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Goals –

To make the world safer by reducing the root causes of violence, including child abuse and neglect

To drive a 70% reduction in UK physical and emotional abuse, neglect and witnessing domestic violence by 2030

Key findings –

Child abuse and neglect are significant root causes of later violent behaviour.

While many people have the resilience to rise above abuse and neglect, a large proportion of victims suffer emotionally and physically from its impacts. For this group, there is a direct link between abuse in childhood and later problems for the whole community as well as for the people who have suffered:

Those who don't turn out to be violent can often suffer depression which, in turn, can cause them to neglect their own children.

Being neglected in childhood significantly increases the risk of later criminal behaviour.

Besides violence and depression, adverse childhood experiences can later lead to a wide range of physical and mental health problems, including far higher than 'normal' levels of addiction.

Poor early experiences can lead to poor educational achievements and high levels of unemployment.

While the human brain changes throughout life, the crucial period in the formation of personality is from conception to age 3, with particular emphasis on the period from conception to age 2, because this is prime formative period of the emotional brain.

Approach to achieve our goals –

Continuous **research** to improve understanding of the root causes of violence, child abuse and other forms of adverse childhood experience; to continue to identify current **global best practice** for stopping these; and then to **educate** and encourage policy-makers, practitioners and other professionals to adopt that best practice and **guide** them on how to do so through the production of detailed reports, blueprints and action plans.

Letter from our Chair

It gives me great pleasure and pride to present the Annual Report of WAVE Trust for the year 2012. The year has been one of unprecedented progress both for the charity and the outlook for children across the UK, with a particular emphasis on the very young and their needs. For the last Annual Report we were able to report that WAVE had been selected to co-chair the Government Special Interest Group focusing on the age-group 0-2 years. This is not only a recognition of our expertise in understanding the importance of experience in this early stage of life, but a chance to guide at national level government strategies required to ensure the best outcomes for babies. The results will be captured in a major report to be published in early 2013.

Another breakthrough for WAVE has been its involvement in the Big Lottery Fund's major new initiative, 'A Better Start', to fund pilot studies in preventive programmes to be carried out in disadvantaged areas. In fact, the Big Lottery has a wide vision which aims to tackle nutritional, educational as well as social issues, helping those families involved as well as gathering data from the studies to underpin the evidence-based value of each programme. WAVE is the only charity on the steering group for this initiative, and so is well placed to affect the outcomes of the very young in the UK.

I am happy to report that since last year the take-up of two of our recommended programmes, Roots of Empathy and the Family Nurse Partnership has mushroomed, particularly across Scotland and Northern Ireland, and have also been adopted in parts of England. WAVE has been instrumental in gaining recognition for the benefits of these effective programmes, both of which foster the crucial quality of empathy in young and vulnerable parents, parents-to-be and the parents of the future.

May I take this opportunity to acknowledge the particularly fine work of the staff at WAVE Trust during this, the last full year of my Chairmanship. While it is easy to focus entirely on the achievements of WAVE in a year in which so much had been done – and publically acknowledged – to steer the UK and the world towards a better future for children, I remember the work in the background: the fundraising in what continues to be a challenging economic situation for the third sector and the continuing research which informs and refines our recommended strategies for the prevention of child abuse. Just as importantly, I remember the continuing generosity of our private donors without whom WAVE would have struggled to achieve all it has, and the spirit of collaboration between all the people, both inside and outside WAVE, working together to tackle violence and dysfunction.

Caroline Clark, Chair

Letter from our CEO

Last year I wrote that 2011 had been a year of significant progress for WAVE's message about the importance of the earliest months and years of life. 2012 has been a year of even more significant progress, this time with specific emphasis on our core message of the value of primary prevention, or preventing harm to children before it happens.

Our major piece of work has been co-ordinating and co-chairing the work of the Special Interest Group (SIG) for Under 2s, set up by the Department for Education, with Department of Health support. The SIG was set up to recommend to Government and local authorities how best to promote effective implementation of the principles in the Government report Supporting Families in the Foundation Years, with specific emphasis on children under the age of 2. Drawing on both research evidence and the knowledge and experience of a wide group of expert academics and practitioners, this study presents a significant opportunity to bring politicians and civil servants behind the message of the importance of primary prevention in the early years, as well as to provide a blueprint for putting this into action nationally and locally.

A second strand of our work has been to promote adoption of primary prevention strategies by local areas. We ran a conference for local authorities and health services in England in June: Primary Prevention - cheaper than cure, better outcomes for children. We also proposed and played a significant role in the early planning stages of a similar conference in Scotland, which took place in Edinburgh in October.

The crowning achievement of the year, however, came out of our relationship with the Big Lottery Fund (BIG), who financed our local area conference. After seeing our presentation on the case for primary prevention at that event, I was asked to work with the England Directors of BIG to help them understand the compelling case for investment in primary prevention. Aided in this by parallel good work from Naomi Eisenstadt, former national lead of Sure Start and an adviser to WAVE on our 70/30 strategy, she and I made a joint presentation to the England Committee in September. This resulted in a decision to invest £165 million in an 8-10 year project, called A Better Start, to pilot a comprehensive primary prevention approach in 4-5 local areas of England. WAVE's research and ideas, developed during our Under 2s SIG work, have been acknowledged as having played a significant part in shaping the A Better Start initiative. WAVE is the only charity member on the Steering Group of this ground-breaking project.

Lastly, I thank our marvellous funders, without whom our success would not be possible. While there are many who have made a difference, I will mention three this year: John Spiers, without whose particular generosity our work on the Under 2s SIG (and hence the Big Lottery Fund developments) would not have been possible; Ian and Judith Wright, who have sponsored a number of events among their many contributions; and the Esmée Fairbairn Foundation whose funding, together with that of John Spiers, has been our backbone for the last three years.

George Hosking, CEO

Our People and Information

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Report of the Trustees for year to end October 2012

The trustees have pleasure in presenting their annual report for the purposes of Section 45 of the Charities Act 1993 and Section 234 of the Companies Act 1985, together with the accounts for the year ended 31 October 2012. The trustees have adopted the provisions of the Statement of Recommended Practice 'Accounting and Reporting by Charities', issued in March 2005, in preparing the annual report and financial statements of the charity.

Highlights of 2012

Continuous research-led achievements

- Made major input to policies for children from conception to age 2 (via the Special Interest Group to advise Government and local areas).
- Influenced the Big Lottery Fund's £165 million *A Better Start* initiative to expand its focus to include the (crucially important) social and emotional development of the 0-2 age group.

Educating and encouraging, to adopt best practice

- Our past work with Scottish politicians and evidence to the Scottish Parliament influenced their adoption of a national preventive strategy (as already reported); our on-going work in 2011-12, for example with the Chief Medical Officer, helped seed their subsequent Collaborative – a ground-breaking, cross-agency approach to diagnosis and service delivery.
- Worked intensively with the subject experts in our Early Years Champions group, developing ideas for early years' policy and feeding these into the under-2s SIG study.
- Continued to inform/educate 70/30 Ambassadors, including strengthening our existing links with Rotary International.
- In June 2012 we ran a Big Lottery Fund-sponsored early years' educational conference, *Primary Prevention - cheaper than cure, better outcomes for children*, for senior local authority and local health service executives and third sector organisations, at which we presented our latest research findings. A number of local authorities have subsequently expressed interest in initiating preventive strategies.
- In October 2012 we hosted information seminars ('fringe events') at both the Labour and Conservative Party Conferences. These were attended by local councillors and MPs at both the Conferences and aroused significant interest in our primary prevention ideas.

Guiding implementation of global best practice

- 2012 also saw: the further expansion of Family Nurse Partnership across Northern Ireland and in Scotland;
- WAVE guided the introduction of Roots of Empathy in Croydon and Lewisham. It was also expanded to cover all 32 local authority areas in Scotland, from the previous 15.
- On-going work with local authorities to promote adoption of primary prevention strategies;
- Continued partnership working with parenting and early intervention delivery organisations.

Governance

- In 2012 we: set in motion actions to recruit proactive Trustees with specific areas of expertise to bridge gaps in our needs;
- Finalised the goal to recruit a new Chair, to enable Caroline Clark to step down. After 3 years of sterling service, Caroline wanted to revert to her original Trusteeship, so she can concentrate on her family and study commitments;
- Increased our financial stability;
- Strengthened the team.

Research-led achievements

The Special Interest Group for 0-2s

The background to this initiative was reported last year. During the year we have worked intensively with the Department for Education (supported by the Department of Health), together with a wide range of subject experts (many from the Early Years Champions) on the Under 2s Special Interest Group (SIG) to recommend policies to promote effective implementation of the principles set out in the Government report *Supporting Families in the Foundation Years*.

The study was originally scheduled for completion mid-year. During its conduct a decision had to be made between settling for what would be readily acceptable to government or making the case for what we really believed was needed to create the best outcomes for children. We chose the latter course, which entailed considerably more work to develop blueprints for action which were both convincing and robustly underpinned. This entailed extended working with most of the 8 pro bono sub-groups contributing to the study.

Big Lottery Fund

A very early key achievement of our SIG work was our ability to use its findings to influence the Big Lottery Fund, with the acknowledged effect of helping shape their £165 million *A Better Start* initiative which was expanded to include in its focus the crucially important social and emotional development of under-2s.

Here, the level and nature of the soundly-underpinned detail relating to such issues as risk factors in pregnancy, infant and maternal mental health, attunement, secure attachment and sound risk assessment processes was a key factor in the favourable outcome with BIG. Another message was that children need to have been nurtured in a way to develop their 'soft' communication skills before they are equipped to move on to the 'hard' cognitive skills that allow them to be school-, work- and life-ready.

So the long, hard and challenging work is already on its way to paying undreamed of

dividends in child welfare, via systems, approaches and programmes to be piloted and rigorously evaluated over the coming 8-10 years.

Educate and encourage

Scotland

Our work with Scottish politicians and evidence to the Scottish Parliament not only influenced their adoption of a national preventive strategy (as already reported) but helped seed their subsequent, ground-breaking Early Years Collaborative – a cross-agency approach to building commitment to early years' service delivery at all levels.

Local areas

With funding secured from the Big Lottery Fund, in June 2012 we held an early years' educational conference for senior local authority and health service executives and third sector organisations, to promote primary prevention at local level.

A number of local authorities expressed interest in working with us to initiate preventive strategies. However, in agreeing to join the steering committee of the *A Better Start* initiative, we precluded ourselves from working with any local area still involved in the bidding process for the BIG money.

Party Conference 'fringe events' In October 2012 we hosted information seminars ('fringe events') at both the Labour and Conservative Party Conferences. These were attended by local councillors and MPs at both the Conferences and aroused significant interest in our primary prevention ideas.

Early Years Champions

2012 has seen continued commitment by our Champions (for background, see our 2011 Annual Report). The membership continues to grow and now numbers over 90 academic experts, practitioners, writers and others with hands-on experience of the value of early years' interventions.

This increasingly influential group of volunteers continues to work with us to

develop policy ideas to improve the welfare of children from conception to age 2 and to advise local and national policy-makers on how to apply these ideas in effective practice. The group continues to meet every two months in Portcullis House or the House of Commons, under the joint chairmanship of Andrea Leadsom, MP, and our CEO, George Hosking.

70/30 Ambassadors

Here again, we are pleased to report the continued commitment and growth of our Ambassadors whose dedication and hard work make a very important contribution to the growing success of our 'early years' message.

Global best practice

Family Nurse Partnership

We are very pleased at the continued expansion of this very important programme for vulnerable, first-time young parents and their babies. 2012 has seen both Scotland and Northern Ireland increase the numbers of beneficiaries, which now total 11,000 across the whole of the UK. What is particularly encouraging is that this expansion of a fundamentally intensive (and therefore expensive) programme has taken place during a period of significant cost-cutting.

Roots of empathy

During the year WAVE guided the introduction of Roots of Empathy in Croydon and Lewisham, the first local areas in England to adopt the programme. It was also expanded to cover all 32 local authority areas in Scotland, from the previous 15. In November RoE was formally launched in England at a reception at the House of Lords hosted by WAVE Patron Baroness Walmsley and WAVE supporter Baroness Floella Benjamin.

Primary prevention in local areas

One of the most encouraging developments during 2012 was the uptake by the Big Lottery Fund of the primary prevention

baton. Their significant financial support is being offered, on a qualifying, competitive basis, to local authorities. By definition, the local authorities wanting to bid for funding have to go through a process which is putting their focus on primary prevention – often for the first time.

A number of LAs which do not qualify for the pilot study funding, will receive a financial boost from the Fund, to be spent on primary prevention.

Our particular value for local area commissioners continues to be our unique combination of detailed knowledge of global best practice and business strategy expertise in drafting detailed blueprints for action.

Partnerships with delivery organisations

Improving outcomes for children, young people, and families

This is our joint project with Parenting UK (funded by Department for Education).

Throughout 2012 we held a series of very successful and well-attended seminars and roundtables for parenting groups and practitioners. Subjects included domestic violence, supporting parents to understand new-born infant behaviour, supporting parents of teenagers, and supporting families with drug and alcohol addiction. Venues were London, Leeds, Newcastle, and Birmingham. We also held two free online webinars.

Another element of the project entailed WAVE writing monthly articles on parenting topics, often summarising information on good quality international programmes. These articles were posted on Parenting UK and WAVE Trust websites.

Programmes featured included Parents Plus, Scallywags, Parents as Teachers, Watch Wait and Wonder, Family Foundations, the Leksand Parenting Approach and Mellow Parenting.

Croydon Family Power

WAVE is contracted to provide consultancy support and steering group guidance to this Big Lottery funded project designed to

support parents of children from age 5-10. We are in a contract with Croydon Voluntary Action to support them in implementing a number of local initiatives such as Asset-Based Community Development, Family Navigators, Parenting Pod and Roots of Empathy.

Lewisham Family Pathways

It was reported last year that we were entering into a contract with Lewisham Pre-School Alliance in 2012 to work with them on the Family Pathways project, which is a parallel Big Lottery-funded project to Family Power in Croydon. We failed to reach agreement on terms and no contract was signed. Instead, we have been providing occasional ad hoc advice and support on a paid, non-contractual basis.

Governance

We have initiated steps to strengthen our Board of Trustees and are currently seeking trustees who would be proactive and who have specific expertise relevant to our needs, and time to make commitments to help us in such areas as fundraising and media.

Other developments

WAVE Fundraising

2011-12 was a successful year for fundraising, in a challenging climate – see comments under Financial Review.

We gratefully acknowledge the support received during the year for our important project work from the Big Lottery Fund, Bromley Trust, City Bridge Trust, Department for Education, Dulverton Charitable Trust, Esmée Fairbairn Foundation, John Ellerman Foundation, John Spiers, Man Group plc Charitable Trust and the Watson Foundation. We also received valuable unrestricted funding from a number of individual supporters, including Quakers and Rotarians, and a very generous donation from Ian and Judith Wright.

During 2012 (but after our financial year end) we succeeded in raising funding for the completion of our major project to write a blueprint for policy-makers on how child

maltreatment in the UK can be reduced by 70% by 2030, a project going by the working title UK70/30.

Financial Review

WAVE's incoming resources in 2011-12 at £687,102 were 13% up on the previous year. Donated services fell, but grants received rose by 33%, with new funding being secured from the Big Lottery, Dulverton Trust, John Ellerman Foundation and the Watson Foundation.

Expenditure rose to £628,185, up 10% on the previous year. The bulk of the increase in costs came from running events – a reception at Kensington Palace in May, to promote our 70/30 strategy to reduce child maltreatment by 70% by 2030; the Westminster conference for local areas in June to promote adoption of primary prevention strategies to prevent harm to children before it happens; and fringe events for local councillors at the autumn party conferences, again to promote primary prevention. Stationery and postage costs rose in support of publicising these events. These cost increases were partially offset by a fall in recruitment costs from last year's high level.

The charity again generated a small surplus allowing us to continue last year's process of building reserves.

Looking ahead

Local area Framework

Our 2013 priorities are to finalise and publish the conclusions and recommendations of the under-2s SIG study; to promote implementation by local areas of its recommendations; to contribute to the strength of the policy ideas becoming embedded in the Big Lottery project; to strengthen our position in Scotland through the appointment of a Scotland Director; to continue the research underpinning our UK70/30 report; to build parliamentary support for both primary prevention and our 70/30 campaign; and to continue to strengthen WAVE's financial position.

