

<b>Contents</b>	<i>page</i>
Goals, Key findings & Approach	3
Letter from our Chair	4
Letter from our CEO	5
Our People and Information	6
Report of the Trustees	7
Statement of Trustees' Responsibilities	13
Structure, Governance and Management	14
Independent Auditor's Report	15
Statement of Financial Activities	17
Balance Sheet	18
Accounting Policies	19
Notes to the Financial Statements	20



## Goals –

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

To drive a 70% reduction in physical and emotional abuse, neglect and children witnessing domestic violence in the UK 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 the 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; to use this overview to **create preventive solutions**; and to work with policy-makers, practitioners and other professionals to put these solutions into practice. We do this through **direct work with policy makers and providers**, and through the production of detailed reports, blueprints and action plans.

## Letter from our Chair

It gives me the greatest of pleasure to present the Annual Report for WAVE Trust for the period November 2012-October 2013. During this time, WAVE's influence took on an international aspect, and solid achievements were made to implement programmes and deliver the results of our research to bodies outside the UK. Primarily this was achieved through the publication of our report *Conception to Age 2 – the Age of Opportunity*, which proved exceptionally popular with Early Years policy makers and practitioners in Eastern Europe (reached via UNICEF), Australia and Italy. Indeed, UNICEF Europe were described as 'thrilled' to receive the report, which not only filled gaps in public policy in most countries but had the sort of practical slant which proves so useful to those tackling primary prevention 'on the ground.' Demand has been particularly high for the report in the UK, where it has proved a basis for action for many Local Area Commissioners.

Our work with the Big Lottery has continued as well, through their programme *A Better Start*, which promotes primary prevention of neglect and abuse within disadvantaged families around the UK. WAVE has been busy delivering training to Big Lottery staff and external partners, and remains the only charity on the Steering Group.

There is much else within this report to celebrate – such as our collaboration with NSPCC to explore how child maltreatment can be addressed with velocity in the UK, and the growth of the 70/30 Coalition committed to reduce child abuse by 70% by the year 2030 – but I will take this opportunity to highlight the work of our Scottish 'arm' under the leadership of Jonathan Sher, who has formed a coalition north of the border which had a very important impact on the Scottish Children and Young People's Bill, in particular to increase the presence of primary prevention within the statutory guidance produced by the Scottish Parliament. The difference this coalition will make to the lives of children in Scotland will be profound.

I would like to thank our private funders, who have shown such committed generosity over what is now a considerable period of time, and the staff of WAVE Trust who really do work overtime to make the difference that they do. The progress towards brighter futures for children has taken great strides during this year, and it is always good to reflect on where WAVE was the year before. The WAVE-recommended programmes *Roots of Empathy* and the *Family Nurse Partnership* had been launched with our help across Northern Ireland and Scotland. Today these continue and grow under their own auspices. I feel confident the achievements WAVE clocks up each year will continue, and contribute to building a better society in the UK and around the world.



Caroline Clark, Chair

## Letter from our CEO

This year has been the year of ‘Age of Opportunity’.

In March 2013 the culmination of years of work championing the importance of primary prevention – preventing harm to children before it happens – arrived with the launch of the joint Department for Education/WAVE Trust report *Conception to age 2 – the age of opportunity*. The report sets out the case for primary prevention and provides a ‘what to do’ blueprint for local authorities wishing to adopt a preventive approach. The Departments for Education and Health, and the Big Lottery, each backed its findings and provided senior speakers to support the launch.

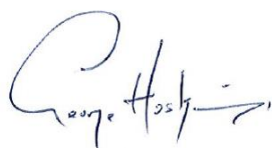
The feedback we have received on this report, from MPs, Ministers, local authorities, health trusts and practitioners around the country has been overwhelming. One Midland city referred to it as its ‘bible’; one northern City and one northern town as the blueprint for their preventive strategies. As we enter 2014 we are being funded by the Department of Health to promote its adoption more widely across England. UNICEF has rolled it out as a guidebook to Ministries of Health across Central and Eastern Europe, Russia and Central Asia. It has also been heavily used in WAVE’s work in Scotland, by our new Scotland Director.

I would like to thank Sally Burlington and Pat Branigan of the Dept for Education for their excellent work and partnership in producing this report; all the many Early Years’ Champions – but not least Cheryl Adams, Robin Balbernie, Catherine Rushforth and PO Svanberg - who contributed to it; and to my colleague Ita Walsh whose superb writing, editing and strategic thinking is largely responsible for the clarity and accessibility of the final report.

I would also like to thank the two major funders who made this huge piece of work possible: John Spiers and the Esmée Fairbairn Foundation. We quite underestimated demand for the report, and had exhausted two print runs by the year end. Other funders who have given us invaluable support during the year include Underwood Trust, Watson Foundation, Dulverton Trust, John Ellerman Foundation, Erach and Roshan Sadri Foundation and Bromley Trust.

We have also been promoting primary prevention through our key role on the Steering Committee of the Big Lottery’s £165m *A Better Start* initiative, of which I wrote last year, making many presentations around the country to promote wider adoption of primary prevention, and training local areas on how to promote children’s social and emotional development.

Our work has continued on 70/30, our campaign to reduce child maltreatment in the UK by 70% by 2030. A great deal of research, thinking and engagement with potential partners, national and international, has taken place this year, and we are confident of significant progress in 2014. In Scotland Jonathan Sher has built a significant coalition who will carry this work forward north of the border. Among Ministers signing up to this goal have been Children’s Minister Ed Timpson, Health Minister Dr Dan Poulter, and Attorney General Dominic Grieve, joining Iain Duncan Smith, Michael Gove, Nick Clegg, Danny Alexander and Norman Lamb. We also have support from Labour Shadow Cabinet Ministers, and in Scotland from the former Children’s Minister Adam Ingram of the Scottish National Party. More on 70/30 next year.



George Hosking, CEO

## Our People and Information

### Patrons

The Rt Hon Iain Duncan Smith MP  
 General the Lord Ramsbotham GCB CBE  
 Baroness Joan Walmsley

### Board of Trustees

Caroline Clark, Chair  
 Baroness Hilary Armstrong  
 Sir Paul Ennals  
 Professor Edward Melhuish  
 (Appointed March 2013)  
 Honor Rhodes OBE  
 (Retired February 2013)  
 Jack Rowlands  
 (Appointed September 2013)

At the end of the financial year Baroness Armstrong stepped down as a Trustee to become our fourth Patron.

### Management

George Hosking, CEO and Research Director  
 Anthoulla Koutsoudi, Director of External Affairs/Company Secretary  
 Dr Jonathan Sher, Scotland Director  
 Ita Walsh, Writer/Editor

### Registered office

Cameron House  
 61 Friends Road  
 Croydon  
 Surrey, CR0 1ED

### Telephone

020 8688 3773

### Fax

020 8688 6135

**Website** [www.wavetrust.org](http://www.wavetrust.org)

**Email** [office@wavetrust.org](mailto:office@wavetrust.org)

### Registered charity number

1080189 (England) SC044168 (Scotland)

### Registered company number

3863110

### Independent Auditor

Geoffrey Frost BSc(Hons) FCA  
 Blue Spire South LLP  
 Cawley Priory  
 South Pallant  
 Chichester  
 West Sussex, PO19 1SY

### Bankers

Barclays Bank PLC  
 1 North End  
 Croydon  
 Surrey, CR9 1SX

## Report of the Trustees for year to end October 2013

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 2013. 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 2013

### Continuous research-led achievements

- Publication and circulation of *Conception to age 2 – the age of opportunity*, filling a recognised gap in public policy, in partnership with the Department for Education
- Adviser on early years' social and emotional development to the Steering Group of the Big Lottery's £165 million initiative to promote primary prevention. (Sole third sector adviser)
- Continuing intensive work on the UK 70/30 strategy to reduce child maltreatment across the UK by 70% by 2030

### Educating and encouraging the adoption of best practice

- Support from Government, and the Departments for Education and Health, for adoption of key recommendations in our *Age of opportunity* report
- Secretariat for new All Party Parliamentary Group (*Conception to age 2 – the first 1001 days*)
- Launched cross-party Manifesto '*The 1001 Critical Days*' at the 3 main UK Party Conferences
- Support from key UK Government ministers for our objective to reduce child maltreatment by at least 70% by 2030
- In Scotland, coordinated a coalition supporting *Putting the baby IN the Bath Water*, which recommended how national and local government should make real their commitment to primary prevention and robust support during the first 1001 days of a child's life

### Educational support for local policy makers

- Launched and distributed thousands of copies of *Age of opportunity* report, earning recurring feedback of its adoption as a core guide to early years' practice around the country
- Continued to promote adoption of early years' prevention strategies by UK local authorities
- Built collaborative relationship with the Department of Health, with the joint objective of promoting local area implementation of *Age of Opportunity*
- Led coalition of 50 NGOs and 30 leading academics and opinion leaders in Scotland, promoting practical amendments to the Children and Young People Bill, influencing this legislation and subsequent statutory guidance in favour of primary prevention

### International Influence

- Saw adoption of *Age of Opportunity* as a guide to policy makers in Central and Eastern Europe, Russia and central Asia, and its use by professionals in Australia and Italy
- Had our work recommended and commended by the UN Senior Adviser on Early Childhood Development
- Began collaboration with the Oregon 90by30 project, to promote reduction of child maltreatment in the United States

## Research-led achievements

### *The Special Interest Group for 0-2s*

Our year-long intensive work with the Departments for Education and Health continued. January and February saw us heavily engaged in preparing detailed appraisals of the economics of early years' intervention, looking at the issue based on both UK and international sources. The output became a 32-page Appendix to the *Conception to age 2 – the age of opportunity* report.

As well as the full report, we produced a short extract designed as a Framework for local area commissioners. Both were printed and launched in March, with forewords by Government Ministers Liz Truss (Department for Education) and Dan Poulter (Department of Health). Feedback included *'the report has gone to UNICEF Europe and the World Health Organisation who are trying to strengthen home visiting in 22 countries – they were really thrilled with it.'*

### *Big Lottery Fund (BIG)*

As last year, WAVE continued to play a significant role in the BIG £165m *A Better Start* initiative to promote primary prevention, as well as a core role in shaping the social and emotional development dimension of it. We remain the only charity on the Steering Group managing the project, which has involved George Hosking in delivering numerous presentations and training sessions at BIG seminars around the country, to staff and their external advisers, on critical issues to look out for in the early years. Big Lottery has also recorded George on a DVD summarising the case for primary prevention.

Crucially, Big Lottery adopted our ideas for shaping a key component of their initiative's economic assessment. This could reduce by several years the point when it will be known if *A Better Start* has provided a good return on investment.

### *70/30*

2013 was a year of intensive research and development relating to our 70/30 project. Strands of work included:

- extensive searches of international research
- in-depth studies of policies and approaches in countries, including Australia, Netherlands and Sweden, from which we might learn
- in-depth exploration of such contributory factors as substance abuse, mental health and domestic violence, and their relationship to abuse and neglect
- deeper exploration of such core pathway issues as attunement, attachment and couple relationships
- developing and testing hypotheses on where and how the greatest impact on levels of abuse and neglect might be achieved
- further in-depth exploration of the economic costs and consequences of maltreatment
- meetings and information exchanges with senior police, academics and researchers with expertise in the field of child maltreatment

We also began a programme of discussions with major children's charities capable of contributing to the successful delivery of the 70% reduction in child maltreatment. Action for Children and the National Children's Bureau are already members of the 70/30 Alliance. Encouraging responses were received from Barnardos and the Early Intervention Foundation.

Particularly positive conversations took place with the NSPCC, whose emphasis has switched in favour of primary prevention in the last 2-3 years, and whose CEO agreed to explore a possible joint strategy to create a sharp reduction in maltreatment in the UK. One NSPCC suggestion is for us to work together with selected partners to create a new language around child abuse for the general public.

A key part of our global search was for examples of places where major reductions



of the type we are seeking have been achieved. We found none; essentially we are setting out to do something which has never been achieved before.

We did locate a community project, '90by30', in Lane County, Oregon whose goal is to reduce child maltreatment among their 350,000 population by 90% by 2030. Anthoulla Koutsoudi and George Hosking visited Eugene in November to present WAVE's work. Oregon is more advanced in community engagement than we, but less advanced in policy thinking. They invited us to advise on key policy elements of 90by30 and we have come back inspired with new ideas on how to set up community projects to deliver 70/30 (or 90by30) in the UK.

In addition to those named above, we have received a number of creative and helpful suggestions from Dharmendra Kanani, England Director of the Big Lottery, about the potential of a national commitment to achieve '70/30'. Discussions are continuing into 2014.

## Educate and encourage

### Local Areas

#### Report: *Conception to age 2 – the age of opportunity*

This report and the associated Framework were distributed to every Director of Children's Services and Director of Public Health in the UK, and most Clinical Commissioning Groups (CCGs) in England. We constantly received requests for additional copies from council officials, health workers or academics. Although it is freely available electronically, most practitioners prefer to have a hard copy – many use it to teach. Many local areas use the report as a fundamental tool for their early years' policy makers, one Midlands city describing it as their 'bible' and a northern town as their 'blueprint'.

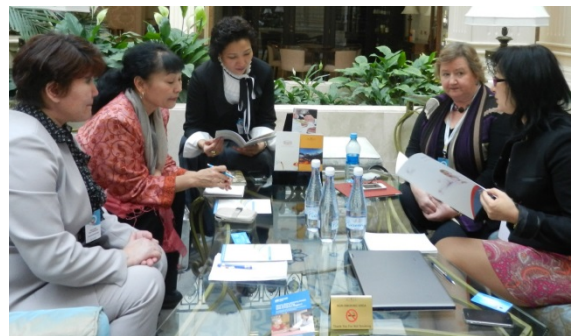
Several local areas asked WAVE to send speakers to local conferences or seminars, often with high-level participation, to present the key recommendations. Despite two print runs, our supplies were exhausted by the year end.

The feedback has not been restricted to the UK: The UNICEF Regional Office for Central and Eastern Europe & the Commonwealth of Independent States wrote:

*'Conception to age 2 – the age of opportunity ... provides evidence and analysis to support a compelling case for investing in early childhood development. The report is a particularly valuable tool ... as it includes robust and relevant research from Europe. Soon after the report was issued in 2013, it was shared electronically with UNICEF Country Offices that work with Ministries of Health and are involved in reforming maternal and child home visiting services. The report's recommendations support our joint efforts to advocate for greater integration of health, nutrition, child development and child protection components in home visiting in order to enhance the wellbeing of young children and their families, especially those that are disadvantaged and vulnerable.'*

One UNICEF official referred to it as '*one of the most valuable reports to promote our work, a stellar review*'. The report is also being used in Italy and Australia.

The photo below is of a meeting in Kazakhstan, where it is being translated into the local language. Second from right is Cheryll Adams of the Institute of Health Visiting. On the left is Salidat Kairbekova, Minister of Health of the Republic of Kazakhstan.



In September we recruited a Local Authority and Health Liaison Officer to support the continuing adoption of the report's key recommendations.

During the year we developed a close relationship with the Department of Health (DH) after they approached us and

expressed a wish to support us in promoting national implementation of the recommendations. This close working relationship led to numerous meetings with DH civil servants, a presentation to a meeting of DH senior managers and an invitation for WAVE to participate in two meetings of the cross-departmental DH Children's Health and Wellbeing Partnership. This collaboration is continuing into 2014.

### **UK-wide**

#### **Building political consensus**

Following the launch of *Age of opportunity* WAVE was invited to become the Secretariat for a new All Party Parliamentary Group (APPG) on Early Years, founded by MPs Andrea Leadsom (Con) and Frank Field (Lab), and backed by Paul Burstow (Lib Dems) and Caroline Lucas (Greens). The APPG selected for itself the name *The APPG for Conception to age 2 – the first 1001 days*. WAVE Trustee Baroness (Hilary) Armstrong and WAVE Patron Baroness Walmsley were both founder members. George Hosking addressed an early meeting of the APPG on the Economics of Early Years' Intervention.

A key priority was to work closely with the offices of Andrea Leadsom and Frank Field to create a cross-party political manifesto, entitled *1001 Critical Days*, conceived by Andrea Leadsom as a simplified message to appeal to MPs. This visually attractive, very short version of our *Age of opportunity*, was formally launched to the press in September.

During the autumn WAVE hosted fringe events which launched *1001 Critical Days* at the Liberal Democrat, Labour and Conservative Party Conferences. Among a range of MP speakers who supported us at these launches were former Liberal Democrat Health Minister Paul Burstow; Labour Shadow Health Minister Andy Burnham, and Conservative Health Minister Dr Dan Poulter.

An APPG meeting in October 2013 focused on the United Nations' planned revisions to the Millennium Goals, with Dame Tessa Jowell making the case for

expanding early childhood provision in the post-2015 Development Framework. She was followed by presentations by Pia Rebello Britto and Nurper Ulkuer, the present and past Early Childhood Development Leads for the UN. Nurper spoke very highly of our work and said the *1001 Critical Days Manifesto*, should be 'the manifesto for the world'.

#### **Other educational work**

Children's Minister Ed Timpson, Health Minister Dan Poulter and Attorney General Dominic Grieve all expressed their full support for the 70/30 campaign, joining ministers Iain Duncan Smith, Michael Gove, Nick Clegg and Danny Alexander, along with backbench MPs and peers from all three main UK parties. We have also had very supportive meetings with Andy Burnham, the Shadow Health Secretary.

In October George Hosking made a presentation to the Cabinet Social Justice Committee on the importance of the 0-2 age group, proposing a number of specific low-cost initiatives.

#### **Third sector organisations**

WAVE's expertise and understanding of the early years has been recognised by other third sector organisations. When the Social Research Unit at Dartington was appointed to provide developmental support to the short-listed areas of the Big Lottery *A Better Start* initiative they invited George Hosking to visit their Devon HQ to run an early years' training event with all their staff. The Early Intervention Foundation, a new organisation set up this year, also asked our CEO to deliver a training session on early years to all their senior staff. We are happy to fulfil this role for organisations who come to recognise the critical role of the early years. The Big Lottery also asked WAVE to run an early years training session for those staff involved in appraising the quality of applications to their £165m initiative.

### **Scotland**

WAVE has now registered as a charity in Scotland, and the presence there of our new Scotland Director, Dr Jonathan Sher, has

enabled us to become far more active and influential. Jonathan has ensured that WAVE is now a significant player in the early years, preventative spending and children's issues arena in Scotland. From submitting evidence to, and being asked to testify before, committees of the Scottish Parliament to serving on the national leadership group of several initiatives, WAVE now has a greater presence and impact than ever before.

Perhaps the most influential achievement in Scotland stemmed from WAVE's coordination of a coalition to influence the Scottish Government's major children's legislation for this session of the Scottish Parliament. This led to the approval of two major amendments and a strong Ministerial commitment to act favourably on the policy intentions and recommendation stated in this coalition's report *Putting the Baby IN the Bath Water?*.

There will now be an unprecedented statutory foundation for primary prevention and robust support for social, emotional, intellectual and physical development during the first 1001 days of life. This coalition will remain active and is likely to be the foundation for 70/30 in Scotland.

## Global best practice

### *Partnerships with delivery organisations*

#### *Improving outcomes for children, young people, and families*

During the year we completed the programme of website articles, advice, seminars and webinars for this 2-year joint project with Parenting UK, on behalf of the Department for Education.

#### *Improving Futures Project: Croydon Family Power*

We continued to contribute to this Big Lottery funded project in Croydon, both as advisers and as part of its steering group. Targeted at 5-10 year olds and their parents, it provides several complementary approaches to supporting families, including Roots of Empathy, Incredible Years, and ABCD – Asset Based Community

Development – which identifies and builds on local community strengths.

## Governance

**Trustees:** our search for a new Chair of Trustees, who can help drive the growth and outreach of the charity, continued. We had a 3-month spell with a replacement for our current Chair, Caroline Clark, but mutually agreed this was not the answer and Caroline returned to the leadership role. In December 2013 we found a candidate who seems to meet all of our requirements but who, due to other commitments, asked for a few months to complete some active projects and resolve his ability to make sufficient time for the role.

At the end of the financial year Baroness Armstrong moved from her Trusteeship to being our fourth Patron, and during the year we lost Honor Rhodes to the Early Intervention Foundation.

New Trustees are Professor Ted Melhuish of Birkbeck College, London University, a global expert on early childhood, and Jack Rowlands, a young Sergeant with the Metropolitan Police who has been an active WAVE supporter for several years and has been implementing WAVE ideas on the ground in his Lambeth police patch with such success he has twice been nominated to be the Met Police's 'Young Officer of the Year'.

## Other developments

### *WAVE Fundraising*

The principal funding sources for the charity are grants from grant-making trusts and private donors, supplemented by speakers' fees and income from consultancy services.

During the year, as advised by external consultants, we made a sustained effort to raise money by sheer volume of funding applications. This approach did not work. In the second half of the year we reverted to our previous strategy of preparing fewer and more strategic applications. These yielded some successes, but not on a scale to replace funding which came to the end of their

terms during the year. Major donor fundraising efforts continue, but require long gestation periods.

Fundraising is also underway in Scotland, as the current financial support for WAVE Scotland ends in June 2014.

### **Communications and Media**

In April we held a major reception in the Guildhall, donated to us pro bono by the City of London. Our key message to the business audience was how WAVE's 70/30 strategy could deliver major long-term financial benefits to society. Speakers included Iain Duncan Smith, Dharmendra Kanani (Big Lottery), George Hosking (making the key economic case), and the closing speaker was Iain Wright (junior) whose moving description of what it meant to be a maltreated child brought the loudest applause. This event led to the identification of our prospective new Chair of Trustees.

Our major media event of the year was the launch in March of *Age of opportunity*, reported in a number of national papers including the front page of the Times. This led to interviews with LBC, BBC Radio 5 Live and on Sky Television News. The Journal of Health Visiting published a 2-page interview 'Ensuring a better start for children to ensure a better future for society'. We also took part in Guardian Roundtable events on child abuse and Perinatal Mental Health.

### **Financial Review**

At £783,520, WAVE's incoming resources in 2012-13 were 14% up on the previous year. Small donations fell 10%, but there were increases in both Donated services (+19%) and Grants received (+17%), the latter boosted by a significant one-off grant from a major donor.

Expenditure rose to £768,606, up 22% on the previous year. Overhead expenses were little changed, a reduction in major event costs compared with 2011-12 offset by

a sharp rise in printing and postage due to printing and distributing two print runs of *Conception to age 2 – the age of opportunity*. Two areas of cost which increased were Donated services (as above) and Salaries, which rose nearly 50% overall, 59% in charitable activities, reflecting the increase in numbers of staff in research and policy development.

The charity again generated a small surplus and unrestricted reserves rose from 10.2% of Incoming Resources in 2010-11 (5.3 weeks) to 13.9% in 2012-13 (7.3 weeks).

### **Reserves Policy**

The Trustees have decided on a Reserves Policy whereby unrestricted reserves of the charity should be at least 3 months of unrestricted expenditure. At the financial year end reserves were at 13.8 weeks of 2012-13 and 12.6 weeks of budgeted 2013-14 unrestricted expenditure.

### **Looking ahead**

Our 4 main priorities for 2013-14 are:

1) to support and promote implementation by local areas of the primary prevention recommendations of *Conception to age 2 – the age of opportunity*;

2) to support the implementation of primary prevention in areas which have bid for funds from the Big Lottery project *A Better Start* project, whether successful or not;

3) to complete our research work underpinning our plans for 70/30, including the development of blueprints for action at both national and local level;

4) to enrol a number of local areas willing to become pioneer sites for 70/30 or 90by30 in 2015.

In addition we will continue to build cross-party support for both primary prevention and 70/30; and seek to strengthen the funding underpinning our ongoing work.