

PREGNANT THEN SCREWED

ANNUAL REPORT

Year ending 31 December 2022

Registered charity number: 1188643

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SECTION ONE – ABOUT

Charity Overview

Registered Charity Name:

The Motherhood Plan

Other Known Names:

Pregnant Then Screwed

Charity Number:

1188643

Principal Office Address:

8 St. Aelreds Mews

York

North Yorkshire

YO31 0RW

Trustees:

Molly Rowan – Deputy Chair

Thomas Higham

Beth Hazon

Kizzy Gardiner

Akeela Ahmed (appointed in August 2022)

Nichola Garde (resigned April 2022)

Shazia Mustafa (resigned June 2022)

Lauren Currie OBE (resigned December 2022)

About PTS:

The Motherhood Plan, known as Pregnant Then Screwed (PTS), is a charity (CIO) founded and managed by women with lived experience of pregnancy and maternity discrimination. We run free specialist educational programmes and support services for women from the point that discrimination occurs, right the way through to a successful outcome. We campaign for changes to legislation and to workplaces that would end the motherhood penalty. We are an agile, grassroots organisation that reaches women across the UK.

The Problem:

54,000 women a year lose their job simply for getting pregnant. That's a woman every 10 minutes in the UK. One in nine pregnant women lose their job, for getting pregnant. In addition, 390,000 working mums experience negative and potentially discriminatory treatment at work each year - that is 77% of working mothers (EHRC). These numbers almost doubled in a decade (from 2006 - 2016). Far from improving, the situation for working mums is rapidly deteriorating.

Pregnant women and new mums have limited access to justice, demonstrated by the fact that fewer than 1% of those who experience discrimination raise a tribunal claim.

Discrimination has a negative impact on a woman's confidence, mental health and earning potential and it is a direct contributor to the gender pay gap. In addition to pregnancy and maternity discrimination, women encounter a multitude of barriers when trying to have children and a career including being reliant on one of the world's most expensive, dysfunctional childcare systems, a lack of access to good quality flexible working, and a parental leave system that entrenches gender inequality from the outset. We know that by the time a woman's first child is 12 years old, her hourly pay rate is 33% less than a man's.

Child poverty is rising, in part due to the significant barriers mothers encounter when trying to have children and earn a living. Children are not poor by themselves, they are poor because their mothers are poor. There is little point in Ministers stating that the only way out of poverty is work when many mothers cannot afford to work and experience discrimination at every turn. Pregnant Then Screwed exists to remove these barriers whilst supporting mothers who experience discrimination and disadvantage.

Service User quote -

“ I was overlooked for a promotion whilst on maternity leave despite being more experienced and better qualified than those who were promoted. When I gave my employer the chance to rectify overlooking me, rather than course correct, they told me that I'd receive the promotion if and when I return from maternity leave, effectively holding me at ransom. The PTS helpline reassured me that my suspicions of discrimination were founded, and the legal counsel gave me a clear course of direction for what to do next. As the trust was broken, I left my employer, received a sizeable settlement agreement and have changed their working practices as a result. Thrilled with the outcome, thanks to PTS. ”

Our Vision:

A society where care is valued and in which pregnant women and mothers in all their diversity are enabled to fulfil their potential; creating a stronger, happier, better future for us all.

Our Mission:

We are the voice of working mothers in the UK. We have a strong and deep connection with our beneficiaries. We provide world-class advice and support to mothers to help them improve their confidence and wellbeing, to give them the tools they need to challenge discrimination in the workplace, and to support them to find work that works for them. We advocate for change and raise awareness of the specific challenges faced by working mothers. We challenge deeply entrenched stereotypes about the role of mothers in society. We work with employers, politicians, women and men to make change happen. We publish compelling research to educate, inform and lead the debate.

Our Principles:

We want radical change:

Constantly striving for an overhaul of the way we live and work - we don't believe small tweaks work. We will work with politicians, employers, collaborators and the public to achieve this.

We translate complexity and make it simple:

Ensuring our beneficiaries understand complex legal language, policy, data, research and legislation that could impact them both positively and negatively

We believe in the power of hunches and will actively look for data to understand those hunches:

Leaving ourselves room to be reactive to issues, opportunities and campaigns as they arise. We will then gather data to better understand whether that hunch is correct.

Create and nurture a deep and strong connection with our beneficiaries/community:

Not only providing our beneficiaries but ensuring we include them in every element of our work. Ensuring PTS feels like a friend and confidant, and makes our beneficiaries feel as though they are part of the team. We talk to our beneficiaries as we would talk to a friend.

To be the voice of working mothers we need to listen, always:

Being willing to adapt and iterate based on feedback from our beneficiaries. We always listen no matter how uncomfortable it may be. We don't think we always know best!

We are not afraid to be provocative:

Not being afraid to show our anger. We believe anger is a mechanism for change. We will, on occasion, campaign on and talk about the issues that others are too nervous to discuss.

Our Core Activities:

1. Free advice line giving pregnant women and parents advice on questions related to parenthood and work, including: making a flexible working request, dependants leave, parental leave and pay, and support with discrimination. Queries staffed by CIPD level 7 HR professionals operational 60 hrs per week
2. A legal referral service providing women with one hour pro-bono legal advice in cases of pregnancy and maternity discrimination.
3. A mentor scheme which supports those who experience pregnancy or maternity discrimination to take legal action against their employer
4. A mental health support service for those who experience pregnancy or maternity discrimination
5. Events which help mothers and pregnant women rebuild confidence and find work that works for them
6. Campaigning for changes to legislation which reduce the gender pay gap and improve workplace equality for pregnant women and mothers
7. Changing public attitudes through traditional and social media.
8. Developing research on issues related to the motherhood penalty - including data collection and case study documentation

Service user quote -

“ My employer told me 6 months post maternity leave, and after having flexible working of 4 days a week approved, to ‘work 5 days a week or resign’. Completely shocked and feeling anxious and worried about choosing between my job and my family life, Pregnant then Screwed offered me practical advice and guidance. As well as being suitably outraged on my behalf! I’m so grateful this service exists, it made me realise how easy it is to discriminate against new mothers in the workplace. ”

Our Trustees:

The Trustees who have served the charity during the year are as follows:

- Lauren Currie OBE – Chair (resigned December 2022)
- Thomas Higham
- Beth Hazon
- Molly Rowan (Deputy Chair)
- Nichola Garde (resigned April 2022)
- Kizzy Gardiner
- Shazia Mustafa (resigned June 2022)
- Akeela Ahmed (appointed August 2022)

A message from our Founder and CEO, Joeli Brearley and Chair, Lauren Currie OBE

2022 has brought with it highs and lows for the women we work with. As we slowly emerged from the desperation of the Covid pandemic, due to the miracle that is the vaccine, life started to feel like it was getting back to 'normal.' This meant that parents were no longer trying to juggle home-schooling with paid work (a challenge that fell disproportionately on the shoulders of women), but on the flip side it also meant that we saw a deterioration in the number of flexible working requests being accepted, and many employees were told to get back to the office with immediate effect. Of course, This created new challenges for mothers who now needed wrap-around care, or other forms of childcare, to facilitate their new, longer, working hours. Due to long waiting lists for these provisions, many mothers were forced to quit their job should their employer refuse to be flexible.

We saw a further uptick in calls to our advice line as employees wrestled with their legal rights when wanting to work remotely, or when making other types of flexible working requests that were refused. We worked hard to keep up with the demand, recruiting and training 160 volunteers to ensure no caller would wait longer than 48-hours before they received support. Then came a whole new challenge with the cost of living crisis. Calls to our advice line became far more frantic as mothers, particularly single mothers, struggled to survive on measly statutory maternity pay, many were forgoing heating and food to pay their childcare bill. The number of pregnant women and new mothers being made redundant started to rise significantly with a 68% increase in calls about this issue in the last 3 months of the year and a 27% increase in calls overall. Our advice services became a lifeline for women who needed to hear a sympathetic voice from someone who understood the pressures they were experiencing. This resulted in longer calls and a new stream of training for our volunteers to identify risks of suicide amongst our community, but also to identify vicarious trauma so that they could protect their own mental health. We put in place measures to try and protect the core team from mental health issues, signing up to 'Spill' so the team could have regular appointments with a therapist. As the year drew to a close we made a commitment to update our operating system for our advice services to ensure we could handle more calls, and do video calls to increase the feeling of connection. We recruited a benefits advisor to help mothers understand what financial support they are entitled to and we started working on an email advice service for those unable to call for whatever reason. We know these changes will make a huge difference to the women in our community in 2023 and beyond.

The cost of living crisis brought new pressures for early years providers as delivery costs increased and educators left in droves due to poor wages and working conditions. This resulted in providers closing with little notice. Some parents were arriving at their nursery to drop the children off only to find a note on the door to say that they had closed with immediate effect. Again, this meant mothers were forced to make flexible working requests, or to quit their job, and it triggered a renewed interest in the childcare sector and how underfunding from the Government is failing providers, staff and working parents.

As the UK made its way through three Prime Ministers in one year, the political landscape felt shaken, and we were forced to adapt our campaigning work to fit with the differing views of each leader and corresponding Minister. Childcare remained a hot potato as one of Liz Truss's top priorities, however the proposed solutions would likely create more harm than good. Relaxing ratios, her flagship policy, posed serious risks to the quality of provision provided and would put further pressure on an already stretched workforce. We worked with organisations across the sector (including the Early Years Alliance, Coram, Save the Children and the National Day Nurseries Association) to campaign against this change. The research showed that parents weren't keen on fewer adults looking after more children, childcare professionals expressed their concern about an increasing workload, and providers made it clear that this was unlikely to reduce costs for parents. We collected data to support our case and encouraged parents to fill in the Government inquiry into this proposal. The DfE received over 13,000 responses to the inquiry - a record for the department. Working with Zoe and Lewis Steeper we supported their campaign to prevent the relaxing of ratios becoming a reality. Zoe and Lewis's son, Oliver, had tragically died in a nursery setting and they firmly believe that amending ratios would make nurseries more dangerous for children. With our support, the petition received over 100k signatures which triggered a Westminster Hall debate on the issue, attended by 22 MPs; all of whom expressed their concern with this planned change.

As the year drew to a close we worked with Stella Creasy MP to ensure childcare is recognised as infrastructure within the: Levelling Up and Regeneration Bill. Following our campaign, more than 9,000 people wrote to their MP to ask that they support this amendment to the bill. During the debate, which was held in the commons on 12th December 2022, Ministers initially refused to recognise childcare as infrastructure, but by the end of the debate, Ministers had backed down. Should the amendment make it through the next stages, it will mean that major housebuilders will be obliged to pay towards childcare facilities for new developments. It will also mean that councils can use levelling up funds to subsidise childcare. This was a huge win that has tangible benefits. What feels somewhat less tangible, but is nonetheless hugely important, is that childcare will soon be officially recognised by the Government as economic infrastructure.

We were very frustrated to see the Employment Bill shelved during the Queen's speech. The Employment Bill had promised a number of legislative changes that would benefit our community and remove barriers to work for women. However, working with other organisations, we carved up the vital elements of the Employment Bill and persuaded MPs leading on Private Members Bills to take them forward. Dan Jarvis MP led on the Redundancy Protections Bill, we worked closely with his team to ensure the bill passed and to provide evidence of the need for change. The bill has now passed its third reading and has Ministerial support and so it is expected that by the end of 2023 pregnant women and mothers returning from work will have enhanced protection from redundancy. We worked with Yasmin Qureshi MP on the flexible working bill which also has ministerial support and we expect will become law in 2023. The bill changes the legal right to request flexible working to a day 1 right, plus other changes detailed [here](#). We continue to lobby ministers to ensure the Day 1 right to request is from job offer, rather than from the first day of employment, as we believe this would have a positive impact on both employers and employees. We worked with Stuart McDonald MP to support the neonatal leave and care bill which also has ministerial support. This provides 12 extra weeks of leave and pay to parents when their child is born prematurely or sick. We expect these bills will come into force in 2023.

There was some further uplifting news. Donna Pattison, a woman we supported with legal advice and tribunal mentorship, to take her employer, Morrisons, to tribunal won her legal case. Donna had asked to reduce her working hours but her workload remained the same. Despite repeatedly requesting that her workload decrease inline with her new working schedule, her employers ignored her and Donna's mental health deteriorated. Her insurance company informed her that her legal claim would fail and ultimately refused to support her. With our support, Donna took Morrisons to the Tribunal and won her claim. The coverage of this legal case spread far and wide including: Steph's Packed Lunch, Radio 4, Radio 2, The Guardian, the Sun, The Times, The Independent and she was even asked to give a TEDx talk on her experience. We supported Donna to ensure she felt ready to speak to the media and managed her press requests so she didn't get overwhelmed. As a result of the coverage, inquiries flooded into our tribunal mentor programme as more women gained the courage to take legal action against their employer following an experience of discrimination. We were so proud to support Donna with both her legal case and the PR surrounding it and we know that the legacy of this case will live on in the minds of new mothers experiencing discrimination at work. It is also a real testament to our wonderful mentors, legal team and volunteers.

Working with the mental health charity, MIND, we launched our new mental health service for women who experience discrimination. The mental health impact of discrimination cannot be underestimated and we believe it is imperative that women are supported, not just with their legal claim, but to rebuild their life after they experience this trauma. We look forward to seeing the results of this new service in 2023.

But admittedly, what we are most proud of in 2022 is 'March of the Mummies', our national protest to demand Government reform on childcare, flexible working and parental leave. 15,000 parents took to the streets and marched across 11 cities to demand change with 67% of attendees saying they had never attended a protest before and didn't see themselves as the protesting type. Press and media coverage of the protest totalled over 900 items including: Channel 4 News, BBC News, ITV News, Radio 4 and all the main newspapers. The march was on the front page of the Observer and the Sunday Times, it was raised in the UK Parliament 5 times and the Scottish Parliament raised a motion, supported by 25 MEPs, to congratulate us for our campaigning work. This protest was a huge undertaking and took a herculean effort from the whole team and we are so grateful to every person who volunteered, who spoke, who attended, and who worked their absolute socks off to make this event a success. There were, of course, a few hiccups along the way when the Metropolitan Police refused to support road closures in London, but with the backing of [Liberty Human Rights](#), this decision was overturned. We are also really proud of the 4 mothers from marginalised communities who put themselves forward to speak about their lived experience at this protest. They had never spoken in public before but their anger at the system propelled them forward. We paid for specialised support to help them craft and deliver their speeches and we can't wait to see what these women do next.

In 2022 we made significant progress towards our strategic objectives, and we are so proud to see that we are now reaching more women, and more women from marginalised communities, as well as seeing the seeds of change at a political level. Our wonderful core team is now 6 members of staff (5 FTE), and our volunteer team continues to grow and flourish. We would not be where we are today without them, both past and present. Thank you to everyone who donates their precious time and skills to make the UK a better place for mothers and their families.

Our methodology for ending the motherhood penalty has started to bear real fruit - we believe that the only solution to this societal issue is to tackle both the symptoms and the root causes which trigger inequality. But it is important to state that at the heart of PTS, of who we are, and how we will create change, is community. Our community is strong and bold. Their trust in us is unparalleled, and we will continue to nurture this trust whilst ensuring we represent them and their needs effectively and energetically. We are the voice of working mothers in the UK. We do not speak for our community, but with them. And we are all stronger for it.

And finally, we had a makeover! The PTS website felt like it was falling over under the pressure of so much information, and with tens of thousands of people using the site every week we wanted to ensure the information was clear and accessible. We worked with the brilliant team at Maya to design and deliver a brand new website and logo which will last us for the long term and we love it!



SECTION TWO - HIGHLIGHTS OF 2022

Core Activities:

- In total, we supported **66,951** women with free advice and support on everything from legal rights at work, to benefits, to mental health and the information about the covid vaccine
- We supported **5,028** women through our helpline (an 8% increase from the previous year).
 - 47% said we improved their financial outcome.
 - 97% said it improved their confidence
 - 93% said it improved their wellbeing
 - 98% said it improved their knowledge
- We secured over **£1.3 million** for women who used our services
- We supported **1,450** women to improve their mental health

We trained **160 volunteers** on everything from: Diversity and inclusion, identifying vicarious trauma, imposter syndrome, women's safety in public places and online, identifying signs of domestic abuse and distress, specific elements of employment law, and we ran a mock tribunal



Campaigns:

- We secured 36 mentions in Parliament - we were mentioned in Parliament every 10 days
- We contributed oral evidence to the London Assembly on maternity services during the pandemic and to the House of Lords Children and Families Act 2014 committee
- We supported the Flexible working Bill, the Redundancy protections Bill and the NeoNatal Care and Leave Bill as they made their way through Parliament
- Our work was raised as a motion in the Scottish Parliament
- We contributed to 5 Government consultations and inquiries including: Module 2 of the Covid Inquiry, John Penrose MP childcare inquiry with Social market foundation, the Human rights inquiry coordinated by Just fair, Children and families act 2014, UK Labour supply, and the DfE Ratios consultation
- We staged March of the Mummies, our protest to demand reform on childcare, flexible working and parental leave in 10 cities across the UK, attended by more than 15,000 parents.

Press and social media:

- We achieved 1178 mentions of our work in national and international media including front page of the Observer, Sunday Times and the Independent
- We have 287,978 followers on social media (an increase of 84,000). Our Instagram reach has grown by 108% and Facebook has grown by 71%



Surveys, Research and Calls To Action:

- 17,848 people emailed their MPs using our letter templates demanding action on childcare, flexible working and parental leave
- We conducted research with 81,439 parents on everything from childcare to paternity leave

Engagement with employers:

- We delivered 13 talks to 3,530 employers



SECTION THREE - OUR ADVICE SERVICES

An Overview of Our Advice Services:

In 2022 we saw a 17% increase in use of our advice services (advice line, legal line and mentor programme). Throughout the year we made a range of adaptations to our services to accommodate this increased demand.

The Year In Data:

	2022	2021
Advice line	4462	3452
Legal line	511	803
Mentor Programme	55	51
Total	5,028	4,306

Volunteers and Training:

Our advice services are delivered by our amazing team of volunteers. These are often women who have their own lived experience of pregnancy and maternity discrimination. To accommodate the increased demand of our advice services we increased the number of volunteers to over 160, and provided a range of training and support to ensure they were well equipped to support our community. Training included:

- Anti-racism training with Liz Pemberton The Black Nursery Manager
- Disability Awareness training with Disability Rights UK
- Mock Tribunal training with Vista
- Identifying Vicarious Trauma with Dr Emma Svanberg
- Mental Health training with Mind

Mentor Programme:

In 2021 we closed our mentor programme due to a backlog of tribunal cases created by the Covid-19 pandemic. In early 2022 we redesigned our mentor programme. We introduced a number of different volunteering roles to support the administration of the programme, and developed a new mentor training course so they had a more holistic understanding of the tribunal process. We re-launched the service in March 2022 and throughout the year we supported 55 women. With our support, women who experienced discrimination secured over £1.3m in settlements.

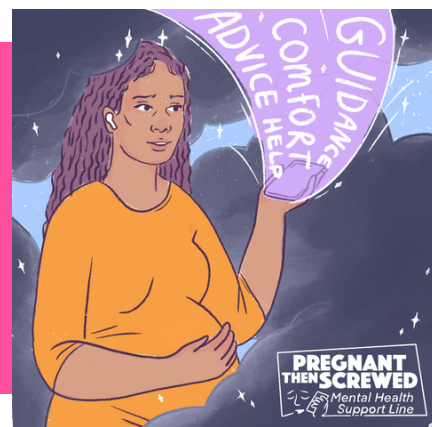
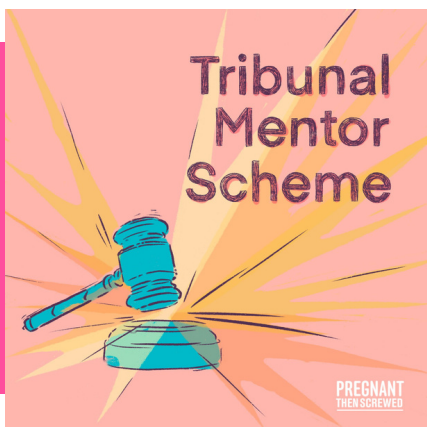
Mental Health Support:

Our community told us that their mental health had been seriously impacted by the effects of Covid-19. We received more calls about this to our employment helpline and our volunteers were aware that many of the women we were speaking to required additional mental health support. We developed a partnership with Mind to provide specific mental health support to women who had been pregnant or given birth during the pandemic and for those experiencing pregnancy and maternity discrimination in the workplace. This work started as a 6 month pilot project. In 2023 we will extend this support to those who experience discrimination in the workplace. We also held an online event for mothers struggling with mental health issues which was attended by 1,600 women.

Online Clinics:

In 2022 we supported 51,347 women by delivering a range of online clinics with our partner Working Families and other experts. These included legal rights at work, flexible working requests and other employment related issues as well as discussing the Covid-19 vaccine in pregnancy. These free online clinics are accessible to our community and available to view after the event.

"You helped me to challenge my situation and thanks to your advice and guidance I've landed in a positive place with my employer in a role that makes me feel valued and respected and I received a 35% pay rise."



SECTION FOUR - CAMPAIGNS

Research and Survey Findings:

In 2022 we conducted research and surveys with over 81,000 women and parents on the following subjects:

- Experiences of signing non disclosure agreements after pregnancy, maternity or sex discrimination (January)
- Giving Birth Alone (January)
- Childcare costs and availability (March)
- Paternity Leave (June)
- Abortions and childcare costs (July)
- Summer childcare (July)
- The impact of the cost of living crisis on families (November)

Notable statistics uncovered include:

- A third of new parents can not afford to have more children
- One in ten parents say they or their partner have had to leave their job due to the cost or availability of childcare
- Half of parents said they were unable to meet their summer childcare needs
- A third of parents say the cost of summer childcare is the same or more than what they earn
- Six in ten women who have had an abortion claim childcare costs influenced their decision
- Eight in ten dads say that their employer is not doing enough to support fathers in the workplace
- One in four dads continued to work whilst on paternity leave with half saying that there was an expectation from their employer that they would
- One in four parents had to cut down on heat, food & clothing to pay for childcare
- Four in ten mothers said the cost of childcare has made them consider leaving their jobs
- Three in four women who do not have children say that childcare costs are either a factor or the main reason they have remained child-free
- Seven in ten women who signed an NDA said it had a negative impact on their mental health
- Eight in ten women believe that their employer had used NDA's previously
- Nine in ten women who signed an NDA would have been happy for people to know what happened to them

Campaigns

Childcare

- **Ratios**
 - We collaborated with the Early Years Alliance to draft a parliamentary briefing on why the relaxation of ratios is a terrible idea. We launched the briefing at an online event in partnership with the Early Years Alliance and The Oliver Steeper Foundation. The event was attended by MPs and civil servants.
 - Following the opening of a consultation into ratios, we encouraged parents to respond. This resulted in 13,000 responses to the inquiry - a new record for the Department for Education.
 - Working with Zoe and Lewis Steeper we supported their campaign to prevent the relaxing of ratios becoming a reality. Zoe and Lewis's son, Oliver, had tragically died in a nursery setting and they firmly believe that amending ratios would make nurseries more dangerous for children. With our support, the petition received over 100k signatures which triggered a Westminster Hall debate on the issue which was attended by 22 MPs
- **International Women's Day Upset**
 - On International Women's Day 2022 the Government emailed the 113,000 people who had signed our petition requesting an independent review of the early years and childcare sector stating an independent review would not be commissioned.
- **Childcare as infrastructure**
 - We worked with Stella Creasy MP to ensure childcare is recognised as infrastructure as part of the levelling up and regeneration bill. Following our campaign, 9,000 people wrote to their MP to ask that they support the amendment to the bill.
- **Our letter to Prime Minister Liz Truss**
 - We partnered with Grazia and The Juggle to send an open letter to Liz Truss requesting that childcare and early years reform be prioritised by her Government. The letter was signed by 71 celebrities

Non Disclosure Agreements

- We supported a group of women who had been forced to sign NDAs at Channel 4 News (managed by ITN). Partnering with Can't Buy My Silence to launch a petition calling for the women to be freed from their NDAs.
- We surveyed 542 women who had signed NDAs or confidentiality clauses as a result of pregnancy or maternity discrimination and presented the information to MPs
- Following this campaign we hosted a roundtable for employment lawyers where we presented the idea of introducing a duty for employers to maintain a discrimination risk register. The idea was well received. Following this meeting we presented the idea to Angela Raynor's policy advisor.

Flexible Working

- We worked with Yasmin Qureshi MP on her flexible working bill by providing feedback and case studies. The bill will change the legal right to request flexible working to a day 1 right, plus other changes detailed [here](#). It has ministerial support.
- We continue to lobby ministers to ensure the Day 1 right to request is from job offer, rather than from the first day of employment, as we believe this would have a positive impact on both employers and employees.

Neonatal Leave and Care

- We worked with Stuart McDonald MP to support the neonatal leave and care bill. The bill will provide 12 extra weeks of leave and pay to parents when their child is born prematurely or sick and now has ministerial support.

Redundancy Protections

- We worked with Dan Jarvis MP on the Redundancy Protections Bill. We supported the consultation and its progression through parliament and provided evidence of the need for change. The bill has now passed its third reading and has Ministerial support.

Giving Birth Alone

- Our survey found that a quarter of women had been told that should they contract covid they will have to give birth alone. We gave women information on their rights based on official NHS guidance

This Mum Votes

- We worked with Stella Creasey and Ask Her to Stand to encourage more mothers to stand for elected office. Supporting the work of Stella Creasey's campaign, This Mum Votes, 10 mothers are now standing to be Labour candidates at the next election
- We held events with Conservative candidates to discuss barriers they may have encountered or could expect to encounter when standing for election as a mother

Breastfeeding Voyeurism

- We supported campaigner Julia Cooper and Stella Creasey MP with a new Bill to make it unlawful for people to take a photo or video of a woman breastfeeding without her explicit consent

Government Engagements

- We became a member of The Government's Pregnancy and Maternity Discrimination Advisory Board, meeting 6 times a year with BEIS to offer expertise and insight
- We became a member of The Early Years Strategic Forum, meeting regularly with the Department for Education to discuss upcoming policy ideas
- We gave oral evidence to the London Assembly on giving birth during the pandemic
- We gave oral evidence to the House of Lords on paternity leave and flexible working
- We had meetings with 22 MPs and 2 Ministers.

SECTION FIVE - EVENTS

March of the Mummies 2022:

We organised March of the Mummies, a national protest which took place in:

- London
- Glasgow
- Cardiff
- Belfast
- Bristol
- Leeds
- Manchester
- Birmingham
- Exeter
- Norwich
- Newcastle



15,000 families attended the protest, with 67% stating that they had never been to a protest before and didn't consider themselves to be the protesting type.

The protest received 900 items of media coverage, including front page of the Observer and the Sunday Times. It trended across social media, was on the front page of the BBC website and was mentioned in Parliament 5 times.

We would like to say a huge thank you to everyone who made the event possible

Abigail Rice	Clive Lewis MP	Jacqui Wilson	Mhairi Threfall	Tahmina Ali
Aisha Singleton	Community™ Ltd	Jennifer Burke Davis	Nicola Beech	Tammy Palmer
Alex Burrow Events	Denise Harkin	Jeszemma Garratt	Nura Abe	Terri White
Alice Gavin	Donna Patterson	Jo Hodson	Patricia Hamilton	The Metropolitan Police
Amy Sermanni	Dr Ernestine Gheyoh Ndzi	Jo Lawrence	Priya Chauhan	Tracy Brabin
Angharad Edwards	Dr Hannah Barham Brown	Kate Lloyd	Professor Jill Rubery	Unite the Union
Anna Dmitrievna	Elain Crory	Kate Nicholl	Ramatu Bako	Vicki Broadbent
Barbara Guest	Ella Marcham	Kate Quilton	Rebecca Pickles	Virginia Mendez
Baroness Gohir	Ella Mercer	Katie Mulgrew	Rebecca Wright	Willow Bowen
Bernie Carranza	Emma Morse	Kelechi Okafor	Rowan Whitehead	Women's Equality Party
Beth Hazon	Emma Tolhurst	Kirsty Hammond	RTC Medical Solutions	
Bethan Sayed	Erin Parker Leonard	Lauren Hansell	Sara Bryson	
Birmingham She Choir	Evelyn James	Laurie Goldie	Sarah Evans	
Bronagh Waugh	Fiona Small	Lindsey Anderson	Sarah Pitman	
Bryony Cairns	Gemm Spratt-Soper	Local Councils and Police	Sarah Rees	
Carole Johnson	Gemma Hill	Forces	Shannon McClean	
Catherine McKinnel	Hari Ali	Lucy Healy	Sharon Amesu	
Charlie Rosier	Harriet Eisner	Lyndzey Smissen	Sharon Fairley	
Charlotte Murphy	Helen Bryce	Lynne Franks	Sophie Walker	
Claire Fitzsimmons	Helen Dallimore	Mamas Got Moves	Stacey Grant	
Claire Hanna	Helen Ince	Mandu Reid	Steve McCabe MP	
Clare Baillie	Holly Peacock	Mel Wilson	Susie Mead	

RESET - The Festival of Motherhood and Mental Health

Our annual festival took place from 12th - 16th September 2022. The event was delivered virtually and included a range of talks, workshops, and panel discussions focusing on motherhood and mental health.

The event was broken down into the following themes:

- Day 1 Laughter is The Best Medicine
- Day 2 Perinatal and Postnatal Mental Health
- Day 3 Rebuilding After Lockdown
- Day 4 Mental Health and Money
- Day 5 Empowering Change

We had over 1,600 women attended the event they told us:

- 100% said we improved their wellbeing
- 92% said we improved their mental health
- 100% said they would attend a PTS event in the future
- 100% said they would recommend this event to a friend or colleague in the future

We worked with a range of sponsors to deliver this event and would like to thank:

Cattanach - Headline sponsor

Mama Made

Autotrader

Koru Kids

The Wallflower Academy



Attendee feedback:

Something like this has been hugely missing from the world of motherhood!

It was brilliant and super valuable - some of it was stuff I already knew but being validated and feeling seen is perfect.

I loved how accessible the content was, being able to dip in and out as well as have the sessions recorded to listen to at a later date. The content was well considered and there were so many sessions I want(ed) to listen to.

The sessions I attended were really insightful, well presented and I would encourage my friends and other fellow parents to join in future

A fantastic event with a fantastic cause! A space that provided the opportunity to learn and share our thoughts and feelings and it truly was inspirational.



SECTION SIX - WORK WITH EMPLOYERS

Pregnant Then Screwed offers a range of training and talks to employers to help them improve their workplace for parents.

In 2022 we provided training to:

- Wieden and Kennedy
- Cory
- Advantage Smollan

We also delivered talks and presentations too:

- Ernst and Young
- Women's Working Lab CIC
- Media Trust
- Wieden + Kennedy
- Legal Island
- Hope & Glory PR
- Tracy Brabin IWD event
- John Lewis
- LGA
- BuzzFeed
- SLAM
- Lloyds Register
- RCN

Thank you to all of the employers who have engaged with our work throughout 2022 to better support parents in their workplace.

SECTION SEVEN - LOOKING FORWARD

Strategic priorities for 2023:

1. Increase the diversity of women we support and of our volunteers, mentors and staff team.
2. Raise public awareness & achieve tangible change within corporate, government and legal policy
3. Increase the number of women using our support services and the financial/employment/mental health outcomes achieved.
4. Increase the financial and operational sustainability of the organisation

Thank you to our Funders:

Without the support of our funders our work in 2022 would not have been possible. Particular thanks to:

- Big Lottery
- Esmee Fairbairn Foundation
- John Ellerman
- Solace
- Enterprise Development Fund
- Garfield Weston
- Lush
- Arnold Clark community fund and benevity

SECTION EIGHT - GOVERNANCE AND FINANCE

Structure, Governance and Management

The Motherhood Plan is a Charitable Incorporated Organisation (CIO) governed by a memorandum and articles of association, which incorporated the organization in December 2016, when the charity operated as a Community Interest Company (CIC). The Motherhood Plan converted to a CIO on 19th March 2020 and a new memorandum of association was drafted and agreed by the board of trustees as a result.

Trustees are recruited following a skills audit of board members to ensure that the board has the right mix of skills and experience. Trustees are enrolled onto the board for an initial period of two years and can be voted back in for another period of three years. There is an induction process in place to support new Trustees. The Board meets quarterly. A scheme of delegation is in place and day-to-day responsibility for ensuring the charity delivers on its aims and objectives is delegated to the Chief Executive.

The Trustees are responsible for staff pay, benefits and terms and conditions. Remuneration is reviewed annually. Salaries reflect the roles and responsibilities of each postholder. Salaries are set at an appropriate level to retain excellent staff, while also making a comparison with rates of pay in the charity sector for similar roles and size of charity. In addition to pay we also provide annual leave and pension contributions above the legal minimum.

Major risks are reviewed quarterly by the full Board. The Board monitors impact, probability, mitigations taken and identifies any additional action required.

Staff

The Charity is managed on a day-to-day basis by our Chief Executive Officer, Joeli Brearley. Due to an increase of funding and demand on our services, the team has grown from four members of staff to six by December 2022

Head of Operations, Analiese Doctrove;

Support Services Administrator, Emily Broadbent;

Project and Outreach Coordinator, Osha Daley;

Head of Campaigns and Communications, Lauren Fabianski

Communications Assistant, Taryn Robinson.

All staff work part-time and flexibly apart from the CEO who is full-time.

Public Benefit Statement

The Trustees confirm they have complied with their duty in section 4 of the 2011 Charities Act to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers and duties.

Objects

The promotion of equality and diversity for the public benefit by:

- The elimination of discrimination on the grounds of gender
- Advancing education and raising awareness in gender equality
- Conducting or commissioning research on equality and diversity issues and publishing the results to the public
- Cultivating a sentiment in favour of gender equality
- Obtaining redress for the victims of gender inequality
- International advocacy of gender equality
- Providing technical advice to the Government and others on gender equality
- Commenting on proposed gender equality legislation
- The relief of financial hardship by the provision of free legal advice and assistance to persons who, through lack of means, would otherwise be unable to obtain such advice.

Financial Report for 2022:

Reserves policy

The Trustees aim to maintain free reserves in unrestricted funds at a level that equates to approximately six months of unrestricted charitable expenditure. The Trustees consider that this level will provide sufficient funds to ensure the organisation can continue to operate whilst new sources of funding are realised. The Trustees consider that a level of six months is sufficient given that the team will be continuously working on sourcing new funding for the organisation.

The balance held as unrestricted funds as at 31 December 2022 was £124,935, all of which is regarded as free reserves, after allowing for funds tied up in tangible fixed assets and funds earmarked by the Trustees for future projects. Basic core costs for running the organisation are £24,259 per month. The current level of reserves is therefore reasonably sufficient.

The charity also holds £6,959 in restricted reserves

Trustee Responsibility statement

The Trustees (who are also directors of The Motherhood Plan CIO for the purposes of company law) are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). 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 company and the income and expenditure of the company for that year.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principals in the Charities Statement of Recommended Practice (SORP)
- Make judgements and accounting estimates that are reasonable and prudent, and
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions are 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 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the persons who is a trustee at the date of approval of this report confirms that:

- So far as each trustee is aware, there is no relevant information of which the independent reviewer is unaware, and
- Each trustee has taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant financial information that may have a material impact on the financial reports and to establish that the organisation's independent reviewer is aware of that information.

Signed on behalf of the Board of Trustees:



Molly Rowan (Deputy Chair)

Date: 21/08/2023

Independent examiners report

I report on the accounts of The Motherhood Plan Charitable Incorporated organisation for the year ended 31 December 2022, which are set out on pages 27-34

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. It is my responsibility to:

- Examine the accounts under section 145 of the of 2011 Act
- To follow the procedures laid down in the General Directors given by the Charities Commission under section 145(5)(b) of the 2011 Act, and
- To state whether particular matters have come to my attention

Basis of independent examiners report

My examination was carried out in accordance with the General Directions given by the Charities 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 of disclosures in the accounts and seeking explanations from you as trustees. 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 examiners 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 130 of the 2011 Act, and
- To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

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.



Nicola Ainscough FCA BSc
MANAGING DIRECTOR
Equilibrium Accountants Ltd
48 Goodramgate, York, YO1 7LF

16 March 2023

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December 2022

Income

		Restricted funds £	Unrestricted funds £	Year to 31 Dec 2022 Total £	Year to 31 Dec 21 Total £
Income	Notes				
Incoming endowments from:					
Donations and legacies	2	8,563	105,572	114,135	27,453
Charitable Activities	3	151,719	101,332	253,051	238,114
Other trading activities		-	41,739	41,739	45,122
Investments		-	-	-	-
Other income		-	-	-	19,995
Total incoming resources		160,282	248,643	408,925	330,684
Expenditure					
Expenditure on:					
Raising funds	4	16,998	4,621	21,619	10,739
Charitable Activities	5	136,642	256,103	392,745	225,956
Other	6	-	7,887	7,887	5,745
Total resources expended		153,640	268,611	422,251	242,440
Net income/ (expenditure) for the year		6,642	(19,968)	(13,326)	88,244
Reconciliation of funds					
Total funds brought forward as at 1 Jan 22		317	144,903	145,220	56,976
Total funds carried forward as at 31 Dec 22		6,959	124,935	131,894	145,220

The notes on pages 29-34 form a part of these financial statements

A statement of Total Recognised Gains and Losses is not required as all gains and losses are included in the Statement of Financial Activities. There is no difference between the net income / (expenditure) for the year above and the historical cost equivalent. All activities are continuing

BALANCE SHEET

For the year ended 31 December 2022

	Notes	£	As at 31 Dec 22 £	£	As at 31 Dec 21 £
Fixed Assets					
Tangible assets			4,839		5,033
Current Assets					
Stocks		-		-	
Debtors	7	3,764		8,012	
Cash at bank and in hand		136,361		210,641	
		140,125		218,653	
Creditors: Amounts falling due after more than one year	8		(13,070)		(78,466)
Net Current Assets / (liabilities)			127,055		140,187
Total Assets less current liabilities			131,894		145,220
Creditors: Amounts falling due after more than one year			-		-
Net Assets			131,894		145,220
Funds	9				
Unrestricted funds			124,935		144,903
Restricted funds			6,959		317
Total funds			131,894		145,220

[The notes on pages 29-34 form a part of these financial statements](#)

Trustee benefits: advances, credit and guarantees

During the year no benefits, in the form of advances, credit and guarantees, were conferred upon the trustees of the charity.

Guarantees and other financial commitments

During the year no guarantees or other financial commitments were made.

The financial statements have been prepared in accordance with the Charities Act 2011, with respect to accounting records and the preparation of accounts.

The financial statements on pages 27-34 were approved by the Board of Trustees and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'Molly Rowan', is written over a horizontal line.

Molly Rowan (Deputy Chair)

Date: 21/08/2023

NOTES TO THE ACCOUNTANTS

For the year ended 31 December 2022

1. ACCOUNTING POLICIES

a) Statutory Information

The Motherhood Plan is a charity, operating as a Charitable Incorporated Organisation, in the UK that is registered with the Charities Commission, registration number 1188643

b) Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention and on the receipts and payments basis.

The financial statements are prepared in sterling, which is the functional currency of the charity. The principal accounting policies, which have been applied consistently in the year, are set out below.

c) Compliance with accounting standards

The financial statements have been prepared in accordance with the Charities Act 2011, the Accounting and Reporting by Charities for Small Entities: Statement of Recommended Practice applicable in the UK and Republic of Ireland (FRS 102) (effective January 2015) – (Charities 'SORP' FRS 102)): the provision of FRS 102 Section 1A – Small Entities and other applicable accounting standards in the United Kingdom

d) Funds Structure

Earmarked funds, as shown in the notes to the accounts, represent funds set aside by the Trustees for use on specific projects.

Amounts shown as Restricted Funds, on the Statement of Financial Activities and the Balance Sheet, present funds donated for specific projects in accordance with the Charities Act definition.

e) Income recognition

Income is recognised in respect of non-government, non-exchange transactions, donations and funds received for goods and services supplied during the financial period on a receipt basis. Grants which are restrictive in nature or are allocated by the Board for specific purposes are recognised using the accrual model.

f) Trustee's remuneration and expenses

During the year the trustees did not receive any remuneration or reimbursement of out-of-pocket expenses, as none were incurred.

g) Refunds of tax from gift aid donations

Refunds of taxation received as a result of claims made relating to donations given under Gift Aid are treated as Unrestricted Income.

No income was manually gift aided during the year, all gift aid received was paid via fundraising platforms used in 2022. (JustGiving, BigGive, Crowdfunder, Chuffed)

2. DONATIONS AND LEGACIES

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
General	8,563	105,572	144,135	27,453
	8,563	105,572	144,135	27,453

3. CHARITABLE ACTIVITIES

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Smallwood Trust	-	-	-	19,550
Key Fund	-	-	-	6,000
Solace	-	-	-	4,200
Other Grants	151,719	101,332	253,051	208,364
	151,719	101,332	253,051	238,114

4. RAISING FUNDS

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Donation Processing Fees	1,093	1,250	2,343	419
Marketing	15,905	3,371	19,276	10,320
	16,998	4,621	21,619	10,739

5. EXPENDITURE OF CHARITABLE ACTIVITIES

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
March of the Mummies	60,788	-	60,788	-
RESET Festival	6,502	-	6,502	3,153
Other Events	-	21,873	21,873	
Freelancers	27,025	13,759	40,784	14,225
Administrative Costs	3,026	12,687	15,713	8,768
Legal and Professional costs	-	11,967	11,967	50,924
Equipment Expensed	-	522	522	212
Staff Costs	36,280	181,322	317,602	144,692
Travel Costs	1,712	15,282	16,994	3,982
Transfer to General Funds*	1,309	(1,309)	-	
	136,642	256,103	392,745	225,956

* The Trustees have agreed to release the small surpluses left over upon completion of the Esme, Solace , Key Fund and Smallwood Trust funds back into general funds, as they have been generated by an acceptable level of deviation from the budgeted spending originally provided for in the funding applications.

6. OTHER

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Accountancy	-	5,202	5,202	3,420
Bank Charges	-	146	146	199
Depreciation	-	2,539	2,539	2,126
	-	7,887	7,887	5,745

7. DEBTORS

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Trade Debtors	-	339	339	5,000
Prepayments	-	3,425	3,425	3,012
	-	3,764	3,764	8,012

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Trade Creditors	-	4,160	4,160	1,224
Deferred Income	-	-	-	70,000
Accruals	-	1,031	1,031	1,839
Other Creditors	-	7,879	7,879	5,403
		13,070	13,070	78,466

a. DEFERRED INCOME

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Smallwood Trust	-	-	-	
Key Fund	-	-	-	
Community Union Grant	-	-	-	
The Baring Foundation Grant	-	-	-	
Enterprise Development Fund	-	-	-	20,000
Esmee Fairbairn Foundation	-	-	-	43,000
Postcode Lottery	-	-	-	5,000
Solace	-	-	-	2,000
	-	-	-	70,000

9. FUNDS

	Restricted funds £	Unrestricted funds £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
UNRESTRICTED FUNDS				
General	-	124,934	124,934	97,903
Ear-Marked	-	-	-	47,000
RESTRICTED FUNDS				
Smallwood Trust	-	-	-	2,139
Key Fund	-	-	-	678
EDF	6,959	-	6,959	-
Esmee Fairbairn Foundation	-	-	-	(2,500)
	6,959	124,934	131,893	145,220

10. RESTRICTED FUND RECONCILIATION

	Incoming resources £	Outgoing Resources £	Capital Items £	Year to 31 Dec 22 Total £	Year to 31 Dec 21 Total £
Restricted funds	160,282	153,640	-	6,959	317
	160,282	153,640	-	6,959	317

11. EMPLOYEES

The average number of employees during the year, calculated on the base of full-time equivalents was 6 (2021:6)

