



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!

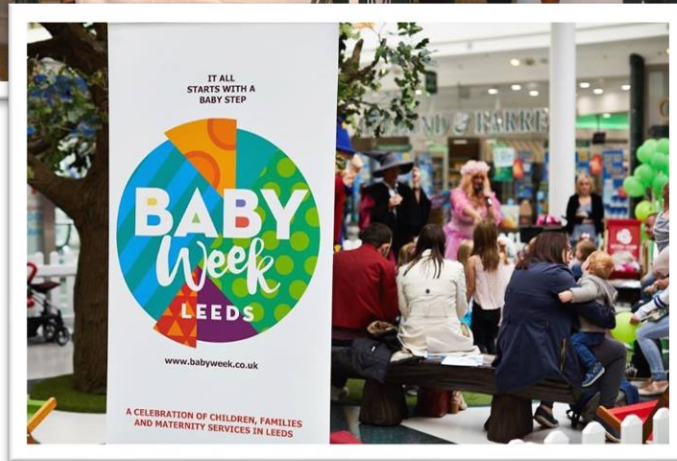
FIRST EVER BABY WEEK LEEDS 2016 - LAUNCHED BEST START PLAN





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's Centre for [#BabyWeekLeeds](#) Messy play -

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



Baby Week Leeds met its first partner - Bradford and they had a fantastic launch!

2018



Recap of the last few years!

LAUNCHING FACEMUMS & TREE PLANTING INITIATIVES



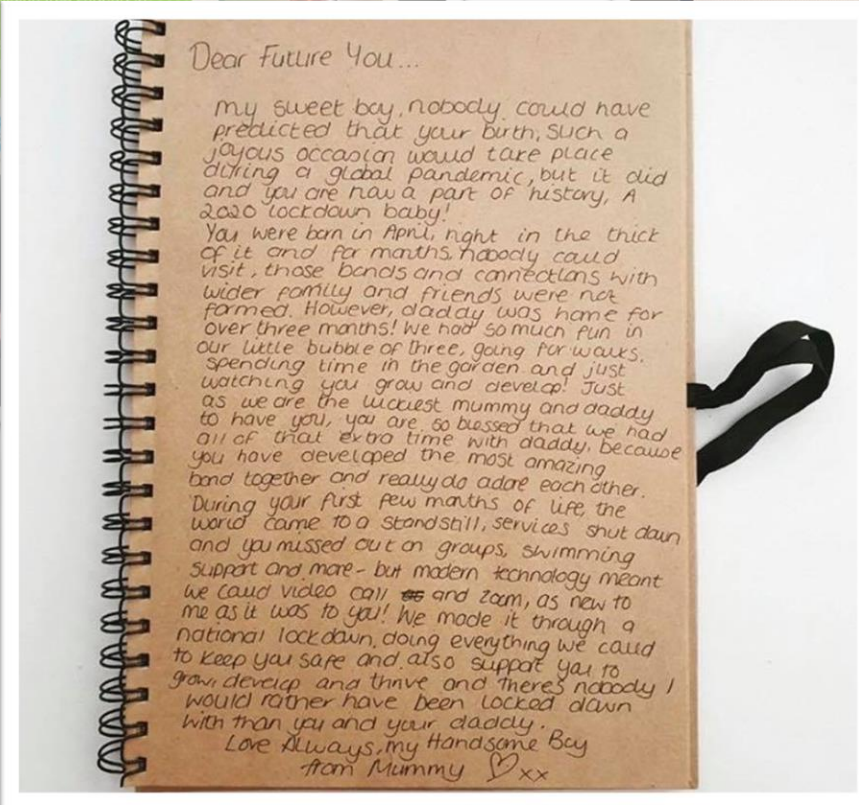
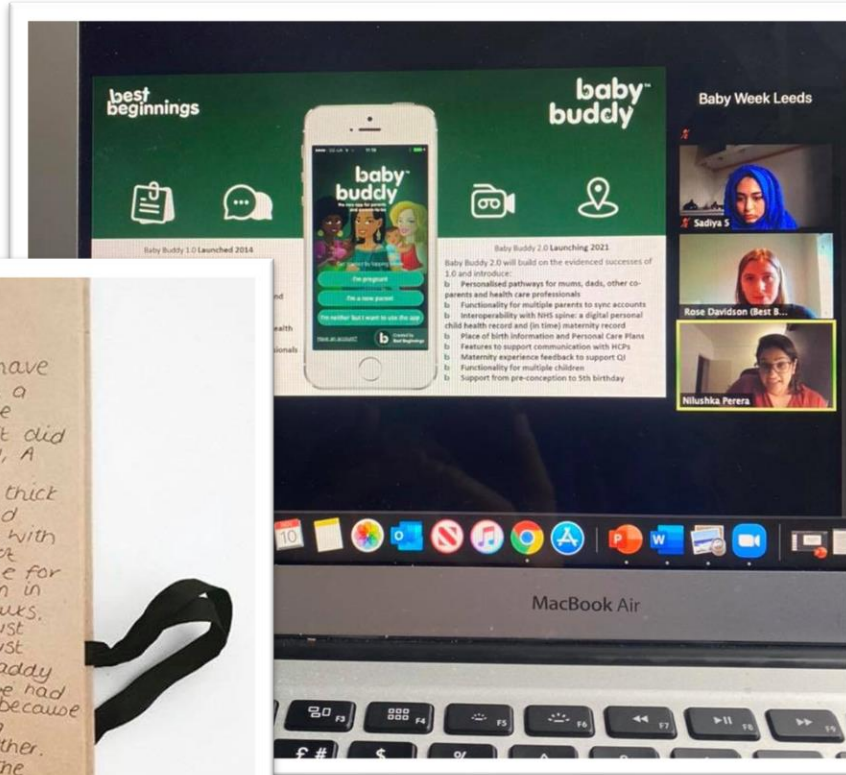
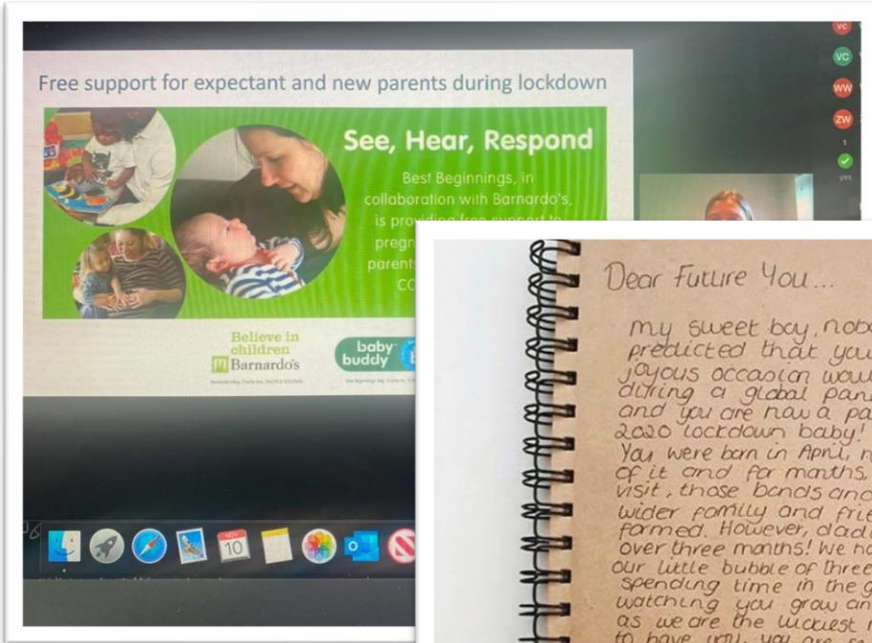
2019

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



Recap of the last few years!

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



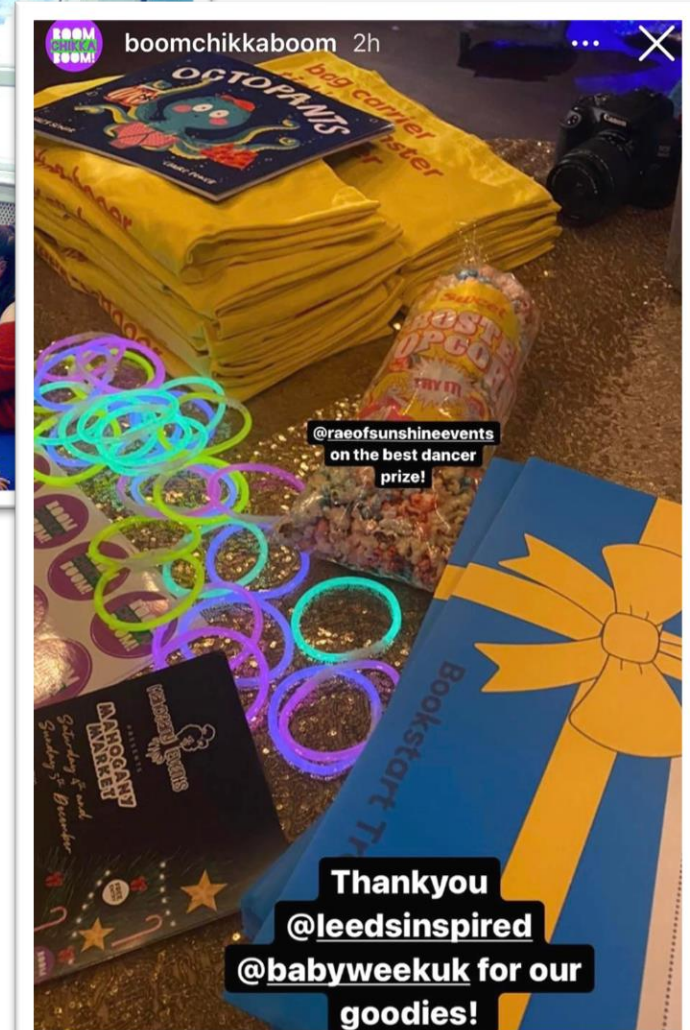
2020





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





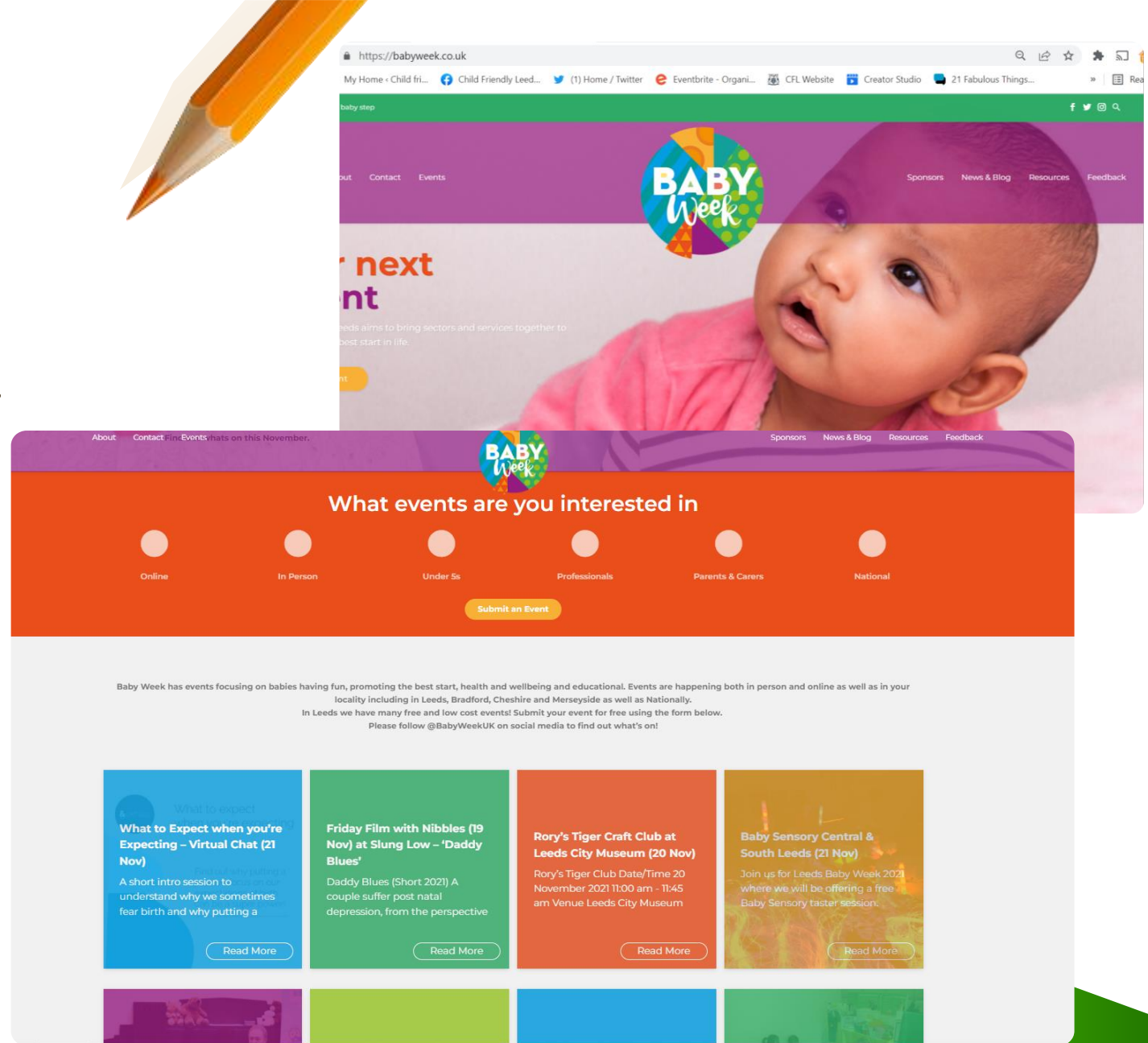
Baby Week Forest

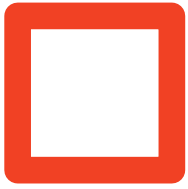
- At the end of Baby Week 2019 White Rose Shopping Centre with Nurture helped us plant 187 - babies born in Baby Wee 2019!
- Vision: To plant a tree for every baby born annually in Leeds (around 10k)
Working with Child Friendly Leeds & The Parks team
- Between 2020 - 2021, we planned to plant a tree 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/>





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

Baby Week Official Film Highlights 2022



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

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