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Via email to: Debbie Bezael - Services Manager <mailto:debbiebezael@bliss.org.uk>  
Helen Wildbore - Healthcare Engagement Manager <mailto:Helenw@bliss.org.uk>

Dear Debbie and Helen

We write on behalf of the Yorkshire & Humber Neonatal Operational Delivery Network Executive Group.

We have received notification via Karen Williams, Senior Healthcare Engagement Officer (Yorkshire & North West) of the changes happening at Bliss and the impact on the support currently provided directly to neonatal units.

Whilst appreciating the financial challenges faced, the decision to reduce the Healthcare Engagement Team and ultimate loss of Karen's role, we feel is actually a retrograde step and extremely disappointing.

Karen acted as a very positive advocate for Bliss, whilst showing an understanding of the complexities and challenges faced by provider units and the NHS. Moreover, the value of having a named person and familiar trustworthy face to deal with should not be underestimated. In addition, and especially on behalf of our Parent Representatives we wish to state that we feel as an organisation the communication and engagement of stakeholders in this process has been extremely poor. This does not reflect very well on Bliss. Apart from the lack of any consultation, it leaves units with very little, if any support to achieve the Baby Charter. An email address or faceless unknown team member will not appreciate local issues in the same way.

Furthermore, the network feels that the way we have previously been held to account and the unbiased challenges made to our decision making will now be completely lost. It is fair to say that we are very concerned by this decision and duly invite Bliss to share with us any future plans and strategy at your earliest convenience in order to allay these concerns and ensure relationships are maintained during this transitional period of change.

Please feel free to contact me if you wish to discuss.

Yours sincerely

Helen Brown  
Y&H Neonatal ODN Director

Chris Edwards  
Chair, Y&H Neonatal ODN Executive Group

Cc Karen Williams, Senior Healthcare Engagement Officer (Yorkshire and North West)