

Appendix 2.

PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: Rotherham Baby Pack: Outcomes and Future Commissioning	
Date of Equality Analysis (EA): 4 November 2025	
Directorate: Adult Social Care, Health and Housing	Service area: Public Health Commissioning
Lead Manager: Michael Ng	Contact number: 01709 808092
Is this a: ☐ Strategy / Policy ☒ Service / Function ☐ Other	
If other, please specify	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Michael Ng	RMBC	Strategic Commissioning Manager
Hannah Walshe	RMBC	Commissioning Officer
Alex Hawley	RMBC	Public Health Consultant

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

This may include a group/s identified by a protected characteristic, other groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

This report sets out the recommendations for the future of The Rotherham Baby Pack Scheme and details the feedback gathered from parents and professionals on the initial two-year pilot.

The Rotherham Baby Pack Scheme aims to promote a fair and equal start for all children and to aid in supporting the best possible outcomes for all Rotherham's children by providing baby essentials and connecting families with support services. The scheme hopes to reduce inequalities and improve overall child development.

The baby pack itself includes items of clothing, developmental items, and informational resources to help mothers care for their newborns up to the age of six months old including the Start for Life Booklet.

What equality information is available? (Include any engagement undertaken)

The Rotherham Baby Pack Scheme is a Universal Offer for all expectant mothers who reside in Rotherham.

There are three registration routes for The Rotherham Baby Pack Scheme which not only captures expectant mothers who live in Rotherham and have their baby/babies delivered at The Rotherham NHS Foundation Trust (TRFT) but also those that reside in Rotherham but access midwifery care in neighbouring authorities:

- Rotherham Midwifery Registration – Expectant mothers are asked if they would like a pack at or around their 25-week appointment with Maternity Services at The Rotherham NHS Foundation Trust (TRFT)
- Registrar Registration – Mothers who have not registered via midwifery can do so when registering the birth at Riverside House.
- Provider Registration (FMI) - For expectant mothers who reside in Rotherham but have either chosen delivery in another hospital or have a midwife in a neighbouring authority, the Provider (FMI) is able to register them directly once the midwife has confirmed the pregnancy.

In Rotherham, on average, in the last five years, there have been 2788 babies turning 30 days compared to 2740 live births in the previous five years. The number of babies turning 30 days is slightly higher due to factors such as families moving into Rotherham or extended hospital stays.

The data has shown that there has been a 95% uptake rate since the start of the two-year pilot which commenced registrations in January 2025.

Maternities data between January 2025 and July 2025 shows the following mothers are accessing maternities and will have been offered a Rotherham Baby Pack:

Table 1 - The Ethnic Category of Mothers average percentage between 1 January and 31 July 2025:

White British	77%
Mixed	2%
Black or Black British	5%
Asian or Asian British	13%
Other	2%
Not Stated	1%

Table 2 – Percentage Breakdown of Age of Mothers at booking between 1 January and 31 July 2025:

19 & under	5%
20 to 24	19%
25 to 29	33%
30 to 34	26%
35 to 39	13%
40 to 44	3%
45 or over	1%

Table 3 – Index of Deprivation of mother at booking average percentage between 1 January and 31 July 2025):

1 st Decile (most deprived)	28%
2 nd Decile	12%
3 rd Decile	14%
4 th Decile	11%
5 th Decile	6%
6 th Decile	9%
7 th Decile	7%

8 th Decile	6%
9 th Decile	5%
10 th Decile (least deprived)	2%

The predominant language spoken in Rotherham is English (96.60%) with a smaller number of Urdu, Punjabi, Polish and Slovakian speakers (1.6% combined). Arabic, Pakistani Punjabi, Czech, Lithuanian and Persian/Farsi make up the remaining 0.6%. Although the scheme does not require language-specific items, bidders may consider this information when developing offers.

The specification for the commissioned service clearly sets out the above requirements to ensure equal access and outcomes across all of Rotherham's communities whilst ensuring that no protected equalities group is being unintentionally disadvantaged or excluded. As per the service specification the service is a universal model.

For the initial two-year pilot wide ranging consultation took place across Public Health, CYPS & TRFT. Further consultation has taken place since The Rotherham Baby Pack Scheme was implemented which includes a questionnaire being sent to both parents (1070) and professionals to feedback their thoughts and highlight the requirements for the future supply and distribution of the baby pack scheme for Rotherham residents.

The following areas were consulted on:

- Experience of the registration process
- Usefulness of the pack and its contents
- Experience of the delivery process and timing of the pack delivery
- Impact on knowledge and behaviours for parents

The findings indicate high levels of satisfaction, strong support for the scheme, and clear evidence of financial and informational benefits. The summary of the feedback is as follows:

- **High Satisfaction & Recommendation**
 - Nearly all respondents would recommend the pack.
 - Quality and registration process scored very high.
- **Impact on Financial Support**
 - Strong agreement that the pack saved money, especially during cost-of-living challenges.
- **Awareness & Engagement**
 - Significant increase in awareness of Family Hubs and local support services.
 - Encouraged conversations with professionals for some parents.

While feedback was overwhelmingly positive, several areas for improvement were identified. The most common suggestions relate to earlier delivery of the pack, clearer communication about its contents, and increased promotion of the scheme to ensure wider awareness, as individual respondents won't be aware of the high take-up rate and are therefore recommending it to others. Addressing these issues will enhance the scheme's impact, reduce duplication of purchases, and strengthen engagement with local support services.

The above findings will continue to be monitored to build an ongoing picture of expectant mothers feedback on registering and receiving a Rotherham Baby Pack throughout the lifetime of the service.

Are there any gaps in the information that you are aware of?

All areas identified under the Equality Act 2010 protected characteristics: Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups are covered as this is a Universal Offer, with very high uptake.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

A feedback exercise has taken place with recipients of the Rotherham Baby Pack which was completed in September 2025 which asked questions on:

- Experience of the registration process
- Usefulness of the pack and its contents
- Experience of the delivery process and timing of the pack delivery
- Impact on knowledge and behaviours for parents

A survey was sent to 1070 recipients who had received a baby pack by 16 September 2025. To achieve a 95% confidence level, it is estimated that 278 questionnaires (28% response rate) would need to be returned; 279 were received.

Key findings from the exercise:

- 99% of parents would recommend the Rotherham Baby Pack to other parents, with 86% of parents rating the quality of the baby pack 5 stars and 78% agreeing that "Receiving the Rotherham Baby Pack saved them money."
- 80% noted the scheme's role in raising the awareness of Family hubs and other local support services.

A mapping exercise has also taken place using the postcode data collected on the registration form to monitor and analyse where the baby packs are being delivered and the index of deprivation of these areas.

Monthly operational and quarterly performance meetings are held with the provider and key stakeholders, where the uptake rate and issues are discussed and monitored. As detailed above, the scheme currently has a 95% uptake rate since the start of the two-year pilot, which commenced registrations in January 2025.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

See above for engagement and key findings

Engagement undertaken with staff (date and group(s) consulted and key findings)

N/A

4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups? (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

The Rotherham Baby Pack Scheme is a universal offer for all pregnant women residing in Rotherham which aims to promote a fair and equal start for all children and to aid in supporting the best possible outcomes for all Rotherham's children, with intended benefits including:

- Reducing socio-economic and health inequalities by encouraging registration with family hubs
- Enabling information sharing to promote targeted engagement when families may benefit from additional help and support.
Information on how to access Council Start for Life services via Family Hubs.
- Potentially providing greater benefit in expenditure avoidance for those on lower incomes (as a proportion of income), serving to reduce inequality (based on assumed near-universal uptake of a universal offer).

Does your Policy/Service present any problems or barriers to communities or Groups?

The Rotherham Baby Pack does not present any problems or barriers to communities or groups.

The Rotherham Baby Pack is a universal offer to all pregnant women that reside in Rotherham. Barriers for communities or groups have been mitigated by the scheme having three registration pathways as described above in section 3 where the registration form is completed by a professional to ensure that all pregnant women can access the service regardless of age, ethnicity, disability, race, religion etc.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

As described throughout the Rotherham Baby Pack is a universal offer for all pregnant women residing in Rotherham. As described above the scheme aims to promote a fair and equal start for all children and to aid in supporting the best possible outcomes for all Rotherham's children, with intended benefits including:

- Reducing socio-economic and health inequalities by encouraging registration with family hubs, and through cost avoidance, with the potential that this represents proportionally greater benefit for those with less disposable income.
- Enabling information sharing to promote targeted engagement when families may benefit from additional help and support.
- Information on how to access Council Start for Life services via Family Hubs.

The current uptake rate of the scheme is 95% with 100% of baby packs being delivered to Rotherham families that requested one.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

The Rotherham Baby Pack Scheme provides access to both products for a baby and for a mother such as the play mat and nipple cream that some mothers may not have had access to due to socio-economic and health inequalities. The pack also offers advice and guidance for recipients with the inclusion of the 'Start for Life' booklet as well as access to Family Hubs which may have not been received or accessed without receiving the baby pack.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Rotherham Baby Pack: Outcomes and Future Commissioning
Directorate and service area: Adult Care, Housing and Public Health, Strategic Commissioning
Lead Manager: Anne Charlesworth
Summary of findings:
The Rotherham Baby Pack Scheme is a universal offer for all expectant mothers who reside in Rotherham. In quarter two of the current pilot project there was a 94% uptake rate. The survey, which received 279 responses, reveals that the Rotherham Baby Pack Scheme is highly valued by expectant parents, with 99% of respondents indicating that they would recommend it to others. Satisfaction levels are exceptionally high, with an average rating of 4.82 out of 5 for pack quality and 4.87 for the registration process. Respondents consistently highlighted the financial relief provided by the pack, with 78% agreeing it helped save money, and many, 80% noted its role in raising awareness of Family Hubs and local support services. While feedback was overwhelmingly positive, several areas for improvement were identified. The most common suggestions relate to earlier delivery of the pack, clearer communication about its contents, and increased promotion of the scheme to ensure wider awareness, as individual respondents won't be aware of the high take-up rate and are therefore recommending it to others. Addressing these issues will enhance the scheme's impact, reduce duplication of purchases, and strengthen engagement with local support services. This baseline provides a strong foundation for measuring progress and evaluating the effectiveness of any changes in the next survey cycle. The operational group will continue to support the uptake rate as well as implementing feedback survey results, if applicable.

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Carry on monitoring that IMDs that are being reached.	O	ongoing
A further feedback exercise – Planned for September 2026.	O & PM	ongoing

***A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups**

6. Governance, ownership and approval		
Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.		
Name	Job title	Date
Emily Parry-Harries	Director of Public Health	17 December 2025
Scott Matthewman	Assistant Director of Strategic Commissioning	17 December 2025
Councillor Victoria Cusworth	Deputy Leader and Cabinet Member for Children and Young People	18 December 2025
Councillor Joanna Baker-Rogers	Cabinet Member for Adult Social Care and Health	19 December 2025

7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.

If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

Date Equality Analysis completed	4 November 2025
Report title and date	Rotherham Baby Pack: Outcomes and Future Commissioning
Date report sent for publication	
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	4 November 2025