

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

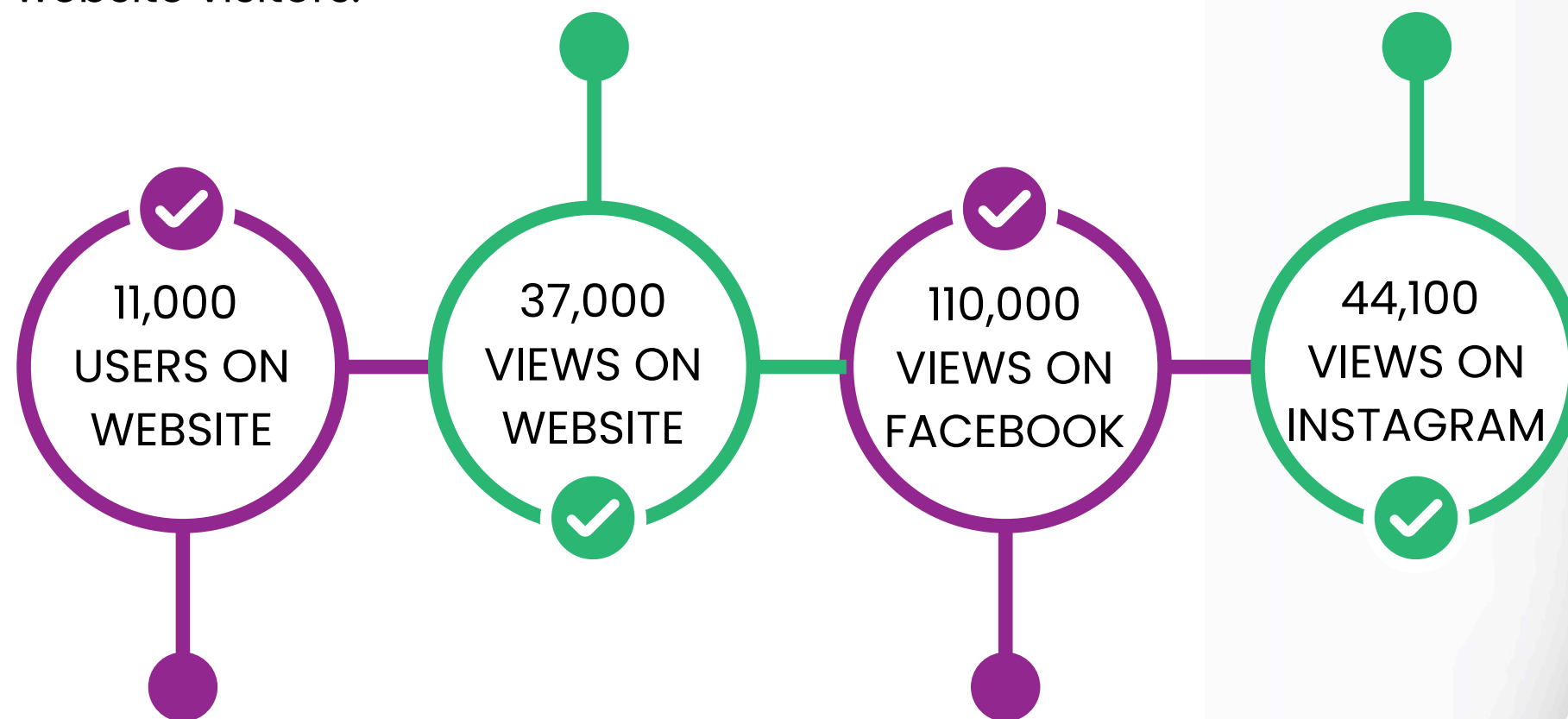
VOLUNTEERS

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.

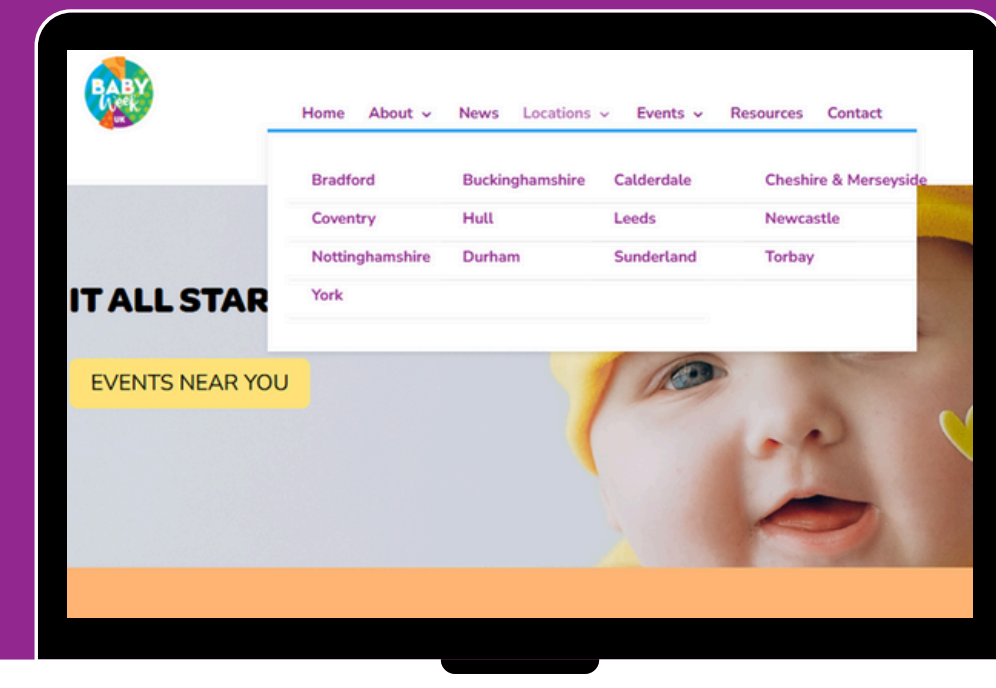


Communication Achievements

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.



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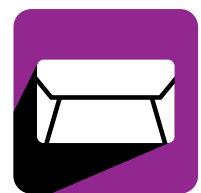
“I had online baby massage, online introduction to baby’s first aid, attended local library rhyme and story telling. Attended happy years play day at Sedbergh sport centre (great event, five stars of five). Before baby week I wasn’t attending anything. After baby week we joined library for story’s and 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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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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