



OXFORD BABY CAFÉS GROUP ANNUAL REPORT 2016

CONTENTS

OUR TRUSTEES	3
OUR STAFF	3
INTRODUCTION	4
MISSION	5
OBJECTIVES	6
BABY CAFÉ'S 12 QUALITY STANDARDS	7
FACTS & FIGURES	8
FEEDBACK	9
FINANCIAL STATEMENT 2016-17	10
LOOKING TOWARDS 2017/18	12
CONTACT DETAILS	13

OUR TRUSTEES

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

OUR STAFF

- Project Lead:** Lisa Mansour IBCLC
Volunteer Coordinator/Safeguarding Lead: Jayne Joyce IBCLC
Facilitators: Charlotte Gilman, Jayne Joyce & Lisa Mansour
Webmaster: 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.

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. 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 breastfeeding 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 going into 2017 and beyond. In-depth qualitative research published during 2015 explored the role of Baby Café in helping women to establish and maintain breastfeeding. This research shows that both the 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. 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 and having accurate data on each session's activities helps Oxford Baby Cafés Group to evaluate and monitor its services to ensure that this high quality care continues.

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 sustainable ongoing sources of funding need to be secured to ensure the continuation of our valued service.



OBJECTIVES

- To provide breastfeeding support and information to women who attend our drop-in sessions
- To provide regular one-off antenatal sessions
- To gather statistics on attendance figures
- To gather user feedback
- To regularly review attendance, feedback, safeguarding issues and recruitment of volunteers from the local community
- To liaise with health professionals, such as health visitors, midwives, infant feeding clinic and GPs
- To secure funding for the following year's service
- To recruit and train peer supporter volunteers
- To run regular volunteer supervision sessions with skills development
- To coordinate visits from student midwives and health visitors and other health professionals
- To ensure safeguarding training is up to date and regularly review safeguarding policy
- To provide professional development and enrichment opportunities for staff, such as the annual UNICEF Baby Friendly Conference



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 straightforward and some 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 **??%** of the babies born in Oxfordshire. Despite a drastic reduction in service, we supported around 40% more families on average per session in 2016. 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 who had used them already.

We retained/recruited and supervised 5 trained volunteer Peer Supporters and all 4 of our 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 cannot 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 Baby Cafes

Year ended 31st March 2017

Income and Expenditure

	<u>Year ended</u> <u>31/03/2017</u>	<u>Year ended</u> <u>31/03/2016</u>
Income		
Fees from Children's Centres	5,040	30,429
OCCG - short term funding	10,000	
Donations (general)	37,010	-
Donations (restricted)	3,975	
Fundraising (localgiving)	11,757	-
Fundraising	1,327	-
Bank interest	6	9
Total income	69,115	30,438
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	100	385
Insurance	654	698
Publicity	691	12
Fundraising fee	72	72
Sundry consumables (stamps/refreshments/parking)	216	48
Volunteer expenses	14	-
Professional development	740	-
Refreshments	6	-
Total expenses	26,458	32,802
Surplus/(Deficit) income over expenses	42,656	-2,364

BALANCE SHEET

	As at 31.03.2017 £	As at 31.03.2016 £
Current account	44,656	14,049
Deposit account	3,439	3,274
Cash	114	-
Debtors and prepayments	-	9
Total assets	48,209	17,332
Current Liabilities		
Accruals	1,368	-
Accrued income	-	-13,147
Total assets less liabilities	46,841	4,185
Reserves b/fwd 01/04	4,185	6,549
Surplus / (Deficit) for the year	42,656	-2,364
Reserves c/fwd 31/03	46,841	4,185
Unrestricted reserves	42,866.00	4,185.00
Restricted reserves	3,975.00	-
	46,841	4,185.00
Prepared by:	Louise Ellis Katy	
Independently reviewed by:	Rabindran	

LOOKING TOWARDS 2017/18

Due to the loss of our Oxfordshire County Council funding in March 2016 we reduced our service in order to continue offering vital support while seeking alternative funding. Our fundraising efforts throughout 2016 and the tireless support of many service users have allowed us to carry on and plan for the future.

The 5 weekly Baby Cafés we ran in 2016/17 will now become 4, still in Oxford city. This will allow us to offer continuity to families whilst working on sustainability for 2018 and beyond. We are currently 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 Grandpont Nursery School & Children’s Centre) to our list of ongoing venues.

Our service continues to rely on fundraising and donations, while we work on secure and sustainable funding for the future.



If you would like to make a donation:

www.localgiving.org/charity/obcg

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

oxfordbabycafes@gmail.com

HOW TO CONTACT OXFORD BABY CAFES GROUP:

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Email: oxfordbabycafes@gmail.com

Web: www.obcg.org.uk



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