

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 2017**

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

**Legal and Administrative Information**

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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) Philippa Sanderson Martyn Boyd Alan Edwards Caroline Farrar Elizabeth Gray Dr Jane Hawdon Andrew Hobbs Helen Manley Joanne Stewart Sarah Woolnough
Chief Executive	Caroline Lee-Davey
Company Secretary	Paul Butler
Registered Office	2 <sup>nd</sup> Floor, Chapter House 18-20 Crucifix Lane London SE1 3JW
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

**Bliss – The National Charity for the Newborn  
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**Trustees' Report for the Year Ended 31 March 2017**

**Introduction from the Chair and Chief Executive**

We are delighted to introduce this report of the first year of our new three-year strategy. Overall our new strategy has given Bliss' work clear direction across the organisation with a sustained focus on our four core priorities, all of which are underpinned by our overriding ambition to reach every single baby born premature or sick across the UK, and their family, with our work by the end of the strategy period.

Over 90,000 babies are born each year needing neonatal care, and we know that the time they spend on a neonatal unit and the care they receive are vital to determining their chances of survival as well as their long-term development. We are particularly proud of the work we have done to support even more neonatal units to implement the Bliss Baby Charter, our flagship programme to deliver improved family-centred care, as well as our growing involvement in promoting developmental care. We have also reached more parents than ever with our information and support, and have worked hard to increase our digital provision of information to reflect the way parents are increasingly accessing support.

At a national level we have delivered a high volume of policy reports this year, building on the profile of the England Baby Report (published in October 2015) and delivering four substantive reports, including Baby Reports for Wales and Scotland to support our UK-wide remit, as well as targeted campaigning on core policy areas including neonatal transport and the provision of facilities for families on neonatal units. We have also deepened our partnership work with other baby charities on improving bereavement care and reducing infant mortality, where our combined efforts have allowed us to make significant progress during the year in raising the profile of pregnancy and infant loss.

Bliss remains the go-to organisation to access parent voice for neonatal research, and during this year we have supported a high number of research projects and future research funding applications across the sector, ensuring that parents' and babies' voices are at the heart of research to improve care in the future. We have also started to develop our own internal framework for future research funding, and are grateful to our panel of parents and health professionals who are helping us to shape this work.

We have had a number of fundraising highlights this year, most notably the increase in our community fundraising activity and the continued growth of Bliss-branded events - both a testament to the extraordinary generosity and enthusiasm of our supporters, who have maintained their unstinting commitment to raise funds for our work. It has, however, taken us longer than anticipated to replace previous statutory income with voluntary unrestricted income, and we have therefore ended the year with a deficit against some ambitious growth targets. As we had made surpluses at the end of the previous two financial years we were able to make the decision to spend down some of our reserves to maintain our planned levels of charitable expenditure; but we have also implemented new financial processes and a re-focused fundraising approach to build momentum and growth in our voluntary income generation over the coming year to ensure that we return to a balanced budget in 2017/18.

As ever, none of what Bliss does could be achieved without the generous time, funds and dedication we receive from parents, professionals, volunteers and supporters across the country, and we would like to thank them all for their invaluable support.

**Caroline Lee-Davey**  
**Chief Executive**

**Sarah Mullen**  
**Chair of Trustees**

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**Trustees' Report for the Year Ended 31 March 2017**

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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 2017.

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 9<sup>th</sup> May 1991 and governed by its Memorandum and Articles of Association, last updated on 26<sup>th</sup> 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 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.

*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 approved by the whole Board. When considering appointments, the Board will make reference to the skills held by existing members and will look to fill any skills gaps identified.

*Trustee induction and training*

New Trustees have a comprehensive induction coordinated by senior staff and fellow Trustees; this includes time spent with staff to find out about the work of the Charity, a visit to a neonatal unit, and ongoing mentoring by an experienced Trustee. All Trustees also have an annual review conducted by the Chair, and receive ongoing training as required, as well as regular opportunities to engage with the Charity's beneficiaries, stakeholders and supporters.

*Organisation*

The 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 13 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 87 per cent this year (2016: 77 per cent).

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**Trustees' Report for the Year Ended 31 March 2017**

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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 2016 to 31 March 2017:

Sarah Mullen (Chair)  
Verity Baldry (Vice Chair)  
Jason Parker (appointed 4 October 2016)  
Philippa Sanderson  
Martyn Boyd  
Alan Edwards  
Caroline Farrar  
Elizabeth Gray  
Dr Jane Hawdon  
Andrew Hobbs  
Helen Manley (appointed 4 October 2016)  
Janine Menasakanian (resigned 4 October 2016)  
Joanne Stewart  
Sarah Woolnough

*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.

Bliss has a wholly owned subsidiary, 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.

The Bliss group of charities also contains 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,

See notes 1.4 and 13 to the accounts for further information.

*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 the significant ones. The systems of control include:

- A three-year strategy
- An annual operational plan and budget approved by Trustees
- Monthly and quarterly reviews of financial results, for both income and expenditure, against budgets; as well as quarterly reviews of activity against plans
- Review of a 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 advisers.

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:

- In the context of broader NHS financial and staffing constraints, ensuring Bliss services continue to be promoted and available in neonatal services across the UK
- Ensuring Bliss volunteers are fully trained and supported
- The impact of adverse external factors on fundraising potential over the medium term, impacting on the Charity's sustainability and growth.

We continue to regularly evaluate the impact and effectiveness of our work through a formal process of measurement and evaluation led by SMT and 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.

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.

## **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. Almost 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**

Last year over 3,100 parents, professionals and other supporters generously gave us their views to help inform and shape our new three year strategy, which covers the period from 2016 to our 40<sup>th</sup> anniversary year in 2019. Over this three year period, our ambition is 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 are focusing 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 are:

- 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 2016/17 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.*

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. We know that by providing the right information and emotional support to parents of premature and sick babies we can support them to gain the knowledge and skills they need to provide the best possible care for their babies, as well as help to build their confidence.

As part of our new three year strategy we have undertaken a significant amount of work this year to redevelop and update our processes for ensuring we are delivering high quality information and emotional support to parents. This work has included:

- Undertaking a full review of how we develop our information, which has included the recruitment of new parent and health professional panels to review our information. This work has resulted in our re-accreditation with the NHS Information Standard
- Redeveloping and relaunching a new two-day training programme for Bliss Champions, our volunteers who provide face-to-face support in neonatal units, with 87 new volunteers trained so far on this programme
- Centralising the management of our volunteers across England and Wales, and transitioning our helpline to a fully volunteer-delivered service.

As part of our ambition to deliver our information in a more accessible range of formats, this year we have:

- Completely updated our information on common infectious illnesses, accompanied by new infographics and posters
- Developed a new suite of information to support parents with family-centred care on the neonatal unit, including an animation and poster, which was launched on World Prematurity Day 2016
- Updated our specialist information on necrotising enterocolitis (NEC).

We have also undertaken an initial evaluation of Bliss' information resources this year, with indicative results from the first wave of respondents showing that:

- 88% agreed or strongly agreed that Bliss' information helped them to feel more prepared for their caring role
- 81% agreed or strongly agreed that Bliss' information helped them to feel more confident as a parent
- 77% agreed or strongly agreed that Bliss' information helped them to feel less isolated
- 96% said they would recommend Bliss' information to parents in a similar situation.

Our volunteer Bliss Champions provide face-to-face emotional support to any parent who needs it in the 45 neonatal units in which they operate across England and Wales. We have recently completed an initial evaluation of Bliss' volunteer support for parents in units, from which the early findings provide a useful indicator of the difference this service can make:

**Trustees' Report for the Year Ended 31 March 2017**

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- 81% agreed or strongly agreed that being supported by a Bliss Champion helped them to feel less isolated
- 66% agreed or strongly agreed that the information they received from being supported by a Bliss Champion helped them interact more confidently with neonatal doctors and nurses.

We have this year deepened and formalised our partnership work with other baby charities both to raise awareness of baby loss and to ensure that all parents who lose a baby are able to access comprehensive bereavement support. This joint work, based on our shared belief that there is a commonality of experience amongst all parents who lose a baby during pregnancy or the first year of life, has encompassed partnership work including:

- Joint delivery of Baby Loss Awareness Week in October 2016, including a reception at Speaker's House and memorial service in the Chapel of St Mary Undercroft in the Houses of Parliament, as well as far-reaching social media activity including the online Wave of Light
- Support of the All-Party Parliamentary Group on Baby Loss, led by our partners at the Lullaby Trust, to raise awareness of issues around baby loss and infant mortality in parliament
- A project to develop a National Bereavement Care Pathway for Pregnancy and Baby Loss, led by our partners at Sands, which will be launched next year.

2016/17 in numbers

- Over 184,000 visits to our online information pages, as well as over 93,000 hard copy information resources distributed
- 45 neonatal units across England and Wales with active volunteers, and over 5,700 parents given one-to-one emotional support by our volunteers via email, telephone or face-to-face
- 318,711 unique website users over the course of the year, and more than 1.15 million website page views
- Facebook engagement of over 620,000, with more than 88,000 linking through to our website from our Facebook page.

Plans for 2017/18

Next year our work will focus on:

- Increasing the number of volunteers providing emotional support to parents
- Embedding and improving our volunteer training resources to ensure we are able to deliver consistent, high quality emotional support to parents of babies born premature or sick; this will include the launch of a dedicated online Volunteer Learning Environment
- Delivering high quality, multi-channel information including the development of more new animated and video online content
- Increasing the reach of our information to support as many parents as possible
- Continuing our partnership work on reducing infant mortality and improving bereavement support, including joint work on Baby Loss Awareness Week 2017 and the launch of the new National Bereavement Care Pathway.

**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.*

This year we have undertaken a significant programme of work to consolidate and extend our work on the Bliss Baby Charter, our flagship audit and accreditation programme through which we work with neonatal units to improve their care and ensure that parents are at the heart of their baby's care. This has included:

- Delivering 8 workshops to over 225 health professionals actively using the Baby Charter, to identify common challenges and solutions as well as share examples of good practice
- Recruiting and training a further ten Bliss Baby Charter volunteer assessors, who play an active role in the accreditation process for units
- Accrediting the first two neonatal units to receive full Bliss Baby Charter accreditation – the Princess Anne Hospital in Southampton and the Queen Alexandra Hospital in Portsmouth.

We have also considerably extended our work supporting and delivering developmental care training, in partnership with the Family Infant Neurodevelopmental Education (FINE) Faculty of expert trainers. This has included:

- Applying for and securing accreditation for the FINE training programme from the Royal College of Nursing
- Training 144 health professionals from across 56 neonatal units in the UK in FINE training level 1 (Foundation Toolkit) or level 2 (Practical Skills)
- Collaborating with the FINE Faculty to pilot a level 3 FINE training course, as well as supporting delivery of the first FINE Masterclass for those who had completed levels 1 and 2.

In our first detailed evaluation of the FINE programme, undertaken in the Northern Neonatal Network which has sent delegates from units across the network on FINE training over the last two years, there were promising early results about its impact, including:

- 74% of respondents said they thought infants' safety had got better since the introduction of FINE training across the network
- 72% said that parental involvement in their babies' care had got better
- 70% said that they thought infants' well-being had got better.

In addition to our work rolling out FINE training across the country, we have also actively supported a new and emerging model of care, based on family-centred care principles, which puts parents at the heart of their baby's care. Based on a particular model developed in Canada, Family Integrated Care (FiCare) has gathered a lot of interest and attention across the UK, and Bliss is working with a number of different units who are piloting this approach, through:

- Establishing and hosting a national Family Integrated Care working group, with representatives from units in England, Scotland and Wales which are piloting the FiCare model in different ways
- Delivering the first Family Integrated Care conference in the UK, attended by over 60 delegates.

2016/17 in numbers

- 116 neonatal units actively participated in Bliss Baby Charter audit and action plans, and two units were awarded with Baby Charter accreditation
- We trained 144 health professionals from 56 different neonatal units through our FINE (Family and Infant Neurodevelopmental Education) programme
- 60 delegates attended our first in a series of study days on Family Integrated Care, and we established a national working group to coordinate activity around this new model of care.

Plans for 2017/18

Next year our work will focus on:

- Increasing the number of neonatal units taking part in the Bliss Baby Charter, and actively supporting all of those doing so to improve their care for premature and sick babies
- Continuing our promotion and development of family-centred care excellence through an ongoing programme of FINE training and the delivery of two further study days on Family Integrated Care
- Working in partnership with other charities to maximise our reach and improve care, in particular through the delivery of two joint conferences as well as supporting the development, launch and dissemination of the National Bereavement Care Pathway for pregnancy and baby loss.

**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.*

It has been another very busy year in which we have raised the profile of neonatal issues across the UK; this has encompassed:

- Launching a national report on neonatal transport
- Launching a report on family facilities and support for parents of babies in neonatal care, highlighting the need for further resources and investment to enable parents to play the primary role in their baby's care, and multiple follow up with individual hospitals through active engagement of Bliss campaigners
- Launching the Bliss Baby Report for Wales, with keynote speech from the Cabinet Secretary for Health; a significant outcome of this and related campaigning in Wales has been the increase in child nursing spaces in Wales from 100 to 140
- Following joint campaigning with our partners at the Smallest Things, Margot James MP – Minister at the Department of Business, Energy and Industrial Strategy – announced the Government's intention to develop guidance for employers of mothers of premature babies to accommodate additional needs for maternity leave
- Extensive work to influence the Scottish Government's Maternity and Neonatal Services Review as well as to develop the Bliss Baby Report for Scotland (both launched in January 2017); more detail on this activity can be found in the *Bliss Scotland Annual Report*.

**Trustees' Report for the Year Ended 31 March 2017**

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2016/17 in numbers

- Over 3,700 individuals and 16 partner charities and professional bodies signed our open letter to NHS England Chief Executive Simon Stevens calling for a review of funding levels for neonatal care so that services can meet the government and NHS's own standards for safety and quality
- 2,100 campaigners actively participated in campaign e-actions.

Plans for 2017/18

Next year our work will focus on:

- Using our existing evidence base to deliver a programme of policy and parliamentary influencing in both England and Wales, including proactive work to highlight issues around neonatal staffing shortages
- Working in partnership with TinyLife to develop and launch the *Baby Report: Northern Ireland*, completing our UK series of Baby Reports.

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

This year we have continued to increase the number of neonatal research projects we are able to support through the promotion and facilitation of parent engagement, to ensure that premature and sick babies' interests are being fully represented. These requests for support can include anything from providing a letter of support or recruiting parents to be involved in a study, through to being a co-applicant or joining a project steering group. It is particularly heartening that more and more of these applications are coming at application stage, ensuring that research projects are shaped by parent voices from the outset. Our expertise in parental engagement in neonatal research was further recognised through our invitation to join the prestigious International Neonatal Consortium, a group of leading international researchers.

Our new strategy also includes the objective to develop a research funding programme, and to this end we have this year recruited a Research Advisory Panel comprising an even split of parents and members of the public, alongside neonatal health professionals. This Panel has so far helped us to scope the development of an outcomes framework for future Bliss research funding, to ensure that any research we fund in future can make the biggest possible difference to babies' lives.

2016/17 in numbers

- We supported 110 research projects
- We have shared 30 research-related posts through Facebook, with reach from 2,000 to 53,000 for each post.

Plans for 2017/18

Next year our work will focus on:

- Delivering ongoing non-financial support for neonatal research projects
- Developing research resources for parents and health professionals
- Developing a research funding strategy to identify research gaps and map a Bliss outcomes framework
- Delivering, by the end of the year, our first call for research funding.

### **Plans for the future**

In 2017-18 we will continue to focus on our four key strategic objectives, in particular extending the reach of our services to both parents and health professionals in order to achieve maximum impact for as many babies born premature or sick as possible.

Across all four areas of our work, we will also seek to prioritise:

- Embedding sustained measurement and evaluation of our impact
- Building our partnership work, where appropriate to do so
- Taking a 'digital first' approach.

To help fund our ambitious strategy, we will continue to develop our ability to raise funds from a variety of sources. Our focus in 2017-18 will be on: improving our approaches to charitable trusts using impact results from the newly embedded strategy; forging excellent partnerships with companies to generate income and brand exposure; testing new ways to acquire individual donors in a challenging environment; and capitalising on the energy and enthusiasm of our many community and event fundraisers.

Alongside work on our strategic priorities, we have also embarked on a programme of work to improve our internal systems and practices regarding data management and supporter engagement, in line with recent and upcoming changes to fundraising regulation and data legislation. We have proudly launched the new *Bliss Supporter Promise*, which outlines our commitment to transparent use of data and gives greater control to our supporters regarding the communications they receive from us.

**Bliss – The National Charity for the Newborn  
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**Trustees' Report for the Year Ended 31 March 2017**

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**Thanks and acknowledgements**

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

ABBVIE	Sainsbury's
Angelcare Ltd	Sir Douglas Glover Charitable Trust
Ann Jane Green Trust	South Hook Gas
Babease	Squire Patton Boggs
Barclays Bank	St James's Place Foundation
Barnack Confectionary Ltd	Strategic Team Group
Baron Davenport's Charity	SWEET FACTORY
Bloomberg LP UK	Tay Charitable Trust
Blooming Marvellous Events	Tesco Stores Ltd
BRITAX Excelsior	The Adrienne and Leslie Sussman Charitable Trust
British Telecommunications plc	The Annett Charitable Trust
Charities Aid Foundation Grant Fund	The Anton Jurgens Charitable Trust
Children in Need Fund	The Bank Of England
Crafted	The Charles S French Charitable Trust
Dandia Charitable Trust	The Christopher Laing Foundation
East London Textiles	The Clark Foundation
Eaton	The Dove Trust
EXOVA	The D'Oyly Carte Charitable Trust
Florence Turner Trust	The Edward & Dorothy Cadbury Trust
FM Global	The Elsie Lawrence Trust
GCS Recruitment Ltd	The Eveson Charitable Trust
Gowling WLG	The Fertility Partnership
Hitachi Capital (UK) Plc	The G J W Turner Trust
Hudson Charitable Trust	The Gilbert & Eileen Edgar Foundation
Irwin Mitchell Solicitors	The Hospital Saturday Fund Charitable Trust
isosec ltd	The J P Jacobs Charitable Trust
IT Technologies	The Kathleen Laurence Trust
John Lewis	The Lambs Hill Trust
K Pawlowska	The Leonard Laity Stoaate Charitable Trust
Kirton Charitable Trust	The Madeline Mabey Trust
Lifesearch	The Martin Connell Charitable Trust
Makin Dixon Solicitors	The Norman Family Charitable Trust
Mazars LLP	The Penelope Gluckstein Charitable Settlement
Mhor Sweets	The Ronald Cruickshanks Foundation
Morgan McKinley	The Ronald Miller Foundation
Morrison Foerster	The Scott Fund
Mothercare UK Limited	The Shanly Foundation
Multithon Trust	The Sir Jules Thorn Charitable Trust
Nancy Massie Charitable Trust	The Sovereign Health Care Charitable Trust
Peter John Foord Charitable Trust	The Stock Exchange Veterans Charity Association
Pryer Construction	The Wixamtree Trust
Quint	Thomas J Horne Memorial Trust
R S Brownless Charitable Trust	Trusts House Foundation
RSMR	Vitabiotics
Saatchi & Saatchi	Vodafone
	WRC plc

A huge thanks to the many thousands of people who choose to support our work each year; their continued dedication and generosity enables us to fund the vital services that make such a difference to the lives of babies born premature or sick, and their families. Individual donations and fundraising activities accounted for almost three quarters of our total income during this financial year, and with their support we have been able to launch our ambitious new strategy despite a challenging economic environment. We are confident that with the ongoing support of all of the fantastic bakers, runners, donors and organisers, we can reach even more babies and families across the UK over the coming year.

Volunteering is crucial to 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 many volunteers who diligently staff our helpline, provide emotional support in neonatal units or campaign for change – their devotion and passion helps Bliss to reach even more premature and sick babies each year.

We also benefit from the ongoing support of our Board of Trustees, who between them gave over 300 hours of their time this year as well as their considerable knowledge and skills.

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  
March of Dimes  
National Neonatal Audit Programme  
National Perinatal Epidemiology Unit  
Neonatal Data Analysis Unit  
Neonatal Nurses Association  
Netmums  
NHS England  
NIDCAP Training Centre  
Partridges  
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  
Sheffield Teaching Hospitals NHS Foundation Trust  
Smokefree Action Coalition  
TAMBA  
The Helplines Partnership  
The Lullaby Trust  
TinyLife  
Unicef Baby Friendly Initiative

## **Financial Review**

2016/17 saw an overall decline in income during a year in which Bliss adjusted to operating without substantial government funding, while maintaining expenditure levels in line with last year in order to drive delivery of our mission in the first year of our new strategy. Income fell by 19.5% to £2.141m (2016: £2.661m) whilst expenditure increased a little by 3.6% to £2.627m (2016: £2,536m). After unrealised gains of £22k from investments, an overall deficit of £465k resulted. Of this deficit, £258k was planned through the spending down of £73k in restricted funds and £185k of designated funds used to fund and maintain Bliss' activities in light of the loss of government and other restricted funding. However the unrestricted deficit of £206k was not planned, resulting from a combination of reduction in income from individual donations and legacies and a slower than expected realisation of ambitious new plans to deliver sustainable sources of voluntary income. These results are in contrast to a surplus of £125k achieved last year and £272k the year before, which built reserves to a level exceeding Bliss' needs at the time. This position meant we were able to decide to spend down some of our reserves in order to maintain planned expenditure, allowing Bliss to absorb this year's deficit and still maintain a stable financial position.

During the year, Bliss was able to deliver the first year of its strategy in full, whilst experiencing a substantial drop in the amount of restricted funding received to £64k (2016: £311k). This has proved a challenge financially and has been offset partially through drawing down £80k from the designated fund, planned at the start of the year. A substantial amount of fundraising activity has been carried out this year to build the foundations to replace this funding, which has already resulted in Bliss securing a £691k grant - over the three years from 1<sup>st</sup> April 2017 to 31<sup>st</sup> March 2020 - from the LIBOR fund held by HM Treasury.

Unrestricted reserves fell by £206k to £607k which, whilst a significant drop, left Bliss still retaining 14 weeks' cover of budgeted unrestricted expenditure, which is within our reserves target, albeit at the lower end set by the Trustees of between 13 and 21 weeks. This deficit resulted partly from £83k of charitable activities, funded last year from restricted funds, being funded this year from unrestricted funds. In addition, fundraising from donations and legacies fell by £166k to £1.032m (2016: £1.198m) and trading activities, covering sporting events, community events and corporate trading activities, fell to £1.038m (2016: £1.146m).

Designated funds set aside for investment in Bliss' infrastructure and to maintain its services and fundraising during a time of having no government funding, spent £185k from its £361k reserve as planned, leaving a balance of £176k to be spent in 2017/18.

In line with our strategy Bliss is working towards maximising the amount spent on charitable activities over the longer term. This year, our fundraising ratio increased to 40.7p in every £1 spent (2016: 30.3p). This was due to the lack of statutory and grant funding that typically costs much less to fundraise coupled with investment in fundraising capacity to increase income in future years. Overall, Bliss maintained its charitable spend through drawing upon reserves built up in previous years and during the year, 66.8p in every £1 was spent on charitable activities (2016: 68.3p). We anticipate that both these ratios will improve during the coming year as our income streams recover and with the securing of the LIBOR grant from HM Treasury.

### *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 £114k (2016: £81k), with total expenditure amounting to £124k (2016: £98k). This was financed through grant income of £14k (2016: £55k), £15k from donations (2016: £29k) and £10k from trading activities (2016: £9k). Bliss donated £73k to Bliss Scotland in order to support its balance sheet which included £17k of Scottish corporate income generated through Bliss Sales Limited. As its

**Bliss – The National Charity for the Newborn  
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**Trustees' Report for the Year Ended 31 March 2017**

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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 £111k (2016: £167k) and an operating profit of £99k (2016: £154k). £87k has been given to Bliss (Charity) through the corporate Gift Aid scheme, leaving £12k of taxable profits. After tax, the resultant £10k has been used to clear the company's reserves deficit.

*Reserves policy and going concern*

Reserves are needed to ensure that there remains enough liquidity to pay our staff and suppliers during times where 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. The Trustees considered that free reserves, being the sum total of unrestricted and designated reserves less the net book value of fixed assets of £686k, to be of a satisfactory level for Bliss at the 2016/17 year end, representing 14 weeks cover of budgeted unrestricted expenditure and within its target level of between 13 and 21 weeks.

For the year ahead, a lower risk, balanced unrestricted budget has been set with the further spending down of the remaining designated fund. It is expected that the year ahead will finish with unrestricted reserves of approximately £651k.

*Investment powers and policy*

The Trustees, having regard to the liquidity requirements of operating the charity, have generally kept available funds in cash with a small amount (£165k) invested in a collective investment scheme comprising of UK and overseas equities. Investment returns this year were good, achieving an unrealised gain of £22k or 15% for the year.

The Trustees have this year reviewed the investment policy in order to maximise investment returns during the year ahead whilst minimising the risk of losing capital value in the short term.

*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 senior management team is benchmarked against the mid-point of pay of similar positions in charities of a similar size, is reviewed annually, and normally increases with reference to a combination of the rise in average earnings, the rate of inflation and affordability. This policy is in line with the pay policy applied to Bliss' staff, and for the Chief Executive is administered by the Remuneration Committee of the Board (comprising the Chair, Vice-Chair and Treasurer).

*Related parties*

There are no related party transactions.

**Bliss – The National Charity for the Newborn  
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**Trustees' Report for the Year Ended 31 March 2017**

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*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, 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    4th October 2017

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

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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 2017 was 13 (2016: 14). 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**

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**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 2017 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 2017 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

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**INDEPENDENT AUDITOR'S REPORT**

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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.

**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.

**INDEPENDENT AUDITOR'S REPORT**

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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.

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.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation
- 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.

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**INDEPENDENT AUDITOR'S REPORT**

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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: 6th October 2017

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 2017**

	Notes	Unrestricted funds £	Designated funds £	Restricted Funds £	Total 2017 £	Total 2016 £
<b>Income</b>						
Donations and legacies	2	1,032,180	-	-	1,032,180	1,198,400
Charitable activities	3					
Supporting parents of babies born premature or sick		-	-	64,421	64,421	155,430
Supporting neonatal professionals to deliver baby-centred care		30,770	-	-	30,770	156,000
Placing premature and sick babies' voices at the heart of decision making		-	-	-	-	-
Supporting research to improve outcomes for babies born premature or sick		-	-	-	-	-
Other trading activities	4	1,007,696	-	-	1,007,696	1,146,473
Investment income		5,886	-	-	5,886	4,809
<b>Total income</b>		<b>2,076,532</b>	<b>-</b>	<b>64,421</b>	<b>2,140,953</b>	<b>2,661,112</b>
<b>Expenditure</b>						
Costs of raising funds	6	823,440	50,000	-	873,440	805,197
Charitable activities	7					
Supporting parents of babies born premature or sick		726,130	38,000	66,466	830,596	874,702
Supporting neonatal professionals to deliver baby-centred care		458,752	42,000	71,276	572,028	549,280
Placing premature and sick babies' voices at the heart of decision making		291,287	-	-	291,287	306,666
Supporting research to improve outcomes for babies born premature or sick		48,720	11,367	-	60,087	-
<b>Total expenditure</b>		<b>2,348,329</b>	<b>141,367</b>	<b>137,742</b>	<b>2,627,438</b>	<b>2,535,845</b>
<b>Net income / (expenditure) before transfers</b>		<b>(271,797)</b>	<b>(141,367)</b>	<b>(73,321)</b>	<b>(486,485)</b>	<b>125,267</b>
Unrealised gains / (losses) on investments	15	21,720	-	-	21,720	(6,150)
Transfers between funds		44,000	(44,000)	-	-	-
<b>Net income / (expenditure) for the year and net movement in funds</b>		<b>(206,077)</b>	<b>(185,367)</b>	<b>(73,321)</b>	<b>(464,765)</b>	<b>119,117</b>
<b>Fund balances brought forward</b>		<b>812,768</b>	<b>361,243</b>	<b>81,121</b>	<b>1,255,132</b>	<b>1,136,015</b>
<b>Fund balances carried forward</b>	18	<b>606,691</b>	<b>175,876</b>	<b>7,800</b>	<b>790,367</b>	<b>1,255,132</b>

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  
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**Balance Sheets  
As at 31 March 2017**

Company no. 02609219

		Group		Charity	
	Notes	2017	2016	2017	2016
		£	£	£	£
<b>Fixed Assets</b>					
Tangible assets	12	96,459	74,282	96,459	74,282
Investments	13		-	1	1
		<b>96,459</b>	<b>74,282</b>	<b>96,460</b>	<b>74,283</b>
<b>Current Assets</b>					
Debtors	14	428,184	339,474	472,325	543,584
Current asset investment	15	164,901	143,181	164,901	143,181
Cash at bank and in hand		282,434	944,603	216,067	713,626
		<b>875,519</b>	<b>1,427,258</b>	<b>853,293</b>	<b>1,400,391</b>
<b>Creditors; amounts falling due within one year</b>	16	<b>(181,611)</b>	<b>(246,408)</b>	<b>(162,797)</b>	<b>(225,290)</b>
<b>Net current assets</b>		<b>693,908</b>	<b>1,180,850</b>	<b>690,496</b>	<b>1,175,101</b>
<b>Total assets less current liabilities</b>		<b>790,367</b>	<b>1,255,132</b>	<b>786,956</b>	<b>1,249,384</b>
<b>Funds</b>					
Restricted funds	18	7,800	81,121	4,500	75,776
Unrestricted funds					
Designated funds		175,876	361,243	175,876	361,243
General Funds		571,999	799,796	571,888	799,393
General Funds - fair value reserve		34,692	12,972	34,692	12,972
<b>Total funds</b>		<b>790,367</b>	<b>1,255,132</b>	<b>786,956</b>	<b>1,249,384</b>

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

The accounts were approved by the Board of Trustees on:

Jason Parker

Trustee

Date:

4th October 2017

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

**Statement of Cash Flows  
For the year ended 31 March 2017**

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	Notes	2017 £	2016 £
<b>Cash generated from / (used in) operating activities</b>	<b>21</b>	<b>(610,589)</b>	<i>37,918</i>
<b>Cash flows from investment activities</b>			
Dividends and interest income		5,886	<i>4,809</i>
Purchase of tangible fixed assets		(57,466)	<i>(20,580)</i>
<b>Cash provided by / (used in) investing activities</b>		<b>(51,580)</b>	<i>(15,771)</i>
<b>Cash used in financing activities</b>		-	-
<b>Increase / (decrease) in cash and cash equivalents during the year</b>		<b>(662,169)</b>	<i>22,147</i>
Cash and cash equivalents at the beginning of the year		944,603	<i>922,456</i>
<b>Cash and cash equivalents at the end of the year</b>		<b>282,434</b>	<i>944,603</i>

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

## Notes to the Accounts For the year ended 31 March 2017

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### 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 Chapter House, 18-20 Crucifix Lane, London, SE1 3JW.

#### 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 trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

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

**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

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**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 2017**

**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 Grant giving policy**

The charity provides grants for small, cost effective projects that have the potential to improve outcomes for premature and sick babies and which are easily replicable throughout the UK. Grants are recognised as the full amount granted and where partial payments are made, the full value of the grants made are accrued. No one grant is material.

**1.20 Volunteers**

The assistance received from volunteers has not been financially recognised.

**1.21 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.

<b>2 Donations and legacies</b>	<b>2017</b>	<i>2016</i>
	<b>£</b>	<i>£</i>
<b>Unrestricted</b>		
Trust funding	<b>48,501</b>	<i>71,472</i>
Corporate funding	<b>292,509</b>	<i>370,667</i>
Donated professional services	<b>34,632</b>	<i>49,155</i>
Individual giving	<b>301,300</b>	<i>318,541</i>
Branch donations	<b>1,020</b>	<i>3,687</i>
Payroll giving	<b>227,374</b>	<i>236,930</i>
Legacies	<b>126,844</b>	<i>147,948</i>
	<b><u>1,032,180</u></b>	<i><u>1,198,400</u></i>

Donated professional services of £34,632 (2016: £49,155) 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.

<b>3 Income from charitable activities</b>	<b>2017</b>	<i>2016</i>
	<b>£</b>	<i>£</i>
<b>Restricted</b>		
<b>Supporting parents of babies born premature or sick</b>		
Government grants	-	<i>114,680</i>
Other grants	<b>64,421</b>	<i>40,750</i>
	<b><u>64,421</u></b>	<i><u>155,430</u></i>
<b>Supporting neonatal professionals to deliver baby-centred care</b>		
Other grants	-	<i>156,000</i>
	<b><u>-</u></b>	<i><u>156,000</u></i>
<b>Unrestricted</b>		
<b>Supporting neonatal professionals to deliver baby-centred care</b>		
Fees and reimbursements	<b>30,770</b>	-
	<b><u>30,770</u></b>	<i><u>-</u></i>
<b>Total</b>	<b><u>95,190</u></b>	<i><u>311,430</u></i>

Restricted income from charitable activities represents grants received from government and trusts to further Bliss' charitable objectives.

Unrestricted income from charitable activities represents fees charged to participants of the Family Infant Neurodevelopmental Education training courses.

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

<b>4</b>	<b>Income from other trading activities</b>	<b>2017</b>	<b>2016</b>		
		£	£		
	<b>Unrestricted</b>				
	Money raised through corporate events	1,600	2,530		
	Money raised through sporting and community activities	894,872	927,151		
	Income from trading activities - Bliss Sales Limited	111,224	166,866		
	Miscellaneous fees and reimbursements	-	49,926		
		<u>1,007,696</u>	<u>1,146,473</u>		
<b>5</b>	<b>Net income / (expenditure) for the year</b>	<b>2017</b>	<b>2016</b>		
		£	£		
	<b>Net income / (expenditure) for the year is stated after charging:</b>				
	Operating lease - land and buildings	109,732	109,732		
	Auditors' remuneration - audit	10,500	10,515		
	Depreciation of fixed assets	35,289	32,732		
		<u>155,521</u>	<u>152,979</u>		
<b>6</b>	<b>Costs of raising funds</b>	<b>2017</b>	<b>2016</b>		
		£	£		
	<b>Unrestricted</b>				
	Seeking donations, grants and legacies	399,231	341,434		
	Staging sporting and community activities	237,753	254,873		
	Costs of trading activities - Bliss Sales Limited	14,137	11,480		
	Fees and reimbursements	-	-		
	Support costs (note 8)	172,319	177,762		
		<u>823,440</u>	<u>785,549</u>		
	<b>Designated</b>				
	Seeking donations, grants and legacies	20,000	13,034		
	Staging sporting and community activities	30,000	6,614		
		<u>50,000</u>	<u>19,648</u>		
	<b>Total</b>	<u>873,440</u>	<u>805,197</u>		
<b>7</b>	<b>Charitable activities</b>				
	<b>Analysis of expenditure on charitable activities by fund</b>	<b>Unrestricted</b>	<b>Designated</b>	<b>Restricted</b>	<b>Total</b>
		<b>2017</b>	<b>2017</b>	<b>2017</b>	<b>2017</b>
		£	£	£	£
	Supporting parents of babies born premature or sick	726,130	38,000	66,466	830,596
	Supporting neonatal professionals to deliver baby-centred care	458,752	42,000	71,276	572,028
	Placing premature and sick babies' voices at the heart of decision making	291,287	-	-	291,287
	Supporting research to improve outcomes for babies born premature or sick	48,720	11,367	-	60,087
	<b>Total</b>	<u>1,524,889</u>	<u>91,367</u>	<u>137,742</u>	<u>1,753,998</u>
	<i>Analysis of expenditure on charitable activities by fund 2016</i>	<i>Unrestricted</i>	<i>Designated</i>	<i>Restricted</i>	<i>Total</i>
		<i>2016</i>	<i>2016</i>	<i>2016</i>	<i>2016</i>
		£	£	£	£
	Supporting parents of babies born premature or sick	669,059	4,759	200,884	874,702
	Supporting neonatal professionals to deliver baby-centred care	438,793	-	110,487	549,280
	Placing premature and sick babies' voices at the heart of decision making	306,666	-	-	306,666
	Supporting research to improve outcomes for babies born premature or sick	-	-	-	-
	<b>Total</b>	<u>1,414,518</u>	<u>4,759</u>	<u>311,371</u>	<u>1,730,648</u>

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

Analysis of expenditure on charitable activities	Activities			Total 2017 £	Total 2016 £
	undertaken directly £	Grant funding of activities £	Support Costs (note 8) £		
<b>Supporting parents of babies born premature or sick</b>					
Staff costs	473,290	-	-	473,290	479,123
Bliss publications	49,953	-	-	49,953	54,061
Helpline and volunteer costs	66,028	-	-	66,028	68,294
Irrecoverable VAT	6,177	-	-	6,177	12,645
Support costs	-	-	222,256	222,256	248,331
Governance costs	-	-	12,892	12,892	12,248
	<b>595,448</b>	<b>-</b>	<b>235,148</b>	<b>830,596</b>	<b>874,702</b>
<b>Supporting neonatal professionals to deliver baby-centred care</b>					
Staff costs	254,207	-	-	254,207	202,199
Media, print and online costs	10,523	-	-	10,523	11,458
Bliss Nurses	46,776	-	-	46,776	75,425
Bliss Baby Charter Scheme	3,833	-	-	3,833	-
Family Centred Care	14,486	-	-	14,486	8,047
Training professionals	54,240	-	-	54,240	52,458
Small Grants Programme (i)	-	71,276	-	71,276	84,440
Volunteer support and expenses	1,926	-	-	1,926	-
Irrecoverable VAT	4,678	-	-	4,678	6,871
Support costs	-	-	103,556	103,556	103,875
Governance costs	-	-	6,527	6,527	4,507
	<b>390,669</b>	<b>71,276</b>	<b>110,083</b>	<b>572,028</b>	<b>549,280</b>
<b>Placing premature and sick babies' voices at the heart of decision making</b>					
Staff costs	179,428	-	-	179,428	181,664
Media, print and online costs	8,864	-	-	8,864	5,679
Online campaigning	7,600	-	-	7,600	10,148
Baby report	2,439	-	-	2,439	8,000
Devolved nations campaigning	13,486	-	-	13,486	-
Local campaigning	237	-	-	237	1,810
National campaigning	3,029	-	-	3,029	2,743
Other campaigning costs	4,016	-	-	4,016	969
Irrecoverable VAT	1,131	-	-	1,131	2,968
Support costs	-	-	66,497	66,497	88,606
Governance costs	-	-	4,560	4,560	4,079
	<b>220,230</b>	<b>-</b>	<b>71,057</b>	<b>291,287</b>	<b>306,666</b>
<b>Supporting research to improve outcomes for babies born premature or sick</b>					
Staff costs	36,482	-	-	36,482	-
Research costs	5,889	-	-	5,889	-
Support costs	-	-	16,793	16,793	-
Governance costs	-	-	923	923	-
	<b>42,371</b>	<b>-</b>	<b>17,716</b>	<b>60,087</b>	<b>-</b>
<b>Total</b>	<b>1,248,718</b>	<b>71,276</b>	<b>434,004</b>	<b>1,753,998</b>	<b>1,730,648</b>

(i) The Small Grants Programme comprised of 22 grants made to various NHS Trusts in order to improve their facilities.

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

**8 Support costs**

	Costs of raising funds	Supporting parents of babies born premature or sick	Supporting neonatal professionals to deliver high quality baby-centred care	Placing premature and sick babies' voices at the heart of decision making	Supporting research that can tangibly improve outcomes for babies born premature or sick	2017 Total	2016 Total
	£	£	£	£	£	£	£
Staff costs	44,581	60,521	27,785	17,548	4,614	155,049	138,471
Human resources	14,685	19,935	9,152	5,780	1,520	51,072	60,949
Office rent, rates and service charge	37,681	51,153	23,484	14,832	3,900	131,050	135,534
Other office costs	13,287	18,038	8,281	5,230	1,375	46,211	44,558
Telephone and IT costs	12,955	17,587	8,074	5,099	1,341	45,056	55,573
Postage and carriage	2,608	3,540	1,625	1,026	270	9,069	15,744
Legal and professional	11,326	15,376	7,058	4,458	1,172	39,390	64,063
Bank and finance charges	3,171	4,304	1,976	1,248	328	11,027	7,851
Depreciation	10,147	13,775	6,324	3,994	1,050	35,290	32,731
Other support costs	1,240	1,683	773	488	128	4,312	6,379
Support costs - Bliss Scotland (Charity) Limited	817	1,979	2,430	2,629	-	7,855	5,149
Recovered overheads	(7,188)	(9,758)	(4,481)	(2,829)	(744)	(25,000)	-
Non-recoverable VAT	17,770	24,123	11,075	6,994	1,839	61,801	42,669
Governance costs (note 9)	9,239	12,892	6,527	4,560	923	34,141	29,737
	<b>172,319</b>	<b>235,148</b>	<b>110,083</b>	<b>71,057</b>	<b>17,716</b>	<b>606,323</b>	<b>639,408</b>

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 following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Costs of raising funds	29%
Supporting parents of babies born premature or sick	39%
Supporting neonatal professionals to deliver high quality baby-centred care	18%
Placing premature and sick babies' voices at the heart of decision making	11%
Supporting research that can tangibly improve outcomes for babies born premature or sick	3%

**9 Governance costs**

Governance costs comprise of the following	2017 £	2016 £
Staff costs	22,392	15,230
Human resources	-	330
Trustee expenses	1,858	3,634
Audit fees	9,430	10,515
Non-recoverable VAT	461	28
	<b>34,141</b>	<b>29,737</b>

Governance costs have been allocated on the basis of staff time spent on each activity.

**10 Trustees**

No trustees or any persons connected with them received any remuneration during the year (2016: £nil).  
2 trustees received reimbursements of travelling expenses totalling £677 (2016: 2 trustees received £804).

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

**11 Employees and employment costs**

**Number of employees**

The average number of employees during the year was 46 (2016: 43).

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

	<b>2017</b>	<i>2016</i>
Supporting parents of babies born premature or sick	<b>8.9</b>	<i>8.0</i>
Supporting neonatal professionals to deliver baby-centred care	<b>5.1</b>	<i>4.1</i>
Placing premature and sick babies' voices at the heart of decision making	<b>2.7</b>	<i>2.8</i>
Supporting research to improve outcomes for babies born premature or sick	<b>0.6</b>	<i>-</i>
Communications	<b>5.0</b>	<i>5.9</i>
Fundraising	<b>13.4</b>	<i>11.1</i>
Administration	<b>4.9</b>	<i>5.2</i>
Scotland	<b>1.0</b>	<i>1.0</i>
	<b><u>41.6</u></b>	<i><u>38.1</u></i>
<b>Employment costs</b>	<b>2017</b>	<i>2016</i>
	<b>£</b>	<i>£</i>
Staff costs consist of:		
Wages and salaries	<b>1,279,413</b>	1,162,445
Redundancy and termination	<b>11,555</b>	10,427
Social Security Costs	<b>110,658</b>	109,771
Pension contributions	<b>58,183</b>	54,785
	<b><u>1,459,809</u></b>	<i><u>1,337,428</u></i>

The highest paid employee was the Chief Executive, who earned £78,548 in pay and £4,653 in pension contributions. £9,720 was paid in employer national insurance contributions. Last year, the Chief Executive earned £81,090 in total and £9,438 was paid in employer's 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 (2016: £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 £232,415 in pay and pension contributions (2016: £236,334) and £25,982 was paid in employer's national insurance contributions (2016: £26,012).

Redundancy and termination payments are recognised in full upon the termination of employment. One employee received a termination payment during the year totalling £11,555 (2016: £10,427).

A staff untaken leave accrual has been calculated however has been excluded as being immaterial.

**12 Tangible fixed assets**

**Group and Charity**

	Leasehold property £	Office Equipment £	Computer Equipment £	Total £
<b>Cost</b>				
At 1 April 2016	<b>84,165</b>	<b>14,731</b>	<b>143,417</b>	<b>242,313</b>
Additions	<b>3,523</b>	<b>3,793</b>	<b>50,150</b>	<b>57,466</b>
Disposals	<b>-</b>	<b>-</b>	<b>(20,215)</b>	<b>(20,215)</b>
<b>At 31 March 2017</b>	<b><u>87,688</u></b>	<b><u>18,524</u></b>	<b><u>173,352</u></b>	<b><u>279,564</u></b>
<b>Depreciation</b>				
At 1 April 2016	<b>45,903</b>	<b>8,337</b>	<b>113,791</b>	<b>168,031</b>
Charge for the year	<b>17,260</b>	<b>4,109</b>	<b>13,920</b>	<b>35,289</b>
On disposals	<b>-</b>	<b>-</b>	<b>(20,215)</b>	<b>(20,215)</b>
<b>At 31 March 2017</b>	<b><u>63,163</u></b>	<b><u>12,446</u></b>	<b><u>107,496</u></b>	<b><u>183,105</u></b>
<b>Net Book Value at 31 March 2017</b>	<b><u>24,525</u></b>	<b><u>6,078</u></b>	<b><u>65,856</u></b>	<b><u>96,459</u></b>
<i>Net Book Value at 31 March 2016</i>	<i>38,262</i>	<i>6,394</i>	<i>29,626</i>	<i>74,282</i>

**Bliss - The National Charity for the Newborn  
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For the year ended 31 March 2017**

**13 Fixed Asset Investments** **Investment in subsidiary**

**Charity**

Cost at 1 April 2016 and 31 March 2017	1
Historical cost	
As at 31 March 2017	1

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 2017 were as follows:**

	2017	2016
	£	£
<b>Turnover</b>	<b>111,224</b>	<i>166,866</i>
Cost of Sales	-	<i>(1,582)</i>
<b>Gross profit</b>	<b>111,224</b>	<i>165,284</i>
Administration expenses	<b>(11,694)</b>	<i>(10,881)</i>
Gift aid payable to Bliss and Bliss Scotland	<b>(87,319)</b>	<i>(154,403)</i>
<b>Profit on ordinary activities before taxation</b>	<b>12,211</b>	-
Corporation tax	<b>(2,442)</b>	-
<b>Profit (loss) for the year</b>	<b>9,769</b>	-

**The aggregate of the assets, liabilities and funds was:**

Assets	115,098	<i>262,616</i>
Liabilities	<b>(115,097)</b>	<i>(272,384)</i>
<b>Funds</b>	<b>1</b>	<i>(9,768)</i>

During the year, the following transactions were carried out between Bliss and Bliss Sales Limited:

- income of £4,409 received in Bliss in relation to Bliss Sales Limited was transferred to Bliss Sales Limited.
- net VAT recoverable of £4,989 was transferred from Bliss to Bliss Sales Limited.
- expenditure of £11,163 was paid by Bliss to Bliss Sales Limited reflecting prior year staff time managing the affairs of Bliss Sales Limited.
- the prior year's gift aid donation of £154,403 was transferred in cash by Bliss Sales Limited to Bliss .
- net cash transfers of £53,967 from Bliss to Bliss Sales Limited as intercompany loans.
- a management charge of £10,449 was applied by Bliss reflecting staff time managing the affairs of Bliss Sales Limited.
- this year's charitable gift aid payment of £87,319 was accrued to Bliss.

During the year, the following transactions were carried out between Bliss Scotland (Charity) Limited and Bliss Sales Limited:

- net transfers of £9,511 were made from Bliss Scotland (Charity) Limited to Bliss Sales Limited as intercompany loans.
- net VAT recoverable of £81 was transferred from Bliss Scotland (Charity) Limited to Bliss Sales Limited.

At the balance sheet date, £97,480 was owed by Bliss Sales Ltd to Bliss which included a gift aided donation of £87,319.

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

**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 2017 were as follows

	Unrestricted funds £	Restricted Funds £	Total 2017 £	Total 2016 £
<b>Income</b>				
Donations	87,377	-	87,377	29,280
Charitable activities:				
Supporting parents of babies born premature or sick	-	14,000	14,000	55,025
Other trading income	10,174	-	10,174	8,982
<b>Total income</b>	<b>97,551</b>	<b>14,000</b>	<b>111,551</b>	<b>93,287</b>
<b>Expenditure</b>				
Costs of raising funds	9,680	-	9,680	17,252
Charitable activities:				
Supporting parents of babies born premature or sick	26,046	16,045	42,091	69,974
Supporting neonatal professionals to deliver baby-centred care	29,958	-	29,958	2,303
Placing premature and sick babies' voices at the heart of decision making	41,931	-	41,931	8,536
<b>Total expenditure</b>	<b>107,615</b>	<b>16,045</b>	<b>123,660</b>	<b>98,065</b>
<b>Net movement in funds</b>	<b>(10,064)</b>	<b>(2,045)</b>	<b>(12,109)</b>	<b>(4,778)</b>
<b>The aggregate of the assets, liabilities and funds was:</b>				
Assets	50,510	3,300	53,810	140,236
Liabilities	(50,403)	-	(50,403)	(124,720)
<b>Funds</b>	<b>107</b>	<b>3,300</b>	<b>3,407</b>	<b>15,516</b>

During the year, net transfers of £2,392 were paid from Bliss to Bliss Scotland (Charity) Limited as intercompany loans.

A management charge of £104,567 was made by Bliss to Bliss Scotland (Charity) Ltd reflecting the direct charitable expenditure, support costs and governance costs incurred by Bliss on behalf of Bliss Scotland (Charity) Ltd.

A further donation of £72,550 was made by Bliss to Bliss Scotland (Charity) Ltd in order to balance its financial affairs. Of this transfer, £17,179 represented trading income in Bliss Sales Limited carried out in Scotland.

At the balance sheet date, £27,066 was owed by Bliss Scotland (Charity) Ltd to Bliss.

**14 Debtors**

	Group		Charity	
	2017 £	2016 £	2017 £	2016 £
Trade debtors	84,660	90,331	21,705	12,993
Other debtors	37,744	34,307	37,744	30,307
Amounts owed by group undertakings	-	-	124,546	321,472
VAT	-	703	-	704
Prepayments and accrued income	305,780	214,133	288,330	174,108
	<b>428,184</b>	<b>339,474</b>	<b>472,325</b>	<b>539,584</b>

**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

	2017 £	2016 £
<b>Fair value as at 1 April 2016</b>	<b>143,181</b>	<b>149,331</b>
Additions	-	-
Disposals	-	-
Unrealised gains (losses) to 31 March 2017	21,720	(6,150)
<b>Fair value as at 31 March 2017</b>	<b>164,901</b>	<b>143,181</b>
<b>Historic cost as at 31 March 2017</b>	<b>130,209</b>	<b>130,209</b>

As at 31 March 2017, the fund comprised of £81,791 of UK investments and £83,110 of overseas investments.

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

16 Creditors	Group		Charity	
	2017	2016	2017	2016
	£	£	£	£
Trade creditors	14,115	51,496	14,115	51,390
Grants payable	51,271	89,322	51,271	89,322
Employment taxes and social security costs	34,074	42,505	34,074	31,427
VAT	8,968	-	-	-
Corporation tax	2,442	-	-	-
Other creditors	18,725	9,816	18,725	9,816
Accruals and deferred income	52,016	53,269	44,612	43,335
	<b>181,611</b>	<b>246,408</b>	<b>162,797</b>	<b>225,290</b>

**17 Commitments under operating leases**

As at 31 March 2017, the Charity had commitments under non-cancellable operating leases. The total future minimum lease payments were as follows:

	Land and Buildings		Plant and Machinery	
	2017	2016	2017	2016
	£	£	£	£
Operating leases payable				
Less than one year	109,732	109,732	1,199	1,308
Between one and five years	32,769	142,501	-	1,199
	<b>142,501</b>	<b>252,233</b>	<b>1,199</b>	<b>2,507</b>

**18 Analysis of charitable funds**

Current year	Balance				Funds
	1 April 2016	Income	Expenditure	Transfers	31 March 2017
	£	£	£	£	£
<b>Analysis of movements in unrestricted funds</b>					
Designated fixed asset fund	74,283	-	-	22,176	96,459
Designated fundraising, infrastructure and services fund	275,593	-	(130,000)	(66,176)	79,417
Designated research fund	11,367	-	(11,367)	-	-
	<b>361,243</b>	<b>-</b>	<b>(141,367)</b>	<b>(44,000)</b>	<b>175,876</b>
General fund	799,796	2,076,532	(2,348,329)	44,000	571,999
General fund - fair value reserve	12,972	21,720	-	-	34,692
<b>Total Group and Charity</b>	<b>1,174,011</b>	<b>2,098,252</b>	<b>(2,489,696)</b>	<b>-</b>	<b>782,567</b>

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

The designated fundraising, infrastructure and services fund set aside £300,000 last year 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 is budgeted to be spent over a period of three years.

The designated research fund has been spent on research projects during the year.

The fair value reserve within the general fund represents the unrealised gain on current asset investments (note 15).

Analysis of movements in restricted funds	Balance				Funds
	1 April 2016	Income	Expenditure	Transfers	31 March 2017
	£	£	£	£	£
<b>Supporting parents of babies born premature or sick</b>					
Welsh Materials	4,500	-	-	-	4,500
Volunteering	-	50,421	(50,421)	-	-
<b>Supporting neonatal professionals to deliver baby-centred care</b>					
Small Grants Programme	71,276	-	(71,276)	-	-
<b>Total Charity</b>	<b>75,776</b>	<b>50,421</b>	<b>(121,697)</b>	<b>-</b>	<b>4,500</b>
<b>Supporting families and their babies</b>					
Infant Resuscitation DVD	1,100	-	-	-	1,100
Spifox	2,200	-	-	-	2,200
Robertson Trust	2,045	14,000	(16,045)	-	-
<b>Total Bliss Scotland (Charity) Limited</b>	<b>5,345</b>	<b>14,000</b>	<b>(16,045)</b>	<b>-</b>	<b>3,300</b>
<b>Total Group and Charity</b>	<b>81,121</b>	<b>64,421</b>	<b>(137,742)</b>	<b>-</b>	<b>7,800</b>

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

**18 Analysis of charitable funds (continued)**

**Supporting parents of babies born premature or sick**

**Welsh Materials:** This project will provide Bliss' online and printed materials in the Welsh language and is funded by a grant of £3,000 from the Hospital Saturday Fund Charitable Trust and £1,500 from the Oakdale Charitable Trust.

**Volunteering:** this fund received grants to support Bliss' volunteering during the year. Total grant income amounted to £50,421 and were received from the following trusts:

Baron Davenport's Charity	£	800	The Elsie Lawrence Trust	£	700
Children in Need Fund	£	10,072	The Eveson Charitable Trust	£	3,000
Florence Turner Trust	£	500	The G J W Turner Trust	£	2,000
Hudson Charitable Trust	£	500	The Kathleen Laurence Trust	£	2,000
Mazars LLP	£	750	The Norman Family Charitable Trust	£	500
R S Brownless Charitable Trust	£	200	The Ronald Cruickshanks Foundation	£	500
The Annett Charitable Trust	£	500	The Shanly Foundation	£	3,000
The Anton Jurgens Charitable Trust	£	5,399	The Sir Jules Thorn Charitable Trust	£	1,000
The Charles S French Charitable trust	£	1,000	The Sovereign Health Care Charitable Trust	£	1,000
The Christopher Laing Foundation	£	500	The Stock Exchange Veterans Charity Assoc	£	500
The Clark Foundation	£	1,000	The Wixamtree Trust	£	2,500
The D'Oyly Carte Charitable Trust	£	3,500	Thomas J Horne Memorial Trust	£	8,000
The Edward & Dorothy Cadbury Trust	£	1,000			

**Supporting neonatal professionals to deliver baby-centred care**

**Small Grants Programme:** This programme provides grants to help neonatal units improve their facilities and was funded during 2015/16 with £100,000 from the True Colours Trust and £30,000 from the Sam and Bella Sebba Trust. This programme is now fully spent and has closed.

**Total Bliss Scotland (Charity) Limited**

**Supporting parents of babies born premature or sick**

**Infant Resuscitation DVD:** The Royal Bank of Scotland Community Fund has donated £10,667 for the reprint and distribution in Scotland of the 'Basic Life Support for Babies - A Guide for Parents' DVD. The remaining £1,100 will be spent in 2017-18.

**Spifox Project:** The Scottish Property Industry Festival of Christmas (Spifox) donated £6,480 towards neonatal equipment in Scotland. The sum of £2,200 remaining will be spent in 2017-18.

**Robertson Trust:** A donation of £14,000 towards Bliss Scotland's work in supporting the families of premature and sick babies in Scotland.

*Analysis of charitable funds (prior year)*

	Balance 1 April 2015	Income	Expenditure	Transfers	Funds 31 March 2016
	£	£	£	£	£

*Analysis of movements in unrestricted funds*

Designated fixed asset fund	86,434	-	-	(12,151)	74,283
Designated fundraising, infrastructure and services fund	300,000	-	(24,407)	-	275,593
Designated research fund	11,367	-	-	-	11,367
	<u>397,801</u>	-	<u>(24,407)</u>	<u>(12,151)</u>	<u>361,243</u>
General fund	638,030	2,349,682	(2,200,067)	12,151	799,796
General fund - fair value reserve	19,122	-	(6,150)	-	12,972
<b>Total Group and Charity</b>	<u>1,054,953</u>	<u>2,349,682</u>	<u>(2,230,624)</u>	<u>-</u>	<u>1,174,011</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 last year 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 is budgeted to be spent over a period of three years.*

*The designated research fund will be spent on research projects during 2016/17.*

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

**Bliss - The National Charity for the Newborn  
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**Notes to the Accounts (Continued)  
For the year ended 31 March 2017**

**18 Analysis of charitable funds (continued)**

Analysis of movements in restricted funds (prior year)	Balance				Funds	
	1 April 2015	Income	Expenditure	Transfers	31 March 2016	
	£	£	£	£	£	£
<i>Supporting parents of babies born premature or sick</i>						
Bliss Special Care Baby Handbook	9,111	74,655	(83,766)	-	-	-
Teenage Parent Project	25,894	-	(25,894)	-	-	-
Welsh Materials	-	4,500	-	-	-	4,500
Volunteering	-	20,250	(20,250)	-	-	-
Supporting Families	-	1,000	(1,000)	-	-	-
<i>Supporting neonatal professionals to deliver baby-centred care</i>						
Bliss Nurses	-	20,000	(20,000)	-	-	-
Small Grants Programme	25,763	130,000	(84,487)	-	-	71,276
Research	-	6,000	(6,000)	-	-	-
<b>Total Charity</b>	<b>60,768</b>	<b>256,405</b>	<b>(241,397)</b>	<b>-</b>	<b>-</b>	<b>75,776</b>
<i>Supporting parents of babies born premature or sick</i>						
Information and Support Services for Families	9,080	40,025	(49,105)	-	-	-
The Robertson Trust	-	15,000	(12,955)	-	-	2,045
Infant Resuscitation DVD	9,014	-	(7,914)	-	-	1,100
Spifox	2,200	-	-	-	-	2,200
<b>Total Bliss Scotland (Charity) Limited</b>	<b>20,294</b>	<b>55,025</b>	<b>(69,974)</b>	<b>-</b>	<b>-</b>	<b>5,345</b>
<b>Total Group and Charity</b>	<b>81,062</b>	<b>311,430</b>	<b>(311,371)</b>	<b>-</b>	<b>-</b>	<b>81,121</b>

*Supporting parents of babies born premature or sick*

*Bliss Special Care Baby Handbook: The Bliss Special Care Baby Handbook is a family friendly guide developed to answer questions about a baby's stay in hospital and after they go home. This is a Government grant funded by the Department of Health and completed by 31 March 2016.*

*Teenage Parent Project: The Teenage Parent Project supported Bliss' regional team in providing volunteers to connect with teenage mothers who are at greater risk of pre-term births. This project was funded by the Merck Charitable Foundation and completed by 31 March 2016.*

*Welsh Materials: This project will provide Bliss' online and printed materials in the Welsh language and funded by a grant of £3,000 from the Hospital Saturday Fund Charitable Trust and £1,500 from the Oakdale Charitable Trust.*

*Volunteering: this fund received grants to support Bliss' volunteering during the year. Total grant income amounted to £20,250 and were received from the following trusts:*

*The Worshipful Company of Actuaries - £750*

*Chalk Cliff Trust - £4,000*

*The Norman Family Charitable Trust - £500*

*Adint Charitable Trust - £10,000*

*The Charles S. French Charitable Trust - £1,000*

*The Shanly Foundation - £1,000*

*The Annett Charitable Trust - £1,000*

*Eveson Charitable Trust - £2000*

*Supporting families: this fund received £1,000 from the Austin and Hope Pilkington Trust towards Bliss' work in supporting families to care for their babies.*

*Supporting neonatal professionals to deliver baby-centred care*

*Bliss Nurses: Bliss Nurses are based in major intensive care services around the UK and champion family centred care practices across their regions as well as giving direct support to families. £20,000 was received from the Garfield Weston Foundation towards funding Bliss Nurses in Norwich, Birmingham, North Teeside and Sheffield.*

*Small Grants Programme: This programme provides grants to help neonatal units improve their facilities and was funded during the year with £100,000 from the True Colours Trust and £30,000 from the Sam and Bella Sebba Trust.*

*Total Bliss Scotland (Charity) Limited*

*Supporting parents of babies born premature or sick*

*Information and Support Services for Families: The last instalment of £40,025 of a three-year grant was received that supports Bliss' work in Scotland, ensuring families have access to family support services, counselling and publications. This is a government grant funded by the Scottish Government.*

*The Robertson Trust funded £42,000 over three years from 2014-15 towards volunteer family support services in Scotland. £14,000 was received and applied in 2015-16. In addition, the Russell Trust donated a further £1,000 during 2015-16*

*Infant Resuscitation DVD: The Royal Bank of Scotland Community Fund has donated £10,667 for the reprint and distribution in Scotland of the 'Basic Life Support for Babies - A Guide for Parents' DVD.*

*Spifox Project: The Scottish Property Industry Festival of Christmas (Spifox) 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 2017**

19 Analysis of net assets between funds	Unrestricted	Designated	Restricted	Total
	funds	funds	Funds	2017
Current year	£	£	£	£
Tangible fixed assets	-	96,459	-	96,459
Current assets	788,302	79,417	7,800	875,520
Creditors, amounts falling due within one year	(181,611)	-	-	(181,611)
	<b>606,691</b>	<b>175,876</b>	<b>7,800</b>	<b>790,367</b>
<i>Prior year</i>	<i>Unrestricted</i>	<i>Designated</i>	<i>Restricted</i>	<i>Total</i>
	<i>funds</i>	<i>funds</i>	<i>Funds</i>	<i>2016</i>
	£	£	£	£
Tangible fixed assets	-	74,282	-	74,282
Current assets	1,059,176	286,961	81,121	1,427,258
Creditors, amounts falling due within one year	(246,409)	-	-	(246,408)
	<b>812,768</b>	<b>361,243</b>	<b>81,121</b>	<b>1,255,132</b>

**20 Related parties**  
The aggregate donations from related parties amounted to £1,253 (2016: £1,041).

21 Reconciliation of the net movement in funds to the net cash flow from operating activities	2017	2016
	£	£
<b>Net movement in funds</b>	<b>(464,765)</b>	119,117
Depreciation charge	35,289	32,732
Dividend and interest income shown in investing activities	(5,886)	(4,809)
Unrealised (gains) / losses on investments	(21,720)	6,150
Decrease / (increase) in debtors	(88,710)	2,775
Increase / (decrease) in creditors	(64,797)	(118,047)
<b>Net cash generated from / (used in) operating activities</b>	<b>(610,589)</b>	<b>37,918</b>