

Maternity Circle Project Opportunity: Expression of Interest Brief

Project Title: Pilot Maternity Circle within [Better Start Bradford area](#) and [Community Partnership 5 \(CP5\)](#) locality.

Host Organisation: A local voluntary and community sector (VCS) organisation with experience of working within the [Better Start Bradford area](#) and [Community Partnership 5 \(CP5\)](#) locality.

Funding: £20,000 to deliver a 12-month pilot, including:

- Funding for a Maternity Circle Facilitator with an approximate salary of £7,500 circa £14/hr (depending on experience), for 1 day (7.5 hours) per week over a 12-month period
- £12,500 for non-staffing costs, for example premises, equipment, refreshments, external facilitator fees, and promotion

Responsible to: CP5 leadership team and Better Start Bradford

Location: Within the [Better Start Bradford area](#) and [Community Partnership 5](#) locality.

The brief

On behalf of [Community Partnership 5 \(CP5\)](#), Better Start Bradford is looking for an established voluntary and community sector (VCS) organisation with experience of working within the [Better Start Bradford area/CP5 locality](#) to host a pilot Maternity Circle for a targeted vulnerable population within their local community, at an easily-accessible venue. This will be a place where new and expectant parents can drop in on weekly basis to access support for their transition to parenthood.

This pilot Maternity Circle model seeks to provide services for expectant families and families with children aged 0-3 within the [Better Start Bradford area](#) and [CP5 locality](#). The successful VCS organisation will autonomously lead the delivery of this new initiative to bring together advice, health promotion and social networking for families during the first critical 1001 days, from conception throughout pregnancy and into infancy.

The aim of the project is to address and reduce feelings of isolation, provide a safe and welcoming space to encourage the development of supportive relationships within the community, and to bring together support provided by local organisations to deliver key health information for the best start in life.

It is expected that the VCS organisation will support, signpost and refer families as needed to have timely access to a range of services that will aim to:

- Improve mental health and resilience
- Reduce feelings of isolation during pregnancy and early parenthood
- Facilitate better access to perinatal mental health support services, resulting in higher rates of referrals to local projects
- Promote positive parent-infant relationships to improve perinatal and infant mental health outcomes
- Encourage the use of outdoor space for mental and physical health and wellbeing
- Communicate key public health messages to reduce the incidence of infant mortality
- Support smoking cessation
- Increase early access to a range of specialist services including pregnancy booking appointments for pregnant people and breastfeeding support improve the initiation and duration of breastfeeding
- Provide perinatal education and peer support
- Provide education and support to those at risk of diabetes
- Promote diet and nutrition advice to tackle high rates of child and adult obesity
- Enable the use of technology to support those most in need
- Target vulnerable groups

Role and responsibilities

This pilot will involve the facilitation, organisation, promotion and evaluation of a Maternity Circle within the [Better Start Bradford area](#) and [CP5 locality](#).

The development of the project will depend upon the specific needs and wishes of those who attend the maternity circle and expectations will include:

- Providing a safe and welcoming space for pregnant people and families from a targeted background
- Providing refreshments around the Maternity Circle times and sessions
- Establishing and maintaining excellent links with local resources and services to refer and signpost families and pregnant people to
- Organising guest attendance by key people from a range of organisations
- Gathering feedback from service users and the local community to inform the ongoing development of the service
- Promoting the Maternity Circle through a range of methods, channels and media - e.g. targeting families via outreach and community engagement, social media, website, newsletters and posters - and representing the Circle in the local community

- Recognising important concerns such as mental health and safeguarding and referring appropriately and promptly
- Collecting data regarding the use of the service and service user feedback
- Being an advocate for families in the community and providing a service which positively impacts health and wellbeing in line with the priorities of Community Partnership 5

What does this initiative offer your organisation?

This project is an ideal opportunity for a local VCS organisation that is already familiar with working with local families in a voluntary capacity and is looking to further develop its knowledge of working within the local community, specifically in relation to pregnancy, the first 1001 days and early parenthood.

It presents an excellent opportunity to work autonomously, broaden your partnership and collaborative working with early years partners, and increase your knowledge and understanding of a range of organisations and key facilitators, both within the [Better Start Bradford area](#), and at a Bradford District and Craven Health and Care Partnership level.

VCS Organisation Specification:

Knowledge and Experience	Essential	Desirable
Evidence of experience working with the Better Start Bradford/CP5 communities, especially during pregnancy and early parenthood	X	
Understanding of the needs of the local community	X	
Understanding of the pregnancy, birth and postnatal journey	X	
Keen to improve the health and wellbeing of the local population	X	
Able to identify and refer for a range of health and wellbeing concerns	X	
Evidence of partnership working with a range of organisations	X	
Able to communicate with families in the local area using any of the most common languages eg. Urdu, Punjabi		X
Policies in place for: <ul style="list-style-type: none"> • Confidentiality • Safeguarding • Health and safety • Equality and diversity • Data protection 	X	
Good working knowledge and experience relating to community engagement	X	
Experience of carrying out outreach and engagement work		X
Knowledge and experience of evaluating and monitoring data		X
Experience in promoting a service or series of events		X

VCS organisations who wish to be considered to host and autonomously lead on the development and delivery of the Maternity Circle should please return a completed Expression of Interest application form by email to **Rachel Middleton, Specialist Midwife Development Lead** Rachel.Middleton@betterstartbradford.org.uk by **10.00am on Monday 15 May 2023**.

The shortlisting process for VCS organisations that fit the criteria will take place on Monday 15 May 2023 and organisations who match the specification will be contacted to arrange further discussions and site visits from 16 to 23 May 2023. We expect to decide by Wednesday 24 May 2023.

If you have any questions about this EOI, please contact Rachel Middleton at:

Rachel.Middleton@betterstartbradford.org.uk