

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation:

Maternity Action

If your organisation is part of a larger organisation, what is its name?

In which London Borough is your organisation based?

Islington

Contact person:

Ms. Rosalind Bragg

Position:

Director

Website:

<http://www.maternityaction.org.uk>

Social Media Accounts:

@MaternityAction

What Quality Marks does your organisation currently hold?

Helplines Standard

Legal Status

Legal status of organisation: **Registered Charity**

Charity Number:

1128776

Company Number:

6478568

CIC Number:

Bencom Number:

When was your organisation established? **21/01/2008**

Aims of your organisation:

Maternity Action's vision is to achieve gender equality, freedom from all forms of discrimination, a decent income and optimal wellbeing for pregnant women, new mothers and their families. We champion maternity rights at work, in the benefits system and in access to services aiming to reduce inequalities caused by pregnancy and maternity discrimination. Our services target low income, vulnerable and disadvantaged women and their families from conception through to the early years. We provide parents whose jobs, safety and health are at risk because of pregnancy/maternity discrimination with advice and tools to take early action to assert their rights. Although illegal, pregnancy discrimination is widespread - one in every 9 pregnant women and new mothers lose their job as result of pregnancy discrimination.

Main activities of your organisation:

Maternity Action has three advice services:

? The Maternity Rights Advice Service provides telephone advice on employment rights, maternity benefits and breastfeeding rights. This operates for 12 hours each week and answers 1,600 calls each year.

? The Maternity Care Access Advice Service provides email and telephone advice on access to maternity care for women affected by NHS charging. This provides advice to 400 users each year.

? The Migrant Women's Rights Service provides second tier advice to midwives and voluntary sector workers on income, housing and access to health care for migrants, refugees and asylum seekers.

Maternity Action has an active programme of policy and campaigning and also undertakes research. This work focuses on employment rights and the rights of migrants, refugees and asylum seekers. We established a peer support programme in early 2018 to enable women to support one another to exercise their rights and increase confidence in speaking publicly about their experiences.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
0	16	8	3
Do you have a Safeguarding policy? Yes			
Are the following people in your organisation subject to DBS checks?			
Paid Staff No	Volunteers No	Trustees / Management Committee Members No	

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	6 months, renewable

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

Maternity Action leases premises in Tindlemanor, which has a strong emphasis on environmental sustainability. There is an active programme of reuse and recycling of equipment, furniture, paper and cardboard; the building has solar panels; and there is secure cycle parking.

Maternity Action supports staff to work from home or office, reducing the energy use from commuting. We have negotiated to share photocopying equipment with another charity, to avoid purchasing unnecessary equipment.

Grant Request

Under which of City Bridge Trust's programmes are you applying?

Advice and Support

Which of the programme outcome(s) does your application aim to achieve?

Advice & Support/More Londoners have improved economic circumstances

Please describe the purpose of your funding request in one sentence.

Contribution to cost of the Maternity Rights Advice Service which delivers advice on maternity rights at work and benefits to pregnant women and new mothers in London, including BME women

When will the funding be required? **01/02/2019**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

No

Another funder? (if so which)

How much funding are you requesting?

Year 1:

£44,792

Year 2:

£46,037

Year 3:

£47,319

Year 4:

£0

Year 5:

£0

Total Requested: £138,148

You and your grant request

What, specifically, are you applying for (your project)?

The Maternity Rights Advice Service will deliver telephone advice on maternity and parental rights at work and maternity pay and benefits to pregnant women and new parents in London. The service will provide parents with advice on their rights and assist parents to resolve problems at work and to claim relevant maternity pay and benefits. The service will undertake an active programme of outreach to Children's Centres and women's and BME voluntary organisations in London to raise awareness of the service, focusing on areas with low income and high BME populations. The service will reduce the number of women forced out of work during pregnancy, maternity leave and return from work by unlawful discrimination, reduce risks to the health of pregnant women arising from the workplace, increase family incomes and increase women's confidence to take action to assert their rights.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/01/2017	31/01/2019	31/01/2020
Grants & donations:	£238,397	£426,516	£391,060
Earned income:	£0	£0	£0
Other Income:	£94	£0	£0
Total income:	238,446	£426,516	£391,060
Charitable activity costs:	£216,197	£423,516	£388,060
Cost of raising funds:	£216	£3,000	£3,000
Other costs:	£0	£0	£0
Total expenditure:	£217,197	£426,516	£391,060
Free unrestricted reserves held at year end:	£115,037	£154,000	£154,000

What is your organisation's reserves policy?

Maternity Action maintains reserves to meet unexpected spending requirements. Maternity Action is funded by a mix of grants, donations and self-generated funds which fluctuate year to year, making it difficult to accurately project future income. The bulk of Maternity Action's expenditure is on staffing so costs cannot be swiftly reduced if income is lower than expected.

Maternity Action aims to have reserves equal to six months operating expenses.

Maternity Action will review reserves bi-annually during preparation of the budget and the mid-year budget review. Maternity Action will take appropriate action to address any shortfall or surplus.

For your most recent financial year, what % of your income was from statutory sources?
11-20%

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

Since January 2017 (the date of our last audited accounts) we have increased our funding to just over £400K. We are recruiting two new part time management posts (Senior Legal Officer- Immigration and Asylum; Manager Policy and Campaigns) which will boost our capacity to further expand our advice services and more effectively engage users in our policy and campaigning work.

What are the changes you hope to achieve?

The service will support pregnant women and new parents to self-advocate to resolve problems at work. This will enable women to retain their jobs through pregnancy and return to work, to attend their antenatal appointments, to have safe working conditions, to negotiate flexible working arrangements and to receive their maternity and parental pay. Poor practice in health and safety is widespread, with one in 25 women leaving their jobs for this reason. These women are predominantly on low incomes and working in low skilled jobs. Other common problems are unfair redundancy, unfair dismissal, unfair performance management, bullying and harassment, unfair changes to working hours and conditions, and unfair refusal of flexible working requests. We will also support pregnant women and new parents to claim maternity benefits. We will particularly target women in precarious work who find it difficult to claim Maternity Allowance.

How do you know there's a need for this work?

One in every nine pregnant women and new mothers at work lose their jobs as a result of unlawful discrimination (EHRC 2016). Another 20% of women report financial loss as a result of pregnancy discrimination and 41% report a risk or impact on their health. Only one in four women raise the issue with their employer, 3% pursue a grievance and fewer than 1% make an employment tribunal claims.

Maternity Action research (2018) with BME mothers in London found poor treatment of pregnant women and new mothers at work, with significant risks to health, and limited support to assert their rights. Unpublished GLA research with low income earners found that parental rights were seen as benefits rather than rights, particularly amongst migrant workers.

Our national advice line on maternity rights is significantly oversubscribed, with 1,600 calls answered and 53,000 unanswered during service opening hours in 2017.

How will the work be delivered - specifically, what will you do?

Maternity Action will deliver telephone advice to pregnant women and new parents encountering problems at work or seeking advice on maternity, paternity and parental pay or benefits who live in London. The telephone advice line will be open four mornings per week (12 hours/wk) and Children's Centres and voluntary organisations can book afternoon appointments for telephone advice for women requiring additional support, particularly those requiring interpreters. Parents will be supported to self-advocate and can call as their case progresses. Following the model used in the Ascent advice line, we will ask callers for their borough (or postcode) to ensure we reach Londoners. We will undertake outreach work with Children's Centres and voluntary organisations to promote the service, focusing on areas with low incomes and high BME populations. The service will be delivered by a fully trained Advice Worker, supervised by our Senior Legal Officer, who is an employment barrister.

Why are you the right organisation to do this work?

Maternity Action is recognized as the specialist source of expertise on maternity rights at work and maternity benefits. Our largest referral sources include CABx, ACAS, National Childbirth Trust. Our 50+ online information sheets are developed in consultation with diverse groups of parents (i.e same sex couples, BME, migrant, disabled parents) to ensure fitness for purpose?. These kept scrupulously up to date and are downloaded over a million times each year. Our national Maternity Rights Advice Line, delivered by employment lawyers, answers 1,600 calls each year.

We have amassed unique specialist expertise over the years, strive for quality and routinely evaluate our work. Our most recent impact assessment (2016) demonstrates effectiveness in improving users' awareness of rights (90%) (84% reported that the call impacted on their situation. 89% of our users rated the service very highly.

How does your work complement and not duplicate other services within your area?

There are no specialist, London-based services delivering telephone advice on maternity and parental rights at work and maternity benefits. There are some employment rights services which include maternity rights based in Law Centres and community organisations (Southwark Law Centre, Latin American Women's Rights Service and others) however these services have limited expertise on maternity rights at work and are insufficient to meet need. CABx provide advice on employment rights and benefits, however few have sufficient expertise to deliver maternity rights advice, as evidenced by the high level of CAB referrals to Maternity Action's national advice line (38% of all callers).

How will this proposal meet the Programme Outcome(s) under which you are applying?

The service will improve the economic circumstances of new families by enabling women to remain in their jobs during pregnancy, maternity leave and return to work and to access benefits. The UK-wide cost to women of losing their jobs because of maternity discrimination is between £46.6 million and £113 million per year, and the cost of discriminatory treatment falling short of job loss is between £28.9 million and £34.2 million (EHRC 2016).

The service will increase access to advice on maternity and parental rights at work and maternity benefits before families hit crisis point. From our national advice line, we have found that women will call a telephone advice line for advice early in their problems at work. It is common for women to call to clarify their entitlements to maternity pay or redundancy pay and, in discussion with the adviser, find out that they have been subjected to discrimination.

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

Maternity Action has found that telephone-based service delivery is valued by parents as they can contact the service in breaks at work or when children are asleep, avoiding the need to organize childcare. We have found that running drop-ins is less effective in reaching parents. We have a high level of traffic on our website due to organic searches (e.g. Google) and the service will also be promoted through the GLA employment rights portal, currently under development. To ensure that we reach low income and BME parents, we will engage in an active programme of outreach. We will target voluntary organisations working with parents in BME communities (e.g. LAWRS ?Espacio Mama? group). We will target Children?s Centres and voluntary organisations in the boroughs with the worst multiple indications of poverty and with more people on low pay (Barking & Dagenham, Newham, Brent and Ealing, Greenwich, Waltham Forest, Lewisham and Haringey).

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

Maternity Action has an active programme of campaigning to better protect pregnant women and new mothers from maternity discrimination at work. We developed a 32 point action plan to end maternity discrimination which was supported by the TUC, NCT, RCM and others. Most of these recommendations were adopted by the Women and Equalities Select Committee inquiry into maternity discrimination. We engage in media work, Parliamentary events and seminars to influence decision makers, and we engage women with lived experience in these events as speakers and in the audiences. We run e-campaigns encouraging women to write to their MPs. In January 2018, Maternity Action established a peer support programme for women taking action to assert their rights. This programme is still in early stages and is intended to provide a route for women to support one another to exercise their rights and increase confidence in speaking publicly about their experiences.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

The service will be widely promoted to pregnant women and new mothers, with the aim of reaching women early in their dispute at work. Maternity Action has found that women who engage early with our services are better able to negotiate a satisfactory resolution with their employer. We support women to understand their rights and to communicate these to their employer in a non-combative manner. This increases the likelihood that women will retain a positive relationship with their employer and can resolve the difficulties which are putting their job at risk. Where the relationship has broken down or the employer is combative, we can support women to pursue a satisfactory settlement. Provision of this support increases women's confidence in exercising their rights, enabling more effective self-advocacy in future employment disputes, and reduces women's stress and anxiety during pregnancy, which has long term health benefits for mother and baby.

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

We will work with London-based services providing advice on employment rights and benefits to support signposting to our service. We will engage with London-based advice networks, including the Black and Minority Ethnic Advice Network (BAN) and the Employment Law Advice Network (ELAN). We will engage with the GLA employment rights portal to incorporate maternity and parental rights into their online triage tool, currently under development, and to support signposting to our service.

We will work with organisations working with parents in BME communities to establish the outreach programme and promote the service. We will similarly work Children's Centres and voluntary organisations in the boroughs with the worst multiple indications of poverty and those with more people on low pay (Barking & Dagenham, Newham, Brent and Ealing, Greenwich, Waltham Forest, Lewisham and Haringey).

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

We will assist women who are dealing with problems at work during pregnancy or new motherhood. They will be 'coping' with the health impacts of pregnancy or giving birth, the emotional challenges of a new baby and the financial pressures of balancing family budgets. Research shows that only one in four pregnant women and new mothers who encounter problems at work will raise this with their employer and only 3% will raise a grievance (EHRC 2016). This is consistent with women who have little capacity to handle additional stressors. We will assist them to resolve problems at work and to access maternity pay and benefits, building confidence and addressing short-term financial pressures. Ultimately our vision is for our users to be thriving, healthy, economically secured and in a position to give their babies the best possible start in life.

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

Maternity Action leases premises in Tindlemanor, which has a strong emphasis on environmental sustainability. Telephone-based service delivery avoids the energy used by service users travelling to attend advice sessions. Telephone-based service delivery also allows staff to work from home, if they wish, reducing the energy use from commuting. Approximately half of Maternity Action staff work entirely or partly from home. We will use public transport to attend outreach services.

What are the main activities or outputs you want to deliver?

3,600 pregnant women and new parents will receive telephone advice on maternity and parental rights at work

600 telephone advice sessions delivered

45 outreach visits to Children's Centres and voluntary organisations

What 3 main differences or outcomes do you hope the activities you have described above will achieve?

85% of users report greater awareness of their rights and options

85% of users report increased confidence in dealing with their situation

60% of users report improved employment outcomes or increased income (kept job, received maternity pay or benefits, resolved health and safety concern, resolved right to attend antenatal appointments, negotiated flexible working)

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Advice Worker, including NI and pensions	29,440	30,323	31,233	0	0	90,996
Supervision and support	8,280	8,528	8,784	0	0	25,593
Call system	600	600	600	0	0	1,800
Interpreters	1,500	1,500	1,500	0	0	4,500
Travel	650	650	650	0	0	1,950
PI Insurance	250	250	250	0	0	750
Contribution to rent, utilities, finance, admin	4,072	4,185	4,302	0	0	12,559
TOTAL:	44,792	46,037	47,319	0	0	138,148

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	0	0	0			0
TOTAL:	0	0	0	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	0	0	0			0
TOTAL:	0	0	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Advice Worker, including NI and pensions	29,440	30,323	31,233	0	0	90,996
Supervision and support	8,280	8,528	8,784	0	0	25,593
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Interpreters	1,500	1,500	1,500	0	0	4,500
Travel	650	650	650	0	0	1,950
PI Insurance	250	250	250	0	0	750
Contribution to rent, utilities, finance, admin	4,072	4,185	4,302	0	0	12,559
TOTAL:	44,792	46,037	47,319	0	0	138,148

Who will benefit?

How many people will directly benefit from the grant per year?

1,200

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide

Does this project specifically target any groups or communities?

This project will specifically work with the following age groups:

This project will specifically work with the following gender groups:

Female

This project will specifically work with the following ethnic groups:

Mixed / Multiple ethnic groups

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

No

This project will specifically work with LGBTQI groups:

No

This project will specifically work with other groups or communities:

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

Are there any groups or communities you think your organisation will find hard to include through this project?

Yes - please specify

If yes, please specify which groups or communities? Where possible using the categories listed above.

women who speak little or no English

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

We will deliver outreach to BME community organisations working with parents. We have allocated funds for Language Line. BME organisations can book telephone appointments for women, particularly those using interpreters who will require additional time.

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Rosalind Bragg**

Role within Organisation: **Director**