

# The City Bridge Trust

## Bridging Divides: Application for a grant



### About your organisation

#### Organisation Details

Name of your organisation: <b>The Lullaby Trust</b>	
If your organisation is part of a larger organisation, what is its name? <b>N/A</b>	
In which London Borough is your organisation based? <b>Westminster</b>	
Contact person: <b>Ms Nikki Rummer</b>	Position: <b>Trusts and Foundations Fundraiser</b>
Website: <b><a href="http://www.lullabytrust.org.uk/">http://www.lullabytrust.org.uk/</a></b>	Social Media Accounts: <b>@LittleLullabyUK</b>
What Quality Marks does your organisation currently hold? <b>The Lullaby Trust are accredited members of the Helpline Association and Association of Medical Research Charities</b>	

#### Legal Status

Legal status of organisation: <b>Registered Charity</b>			
Charity Number: <b>262191</b>	Company Number:	CIC Number:	Bencom Number:
When was your organisation established? <b>01/01/1971</b>			
<b>Aims of your organisation:</b> THE STUDY AND PRACTICE OF INFANT HEALTH AND WELFARE GENERALLY INCLUDING THE STUDY OF AND RESEARCH INTO SUDDEN AND UNEXPLAINED INFANT DEATHS SOMETIMES CALLED COT DEATHS AND THE CAUSES PREVENTION THEREOF.  * By investigating and examining any possible and appropriate treatment and promoting any appropriate measures for the prevention of cot deaths, the promotion of infant health and welfare and the prevention, cure or control of any disease or disorder. * By directing and encouraging research both at laboratory and clinical level by individuals, bodies, association and institutions of all kinds into all aspects of infant health and welfare and cot deaths. * By promoting infant health and welfare education for the public generally by any means whatsoever and by disseminating information relating to the main objects of the Foundation.  (please see our Mem & Arts for a full list of our objects)			

**Main activities of your organisation:**

We are the UK's only baby charity dedicated to preventing sudden and unexplained infant death (SIDS) and promoting safer sleep. Our long-term target is to halve sudden and unexplained infant deaths in the UK by 2020. We also support families to cope with their loss through our bereavement services.

? **Listening:** we support families who experience SIDS through a Freephone Helpline, peer support, a social networking site and online discussion forums.

? **Caring:** we run a community health-visitor led service that offers enhanced support before and after the birth of a new baby born to parents with previous experience of cot death.

? **Informing:** we raise awareness of SIDS through public health campaigns, written materials, seminars and online guidance;

? **Training:** we deliver evidence based training to frontline health professionals;

? **Learning:** funding research into the causes of infant death and the interventions that will reduce these.

**Your Staff & Volunteers**

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
<b>16</b>	<b>16</b>	<b>12</b>	<b>100</b>

Do you have a Safeguarding policy? **Yes**

**Are the following people in your organisation subject to DBS checks?**

Paid Staff  
**Yes**

Volunteers  
**No**

Trustees / Management Committee Members  
**Yes**

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
<b>Leased</b>	<b>Until December 2020</b>

**Environmental Impact****What action have you taken in the past year to progress environmentally sustainability principles and practice?**

As a charity we actively recycle all consumables through the City of Westminster recycling scheme. We also recycle print cartridges, toners, computers, electrical appliances etc. Our staff and volunteers are encouraged to cycle to work wherever possible. We provide a lockable bicycle shed and a shower.

## Finance Details

### Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	30/06/2017	30/06/2018	30/06/2019
Grants & donations:	£1,296,737	£1,447,446	£1,285,488
Earned income:	£235,935	£232,193	£303,338
Other income:	£817	£470	£470
<b>Total income:</b>	<b>1,533,489</b>	<b>£1,680,109</b>	<b>£1,589,296</b>
Charitable activity costs:	£1,128,099	£1,292,661	£1,195,071
Cost of raising funds:	£555,302	£516,259	£489,206
Other costs:	£0	£0	£0
<b>Total expenditure:</b>	<b>£1,683,401</b>	<b>£1,808,920</b>	<b>£1,684,277</b>
Free unrestricted reserves held at year end:	£400,019	£301,485	£305,505

#### What is your organisation's reserves policy?

The reserves policy as agreed by Trustees is designed to reflect the underlying risks facing the charity and to ensure an appropriate level to safeguard day to day operations. The Trustees consider that the minimum level of free General Funds, required to support the charity's operations is three months budgeted expenditure (excluding research commitments) with an additional allowance for anticipated cash movements in the year. At 30 June 2017, this amounted to a target range of £326,000 to £444,000. The free General Funds stood at £400,000. The Trustees are satisfied that the general free reserves meet the above conditions.

For your most recent financial year, what % of your income was from statutory sources?  
**1-10%**

#### Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

**We made short-term investments in staffing and mailing costs to prepare our database and policies across the organisation to comply with GDPR. We have restructured our fundraising team to include more part-time roles which has reduced our overall fundraising expenditure.**

**Income has been in line with our forecast for the year to date with some savings on planned expenditure.**

## Grant Request

Under which of City Bridge Trust's programmes are you applying?

**Positive Transitions**

Which of the programme outcome(s) does your application aim to achieve?

**Positive Transitions\Londoners experiencing inequality or disadvantage are supported to become more independent**

Please describe the purpose of your funding request in one sentence.

**Little Lullaby, a peer-support project that targets and supports young parents aged 25 and under, to reduce isolation and the risks of Sudden Infant Death Syndrome (SIDS).**

When will the funding be required? **01/11/2018**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

**No**

Another funder? (if so which)

**Big Lottery Fund**

How much funding are you requesting?

Year 1:

**£30,681**

Year 2:

**£31,428**

Year 3:

**£0**

Year 4:

**£0**

Year 5:

**£0**

**Total Requested: £62,109**

### You and your grant request

**What, specifically, are you applying for (your project)?**

Little Lullaby works with young parents to reduce the risk of Sudden Infant Death Syndrome (SIDS). Young parents are three times more likely to lose a baby to SIDS than older parents and less likely to follow the advice of professionals.

Little Lullaby reaches young parents aged up to 25 through peer-education workshops, online resources and training for health professionals. External and internal evaluations of the project have consistently demonstrated impact on young parents' understanding of SIDS and their motivation to change parenting practice for the safety of their babies.

The project includes:

1. Safer Sleep Workshops: Facilitated by young parents and delivered to children's centres, parenting groups, etc.
2. Digital community: Co-produced by young parents, the website/social media are active platforms for young parents to connect and share experiences.
3. Volunteer training: For young parents to deliver and lead project activities.
4. Professional training: For health practitioners.

### **What are the changes you hope to achieve?**

Our workshops have demonstrated impact on young parents' knowledge and willingness to put this into practice. Questionnaires completed by 144 participants (2017-18) showed 49.6% had decided to change their actions as a parent; 96.5% learned something new.

A 2016 external evaluation showed our evidence-based approach helps young parents to more assertively negotiate with others in their household, e.g. the dangers of second-hand smoke. A health visitor observed that young parents, many of whom live with parents or grandparents, were able to challenge previous orthodoxy about how to place their babies down to sleep.

Our digital platforms aim to connect young parents and sustain positive choices about parenting.

91% of professionals reported they will change their practice as a result of our training; 99% felt better equipped to support young parents in safer sleep practices.

### **How do you know there's a need for this work?**

Mothers under the age of 20 are three times more likely to lose a baby to SIDS than older parents (ONS 2017); are more likely to be socially isolated and deprived; and have worse mental health (Public Health England, 2016). Research indicates a persistent gap between the needs of this vulnerable group and the support currently on offer.

Younger mothers are more likely to engage in risky practices associated with SIDS including side sleeping and smoking (A. Pease, 2015). Research suggests, even where they are risk aware, they are less likely to follow safer sleep advice.

In 2016, we consulted 200 young parents in London through our Young Parents Panel (YPP); workshops; online survey; and interviews. 97% felt that young parents needed to know more about safer sleep. Importantly, they highlighted the need for young parents to feel trusted and valued, so they could engage with parenting advice.

### **How will the work be delivered - specifically, what will you do?**

Over two years, we will reach 196 young parents through 64 peer-workshops across London. Each workshop lasts 30mins-2 hours and provides frank advice about infant death. They are delivered at Children's Centres, parenting groups, youth charities and maternity units. The use of peer-education is highly valued: 99% of participants said it was helpful to have young parent facilitators.

Little Lullaby social media/website will offer unique peer-support. Content is generated by young parent volunteers; they regularly 'take-over' for up to a week at a time to share experiences and views. 51% of users who responded to our spring 2018 survey said they made daily visits to Little Lullaby online; 41% visited every week.

150 health professionals will be trained using content developed by young parents. Wherever possible, young parent volunteers will co-deliver the training.

We will train 6 young parent volunteers to deliver project activities and join our Young Parents Panel.

**Why are you the right organisation to do this work?**

The Lullaby Trust is the nation's leading charity on SIDS. Every year we help thousands of bereaved parents with their loss and we support research into prevention. Since the launch of our Back to Sleep messages in 1991, we have been instrumental in a 81% reduction of SIDS in the UK.

SIDS remains stubbornly high in the UK's most vulnerable communities, with 74% of deaths occurring within disadvantaged families. Little Lullaby provides targeted information and advice to young parents who have been failed by existing services. In 2017, Little Lullaby was awarded first prize in The Charity Awards 2017 Children and Youth category.

Our Little Lullaby digital platforms have achieved excellence in online community-building. We have 88,000 visitors to the website and 3,742 social media followers (of which 16,388 and 854 are Londoners). Our partnership with MTV Teen Moms attracts new young parents and helps maintain involvement of existing members.

**How does your work complement and not duplicate other services within your area?**

Little Lullaby is unique because it is led by young parents, taking it beyond an information service, and ensuring a community of support delivered by and for young parents. Our collaborators include baby charities such as Sands who have actively sought our advice for replicating similar work with other vulnerable groups.

To date, Little Lullaby workshops have been delivered with 31 partners including housing associations, local charities and Children's Centres in 16 London boroughs. In July 2016, we conducted in-depth questionnaires with 6 of these partners, and found strong support for the project's delivery model.

We also collaborate to integrate safer sleep messages into existing programmes. St John Ambulance approached us to include safer sleep in their advice for their peer educator programme and 'baby first aid package' for young parents. We're working with Mental Health Foundation, Gingerbread and Daddilife to co-produce innovative online messaging with young parents.

**How will this proposal meet the Programme Outcome(s) under which you are applying?**

Little Lullaby works with vulnerable and disadvantaged Londoners?: Key risk factors for teenage pregnancy are being a looked after child, some minority groups, being a child of a teenage parent and living in a deprived area. They become more resilient and empowered to make positive choices? about baby safety and the support they seek from peers and services.

Our volunteer programme has successfully engaged with hard-to-reach young parents and improved their confidence and motivation to create positive change in their communities. 17 out of the 21 young parents who became volunteers in 2017-18 were NEET at the time of joining. During Young Parent Panel meetings, surveys and interviews last year, volunteers spoke of the confidence they had gained in educating other young parents about keeping their baby safe. 92% said they felt more able to achieve their goals because of the training they had received; 100% felt more confident.

**How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?**

Little Lullaby is co-led by young parents through representation on the Young Parents Panel (8-10 young parents per meeting) and Little Lullaby Steering Committee, reporting to the Senior Management Team. The Young Parents Panel meets 6 times per year to review the project, identify methods for raising awareness on issues such as smoking and breast-feeding, and deciding the project's future.

Our volunteers are trained to high standards using a 6-hour induction programme, with access to bi-monthly supervision from our Project Manager, and staged certification (Entry, Bronze, Silver, Gold, Platinum) to recognise their time, achievements and skills. Our young parent volunteers give, on average, 41 hours per year. Most are from disadvantaged homes, many are NEET and all have struggled with the pressures on finances and isolation time that come with being a new parent. We provide high quality childcare free-of-charge during the hours they invest in our training and volunteering.

**How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?**

Our volunteer programme has demonstrated success at empowering young parents to become vocal leaders in their communities. We have a strongly motivated team of 37 volunteers, many of whom have completed an intensive 6-week BTEC Level 2 In peer-education. According to one young mum: "This is the first thing that I've ever stuck to... 'cause I'm learning so much information, [but] it's not just about the information, it's how we're learning it and that's where I get the courage to come here every time."

78% of digital users surveyed in 2018 said they felt more connected to other young parents or part of a supportive network because of their involvement in the Little Lullaby website/social media. When asked what they like most, young parents highlighted the leadership of young parents (53%) and that they could relate to the stories (18%).

**Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?**

The project takes early action against SIDS. By supporting parents to reduce the risk of losing their baby suddenly and unexpectedly, Little Lullaby helps parents to ensure the health and safety of their infants.

Little Lullaby also tackles identifiable needs by reducing isolation and improving mental wellbeing. Questionnaires completed by our volunteers show that 100% felt more confident, 77% had made new friends and 67% felt more prepared for the future.

**A case study:**

As young parents are more likely to smoke during pregnancy and after birth and there is a strong association between smoking and SIDS; we launched our first digital campaign on smoking. After consulting our Young Parent Panel, we decided to follow one young parent, Geneva, on her journey to quit smoking. Geneva kept a weekly video diary throughout October 2017. She is still smoke-free and her first vlog reached over 20,000 young people.

**Who might you need to work closely with in delivering this project - whether before, during or afterwards?**

We recruit hard-to-reach young parents into the project through our network of over 200 Family Nurse Partnerships, Children's Centres, housing associations and youth charities. We collaborate with these partners by delivering workshops directly to their venues and providing information for them to sign-post and refer young parents into Little Lullaby.

Online activity is promoted in collaboration with Bounty, Best Beginnings, Teenage Pregnancy Midwifery Network and MTV Teen Moms who have a collective subscription base of young parents numbering in the tens of thousands. We are building new partnerships Straight Talking and Young Dads Collective who are both focussed on working with young and vulnerable parents to include safer sleep material on their websites and to sign post to us.

Health professionals will be recruited to our training sessions through our network of over 1,400 NHS trusts, maternity units, paediatricians, hospitals and Family Nurse Partnerships across London.

**Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?**

Most of the young parents we reach are 'coping' as parents, but do not fully recognise the risks to their babies' health from smoking, co-sleeping and unsafe sleep practices. Because of the stigma they experience from health professionals, the media and even family members, they frequently cope by becoming warrior parents who are fiercely independent, but also isolated and sometimes ill-informed. The challenges faced by young parents are complex and include struggles around housing, childcare, employment, education and social isolation. We recognise that young parents have strengths, not just needs, and that training and support emboldens young parents to make healthier choices for their babies and to reach out to their peers. Our monitoring charts the journey of young parents towards 'adapting' and 'thriving' by measuring their knowledge and motivation to use safer sleep practices and their achievements in promoting positive messages for, and about, young parents.



**Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?**

Little Lullaby promotes green practices with our partners, young parents and professionals by committing to digital communication wherever possible, reducing paper waste. All emails include the message ?STOP! THINK BEFORE YOU PRINT - SAVE ENERGY AND PAPER?. Video content and vlogs created by young parents include environmental messages, including the use of cloth nappies to reduce waste (<https://littlelullaby.org.uk/i-use-cloth-nappies-ellies-vlog/>). Our young parent volunteers are encouraged to use public transport wherever possible to minimise their carbon footprint and our Young Parent Panel continually informs our decision making in all aspects of the project, including how to ensure environmentally-friendly practices.

**What are the main activities or outputs you want to deliver?**

Safer Sleep workshops for 196 young parents in London (peer-led); and volunteer training completed by 6 young parents to join the Young Parents Panel and co-facilitate professional training (98 young parents, 3 volunteers Yr1/98 young parents, 3 volunteers Yr2).

Online community for 36,569 young parents in London (and the professionals who work with them), providing peer-to-peer support through social media, blogs, video-content and ?take-overs? (17,414 users Yr1/19,155 users Yr2).

Professional training for 150 midwives, health visitors and other health practitioners, co-facilitated by young parents (75 professionals Yr1/75 in Yr2)

**What 3 main differences or outcomes do you hope the activities you have described above will achieve?**

Young parents have improved confidence and knowledge about ?safer sleep practices for babies?.

Young parents are better equipped to support each other, reducing isolation

Young parents are more informed about how to seek support for the safety of their babies, improving emotional wellbeing.



## Funding required for the project

### What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Project Manager (45% of 0.6 FTE)	10,528	10,788	0	0	0	21,315
Line Management for Project Manager (45% of 0.1 FTE)	1,889	1,928	0	0	0	3,817
Digital Comms Officer (33% of 1 FTE)	10,856	11,141	0	0	0	21,998
Digital Comms Assistant (33% of 0.6 FTE)	4,139	4,255	0	0	0	8,394
London and South East Development Officer (75% of 0.4 FTE)	7,407	7,572	0	0	0	14,979
Staff training, Recruitment, redundancy, mobile phones for remote working	1,675	3,255	0	0	0	4,930
Volunteer training, childcare for volunteers, travel, subsistence, venues, stationery	5,256	5,880	0	0	0	11,136
Online content and development, evaluation	3,863	4,111	0	0	0	7,974
Overheads	7,992	8,507	0	0	0	16,499
<b>TOTAL:</b>	<b>53,605</b>	<b>57,437</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>111,042</b>

### What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Please note the budget is for London delivery only. The project will also expand to new areas, not included in this application.	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
The Henry Smith Charity (to be submitted end June)	22,924	26,009	0	0	0	48,933
Also in our pipeline: the Golden Bottle Trust, Mercer's CF, and Oglysby CT	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Project Manager (45% of 0.6 FTE)	10,528	10,788	0	0	0	21,315
Line Management for Project Manager (45% of 0.1 FTE)	1,889	1,928	0	0	0	3,817

Digital Comms Officer (33% of 1 FTE)	10,856	11,141	0	0	0	21,998
London and South East Development Officer (75% of 0.4 FTE)	7,407	7,572	0	0	0	14,979
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
<b>TOTAL:</b>	<b>30,681</b>	<b>31,428</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>62,109</b>

## Who will benefit?

How many people will directly benefit from the grant per year?

**17,512**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**London-wide**

Does this project specifically target any groups or communities?

**Young parents**

This project will specifically work with the following age groups:

**0-15**

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

**No**

This project will specifically work with LGBTQI groups:

**No**

This project will specifically work with other groups or communities:

**Young parents**

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

**Young parents will be recruited to the project through our network of over 200 Family Nurse Partnerships, Children's Centres, housing associations and youth charities.**

Are there any groups or communities you think your organisation will find hard to include through this project?

**No**

If yes, please specify which groups or communities? Where possible using the categories listed above.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

### **Declaration**

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Lucy Tambyraja**

Role within                      **Head of Fundraising**  
Organisation: