

1 The Rotherham Baby Pack Scheme Report - obtaining parents' views and feedback exercise

1.1 Introduction

In September 2025, Rotherham Council undertook its first survey of recipients of the Rotherham Baby Pack Scheme to establish a baseline of user experience and impact. With a response rate of **28%** (297 out of 1,070), the findings indicate high levels of satisfaction, strong support for the scheme, and clear evidence of financial and informational benefits. This report summarises key insights and highlights areas for improvement to guide future delivery and engagement.

Following the publication of an Officer Decision on 16 September 2025 ([Decision - The Rotherham Baby Pack Scheme - obtaining parents' views and feedback exercise - Rotherham Council](#)):

Context

- This is the first survey sent to mothers and will serve as a baseline.
- The survey was sent to people who received a baby pack in the first 6 months when the service was mobilising.
- The baby packs are sent out four weeks before the expected due date, provided at the 25-week maternity check
- The number of first-time births for England is, on average, around 47%

1.2 Overall Conclusion

The baseline survey 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.

1.3 Key Insights

1. High Satisfaction & Recommendation

- Nearly all respondents would recommend the pack.
- Quality and registration process scored very high.

2. Impact on Financial Support

- Strong agreement that the pack saved money, especially during cost-of-living challenges.

3. Awareness & Engagement

- Significant increase in awareness of Family Hubs and local support services.
- Encouraged conversations with professionals for some parents.

1.3.1 Themes Identified:

Themes identified from the open text responses.

- **Essential Items** (62 mentions): Parents value having all the basics in one place.
- **Support for Parents** (41 mentions): Especially helpful for first-time or low-income families.
- **Variety and Quality** (35 mentions): Appreciated the diversity and quality of items.
- **Cost Saving** (26 mentions): Helps reduce financial burden.
- **Surprise and Delight** (13 mentions): Positive emotional response to quality and thoughtfulness.
- **Convenience** (11 mentions): The pack makes preparation easier.

1.4 Key Findings by Theme

1. Overall Satisfaction

- **99%** would recommend the Baby Pack (Q1)
- Quality rating: **4.82/5** (Q8)
- Registration process: **4.87/5** (Q3)
- Leaflet usefulness: **4.17/5** (Q13)

“These boxes are well thought out and equipped with many essentials for both baby and mother. They encompass everything to aid new family life, and I imagine this is a huge lifeline for many families.”

Insight: Strong endorsement of scheme quality and ease of access.

1.5 Financial Impact

- **78%** agreed or strongly agreed the pack saved them money (Q9)
- **72%** cited financial savings as the top benefit (Q16)

“The value inside was great. Babies are expensive, and this bundle has every essential item included. If you’re struggling to get everything ready, it’s a perfect help!”

Context: Rotherham ranks among the 14% most deprived local authorities in England, and 22,000 of our children live in the most income deprived neighbourhoods in England, making financial relief a critical outcome.

1.6 Information & Awareness

- **76%** felt informed before arrival of the baby pack; **24%** did not (Q5)
- Leaflet impact: **75%** rated leaflet positively (Q13)

“It had everything I needed, including some expensive items like nipple cream and a baby play mat. It's also made a great storage box for baby items that I want to keep, and the top is a cute design that adds to the sentimental vibe. I'm a first-time parent, so it was nice to get things I hadn't thought of. I'm still waiting to use bits like the safety stuff so it keeps on giving”

Insight: While most families gained new knowledge, multiparous parents reported less benefit, suggesting the need for tailored content in the Best Start in Life leaflet.

1.7 Engagement with Professionals

- **36%** said the pack encouraged them to speak more with midwives/health visitors (Q14), with 42% saying they were already comfortable speaking with their midwives/health visitors.

“The pack was really well designed with all the essentials we needed. In particular, the breast pads and nipple cream, as I had been dubious about my ability to breastfeed, so hadn't stocked up as well as I should have done - having the pack arrive just after we left hospital with these must-haves was a lifesaver!”

Insight: Positive impact—opportunity to strengthen links with health professionals.

1.8 Delivery & Access

- **66%** prefer home delivery; only **5%** would collect from a Family Hub (Q7)
- Improvement priorities: timing of delivery and awareness were dominant themes (Q17)

“The baby pack included items that I hadn't even thought of getting, but helped me greatly after the birth of my child”.

Insight: Home delivery remains essential, but earlier distribution and clearer communication could maximise benefits.”

1.9 Changes to the Scheme

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. Recognising that individual respondents will not be aware of the high take-up rate, and are therefore recommending it to others.

These issues will be addressed by:

- **Enhanced communication:** details about the contents of the Rotherham Baby Pack will be included in the registration email to improve clarity and manage expectations.
- **Earlier distribution:** The current provider, FMI, is trialling sending the Baby Pack approximately six weeks before the expected due date, allowing families more time to prepare.
- **Updated materials:** The *Start for Life* leaflet has been refreshed for Year 2 of the pilot to ensure relevance and accessibility.
- **Expanded promotion:** Communications will be increased across all channels to raise awareness of the scheme and its benefits.

These actions aim to enhance the scheme's impact, reduce duplication of purchases for parents, 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, which is planned for September 2026.

2 Survey Results:

Based on the survey response rate of **297** out of **1070**, and assuming a standard margin of error of **5%**, the estimated confidence level is **95%**.

Benchmarking

Below are benchmarking percentages from patterns used in previous UK public sector surveys (link) and are being used as a guide throughout this report.

Category	Typical Range	Interpretation
Strongly Agree/5 Stars	30-45%	Excellent
Agree//4 Stars	25-40%	Strong
Neutral/3 Stars	10-20%	Normal
Disagree/Strongly Disagree / 1or 2 Stars	<15%	Low

Current Performance

For context the table below shows the registrations and uptake rate of the scheme, Registrations for baby packs commenced in mid-January for mothers who had a due date on or after the 7th of April 2025.

	Jan – Mar*	April - Jun	Jul – Sept	Total
Registrations	324	604	659	1587
Target	467	700	700	1867
Uptake Rate	69%	86%	94%	85%
Delivered**	82	749	756	1587

*From January to March, the service was mobilising the registration pathways.

** Mothers are registered 3 months before their due date, with the first deliveries taking place in March 2025.

At the end of September 2025, **100%** of Rotherham Baby Packs have been delivered to Rotherham families who have requested them (Council Plan 2025-30).

Delivery

For context, the table below shows the number and percentage of boxes delivered. The first boxes were only available for delivery from mid-March, resulting in a shorter delivery window for mothers with due dates in April 2025.

Delivered	Number	%	Comments
5 weeks	731	65%	Variance in weeks is due to most deliveries leaving the depot on a Tuesday
4 weeks	309	28%	
3 weeks	32	3%	Most of these had a delivery due date in April

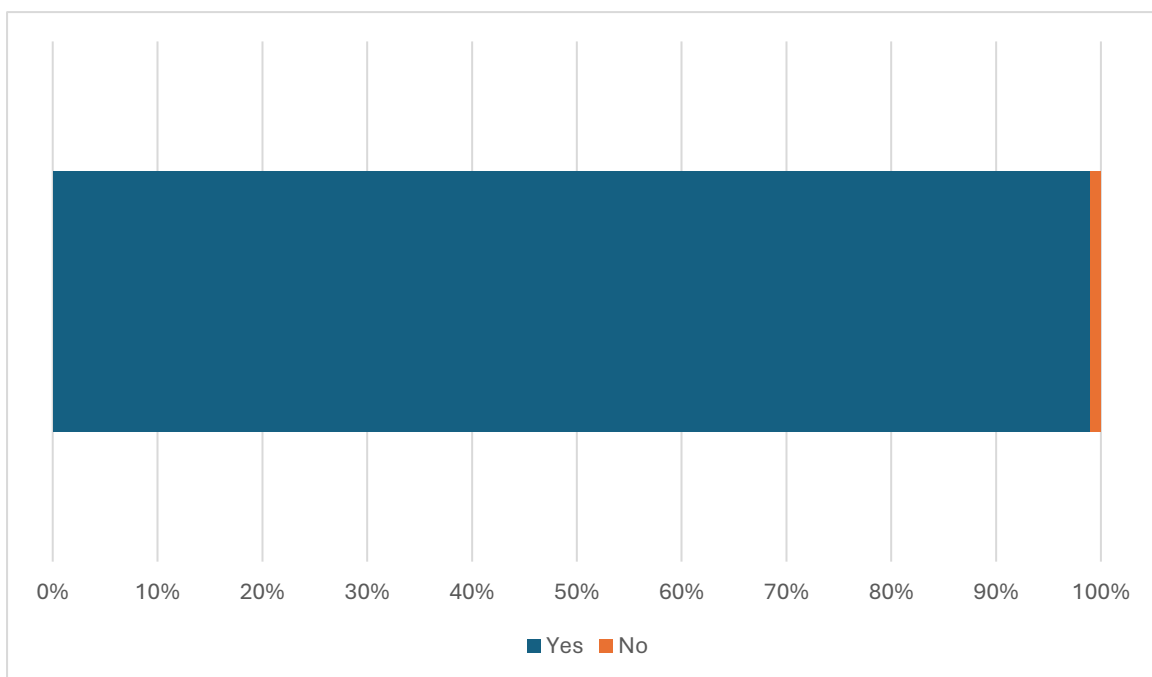
2 week	28	3%	All these had a delivery due date in April
1 week >	19	2%	All these deliveries had a due date before the 4th of April
Total	1119	100%	

93% of recipients received their box 4 or 5 weeks before their provided due date.

6% had their box delivered 2 to 3 weeks before their due date; all of the due dates were in April when the scheme was mobilising, and it was not possible to deliver 4 weeks before the provided due date.

There are 19 (**2%**) cases where the pack was delivered one week or less before the due date. The records show that recipients were registered as mothers before the 4th of April 2025 and then deviated from the guidance; many of these were due dates in March, and when the service was first launched.

2.1 Q1. Would you recommend the Rotherham Baby Pack to other expectant parents?



Of those who responded, **99%** indicated they would recommend the Rotherham Baby Pack to other expectant parents, while only **1%** (3 respondents) said they would not. This overwhelmingly positive feedback demonstrates strong user satisfaction and suggests recipients highly value the scheme.

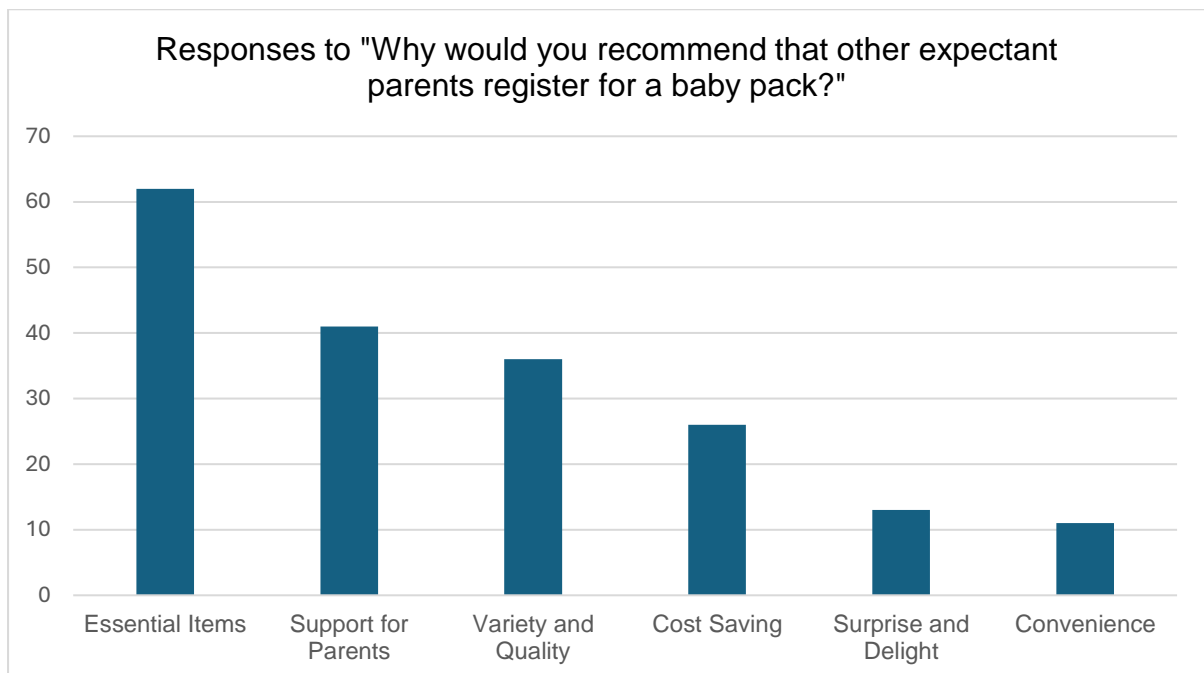
2.2 Q2. Why would you recommend that other expectant parents register for a baby pack?

A thematic analysis was conducted on the responses from Q2, with **247** parents choosing to participate after responding “yes” to Q1.

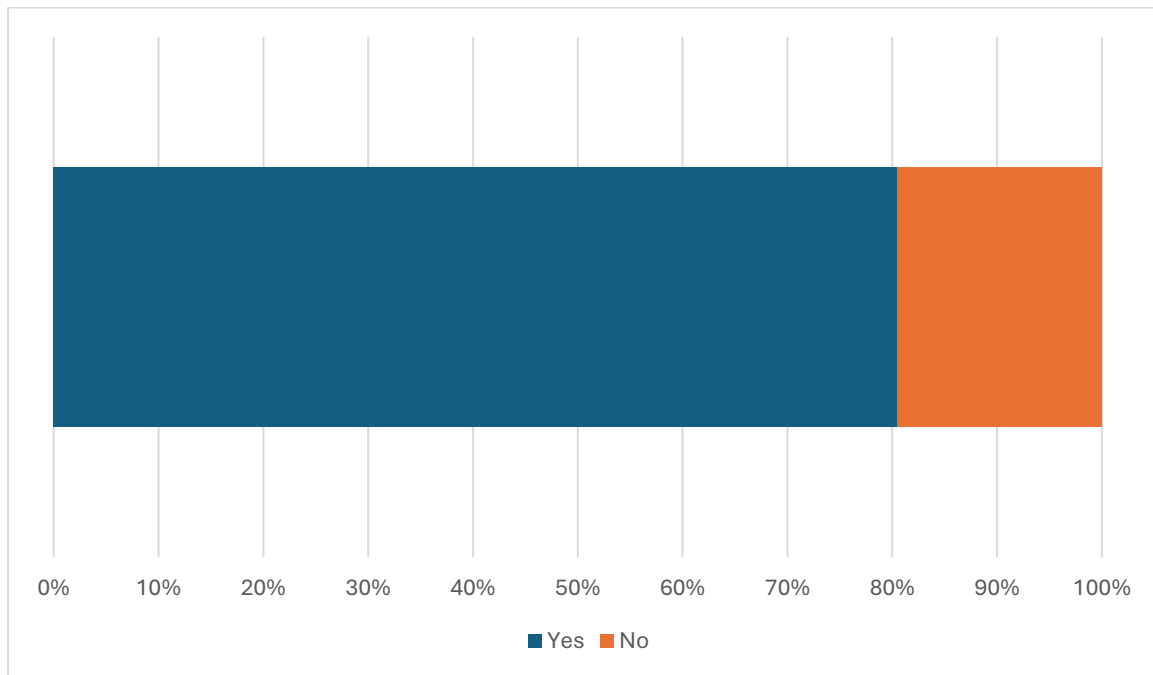
Top Themes Identified:

- **Essential Items** (62 mentions): Parents value having all the basics in one place.
- **Support for Parents** (41 mentions): Especially helpful for first-time or low-income families.
- **Variety and Quality** (35 mentions): Appreciated the diversity and quality of items
- **Cost Saving** (26 mentions): Helps reduce financial burden.
- **Surprise and Delight** (13 mentions): Positive emotional response to quality and thoughtfulness.
- **Convenience** (11 mentions): The pack makes preparation easier.

Theme	Frequency
Essential Items	62
Support for Parents	41
Variety and Quality	36
Cost Saving	26
Surprise and Delight	13
Convenience	11

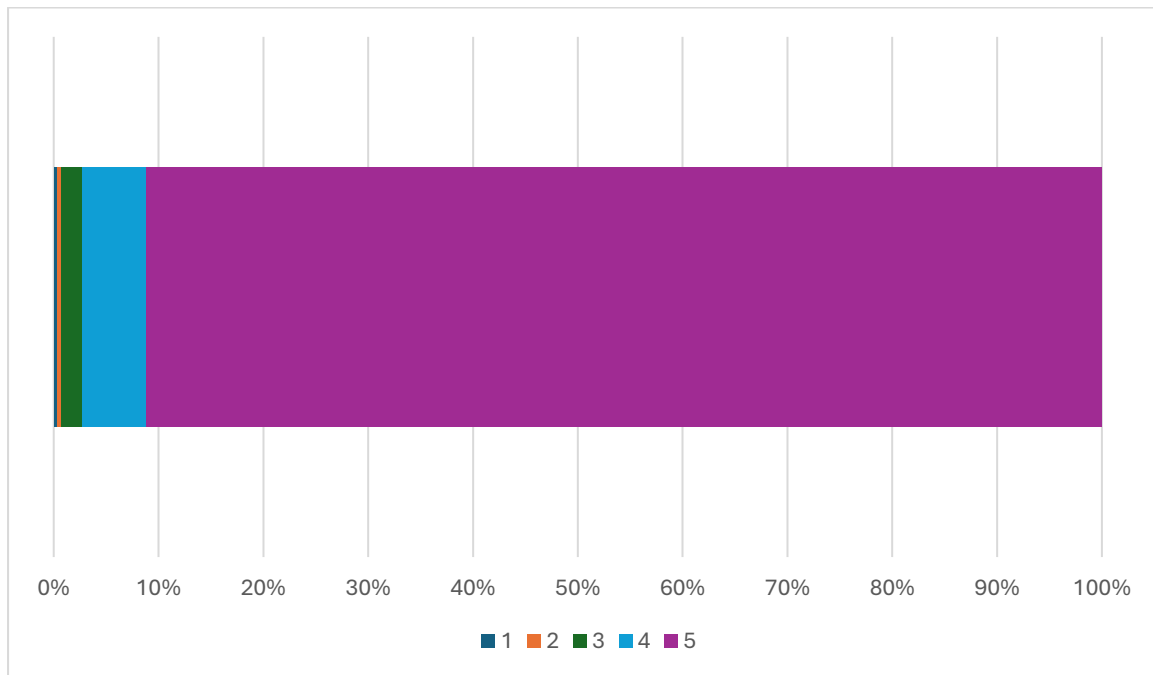


2.3 Q3. As a result of receiving a baby pack, have you learned about Family Hubs / Children's Centres?



Of those who responded, **80%** reported they had learned about Family Hubs/Children's Centres as a result of receiving the baby pack, while **20%** had not. This indicates that the baby pack is an effective channel for increasing awareness of local early years support services.

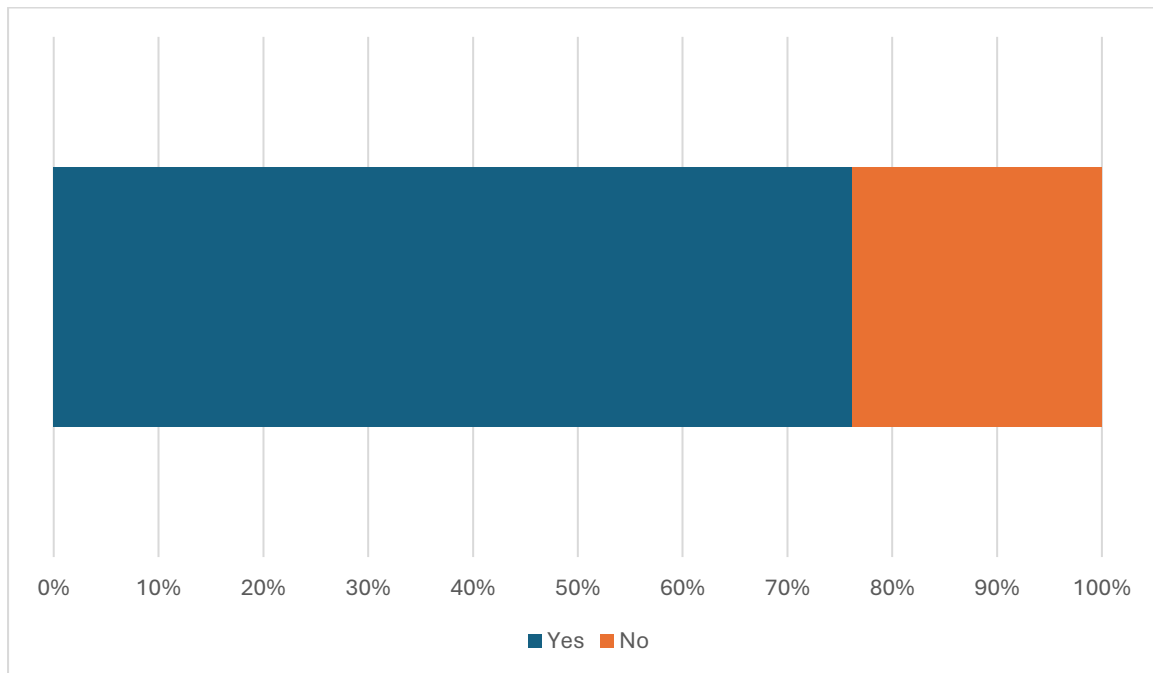
2.4 Q4. On a scale of 1 to 5 stars, how would you rate your experience with registering for the baby pack?



The registration process received a **weighted average of 4.87 out of 5**.

91% awarded 5 stars, 6% gave 4 stars—meaning **97% rated the process 4 or 5 stars**. Only **1% gave 1–2 stars**, and **2% selected 3 stars**. This indicates the registration process is performing strongly and is well-regarded by recipients.

2.5 Q5. Before your baby pack arrived, did you have enough information about it?



76% felt they had enough information about the baby pack before it arrived, while **24%** did not. This suggests that while most recipients were well-informed, there is an opportunity to improve pre-delivery communication to ensure all families receive clear and timely information.

2.6 Q6. What would you have liked to know more about? (Please select all that apply)

Question 6 was a follow-up question for recipients who selected “no” to question 5

Among respondents who indicated they did not have enough information before receiving the baby pack (linked to Question 5), **62 people** answered this question. The most common area for improvement was:

- **“What would be in the pack”** was selected by **77% (48 respondents)**.

Other key areas included

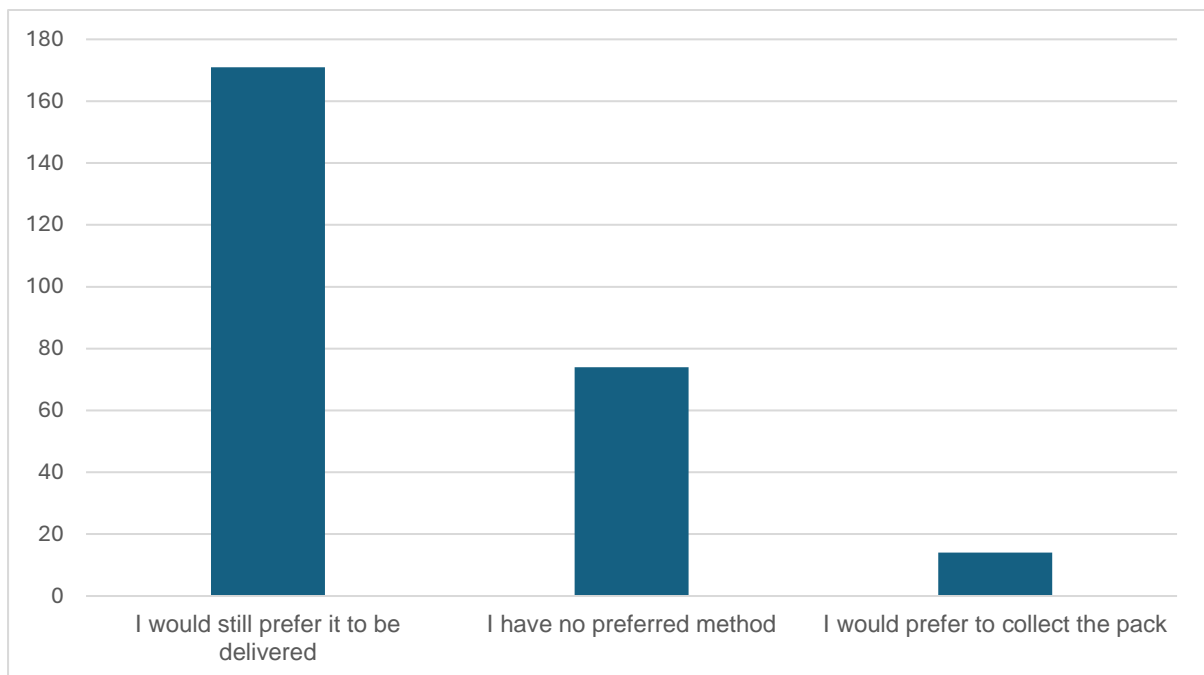
- **“When the pack would be delivered”** **37%, (23 respondents)**,
- **“The purpose of the Baby Pack Scheme”** **37%, (23 respondents)**,
- **“How the pack would be delivered”** **23%, (14 respondents)**.

Additionally,

- **15% (9 respondents)** provided other comments, highlighting issues such as lack of awareness, limited promotion, and reliance on midwives or registration officers for information.

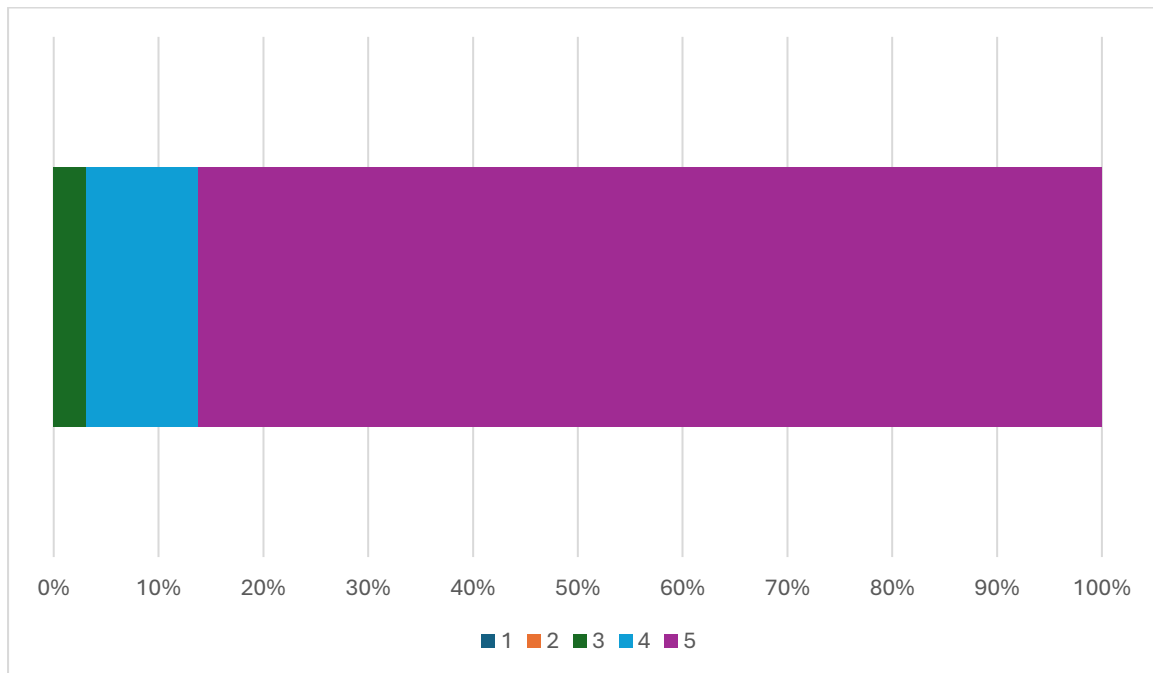
This suggests a need for clearer communication about contents, purpose, and delivery timelines to improve user experience.

2.7 Q7. The Rotherham Baby Pack is currently delivered to your home. If a collection option were available from a local Family Hub (e.g., Swinton, Eastwood, or Maltby) open Monday to Friday, 10 am to 4 pm, what would you be most likely to do?



The majority, **66%**, stated they would still prefer home delivery. **29%** had no preferred method, while only **5%** indicated they would prefer to collect the pack from a Family Hub. This suggests that maintaining home delivery as the primary method is important for user convenience, though offering a collection option could provide flexibility for some families.

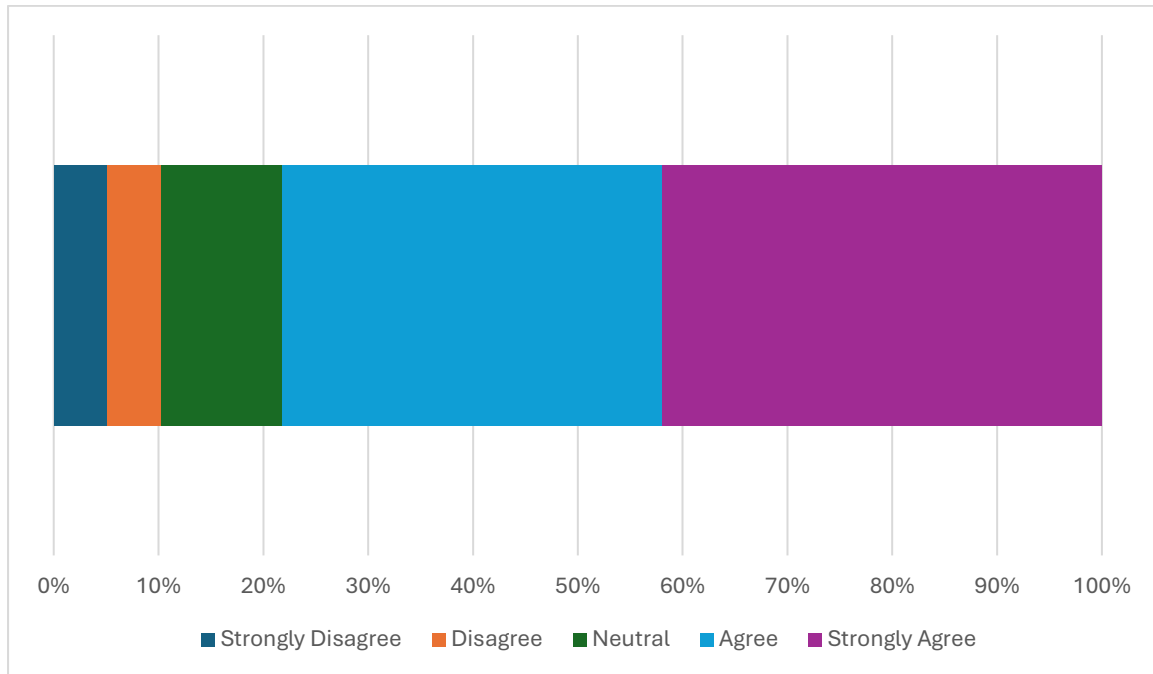
2.8 Q8. Overall, how would you rate the quality of the baby pack and its contents?



The baby pack received a **weighted average rating of 4.82 out of 5**. A significant majority, **86%**, rated the pack **5 stars**, and **11%** gave **4 stars**, meaning **96%** rated the pack positively (4 or 5 stars). Only **4%** rated it **3 stars** and there were no 1- or 2-star ratings.

This demonstrates exceptionally high satisfaction with the quality and contents of the Rotherham Baby Pack.

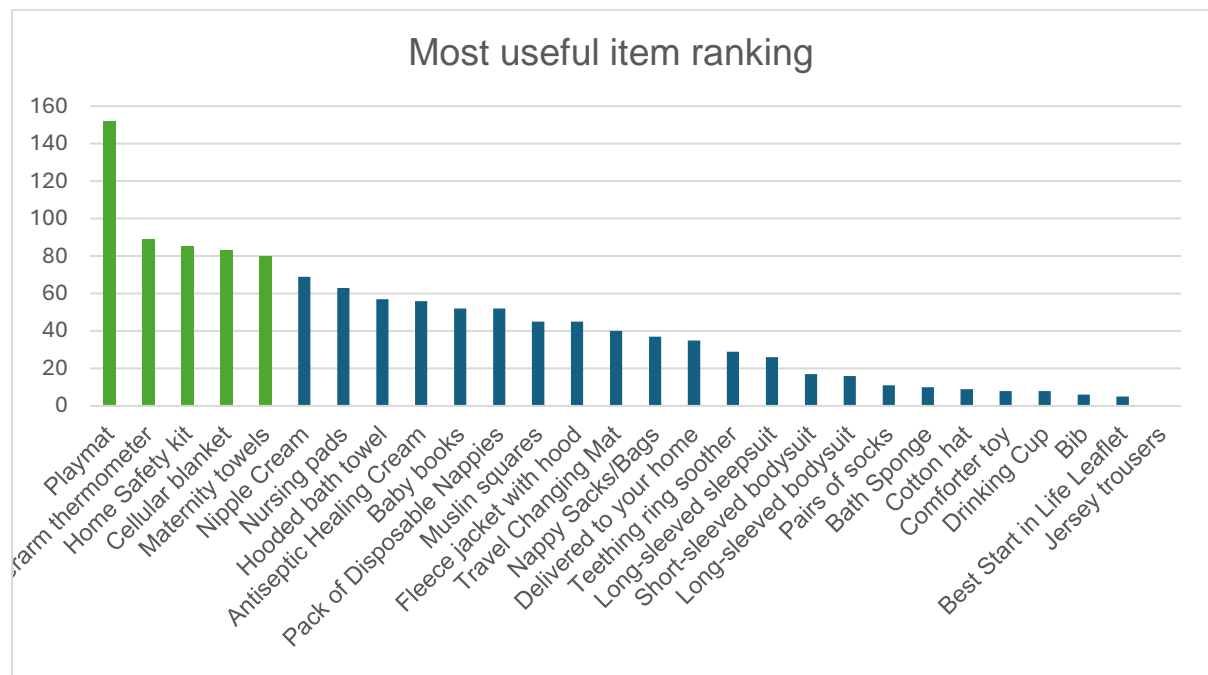
2.9 Q9. Thinking about the items in the baby pack, how strongly do you agree or disagree with this statement: "Receiving the baby pack saved me money."



The majority agreed with the statement: **42%** strongly agreed and **36%** agreed, meaning **78%** felt the Rotherham Baby Pack saved them money. **12%** were neutral, while **10%** disagreed or strongly disagreed. This indicates the scheme is delivering tangible financial benefits for most families.

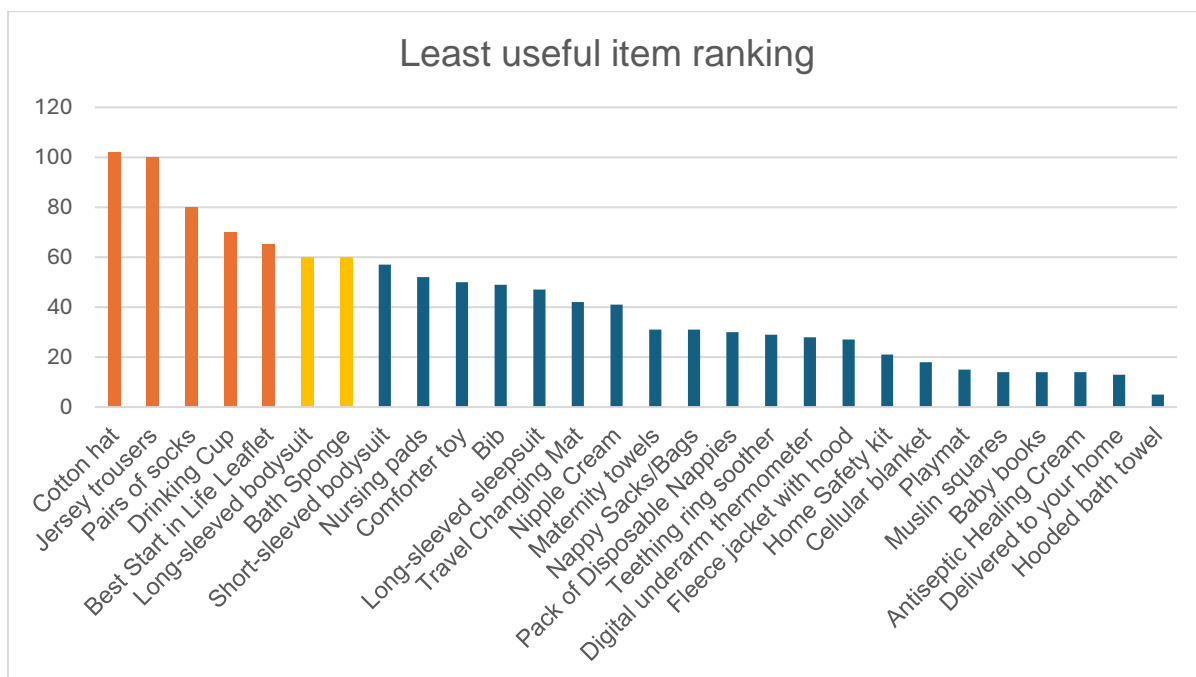
2.10Q10 Which items did recipients find most or least useful?

2.10.1 Simple ranking system.



Recipients were asked to select the **most** useful items from the baby packs

- | | |
|---------------------------------|-----|
| 1. Playmat | 64% |
| 2. Digital underarm thermometer | 38% |
| 3. Home Safety kit | 36% |
| 4. Cellular blanket | 35% |
| 5. Maternity towels | 34% |



Recipients were asked to select the **least** useful items from the baby packs

1. Cotton hat	44%
2. Jersey Trousers	43%
3. Pairs of socks	34%
4. Drinking Cup	30%
5. Best Start in Life Leaflet	28%
6. Long-sleeved bodysuit & Bath Sponge	26%

Due to the low ranking of the Best Start in Life Leaflet, the joint 6th rank item is also shown in the table above.

Best Start in Life leaflet: Measuring different aspects.

Further analysis shows that the *Best Start in Life* leaflet is well regarded by parents, achieving an average usefulness rating of **4.17 out of 5** (question 13) (95% CI: [4.03, 4.31]). A one-sample t-test confirms that this is significantly higher than the neutral midpoint of 3 ($t(223) = 16.23$, $p < 0.001$, Cohen's $d = 1.08$, indicating a large effect), indicating a strong perceived value. A secondary test against a stricter benchmark of 4 also reached significance ($t(223) = 2.35$, $p = 0.019$), though the effect size was small ($d = 0.16$), suggesting limited headroom for improvement beyond its current high standing.

At the same time, **28%** of respondents placed the leaflet among their bottom five items (Question 11), while **75% rated it 4 or 5 stars** (Question 13). This apparent contrast reflects the different constructs measured: one question asked for an absolute rating of the leaflet, the other for a relative ranking within the pack. It is therefore consistent that many respondents consider the leaflet useful while still

ranking it lower than other items when prioritising value across the full set. This indicates comparative preference rather than dissatisfaction.

This indicates that, despite being relatively less preferred compared to other items in the baby pack, the leaflet is still considered valuable by most respondents.

Overall, the leaflet is performing strongly, but its relative position suggests an opportunity to enhance engagement. Improvements such as clearer design, concise language, and digital access options could increase its perceived value while maintaining the pack's overall effectiveness in supporting families.

2.11 Recommendations matrix

Below is a more in-depth recommendation score based on the number of times an item was selected as most or least useful.

Keep (Score: +0.20 and above)

- **Definition:** Items strongly perceived as useful and rarely considered unnecessary.
- **Interpretation:** High positive gap → strong consensus to keep.

Review (Score: -0.20 and below)

- **Definition:** Items widely considered unnecessary and rarely seen as useful.
- **Interpretation:** High negative gap → strong consensus to review.

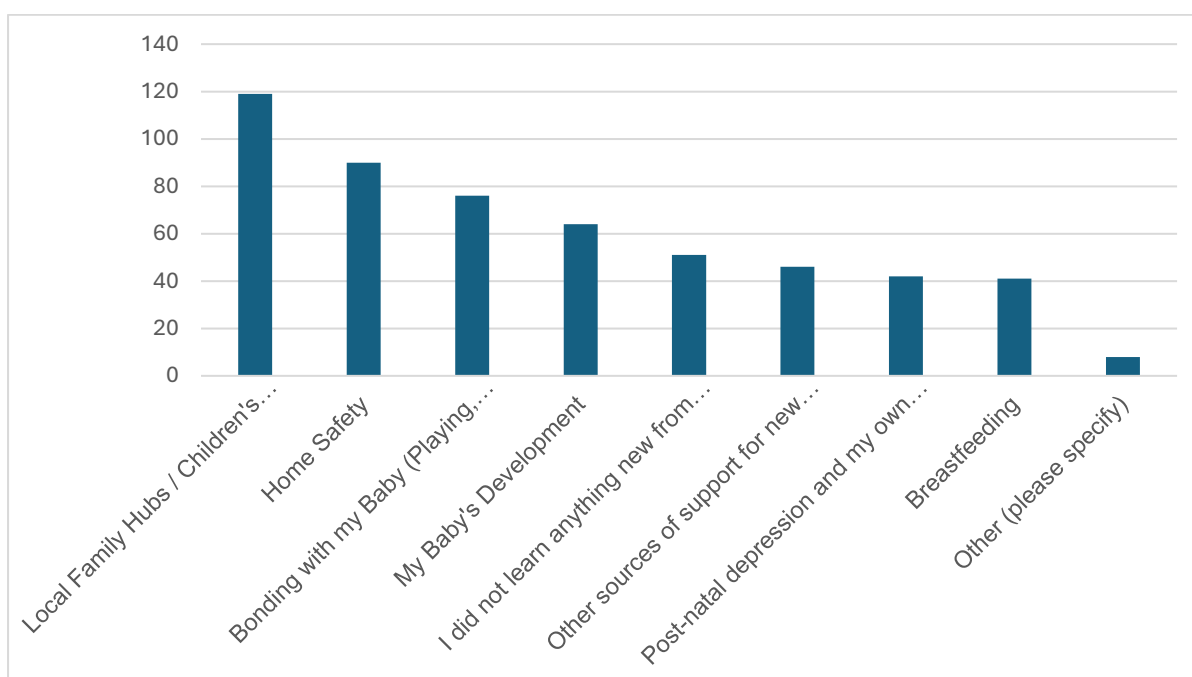
Optional (Score: Between -0.19 and +0.19)

- **Definition:** Items with mixed opinions or moderate usefulness.
- **Interpretation:** No strong consensus → consider as optional or situational.

Item	Most		Least		Net	Recommendation
Playmat	0.6414	152	0.0644	15	0.577	Keep
Cellular blanket	0.3502	83	0.0773	18	0.2729	Keep
Home Safety kit	0.3586	85	0.0901	21	0.2685	Keep
Digital underarm thermometer	0.3755	89	0.1202	28	0.2553	Keep
Hooded bath towel	0.2405	57	0.0215	5	0.219	Keep
Maternity towels	0.3376	80	0.133	31	0.2046	Keep
Antiseptic Healing Cream	0.2363	56	0.0601	14	0.1762	Optional
Baby books	0.2194	52	0.0601	14	0.1593	Optional
Muslin squares	0.1899	45	0.0601	14	0.1298	Optional
Nipple Cream	0.2911	69	0.176	41	0.1151	Optional
Delivered to your home	0.1477	35	0.0558	13	0.0919	Optional
Pack of Disposable Nappies	0.2194	52	0.1288	30	0.0906	Optional
Fleece jacket with hood	0.1899	45	0.1159	27	0.074	Optional
Nursing pads	0.2658	63	0.2232	52	0.0426	Optional

Nappy Sacks/Bags	0.1561	37	0.133	31	0.0231	Optional
Teething ring soother	0.1224	29	0.1245	29	-0.0021	Optional
Travel Changing Mat	0.1688	40	0.1803	42	-0.0115	Optional
Long-sleeved sleepsuit	0.1097	26	0.2017	47	-0.092	Optional
Short-sleeved bodysuit	0.0717	17	0.2446	57	-0.1729	Optional
Comforter toy	0.0338	8	0.2146	50	-0.1808	Optional
Bib	0.0253	6	0.2103	49	-0.185	Optional
Long-sleeved bodysuit	0.0675	16	0.2575	60	-0.19	Optional
Bath Sponge	0.0422	10	0.2575	60	-0.2153	Review
Start for Life booklet	0.0211	5	0.279	65	-0.2579	Review
Drinking Cup	0.0338	8	0.3004	70	-0.2666	Review
Pairs of socks	0.0464	11	0.3433	80	-0.2969	Review
Cotton hat	0.038	9	0.4378	102	-0.3998	Review
Jersey trousers	0	0	0.4292	100	-0.4292	Review

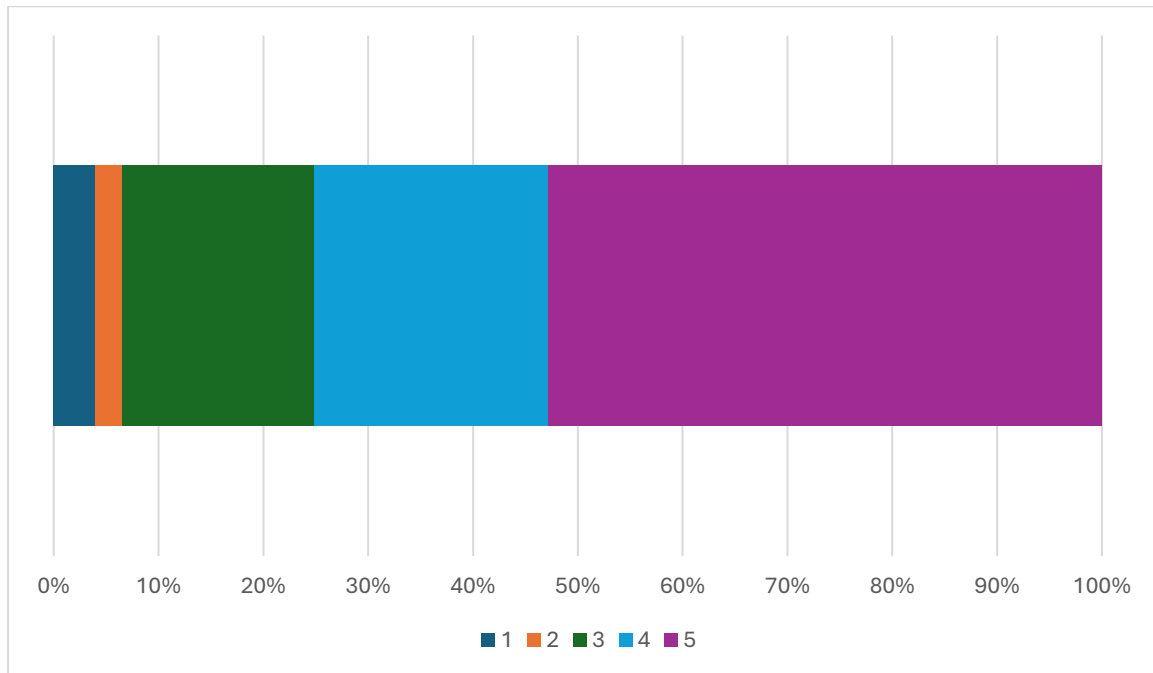
2.12Q12. As a result of receiving the baby pack, what have you learned more about?



The most frequently cited learning areas were: **Local Family Hubs/Children's Centres (51%)**, **Home Safety (38%)**, **Bonding with my baby (playing, talking and reading) (32%)**, and **My baby's development (27%)**. Other areas included **post-natal depression and own wellbeing (18%)**, **breastfeeding (17%)**, and **other sources of support for new parents (20%)**. Notably, **22%** reported that they did not learn anything new from the pack (multi-select question; totals exceed 100%).

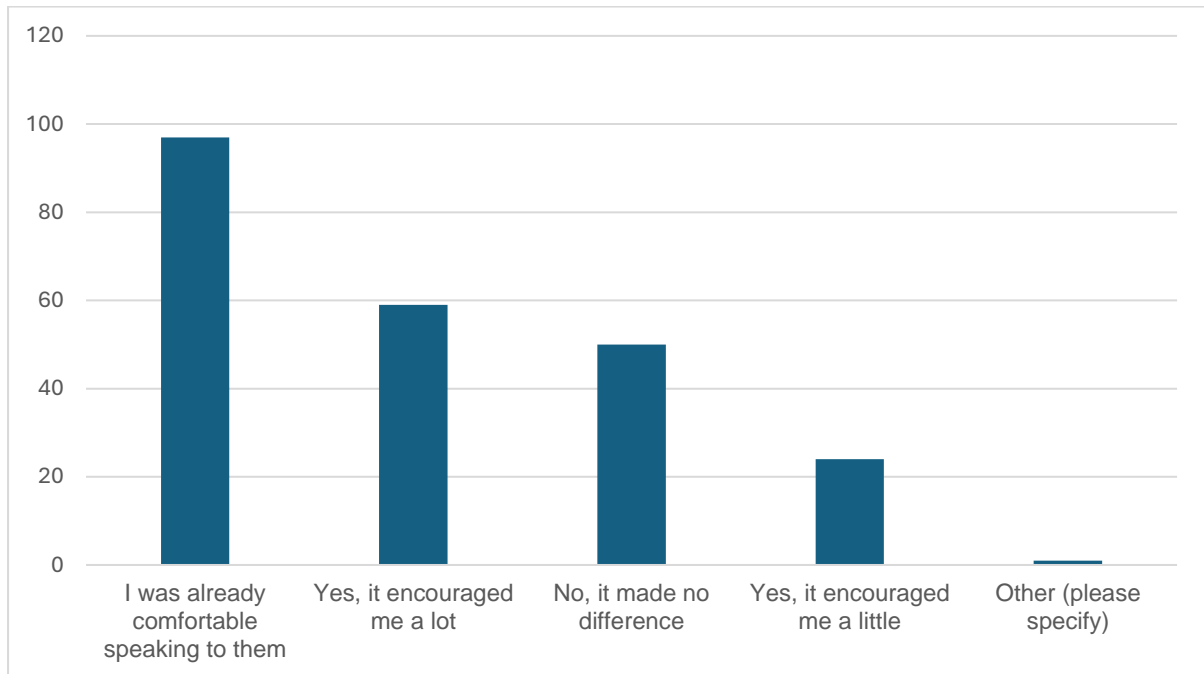
Free-text comments suggest that those reporting no new learning were often second-time parents, indicating scope to tailor information for multiparous families while retaining core guidance for first-time parents.

2.13Q13. How useful did you find the Best Start in Life leaflet in the baby pack?



The Best Start in Life leaflet received a **weighted average rating of 4.17 out of 5**. Over half of respondents **53%**, rated it **5 stars**, and **22%** gave **4 stars**, meaning **75%** rated the leaflet positively (4 or 5 stars). **18%** gave **3 stars**, while only **7%** rated it **1 or 2 stars**. This indicates the leaflet is generally considered useful, though there is scope to enhance its relevance and clarity for all users.

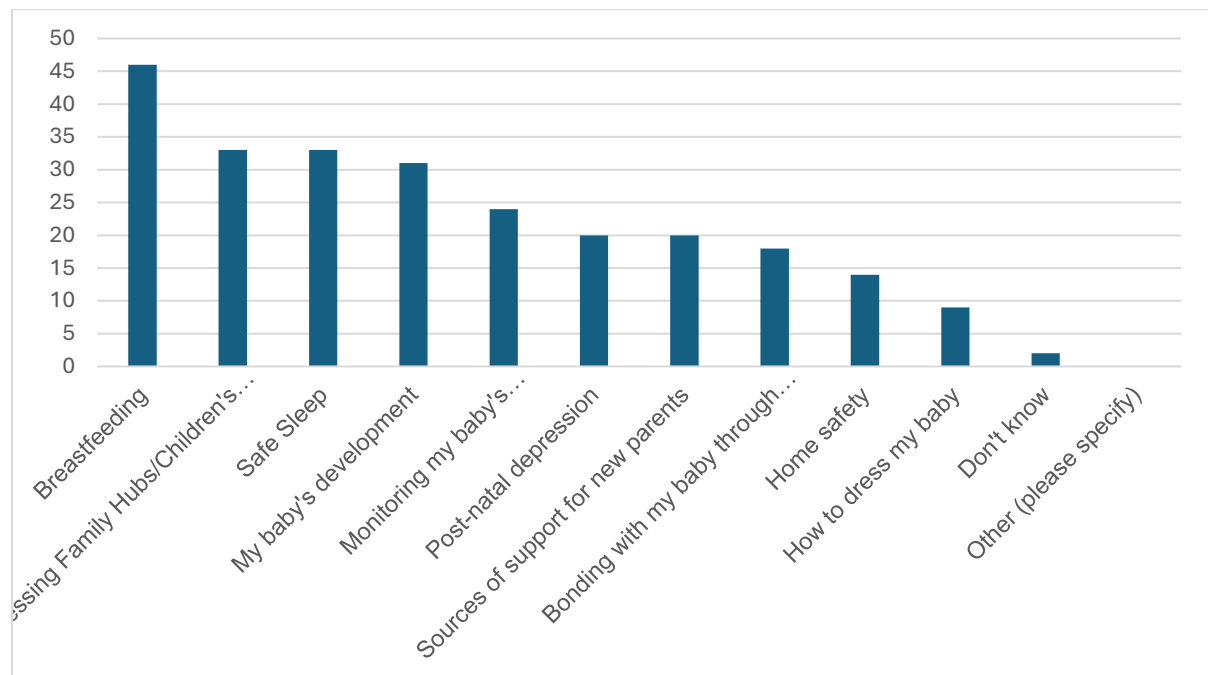
2.14 Q14. Has receiving the baby pack encouraged you to speak more with professionals, such as your midwife or health visitor?



26% said the baby pack encouraged them a lot, and **10%** said it encouraged them a little—meaning **36%** reported increased engagement with professionals. **22%** said it made no difference, while the largest group, **42%** indicated they were already comfortable speaking to professionals.

This suggests the baby pack has a positive influence on professional engagement for over one-third of recipients, complementing existing relationships for many families.

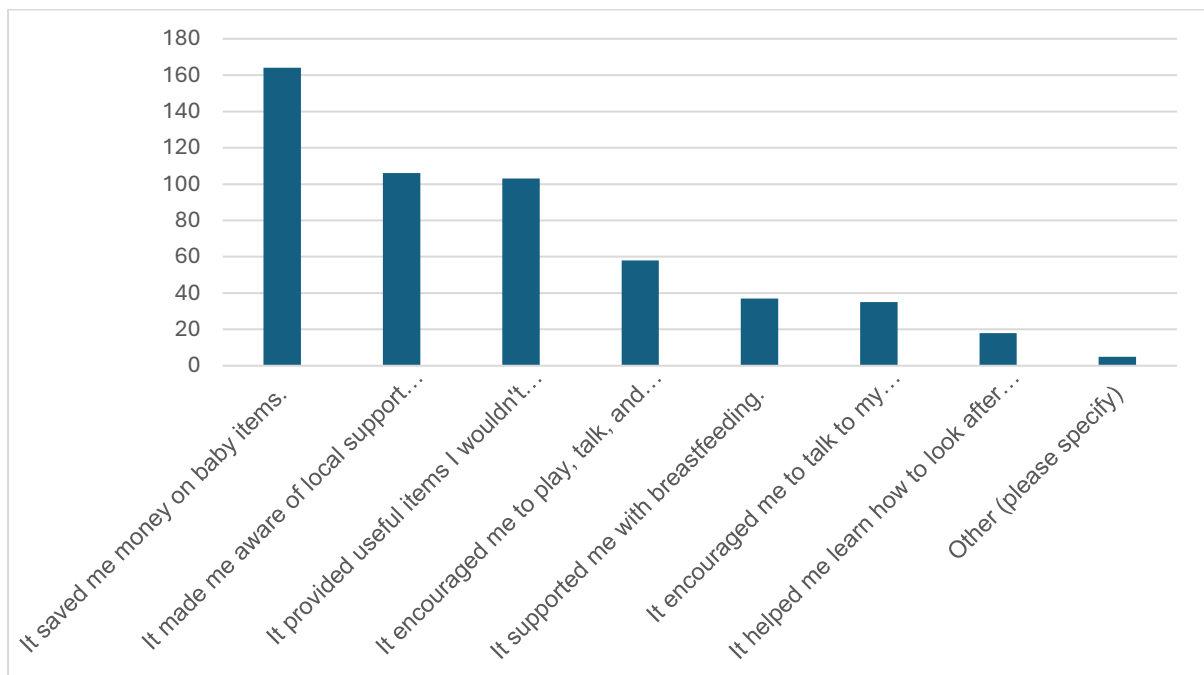
2.15Q15. What topics did it encourage you to discuss? (Please select all that apply)



The most common topics encouraged for discussion were **Breastfeeding 56%**, **Accessing Family Hubs/Children's Centres 40%**, **Safe Sleep 40%** and **My baby's development 38%**. Other notable areas included **Monitoring baby's health/temperature 29%**, **Bonding through play, talk and reading 22%**, **post-natal depression** and **Sources of support for new parents** both **24%**. Smaller proportions mentioned '**Home safety**' **17%** and '**How to dress my baby**' **10%**. Only **2%** selected "Don't know."

This indicates the baby pack is prompting conversations on **key health, safety, and emotional well-being topics**, particularly breastfeeding and local support services—critical areas for families in Rotherham, where deprivation levels heighten the importance of accessible guidance and professional engagement.

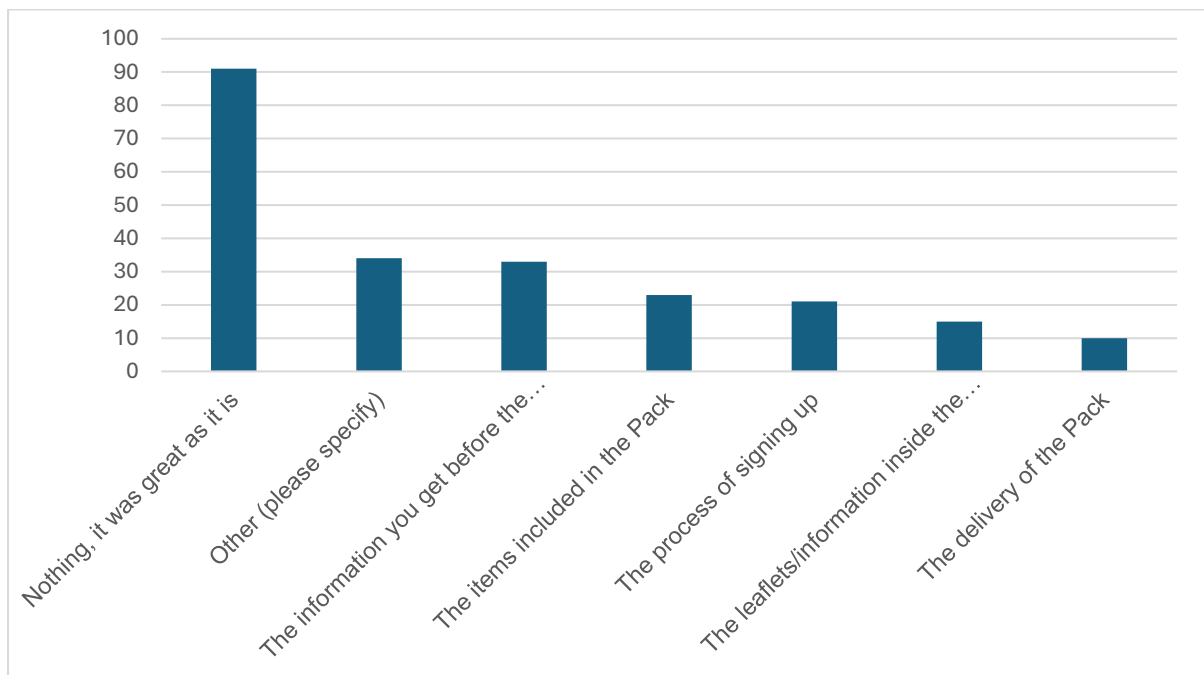
2.16Q16. Overall, which of the following have been the main benefits of the baby pack for you personally?



The most frequently cited benefit was **saving money on baby items 72%**, followed by **providing useful items they wouldn't have bought themselves 45%** and **making them aware of local support and services 47%**. Other notable benefits included **encouraging play, talk, and reading with their baby 26%**, **supporting breastfeeding 16%**, and **encouraging conversations with midwives or health visitors 15%**. A smaller proportion **8%** stated that it helped them learn how to care for their baby, and **2%** selected "Other."

These findings reinforce the Rotherham Baby Pack's role in **financial relief**, **practical support**, and **service awareness**, which are particularly significant in Rotherham's context of high deprivation. The responses also highlight secondary benefits in promoting **early bonding**, **breastfeeding**, and **professional engagement**, aligning with public health priorities.

2.17 Q17. Finally, which part of the baby pack scheme could be improved the most for future parents?



222 respondents answered this question. The most common improvement areas were:

- **The information provided before the pack arrives 15%**
- **The items included in the pack 10%**
- **The process of signing up 9%**
- **The leaflets/information inside the pack 7%**
- **The delivery of the pack 4%**

Notably, **40%** felt “**Nothing, it was great as it is**”, while **15%** selected “Other,” providing detailed comments

Key themes from free-text responses:

- **Timing of delivery:** some respondents suggested the pack should arrive **earlier in pregnancy** (ideally before 36 weeks) to avoid duplication of purchased items and maximise financial benefit.
- **Transparency of contents:** Several respondents requested a **clear list or video of included items** to help plan purchases and reduce waste.
- **Awareness and promotion:** Comments highlighted **low awareness** among expectant parents, suggesting stronger communication via midwives, antenatal classes, and online platforms.
- **Customisation and relevance:** Some respondents wanted **choice over items** or more neutral clothing options, while others noted that multiparous families may need different support.

Insight: While overall satisfaction remains high, improvements in **timing, communication, and personalisation** could significantly enhance the scheme's

impact—particularly for families in deprived areas who rely on these packs for financial relief.

A thematic analysis was conducted on the responses from Q17, with 34 parents choosing to respond.

Interpretation notes: These “% of all 292” figures are small because they apply the 33-comment theme counts to the entire respondent base. They **do not** imply that only **52%** of *all respondents* care about timing; rather, **within this qualitative subset** (33 of 292), timing was mentioned 17 times—equivalent to **6% of the total sample**.

Theme	Mentions	% within 33 responses	% of all 292 responses
Timing / Earlier delivery	17	52%	6%
Choice / Customisation / Opt-out	9	27%	3%
Transparency: list of contents in advance	7	21%	2%
Positive feedback / Non-means-tested	6	18%	2%
Awareness / Promotion	5	15%	2%
Clothing (labels/colours/assortment)	4	12%	1%
Delivery experience (slots/collection/website)	3	9%	1%
Digital info (QR / partner info)	3	9%	1%
Box design (use as bed)	1	3%	0%

END.