

2022-23

Baby Umbrella Annual Report and Accounts



Baby Umbrella
Supporting your journey

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Welcome from our Chair of Trustees and Founders

Our third full year of operation has been characterised by a growing sense of stability and predictability.

Against a difficult funding environment, we have grown our fundraising income to support a careful expansion of our front line Breastfeeding and Early Parenting support services where it is most needed. This year we supported over 1,000 families and we're immensely proud that 100% of the families who filled our feedback form this year said they would recommend us.

We have also launched our pioneering new Listening Service for parents, which was an aspiration from our starting days. With so many desperate parents coming through our doors every week, we often struggled to find free specialist emotional support services to signpost to. Our Listening Service has filled this hole and we are now able to encourage parents to seek extra support at the earliest stage. We hope that this will enable them to feel more confident and less anxious from much earlier in their parenting journey, having a profound impact on the lives of their young babies and wider family.

We're so uplifted too to feel a tangible change happening within our community in West Kent and further afield. More and more people know who we are, know who to turn to for support, and are beginning to request to work with us, to fundraise for us and to support us. Much as our

community values our support, it's wonderful to feel our community supporting us.

We are often asked about expanding to other areas, but we believe in support services rooted in the local community, and we see so many opportunities to support parents even better in West Kent. We have ambitious plans for 2024 including: improving our peer support programme, improving support for our most vulnerable families, encouraging bookings for Listening Support, reviewing infant sleep support, bringing further fascinating speakers to local families, investing in data storage and processing, and continuing to learn and innovate on diversity, equality, inclusion and belonging.

Would you like to join our community to change early parenthood for the better? Get in touch - we'd love to hear from you.

info@babyumbrella.org.uk

Emma Saunders
Chair of Trustees

Jennie Yelverton
Education and Practice Lead

Karen McCully
Clinical, Community and Client Lead

Laura Shtaingos
Operations, Finance and Marketing Lead

“An invaluable service provided by lovely ladies who not only advise and improve the many breast-feeding issues, but provide a safe place to be heard about every anxiety you have; a counselling session and expert feeding advice rolled into one...with the added bonus of delicious brownies! I used this service with my first child and without a doubt Karen and the lovely supporters are the reason I succeeded in feeding my son for 18 months when he self-weaned. There were many hurdles along the way but I always felt supported and left feeling much more positive. My new baby and I have had different issues but, with support, I remain exclusively breastfeeding and he is thriving! Thank you ladies!”

- In person appointment, October 2022

“Baby umbrella has saved me. I felt so lonely and anxious at the start of my journey as a mother. This warm and welcoming group made me feel more confident and happy. Also the brownies are amazing!!”

- Social/ Peer Support group, June 2023

Our impact in numbers



1,070
families
supported



1,620
individual
appointments



618
social
visits



1,300
individuals
in our Facebook
community



1,457
subscribed
to our newsletter



816
volunteer
hours donated



98%
of our visitors felt
more confident
feeding their baby



94%
of our visitors felt
less anxious



100%
of our visitors would
recommend
our appointments



What we do

Our charity was formed in 2020 to provide early parenting support services across West Kent.

We are passionate about providing evidence based, compassionate support which empowers families.

We deliver 1-1 and group support with breastfeeding and early parenting. We offer support in Sevenoaks, Tonbridge, Tunbridge Wells and online 49 weeks a year as well as email, messenger, Facebook and WhatsApp.

We support families with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood, including parental mental wellbeing and infant sleep.

We offer specialist support from highly skilled and experienced Breastfeeding Counsellors and Lactation Consultants;

peer support from our trained Volunteer Peer Supporters; and in 2023 we also launched a dedicated zoom Listening Service for parents who are struggling with emotional wellbeing.

We have a fantastic team of Specialist Practitioners, in-house trained volunteer Peer Supporters, and volunteer Service Hosts who together deliver exceptional support to families.

We also plan, organise and host multiple webinars every year to educate both parents and professionals, covering topics such as infant sleep and perinatal mental health. We have fostered relationships with leading UK expert speakers to run these sessions and they are recorded and available free on our website for families to watch afterwards.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey.

Mission

We listen to, support and empower families.

Values

We are compassionate, evidence based and inclusive.

Our strategic purposes and priorities

Our strategic purposes

1. Provide free of charge, timely access to skilled support on breastfeeding, infant feeding, infant sleep and mental wellbeing across West Kent; and facilitate social connections.
2. Improve knowledge and confidence in early parenting among parents, supporters and allied professionals.
3. Connect the dots between services for parents in the area through signposting, collaboration and team building.
4. Reach a diverse and inclusive population reflective of the community we serve.

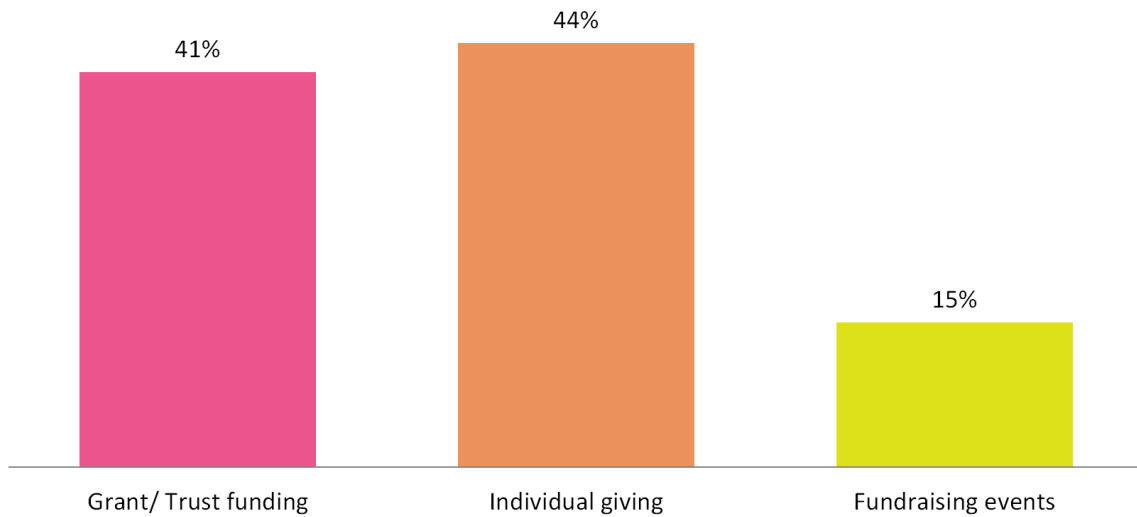
Our priorities to deliver our strategy

Optimising, broadening, deepening and expanding our offering to better meet families' needs

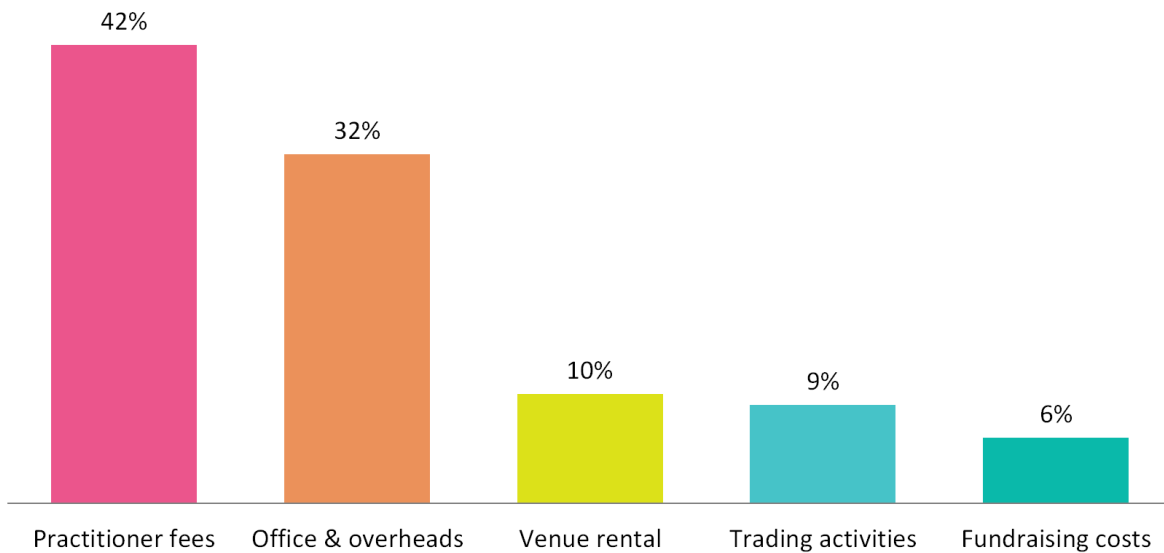
1. Diversify our income stream to improve funding stability.
2. Optimise our current operations to most effectively meet the needs of local families.
3. Broaden and deepen our support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed diversity in everything we do.

Our finances 2022-23: Summary

Source of income



Summary of expenditure



N.B. Expenditure bars only add up to 99% due to rounding

Our year in review

Building predictability and strength

At the end of 2022, the combination of the Ukraine war and the cost of living crisis meant that the external environment was looking very tough for funding. We entered 2023 with a single minded focus to build predictability in our processes and stability in our funding model.

At the very start of the financial year we had a fantastic boost to morale and confidence when we were awarded the Kent Charity Awards Start-Up Charity of the Year for 2022! The assessment process was thorough and the fellow charities we were up against were daunting, so we were absolutely delighted to come away with this recognition of our hard work and dedication to supporting parents in Kent.

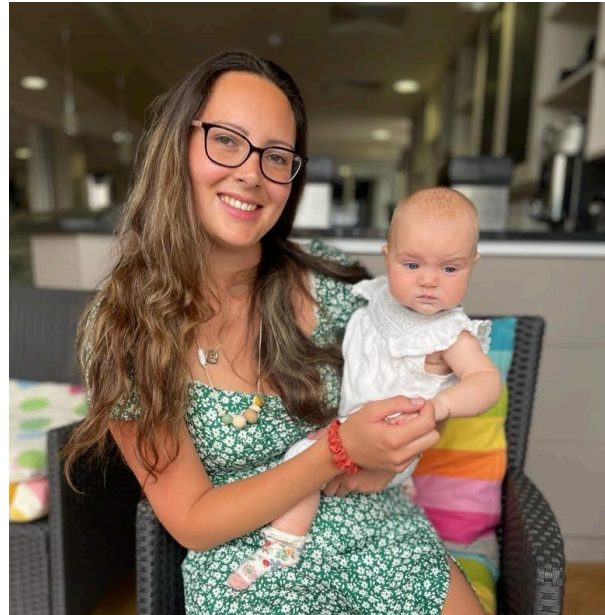


(L to R) Ema Saunders (Chair of Trustees), Laura Shtaingos (Operations, Finance and Marketing Lead) and Karen McCully (Clinical, Community and Client Lead) accepting our Start-Up Charity of the Year award at the Kent Charity Awards 2022

In terms of our funding position, we have worked very hard to maintain our grant income as well as grow our non-grant income by a whopping 70%, demonstrating the clear impact our services have on our families and their willingness to donate and engage with our fundraising initiatives. After a long period of running close to our 3 month reserves levels in 2021-22, this year we have maintained reserves of around 6 months for the whole year. This

stable base has enabled us to reinvest into Baby Umbrella by developing our internal service support systems as well as grow our local support services.

In our core charitable services, this stable funding base has enabled us to take the step of increasing capacity in our busy Tunbridge Wells location, by adding additional specialist staff every week, and enabling 25% more 1-1 appointments to be served over the course of the year. We have also seen appointments increase by 22% in our historically quieter Otford location, enabling better utilisation of the staff there. We have trained 11 fantastic new volunteer Peer Supporters who are now integrated into our service supporting parents across all three of our locations.

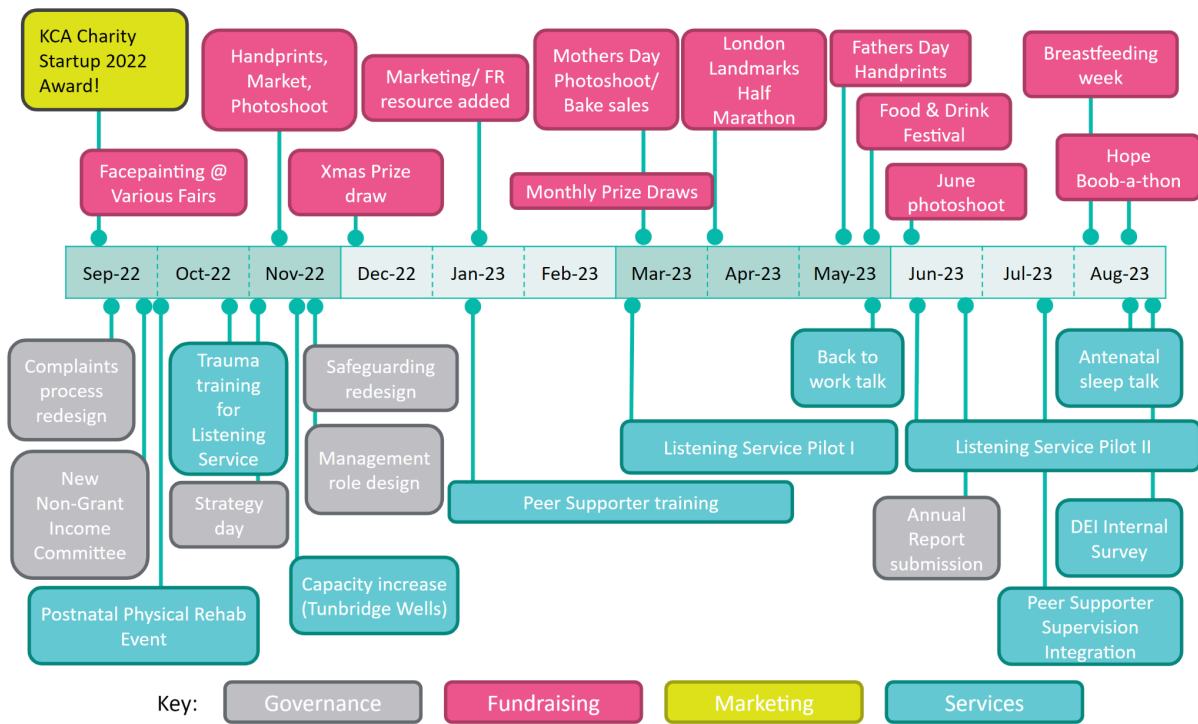


We have also been hard at work this year broadening and deepening our support services by adding and trialling some key new charitable services to meet the requests of our local families. We have successfully trialled a dedicated zoom Listening Service run by specially trained staff to support families struggling with their emotional wellbeing, and following its success made a decision that this will be part of our core service going forwards. We have run three further successful live webinar events for parents, covering sleep, returning to work and postnatal recovery, which are now available to watch on our website and have proved very popular in both live and recorded format.

In terms of service support, we have reviewed and improved several processes throughout the year - most importantly our complaints and safeguarding processes which are now firmly embedded into weekly and monthly management review processes, and reported to trustees on a quarterly basis. We recruited a part time marketing and fundraising coordinator who has given us additional ability to raise individual donations and advertise our fundraising events; as well as ensure local families are aware of all of our support services. We have embedded our new management roles to great effect, enabling our team to progress with their own areas of expertise more effectively. And we have also begun our Diversity, Equality, Inclusion and Belonging Project with an internal survey of our workforce and volunteers.

It's been a busy year, but it has run like clockwork, and we are starting to see the fruits of our labour as the charity builds predictability in its processes and activities.

2022- 2023 Milestones

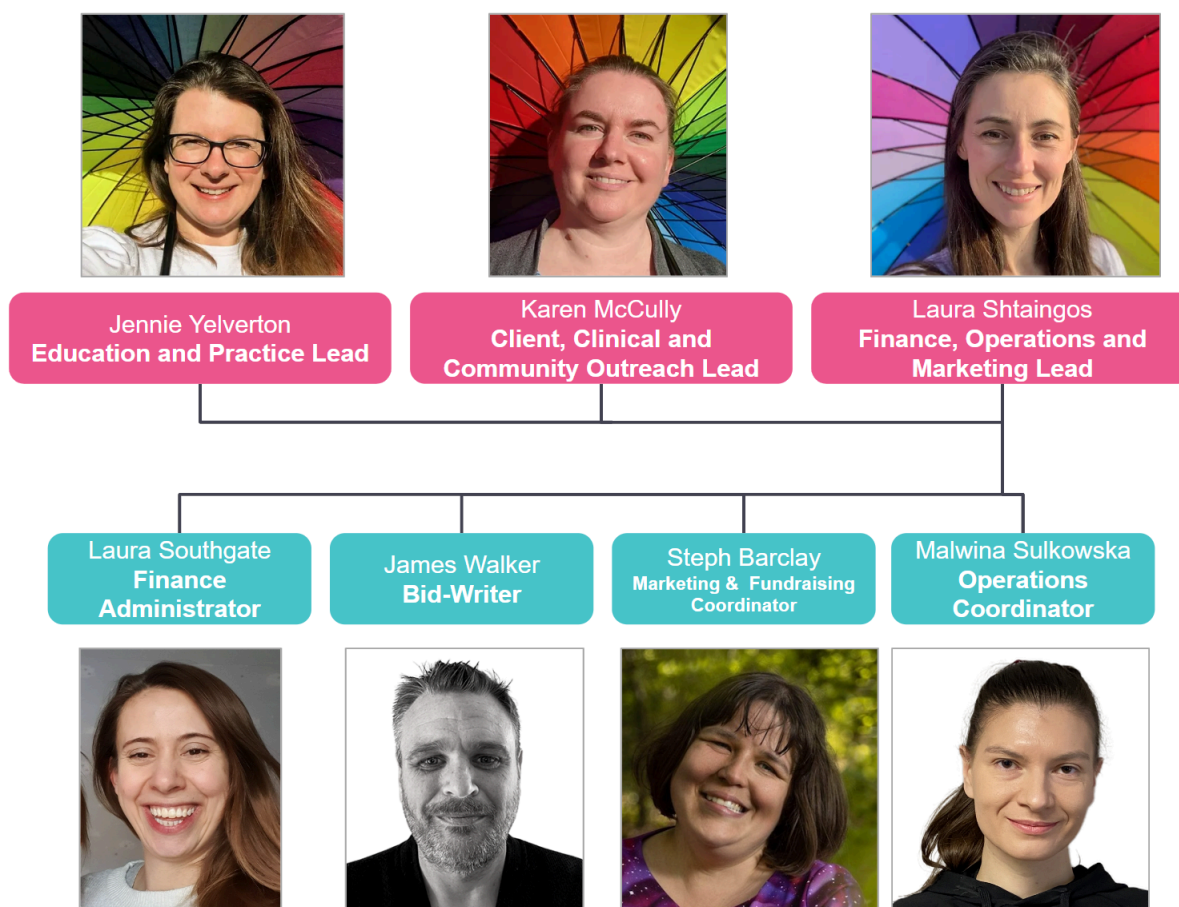




Our team

Our service support team

Jennie, Karen and Laura bring together a broad range of unique skills on our charity management team. We also have four specialist part time contractors supporting the charity with various functions. We are proud of our family-friendly and flexible working practices and together the whole team comprises only about 0.7 of a full time equivalent employee. We are small but mighty!



Our Practitioners

Laura, Karen and Jennie are also embedded within our core team of nine practitioners who have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licenced as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health. We also provide ongoing support and development, as well as supervision, to all of our practitioners to ensure their knowledge and skills are up to date.

Our Peer Supporters and Volunteers

Our essence is shaped by the people who bring it to life, and we are extremely lucky to have fantastic volunteers across our charity who give up their own valuable time to help us and the families we serve.

Twenty two trained Baby Umbrella Breastfeeding Peer Supporters volunteered for us during the financial year. These are volunteers who have breastfed their own babies and completed 12 weeks of accredited training in Breastfeeding Peer Support, as well as additional training in perinatal mental health and infant sleep.

Throughout the year our Peer Supporters volunteered 471 hours for us, offering breastfeeding support and information to families at our social groups.

We also have 22 further volunteers who have helped us host and run our face to face sessions throughout the year. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which can often feel very daunting and vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure sessions run smoothly. These generous individuals have contributed 345 hours of their time this financial year.

Behind the scenes, we also must mention our fantastic graphic designer - thank you Kim!

Last but far from least are our eight fantastic trustees who dedicated their time and expertise to support us - thank you!

Supporting our team

Our supervision function is really coming into its own this year with group sessions available for practitioners and peer supporters every month. We have also rolled out individual ad-hoc supervision (as required) to our Peer Supporters too after great success with our Practitioners. All relevant feedback we receive at supervision sessions is fed back into service support so that our service gets more effective each month. Safeguarding concerns are proactively addressed to ensure that we are taking the right steps for every family we contact to get the appropriate support they need, and that practitioners and volunteers are provided with support when concerns are raised.



Our services

Specialist Breastfeeding and Early Parenting Support

Our Breastfeeding Counsellors and Lactation Consultants are available for bookable 1-1 specialist support in all of our in person groups, as well as on Zoom, only pausing for Bank Holidays. With the addition of our newly trained Peer Supporters, we are now able to provide Peer Support on a drop-in basis in all of our in person groups for more straightforward questions. We also run a Facebook group and answer emails and messages from families looking for information on breastfeeding and early parenting.

Families come to us from across West Kent (and sometimes farther afield) for all sorts of urgent and overwhelming reasons.



48%
are in
pain with
feeding



32%
have a baby
who is not
latching



27%
are worried
about baby's
weight gain



26%
are feeling
overwhelmed,
anxious or
tearful

The majority are first time parents and 98% are breastfeeding (with 33% feeding formula alongside and 3% feeding solids alongside). Over half are referred directly from midwifery and 44% first book within 7 days of birth. We are proud to welcome partners and supporters to all our sessions and 43% of our attendees do bring someone with them for support.



92%
resident
in Kent



70%
first time
parents



98%
are
breastfeeding



53%
referred from
midwifery



44%
book within
7 days of birth



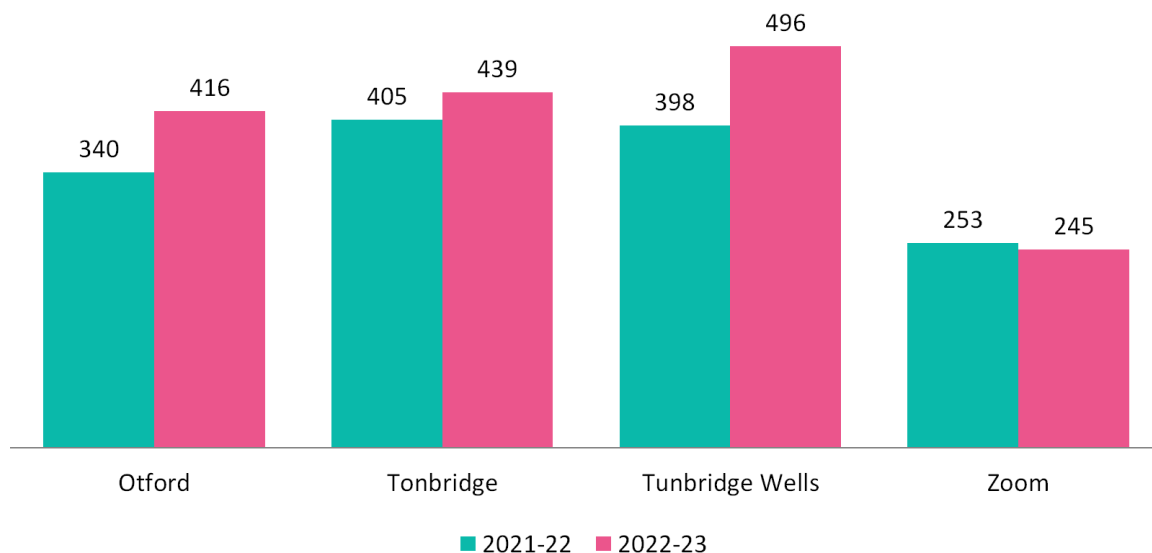
43%
attend with
their partner



A Breastfeeding Counsellor working with a family in January 2023

During this financial year, we have completed 1,351 individual face to face appointments with families and 245 individual Zoom appointments, all with dedicated and tailored support from our specialist practitioners.

1-1 specialist appointments served by location - year on year comparison



“Very welcoming and warm, relaxed, kind, empathetic, caring and no pressured atmosphere and service. So well looked after (drinks and cake!!), clearly a room of expertise - would be lost without them! Thank you!!”

- In Person appointment, September 2022

“Best support I have received so far. I felt no judgement or pressure from the specialist, was recommended a few options that may help with baby feeding, and felt listened to and encouraged even though I was very tearful through the appointment. Baby is now feeding so much better and we are both much happier.”

- In person appointment, August 2023

“I cannot express how valuable you have been. I had two sessions via zoom. I had spent nearly 10 weeks in agony, using pain relief and sobbing through feeds. I'd seen multiple health professionals and had got nowhere with support. I was exhausted and close to giving up - Baby Umbrella was my final option before turning to the bottle. But 45 mins with Andrea and I was pain free. I cannot tell you how grateful I am. I am desperate to breastfeed and now I rarely have a painful feed. I feel confident, happy and hopeful. You honestly changed mine and my baby's life.”

- Zoom appointment, October 2022

Emotional Wellbeing Support

After a significant investment in Perinatal Mental Health training for our team last year, this year we were excited to be able to launch a pilot of a new Listening Service for parents who are struggling with their emotional wellbeing.

The service provides a stepping stone for parents between our known and trusted support service and other services in the area for families. Many parents feel they have nowhere to turn, missing the threshold for support with their mental health or facing long waiting lists through the NHS and facing barriers to accessing expensive private services. Others feel they are 'not bad enough' to reach out for more formal referral, our service giving them an accessible route into support.



**Baby Umbrella
Listening Service**

Would you like to talk about early parenthood? We're here to listen.

Our trained practitioners are available on Zoom to listen to you if you're struggling with early parenting or you found your journey particularly challenging

More information and book at babyumbrella.as.me/listening

 Baby Umbrella
Supporting your journey

3 month trial

The poster features a teal border with a colorful geometric pattern at the top and bottom. It includes a teal umbrella icon over a stylized family silhouette and a grey diagonal banner in the bottom right corner.

Our free to access Listening Service fills this gap, offering an easy to book, accessible session, and provides an inclusive, confidential and non judgemental space in which to reflect on a parent's feelings during the huge transitions of conception, pregnancy, birth, feeding and parenthood. Often parents are left feeling anxious, with low mood or dealing with traumatic feelings following their birth or early postnatal period. Without support, parents often try to shut unprocessed feelings away, feeling that they 'should be able to cope' and 'get over' what has happened to them, often leading to more challenging mental health difficulties in the longer term. The Listening Service aims to support parents before their difficulties develop into anything greater, and signpost early to further specialist help should this be necessary.

It is often not what happened that has caused a parent to feel traumatised in itself but the feelings about their experience that they are struggling to process. Our Listening Service has been developed specifically to fit this early need for support. It is free to access, timely and run by highly qualified and experienced practitioners who have been trained to listen to trauma and support the safe processing of these feelings.

We are delighted to say that the service was very well received by parents and professionals alike (see over), and will continue as a core service in 2023-24.

“Baby Umbrella literally changed my life. Feeling supported and listened to without thinking about money made a huge difference when it came to asking for help. Everyone in here has been so professional and so supportive.”

- Listening Service appointment, 2023

“Fabulous. Every new Mum should have access to a listening service appointment. Pregnancy/ birth and post-partum can be such an overwhelming and life changing time, I found it really helpful to be able to talk about my experiences in a supportive and objective space. It made me feel like my experiences and feelings were valid and I felt seen in a way that I hadn’t before. Thank you so much Baby Umbrella!”

- Listening Service appointment, 2023

“It was such a relief to just say everything that was on my mind without fear of judgement to someone not personally involved, thank you. I had been unsure if I felt 'bad enough' but felt so welcome and I guess...validated.”

- Listening Service appointment, 2023

Infant Sleep Support

This year saw us roll out in-depth training for our specialist practitioners and volunteers on infant sleep. We worked closely with Lyndsey Hookway, former paediatric nurse and health visitor, lactation consultant, author, researcher, speaker; and a well known compassionate and evidence based voice on infant feeding, sleep, and parenting.

Our nine practitioners undertook 10 hours each of training from Lyndsey to embed an understanding of responsive infant sleep support within our team. This covered sleep biology, prevalent infant sleep myths and how to support parents who are struggling with night waking and naps. We were also able to train 19 of our volunteer peer supporters in Sleep, Bonding & Lactation again with Lyndsey (1.5 hours each).

We are already supporting families with this new knowledge to great effect with our families telling us that sleep concerns are often a close second to their breastfeeding concerns. We will evaluate the impact of this training and any additional training support needed for practitioners and peer supporters over the next year.

Peer Support

Many of our families really benefit from meeting other families in the area and our weekly Peer Support groups provide a safe space to come with your baby and receive a hot drink and a warm welcome. Our trained Peer Supporters are embedded in these sessions and support our mums with questions on normal breastfeeding and life with a baby.



Parents enjoying our Peer Support group in 2023

Alongside the social groups, we also run a **public Facebook page**, a **closed Facebook group**, and a **WhatsApp group for each of our locations**.

“When I leave on a Tuesday lunchtime, my “battery” has been recharged to 100%. It depletes during the week and I look forward to Tuesday mornings so much, so that I can refuel (mentally and with brownies!) I won’t let anything interfere with Baby Umbrella - other appointments can wait. I have laughed, cried, gained confidence and been inspired. Thank you for providing such a valuable service - I think every new parent should be prescribed Baby Umbrella!”

- Social/ Peer Support group, June 2023

“Amazing service, I've made some really good friends through the social service.”

- Social/ Peer Support group, March 2023

“We've been coming to Baby Umbrella since my daughter was about 4 weeks old and have found a group of friends that have stuck with us. We keep coming every week and it's just so nice to be able to talk to people that know what you're going through but also that you get along with. I can't say how helpful it's been for us.”

- Social/ Peer Support group, Aug 2023

Parent Education

We have made great strides this year on developing our parent education programme. Lyndsey Hookway returned with two further talks. One covers sleep in the early weeks and is aimed at antenatal and new parents, and the other is a wide ranging talk on going back to work as a new parent. We were also grateful to Emma Jeffery, a local Postnatal Personal Trainer, and Jenny Gillespie, a local Women's Health Physiotherapist, who came to talk to our community about recovering physically from pregnancy and birth.

All of these talks were very well attended live, and the recorded versions are available for free for parents to watch at their leisure on our website at babyumbrella.org.uk/education. Together these talks have been seen by over 250 viewers.

The screenshot shows the 'Education' section of the Baby Umbrella website. It features three program cards under the 'Parent Education' tab. Each card includes a thumbnail image, a title, a brief description, and a 'Watch' button. The programs are:

- Postnatal Recovery Workshop:** Top tips on taking care of your body after you've had a baby. Topics include breathing and posture, pelvic floor care, and scar tissue. Speakers: Emma Jeffery (Postnatal Personal Trainer) and Jenny Gillespie (Women's Health Physiotherapist).
- Sleep in the early weeks: preparing for your baby's arrival:** How to prepare for your new baby's sleep - great to watch antenatally or in the first few months of parenthood. Topics include sleep-wake cycles, infant cues, and frequent feeding. Speaker: Lyndsey Hookway (Researcher, author, speaker and founder of the Healthy Sleep Coaching Program).
- Going back to work as a New Parent:** Lyndsey discusses common worries about going back to work as a new parent. Topics include feelings, childcare options, feeding options, sleep, separation anxiety, and staying connected. Speaker: Lyndsey Hookway (Researcher, author, speaker and founder of the Healthy Sleep Coaching Program).

We are excited about the pipeline of talks to come in 2024, including one from Mia Scotland, a leading UK perinatal psychologist, about protecting your mental health when a new baby arrives.

Diversity, Equality, Inclusion and Belonging

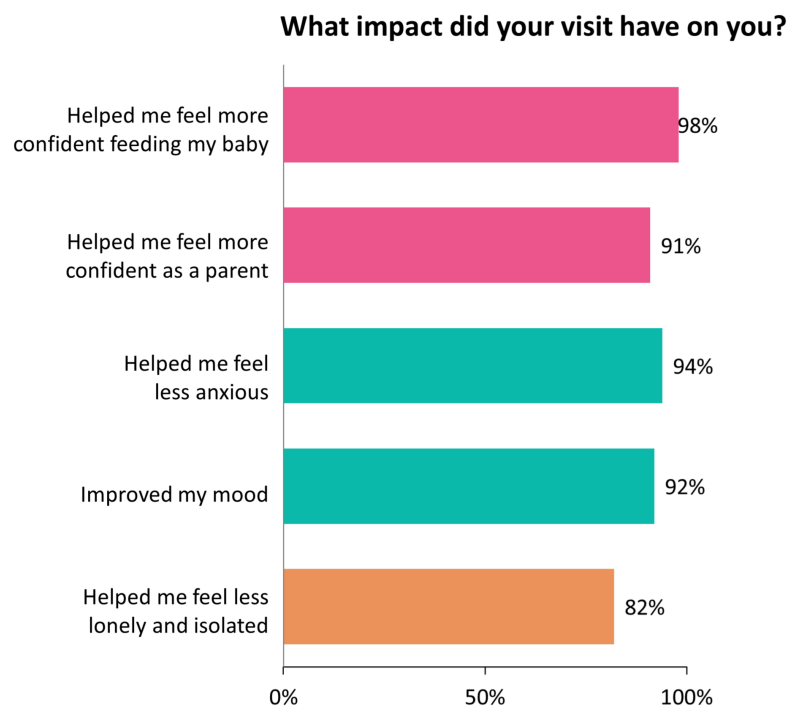
This year saw us kick off a 2 year Diversity, Equality, Inclusion and Belonging (DEIB) project, which began in August with the launch of an internal survey and recruitment of an internal working group from across the charity. Our survey will establish a baseline we can use to monitor our progress and for us to start to understand how we are experienced as a charity by different members of our team.

In 2023-24 we will be using this working group to develop a set of objectives for DEIB at Baby Umbrella, as well as to help us talk to all parts of our local community of parents to understand how we can improve access to our services for all. Next stages will be further developing the working group and building an external survey; as well as analysing and evaluating our internal results. Watch this space!

Our Impact

We request feedback from all those we support by email after their visit. This financial year we received feedback from 141 of our appointments, representing 15% of the individual families we saw. We are always looking at ways to improve upon this response rate and bring feedback methods into our groups.

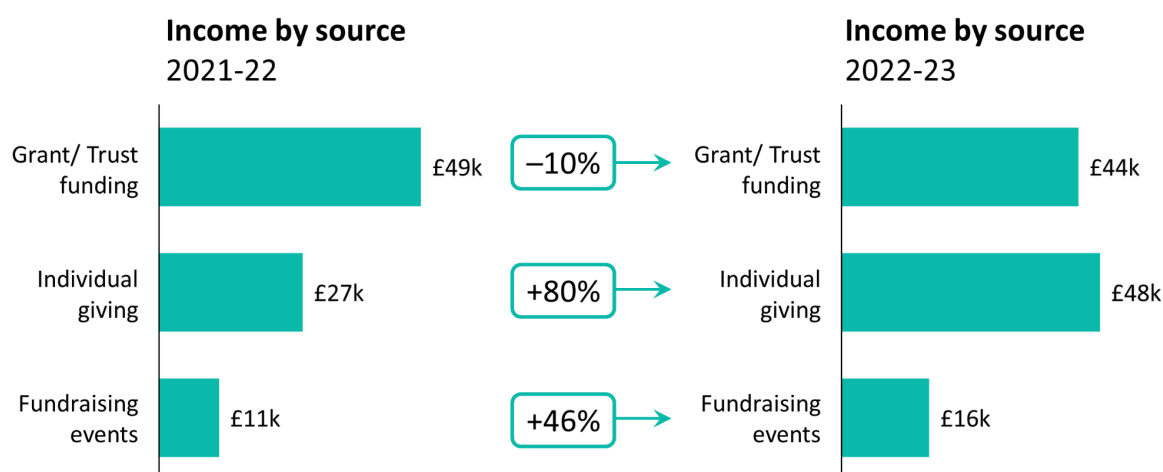
Through our appointments, we aim to support parental confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face to face groups. Our feedback shows unambiguously that we are meeting these aims.



Fundraising

Fundraising has continued to be challenging in 2022-23. The early parenting phase is a relatively invisible stage of life, and there is a perception that urgent need will be supported through the NHS and government services, however many of our beneficiaries tell us that they have been unable to access support anywhere else. In addition, with the cost of living crisis at home and overseas crises such as the Ukraine war, competition for funds has been intense.

Despite this, we have not only managed to find the funds to run our services this year, we have also improved our overall financial position by diversifying our funding base and streamlining our expenditure. We increased the number of grants we applied for by 27%, and the total value of applications by 8%, meaning we were able to mostly maintain our income from trusts and foundations, with only a 10% drop. This small drop has been more than offset by an 80% increase in individual giving (including gift aid), and a 46% increase in income from our fundraising events. We wish to thank all of our supporters this year for their generous contributions.



Two thirds of our revenue in 2022-23 was in the form of unrestricted funds (up from 49% in 2021-22), allowing us flexibility within our budgeting to allocate these funds towards services most in need, and those that are harder to obtain specific funding for, such as core administration costs, technology costs and fundraising costs.

Next year brings additional challenges, as we seek to grow our income by a further 6% against a still challenging set of circumstances. If you feel you can help us meet this fundraising challenge in whatever way, large or small, we would love to hear from you. Please get in touch at info@babyumbrella.org.uk.

Grants

A large source of our income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks and appreciation to the following trusts and foundations that have generously supported us this year:

KCF: Children, Young People and Families Fund	Another Way Women's Foundation	Tonbridge & Malling Borough Council
KCF: Green Family Fund	Souter Charitable Trust	Sir Thomas Smythe's Charity
KCF: The Gatwick Foundation Fund	Tonbridge Round Table	Digital Lift
KCF: The Howard Family Fund	The Royal Tunbridge Wells Round Table Charitable Trust	The Grace Trust
KCF: Cost of Living boost	Sevenoaks Town Council	Paddock Wood Town Council
The Philip and Connie Phillips Foundation	Persimmon Community Champions	Southeast Water Community Fund
Savills Lettings Charity Fund	Sevenoaks Lions	Malling Lions
	Tesco Community Fund	

Donations

The landscape for seeking individual donations has continued to be difficult, with the cost of living crisis meaning many families are struggling to make ends meet. Many families say to us they could never have afforded support like ours if they had had to pay and we are committed to providing services that are free for anyone to access no matter their circumstances.

We are very grateful to those families who feel they can give back to us and aim to make it as easy as possible to do so. We have contactless donations at all our face to face services and donations can also be made at booking, in cash at our face to face services, via QR code, or online.

We would particularly like to thank the Dean Family who donated £2,000 after we supported them with feeding their baby son during Christmas 2021; and Christ Church Tunbridge Wells who gave us a donation in kind worth £1,550 of rent this year.

Fundraising events

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.



New for this year and a bit of a leap into the unknown, a fantastic team of five participated in the **London Landmarks Half Marathon**. We were blown away when they raised almost £12,000, including a whopping £2,500 of employer matched funding. Go Team!



We ran three successful collaborations with **Sarah Hart Photography**, allowing 181 local families to access professional quality photography of their growing families at low cost, and raising us over £2,900 for Baby Umbrella. Thank you Sarah!

Christmas is a key time for fundraising for us, and our custom made Christmas Handprint Decorations in collaboration with **Eat Pray Print** were again hugely successful this year, raising the charity £2,400. Thank you Joy!





Karen had the opportunity to put her prodigious **face painting** skills to the test this year at four separate local community fairs. We always enjoy bumping into families we've supported in the past, and raising awareness of our services. In total, we raised over £2,000 from donations. Thank you Karen!

We ran a fantastic **Festive Prize Draw** in December raising a total of £800. Thank you to the wonderful local businesses who generously donated gifts as prizes!

Festive Prize Draw

To celebrate the festive season, we're giving away **12 bundles of prizes** to 12 lucky winners!

Each winner will also receive a **£10 voucher** to spend at Tonbridge and Aylesford farmers markets.

The prizes include:

- Newborn bundle
- Newborn bundle
- Family bundle
- Family bundle
- Pamper bundle
- Eco bundle
- Newborn bundle
- Farmers market bundle
- Family bundle
- Pamper bundle
- Activity bundle
- Activity bundle

To Enter: Donate or email by 12noon on 12th December at babyumbrella.org.uk/festive-prizedraw

Baby Umbrella
Supporting your journey

Thank you also to Hope for her Boobathon fundraiser where she wore an enormous boob for the entire month of August, Laura who ran the Manchester Marathon on our behalf, and Ema who ran a bake sale in her workplace. Together they raised £2,300!

Hope's Boobathon!

Could you wear an enormous boob for THE WHOLE OF AUGUST?

Our amazing trustee Hope is! She's now 9 days in, 22 to go.

You can support Hope's epic fundraiser via www.justgiving.com/page/hope-the-boob

Baby Umbrella
Supporting your journey

Manchester Marathon!

This Sunday, Laura will be running the Manchester Marathon raising money for Baby Umbrella!

Donate on JustGiving!

Laura

Baby Umbrella
Supporting your journey

Looking forward to 2023-24

During our coming fourth year (2023-24) we have a joint focus on continuing to improve operational processes, and further strengthening and building our community in the broadest sense.

2023-24 Strategic Priorities

1. Diversify income stream to improve funding stability

With a still unpredictable and very competitive funding environment, our highest priority has to remain fundraising. We will be continuing to apply for grants, large and small. An investment in data and systems will enable us to be smarter at individual donor activation. We will also be continuing to innovate with our proprietary fundraising events, local commercial partnerships and peer-to-peer fundraising through challenges and events.

2. Optimise current operations to most effectively meet the needs of families

We would like to continue to optimise our website and communications, to improve the understanding of the services we provide and ensure the experience and navigation is user friendly for all new and existing beneficiaries. Improvements to our data storage and processing will enable us to be smarter about how we provide information to various beneficiaries at various stages of their journey with us.

3. Broaden and deepen support to better meet client needs

We will be continuing to develop our safeguarding monitoring system to ensure we are doing all that we can for the most vulnerable families in our service. We are committed to the ongoing growth of our peer support program such that we can support families with smaller niggling problems who we know hesitate to take our specialists' time away from tiny babies. Work is still needed to encourage parents who we feel could benefit from Listening Support to come forward and book. There is still a feeling that seeking mental health support as a parent is an admission of failure: nothing could be further from the truth. In parent education, we have a long and very exciting list of speakers and topics we'd like to bring to our local parents. We will be further embedding practitioner and peer supporter training on infant sleep and exploring whether targeted support services are needed in this area.

4. Build links for collaboration and signposting

Relationship building with local maternity services and health visiting will continue to be

important, including feeding into the new Infant Feeding Strategy for Kent. Continuing our strong links with allied services across West Kent enables us to signpost our beneficiaries effectively, understanding what free, affordable and private sector options exist for parents in areas such as paediatrics, osteopathy, tongue tie division, speech and language therapy, mental health support, physical rehabilitation after birth and much more!

5. Represent and raise local families' voices; embed diversity in everything we do

Having now formed an inspiring cross-sectional and diverse internal working group for Diversity, Inclusion, Equity and Belonging, we are looking forward to reaching out to our wider community, and finding out more about what each part of that community might need from us. We'll then be able to think creatively together about changes we can make to improve access to our services.

Financial Results

Summary

During our second year of operation the charity raised £108,199 and spent £85,607. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, there was a surplus of £48,938 of reserves; of which £48,356 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £71,749 of general or unrestricted income. Expenditure of £37,840 was set against this, leaving a surplus of £33,909.

Restricted funds

We raised £36,450 of restricted income and the associated expenditure was £47,767. The deficit of £11,316 was covered by a surplus on restricted income from the prior year.

Sources of income

£43,950 was received from grants and trusts, £47,959 from individual donors and £16,290 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees (see Note 5) to run our client-facing charitable activities; with additional costs in rent and refreshments for in-person services. We also incurred costs for admin support and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation. We anticipate that 3 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors. At 31 August 2023 three months of full-scale operation equates to £17,037, leaving a surplus of £31,319 from our total free reserves of £48,356.

We have achieved our stated aim from last year's report of building additional unrestricted reserves above 3 months to weather the current uncertain economic and funding environment.

This enabled us during the year to set aside £9,500 in a Designated Fund, to spend against specific priority projects (see note 10).

Investment Policy

Our funds are currently held in a current account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf, with the exception of one individual bid-writer. We are registered with the Fundraising Regulator and we have received no complaints about fundraising in 2022-23.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2023.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Ema Saunders - Chair
Alissa Brumby
Alison Day
Bronwen Halfpenny-Ray - Secretary
Chloe Gastrell
Jane Gerard-Pearse
Nicola Kirkwood
Hope Maguire - Treasurer

Management Committee

The members of the Management Committee during the year were:

Jennifer Yelverton
Karen McCully
Laura Shtaingos

Principal Office

51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner

DA Coffey & Associates, 2nd Floor, 34
Cambridge Road, Hastings, East Sussex,
TN34 1DT

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting

parents to increase confidence and return to work;

3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;

4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. We also provide a perinatal Listening Service, and regular online educational parenting talks. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page. The total number of Trustees was eight.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. This year we have kicked off our Diversity, Equality, Inclusion and Belonging project which aims to build a strategy and activities to ensure our services are accessible to all.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategic Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally twelve times a year as well as working collaboratively on a day-to-day basis. The Management Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Risk

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Principal risks – Financial Solvency/ Fundraising

Steps to mitigate:

Monthly review of Reserves and Cash Position

Quarterly review of Management Accounts and Forecasts.

Flexible operating model, few fixed costs

Plans in place for continued diversification of funding.

Ongoing liaison with current and potential funders.

Principal risks – Insufficient resourcing

Steps to mitigate:

Engage and support a wide bank of trained professionals.

Develop a pipeline of talent.

Add admin support resources to ensure professionals are focused on high impact work.

Invest in IT systems to ensure efficiency.

Principal risks – Inadequate safeguarding

Steps to mitigate:

All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.

Robust safeguarding policy and procedures in place.

Principal risks – Failure to meet quality standards

Steps to mitigate:

Recognised qualifications and/ or training for front line staff.

Supervision and support for front line staff.

£10million Public Liability Insurance in place.

£10million Professional Indemnity Insurance in place.

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;
- (d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;
- (e) Observe the methods and principles of the Charities SORP.

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

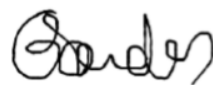
ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 16/05/2024 and signed on its behalf by

Emma Saunders (Chair of Trustees)



Alison Day (Trustee)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2023.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Date:

01/05/2024

Leonora Crawley ACIE

DA Coffey & Associates
Second Floor, 34 Cambridge Road
Hastings
East Sussex
TN35 4NN

Statement of Financial Activities

For the period ended 31 August 2023

		2022-23	2022-23	2022-23	2021-22
	Notes	Unrestricted	Restricted	Total	Total
		£	£	£	£
Income					
Donations and legacies	3	55,459	36,450	91,909	75,283
Other trading activities		16,290	-	16,290	11,161
Total		71,749	36,450	108,199	86,444
Expenditure					
Raising funds		3,577	1,647	5,224	3,240
Trading activities		7,804	41	7,845	6,409
Charitable activities	5	26,460	46,079	72,538	58,489
Total		37,840	47,767	85,607	68,138
Net income/ (expenditure) and net movement in funds		33,909	(11,316)	22,592	18,306
Reconciliation of funds:					
Total funds brought forward		15,030	21,223	36,253	17,947
Total funds carried forward		48,938	9,906	58,845	36,253

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

Balance Sheet

As at 31 August 2023

	Notes	2022-23 Total £	2021-22 Total £
Fixed Assets			
Tangible assets	7	350	550
Intangible assets	8	232	264
Total fixed assets		582	814
Current assets			
Debtors - accounts receivable		3,214	439
Debtors - prepayments		1,190	595
Cash at bank and in hand		60,142	39,724
Total current assets		64,546	40,758
Creditors: amounts falling due within one year	9	6,283	5,319
Net current assets		58,263	35,439
Total assets less current liabilities		58,845	36,253
Total net assets		58,845	36,253
Funds of the Charity			
Restricted income funds	10	9,906	21,223
Unrestricted funds	10	48,938	15,030
Total funds		58,845	36,253

The notes on pages 40 to 47 form part of these accounts.

Approved by the Trustees on 16/05/2024 and signed on their behalf by:

Ema Saunders
(Chair of Trustees)



Alison Day
(Trustee)



Notes to the accounts

1. Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

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

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 10.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding and online and offline fundraising activities to generate individual donations.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding and early parenting support; governance costs and support costs.

Tangible fixed assets and depreciation

Tangible assets comprise computers used in the charity and are depreciated over 3 years, being their expected useful life.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2. Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

One trustee, Jane Gerard-Pearse, is also contracted by the charity as a Lactation Consultant and is paid for those services provided to the charity on that basis as follows.

Name of trustee	Legal authority	Amounts paid or benefit value (2022-23)				
		Remuneration	Pension contribution	Redundancy	Other	TOTAL
		£	£	£	£	£
Jane Gerard-Pearse	Governing Document	1,775	-	-	-	1,775

Last year

Name of trustee	Legal authority	Amounts paid or benefit value (2021-22)				
		Remuneration	Pension contribution	Redundancy	Other	TOTAL
		£	£	£	£	£
Jane Gerard-Pearse	Governing Document	1,925	-	-	-	1,925

Related parties: Key management personnel

Key management personnel remuneration (for both management and clinical services) is detailed as follows:

Relationship to charity	Total annual remuneration 2022-23	Total annual remuneration 2021-22
	£	£
Management team	34,462	24,021

3. Income

The charity offers free breastfeeding and early parenting support as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

	2022-23	2022-23	2022-23	2021-22
Notes	Unrestricted	Restricted	Total	Total
	£	£	£	£
Donations and gifts	44,705	0	44,705	24,916
Gift aid	3,254	0	3,254	1,762
General grants provided by government/ other charities	4 7,500	36,450	43,950	48,606
Total	<u>55,459</u>	<u>36,450</u>	<u>91,909</u>	<u>75,283</u>

4. Government grants

	Description	2022-23 funds received
Sevenoaks Town Council	Sevenoaks Town Resident support services	£1,380
Tonbridge & Malling Borough Council	Tonbridge support services	£1,000
Paddock Wood Town Council	Core services	£500

	Description	2021-22 funds received
Kent County Council	Covid regeneration grant	£4,930
Kent County Council	Crowdfunder: Infant sleep education and support	£3,455
Sevenoaks District Council	Sevenoaks District Peer Supporter enrichment and recruitment; Family Listening Support	£1,900
Sevenoaks Town Council	Sevenoaks face to face support services	£500
Sevenoaks Town Council	Sevenoaks Town Peer Supporter enrichment sessions	£500
Otford Parish Council	Otford face to face services	£400

5. Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

	Notes	2022-23 Total £	2021-22 Total £
Direct costs - practitioners		36,213	31,685
Direct costs - rent		8,795	7,389
Direct costs - refreshments		1,103	0
Governance and support costs	6	26,428	19,415
		72,538	58,489

6. Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

	2022-23	<i>2021-22</i>
	Total	<i>Total</i>
	£	<i>£</i>
Office administration	18,638	10,964
Supervision and Training	3,804	5,149
IT costs	1,385	845
Bank charges	747	457
Printing and stationery	623	180
Equipment	438	691
Insurance	376	352
Depreciation	232	82
Advertising & Marketing	100	-
Legal and professional fees	85	85
Accountancy and independent examiner	-	610
Total expenditure on governance and support costs	26,428	<i>19,415</i>

7. Tangible assets

	Fixtures, fittings and equipment 2022-23	<i>Fixtures, fittings and equipment 2021-22</i>
Cost	£	£
At beginning of the year	600	-
Additions	-	600
At end of the year	<u>600</u>	<u>600</u>
Depreciation		
At beginning of the year	50	-
Depreciation	200	50
At end of year	<u>250</u>	<u>50</u>
Net book value at the beginning of the year	<u>550</u>	<u>600</u>
Net book value at the end of the year	<u>350</u>	<u>550</u>

8. Intangible fixed assets

	Patents and trademarks 2022-23	<i>Patents and trademarks 2021-22</i>
Cost	£	£
At beginning of the year	320	320
Additions	-	-
At end of the year	<u>320</u>	<u>320</u>
Amortisation		
At beginning of the year	56	24
Amortisation	32	32
At end of year	<u>88</u>	<u>56</u>
Net book value at the beginning of the year	<u>264</u>	<u>296</u>
Net book value at the end of the year	<u>232</u>	<u>264</u>

9. Creditors

	2022-23	<i>2021-22</i>
	Total	<i>Total</i>
	£	<i>£</i>
Trade creditors	5,923	4,959
Accruals	360	360
Creditors: due within one year	6,283	<i>5,319</i>

10. Analysis of funds

10.1. Analysis of funds held in Current Reporting Period (2022-23)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward	Income	Expenditure	Transfers	Gains and losses	Fund balances carried forward
			£	£	£	£	£	£
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	15,240	32,464	41,621	-	-	6,083
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	3,650	3,986	4,208	-	-	3,428
Infant Sleep	R	Improving our ability to support families with infant sleep	1,398	-	1,398	-	-	-
Miscellaneous restricted funds	R	Equipment grant	935	-	540	-	-	395
General funds	U	General unrestricted funds	15,030	71,749	35,646	(9,500)	-	41,633
Designated funds	U	Specific priority projects*	-	-	2,195	9,500	-	7,306
Total Funds as per balance sheet			36,253	108,199	85,607	-	-	58,845

* Priority project spend this year has focused on: Listening Service; DEI project internal research and strategy; Safeguarding review; Operations/Admin resourcing; Internal education, HR processes and support review

10.2. Analysis of funds held in Previous Reporting Period (2021-22)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	1,931	33,537	20,228	-	-	15,240
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	500	6,090	2,940	-	-	3,650
Infant Sleep	R	Improving our ability to support families with infant sleep	-	3,455	2,057	-	-	1,398
Miscellaneous restricted funds	R	Equipment grant		935	-	-	-	935
Unrestricted funds	U	Unrestricted	15,515	42,427	42,913	-	-	15,029
Total Funds as per balance sheet			17,947	86,444	68,138		-	36,253

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at some of their most vulnerable times.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
51 The Avenue
Tunbridge Wells
TN2 3FJ

Baby Umbrella Annual Report and Accounts 2022-23 covers the period 1st September 2022 to 31 August 2023.

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