

Enc C - Updated

Further to my email on 13 February, I wanted to update you about the changes happening at Bliss. As you know, we are going through a period of transition as we reach the end of our current three year strategy and prepare to launch our new one in April. Over the last three years the Bliss Baby Charter has grown beyond our expectations and to manage this, and the associated costs to us as a small charity, we have had to make some changes to how we manage it.

What are the changes?

We are now in the process of centralising the support we offer to neonatal units. This means that regional support will no longer be available for the Baby Charter. Whilst we recognise that this dedicated support has been highly valued, in the current financial climate we are unfortunately unable to continue maintaining this level of support from our core funds.

We need to focus more closely on providing Baby Charter support to those units working towards accreditation, which reduces our capacity to offer non-Baby Charter support to units and networks as we have previously been able to do.

Consequently, we will also be reducing the size of our Healthcare Engagement Team; although we would hope to increase this support over time as further funds are available. As a result, my role has been made redundant and **I will be leaving Bliss on 3rd April 2019**. I would like to take this opportunity to thank you for all your support and hard work over the years. It's been a real pleasure to work with you.

You may be aware that Bliss also flagged several months ago the possibility of charging for the Baby Charter. This work is still in the early stages of development and the team will soon be in touch to consult with you about these plans before any change is made.

How do the changes affect me?

Although regional support will no longer be available, you will still be able to access support from anyone in the Baby Charter team by emailing babycharter@bliss.org.uk. You can now get support from several members of the team going forwards.

What's next?

We understand that this change from regional to centralised support may be disappointing. As a small charity, operating with limited resources and finances, we have had to prioritise our activities and focus on what we can afford to do and what we believe will have the biggest benefit for babies.

The Baby Charter team look forward to working with you going forwards, and I would personally like to wish you all the best as you continue to embed family-centred care at your unit and work towards Baby Charter accreditation.

Kind regards
Karen

Karen Williams

Senior Healthcare Engagement Officer (Yorkshire and North West)