

Company registration number: 07717126 Charity registration number: 1150375

Pregnancy Expectations Trauma and Loss Society

(A company limited by guarantee)

Annual Report and Financial Statements

for the Year Ended 31 March 2019



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Reference and Administrative Details

Chair of Trustees

Dr Alison Scadden

Trustees

Dr Alison Scadden
Sally Ashton-May (resigned 1 October 2018)
Esther Mary Cornell
Fiona Mhairi Davidson
Birte Harlav-Lam
Yvonne Jane Sangster
Dr Nina Wilson

The charity is incorporated in England.

Company Registration Number

07717126

Charity Registration Number

1150375

Independent Examiner

Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF



Trustees' Report

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 31 March 2019.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 25 July 2011. It is registered as a charity with the Charities Commission No. 1150375. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company, and is governed under its Articles of Association. In the event of the company being wound up its members are required to contribute an amount not exceeding £10.

Recruitment and Appointment of Management Committee

The directors of the company are also charity trustees for the purposes of charity law and are known as members of the Management Committee.

All members of the Management Committee give their time voluntarily. Any expenses reclaimed from the charity are set out in note 3 to the accounts.

Amongst the Management Committee there is a variety of medical, counselling and business experience, which is hoped to provide a strong foundation for the charity.

Risk Management

A full risk assessment has been undertaken during the completion of the business plan and is detailed in this document. This assessment will undergo continuous review as the charity develops, and an annual review of all risks will be carried out.

Responsibilities of the Management Committee

Company law requires the management committee to prepare financial statements for each financial year which give a true and fair view of the state of the company's affairs as at the balance sheet date, and of it's income and expenditure for the financial year. In preparing those financial statements, the management committee should follow best practice and:

- select suitable accounting policies and apply them consistently;
- · make judgments and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Management Committee is responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 1985. The Management Committee is also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

No members have required the company to obtain an audit of its accounts for the year in accordance with section 476 of the Companies Act 2003. The accounts are therefore subject to an Independent Examination.

PUBLIC BENEFIT

Specialist psychological care related to the loss of a baby or pregnancy is currently not provided by the NHS despite the fact that over 2% of pregnancies result in a distressing unexpected outcome. The impact is frequently devastating for couples, affecting their ability to continue with their day-to-day lives, often unable to return to work for many weeks as they struggle to come to terms with their grief and the implications for their future.



Trustees' Report

As a result of this gap in care, distress resulting from this type of complex loss goes unacknowledged by those involved, and health care professionals are therefore often not aware of this suffering. Unattended to, this unresolved distress often manifests in different ways such as anxiety disorders like OCD, trauma related disorders like PTSD or depressive conditions, post-natal depression being the most common. Documented consequences include increased rates of hospital admissions, increased use of alcohol and a shocking 40% higher risk of marital breakdown and psychological impact on existing children.

PURPOSES AND AIMS OF THE CHARITY

Petals - Strategy 2019 - 2024

The management committee and trustees have developed a 5 - year organisational strategy for a national service, delivering specialist counselling to parents following baby loss across the country. These plans will ensure a secure future for Petals, as a national, respected service, providing high quality, life changing support to hundreds of bereaved parents every year.

Our Vision

Every parent in the UK has easy and timely access to specialist counselling following baby loss.

Our Mission

To provide and promote specialist counselling for parents across the UK following baby loss.

Our Values

We are committed to supporting the psychological recovery of parents who suffer baby loss. At the heart of our practice is the belief that our counselling intervention is relevant and beneficial to the clients that we support.

We are pioneers in our area. By continuously developing our specialist counselling approach - and building on trusted methods that we know work from our years of experience - we are able to provide the most effective and relevant counselling service to parents following baby loss.

We put parents at the centre of all our work. Trust, compassion and respect are the principles that we unquestioningly apply to all our interactions with parents. As well as providing our clients with a safe and confidential environment to talk freely about their trauma and loss, our expertise enables us to be adaptable, so that we can tailor our approach to the individual needs of bereaved parents.

We are committed to providing the highest standards of counselling intervention. We ensure that our counsellors are experienced and have specialist perinatal counselling training. All Petals Approved Counsellors are required to be registered on a Professional Standards Advisory Register for Health Professionals to undertake contracted counselling sessions.

We strongly believe in equality of access to healthcare services for all parents following baby loss. As well as our ambition to expand our own service nationally, we are committed to working in partnership with others to ensure that all bereaved parents have access to the full range of support that they may need both in the short - and long-term.

Focus of Strategy:

Organisational objective 1: To establish a specialist baby loss counselling service in all NHS England regions and the devolved nations, by 2024.

- We will develop the infrastructure required to deliver our service in all NHS regions by 2024
- We will establish the Petals Approved Counsellors Network by the end of 2021

Organisational objective 2: To mainstream specialist baby loss counselling through its inclusion in national best practice for baby loss interventions, by 2022.



Trustees' Report

- To secure formal endorsement from all relevant UK influential healthcare bodies for specialist psychological care following baby loss by 2021
- To embed psychological care into national policies, including the National Bereavement Care Pathway, by 2021

This is an ambitious plan, but we believe it represents the most effective route to achieving our Vision, in which every parent in the UK has immediate access to specialist counselling following baby loss. Our counselling service sits at the heart of what we do, and it is already running well in seven locations.

COUNSELLING SERVICE DEVELOPMENTS/PERFORMANCE

Cambridge: Our counselling service at The Rosie, Addenbrookes Hospital Cambridge has continued to expand during 2018/19 delivering an average of 114 counselling session per month. Fully integrated within the maternity bereavement care pathway, Petals provides much needed therapeutic emotional support to compliment the high standard maternity care delivered at the Rosie Hospital. Additionally, bereaved parents accessing Petals via the website who have received hospital care from other hospital units have been given the opportunity to attend Petals counselling at the Rosie Hospital if they are prepared to travel - many have taken this offer and are making long journeys to benefit from this unique specialist support.

London: Petals Counselling Service at Imperial Hospital, London, provides support for stillbirth and late pregnancy loss. During 2018/19 an average of 38 counselling session per month have been provided by three Petals Approved Counsellors. Funding for this service transferred from charitable to ICH Trust funding during September 2018.

Oxford: This has been our second year of Petals Counselling Service in Oxford. Located at Horton Hospital Banbury, the service provides our specialist counselling for all bereaved parents passing through maternity services at the John Radcliffe Hospital in Oxford and its sister hospital at Horton. Funding to pilot this service has been provided by Oxford Hospitals Charity who have agreed to provide further funding for a second year. Two Petals Approved Counsellors have delivered an average of 20 counselling sessions each month.

Ipswich/Colchester/W Suffolk: We were also delighted to expand our service at Ipswich Hospital to Colchester and West Suffolk Hospitals from January 2019. Using the Maternity Transformation fund, which is passed down from NHS England, Suffolk CCG have allocated funds to provide at least one year of Petals service across the 3 hospitals to support parents following late miscarriage, stillbirth, neonatal loss or those parents who have suffered traumatic birth experiences. Five Petals Approved Counsellors are delivering this counselling service at each hospital site.

Harlow: October 2018 saw the launch of Petals Counselling Service at Princess Alexandra Hospital, Harlow. £15k of charitable funds have been raised by staff and parents to enable this service to launch with the intention that PAH take forward a business case for ongoing funding of this service. One Petals Approved Counsellor has delivered an average of 15 Counselling sessions each month so far.

FINANCIAL REVIEW

Petals continue to operate with the support of charitable grants, donations and a number of fundraising initiatives. Reserves and grants accrued at the end of the year represent adequate funding for the next 13 months at current spending levels.

Grant contributions as follows:

• Addenbrookes Charitable Trust (ACT) Grant: £15,000

ACT has provided core funding that contributes to the delivery of the counselling service at the Rosie Maternity Service.

· Oxford Hospitals Charity Grant: £15,000

Core funding for the delivery of the counselling service at Horton Hospital, Banbury.



Trustees' Report

• Imperial Hospital - ICHNT: £15,000

Core funding to contribute to the delivery of the counselling service at St Mary's Hospital Paddington.

• Ipswich Hospital Charitable Grant: £11,950

Core funding - April - December 2018 for Ipswich Hospital counselling service.

· Suffolk CCG LMS: £4,700

Core funding - January - March 2019 for Ipswich/Colchester Hospital counselling service.

• Tesco Community Fund: £31,050

Grant funding through the Tesco blue token collection to support all counselling services.

Other notable contributions from events organised on behalf of Petals:

• Vera's Petals Ball: £37,077

Event organised by Petals: • British 10k Run: £14,335

Just Giving - online donations/fundraising pages:

Net funds raised: £73,069

With Gift Aid contribution: £86,498

Reserves policy

The trustees have agreed that the charity will aim to maintain unrestricted reserves equivalent to 9 months worth of expenditure.

Members of the Management Committee

Members of the Management Committee, who are trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

In accordance with company law, as the company's directors, we certify that: So far as we are aware, there is no relevant information that has been omitted from this report and accounts.

This report has been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to Charities preparing their accounts with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).



Statement of Trustees' Responsibilities

The trustees (who are also the directors of Pregnancy Expectations Trauma and Loss Society for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

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

- · select suitable accounting policies and 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 financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees of the charity on 13 December 2019 and signed on its behalf by:

Dr Alison Scadden

Chief Executive Officer and Trustee



Independent Examiner's Report to the trustees of Pregnancy Expectations Trauma and Loss Society

I report on the accounts of the charity for the year ended 31 March 2019 which are set out on pages 8 to 15.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- · to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
- · to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Lisa King

Chartered Certified Accountant

8 The Hamiltons Newmarket CB8 0NF

13 December 2019



Statement of Financial Activities for the Year Ended 31 March 2019 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds	Restricted funds	Total 2019 £
Income and Endowments from:				
Donations and legacies	3	21,322	_	21,322
Charitable activities	4		93,358	93,358
Other trading activities	5	108,677	1.70	108,677
Total Income	-	129,999	93,358	223,357
Expenditure on: Support costs Charitable activities	6	(47,047) (18,817)		(47,047)
Total Expenditure	_	(65,864)		(134,276) (181,323)
Net income/(expenditure) Transfers between funds		64,135 (22,101)	, , ,	42,034
Net movement in funds		42,034	-	42,034
Reconciliation of funds				
Total funds brought forward	_	80,669	_	80,669
Total funds carried forward	13	122,703	_	122,703

All of the charity's activities derive from continuing operations during the above two periods. The funds breakdown for 2018 is shown in note 13.



(Registration number: 07717126) Balance Sheet as at 31 March 2019

	Note	2019 £	2018 £
Fixed assets			
Tangible assets	9	1,559	2
Current assets			
Debtors	10	4,700	3,500
Cash at bank and in hand	2011	159,154	92,492
		163,854	95,992
Creditors: Amounts falling due within one year	11	(18,350)	(15,323)
Net current assets		145,504	80,669
Net assets		147,063	80,669
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds	-	122,703	80,669
Total funds	13	122,703	80,669

For the financial year ending 31 March 2019 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 8 to 15 were approved by the trustees, and authorised for issue on 13 December 2019 and signed on their behalf by:

Dr Alison Scadden

Chief Executive Officer and Trustee

Chair of Trustees.



Notes to the Financial Statements for the Year Ended 31 March 2019

1 Charity status

The charity is a charity limited by guarantee and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £10 towards the assets of the charity in the event of liquidation.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with 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) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Basis of preparation

Pregnancy Expectations Trauma and Loss Society meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The financial statements have been prepared on a going concern basis.

The trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of one year from the date of approval of the financial statements.

Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

Income and endowments

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 the income receivable can be measured reliably.

Donations and legacies

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 by the charity 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 these conditions will be fulfilled in the reporting period.



Notes to the Financial Statements for the Year Ended 31 March 2019

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Raising funds

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing £0.00 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.



Notes to the Financial Statements for the Year Ended 31 March 2019

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Fund structure

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

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

3 Income from donations and legacies

	Unrestricted funds		
	General £	Total 2019 £	Total 2018 £
Donations and legacies;	-		<i>3</i> .
Donations from individuals	21,322	21,322	5,470
	21,322	21,322	5,470



Notes to the Financial Statements for the Year Ended 31 March 2019

4 Income from charitable activities

	Restricted funds £	Total 2019 £	Total 2018 £
Counselling	93,358	93,358	50,250

5 Income from other trading activities

Trading income;	Unrestricted funds General	Total 2019 £	Total 2018 £
Sales of goods and services Local fundraising and street collection income	250 108,427	250 108,427	97,859
	108,677	108,677	97,859

6 Expenditure on charitable activities

Ur	restricted
	funde

	Note	General £	Restri	icted funds £	Total 2019 £	Total 2018 £
Counselling			=======================================	109,185	109,185	85,634
Office and support costs		17,40)9	6,274	23,683	15,749
Governance costs		1,40)8		1,408	1,085
		18,81	17	115,459	134,276	102,468

7 Staff costs

The aggregate payroll costs were as follows:

55 5 m p 1,5 m com 100 as 10 no no.	2019	2018
	£	£
Staff costs during the year were:		
Wages and salaries	44,200	16,950

No employee received emoluments of more than £60,000 during the year.



Notes to the Financial Statements for the Year Ended 31 March 2019

8 Taxation

The charity is a registered charity and is therefore exempt from taxation.

9 Tangible fixed assets

Angles have assets	Furniture and equipment	Total £
Cost Additions		
	1,559	1,559
At 31 March 2019	1,559	1,559
Depreciation		
At 31 March 2019		_
Net book value		
At 31 March 2019	1,559	1,559
10 Debtors		
	2019	2018
Trade debtors	£ 3,500	£
Prepayments	1,200	3,500
	4,700	3,500
11 Creditors: amounts falling due within one year		
	2019	2018
	£	£
Trade creditors	12,606	10,867
Other taxation and social security	1,204	543
Other creditors	3,540	2,913
Accruals	1,000	1,000
	18,350	15,323

12 Pension and other schemes

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £1,127 (2018 - £35).



Notes to the Financial Statements for the Year Ended 31 March 2019

	-	
13	HITT	nds
10	I U	nus

	Balance at 1 April 2018 £	Incoming resources	Resources expended £	Transfers £	Balance at 31 March 2019
Unrestricted funds					
General	(80,669)	(129,999)	65,864	22,101	(122,703)
Restricted funds	-	(93,358)	115,459	(22,101)	<u>-</u>
Total funds	(80,669)	(223,357)	181,323	-	(122,703)

14 Analysis of net assets between funds

	Unrestricted funds General	Total funds
Tangible fixed assets	£	£
rangible fixed assets	1,559	1,559
Current assets	163,854	163,854
Current liabilities	(18,350)	(18,350)
Total net assets	147,063	147,063

15 Analysis of net funds

	At 1 April 2018	Cash flow	At 31 March 2019
Cash at bank and in hand	92,492	66,662	159,154
Net debt	92,492	66,662	159,154