



# OXFORD BABY CAFÉS GROUP ANNUAL REPORT 2016

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## OUR TRUSTEES

<b>Chair:</b>	Dr. Juliet Rayment
<b>Treasurer:</b>	Louise Ellis ACA
<b>Secretary:</b>	Jayne Joyce IBCLC
<b>Staff Representatives:</b>	Charlotte Gilman, Lisa Mansour IBCLC and Catriana McKie
<b>Other Committee Members:</b>	Catherine Latsis, Louise Randall, Hannah Torrance IBCLC, Rebecca Wilson
<b>Volunteer Representatives:</b>	Elizabeth Horwell, Catherine Holmes, Emily Tammam
<b>User Representatives:</b>	Dr. Ilana Levene, Dr. Heather Thomas, Dr. Claire Inness

## OUR STAFF

<b>Project Lead:</b>	Lisa Mansour IBCLC
<b>Volunteer Coordinator/Safeguarding Lead:</b>	Jayne Joyce IBCLC
<b>Fundraising &amp; Development Lead:</b>	Charlotte Gilman
<b>Facilitators:</b>	Charlotte Gilman, Jayne Joyce & Lisa Mansour (Emily Tammam-cover)
<b>Webmaster:</b>	Catriana McKie



## INTRODUCTION

Oxford Baby Cafés Group (OBCG) is a financially independent local branch of The Baby Café Charitable Trust, which in turn is part of The National Childbirth Trust. We adhere to the quality standards and ethics of The Baby Café model, which is a C4EO example of excellence in its field.

The first Baby Café in Oxford city was set up by staff from local NHS, Public Health and Children's Centres in response to a clear need for high quality, evidence based community breastfeeding support. OBCG has provided breastfeeding support drop-ins in Oxford city and the county since 2006 and is governed by its own constitution, drawn up by its Management Committee. Facilitators meet monthly and the Committee meets every 3 months.

Our Baby Café drop-ins are run by Lactation Consultants and other highly skilled Breastfeeding Supporters with the help of trained volunteer Peer Supporters. They are easily accessible and free of charge to all pregnant women and breastfeeding mothers in the community (including those expressing their milk and/or combination feeding). Baby Cafés are designed to provide both social support and expert help to mothers with breastfeeding questions or concerns. The sessions are held in an informal café style environment, with refreshments, comfortable seating and play areas for accompanying children.



**“Baby café has been a place of supreme support in every possible sense. When everything's going a bit wrong and you need to be in a place where you feel understood, you can find it there. When everything's going swimmingly well and you just want a chat with like minded parents, you can find it there” (Mother).**

## MISSION

The Baby Café mission is to provide a social model of community-based support for mothers in a café-style environment, with access to expert breastfeeding practitioners and prompt referral for additional care when necessary.

Baby Cafés provide professional support for new mothers and work closely with local healthcare providers to give women opportunities for extra care where needed. Baby Café Facilitators are well aware of the various challenges of providing care for women from all sectors of our diverse community and this continues to be a priority in the planning of our service.

The Baby Café Charitable Trust 2014 report shows that the Baby Café network is successful in providing an excellent social model of care for women & babies and having accurate data on each session's activities helps OBCG to evaluate and monitor its services to ensure that this high quality care continues.

In-depth qualitative research published in 2015 explored the role of Baby Café in helping women to establish and maintain breastfeeding. This research shows that the mix of expert and social support provided in a Baby Café setting is valued by mothers using the service and plays a key role in increasing breastfeeding confidence and duration.

It is well known that whether breastfeeding is going well or not can significantly affect maternal mental health, a key factor in the early relationship between mother and baby and the wellbeing of the whole family. Providing timely breastfeeding support, alongside support from mental health specialist services where appropriate, can make a huge difference.

Our Baby Cafés are part of a wider breastfeeding strategy to help attain UNICEF Baby Friendly Accreditation in midwifery, neonatal and health visiting services across Oxfordshire. However, funding remains the service's biggest challenge and while we have received generous donations from service users, allowing some stability for 2017, sustainable ongoing sources of funding need to be secured to ensure the long term continuation of our valued service.



## WHAT WE DO:

### **Universal drop-in service**

Open to all pregnant and breastfeeding women and their partners/supporters

### **Monthly antenatal breastfeeding education sessions**

Establishing breastfeeding is easier when mothers know what to expect and where to find help

### **Annual Peer Supporter training course and ongoing supervision sessions**

Provides breastfeeding role models for new mothers and increases breastfeeding knowledge in the wider community. Some Peer Supporters go on to become Breastfeeding Counsellors, Lactation Consultants or Midwives

### **Busy local Facebook group**

Reassuring peer to peer support and expert information from our staff & volunteers

### **Annual professional development**

Ensuring our staff stay up to date in order to maintain an excellent service

### **Strong leadership and policies**

Management Committee made up of health professionals, breastfeeding supporters, user and volunteer representatives  
Staff are dedicated breastfeeding specialists with many years of experience  
Constitution and policies are reviewed and updated regularly (includes Safeguarding)

### **Strong relationship with local health professionals**

Regular referrals by Midwives, Health Visitors, GPs and specialist breastfeeding services  
We refer families to other services, including mental health support  
We welcome student midwives, health visitors and nurses to observe our sessions

### **Research, Statistics, feedback, and training**

Our research shows that OBCG provides significant financial savings to local NHS services  
Annual statistical reviews and feedback from mothers help ensure consistent high quality service

### **Fundraising:**

Fundraising efforts have been wide-ranging in 2016/17.  
In 2017/18 we will be concentrating our on securing long term sustainable funding



## IMPACT:

There has been much publicity recently about the UK's low breastfeeding rates, with many mothers stopping breastfeeding before they had planned. In part this is because timely, skilled infant feeding support is not available to the majority of new mothers.

We have been able to provide our specialist service to local families in Oxfordshire for the last 11 years in addition to the support they receive from Midwives and Health Visitors and we have seen a steady rise in the number of babies receiving their mother's milk at birth and at 6-8 weeks of age during that time.

We have also seen communities strengthened by the supportive peer to peer connections they can find in universal drop-in sessions and online groups like ours.

Training new volunteer Peer Supporters continues to increase breastfeeding knowledge within communities and has led to new careers for some mothers.

More breastfeeding is linked with reduction of health inequalities as well as a positive impact on the mental health of new families.

We are deeply concerned that without services like OBCG, breastfeeding rates would drop and the associated negative impacts on families and communities could be far reaching, especially if the current funding crisis continues.



## BABY CAFÉ'S 12 QUALITY STANDARDS



**“The help Baby Café provides at community level is simply invaluable!” (Mother)**



## FACTS & FIGURES

Due to losing all Oxfordshire County Council funding in March 2016 we made the tough decision to downsize from 8 to 5 weekly 2 hour Baby Café drop-in sessions in Oxford city. Most were in children's centres, with one in a health centre. We suspended running our Peer Supporter course and one-off monthly antenatal breastfeeding education sessions this year, but have now successfully fundraised to run both again in 2017.

We collected attendance data and feedback from service users and health colleagues to help us review our service and ensure that we reached all those who might benefit from our service. We regularly reviewed our service with children's centre colleagues and ensured that DBS checks and safeguarding training was kept up to date for all staff and volunteers.

Women attended Baby Cafés with a wide variety of breastfeeding concerns, some were straightforward and some were complex. All benefitted from the warm, friendly atmosphere and social support essential to our brand.

During the year we had a total of **2155** attendances at **262** Baby Café sessions by **1097** individual families – about **12% of the babies born in Oxfordshire**. Despite a drastic reduction in service, we supported around **40% more families on average per session** in 2016, compared with the previous year. Most attended more than once, with an average of 3-4 visits each. Many attended several times with complex breastfeeding issues or new challenges as their babies grew and developed.

Pregnant and breastfeeding women and their babies were referred to our service by Midwives, Health Visitors, Breastfeeding Support Workers, GPs, breastfeeding clinics and Children's Centre workers. We also often referred women to their services and others such as The Oxford Parent Infant Project (OXPIP) for more support, when appropriate. Many families also attended our services on the recommendation of friends and family who had used them already.

We retained/recruited and supervised 5 trained volunteer Peer Supporters and all 4 of our paid staff attended the annual UNICEF Baby Friendly Conference. Several student midwives, health visitors and nurses also attended Baby Cafés in order to enhance their own breastfeeding knowledge.



## FEEDBACK

**“Without Baby Café I really don’t think I would have breastfed either of my daughters. It’s a vital service for new mums”. (Mother)**

**“...as a mother who has struggled with postnatal depression and bonding with a previous child I believe [Baby Café] has helped me in ways I can not even begin to describe”. (Mother)**

**“All aspects of breastfeeding practice and theory are covered here. All the information that you need is provided to you and suddenly this huge light bulb goes on over your head, "oh, I understand!" And the understanding arms you; you're suddenly coming from a place where you're informed". (Mother)**



**“All practical help is delivered with such patience and kindness.**

**When I was sat in a chair, surrounded with cushions, feeling tired and sore; with my baby screaming with hunger fuelled rage and I just couldn't seem to grasp how to NOT push my breast into my baby's mouth; I was quietly told to try again, try again, try again. Not once did I feel like I was failing, or that it was never going to get better” (Mother)**

# FINANCIAL STATEMENT 2016-17

Oxford Babycafe  
Year ended 31st March 2017

## Income and Expenditure

	<u>Year ended</u> <u>31/03/2017</u>	<u>Prior Year</u> <u>12 months to</u> <u>31/03/2016</u>
<b>Income</b>		
Fees from Children's Centres	5,040	30,429
OCCG - short term funding	10,000	
Donations (general)	37,010	-
Donations (restricted)	3,975	-
Fundraising (local giving)	11,757	-
Fundraising	1,327	-
Bank interest	6	9
<b>Total income</b>	<b>69,115</b>	<b>30,438</b>

## Expenses

Aspirational project	-	-
Universal antenatal education	-	-
Facilitator fees	17,108	26,604
Project Lead/safeguarding fees	6,158	4,577
Training (peer supporters) fees	-	406
Licence fee	700	-
Book keeping fees	-	385
Insurance	654	698
Publicity	691	12
Fundraising fee	72	72
Sundry consumables (stamps/refreshments/)	216	48
Volunteer expenses	14	-
Professional development	740	-
Refreshments	6	-
<b>Total expenses</b>	<b>26,358</b>	<b>32,802</b>

<b>Surplus/(Deficit) income over expenses</b>	<b>42,756</b>	<b>- 2,364</b>
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LEWIS  
Treasurer  
22.06.17

Kate Robinson  
22.6.17

BALANCE SHEET

	31.03.2017	31.03.2016
	£	£
Current account	44,656	14,049
Reserve account	3,430	3,274
Cash	114	-
Debtors and prepayments	-	9
<b>Total assets</b>	<b>48,209</b>	<b>17,332</b>
<b>Current Liabilities</b>		
Accruals	1,268	-
Accrued income	-	13,147
<b>Total assets less liabilities</b>	<b>46,941</b>	<b>4,185</b>
Reserves b/fwd 01/04	4,185	6,549
Surplus / (Deficit) for the year	42,756	2,364
<b>Reserves c/fwd 31/03</b>	<b>46,941</b>	<b>4,185</b>
Unrestricted reserves	42,966.00	4,185.00
Restricted reserves	3,975.00	-
	<b>46,941</b>	<b>4,185.00</b>

860  
excess  
22.06.17

*Handwritten signature*  
22.6.17

## LOOKING TOWARDS 2017/18

We are now the **only provider of community breastfeeding support for babies older than 6 weeks staffed by dedicated breastfeeding specialists**, as the Oxford University Hospitals Trust breastfeeding clinics are no longer able to support babies past that age.

We have enjoyed a long and very positive partnership with Children's Centres and are saddened as we come to the end of that chapter in Oxford Baby Café Group's life. As we head towards March 2017 we are glad to be able to add other community spaces (Donnington Doorstep Family Centre and South Oxford Family Room, in Grandpont) to our list of ongoing venues.

Despite austerity cuts leading to the loss of all funding in March 2016, reducing our service first to 5 and now 4 weekly sessions, we continue to provide this vital service to pregnant and breastfeeding women (including those working towards breastfeeding).

Thanks to the generosity, time and energy of our staff and many service users, our 2016 fundraising campaign - one-off major donations, monthly donations from service users, small grants, corporate giving and fundraising events – has allowed us to be able to continue our smaller service through to Spring 2018, but we need to gain long term sustainable funding to secure the future of this important and cost effective project.

We hope after reading this report that you can see the impact our work has on local families: reducing lifelong health inequalities for babies, protecting both the physical and mental health of mothers, and significant cost savings to the NHS.

Your donation will help us continue to support local families at this formative and vulnerable time in their lives.



If you would like to make a donation:

[www.localgiving.org/charity/obcg](http://www.localgiving.org/charity/obcg)

If you would like further information or to talk to us about any aspect of this report and our service:

[oxfordbabycafes@gmail.com](mailto:oxfordbabycafes@gmail.com)

## HOW TO CONTACT OXFORD BABY CAFES GROUP:

**Address:** c/o Fairview, Bessels Lea, Blewbury, Oxon. OX11 9NW.

**Email:** [oxfordbabycafes@gmail.com](mailto:oxfordbabycafes@gmail.com)

**Web:** [www.obcg.org.uk](http://www.obcg.org.uk)



“The difference Baby Café made was immense.” (Mother)