or sick baby for 24 hours or more in hospital.
- Expanded our reach and profile through regional offices, volunteer-led services and Bliss Nurses.
- Increased our core income and embedded new monitoring, evaluation and reporting systems.

Every six minutes a baby is admitted to hospital in the UK in need of specialist care. For these babies, the first few hours, days and weeks are the most critical that they will ever face in their lives. For families, whether their baby is in hospital for a few days or many months, or sadly does not survive to come home, the journey they face is difficult and full of challenges.

Bliss ensures premature and sick babies have the best start in life, and offers hope and support at this most critical time.

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**Review of 2014/15 activities**

*Improve frontline NHS resources for perinatal care across the UK, both in hospital and at home*

This year Bliss continued our *It's not a game* campaign to address the financial hardship faced by families with a baby in neonatal care, and the negative impact this can have on parents' ability to spend time with and care for their baby. We formally launched the campaign in the devolved nations, with June events held with parliamentarians in Wales and Scotland, and a joint Northern Ireland launch at Stormont in partnership with charity TinyLife in November.

This campaign has been informed by the experiences of thousands of parents, and we have secured some important policy commitments in response to the campaign's calls for change:

- The Department of Health has published guidance to NHS Trusts on implementing reduced or free parking for groups including visitors of patients that are gravely ill or have an extended stay in hospital.
- The Department for Business, Innovation & Skills has committed to look at the issues faced by parents of premature and sick babies when they review parental leave policy in 2018.
- The Department for Work & Pensions has committed to explore opportunities to make the process of claiming maternity benefits easier for mums of premature or sick babies.
- The Northern Ireland Neonatal Network is undertaking a review of the support and facilities for families across all of Northern Ireland's neonatal units.
- The Welsh Government has begun a consultation on its healthcare travel costs scheme, and is considering extending the scheme to those facing financial hardship as a result of long distance travel to specialised or critical care services.

We also achieved a significant step forward in our campaigning work to ensure that premature children can delay school entry if their parents believe this would be in their best interest. In December 2014 the new School Admissions Code and Summer Born Advice was published by the Department for Education, and included for the first time an explicit mention of prematurity as a reason why admissions authorities in England should consider applications for delay. Bliss subsequently gave oral evidence to the House of Commons Education Select Committee, which in its follow-up explicitly referenced prematurity and the need for the government to work with Bliss to develop guidance in this area.

This year we have continued our involvement in and support for a range of neonatal research projects which aim to improve standards of care for premature and sick babies. We were particularly pleased to see the publication this year of the findings from the SCAMP (Standardised Concentrated with Added Macronutrients Parenteral) nutrition research study, funded by Bliss, which has found that improving early nutrition for extremely premature babies helps their brains grow better after birth. These findings are already changing practice in neonatal care, and have provided new information about how best to manage nutrition in the critical period after birth.

2014/15 in numbers

- 33 parliamentarians attended *It's not a game* launch events in the devolved nations.
- 2,915 people in our online campaigns network.
- Involved with 20 research projects during the year.
- Currently involved in £7.5m of research.



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Aims for 15/16

- Launch a new *Baby Report* to outline the state of neonatal care in 2015 and make recommendations for change.
- Build relationships with the new cohort of MPs elected in May 2015.
- Increase the number of research projects we support.

*Drive the development and uptake of high quality family centred care*

Bliss' Baby Charter audit and accreditation scheme has been continuing this year with the support of Department of Health funding, and we are particularly grateful to The True Colours Trust for its ongoing support for our grants programme to improve the physical environment and facilities for parents on units. An external evaluation of the audit and accreditation scheme was completed by DNV GL, which highlighted the positive impact that audits are having on the delivery of family centred care on neonatal units. A key insight from the evaluation that will inform our work on this project next year is the importance of having sufficient staff capacity to support units throughout the audit and accreditation processes.

Our Bliss Nurses have continued to provide valuable support to families in 5 locations this year, with over 2,000 families supported with a range of help including breastfeeding and skin-to-skin care. The external evaluations of the Norwich and London posts highlighted the value to babies and parents of a family centred care approach being taken, and we have started to review how we may be able to support professionals to take this approach across as many neonatal units as possible in the future.

One way we are starting to do this is through the delivery of professional training in developmental care. This year we have partnered with Inga Warren – UK Director of the NIDCAP (Newborn Individual Developmental Care and Assessment Programme) Training Centre – to pilot the delivery of the Family and Infant Neuro-developmental Education (FINE) training programme to neonatal health professionals. Through both foundation and advanced courses, over the coming years this programme has the potential to equip hundreds of health professionals with the knowledge and skills to deliver high quality developmental care for babies across the country.

2014/15 in numbers

- 78 neonatal units undertook an audit of their practice against the Bliss Baby Charter Standards.
- External evaluation found that 89% of units thought that family centred care had improved as a result of doing the Bliss Baby Charter audit.
- 20 grants were awarded through the Bliss Baby Charter grants programme.
- The fifth Bliss Nurse started in post at the Jessop Wing in Sheffield Teaching Hospitals NHS Foundation Trust.

Aims for 15/16

- The Bliss Baby Charter audit and accreditation programme will be a significant priority for Bliss, with the provision of more support to more units.
- Continue with the Bliss Baby Charter grant programme for units to improve their facilities for parents, with generous support from The True Colours Trust.
- Develop and build a sustainable model of supporting professional practice, increasing our delivery of FINE training in developmental care and fostering a community of developmental care professionals, including through holding our first joint conference with the Unicef Baby Friendly Initiative programme.

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*Make information and support available to all families who have had a premature or sick baby for at least 24 hours in hospital*

Recognising that people access digital information from a variety of devices, this year we have invested in a new website with fully responsive design to ensure greater accessibility to Bliss' information and support for parents and families. In line with this digital development, social media continues to be an important engagement tool with supporters and service users alike, and it is particularly significant in this context that we have seen a sharp rise in the number of people accessing our website via links on Facebook.

We have also continued to develop and provide a suite of printed information materials, and this year launched a new publication – *Your special care baby*, funded by the Department of Health – specifically designed to meet the needs of parents of later pre-term babies (born at 32 weeks or later). This has been the final year that we have been able to fund free counselling sessions for parents needing additional support, with 95 individuals supported with this service during the course of the year. As more units work with psychosocial services in-house to provide ongoing support to parents, our role will shift to advocating for consistency and quality of psychological support across the NHS as well as working with partner organisations to signpost parents on to more specialist help where needed.

During the year we have developed our skills in supporting bereaved families through holding joint training sessions with The Lullaby Trust. We also continued our partnership with Sands and the Royal College of Midwives to host the sixth annual joint conference on *Uncertainty and loss in maternity and neonatal care*.

A key route for us to reach families with our information and support is to raise awareness of Bliss and our services through our communications, and a major highlight in our awareness-raising activity this year was World Prematurity Day on 17 November 2014. It is the third year that we joined with partners in the World Prematurity Network for this global awareness day, and as well as events held in neonatal units across the country it drove significant peaks in our social media reach, as well as generating strong media coverage. Other media highlights for the year included television coverage of Bliss runners in the 2014 London Marathon; coverage of our *It's not a game* campaign; a regular stream of case study features in high circulation consumer magazines; and ongoing high levels of coverage for our fundraising activities both regionally and nationally.

2014/15 in numbers

- Over 384,000 unique visits to our website.
- Over 200,000 publications distributed.
- Our helpline supported over 1,500 families with telephone and email support.
- Facebook likes rose to 20,000 and Twitter followers rose to 38,000.
- 1,275 mentions in the media.
- Over 1,250 images sent in for our World Prematurity Day photo collage, and our Twitter Thunderclap activity on the day reached over 600,000 people.

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Aims for 15/16

- Launch a partnership with Netmums to integrate the Bliss messageboard into this large online parenting community to expand our reach.
- Review the content and format of our suite of information to ensure accessibility via both print and digital platforms.
- Transition to a principally volunteer-delivered helpline service.
- Work with partners on World Prematurity Day 2015 and Baby Loss Awareness Week 2015.

*Expand our regional reach and profile*

This year, following the end of the three-year Health and Social Care Volunteering Fund Grant for our regional work, we have established larger regional catchment areas – London, West Midlands, North West, and Yorkshire – to increase the support we are able to offer to a wider range of neonatal units. This has meant focusing on increasing our numbers of volunteers and taking forward proactive engagement with neonatal units to raise awareness of the full package of information and support that Bliss offers.

We have continued to build relationships with neonatal Operational Delivery Networks (ODNs) across English regions and the devolved nations this year, as well as support a range of specific local and regional initiatives. These have included:

- We are on the advisory group and writing a range of training materials for a Leeds pilot project to deliver Family Integrated Care, based on a Canadian model of neonatal care which involves significantly higher levels of parental care for their baby on the neonatal unit.
- We regularly support professional training days with our own or parent contributions, which this year have included training days for London neonatologists as well as for the Scotland Neonatal Nurses Group.
- We have worked with the South West Midlands Maternity and Newborn Network to support the development of a regional mobile application to provide information for parents with babies in neonatal care in that region.
- We have worked closely with all the units in Wales, as well as with the Wales Neonatal Network, to build on their active participation in the Bliss Baby Charter Audit process and support further initiatives to improve family centred care.
- We are grateful to the Merck Company Charity for funding a project focused on the needs of teenage and young parents of babies in neonatal care, which has allowed us to understand their needs in more detail and develop specific volunteering support to meet them.

Our reach into local communities through fundraising events has grown this year, helping to increase awareness and Bliss' profile as well as raise funds. In particular we were delighted to partner with popular children's character Miffy for our Bake for Bliss fundraising event, marking Miffy's 60<sup>th</sup> anniversary, and had over 120 local bake sales held, our biggest total yet.

2014/15 in numbers

- Over 3,000 parents supported by Bliss volunteers.
- 250 community fundraisers.

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Aims for 15/16

- Focus on supporting parents in hospital by increasing our volunteers on neonatal units.
- Review our volunteer recruitment, training, support and evaluation processes to ensure consistent delivery of support.

*Increase our core income*

We ended the year with our highest ever level of income, with an increase of almost 6 per cent to £2.97 million compared to the previous year. We are grateful to all of our dedicated and energetic supporters who do so much to fundraise for us; this year their hard work has meant our income from community and events fundraising has reached over £1 million for the first time.

Among many fundraising successes this year, our stand-out highlights included:

- Bliss was delighted to be selected as the first ever Prudential RideLondon-Surrey 100 Charity of the Year in 2014, and incredibly grateful to our team of over 240 intrepid cyclists who braved Hurricane Bertha to complete the race in truly horrendous weather conditions.
- We were the grateful recipients of a generous legacy gift of £300,000. This heartfelt donation made by one of our much loved and valued volunteer knitters will make a real difference to premature and sick babies and their families.
- We launched our Community Ambassador volunteer programme which aims to build on the strong links Bliss enjoys with communities across the UK.

2014/15 in numbers

- Over £250,000 raised by our team of Prudential RideLondon cyclists.
- 1,250 individuals took part in Bliss fundraising events.
- Our fundraising expenditure ratio has reduced to 28p for every £1 spent.

Aims for 15/16

- Better understand our supporters' journeys with Bliss and improve our levels of supporter care.
- Invest in the development and diversification of our corporate partnerships.
- Build on our relationships with Trusts and Foundations.
- Invest in the continued development of our links with communities.

*Embed new monitoring, evaluation and reporting systems*

We have received the outputs of a number of different external evaluations of our work this year, including for our Bliss Baby Charter audit and accreditation scheme as well as for two of our Bliss Nurse posts, which have informed our ongoing development of these areas of work.

We have also commissioned NEF Consulting to undertake the first phase of an impact evaluation project for us, looking at the outcomes of our direct services for parents and families – encompassing our information materials, telephone helpline and face-to-face support from volunteers – in order to develop a theory of change for this work.

In order to support the management of our interactions with all stakeholders we successfully launched and embedded a new database across the organisation. This is already allowing us to manage our communications with supporters and stakeholders in a more tailored way.

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Aims for 15/16

- Undertake the next stage of evaluation to measure the impact of our face-to-face volunteer services.
- Embed a new suite of key performance indicators across the organisation.
- Review and improve our financial systems and processes.
- Undertake a review of our information technology and invest in necessary infrastructure for the future.

**Plans for the future**

As we enter the final year of our current five year strategy (2011-2016), we will have time to review what we have achieved over that period as well as look to the future. Across the organisation, our work will be underpinned by the following themes:

- Consolidating the high quality delivery of our core activities.
- Understanding in more detail the impact of and demand for our work.
- Building a platform for future growth.

As we plan for Bliss' future and our ambition to reach with our work all 80,000 babies born each year needing neonatal care, and their families, we will also undertake a significant programme of stakeholder engagement to inform the development of our new strategy.

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**2. Thanks and acknowledgements**

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

AbbVie  
Britax  
Department of Health  
Hardenberg and Co  
K&L Gates LLP  
Marshalls plc  
Mega bloks  
Merck Company Charity  
Mhor sweets  
Morrison Foerster  
Mothercare  
REN  
Royal Bank of Scotland  
Scentsy  
Scottish Government  
Souter Charitable Trust  
Storm  
Sweet Factory  
Tesco Loves Baby  
The Entertainer  
The Garfield Weston Foundation  
The Hospital Saturday Fund  
The Hugh Fraser Foundation  
The London & Surrey Cycling Partnership  
The Sam and Bella Sebba Charitable Trust  
The True Colours Trust  
Vitabiotics

We are always humbled by the generosity and enthusiasm of the thousands of individuals who take part in events, fundraise in their communities, make regular donations, and remember us in their wills. It is thanks to these amazing people that we are able to make a difference to the lives of premature and sick babies and their families.

Volunteering is at the heart of what Bliss does and our volunteer-led services are central to the support offered to families across the UK. We are incredibly grateful to our approximately 2,000 volunteers, whose support – whether engaging directly with families on neonatal units or via the telephone; providing input and insight to professionals, researchers and policymakers; informing our work; knitting; or promoting Bliss' work in the media or their local community – is so valuable to Bliss and the babies we are here to serve.

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We also benefit from the ongoing support of our Board of Trustees, who between them gave over 550 hours of their time this year as well as their considerable knowledge and skills. We would like to say a special thank you to our outgoing officers of the Board, who stood down at the end of their terms of office either during this financial year or shortly after its close: our Chair, Keith Soper; Vice-Chair, Chris Sullivan; and Treasurer, Peter McMahon. All three had given many years of service, commitment and support to Bliss, and we are enormously grateful for their contributions.

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:

Best Beginnings  
Birmingham Women's NHS Foundation Trust  
British Association of Perinatal Medicine  
Department of Health  
DNV GL  
First Touch  
Heart of England NHS Foundation Trust  
The Helplines Partnership  
The Lullaby Trust  
March of Dimes  
National Neonatal Audit Programme  
National Perinatal Epidemiology Unit  
Neonatal Data Analysis Unit  
Neonatal Nurses Association  
NEF Consulting  
NHS England  
NIDCAP Training Centre  
Norfolk and Norwich University Hospitals NHS Foundation Trust  
Picker Institute Europe  
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  
Sheffield Teaching Hospitals NHS Foundation Trust  
South West Midlands Maternity and Newborn Network  
South Tees Hospitals NHS Foundation Trust  
St George's Healthcare NHS Trust  
TAMBA  
TinyLife  
Unicef Baby Friendly Initiative

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**Trustees' Report For The Year Ended 31 March 2015**

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**3. Financial Review**

Total income this year increased by 5.8% to £2.968m (2013/14: £2.805m) and expenditure decreased by 12.2% to £2.709m (2013/14: £3.087m). Including unrealised gains to investments, a total surplus of £272k was produced (2013/14: £257k deficit), replenishing total reserves to £1.136m (2013/14: £864k). The year has produced a strong set of results against a backdrop of changes to Bliss' funding mix and the progression of its strategy, which have allowed for the replenishment of our free reserves.

Bliss' funding mix has changed considerably over the past year, with unrestricted income increasing by £617k to £2.513m (2013/14: £1.896m), helped by an exceptional uplift in income raised through community and events of £331k to £1.007m, as well as the receipt of legacy income of £334k including a generous legacy left to us by a long term supporter who sadly passed away. Legacy gifts really do have a real impact on our ability to plan ahead and ensure that our services continue to make a difference to the lives of premature and sick babies. Against this, restricted income fell by £431k to £455k (2013/14: £886k), largely as a result of reduced statutory funding from the Department of Health through the ending of the Health and Social Care Volunteering Fund three-year grant. In all, the Department's funding fell to £206k (2013/14: £529k). The Scottish Government continued its grant to Bliss Scotland at £39k. Other trusts and grant makers gave £211k (2013/14: £320k).

Bliss had planned for the substantial reduction in statutory funding and realigned our charitable expenditure accordingly. At the start of the year, there was no guarantee that the extra investment in fundraising would produce the desired returns within the year, and the drop in restricted income of £431k was weighed against our unrestricted reserves, which started the year at £660k. Without further efficiencies, we ran the risk of depleting our reserves to an unacceptably low level, so a prudent course of action was planned for the year with a combination of cost efficiencies and a reduction of some, but not all, of the previously restricted charitable activities. As a result, expenditure on charitable activities fell by £386k to £1.853m (2013/14: £2.239m). However, this was still higher than the levels of charitable expenditure in 2012/13. The impact of this prudent decision has resulted in an increase in unrestricted reserves which will allow Bliss to redress this balance and fund the shift of delivering our mission primarily to unrestricted income.

In line with the strategy, we are working towards maximising the amount we spend on charitable activities. The cost of generating income (fundraising) decreased to 28p in every £1 raised (2013/14: 29p). [To note that to reach this figure we have this year developed a new and more transparent method of calculation, which we have also applied to 2013/14. This has meant an alteration in our cost of generating income for 2013/14 (29p) compared to what was reported in last year's annual report (27p). However, the overall trend remains on a downward trajectory (2012/13: 30p)].

The year produced an unrestricted surplus of £395k which has increased total free reserves to £1.055m. As in previous years, the Trustees have continued to designate funds to support the development and sustainability of the Charity. A further £300k – equivalent to the amount of our single largest legacy during the year – has been designated for the year ahead to ensure both a continued investment in fundraising and a much needed investment in Bliss infrastructure.

The results of Bliss' two wholly-owned subsidiaries, Bliss Scotland (Charity) and Bliss Sales Limited, are consolidated in these accounts. No material assets are held by these subsidiaries.



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

**Trustees' Report For The Year Ended 31 March 2015**

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*Bliss Scotland*

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 increased to £94k (2013/14: £86k), with total expenditure amounting to £124k (2013/14: £117k). This was financed through grant income of £39k from the Scottish Government, £10k of donations, gifts and trust funding, and a £70k donation from Bliss (Charity). As its parent company, Bliss continues to provide administrative, logistical and fundraising support to Bliss Scotland.

*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 (2013/14: £157k) and an operating profit of £85k (2013/14: £117k). The operating profit has been given to Bliss (Charity) through the corporate Gift Aid scheme.

*Reserves policy*

The Board of Trustees targets a level of reserves of between three and five months' cover of operational expenditure in order to hold sufficient working capital, mitigate against risks of there being an interruption of our services, and to ensure the Charity remains a going concern. Bliss ended the year with 6 months' cover, which exceeded this target and was caused primarily by the receipt of £334k of legacy income. £300k of this has been designated to be invested for the Charity's future during 2015/16.

The consolidated Balance Sheet ended the year in a much stronger position than last year, with net assets of £1.136m (2014: £864k). Net assets were very liquid indeed with £1.071m held in cash or short term investments. Unrestricted funds were £1,055k, with £312k designated for future investment in fundraising and infrastructure renewal, and £86k designated against the net book value of illiquid fixed assets.

*Related parties*

There are no related party transactions.

*Disclosure of information to auditors*

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

*Auditors*

In accordance with section 485 of the Companies Act 2006 and following a formal tendering process, HW Fisher & Company were reappointed as auditors of the company in 2014.

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

**Trustees' Report For The Year Ended 31 March 2015**

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On behalf of the Board of Trustees.

*Sarah Mullen*  
Chair of Trustees

Dated: 10 November 2015

**Bliss- The National Charity For The Newborn**  
**(A Company Limited by Guarantee)**  
**Statement of Trustees' Responsibilities**

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The Trustees are responsible for preparing the accounts in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its net income and expenditure for the period.

In preparing those accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to 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.

## **Bliss- The National Charity For The Newborn**

### **(A Company Limited by Guarantee)**

#### **Independent Auditors' Report**

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We have audited the group accounts of Bliss for the year ended 31 March 2015 set out on pages 18 to 29. These accounts have been prepared under the accounting policies set out on pages 20 to 21.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an 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 its members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of trustees and auditors**

As described on page 16, the Trustees, who are also the directors of Bliss for the purposes 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) and for being satisfied that the accounts give a true and fair view.

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

#### **Scope of the audit of the accounts**

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatements, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the accounts.

#### **Opinion**

In our opinion:

- the accounts give a true and fair view of the state of affairs of the group and of the charity as at 31 March 2015 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- the accounts have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- the accounts have been properly prepared in accordance with the requirements of the Companies Act 2006.

#### **Opinion on other matter prescribed by the Companies Act 2006**

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

#### **Matters on which we are required to report by exception**

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

- adequate accounting records have not been kept by the parent charity, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charity accounts are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

**S P Mehta (Senior Statutory Auditor)**  
**for and on behalf of H W Fisher & Company**  
Chartered Accountants and Statutory Auditor  
Acre House  
11 - 15 William Road  
London  
NW1 3ER

Dated: 11 December 2015

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

**Consolidated Statement of Financial Activities  
Including Income and Expenditure Account  
For The Year Ended 31 March 2015**

	Notes	Unrestricted funds £	Designated funds £	Restricted funds £	Total 2015 £	Total 2014 £
<b><u>Incoming resources from generated funds</u></b>						
Voluntary income	2	2,479,684	-	-	2,479,684	1,845,818
Activities for generating funds	3	21,869	-	-	21,869	6,416
Investment income		11,466	-	-	11,466	16,069
<b><u>Incoming resources from charitable activities</u></b>						
Supporting families to care for their babies		-	-	187,333	187,333	583,175
Developing and replicating innovations in perinatal care		-	-	222,500	222,500	254,500
Campaigning for improved perinatal services Scotland		-	-	-	-	-
		-	-	45,550	45,550	99,282
<b>Total incoming resources</b>		<b>2,513,019</b>	<b>-</b>	<b>455,383</b>	<b>2,968,402</b>	<b>2,805,260</b>
<b><u>Resources expended</u></b>						
<b>Cost of generating funds:</b>						
Voluntary Income	5	759,646	53,015	-	812,661	806,012
Events cost		-	-	-	-	-
Trading costs		11,045	-	-	11,045	7,154
<b>Total cost of generating funds</b>		<b>770,691</b>	<b>53,015</b>	<b>-</b>	<b>823,706</b>	<b>813,166</b>
<b>Charitable activities:</b>						
Supporting families to care for their babies		522,837	-	389,600	912,437	1,089,010
Developing and replicating innovations in perinatal care		374,103	43,971	226,234	644,308	725,983
Campaigning for improved perinatal services Scotland		217,142	-	-	217,142	306,361
		79,533	-	-	79,533	117,636
		<b>1,193,615</b>	<b>43,971</b>	<b>615,834</b>	<b>1,853,420</b>	<b>2,238,990</b>
<b>Governance costs:</b>	6	<b>32,001</b>	<b>-</b>	<b>-</b>	<b>32,001</b>	<b>34,411</b>
<b>Total resources expended</b>		<b>1,996,307</b>	<b>96,986</b>	<b>615,834</b>	<b>2,709,127</b>	<b>3,086,567</b>
<b>Net incoming resources before transfers</b>		<b>516,712</b>	<b>(96,986)</b>	<b>(160,451)</b>	<b>259,275</b>	<b>(281,307)</b>
Unrealised gains on investments		12,336	-	-	12,336	23,983
Transfers between funds		(339,725)	302,874	36,851	-	-
<b>Net movement in funds</b>		<b>189,323</b>	<b>205,888</b>	<b>(123,600)</b>	<b>271,611</b>	<b>(257,324)</b>
Fund balances at 1 April 2014		467,829	191,913	204,662	864,404	1,121,728
<b>Fund balances at 31 March 2015</b>	18	<b>657,152</b>	<b>397,801</b>	<b>81,062</b>	<b>1,136,015</b>	<b>864,404</b>

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

**Consolidated and Charity Balance Sheet**  
**As at 31 March 2015**

**Company registration No. 2609219**

	Notes	Group 2015 £	2014 £	Charity 2015 £	2014 £
<b>Fixed assets</b>					
Tangible assets	9	86,434	129,074	86,434	129,074
Investments	10	-	-	1	1
		<b>86,434</b>	129,074	<b>86,435</b>	129,075
<b>Current assets</b>					
Stock	11	-	1,301	-	-
Debtors	12	342,249	630,489	420,904	635,246
Current asset investment	13	149,331	273,983	149,331	273,983
Cash at bank and in hand		922,456	510,374	810,554	498,215
		<b>1,414,036</b>	1,416,147	<b>1,380,789</b>	1,407,444
<b>Creditors: amounts falling due within one year</b>	14	<b>(364,455)</b>	(680,817)	<b>(341,735)</b>	(680,950)
<b>Net current assets</b>		<b>1,049,581</b>	735,330	<b>1,039,054</b>	726,494
<b>Creditors: amounts falling due after more than one year</b>		-	-	-	-
<b>Net assets</b>		<b>1,136,015</b>	864,404	<b>1,125,489</b>	855,569
<b>Funds</b>					
Restricted funds	16	81,062	204,662	60,768	185,238
Unrestricted funds:					
Designated funds	17	397,801	191,913	397,801	191,913
Other charitable funds		657,152	467,829	666,920	478,418
		<b>1,136,015</b>	864,404	<b>1,125,489</b>	855,569

The accounts were approved by the Board of Trustees on: 10 November 2015

Philippa Sanderson  
**Trustee**  
Date:

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

**Notes to the Accounts  
For The Year Ended 31 March 2015**

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**1 Accounting policies**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention and in accordance with applicable accounting standards, modified to include the revaluation of investments.

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

These financial statements consolidate the results of the charity and its subsidiary undertakings, Bliss Sales Limited and Bliss Scotland, up to the balance sheet date. In accordance with Section 408 of the Companies Act 2006 and paragraph 397 of SORP 2005, no separate statement of financial activities is presented for Bliss - the National Charity for the Newborn.

**1.2 Cash flow statements**

The Charity has taken advantage of the exemption in Financial Reporting Standard No.1 from the requirement to produce a cash flow statement on the grounds that it is a small charity.

**1.3 Incoming resources**

All incoming resources are included in the statement of financial activities when the company is legally entitled to the income and the amount can be 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. Grants made towards the cost of acquiring assets or making improvements to leasehold property have been taken to the statement of financial activities over the useful life of the asset concerned.

Legacy income is included in the year in which it is receivable, which is when the Charity becomes entitled to the resource.

**1.4 Resources expended**

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

Support costs are those costs incurred directly in support of expenditure of the objects of the charity and include project management. They have been allocated to projects on the basis of salary incurred.

Governance costs comprise costs for the running of the Charity itself as an organisation and compliance with constitutional and statutory requirements.

Costs of generating funds have been incurred in the course of fundraising work. Such work includes giving and payroll giving campaigns and fundraising events.

**1.5 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

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

**Notes to the Accounts**

*For The Year Ended 31 March 2015*

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**1.6 Investments**

Fixed asset investments are stated at 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.

**1.7 Stock**

Stock is recorded in the balance sheet at the lower of cost or net realisable value.

**1.8 Fund accounting**

Unrestricted funds are available for use at the discretion of the Directors in furtherance of the general objectives of the Charity.

Designated funds are Unrestricted funds, which are reserved for specific purposes and available for use at the discretion of the Directors in 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, and are set out in note 16 to the financial statement.

**1.9 Operating leases**

Rentals under operating leases are charged to the statement of financial activities as incurred.

**1.10 Tax status**

The company is a registered charity and is not subject to corporation tax on its current activities.

**1.11 Value added tax**

The Charity is registered under a partial exemption scheme for VAT. In common with many other registered charities the Charity is unable to recover most of the VAT charged on its expenditure.

**1.12 Gifts in kind**

Gifts in kind are valued at the cost to the donor.

**1.13 Branches**

These accounts include the results of all branches.

**1.14 Grant giving policy**

Bliss provides grants for small, cost effective projects that have the potential to improve outcomes of premature and sick babies and which are easily replicable throughout the UK.



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

**Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015**

**2 Voluntary income**

	2015	2014
	£	£
Trust funding	32,472	52,300
Corporate funding	460,199	380,572
Gifts in kind	67,746	40,000
Individual giving	348,115	413,002
Branch donations	4,343	4,675
Payroll giving	205,798	269,033
Legacies	334,136	5,000
Fees and reimbursements	20,333	5,882
Money raised through sporting and community activities	1,006,542	675,354
	<u>2,479,684</u>	<u>1,845,818</u>

Gifts in kind of £67,746 (2014: £40,000) relate mainly to pro-bono legal work carried out on behalf of Bliss as well as free advertising space.

**3 Events and activities for generating funds**

	2015	2014
	£	£
Income from trading	<u>21,869</u>	<u>6,416</u>
	<u>21,869</u>	<u>6,416</u>

**4 Incoming resources from charitable activities**

	2015	2014
	£	£
<b>Net incoming resources for the year are stated after charging:</b>		
Operating lease - land and buildings	97,151	71,915
Auditors' remuneration - audit	12,412	10,000
Depreciation of fixed assets	<u>54,093</u>	<u>43,477</u>

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

**Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015**

**5 Resources expended**

	Staff costs	Other direct costs	Support costs	Total 2015	Total 2014
		£	£	£	£
<b>Costs of generating funds:</b>					
Voluntary income	313,738	336,403	162,520	812,661	806,012
Trading costs	7,534	(63)	3,574	11,045	7,154
	<u>321,272</u>	<u>336,340</u>	<u>166,094</u>	<u>823,706</u>	<u>813,166</u>
<b>Cost of activities in furtherance of Charity's objects:</b>					
Supporting families to care for their baby	498,818	178,866	234,753	912,437	1,089,010
Developing and replicating innovations in perinatal care	161,705	410,164	72,439	644,308	725,983
Campaigning for improved perinatal services	117,352	33,324	66,466	217,142	306,361
Scotland	40,132	599	38,802	79,533	117,636
<b>Total Charitable activities</b>	<u>818,007</u>	<u>622,953</u>	<u>412,460</u>	<u>1,853,420</u>	<u>2,238,990</u>
Governance costs	18,211	-	13,790	32,001	34,411
<b>Total</b>	<u>1,157,490</u>	<u>959,293</u>	<u>592,344</u>	<u>2,709,127</u>	<u>3,086,567</u>

Governance costs includes payments to the auditors of £12,412 (2014: £10,000) relating to the 2015 audit and £nil (2014: £nil) relating to other services.

**Support costs**

	2015 £	2014 £
Consists of:		
Staff costs	138,085	143,539
Premises costs	115,955	142,316
Office costs	113,658	90,802
Legal and professional fees	77,158	49,917
Irrecoverable VAT	54,722	59,252
Other costs	92,766	67,066
	<u>592,344</u>	<u>552,892</u>

**Reconciliation of staff costs:**

	2015 £
Staff costs	1,157,490
Staff costs included in support costs	138,085
<b>Total staff costs</b>	<u>1,295,575</u>

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

**Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015**

**6 Governance costs**

	<b>Total 2015 £</b>	Total 2014 £
Governance costs comprise:		
Audit and accountancy	<b>12,412</b>	10,000
Trustees expenses	<b>268</b>	210
Legal and professional fees	<b>-</b>	1,326
Staffing costs	<b>18,211</b>	19,886
Other costs	<b>1,110</b>	2,989
	<b>32,001</b>	34,411

**7 Trustees**

No trustees received any remuneration in the year (2014: nil). However, 2 trustees (2014: 1) received reimbursements of travelling expenses totalling £268 (2014: £210).

**8 Employees and employment costs**

**Number of employees**

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

	<b>2015</b>	2014
Communications and public affairs	<b>8.0</b>	6.0
Parental support and helpline	<b>4.0</b>	8.0
Support groups and volunteering	<b>4.0</b>	6.0
Fundraising	<b>13.0</b>	10.0
Administration	<b>6.0</b>	5.0
Innovation and programmes	<b>3.0</b>	5.0
Scotland	<b>1.0</b>	1.0
	<b>39.0</b>	41.0

**Employment costs**

**Staff costs consist of:**

	<b>2015 £</b>	2014 £
Wages and salaries	<b>1,133,927</b>	1,217,045
Social security costs	<b>108,771</b>	120,405
Pension contributions	<b>52,877</b>	68,355
	<b>1,295,575</b>	1,405,805

The number of employees whose annual emoluments were £60,000 or more were:

	<b>2015</b>	2014
£80,000 - £90,000	<b>-</b>	1

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

Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015

**9 Tangible fixed assets  
Group and charity**

	Leasehold Property	Office equipment £	Computer Equipment £	Total £
<b>Cost</b>				
At 1 April 2014	98,494	45,022	251,628	395,144
Additions	-	1,235	10,218	11,453
Disposals	-	-	-	-
<b>At 31 March 2015</b>	<b>98,494</b>	<b>46,257</b>	<b>261,846</b>	<b>406,597</b>
<b>Depreciation</b>				
At 1 April 2014	19,098	42,193	204,779	266,070
Charge for the year	19,940	868	33,285	54,093
On disposals	-	-	-	-
<b>At 31 March 2015</b>	<b>39,038</b>	<b>43,061</b>	<b>238,064</b>	<b>320,163</b>
<b>Net book value</b>				
<b>At 31 March 2015</b>	<b>59,456</b>	<b>3,196</b>	<b>23,782</b>	<b>86,434</b>
At 31 March 2014	79,396	2,829	46,849	129,074

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

Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015

<b>10 Fixed Asset Investments</b>		<b>Investment in subsidiary £</b>
<b>Charity</b>		
<b>Cost at 1 April 2014 and 31 March 2015</b>		<u><u>1</u></u>
Historical cost:		
As at 31 March 2015		<u><u>1</u></u>
As at 31 March 2014		<u><u>1</u></u>

**Holdings of more than 20%**

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

Company	Country of registration or incorporation	Shares held	Class	%
<b>Subsidiary undertakings</b>				
Bliss Sales Limited	England and Wales	1 ordinary share		100
Bliss Scotland (Charity) Limited	Scotland		N/A	N/A

The principal activity of Bliss Sales Limited is trading operations that enhance the aims and objectives of Bliss. The principal activity of Bliss Scotland Limited is to carry out the aims and objectives in Scotland.

The results for Bliss Sales Limited for the year ended 31 March 2015 were:

	2015 £	2014 £
Turnover	<b>102,312</b>	156,835
Cost of sales	<b>(1,341)</b>	(17,152)
Gross profit	<b>100,971</b>	139,683
Administration income/(expenses)	<b>(16,421)</b>	(23,071)
Interest receivable	-	0
Operating profit	<b>84,550</b>	116,612
Gift aid payable to Bliss & Bliss Scotland	<b>(84,550)</b>	(116,612)
Profit /(loss) for the year	<u><u>-</u></u>	<u><u>-</u></u>

**11 Stock**

	Group		Charity	
	2015 £	2014 £	2015 £	2014 £
Finished goods	-	1,301	-	-
	<u><u>-</u></u>	<u><u>1,301</u></u>	<u><u>-</u></u>	<u><u>-</u></u>

There was no material difference between the replacement value of the stocks and the amounts stated above.

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

**Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015**

**12 Debtors**

	Group		Charity	
	2015 £	2014 £	2015 £	2014 £
Trade debtors	<b>120,305</b>	237,629	<b>20,037</b>	137,601
Other debtors	<b>31,436</b>	40,419	<b>31,436</b>	40,419
Amounts owed by group undertakings	-	-	<b>178,923</b>	113,131
VAT debtor	-	5,447	-	5,447
Prepayments and accrued income	<b>190,508</b>	346,994	<b>190,508</b>	338,648
	<b>342,249</b>	630,489	<b>420,904</b>	635,246

**13 Current Asset Investments**

Current asset investments relates to funds invested by the charity which are independently managed by CCLA Investment Management Ltd

	£
At 1 April 2014	273,983
Additions	-
Disposals	(136,989)
Unrealised gains to 31 March 2015	12,337
<b>At 31 March 2015</b>	<b>149,331</b>

As at 31 March 2015 the fund comprised £92,436 of UK investments and £56,895 of non UK investments.

**14 Creditors: amounts falling due within one year**

	Group		Charity	
	2015 £	2014 £	2015 £	2014 £
Trade creditors	<b>173,580</b>	284,251	<b>173,580</b>	284,232
Taxes and social security costs	<b>41,034</b>	33,862	<b>28,349</b>	31,743
Other creditors	<b>2,316</b>	25,104	<b>2,317</b>	25,104
Amounts owed to group undertakings	-	-	-	5,122
Accruals and deferred income	<b>147,525</b>	337,600	<b>137,489</b>	334,749
	<b>364,455</b>	680,817	<b>341,735</b>	680,950

**15 Commitments under operating leases**

As at 31 March 2014, the Charity had annual commitments under non-cancellable operating leases as set out below:

	Land and Buildings	
	2015 £	2014 £
Operating leases which expire: Between one and five years	<b>109,732</b>	103,874

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

**Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015**

**16 Restricted funds**

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

**Group and charity**

	<b>Balance at 1 April 2014</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfer between funds</b>	<b>Balance at 31 March 2015</b>
	£	£	£	£	£
Bliss Nurses	104,687	20,000	(158,190)	33,503	-
Bliss Family Handbook	46,836	-	(46,836)	-	-
Bliss Special Care Baby Handbook	200	71,484	(62,573)	-	9,111
Regional Development	4,612	51,555	(56,922)	755	-
Website development	2,000	-	(2,000)	-	-
Harrogate	-	13,000	(13,000)	-	-
Teenage parent project	-	31,294	(5,400)	-	25,894
Bliss Family Friendly Accreditation Scheme	-	82,500	(85,587)	3,087	-
Small grants programme	26,409	140,000	(140,646)	-	25,763
Early Birds Project	494	-	-	(494)	-
<b>Total charity</b>	<b>185,238</b>	<b>409,833</b>	<b>(571,154)</b>	<b>36,851</b>	<b>60,768</b>
Support services, counselling and information	8,757	39,070	(38,747)	-	9,080
Infant Resuscitation DVD	10,667	-	(1,653)	-	9,014
Spifox	-	6,480	(4,280)	-	2,200
<b>Bliss Scotland</b>	<b>19,424</b>	<b>45,550</b>	<b>(44,680)</b>	<b>-</b>	<b>20,294</b>
	<b>204,662</b>	<b>455,383</b>	<b>(615,834)</b>	<b>36,851</b>	<b>81,062</b>

**Supporting families and their babies**

Bliss Nurses are based in major intensive care services around the UK and offer direct support to families as well as championing family centred care practices across their region. During the year a number of donations were received from trusts and individual donors to fund Bliss Nurses in London, Norwich and Norfolk, Birmingham and Middlesborough.

The Bliss Family Handbook provides families with comprehensive advice, information and support throughout their baby's stay in hospital and after they go home. The project is funded by a Department of Health grant.

The Bliss Special Care Baby Handbook is a family friendly guide developed to answer questions about a baby's stay in a special care unit. The project is funded by a Department of Health grant.

Our Regional Development project was funded by a three year grant from the Department of Health's Health and Social Care Volunteering Fund which ended in July 2014. Since then we have continued to develop our services from our London, Leeds, Manchester and Birmingham offices, each of which is led by a Regional Volunteer Coordinator.

During the year we completed a major redevelopment of our website following receipt of funding from the Department of Health and the Nominet Trust.

Bliss supporter Alex Vere raised over £40,000 through a 'Bond for Bliss' fundraising evening, £13,000 of which was donated to Harrogate District Hospital to buy a new ventilator for the neonatal unit.

**Developing & replicating innovations in perinatal care**

The Bliss Family Friendly Accreditation Scheme (BFFAS) supports neonatal units across England to enable them to assess the quality of the family centred care they provide and implement action plans to deliver improvements. The Bliss Baby Charter Standards and Audit Tool are key elements used in the evaluation. The project is funded by a three year grant from the Department of Health.

The Small Grants Programme helps neonatal units improve their facilities and is funded by grants from the True Colours Trust and the Sam & Bella Sebba Trust.

**Bliss Scotland**

A grant from the Scottish Government supports our work in Scotland, enabling us to ensure that families have access to Bliss' family support services, counselling and publications

The infant resuscitation DVD is being reprinted and distributed in Scotland, with funding provided by Royal Bank of Scotland Community.

The Scottish Property Industry festival of Christmas donated £6,480 towards neonatal equipment in Scotland.

**Bliss- The National Charity For The Newborn  
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Notes to the Accounts (Continued)  
For The Year Ended 31 March 2015

**17 Designated funds**

	Movement in funds				Balance at 31 March 2015 £
	Balance at 1 April 2014 £	Incoming resources £	Resources expended £	Transfers £	
Research	55,339	-	(43,972)	-	11,367
Fundraising investment	-	-	(53,014)	53,014	-
Fixed assets fund	129,074	-	-	(42,640)	86,434
Fundraising and infrastructure	-	-	-	300,000	300,000
Performance measurement	7,500	-	-	(7,500)	-
	191,913	-	(96,986)	302,874	397,801

**Group and charity**

At the end of the year Trustees had designated all necessary funds to support three research projects.

The fixed asset fund reflects the value of the net book value of our fixed assets.

Trustees approved £20,000 over 3 years for the charity to improve its performance measurement capability and so better demonstrate the value of its activities.

The trustees have set aside £300,000 towards investment in supporter care, fundraising initiatives to increase unrestricted income, and infrastructure. This investment will be carried out in 2015/16.

**18 Analysis of net assets between funds**

	Unrestricted funds £	Designated funds £	Restricted funds £	Total £
Fund balances at 31 March 2014 are represented by:				
Tangible fixed assets	-	86,434	-	86,434
Current assets	1,021,607	311,367	81,062	1,414,036
Creditors: amounts falling due within one year	(364,455)	-	-	(364,455)
	657,152	397,801	81,062	1,136,015