

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.

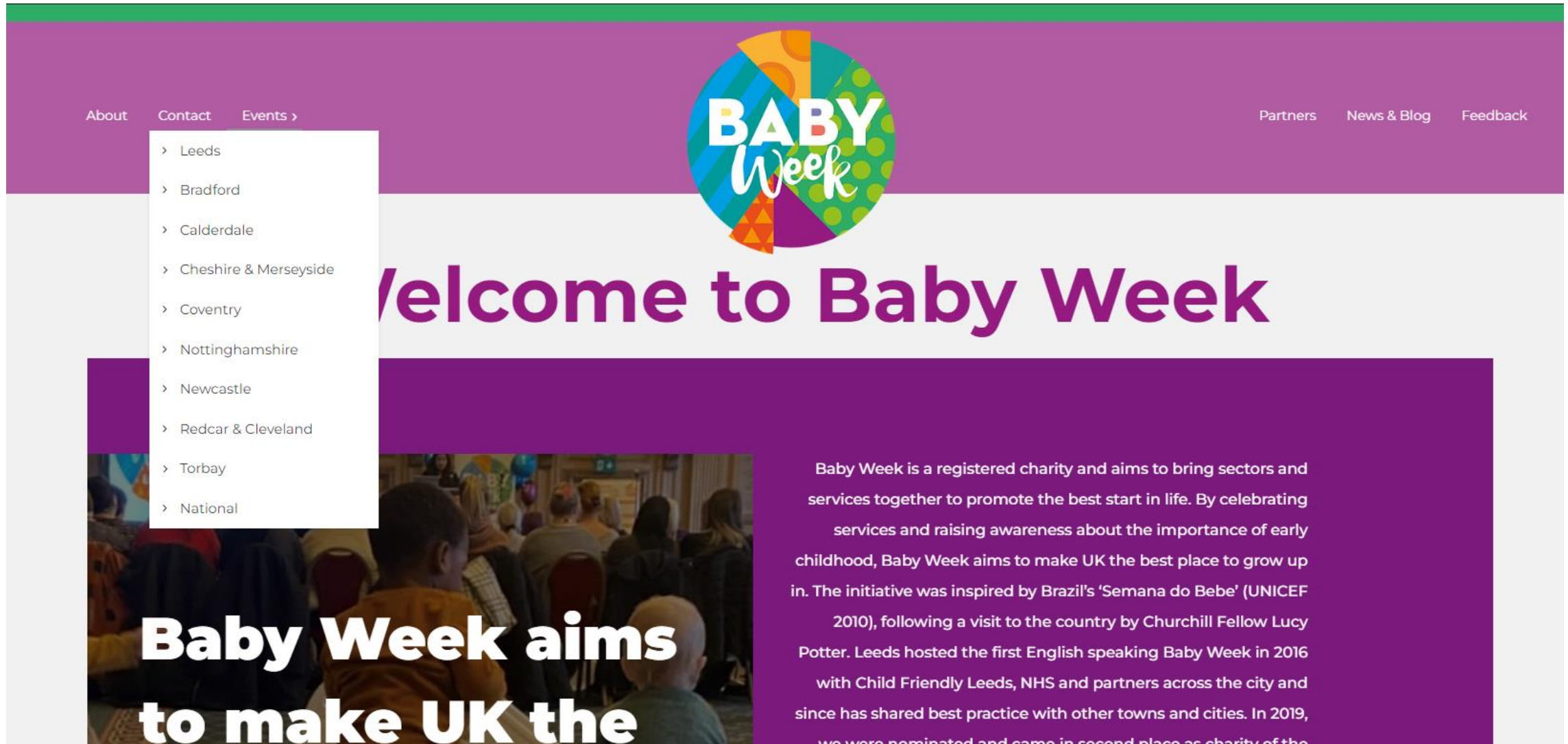
3

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

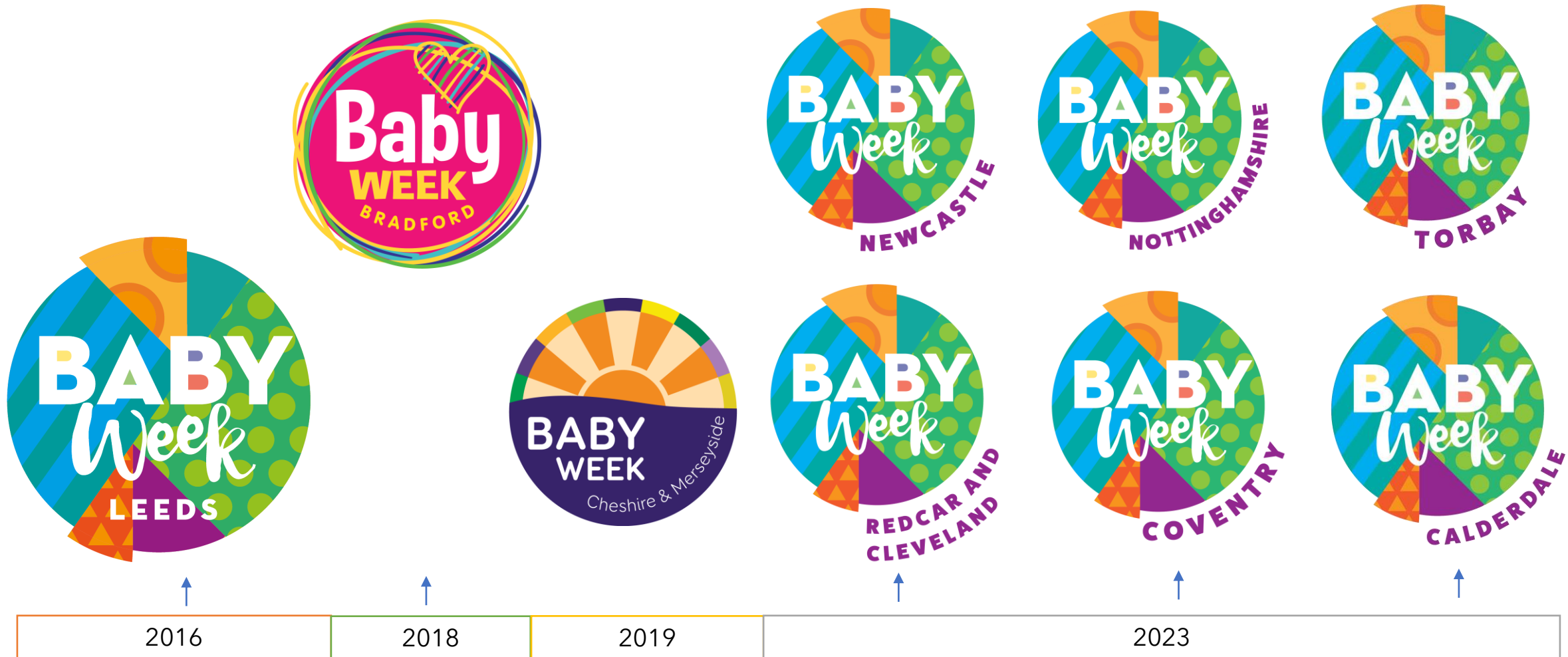
Celebrating success and good practice, in relation to supporting all children to have the best start in life.

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

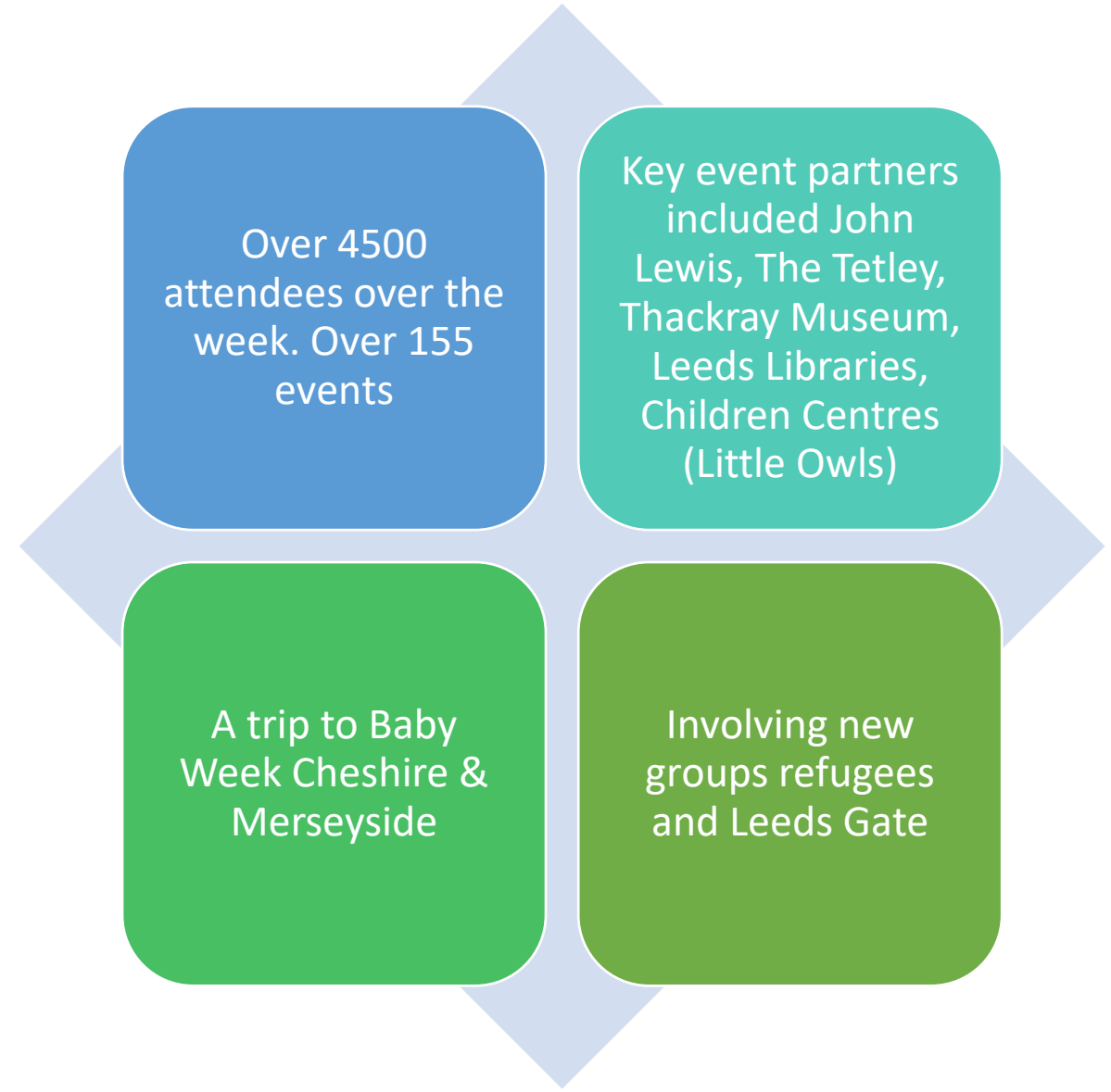
Event name +		↓ Event count	Total users	Event count per user
		167,882 100% of total	9,989 100% of total	16.86 Avg 0%
1	page_view	63,385	9,986	6.37
2	user_engagement	56,598	6,987	8.14
3	scroll	16,714	4,847	3.45
4	session_start	15,570	9,927	1.57
5	first_visit	9,610	9,632	1.00
6	click	5,823	2,329	2.50
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

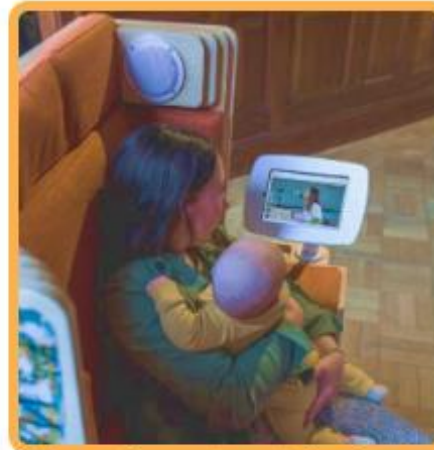


Baby Bubble is a Facebook group designed to support expectant and new mum's from 16 weeks pregnant until the new-born is 6 months old. The group is run in collaboration by maternity services and nurses, and the groups are moderated by 2 midwives and 2 nurses, who provide advice and support to the members.

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

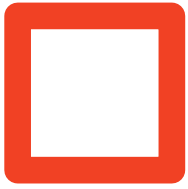
Baby Week Feedback

- 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

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