

BABY WEEK

England & Wales · Charity number 1178324

Details

Other names	Baby Week UK
Status	Registered
Legal form	CIO
Registered	2018-05-10
Register	View on the Charity Commission register

Contact

Address	Bright Future Unit 6A Clock Buildings Roundhay Road Leeds LS8 2SH
Phone	07913202559
Email	babyweekleeds@outlook.com
Website	www.babyweek.co.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE TO PROMOTE AND PROTECT THE GOOD HEALTH OF CHILDREN AND THEIR FAMILIES FOR THE PUBLIC BENEFIT BY:- INCREASING AWARENESS OF, AND ACCESS TO, SUPPORTIVE SERVICES INCLUDING EARLY START CENTRES AND ANTENATAL EDUCATION, FOR *PARENTS, PARENTS-TO-BE AND WIDER FAMILY MEMBERS;,. RAISING AWARENESS OF, AND ENGAGEMENT WITH THE RELEVANT LOCAL STRATEGIES AND THE WIDER EVIDENCE-BASE FOR EARLY INTERVENTION AMONG PROFESSIONALS, FAMILIES AND THE PUBLIC;,. ENCOURAGING AND PROMOTING THE MESSAGES AROUND HOW TO IMPROVE OUTCOMES DURING PREGNANCY AND FOR THE FIRST TWO YEARS OF LIFE AMONG PROFESSIONALS, FAMILIES AND THE PUBLIC; AND. CELEBRATING SUCCESS AND GOOD PRACTICE, IN RELATION TO SUPPORTING ALL CHILDREN TO HAVE THE BEST START IN LIFE. * PARENT(S) – IS A PERSON(S) WHO BRINGS UP AND CARES FOR ANOTHER YOUNG PERSON; THIS IS NOT DEFINED BY GENDER, SEXUALITY OR BIOLOGICAL INVOLVEMENT NOTHING IN THIS CONSTITUTION SHALL AUTHORIZE AN APPLICATION OF THE PROPERTY OF THE CIO FOR THE PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH SECTION 7 OF THE CHARITIES AND TRUSTEE INVESTMENT (SCOTLAND) ACT 2005.

Activities: Baby Week delivers an annual week event in November. By bringing together different professionals and service users from the children's and families services it's aim is to bring up to date developments on the city wide practices in order to improve access to services for families.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,700	£4,115	-	-
2024-03-31	£8,350	£6,613	-	-
2023-03-31	£2,050	£4,593	-	-
2022-03-31	£12,313	£6,013	-	-
2021-03-31	£1,000	£715	-	-

Trustees

Name	Role	Appointed
DEBBIE GEDGE		2018-05-18
JOHN RICHARD MAY		2018-05-18
LUCY POTTER		2025-07-25
SALLY GOODWIN-MILLS		2018-05-18
Sadiya Salim		2018-05-18

BABY WEEK

England & Wales - Charity number 1178324

Accounts

Baby Week UK Annual Accounts & Report



APRIL
2024
-
MARCH
2025



WWW.BABYWEEK.CO.UK

Executive Summary

Baby Week 2024 brought together 14 regions in a coordinated national effort to champion the importance of early years and strengthen support for babies, parents and caregivers.

Baby Week brings together services to promote the best start in life, celebrating early childhood and raising awareness of the vital first five years through annual citywide events and national collaboration. The initiative runs from runs from the 14 –20 November every year with all sectors involved. Across the participating regions, Baby Week delivered a diverse programme of activities, including professional workshops, community events, parent engagement sessions and public awareness campaign.



**Baby Week
Theme in 2024
was 'focusing on
the best start'**

Annual Accounts



Baby Week April 2024 - March 2025 Accounts		
	Starting Balance April 2024	7,574.23
Date	Description	Income
23-Apr-24	Newcastle City Council	300
24-Oct-24	Together for Children	850
29-Oct-24	Hull City Council	850
05-Nov-24	Bc Payments	850
14-Nov-24	Together for Children	850
	plus balance	11274.23
Date	Description	Expenditure
Apr-24	Re-imburse marketing & social media SS	173.5
Jun-24	Design & Brand Development - Leeds City Council	720
Jun-24	Reimburse Volunteers 10 year meeting LP	131.4
Jul-24	Agency for Good - Website Refresh	1146
Sept-24	Qrfy - Qr Code Generator	50.24
Nov-24	Facebook Ads SS	54
Dec-24	The Play Tent BT	400
Dec-24	Baby Week Filming - MH	150
Dec-24	Entertainer - Boomchikkaboom	150
Dec-24	First Aid Trainer Hazel Hunter	90
Jan-25	Qrfy - Qr Code Generator	50.55
Jan-25	Agency for Good - Website Maintenance	36
Jan-25	National Brand Logo Design - Leeds City Council	933
Mar-25	Google Subscription	5
All Months	Google Cloud	25
	Total Balance	4114.69
	New Balance into April 2025	7159.54

2024 EVENTS

463 PUBLISHED EVENTS

Baby Week is now growing in different cities and regions across England. 463 unique sessions in various locations, both virtual and in-person were advertised on the Baby Week website.

1000+ ACTIVITIES

Activities included sessions health, early years, play, ante-natal, dad focused, story & rhyme sessions, physical activity and learning sessions such as over 15 baby first aid classes.



Staff & Volunteers

Baby Week is organised by volunteers and partners working in the public sector across the country. Baby Week has many in kind partners, coordinators and in the accounting period between 2024 - 2025, had no paid member of staff yet still continued to grow in reach and cities taking part.



REACHING OVER 1000 INDIVIDUALS



2

DIRECTORS

Founder, Lucy Potter and Operational Director, Sadiya Salim lead Baby Week from the national stakeholder meetings, theme and partnerships and in this accounting period completed 145+ hours of volunteer service.



4

TRUSTEES

Baby Week has long-standing volunteers from a range of public sector backgrounds who help guide and influence the Baby Week direction through national meetings held 6 times a year.



25

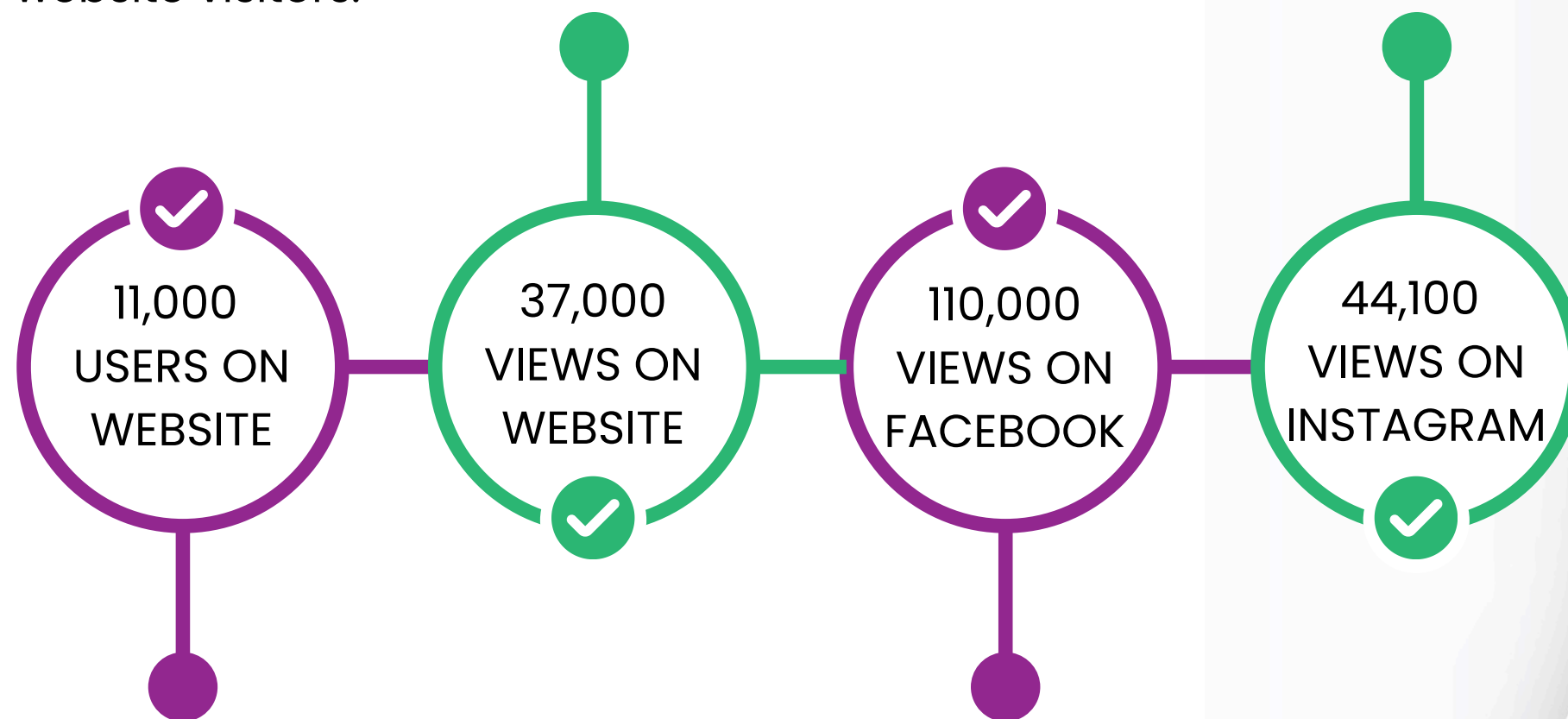
VOLUNTEERS

Baby Week has 14 coordinators nationally who lead on the different city or regions approach to promoting the initiative. In addition, 11 volunteers who support on events, fundraising and partnership efforts.

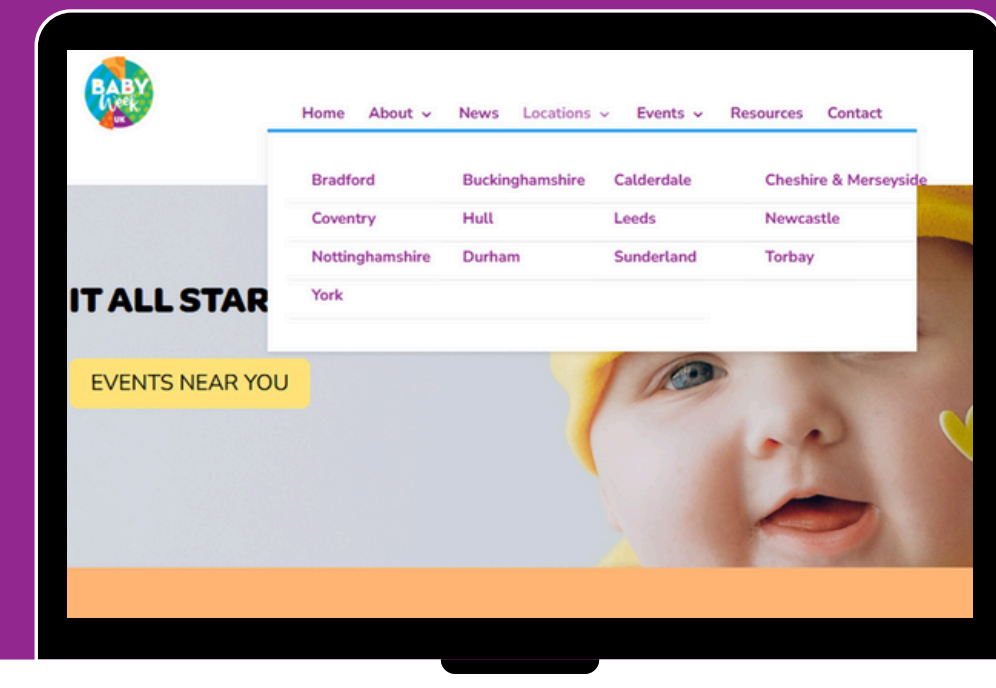


Communication Achievements

Baby Week kicks off the social media campaign from mid-September and measures analytics till the end of Baby Week in November. Over this period, key campaigns and important messages are shared on social media, newsletters and print media leading to an increase in website visitors.



All partner regions have their own bespoke page on the website where they can upload events and sessions for the week. This has been developed with feedback and families.



Baby Week Background

- Baby Week is inspired and adapted from Semana do Bebe in Brazil (2010 UNICEF) by Lucy Potter during her fellowship.
- The idea was to bring a grassroots approach and amplify priorities and services during an awareness week.
- 2015 - Pitched idea to Head of Services in Leeds, they loved it! The idea was to use it as a platform to promote The Best Start Plan.
- 2016 - Baby Week Leeds launched in the UK in 2016 by Child Friendly Leeds, NHS, Leeds City Council and Leeds Beckett University.
- 2018 - Baby Week UK became a Registered Charity (CIO -1178324)
- 2019 - Nominated and came in second place as charity of the year by The British Journal of Midwifery Practice Awards (BJM)
- 2023 - Princess Catherine visited Leeds to launch her 'Shaping Us' campaign and met with the operational lead. The Royal Foundation's Centre for Early Childhood and featured Baby Week and Child Friendly Leeds as good practice.
- 2024 - now taking place in 14 regions across UK.



Partnership & Development

Baby Week is all about raising awareness and bringing partners together. This year we partnered with many local and national organisations.

PARTNERS

25
NATIONAL
PARTNERS

NSPCC, The BookTrust, Local Government Association, Together for Children, Relationship Matters, Local Authorities, Libraries and Universities across England.



Feedback - we asked attendees...

Which event did you go to and before Baby Week, did you know it existed?

- Clifton Childrens Centre and no.
- Stanley hub and no
- I went to Mini First Aid and I didn't know the class or baby week existed before now.
- I haven't been to any events, this is my first time
- Ayselbury 16th Nov - no we didn't know it existed
- Move and Explore Halifax Library - No
- Practitioner and Volunteer event at the Orange Box
- Baby Yoga - Todmorden Medical center - 14/11 and no
- The hive high Wycombe and no
- Child first aid online training. Only heard about through Baby week.
- Little Movers, Water Babies taster, events at the Leeds Central Library. Prior to Baby Week, I only knew about Water Babies.



Feedback – we asked attendees...

Which event did you go to and before Baby Week, did you know it existed?

“I had online baby massage, online introduction to baby’s first aid, attended local library rhyme and story telling. Attended happy years play day at Sedbergh sport centre (great event, five stars of five). Before baby week I wasn’t attending anything. After baby week we joined library for story’s and times, started going to family hub, attended baby weaning course online (information was given by FYI and early year alliance help to look at Henry’s charity and book it to attend)”

“Baby week gave us great start to meet community, socialize, meet other mum’s, great people, organisations that ready to help for mum’s and baby’s at young age; we joined family hub and library.”

“All the events were excellent. My baby and I had so much fun with the event planners and the activities they put on. My baby was so excited and happily joined in. The events were well organised and left me wanting more.”

Stay connected with us!

Together, we shape the future.



Email

info@babyweek.co.uk



Website

www.babyweek.co.uk



Baby Week April 2024- March 2025

Starting Balance April 2024

Date	Description
	23-Apr-24 Newcastle City Council
	24-Oct-24 Together for Children
	29-Oct-24 Hull City Council
	5-Nov-24 Bc Payments
	14-Nov-24 Together for Children

plus balance

Date	Description
	Apr-24 Re-imburse marketing & social media SS
	Jun-24 Design & Brand Development - Leeds City Council
	Jun-24 Reimburse Volunteers 10 year meeting LP
	Jul-24 Agency for Good - Website Refresh
	Sep-24 Qrfy - Qr Code Generator
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	Dec-24 The Play Tent BT
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	Dec-24 First Aid Trainer Hazel Hunter
	Jan-25 Qrfy - Qr Code Generator
	Jan-25 Agency for Good - Website Maintenance
	Jan-25 National Brand Logo Design - Leeds City Council
	Mar-25 Google Subscription
All Months	Google Cloud

End of March 2025	Total Balance
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New Balance into April 2025

7,574.23

Income

300
850
850
850
850

11274.23

Expenditure

173.5
720
131.4
1146
50.24
54
400
150
150
90
50.55
36
933
5
25

4114.69

7159.54

Baby Week April 2023- March 2024

Starting Balance April 2023	5837.2
	Income
4/11/2023 NHS Wyorks	1,200
7/28/2023 Leeds Community Foundation	2,500
8/17/2023 Action for Children	850
10/10/2023 Calderdale (Consultancy & Toolkit)	850
11/15/2023 Leeds Gymanastic	400
11/24/2023 Coventry (Consultancy & Toolkit)	850
12/12/2023 Nottingham (Consultancy & Toolkit)	850
12/19/2023 RCBC (Consultancy & Toolkit)	850
	8,350
plus balance	14187.2
	Expenditu
4/3/2023 Awareness Days	150
4/3/2023 Admin support HD (Freelancer)	672
8/14/2023 Mantra Media Website Development	648
9/26/2023 Leeds City Council Design & Logos	790.56
11/7/2023 Comms Support BC (Freelancer)	294
11/7/2023 LP 001 Finance support (Freelancer)	126
11/7/2023 QR Code	38.42
11/23/2023 FF Photographer	100
11/23/2023 SS BW Orders, Facebook, Refreshments, Tote Bags	803.76
11/23/2023 Play Explore Art	150
11/23/2023 Christine M Photographer	300
11/23/2023 LP 002 Finance support (Freelancer)	443.53
11/23/2023 LD Wilton Face Painting	150
12/19/2023 Comms Support BC (Freelancer)	364
12/19/2023 HH - First Aid Session (Think Tank Solutions)	90
12/19/2023 CW LS6 LD (Catering at Conference)	300
12/19/2023 PSL Enterprises - Refreshments at The Tetley	30.7
2/7/2024 Adventure Farm	150
2/7/2024 Agency for Good - New Website Company	750
2/7/2024 Play Explore Art	150
3/4/2024 LP 003 Finance support (Freelancer)	112
	6612.97
End of March 2024	total balance 7,574.23

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Accounts

Baby Week
2023- 2024
Highlights



Baby Week Accounts

April 2023 - March 2024
INCOME

Baby Week April 2023 - March 2024			
	Starting Balance		£5837.2
			Income
11/04/2023	NHS Wyorks		1,200
28/07/2023	Leeds Community Foundation		2,500
17/08/2023	Action for Children		850
10/10/2023	Calderdale		850
15/11/2023	Leeds Gymanastic		400
24/11/2023	Coventry		850
12/12/2023	Nottingham		850
19/12/2023	RCBC		850
	SUB TOTAL		8,350
		plus balance	£14187.2

Baby Week Accounts

April 2023 - March 2024
EXPENDITURE

			Expenditure
03/04/2023	Awareness Days		150
03/04/2023	Admin support - HD		672
14/08/2023	Mantra Media - Website		648
26/09/2023	Leeds City Council – Design Work		790.56
07/11/2023	Comms Support - BC		294
07/11/2023	LP 001 Finance support		126
07/11/2023	QR Code		38.42
23/11/2023	Fiona - Photographer		100
23/11/2023	SS BW Orders & Merch		803.76
23/11/2023	Play Explore Art		150
23/11/2023	Christine Maine (photography)		300
23/11/2023	LP 002 Finance support		443.53
23/11/2023	LD Wilton – Children's Entertainer		150
19/12/2023	Comms Support - BC		364
19/12/2023	Hazel Hunter - First Aid		90
19/12/2023	CW LS6 LD		300
19/12/2023	Enterprise		30.7
07/02/2024	Adventure Farm		150
07/02/2024	Agency for Good – Website Design		750
07/02/2024	Play Explore Art		150
04/03/2024	LP 003 Finance support		112
	Total Expenditure		£6612.97
	End of March 2024	New Balance	£7,574.23

Baby Week Staff

2023 – 2024 STAFF & VOLUNTEERS:

Organised by Trustee Sadiya Salim – Voluntarily

Overseen by Lucy Potter

Freelance Officers:

April 2023 (1),

November 2023 – March 2024 (2)

Number of Trustees – 4 remaining

Volunteers – 8-10 Volunteers

(Ad-hoc to support Baby Week in different cities)

MEETINGS: 4 national stakeholder meetings inviting all trustees

Background to Baby Week

- Baby Week is inspired and adapted from Semana do Bebe in Brazil (2010 UNICEF) by Lucy Potter during her fellowship.
- Decentralised approach with grassroots organisations and a week to amplify priorities and services.
- 2015 - Pitched idea to Head of Services in Leeds, they loved it! The idea was to use it as a platform to promote The Best Start Plan and promote the 1001 critical days and really engage with parents / carers and celebrate services!
- 2016 - Baby Week Leeds launched in the UK in 2016 by
- 2018 - Baby Week UK became a Registered Charity (CIO -1178324)
- 2019 - we were nominated and came in second place as charity of the year by The British Journal of Midwifery Practice Awards (BJM)
- Since 2016, hundreds of citywide events have been held with thousands of attendees including parents, expectant parents, practitioners and professionals , and of course babies!
- In 2023, Princess Catherine visited Leeds to launch her 'Shaping Us' campaign and met with our operational lead. The campaign all around raising awareness of the importance of early childhood was by the Royal Foundation's Centre for Early Childhood and featured Baby Week and Child Friendly Leeds as good practice

BABY WEEK IS A REGISTERED ORGANISATION WITH FOUR KEY AIMS

1

Increasing awareness of, and access to, supportive services including early start centres and antenatal education, for parents, parents-to-be and wider family members.

2

Raising awareness of, and engagement with the relevant local strategies and the wider evidence-base for early intervention among professionals, families and the public.

3

Encouraging and promoting the messages around how to improve outcomes during pregnancy and for the first two years of life among professionals, families and the public.

4

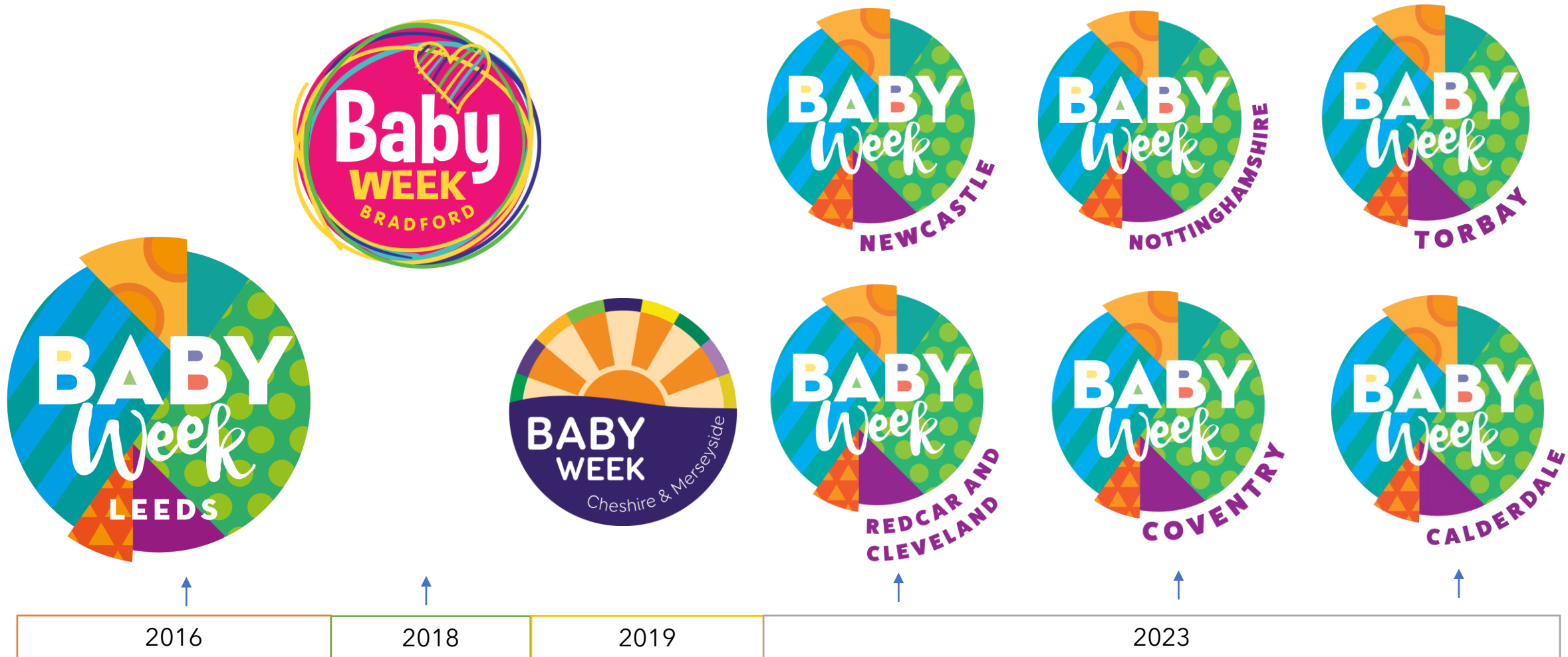
Celebrating success and good practice, in relation to supporting all children to have the best start in life.

New website in 2023



Baby Week National Partners

Baby Week held a best practice event in 2022 and in 2022, Baby Week will take place in 9 locations in 2023! 😊



Baby Week Website Page Views

23 Oct – 23 Nov 2023

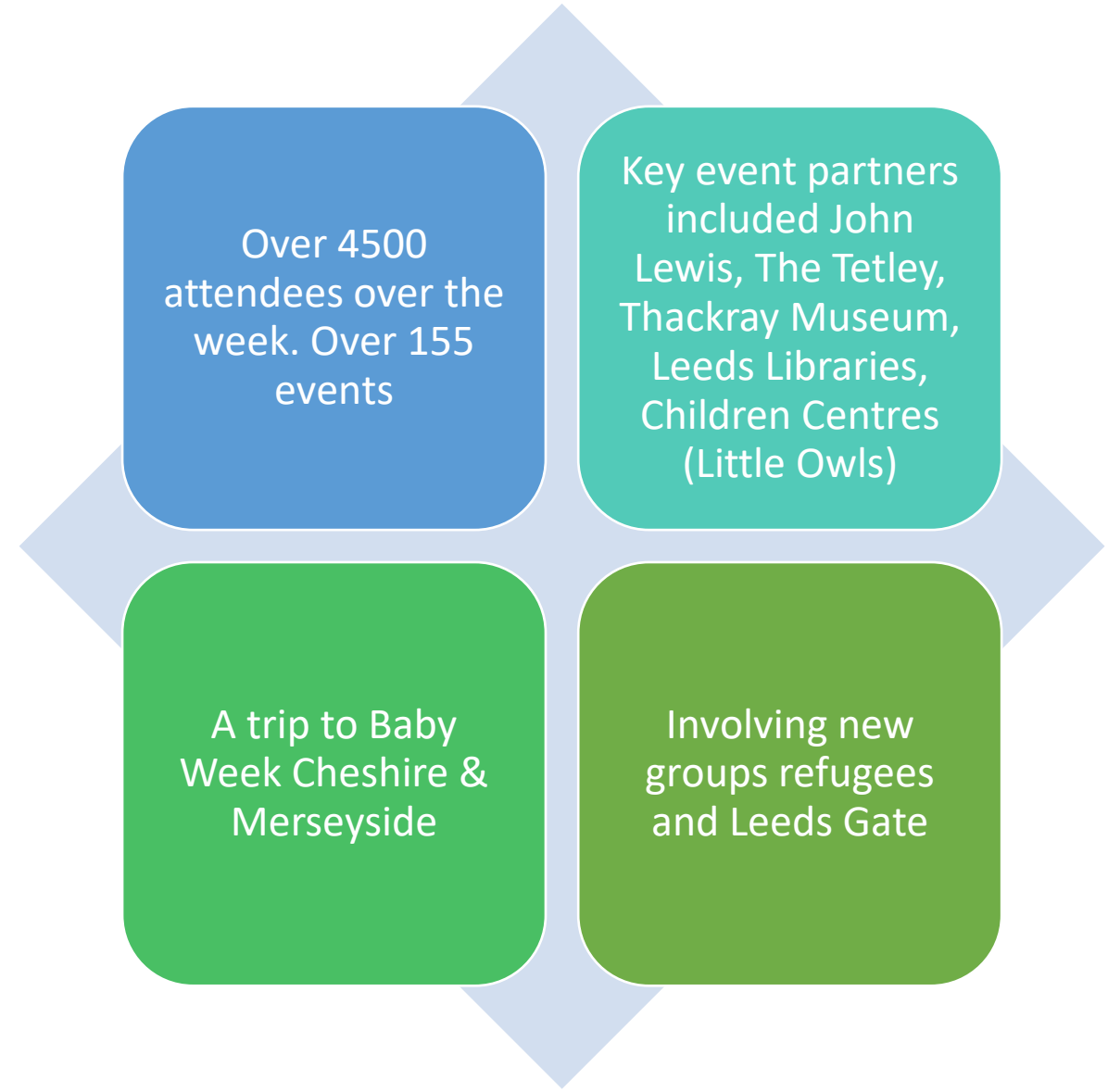
Event name +		↓ Event count	Total users	Event count per user
		167,882 100% of total	9,989 100% of total	16.86 Avg 0%
1	page_view	63,385	9,986	6.37
2	user_engagement	56,598	6,987	8.14
3	scroll	16,714	4,847	3.45
4	session_start	15,570	9,927	1.57
5	first_visit	9,610	9,632	1.00
6	click	5,823	2,329	2.50
7	view_search_results	126	79	1.62
8	video_progress	27	7	3.86
9	file_download	15	9	1.67
10	video_start	8	7	1.14

		63,385 100% of total	9,960 100% of total	6.36 Avg 0%
1	Leeds – Baby Week UK	7,372	3,151	2.34
2	Baby Week UK – It all starts with a baby step	4,696	3,002	1.56
3	event – Baby Week UK	3,865	2,539	1.52
4	Nottinghamshire – Baby Week UK	2,712	1,649	1.64
5	Leeds – Page 2 – Baby Week UK	2,318	1,387	1.67
6	Calderdale – Baby Week UK	2,173	1,191	1.82
7	Leeds – Page 3 – Baby Week UK	1,796	1,110	1.62
8	Leeds – Page 4 – Baby Week UK	1,413	964	1.47
9	Leeds – Page 5 – Baby Week UK	1,248	835	1.49
10	All Week – Free Activities at Leisure Centres with Active Leeds – Baby Week UK	1,210	875	1.38
11	Calderdale – Page 2 – Baby Week UK	1,133	566	2.00
12	Coventry – Baby Week UK	1,087	649	1.67
13	Leeds – Page 6 – Baby Week UK	1,057	698	1.51
14	All Week – The Calf Shed Sensory Space – Baby Week UK	1,052	792	1.33
15	All Week – Free Class for Under 3's at The Little Gym – Baby Week UK	1,000	679	1.47
16	All Week – FREE Sessions at Leeds Gymnastics Academy – Baby Week UK	997	705	1.41
17	All Week – Baby Week Special X John Lewis Leeds – Baby Week UK	877	689	1.27
18	Mon 20th Nov Nottinghamshire's Big Baby Week Celebration Event – Baby Week UK	846	564	1.50
19	Leeds – Page 7 – Baby Week UK	810	558	1.45
20	OPENING PARTY – Baby Week takeover on Tues 14 at The Tetley – Baby Week UK	788	588	1.34
21	All Week – The PLAY tent: The Baby Edition at The Tetley – Baby Week UK	762	580	1.31
22	Torbay – Baby Week UK	753	433	1.74
23	Calderdale – Page 3 – Baby Week UK	683	386	1.77
24	About – Baby Week UK	680	555	1.23
25	Tues 14th Nov Baby & Toddler Events – Baby Week UK	666	548	1.22

Baby Week Website Page Views

23 Oct – 23 Nov 2023

Culture & Identity





Global Parent Panel

- As part of the theme of the week, 'identity and culture', we hosted a Q&A panel with four parents from different backgrounds (including heritage from Afghanistan, Chile, Hong Kong, France and mixed African heritage) who had different experiences of raising children in Leeds. We worked with the Leeds City Council
- Resettlement team and thanks to [Leeds Dads](#) to put on such an informative session.
- The panel highlighted the positives of the provision here in Leeds with the parents describing their experiences accessing support networks, developing relationships with healthcare professionals and the continuity of care.



“

I liked how I had the same midwife all the way through. It is very different from Afghanistan where it's very procedural and formal.

Leeds Mum



“

We live in North Leeds and we are really lucky to have some many green spaces around us.

Leeds Dad

“

I had a free first aid course and it has helped me feel really confident

Leeds Dad

“

It would be great for Dads to have more options around paternity leave. Women can attach paid holiday leave on the back of maternity leave, which can be vital in those first months, but men don't have that choice.

Leeds Dad

BABY WEEK

**WITH OUR
PARTNERS:**

THE TETLEY



Beatrice Lee Knowles's messy play art installation



In the Tetley's atrium space, Beatrice Lee Knowles @becreativewithbea created a messy-play-meets-art-exhibition wonder with colourful mash and cushioned splats for loads of sensory fun.

Tiny Tetley



Stephanie Jefferies, the artist who designed The Tiny Tetley, gave a talk about the importance of play.

The Tiny Tetley was a permanent artistic play space in The Tetley and there are plans to relocate it so that families can continue to enjoy it for free.

The Play Tent



On the first floor, two of the rooms were converted into a Play Tent space. With so many different sensory experiences, this was a popular go-to for the attendees.

Little Movers



Danni from Little Movers Leeds West hosted classes on the third floor of The Tetley throughout the day. Danni became a Child Friendly Leeds ambassador as a result of planning for Baby Week.

My Soft Play



Who doesn't love a soft play area? It was fantastic to see so many youngsters (and their adults!) enjoying the soft play area.

Pop Up Pop In



'Pop Up Pop In' are a fantastic face painting service, and Child Friendly Leeds ambassador, who provided fantastic face paint and glitter tattoos for the little ones who attended the grand opening.

Baby Bubble

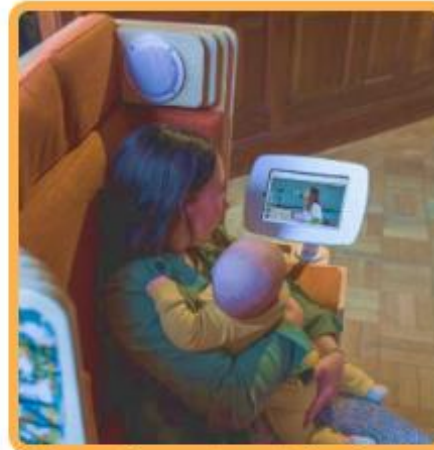


Baby Bubble is a Facebook group designed to support expectant and new mum's from 16 weeks pregnant until the new-born is 6 months old. The group is run in collaboration by maternity services and nurses, and the groups are moderated by 2 midwives and 2 nurses, who provide advice and support to the members.

You can find out more here:



The Feeding Chair



"This collaborative artwork invites parents and carers to feed their babies in galleries and public venues and features artwork by Jade Montserrat and features audio works by Krissi Musiol, Magda Stawarska and Nicola Singh.

Alongside videos about infant feeding, gender and public space, the chair is a space for sharing experiences and challenging social attitudes towards how we feed our babies."

"The chair is part of [Feed](#), an arts-based project developed by [In Certain Places](#) at the University of Central Lancashire, in collaboration with [Corridor8](#) and [Textbook Studio](#)."

Book Trust



Book Trust hosted a reading corner space in one of the upstairs rooms at The Tetley. They gave away their reading packs and said...

“

It was so great to connect and chat to so many other amazing organisations working in Leeds, and we were all stunned by how fast all our resources got snapped up! We will have to make sure we bring more to the next event

Healthcare stalls



It was a pleasure to host 26 different stalls across two floors of The Tetley. This included 8 healthcare-related stalls:

- 0-19 Nursing
- BaBi
- Baby Bubble
- Children's Speech and Language Therapists
- Health Equity Midwives
- Infant Feeding Team
- Infant Mental Health
- Speak with a Midwife

Support for you



Also promoting their services were a number of stalls who provided support for new or expectant families:

- Care and Repair
- Department for Work and Pensions
- Leeds Dads
- Maternity Voices Partnership
- St Vincent's Centre
- Women's Therapy
- Positive Birth Leeds
- Pregnancy in Mind (NSPCC) Look, Say, Sing, Play

Opportunities for 0-5s



There were also plenty of stalls with offers for the whole family, including youngsters:

- Book Trust
- Children's Centre Early Start
- Debutots
- John Lewis
- Leeds Libraries
- Little Movers
- Moo Music / Calf Shed
- Water Babies

Event Organiser Feedback

Baby Week Feedback

What worked well?

37 responses

Good turn out and organisation

A lot

Parents accessing up to date information on services. Craft keepsake for families to take home.

engaging activities for families to enjoy

New parents, signposting

The opportunity for parents to learn more about what is on offer at the family hubs and the community.

Offering items (Baby sensory bags) all week to ensure everyone who attended the CC throughout the week had access if they wanted.

The environment and the atmosphere

We were in a good location for foot fall, well organised event, great lunch, and we enjoyed taking part in the

Event Organiser Feedback

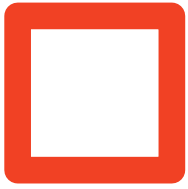
Baby Week Feedback

- More opportunities like this for families but also for teams to engage with each other. Makes signposting services so much more useful.
- More SEND-tailored support
- More events like these but in a variety of locations. Also networking events as well although it was fabulous seeing families on the day I found value in also linking up with organisations as well.
- The information about what's on shared more in the community and local to them who needed it
- More drop-in sessions and family info days like this.
- Health Visitors back in each GP practises and baby weighing with support from Health workers / visitors so parents can speak to health visitor any day of the working week in person not on hold on help line with screaming babies toddlers. So parents don't have to wait for GP appointment. Rebuild HV support and build trusting relationships.
- More opportunities for parents to access resources and being aware of the services available
- More support aimed at fathers

Event Organiser Feedback

Baby Week Feedback

- Great event, spoke to lots of families and children. Fantastic to engage with so many other stakeholders too! Thank you so much for inviting us!
- Was a fantastic event. Well organised and with more families than I expected. I am already getting feedback from the leaflets I handed out on the day which is fantastic news.
- I think some of the services that were present can feel difficult for families to walk up to for fear of being judged - having a table with leaflets as they walk out would help with this as would a pack for them to take away after the event so that they can look at the info without feeling judged.
- Fantastic event, loved it not just for engaging with parents/babies/carers but also for finding out about what else is on offer locally



<https://www.youtube.com/watch?v=vcmvwSdF2XM>



Baby Week Official Film

www.babyweek.co.uk
info@babyweek.co.uk

Accounts



BABY WEEK

2022 - 2023

Accounts 2022 - 2023



	Date	Activity	
Balance brought forward			8380.47
Income			
Sir George Trust		Grant	2000
MacClean Photo		Event Stall	50
			2050
Expenditure			
	25/10	HD Freelance	427
	31/10	SS WIX (Website Cost)	111.75
	31/10	SS WIX (Email Cost)	66.62
	31/10	VAL Job advert	72
	17/11	HD Freelance	420
	28/11	First Aid Trainer	94
	28/11	D Wilton Face Painitng	150
	28/11	LP Expenses	63.63
	28/11	Photography	200
	5/12	HD Freelance	738.5
	5/12	Sam Robi	20.47
	5/12	BoomChikkaBoom	160
	09/01	Story Plus	810
	10/1	HD Freelance	329
	7/2	Lucy Kinsey Parking	6.3
	7/2	HD Freelance	532
	6/3	HD Freelance	392
			4593.27
	Balance end of March 2023		£5837.20

Charity Updates



2022 – 2023

STAFF & VOLUNTEERS:

Freelance Officer – 1 freelance officer contract for 6 months (part time)

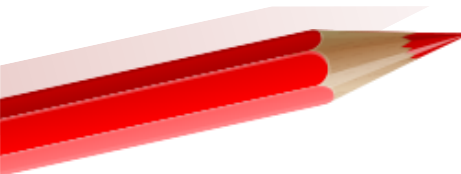
Number of Trustees – 4 remaining, 1 retired

Number of Volunteers – 5 / 6 Volunteers

MEETINGS:

3 meetings with trustees, key volunteers and partners

1 meeting to share best practice nationally with trustees as Baby Week is now being celebrated across the UK





Let's Go
National

What is Baby
Week and how do
we run it?



www.babyweek.co.uk

Background to Baby Week



- Baby Week is inspired and adapted from **Semana do Bebe** in Brazil (2010 UNICEF) by Lucy Potter during her fellowship.
- Decentralised approach with grassroots organisations and a week to amplify priorities and services.
- 2015 - Pitched idea to Head of Services in Leeds, they loved it! The idea was to use it as a platform to promote The Best Start Plan and promote the 1001 critical days and really engage with parents / carers and celebrate services!
- 2016 - Baby Week Leeds launched in the UK in 2016 by Lucy Potter, Sadiya Salim, Sally Goodwin-Mills, Debra Gedge, John May, and several colleagues from across sectors.
- 2018 - Baby Week UK became a Registered Charity (CIO -1178324)
- 2019 - we were nominated and came in second place as charity of the year by The British Journal of Midwifery Practice Awards (BJM)



BABY WEEK IS A REGISTERED CHARITY WITH FOUR KEY AIMS

1

Increasing awareness of, and access to, supportive services including early start centres and antenatal education, for parents, parents-to-be and wider family members.

2

Raising awareness of, and engagement with the relevant local strategies and the wider evidence-base for early intervention among professionals, families and the public.

3

Encouraging and promoting the messages around how to improve outcomes during pregnancy and for the first two years of life among professionals, families and the public.

4

Celebrating success and good practice, in relation to supporting all children to have the best start in life.



It all starts with a baby step...

- Baby Week established in 2016 in Leeds, is now on a National journey as a registered charity in the UK. It aims to bring sectors & services together to promote the best start in life. By celebrating services and raising awareness about the importance of early childhood, Baby Week aims to make UK the best place to grow up in.
- Each city/ region hosting the week has the opportunity to celebrate, collaborate and share the work of maternity and early years services, helping to raise awareness of the critical developmental growth stages and a real focus on the first 5 years of life.
- Since 2016, hundreds of citywide events have been held with thousands of attendees including parents, expectant parents, practitioners and professionals , and of course babies!
- In 2023, Princess Catherine visited Leeds to launch her 'Shaping Us' campaign and met with our operational lead. The campaign all around raising awareness of the importance of early childhood was by the Royal Foundation's Centre for Early Childhood and featured Baby Week and Child Friendly Leeds as good practice.

Annual Themes

- Best Start - 2016
- Creating Relationships – 2017
- Better Conversations - 2018
- Making Connections – 2019
- Stay Safe, Stay Connected – 2020
- Strengths and Struggles – 2021
- Back to Basics – 2022
- **Culture and Identity - 2023**



A little feedback we received

“Great day! I feel like I have learnt so much and can absolutely use my learning from today to information my practice as a social worker.”

Happy to be involved! November we had 94 attending Tiny Tigers and sensory room. We normally get around 30 children, so that was an increase. - City Museum

“Thoroughly enjoyed my afternoon at the launch of BW, some incredibly inspiring speakers and the exciting new app, cannot wait to give it a try on our H & Mummy days - Parent

“I have found out about places to visit in Leeds that I didn’t know about, this is a really good idea as I don’t know Leeds very well and now I can take my kids”
- Parent

Well Done Baby Week Lucy/Sadiya and all the people who have been involved and helped people stay connected and supported.” – Women’s Aid

“The session was great...I got some good feedback and a new customer from it so it was definitely worth doing. – Baby Yoga Class

“Connective, Inspirational, Informative, thought provoking, very refreshing and insightful discussion, Stimulating, Fantastic!”

Recap of the last few years!

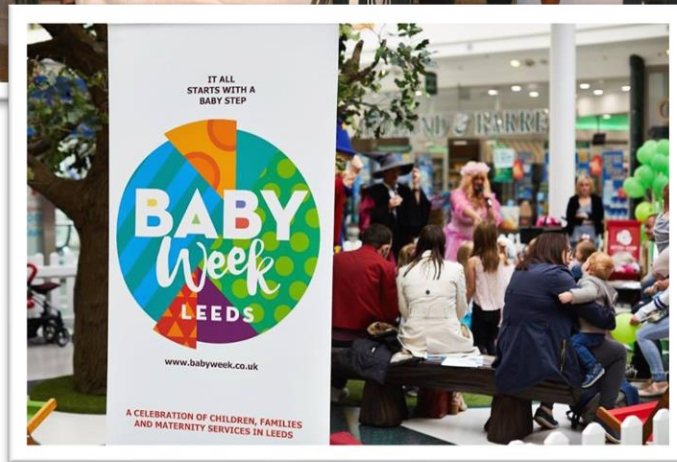
FIRST EVER BABY WEEK LEEDS 2016 - LAUNCHED BEST START PLAN





Recap of the last few years!

LAUNCH BABY BOX SCHEME & FAMILY INTEGRATED CARE SCHEME LGI



2017



Recap of the last few years!

LAUNCHING 50 THINGS TO DO BEFORE 5' APP

Great to be at Roundhay Children Centre for [#BabyWeekLeeds](#) Messy play -

Children are enjoying some lovely sand as part of their exploration of [@50thingsleeds](#) [@Child_Leeds](#)



Baby Week Leeds met it's first partner - Bradford and they had a fantastic launch!

2018



Recap of the last few years!

LAUNCHING FACEMUMS & TREE PLANTING INITIATIVES



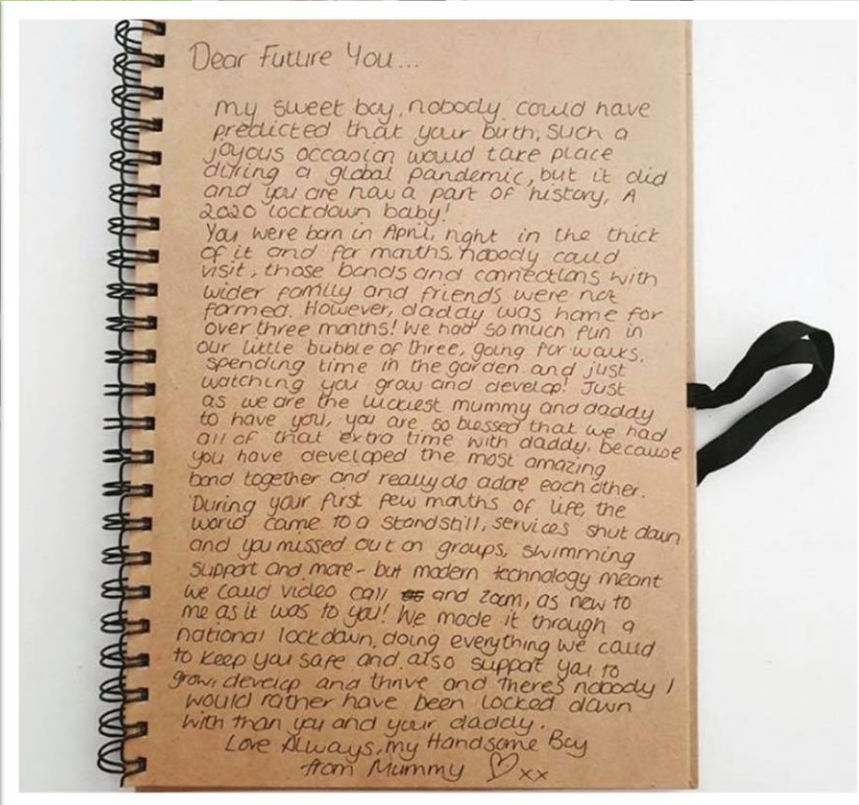
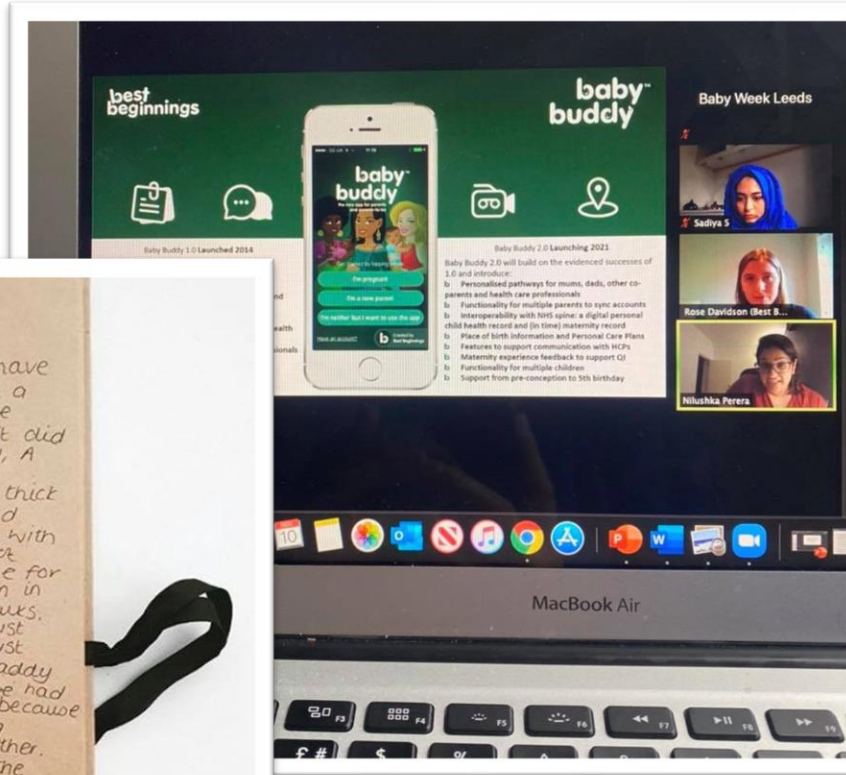
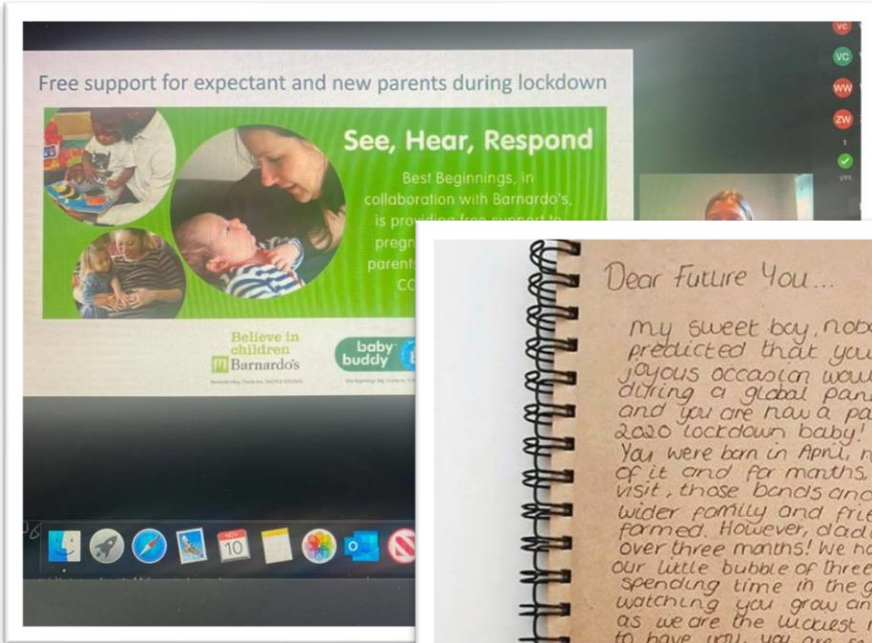
Baby Week Leeds met it's second partner - Cheshire and Merseyside!

2019



Recap of the last few years!

PANDEMIC – VIRTUAL CAMPAIGNS: DEAR FUTURE YOU & BABY WEEK FOREST



2020





Recap of the last few years!

LAUNCHING THE NEW WEBSITE & PROMOTING LIBRARIES WITH FREE BOOK PACKS



2021



Recap of the last few years!

LAUNCHING OUR 5 YEAR REPORT & CELEBRATING WORLD CHILDREN'S DAY AS OUR CLOSING EVENT!



2022

Leeds Highlights

So what does
a 'Baby Week'
look like?

Events & Campaigns can
be aimed at everyone or
specific target audiences.



Highlights from 2022

Thousands of attendees during the week!

- 1100 attended the closing party at The Tetley
- 120 professionals, parents, and babies attended the opening event at Leeds Civic Hall
- 130 adults and 110 children at Little Seedlings sensory play session across the day of the closing party celebrated on World Children's Day
- 600 attended events at Libraries
- BoomChikkaBoom had hundreds of families book on to their baby rave throughout the week
- Many more have attended events but did not complete feedback forms



Types of Events

126 events were promoted and took place across the week

- 9 workshops: (e.g. 2x First Aid, Starting Solids, HENRY Parenting Programme, Potty training, Safety First)
- 12 sessions based on movement/gymnastics/exercise/yoga
- 13 music sessions
- 29 stay and play sessions
- 4 antenatal classes
- 5 outdoor/nature sessions
- 9 sensory play sessions
- 7 pregnancy-focused sessions
- 4 feeding support sessions
- Over 50 events in children centres and libraries across the city



Events aimed at professionals

Several workshops and webinars took place and topics included:

- How to Talk to a Parent About Their Drug & Alcohol Use,
- Early Relationships Matter,
- Pregnancy in Mind – NSPCC Information & Taster Session,
- The Role of the Domestic Violence & Abuse Coordinators in the Early Help Hubs,
- Reducing Parental Conflict and Q&A Session
- Well-being and mental health
- Support services in the city
- Baby Buddy App & Resources for parents / carers



Spotlight on Libraries Partnership

Promoting Leeds Libraries Story Time with over 30 events!

- 30 sessions at libraries across Leeds - attended by 661 people
- Promoting the ready steady readers programme
- 194 attended the Leeds Libraries story bus at the closing party
- 400 free BookStart packs given out across the week



A little feedback we received

"Being able to talk about how you're feeling and getting that support when you're a new mum."

"Soo many mums to talk to, would not have gone if it weren't for the baby week timetable I didn't even know there was a stay a play session. Baby week has made me more confident in coming to sessions now. I've booked others too. Kids loved them as well which was the best part."

"Lots of information there, on a personal level I loved the ICU ward nurses stall where I was able to thank them for their service. You don't really hear about them unless you have to access their work. It was nice to see them there, so they were able to discuss and tell people about their service. It makes it all less scary when in the process if you have background knowledge."

"Finding out about all the wonderful activities to do with your baby, especially heuristic play"

"First chance to get my baby out and meet other babies and mums, everyone welcoming and helped us with our own anxieties"

"We enjoyed the opening event, very interesting to hear the speakers and talk with parents/carers and other agencies attending. It was well organised. Baby Week is an asset for the city."

"really interesting speakers, the atmosphere with babies and mums, the stalls"

The first Baby Champion – Ayrton

A baby champion came from Brazil where they had baby mayors. A way to have a baby champion to see how well services across the city are working and the child's growth and development.

It also gives the parent to champion the voice and have their views heard in planning Baby Week.

Ayrton and mum Leila- named after Ayrton Senna

In 2017 at City Museum Café! And 2020 via Zoom





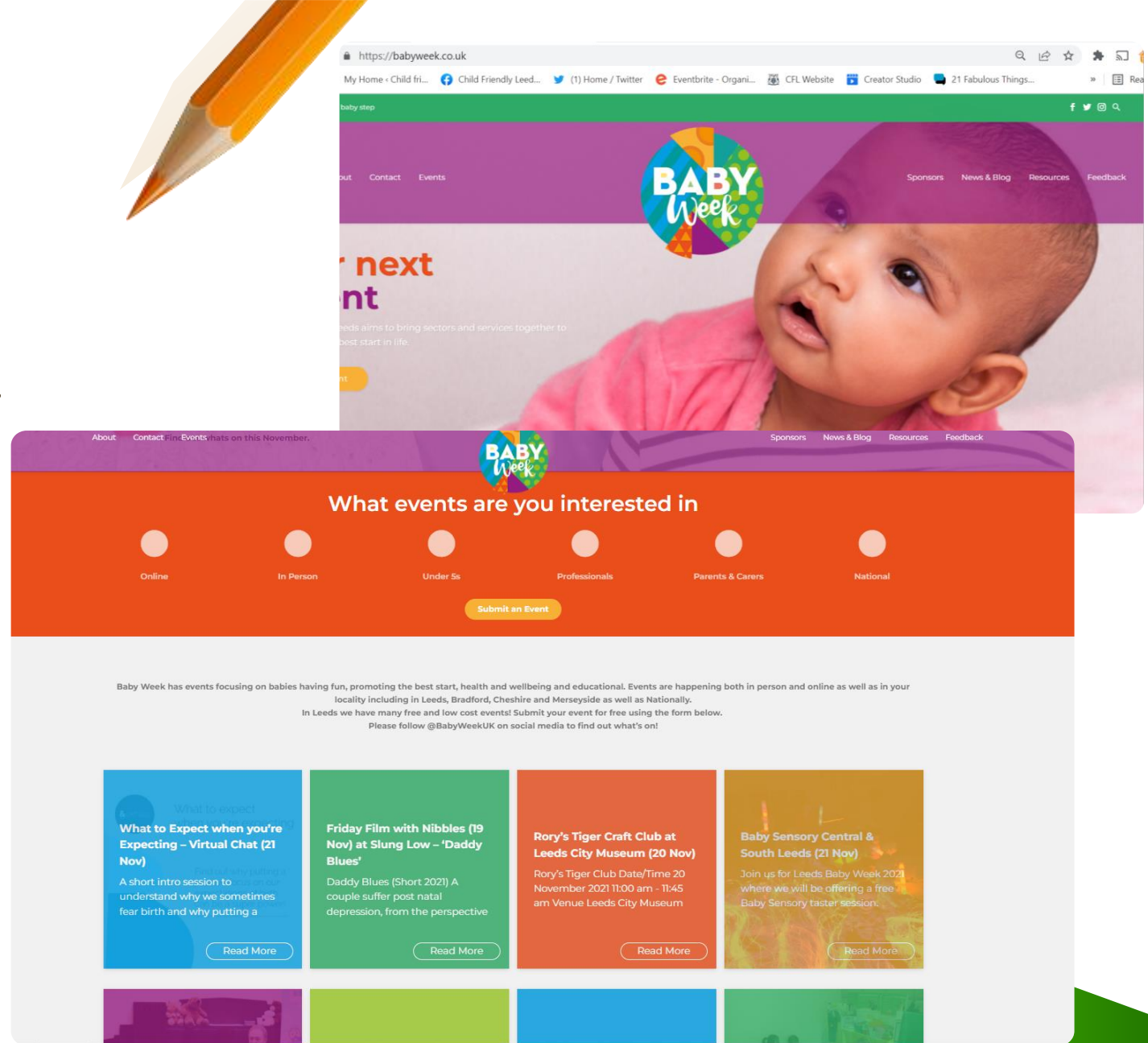
Baby Week Forest

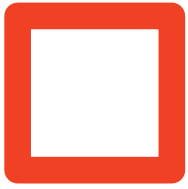
- At the end of Baby Week 2019 White Rose Shopping Centre with Nurture helped us plant 187 - babies born in Baby Wee 2019!
- Vision: To plant a tree for every baby born annually in Leeds (around 10k)
Working with Child Friendly Leeds & The Parks team
- Between 2020 - 2021, we planned to plant a tree for every baby born but the pandemic hit. Therefore colleagues in the parks and countryside team planted a woodland of around 4000 trees in Leeds and promised to plant all others allocated for the Baby Week Forest throughout the year.
- We hope to plant many more trees and encourage parents, carers and professionals to get involved in the planting initiative.

The New Website Update

- Easier to submit an event
- Events auto generated
- Displayed with filters
- Q&A Forms
- Resources
- Blogs shared by services

<https://babyweek.co.uk/>





Baby Week Official Film Highlights 2022

<https://www.youtube.com/watch?v=vcmvwSdF2XM>



The 'recipe' to a successful Baby Week!

1. Baby Week has four key aims as a charity, so include this when making ambitious plans and shaping events
2. We want each city / region getting involved to shape it to their cities culture, priorities and challenges
3. It's all about connections and communities. Baby Week's idea from Brazil was based on a grass roots movement so ensure promotion and community / parent involve helps shape your week
4. Ensure you have a strong partnership and get strategic support from all sectors
5. Try to aim for one opening & closing event for all audiences, a learning event for professionals to share best practice and bring sectors together
6. Encourage the city to get on board to help run events and aim to keep them free and low cost
7. Choose a theme or work with national partners to give your Baby Week a focus and to amplify that area linked to maternity, early years, health and education
8. It's not about quantity, it's all about quality and event's that are meaningful
9. Enable opportunities for feedback and evaluations, so we can constantly improve
10. Enjoy it! It's all about having fun in the process, working on gaps in provision, learning and of course 'it all starts with a baby step'



**SUSTAINABLE
DEVELOPMENT**

GOALS



Some of our priority areas based on the UN Sustainable Development Goals

1

Goal 1 of 17: No Poverty.

We want to help all families to give their babies the best start in life by tackling poverty and by promoting the Child Poverty Strategy, Leeds Baby Bank & work with resettlement families.

2

Goal 3 of 17: Good Health and Wellbeing.

We aim to ensure that all babies have a healthy start in life and maintain a good standard of health and well-being in their formative years.

3

Goal 10 of 17: Reduced Inequalities.

We will work hard to reduce health and education inequalities in Leeds linked to socioeconomic background, race, religion and disability.

4

Goal 11 of 17: Sustainable Cities and Communities.

We want to make all communities inclusive, safe, resilient and have equal and easy access to services and engage with opportunities.

5

Goal 13 of 17: Climate Action.

We aim to facilitate eco-friendly strategies that benefit families, the local community and the environment. Education around breastfeeding to practical tips and tree planting.



Thank you
for joining
us!

Baby Week is ready to go national and
we can't wait to have you on this
journey!

We have a report to be shared very
soon, our toolkit and experience to help
make it a national awareness week to
promote the best start!

www.babyweek.co.uk

info@babyweek.co.uk

BABY WEEK

England & Wales - Charity number 1178324

Accounts



BABY WEEK 4TH ANNUAL REPORT AND ACCOUNTS 2021

CHARITY NO: 1178324

Baby Week Trustees

Charity & Finance / Aims and Objectives

United Nations Global Sustainable Outcomes

Baby Week Online and Face to Face: 14th – 21st November 2021

BABY WEEK TRUSTEES



Active:

Sadiya Salim

Sally Goodwin Mills

John May

Sonia Saraiva

Debra Gedge

The trustees showed good involvement with meetings and guidance on the week during a pandemic.

Three online meetings were held 1st July, 11th August and 8th Sept 2021

CHARITY & FINANCE CIO CHARITY NUMBER 1178324



- Accounts: April 2021 – March 2022
- Balance brought forward April 2020 £2080.45
- Lloyds Banking plc,.
- Account Number 34709860 Sort No: 30-90-92
- Income £12313
- Expenditure: £6013.08
- Plus balance brought forward £14393.45
- Balance £8380.47

AIMS AND OBJECTIVES



Baby Week is an early years initiative and annual event which aims to bring together and celebrate cross sector services amongst maternity, children's and families specialists in Leeds. It is an adaptation of Semana do Bebe (UNICEF 2010) Brazil with the aim to raise awareness of the baby's important growth and development stages both mentally and physically within the first 1001 days of life.

Baby Week's four aims:

- Increasing awareness of, and access to, supportive services
- Raising awareness of, and engagement with the relevant local strategies and the wider evidence-base for early intervention
- Encouraging and promoting the messages around how to improve outcomes during pregnancy and for the first two years of life
- Celebrating success and good practice, in relation to supporting all children to have the best start in life.

AIMS AND OBJECTIVES CONTINUED



- The aims and objectives of Baby Week Leeds are inextricably linked with Leeds City Council's, in terms of values and objectives, as well as of a number of evidence based approach strategies which have played a key role in the shaping of Baby Week. As a charity, Baby Week is also aligned with national strategies such as Best Beginnings reports.
- This year the Children's Commission published the [Best beginnings in the Early Years Proposal](#). This report focuses on a new early years guarantee to give all children in England the best start in life. This directly corresponds to the Baby Week and Leeds City Council ambition of giving all babies and children the 'best start' in life. Best Beginnings is a charity that 'works to inform and empower parents of all backgrounds during pregnancy and the early stages of parenthood, working to give them the knowledge and confidence to look after their mental and physical health and to give their children the best start in life'. Like Baby Week, Best Beginnings partners with parents, professionals across multiple sectors and other charities. Best Beginnings have developed their core service by the free NHS-approved Baby Buddy app, which has been promoted and shared by Baby Week Leeds. The Best Beginnings in Early Years stipulates that there are 5 foundations for a happy and healthy life; 1. Loving, nurturing relationships with parents and carers; 2. A safe home free from stress and adversity; 3. The right help to develop good language and other cognitive skills; 4. Support to manage behaviour and regulate their emotions; 5. Good physical and mental health and access to healthcare. Baby Week Leeds supports these foundations by partnering with Best Beginnings and adopting very similar philosophes which underpin our work.

NATIONAL AND LOCAL DRIVERS



National Drivers:

- **National Maternity Review: Better Births**
Postnatal care – better support for breastfeeding
- **The Marmot Report – Fair Society, Healthy Lives**
Objective 1: Giving every child the best start in life
- **NHS Long Term Plan – A Strong Start in Life for Children and Young People**
- **Public Health Outcomes Framework** outlines two high level indicators:
 - Outcome 1: Increased healthy life expectancy
 - Outcome 2: Reduced differences in life expectancy and healthy life expectancy between communities

LOCAL DRIVERS



- **Leeds Health and Wellbeing Plan 2016-2021**
- One of the twelve priority areas is 'a child friendly city and the best start in life', with a reduction in infant mortality and child obesity.
- **Leeds Best Start Plan 2015-2020**
- The vision of the Best Start Plan is that every baby in Leeds will get the best start in life. Outcome 1 is healthy mothers and healthy babies, with a priority to improve mother and baby nutrition and an indicator on breastfeeding rates at initiation and 6-8 weeks.
- **Children and Young People Plan 2018-2023**
- This is a framework for Leeds to be the best place for children and young people to grow up and to be recognised as a child friendly city. One of the eleven priorities is 'support families to give the children the best start in life', with an indicator around infant mortality rates.
- **Leeds Breastfeeding Plan 2016-2021**
- The vision of the Breastfeeding Plan is that mothers are empowered to breastfeed for as long as they wish and parents are supported to have close and loving relationships with their baby. The significant value of breastfeeding and early relationship building are recognised for the immediate and future health and well-being of mother and baby. One of the principles includes provision of information, support and help breastfeeding in hospital and community settings for pregnant women/families.

LOCAL DRIVERS CONTINUED



Leeds Child Healthy Weight Plan 2016-21

- The Plan aims for every child in Leeds to be a healthy weight. One of the outcomes is for all children to have the best start to achieve a healthy weight, with a priority of breastfeeding and an indicator of breastfeeding initiation and continuation rates.
- **Leeds Maternity Strategy 2015-20**
- One of the nine priorities is 'preparation for parenthood' including the need for support and accurate and consistent advice for breastfeeding families whenever it is needed in the first few weeks, including when they go home.



STRENGTHS AND STRUGGLES



Baby Week Leeds celebrated its sixth year with the theme of strengths and struggles from 15-21st November 2021.

- Second year running online - funding through to host a website from
- Awarded Leeds Community Foundation - Harnessing the Power of Communities £5000!
- Inviting and sharing information with parents, carers families and professionals to a week long programme of both digital webinar.
- Baby Week ran events simultaneously and provided a slicker more effective and informative experience.
- Website also provided the space for resources promoting event during the week and NHS Leeds community Healthcare, Leeds Maternity Care, Leeds Best Start and teaching hospitals.
- General reception reporting between 7-34 people attending their groups with 65 new starter.
- 2021 is overall the biggest outcome Baby Week can attest to helping to reach new families access service in their communities across Leeds.
- Daddy Blues – film introduced more partnerships with Dads' organisations – forum central and Leeds Perinatal mental health service

AGENDA



Online launch

Richard Stead Breakfast radio

Dear Future You – curiosity of Women's Lives Leeds – added to social media and access to writing a letter found at the leeds central library

What to Expect when you're expecting cinema experience – The Everyman cinema

Joint Cheshire and Merseyside, Bradford and Leeds – Infant feeding and Culture webinar

Conference webinar

Daddy Blues film

ASK THE PROFESSIONAL WEBINAR



Name	Title	Area	Attending 2021
Lucy Potter	Founder of Baby Week	Womens Health Matters and Baby Week	Confirmed
Laura Walton	Lead Midwife Maternity Strategy	Rep for LTHT and E-Midwife	Confirmed
Sally Goodwin-Mills	Advanced Health Improvement Specialist	Public Health Specialist Breastfeeding and Infant Feeding specialist	Confirmed
Amanda Jackson	0-19 Clinical Team Manager –	Single Point of Access Health Visiting Post Natal in the Community Outer East for the 0-19 Public Health Integrated Nursing Service (PHINS)	Confirmed
Aneira Thomas	LDVS Project Worker & MVP Chair	Womens Health Matters and Maternity Voice Partnerships Chair	Confirmed
Suzanne Tobin	Suzanne Tobin	Bosom Buddies	Confirmed
Helen Haywood	GP	Maternity GP	
Liz McKechnie	Neonatologist	Neonatal	
Marie Kioseff	Perinatal mental health peer support worker	Perinatal Mental Health and Family Outreach Worker	

TASTER SESSION



www.babyweek.co.uk



Time	Infant Feeding Work across Cheshire and Merseyside, Bradford and Leeds
12:50	Entry into virtual webinar - Welcoming and informal networking
13:00	Welcome & Introduction to Baby Week 2021 Lucy Potter, Founder of Baby Week UK (Leeds)
13.05	Black Breastfeeding Week - Cheshire and Merseyside Baby Week Jo Ward, Cheshire and Merseyside Women and Children's Partnership / Keely?
13.30	The WHO Code for breastfeeding substitute Sally Goodwin-Mills, Public Health, Leeds City Council
13:45	Breastfeeding and Cultural Competency / Ready to Relate – Bradford Baby Week ? Jane Dickens?
14:15	Q&A





Baby Week Leeds Annual Conference
Thursday 18th November 2021
12.30 – 4pm

www.babyweek.co.uk

Time	TITLE: Strengths and Struggles in the world of maternity and early years
12.20	Entry into digital conference: Welcoming and informal networking
12.30	Welcome – Child Friendly Leeds & Our Partnership Work Councillor Fiona Venner, Executive Member for Children and Families, Leeds City Council
12.35	Baby Week - Strengths and Struggles in the World of Maternity & Early Years Lucy Potter & Sadiya Salim, Baby Week Leeds Founder & Operational Lead
12.45	Leeds Maternity Strategy 2021 – 2025 and the Best Start Liz Wigley, Senior Commissioning Manager (Maternity and Children's) at NHS Leeds CCG.
13.00	Early Years Discovery Project partnership between Nesta and Leeds Lesley Wilkinson / Jayne Ford, Leeds City Council & Nesta Rep?
Break (5 mins)	
13:30	<u>Workshop Breakout Rooms (25 minutes)</u> 1. Understanding Child Death in Leeds and Health Inequalities Kathryn Ingold FFPH, Chief Officer / Consultant in Public Health, Leeds City Council 1. Introduction to Paediatric First Aid and Basic Life Support Hazel Hunter-Steele, Thinktank Training Solutions
14:00	Supporting Families in Communities & Feedback Session Councillor Salma Arif, Cabinet Member Public Health & Active Lifestyles, Leeds City Council
10 mins	Possibly Best Beginning and Baby Buddy App
14:10	Keynote Speaker Early Communication Between Babies and Parents, Brain Development and Attachment Robin Balbernie, Consultant Child Psychotherapist with Gloucestershire NHS Trust
Break (10 mins)	
15.15	Networking, Q&A & Feedback on white boards

DEAR FUTURE YOU



- We promoted the new initiative 'Dear Future You' in a Baby Week digital campaign with Leeds this year, culminating in the all-day Dear Future You - Digital Campaign on Saturday 14 November. Dear Future You is a beautiful heart-warming initiative where new and expectant mums write letters to their babies, discussing their hopes and dreams for their future children. Dear Future you began in lockdown with mothers writing letters to their children detailing their thoughts, fears and desires for themselves and for their children. We plan for some mums to read their letters during our online events. This project proudly demonstrates the deep and personal journey's mothers have gone through during lockdown, and celebrates the profound love they have for their children. It helped share experiences with other mums and provided a platform for feedback on services.
- *"Life changed forever the moment you entered the world, but the global pandemic continues and brings with it more rules, guidelines, advice and challenges...Whilst mummy and daddy get to spend more precious time with you, your family are yet to meet you, we are back in isolation and not able to do all the things we had planned. We have been for walks and people stop to look at you and all you can see are their eyes. I wonder if you will grow up thinking wearing masks is 'normal'? - **Mother writing a letter to her child for Dear Future You***

	balance b/forward	2080.45
BABY WEEK	April 2021 - March 2022	
	Income	
09/04/2021	NHS CCG	1000
23/04/2021	Leeds City Council	1200
16/07/2021	Leeds City Council BA2012	1513
30/07/2021	Leeds Community Foundation	5000
13/10/2021	Leeds Teaching Hospitals	1200
28/10/2021	Leeds City Council	1200
4/11/2021	Leeds Community Healthcare	1200
	Total Income	12313
	Tota Income inc balance	14393.45
	Payments	
16/06/2021	Sadiya Renewal	28.78
16/06/2021	Mantra Media 1st installment	2400
16/06/2021	Mantra Media 2nd installment	2400
28/09/2021	Sadiya Wix payment	111.75
06/12/2021	Robin Balbernie Speaker	100
06/12/2021	Lucy Potter Expenses	54.47
06/12/2021	Faye Kenny Boom Chikka Boom	100
06/12/2021	Holbeck Working Mens club Facilties D	100
06/12/2021	Hazel Hunter First Aid	92.4
07/12/2021	Made with Music	50
07/12/2021	Mark Williams speaker -Daddy Blues	150
07/12/2021	Nicola Welsh First Aid	100
16/12/2021	Sadiya Salim Expenses Everyman	48
16/12/2021	Daddy Blues Promotion	23.93
16/12/2021	Sadiya Events promotion FB	200
16/03/2022	Faye Kenny Boom hot drinks	38.25
16/03/2022	Jodie A Coyle - hot drinks	15.5
		6013.08
	Balance	8380.37

Accounts



BABY WEEK 3RD ANNUAL REPORT AND ACCOUNTS 2020

CHARITY NO: 1178324

Baby Week Trustees

Charity & Finance / Aims and Objectives

United Nations Global Sustainable Outcomes

Baby Week Online: 16th - 22nd November 2020

BABY WEEK TRUSTEES



Active:

Sadiya Salim

Sally Goodwin Mills

John May

Sonia Saraiva

Debra Gedge

Retired:

Ann Pemberton

Nick Frost

The trustees showed good involvement with meetings and guidance on the week during a pandemic.

Three online meetings were held

CHARITY & FINANCE CIO CHARITY NUMBER 1178324



- Accounts: April 2020 – March 2021
- Balance brought forward April 2020 £1795.20
- Lloyds Banking plc,.
- Account Number 34709860 Sort No: 30-90-92
- Income £1000
- Expenditure: £714.75
- Plus balance brought forward | £1795.30
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AIMS AND OBJECTIVES CONTINUED



- The aims and objectives of Baby Week Leeds are inextricably linked with Leeds City Council's, in terms of values and objectives, as well as of a number of evidence based approach strategies which have played a key role in the shaping of Baby Week. As a charity, Baby Week is also aligned with national strategies such as Best Beginnings reports.
- This year the Children's Commission published the [Best beginnings in the Early Years Proposal](#). This report focuses on a new early years guarantee to give all children in England the best start in life. This directly corresponds to the Baby Week and Leeds City Council ambition of giving all babies and children the 'best start' in life. Best Beginnings is a charity that 'works to inform and empower parents of all backgrounds during pregnancy and the early stages of parenthood, working to give them the knowledge and confidence to look after their mental and physical health and to give their children the best start in life'. Like Baby Week, Best Beginnings partners with parents, professionals across multiple sectors and other charities. Best Beginnings have developed their core service by the free NHS-approved Baby Buddy app, which has been promoted and shared by Baby Week Leeds. The Best Beginnings in Early Years stipulates that there are 5 foundations for a happy and healthy life; 1. Loving, nurturing relationships with parents and carers; 2. A safe home free from stress and adversity; 3. The right help to develop good language and other cognitive skills; 4. Support to manage behaviour and regulate their emotions; 5. Good physical and mental health and access to healthcare. Baby Week Leeds supports these foundations by partnering with Best Beginnings and adopting very similar philosophes which underpin our work.

NATIONAL AND LOCAL DRIVERS



National Drivers:

- **National Maternity Review: Better Births**
Postnatal care – better support for breastfeeding
- **The Marmot Report – Fair Society, Healthy Lives**
Objective 1: Giving every child the best start in life
- **NHS Long Term Plan – A Strong Start in Life for Children and Young People**
- **Public Health Outcomes Framework** outlines two high level indicators:
 - Outcome 1: Increased healthy life expectancy
 - Outcome 2: Reduced differences in life expectancy and healthy life expectancy between communities

LOCAL DRIVERS



- **Leeds Health and Wellbeing Plan 2016-2021**
- One of the twelve priority areas is 'a child friendly city and the best start in life', with a reduction in infant mortality and child obesity.
- **Leeds Best Start Plan 2015-2020**
- The vision of the Best Start Plan is that every baby in Leeds will get the best start in life. Outcome 1 is healthy mothers and healthy babies, with a priority to improve mother and baby nutrition and an indicator on breastfeeding rates at initiation and 6-8 weeks.
- **Children and Young People Plan 2018-2023**
- This is a framework for Leeds to be the best place for children and young people to grow up and to be recognised as a child friendly city. One of the eleven priorities is 'support families to give the children the best start in life', with an indicator around infant mortality rates.
- **Leeds Breastfeeding Plan 2016-2021**
- The vision of the Breastfeeding Plan is that mothers are empowered to breastfeed for as long as they wish and parents are supported to have close and loving relationships with their baby. The significant value of breastfeeding and early relationship building are recognised for the immediate and future health and well-being of mother and baby. One of the principles includes provision of information, support and help breastfeeding in hospital and community settings for pregnant women/families.

LOCAL DRIVERS CONTINUED



Leeds Child Healthy Weight Plan 2016-21

- The Plan aims for every child in Leeds to be a healthy weight. One of the outcomes is for all children to have the best start to achieve a healthy weight, with a priority of breastfeeding and an indicator of breastfeeding initiation and continuation rates.
- **Leeds Maternity Strategy 2015-20**
- One of the nine priorities is 'preparation for parenthood' including the need for support and accurate and consistent advice for breastfeeding families whenever it is needed in the first few weeks, including when they go home.

CHANGES TO THE STRUCTURE OF BABY WEEK



Baby Week 2020 marked the fifth anniversary Leeds Baby Week. As this is the fifth year of Baby Week, Baby Week aligned with 5 of the 17 United Nations Sustainable Development Goals. Baby week was held from the 9th-15th of November 2020. The theme was 'Stay Safe- Stay Connected'. Due to Coronavirus, the week looked and felt different to the previous 4 years. Most Baby Week 2020 events were online (due to the second national lockdown), in the form of webinars, live streams and online taster sessions. Ultimately, Coronavirus and national lockdown presented an opportunity to approach Baby Week from a different angle

Consequently, the online events reached an even wider audience, due to being accessible to everyone with an internet connection. However, there were some unfortunate last minute changes/cancellations to planned in person events, due to the previously unanticipated lockdown. Although our partners were able to adapt and mitigate the effect of lockdown on Baby Week 2020.

STAY SAFE, STAY CONNECTED



As a charity, we also helped mitigate the effects of Coronavirus lockdown on babies, children and their families through our 'Stay Safe, Stay Connected' ethos. We strived to enable parents and professionals to build connections with each other, our partners and the local community. Ultimately, we continued to work with the public to raise awareness of services, advocate for early intervention, promote strategies that improve outcomes during pregnancy and in early years, and celebrate previous success. This was linked with our shared ambition with Leeds City Council to make Leeds a child friendly city. We love babies and truly want what is best for them, our strategy for promoting their wellbeing just had to adapt digitally in these challenging and changing times.

CLIMATE CHANGE AND TREE PLANTING



Climate Change and Tree Planting

Baby Week 2020 focused on climate change. There was also an additional focus on responding to the pandemic by ensuring the inclusion of diverse communities, in addition to celebrating success stories in front of a wider audience. In 2020 we unveiled the 'Baby Week Forest'. We are currently still working with the Leeds City Councils' Woodland Creation Initiative, Child Friendly Leeds, White Rose Energy and Leeds Teaching Hospitals NHS to create the Baby Week Forest. It is our proud ambition to plant a tree for every baby born in 2020! The planting of the Baby Week forest links in with our adopted UN Sustainable Development Goals: climate action and sustainable cities and communities. Climate change affects us all and we want to do our part to help to combat it through our sustainable Baby Week initiatives. Which is why we hope to plant an extra 2,000-3,000 trees! Parents and partners can learn how to get involved in this by visiting our website. We plan to plant the trees after lockdown during the optimal tree planting season.

TASTER SESSION



- **Taster session overview**
- We ran several fun free taster sessions on a diverse range of topics including: Baby Moo - Taster Session with Moo Music; Mixed Moo - Taster Session with Moo Music; Baby Basics First Aid Taster by Daisy First Aid; Pre & Post Natal Mama & Me Fitness Class Taster with PJs gym; Baby Massage Free Taster Session with MamasCan; Antenatal Class Free Taster Session with MamasCan; Pre & Post Natal Mama & Me Fitness Class Taster; Hypnobirthing Taster Session with Family Support; Understanding your new baby - Taster Session with Family Dynamic and Postpartum: Because becoming a Mother doesn't end at Childbirth taster session with Wetherby Reflexology. Thank you to all our new partners for hosting these informative suggested events!
- We engaged a wider audience of parents and carers by promoting through these links.



- As this year marks the 5th year of Baby Week Leeds we have adopted 5 of the 17 United Nations (UN) Sustainable Development Goals: good health and well-being, reduced inequality, sustainable cities and communities, climate action and no poverty. Throughout Baby Week continuously discussed and promoted the UN goals we are aligned with. The themes and messages associated with our adopted goals are:
- **Goal 1 of 17: No Poverty.** We want to help all families to give their babies the best start in life by tackling poverty and by promoting the Child Poverty Strategy.
- **Goal 3 of 17: Good Health and Wellbeing.** We aim to ensure that all babies have a healthy start in life and maintain a good standard of health and well-being in their formative years. Also, we will help safeguard the health and mental wellbeing of their parents.
- **Goal 10 of 17: Reduced Inequalities.** We will work hard to reduce health and education inequalities in Leeds linked to socioeconomic background, race, and disability. It is our aim to continue to have an inclusive Baby Week and celebrate familial diversity within Leeds.
- **Goal 11 of 17: Sustainable Cities and Communities.** We want to provide families with equal opportunities to access services and engage with relevant baby and child friendly intervention strategies in Leeds.
- **Goal 13 of 17: Climate Action.** We aim to facilitate eco-friendly strategies that benefit families, the local community and the environment. For example; by planting the Baby Week Forest and by promoting breastfeeding and it's link to climate change.

DEAR FUTURE YOU



- We promoted the new initiative 'Dear Future You' in a Baby Week digital campaign with Leeds this year, culminating in the all-day Dear Future You - Digital Campaign on Saturday 14 November. Dear Future You is a beautiful heart-warming initiative where new and expectant mums write letters to their babies, discussing their hopes and dreams for their future children. Dear Future you began in lockdown with mothers writing letters to their children detailing their thoughts, fears and desires for themselves and for their children. We plan for some mums to read their letters during our online events. This project proudly demonstrates the deep and personal journey's mothers have gone through during lockdown, and celebrates the profound love they have for their children. It helped share experiences with other mums and provided a platform for feedback on services.
- *"Life changed forever the moment you entered the world, but the global pandemic continues and brings with it more rules, guidelines, advice and challenges...Whilst mummy and daddy get to spend more precious time with you, your family are yet to meet you, we are back in isolation and not able to do all the things we had planned. We have been for walks and people stop to look at you and all you can see are their eyes. I wonder if you will grow up thinking wearing masks is 'normal'? - **Mother writing a letter to her child for Dear Future You***

ATTENDEES AT THE OPENING EVENT



Our Opening Event Welcome to Baby Week Leeds 2020: Family friendly LIVE Stream, was extremely successful.

We had 900 views on Facebook. This means our opening was seen by many more people than it ordinarily would have been. Our founder Lucy Potter and some of our favourite partners including; Made with Music, Rainbow Factory, Mumbler and Boom Chikka Boom. Baby Week Leeds provided viewers with an extremely fun digital welcome to the week! Being able to record and broadcast our opening event on social media has been incredibly beneficial. It has allowed people who didn't attend the event at the time to watch it at a later date. Due to this triumph, we plan to record other Baby Week events in the future and continue to have more online events.

ATTENDEES AT THE ONLINE CONFERENCE



- **Our Best Start | Experiences during Covid-19 | Maternity Conference had over 130 attendees!**
- The Conference was held on Zoom and welcomed professionals from many backgrounds, as well as anyone who has an interest in supporting the best start ambition for all children. The topics we discussed included: Mental health & wellbeing, local and national experiences during Covid-19, brain development, early years and maternal health inequalities for black women. We also heard from Oxford Brain Story, Best Beginning and Women Friendly Leeds. There was a heavy focus on perinatal mental health and lockdown, which was greatly appreciated by the attendees. The presentation on the Helping Babies Breathe Project was also greatly enjoyed by attendees, with comments praising the international link Baby Week Leeds partners have with Pakistan. We had many positive comments praising how these sensitive topics were handled also.

BABY WEEK TESTIMONIALS



- *“First time being part of Baby Week Leeds and I've thoroughly enjoyed it. Fantastic speakers and informative. Great way of connecting with others too and learning about how other organizations have been working differently during the pandemic. Fantastic to see health inequalities being raised and featured in this event”.* – **Balvinder, Conference guest**
- *“Brilliant afternoon, I've enjoyed all of this year's Baby Week conference, so informative and interesting! Thanks.”*- **Kate, Conference guest**
- *“The mental health aspect has been really good and the link to Pakistan was great.”*
- – **JAirey, Conference guest**
- *“The session was great...I got some good feedback and a new customer from it so it was definitely worth doing. It was a shame that a lot of the people who signed up didn't then come to the session - I'm not sure how you could avoid this happening in future though. Thank you for letting me be a part of it. Looking forward to next year!”*- **Jess from Jess Evans yoga on her Leeds Baby Week Postnatal Yoga session**

CHALLENGING SUBJECTS



- One of the main negatives mentioned in presentations was the adverse effect on women's birthing babies and their mental health. Reasons for this has been attributed to:
 - Lack of continuity of care; Partners not being able to attend scans; No in person antenatal/ midwife appointments; Being left alone during birth; Not being allowed visitors after their birth; Increased mental health difficulties, depression and anxiety
 - Another theme that appeared in both the Conference and our Webinar was racial bias in maternity and neonatal services. This bias affects BAME women but affects black women the most significantly. Heather Nelson, CEO of the Black Health Initiative highlighted how black women are 5 times more likely to die during childbirth. At Baby Week, we have aligned with the UN Sustainable Development Goal reducing inequalities. Therefore, we need to work with the BME community to diminish the bias and reduce the inequalities and inequities they face.
 - Heather suggested the following things as positive actions to help reduce the perinatal health inequalities suffered by black women: review Maternal Strategic Policies and Procedures, host post-partum reviews within 6 weeks and include Black Professionals within the review systems.

MATERNITY VOICES PARTNERSHIP



We shared feedback from birthing women regarding their anxieties around giving birth under the covid restrictions

I can go to a pub or get my hair cut but cannot have an antenatal appointment in person to check on my baby's health. If there were clearer explanations then it might help people understand

After losing our baby in 2019 having to attend scans on my own is extremely difficult. I know I will be staying in hospital for a week following the birth of my baby and the thought of my husband not being by my side is horrific, not just for me needing support but also for his mental well-being. If the same were to happen again this time my husband will not have spent any time with his son.

I have had no help regarding my mental health

...[restrictions] will significantly impact mental health and choices in a hugely detrimental way

I think my anxiety is worse because I spend a lot more time by myself

COVID has significantly reduced contact with support networks during pregnancy and increased my anxiety about what birth will look like.

I am worried that my partner's relationship with the baby will suffer long-term due to not feeling a connection – not allowed at scans and not allowed to visit after birth

Second pregnancy and I feel like I have less support this time around – no help regarding my mental health

I just feel quite lonely and isolated in this pregnancy and worried about the risk of infection

It has been quite isolating – as a doctor I have been redeployed to work from home....at the time was made to feel that I was making an anxiety-based decision

It has increased my anxiety levels massively. I am so scared of becoming poorly and causing damage to this baby after already losing a child

After giving birth I had the baby blues. I feel a contribution to this was not having my family over to help us

I feel that the emotional support is not there...The fear that you are going to lose your baby or have a very preterm birth with no one by your side is real and has really impacted my mental health further since the event.

I feel anxious about the affect of COVID-19 could have on my baby.

I have a lot of anxiety about not being able to meet with other parents and the potential lack of support after birth

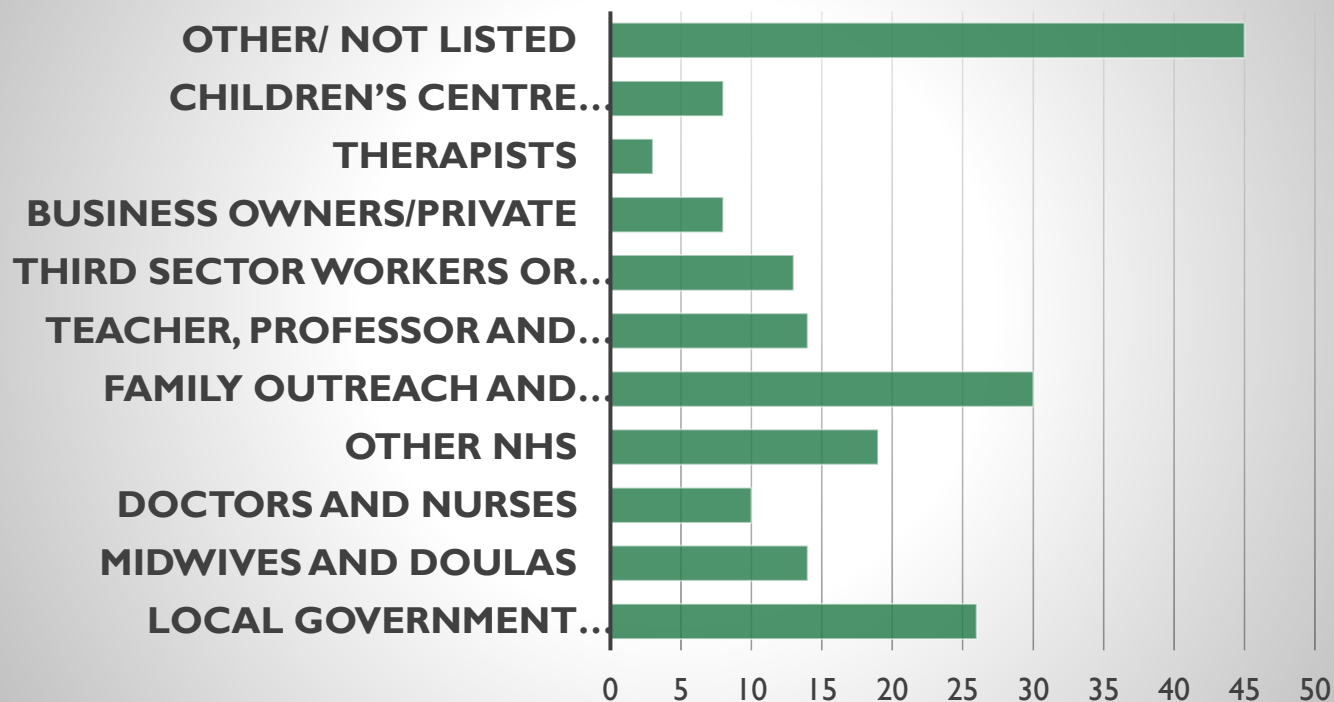
Feeling very isolated and worried about the risks to my baby

During this time, I feel my thoughts have been negative such as concern and worry

CONFERENCE GUEST SECTOR



Conference Guest Sectors



Leeds City Council	56
Bradford Council	1
Children's Centres	12
Third sector	26
Other	15
Other Education	8
University of Leeds	8
Private sector business	18
NHS	45

CONFERENCE ANALYTICS



Conference Analytics

At Baby Week, we hope to work with our partners in the NHS and the third sector to help improve access to services, provide mental health support and continue to raise awareness of problems in maternal/perinatal care caused by Covid-19.

There was also a slight technical glitch during the Conference, which resulted in a member of the CFL Team being accidentally removed from one of the break out rooms. CFL Team members were acting as group facilitators, so this caused a slight disruption but was quickly remedied. In future years we will be more adept with the software and will work with our tech partners to overcome technical problems during online events.

– one breakout session at a time- guests be patient waiting in main room. Two hosts, one doing 1-3 and the other doing 4-5.

CONFERENCE ANALYTICS CONTINUED



- 190 people in total registered for the Conference, meaning some people may not have attended. We need to develop a strategy for ensuring we have less non-attendees. Although, it is difficult to monitor with the Zoom software.
- As well as professionals from Leeds, we had one attendee from Bradford, Oxford and Southampton, as well as two from York and Merseyside. This demonstrates the national reach and partnership building we have achieved through Baby Week Leeds. Professionals from many different sectors attended the conference including; Leeds City Council, the NHS, third sector and the private sector.
- Bradford hosted their 3rd Baby Week
- Cheshire and Merseyside presented their first Baby Week

ASK THE EXPERTS



- At our 'Ask the experts! Discuss all things maternity, birth and beyond Webinar' we submitted questions from parents, pregnant women and new mothers to our panel of experts. Our experts came from various different backgrounds, such as the NHS, NHS midwives and the third sector. Subsequent to our findings from the 2020 Conference, most of the questions submitted to the panel were related to Government restrictions put on perinatal care due to Covid-19.
- Overwhelmingly, responses provided by women highlighted that these restrictions have had a disproportionate negative effect on expectant and new mothers. Mental health difficulties have proven to be a significant concern, including increases in instances of Post-natal Depression and PTSD attributed to experiences related to Covid-19 maternity restrictions. Therefore, we need to work closely with our NHS partners and third sector partners to raise awareness of these issues and help to address them.

ASK THE EXPERTS - QUESTIONS



- **The following questions were submitted to our panel:**
- 1. How can midwives ensure experiences for women birthing in MAC (experiences of MAC Maternity Assessment Centre) have been addressed and improved since the beginning of lockdown?
- 2. How are midwives /GP's helping with the six week check in terms of PTSD due to Covid appointments are very short.
- 3. To professionals across the board -what steps are taking to address racial bias in maternity and neonatal services?
- 4. When will Health visiting support resume?
- 5. Are the websites re medication in pregnancy and breastfeeding being published on the Baby Week website?
- 6. Again continuity of care... do we actually know how many women are experiencing an acceptable level of continuity? i.e. not seeing a different midwife every time during their pregnancy?
- 7. Could midwives ask about mental health every time they see/speak to women? Rather than relying on women to bring it up?
- 8. How can I access antenatal classes via Zoom?
- MP Hilary Benn closed the event and thanked all attendees, professionals for being fantastic during lockdown and parents to continue to share their thoughts and work with us.
- Following this session, we will share our report, ideas and suggestions by attendees of Baby Week events and concerns with the relevant boards.

NEXT STEPS



- Over the next 5 years we also want to put a special focus on reducing maternal and perinatal health inequalities for vulnerable groups. The relatively poorer outcomes for these groups are discussed in the [Leeds Maternity Health Needs Assessment](#). We also want to put more emphasis on improving outcomes for families with Special Educational Needs (SEND), Social Emotional and Mental Health Needs (SEMH) and mental health difficulties.
- We plan to ensure that Baby Week continues to engage people from a broad range of backgrounds – in particular from foster families, kinship families and care leavers with children. These plans both link in with our adopted UN goals of no poverty, reduced inequalities and sustainable cities and communities.
- We will provide feedback to relevant partners via 'you said we did' in early 2021, when we launch this 5 year report and plan on a page. In 2021 we will host an LRPC event to share our toolkit event with Bradford, Cheshire & Merseyside speaking to share Baby Week in more cities across the UK.
- Baby Week Leeds 2021 will link in with Children & Families and focus on social care, restorative practice, Domestic Violence and early help and supporting families as a whole.

PARTNERSHIP AND THANKS



- We would like to offer a big thank you to all of our partners who have supported Baby Week and who have diligently worked with us over the last 5 years. Especially those partners who have worked with us consistently to help make Leeds a child friendly city, enabling Baby Week to become assessable to parents across Leeds and West Yorkshire.
- This year we have experienced the unprecedented consequences of COVID-19, which resulted in Baby Week 2020 becoming a mostly digital event. The second national lockdown also led to last minute changes events that were originally planned to be in person. Therefore, we would like to thank our partners for facilitating digital Baby Week by running online events such as live streams, webinars, taster sessions and online classes.
- We have all had to adapt to this new digital world and the flexibility of our partners has made it possible for Baby Week to make this digital transition. Some of our partners have managed to plan socially distanced in person events for Baby Week 2020. Subsequently, we would like to thank all of them for their dedication and for their courage. Baby Week 2020 may have looked different to that of previous years, however it is thanks our partners commitment that parents across Leeds have been able to 'Stay Safe and Stay Connected'.

IN PARTICULAR WE WOULD LIKE TO GIVE THANKS TO



- Child Friendly Leeds and Leeds City Council
- The Leeds and York Partnership NHS Trust and NHS Leeds Teaching Hospitals
- The Crowne Plaza Hotel
- 50 Things to do Before You're 5
- The University of Leeds
- Leeds Beckett University
- Rainbow Factory
- Leeds Dads
- White Rose Shopping Centre
- Victoria Leeds
- North Leeds Mumbler
- South Leeds Mumbler
- Leeds City Kirkgate Market
- Leeds Libraries
- Women Friendly Leeds
- The Little Gym
- Boom Chikka Boom