

Project Name	Bramley MumsGetActive
Amount applied for	£9,980
Lead Organisation	Bumps & Babes (Natal Health CIC)
Ward/Neighbourhood	Bramley & Stanningley

Community Plan Objective	Best City for Health & Wellbeing
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Project Summary

This project's outcome is to address and reduce health inequalities in one of the top 10% most deprived communities in the country, in the Fairfields and surrounding area in Bramley (LS13)

The aim is to improve the health of new mums (focused on post natal) through (1) participation in regular physical activity (2) social engagement and (3) baby massage therapy.

The objectives are span across physical activity, wider health and social objectives:

Primary objectives:

1. To increase physical activity/reduce physical inactivity in new mums
2. Raise awareness & practical support in leading a healthy lifestyle for mum and baby
3. Increase engagement of new mums as a community group, reducing social isolation

Secondary objectives:

4. Raise awareness of opportunities to be physically active for mum, baby and family beyond postnatal period
5. Develop & support mum & baby bonding through massage therapies
6. Develop LS13 as a supportive hub for new mums
7. Increase awareness & engagement with services for mums from this community
8. Breakdown barriers to accessing a local community fitness facility: Bramley Baths

The grant will be used for delivering a weekly session for a year that will bring the three elements together in one session, physical activity, social engagement and baby massage therapy, and importantly provide participants advice and specialist support through professional midwives that will deliver the sessions, Sharon & Shelley from Bumps and Babes.

Bumps and Babes is part of Natal Health CIC (a not-for-profit company) created by Sharon Wilkinson & Shelley Madden, both with a passion for the midwifery profession, many years' experience in all aspects of midwifery practice, and delivery of healthy lifestyle programmes, and are both mums themselves.

Pilot project Learning Phase 1

Over the last year we have piloted a Bumps & Babes project in the LS14 area of Leeds, which incorporated the two elements, initially the physical activity and later on the social element. We began the sessions at Kentmere Community Centre through Children's Services with physical activity and support only. After 6 weeks we moved to LS14 Trust due to drop-offs and mixed engagement. We learnt that LS14 Trust had a much stronger position in the community and working partnership, would help reach more mums and provide a venue that was more welcoming, familiar and that offered the café social to help mums stay and talk & engage post session. In order to test this social

element, we incentivised participants with a free breakfast (value of £2.50 per participant at each session). This worked well and aided retention. LS14 Trust provided a stamp for each attendance. This was used to obtain their free breakfast in the café and other incentives such as free water bottles, headphones and t-shirts for attending a set number of sessions.

The physical activity sessions included a chat with the midwives initially about issues they may have been having and how they felt about being active. Feedback was that this advice & support was really valued, particularly tackling some of the wider issues mums were facing. It was also apparent that there was little engagement with postpartum/post-natal services in the area and few opportunities for mums to meet in the community. The activity itself consisted of gentle exercises, at the pace of the individual either in the room at LS14 Trust or in the local community, particularly Rein Park opposite. Anecdotal feedback was that the mums were worried about engaging due to fear that the intensity would be too high.

In addition, we have already piloted sessions of physical activity in the Bramley area e.g. Passport for Natal Health, and have identified that social engagement and reduction of isolation was a significant impact, however we still struggled to harness the very local community which we had targeted. Having run the LS14 project, we can identify similarities between the 2 areas.

Phase 1 figures;

Total Engagement (at least one visit): 10

Retention:5

Feedback: Summary and participant feedback included.

Phase 2

We have now secured funding for the following phase 2 project at LS14 Trust and have already successfully recruited our first full cohort of local mums with positive feedback and total engagement in both baby massage, which participants agree was the main attraction for signing up, and staying for the physical activity session which they have surprised themselves at enjoying so much. All six women have higher than average BMIs and rate themselves as inactive. We are now confident that we can offer this phase 2 programme to benefit the new mums of LS13 Bramley area to achieve the same outcomes.

Through experience delivering post-natal activities we know mums will typically engage with activities from 4 weeks post-natal to when the child is around 12 months old. It's crucial we engage mums at the early stage in order to develop a support group of babies the same age and start building in awareness and support around leading a healthy lifestyles for mum and baby and getting mums active as early as possible.

Discussion with the mums engaged with the first phase provided us with the insight that some disengaged new mums are 'put-off' by exercise and sport and think it's not for them, but would engage with baby massage. The reason for this in their words was that baby massage is about the baby not the mum, insight being that mums do little at this early stage to think about their own health, therefore this would hook mums to attend a sessions that included exercise. As a result we'd like to incorporate baby massage into this session for the first time as an incentive to enrol for the programme.

There is a current pilot programme taking place in the Bramley area of Leeds that allows midwives to follow a group of mums all the way through the pregnancy journey from pre natal, to delivery and then post natal checks. The aim of this project is for midwives to transition through the entire pregnancy journey so that the group has sustainable contact with the same health professional oppose to seeing an array of different people at various stages. This project will aim to improve community cohesion as the mums involved will be invited to group sessions throughout this project so as well as forming a relationship with the health professionals but also with one another. Bumps and Babes already have links and a good working relationship with this group in the Bramley area and have been successful with partnership working in past projects such as Passport to Natal Health.

Bumps and Babes now attend a number of steering groups that focus on public health issues and use this as a tool for actively promoting the sessions and how they can link up with other projects and programmes to support more women.

Session Structure – the session will be extended to 90 minutes to include the addition of baby massage which will be offered to a cohort of 6 spaces per term, with the physical activity element open to more participants (these could be antenatal, as well as previous cohorts of baby massage). We will be working in partnership with Bramley Baths who are keen to develop a social hub on-site by offering morning coffee/healthy snacks and opportunity to engage in the gardening produce/activities which is currently running. We would anticipate using the green space in Bramley Park to benefit from the outdoors wherever possible, however in inclement conditions we have costed for studio hire in Bramley Baths.

The structure of the session will be as follows;

Baby Massage – 30 minutes (maximum of 6 per session)

Physical Activity – 30 minutes (up to 10 participants)

Morning Coffee/Healthy Snacks – 30 minutes (costings based on 10 participants attending)

Total 90 minutes

The sessions will run term time only for a total of 40 weeks with 6 separate terms;

January- February half term

February half term – April/May (depending on Easter dates)

April/May – May half term

May half term – July (summer holidays)

September –October half term

November-December

This funding will also allow for the deliverers to reward the participants after 3 visits and contribute towards seasonal activities that allow the participants to develop relationships outside of the group and take part in activities that they may not otherwise have the opportunity to experience. This figure is identified as a social fund and will be used at the discretion of the deliverers to organise and cover the costs of small organised trips that have been suggested by the participants themselves, this will give them a sense of ownership over the group.

When will the project run?

Jan 2020 to Dec 2020

Targets for the project and how success will be measured

The KPI's for the project have been outlined below and the addition of baby massage aims to entice more new participants to join as there is currently no other similar provision for the LS13 area. This grant will also allow targeted outreach work to take place.

Engagement Figures

Phase 2 of this project has the aim of engaging with 6 new members per term for the baby massage with a retention target of 3 participants per term to then join the physical activity part of the session.

New Participants over 40 weeks – 36

Retention rate over 40 weeks - 18

How the project will be promoted and/or participation encouraged

Bumps and Babes attend various public health steering group meetings which allows them to promote the sessions to more organisations who also may engage with members of the Bramley community. Yorkshire Sport Foundation, Active Leeds, Bramley Baths, Bramley Cluster and Bramley Midwifery Team will continually support this project through their individual and collective promotional channels including mailing list, social media and network groups.

Participants from the sessions will also be actively encouraged to promote the sessions through their own peer groups.

Exit strategy/How the project will continue after the funding

Bumps and Babes will continue to work with Yorkshire Sport Foundation, Active Leeds, Bramley Baths, Bramley Cluster and the Leeds NHS Maternity Services to identify other sources of funding to ensure that this project is continued.

The participating mums will be offered a free gym induction, a free swim and a free fitness class at Bramley Baths. As part of the project mums will be introduced to staff and the facilities to encourage them to keep using the Baths once the project has come to an end. Mums will also be encouraged to continue to use the local green space/park areas.

Mums that have completed a course will be invited back to become volunteer 'fitness buddies' or 'ambassadors' and/or have the opportunity to be part of Team Mums./Yorkshire sport to support and encourage other mums to take part in the project and/or to access the facilities at Bramley Baths or open spaces.

Other organisations involved

Bramley Baths are the hosts for the project and provide the room (costings outlined in this application) and also act as the meeting point and finishing point for the entire session. This is a vital part of the session as feedback from participants in the pilot phase stated indicated that they liked meeting at a central social hub and having the refreshments in a familiar and comfortable/non-threatening environment. Bramley Baths is known as the 'friendly baths' and has a reputation for being an inclusive community swimming pool and fitness centre. Hosting the project at Bramley Baths will mean mums can be signposted to other health and fitness activities once the project has come to an end.

As well as Yorkshire Sport Foundation and Active Leeds, we are working in conjunction with and have support from Bramley Baths, Bramley Cluster, Bramley Midwifery Continuity Team and Leeds Maternal Healthy Weight Steering Group who will actively promote the sessions through their networks and have supported with this funding application.

Financial Information	
Revenue funding requested	£9,980
Total cost of project	£10,473
Match funding/Other funding sources	
Available Funds in Group Bank Account	
Funding received since 2010	
Full Breakdown of Costs	

Item	Wellbeing	Other (with funding body)	Date of Decision
Staffing Costs = £100 x 2 members of staff per session (includes delivery of baby massage/physical activity/outreach)	£8,000		
Subsidised Morning Coffee/Healthy Snack There will be a small charge towards the cost of a morning coffee/healthy snacks, although this is optional for participants. This grant will be used to cover £2.50 per person for up to 10 participants per week. Any surplus will be added to the social fund.	£800	£200	
Room Hire - baby massage/studio/park	£1,150		
Social Fund		£200	
Water Bottles 10	£30		
Free Swim x10		£46.50	
Free Swim x10		£46.50	
Total :	£9,980		

Details of volunteers	
Volunteer role	

Communities Team Comments