The Baby Bank Boom

Channel Four Dispatches: Born on the Breadline Report

Dispatches - Born on the Breadline
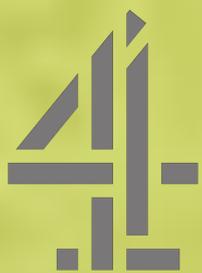
Executive Summary

Key findings of the first detailed analysis of the provision of Baby Banks in the UK:

- **Around 35,000 families in the UK have been referred to baby banks in the first nine months of this year – in England, 1 in every 100 families with young children**

- **Since austerity began baby banks have proliferated all over the UK. There are now at least 105, but possibly up to 160 operating – this does not include baby bank-style services offered by NCT groups and food banks.**

- **The number of baby banks operating has increased 10-fold in the past 8 years.**

- **Channel 4 Dispatches identified baby banks from Aberdeen in the north to Plymouth in the south; from Belfast in the west to Lowestoft in the east.**

- **90% of baby banks reported that demand has increased the last two years.**

- **The total number of referrals to baby banks has increased by over 500% in the past 5 years, with the average number of referrals to each baby bank doubling since 2014.**

- **Between 300,000 and 400,000 items have been distributed, with a value of £1.8-3.1million.**

- **Basic essentials such as nappies and baby clothes are the items most in demand.**

- **The most common sources of referrals to baby banks are public-funded organisations.**

Dispatches - Born on the Breadline
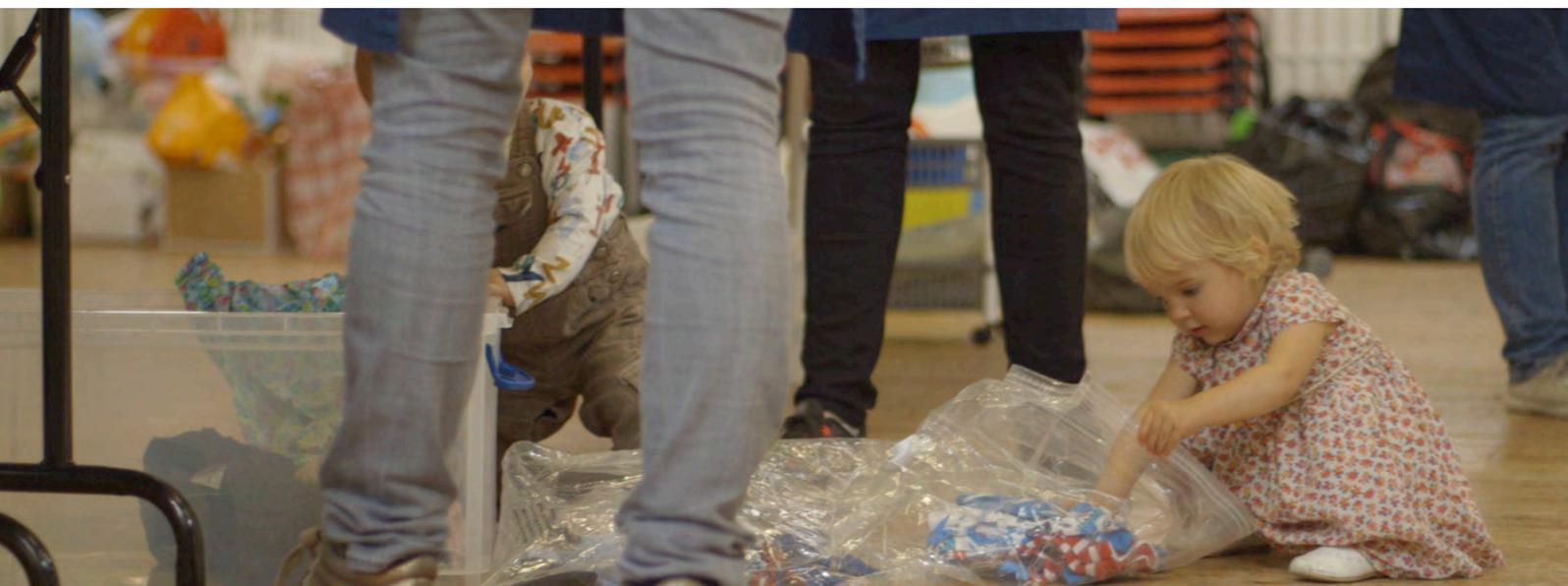
Introduction

Baby banks are free services that provide families in need with essential items for babies and young children. Baby banks across the UK range from large organisations with dedicated facilities to single individuals who provide baby items via local charities or hospitals. However, there is no central register of baby banks, and no information available on the extent of the service they are providing. Channel 4 Dispatches aimed to assess the number of baby banks currently operating in the UK, to understand the amount of help that is being given by baby banks, and to estimate the unmet need experienced by families across the UK.

> *"This week for example we supported a mum who was sleeping on her neighbour's floor. Her newborn baby was sleeping on the sofa, and she had nothing. We were able to provide her with absolutely everything – moses basket, mattress, clothes, nappies, sterilisers, everything. And we do see that quite a lot."*
>
> *"There are 82 kids living on hostels within a mile radius of where we are now. And there are children without beds right on this road."*

Survey Methods and Analyses

We used a bespoke online data collection tool to gather information about baby bank services. The survey consisted of 18 central questions, with supplementary questions where applicable. We ran the survey for a one-month period in Autumn 2018. Results are presented as totals and percentages, and imputation of missing data has been performed where possible.

Detailed sampling methodology, survey questions, and analytic strategy are available in Appendices 1,2, & 3. The survey response rate among pre-identified baby banks was 68.4%.

Results

1.1 How many baby banks are there in the UK at the moment?

Channel 4 Dispatches has identified 105 baby banks across the UK. 74 of these responded to our survey, but we estimate that the total could be as high as ~160. These estimates were arrived at using an online search strategy, combined with contacts made through baby bank networks and referral organisations.

We are aware of local NCT groups that make 'baby bundles' for local mothers in need, however in the majority of cases, these groups did not fit our pre-defined definition of a baby bank. However there are at least 25 such groups operating around the country (and possibly many more). Furthermore many food banks now offer some baby products, but again these have not been included. These groups are also providing valuable contributions to the unmet need in this sector.

1.2 Where are baby banks currently operating?

There is range of geographical locations of baby banks within the UK (Figure 1). However, there are large areas where we have not been able to locate baby bank services currently running. Our results suggest that **many of the poorest areas of the UK are under-served by baby banks**.

It is possible that the gaps in baby bank locations reflect better provision of services by local authorities in these areas, hence reducing the need for baby banks. However based on referral patterns from local authority services to baby banks elsewhere in the country (section 1.7) this is less likely. It is also possible that the gaps in known baby banks reflect our search strategy, however baby banks that do not have a readily detectable online presence are generally smaller, and may not be fully meeting the demands of the population in these areas of need.

Locations of known baby banks in the UK (October 2018)

1.3 How many families in the UK use baby banks?

The Channel 4 Dispatches analysis indicates that around **35,000 families** in the UK have visited a baby bank so far in 2018, but the number could potentially be as high as 43,500.

There are 3.15 million families in England with children under 5 (ONS, 2016) and around 31,000 families have been helped in the country by baby banks so far this year. Therefore in England **as many as 1 in 100** families with young children may have sought help from a baby bank this year.

> *"Over the last 2 years we have responded to 2,900 requests for help."*
>
> *"We've helped 400 families in the last 16 months, and it's just increasing every week."*

1.4 How many baby items were provided to families in need last year by baby banks?

We estimate conservatively that **at least £1.8M worth of items** was given to families in 2018. Though the real value could be as high as £3.1M.

Families received at total of at least **300,000 items**, the true figure could be as high as 400,000 items.

Average value of items received was £6, and families received articles worth an average of at least £50. However there is a wide range of provision by different baby banks. Some help over 1,000 families per year, and have high value items such as buggies available. Others can help fewer than one family per week, and make up parcels of small items such as clothes and nappies.

1.5 What kind of items are baby banks giving out?

Baby banks provide all kinds of essential items and equipment to families. These range from the most basic needs, like nappies, to items that allow families to keep their babies safe, for example sterilisers and safe sleeping places, to items that increase mobility like buggies and slings.

Bare essentials - clothes and nappies – were the highest demand items in baby banks across the UK.
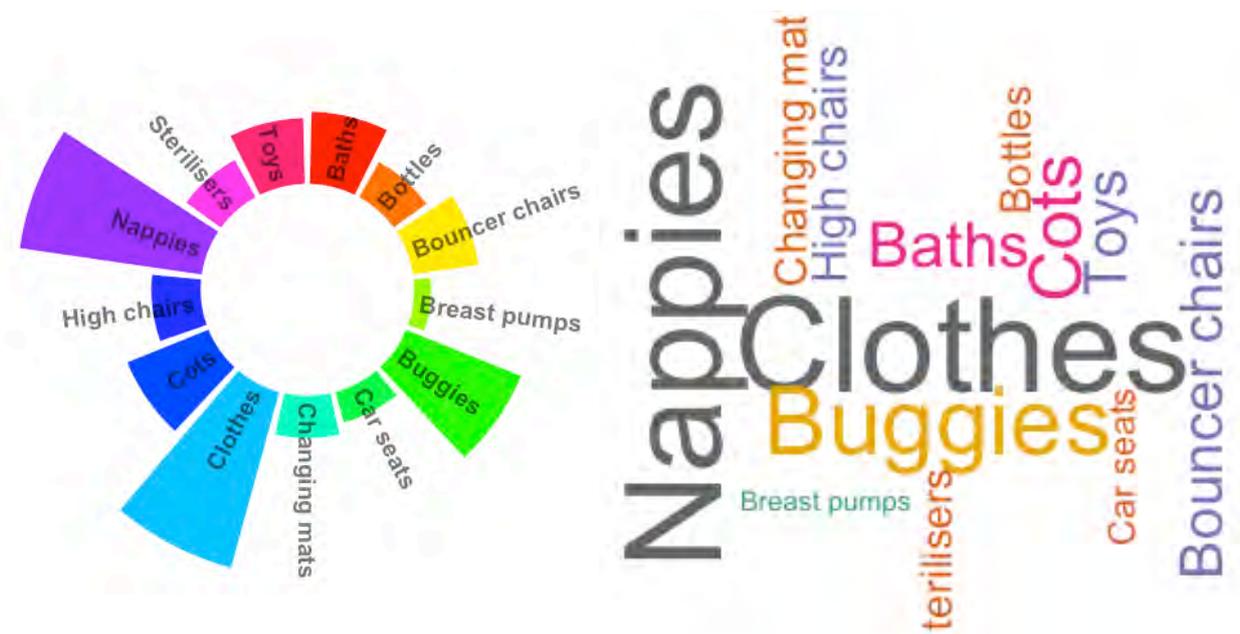
Items requested by families using UK baby banks (based on the number of baby banks rating items as 'high demand')

> *"The bundles are designed for the first few weeks of having a new baby - so items included are nappies, wipes, sacks, toiletries for baby and carer, vests, babygrows, hats, mittens, bibs, blankets, warm clothing, blankets, small toy/book and any handy miscellaneous items."*
>
> *"We provide nappies, cots, moses baskets, prams, clothes."*
>
> *"Anything that a baby needs from nought to two, so a pram, a cot, just nappies and wipes, it doesn't matter, we'll help with anything."*

1.6 Who is using baby banks?

One of the hardest questions to answer about UK baby banks is the demographics of baby bank users. Of our survey respondents, very few kept details regarding the families that use their services. Based on the few responses to these questions, we can begin to build up a picture of use, but these results are less clear-cut and may ONLY reflect the numbers at specific baby bank locations.

10 baby banks in England were able to estimate that around 40% of their users were in temporary accommodation. Across England there were 79,880 households include 123,230 children in temporary accommodation in March 2018 (House of Commons Research Briefing, June 2018).

Several baby banks were able to estimate that an average of around 50% of families they helped were lone parent families. Overall 22.3% of families with dependent children in England are lone parent families (ONS Families and Households, 2017)

A very small number of baby banks were able to tell us that on average 13% of their users had refugee or asylum seeker status.

> "We link with the refugee and asylum-seeker nurse who refers a lot of people."
>
> "We have links with domestic abuse refuge and specialist midwives that deal with vulnerable families - often asylum seeking women that have no recourse to funds."

1.7 How can families access baby banks?

The majority 86% of UK baby banks take referrals from other agencies. Just over half (55%) require referrals in all cases. Of those that accept self-referrals, most accept any family without applying specific criteria.

Baby banks told us that they would accept referrals from virtually any public sector or voluntary agency. They reported that the most common source of referrals were **public-funded agencies**: health visitors, midwives, social workers and children's centres.

The next most common source of referrals was from the voluntary sector, including other local charities, food banks or homeless shelters.

Uncommonly, families are also sometimes referred from other agencies, including the police, family doctors and the job centres.

Sources of referral to UK baby banks (based on the number of baby banks who reported that they 'commonly' or 'sometimes' received referrals from each source)

1.8 Is the need for baby banks increasing?

90% of the baby banks that we surveyed said that demand for their services had increased over the past two years. Of those who had seen an overall increase in demand, 73% said that demand had increased significantly.

The total number of referrals received by all baby banks in operation has **increased by over 500%** in the past 5 years. The average number of referrals each year dealt with by each UK baby bank has **doubled since 2014**,
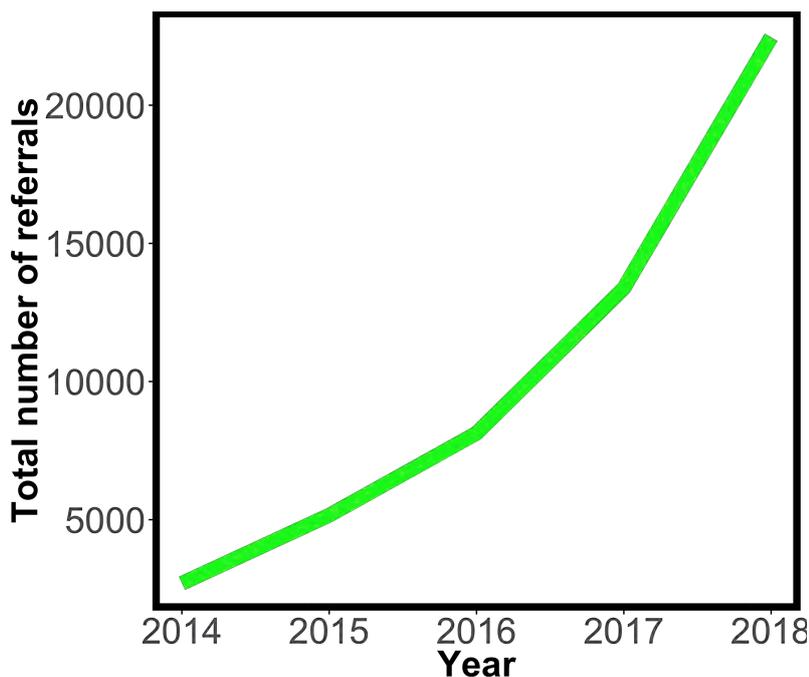
Total number of referrals received by UK baby banks, by year, since 2014

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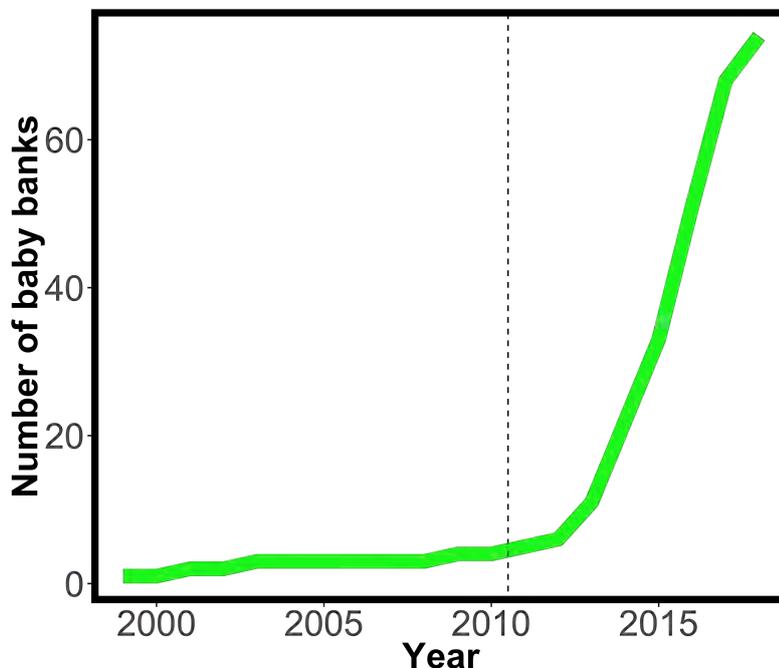We asked all the 74 baby banks that responded to our survey when they first opened. The number has increased a minimum **10-fold over the past 6 years**. When the austerity budget was first announced in June 2010, only 5 of the baby banks that answered our survey were in existence. Now we estimate that as many as 160 are operating across the UK.

Total number of baby banks with known year of opening in the UK (dashed line marks start of austerity, announced in June 2010)

"The need is increasing. Part of that is because families are really struggling. Part of that may be because there is increasing awareness of our service with other agencies."

"We are happy to help anyone in need, but our biggest problem is reaching these mums or getting other agencies, to refer. Example: last week a new mum in the refuge, was begging on facebook for help. We have approached all areas that we are aware that help may be needed, but rather than this mum being referred to us, we had to find her begging on FB. This we find very degrading for anyone."

1.9 Universal Credit

With the recent focus on Universal Credit, a supplementary question was sent to those baby banks operating in areas where UC has already been phased in. Too small a number responded to infer any positive or negative impact on baby bank demand. There were some positive comments about the new benefit once it was being received, with the consensus being that the problems were in the transitional phase.

> *"Whilst families are transitioning from one system to the other there have been a lot of problems. A real hardship for some who have had to cover costs for often weeks at a time while things are resolved. That said we have also seen it work extremely smoothly for families and those who have finally started on it seem to like it."*
>
> *"One of the busiest times for us will be winter/Christmas which is without doubt the hardest time for our service users. We expect to see record numbers this Christmas since the introduction of Universal Credits here."*
>
> *"We have had a large increase in food requests, school uniform, baby equipment, etc. due to universal credit - this is mentioned a lot on the referral forms."*
>
> *"We are anticipating that when Universal Credit is brought in for absolutely everyone (as opposed to just new claims and those with amendments) that the demand will grow for our service. I would say UC is having a major impact on how people manage now."*
>
> *"Universal Credit has had a devastating impact on families in our community."*
>
> *"In addition to the Baby Bank we run a Food Bank, and run other projects where Universal Credit has had a significant impact. In terms of the Food Bank, there was an 87% increase in referrals in 2017 compared to the previous year. We feel Universal Credit played a huge part in this because food bank demand was fairly static in the four years prior to this. Although we don't have clear stats about the impact of Universal Credit on the Baby Bank, we think it is a reasonable assumption that it would have impacted here."*

Conclusion

Baby banks have proliferated during the period of austerity, coinciding with welfare freezes and caps, and the introduction of Universal Credit. Up to £3.1M of bare essential items for families with new babies and young children has been provided by baby banks in 2018. Baby banks are providing families with the absolute basics to keep their infants safe and healthy, such as nappies and clothes.

As many as 1 in 100 families in England with children under 5 may have visited a baby bank this year. The most common way that baby banks are accessed is via local public services who do not themselves have appropriate resources to fulfil the needs of these families. In the past 8 years, the number of baby banks has increased by at least 10 times and those operating these facilities consistently report demand is soaring.
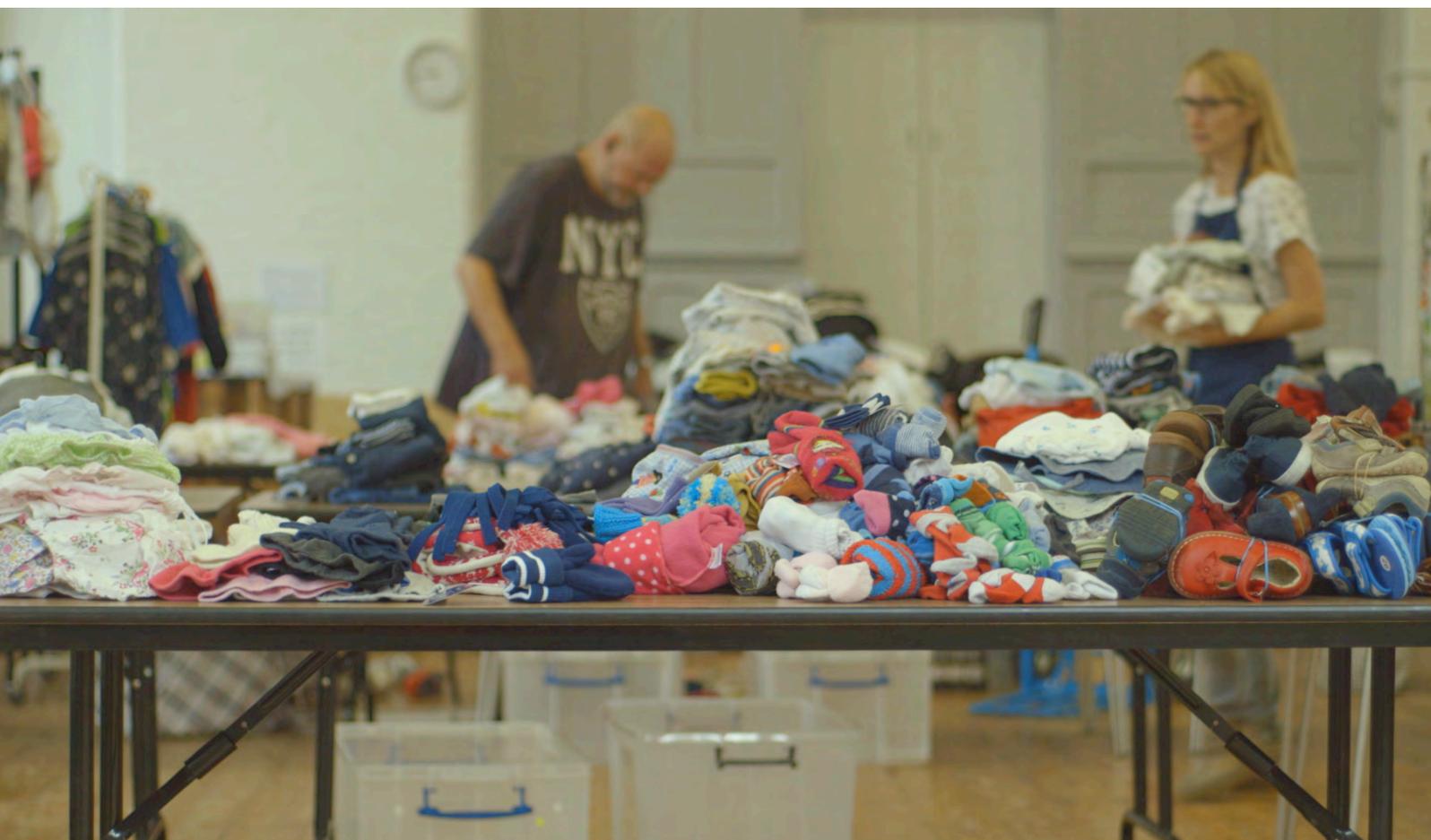
Appendix 1: Pre-specified survey design and sampling strategy

Introduction

The aim of the analysis is to build as complete a picture as possible of current provision of baby bank services across the UK. Channel 4 Dispatches aimed to assess the scale of need for baby banks and to understand the circumstances of families who are accessing the services. We also wanted to gain insight into unmet need that exists around the UK. These are novel journalistic aims. We will use this evaluation to address questions about which no current statistics are available either publically or from any single organization.

The results of this investigation will be used to frame a documentary that presents several in-depth case studies of baby bank using families. The overall aim is to bring the need for baby banks to the attention of a wide audience, and to examine what the existence of such services tells us about modern UK society.

Overview of survey methods

The survey is intended to be completed by the CEO or senior staff member of each baby bank operating within the UK. It will be conducted online and is composed of 18 basic questions, from which more detailed answers branch. It is intended to be simple and quick to complete, and to be suitable for use in organisations of very different scales. The survey link will be disseminated via social media, direct email contact, and a 'snow-balling' effect from survey takers. The survey is based on the secure, encrypted, subscription-based data collection platform RedCap (https://www.project-redcap.org/), which is used to collect and collate secure clinical trials data. The survey results will be downloaded from RedCap and analysed using 'R' software for statistical analysis (https://www.r-project.org/). The summary results and report will be provided only to the production team and to Channel 4 in the first instance. After the film has been broadcast on Channel 4, then the summarized survey results will be in the public domain and specifically made available to participating baby banks. A summary of key results will be sent to any participating baby bank that has requested them during the survey process.

Data and data security

No personal information regarding individuals will be collected at any time during the survey. Collected data will be aggregated at the level of baby banks. True Vision Productions will not ask any baby bank for information that could identify any user, donor, staff member or volunteer at any stage of the survey. The name of the baby bank will be recorded on each survey response: this is necessary to ensure that we discard duplicate answers from the same baby bank and to assess the coverage and response rate of the survey. Baby banks will also be given the opportunity to provide an email address. Providing an email address is not required, and will be used only to provide further survey related information. Provided email addresses will never be shared will any third parties.

Survey data in the public domain will consist of aggregated responses only. The answers of any particular baby bank to the online survey will not be identifiable from information in the public domain. Published data may be aggregated at national or regional level, or by other baby bank characteristics.

The survey will specifically ask baby banks whether the production team may contact them for further information or to discuss participation of their baby bank in the documentary. No unsolicited contact will be made with any party based on their survey responses unless they have agreed to this.

Contact details for True Vision Productions will be available on the survey, so that any service that has questions about the survey or wishes to opt out of taking part can contact the production team directly.

Survey questions

The survey questions have been designed to gain maximum useful information, while limiting the burden of survey completion. The survey questions were developed by the production team based on the following considerations:
- key facts that would be asked by viewers
- key information already routinely collected by Little Village
- key information available in the public domain from other individual baby banks
- key facts that are likely to be collected by baby banks but not made public

The data dictionary for the survey is available as Appendix 2.

The framing of the questions is designed to be user-friendly. It is suitable for completion by staff members with varying degrees of education and English language competency. The survey has not been translated into other languages as it is assumed that each baby bank operating within the UK will have at least one staff member whose English language skills are sufficient for completion. True Vision Productions will however provide a paper-based copy of the survey in other languages if requested.

The survey design recognizes that individual baby banks will collect differing levels of detailed data about the families that use their services. Therefore branching logic is written into the system to minimize inconvenience to service providers who do not collect data in a particular domain. Further branching logic is also used to distinguish between definitely known details about the service and the general sense of the service that different providers will be able to supply. Using this strategy we hope to maximize response rates and to reduce as far as possible the number of incomplete responses.

Only two fields are mandatory for the survey response to be included. These are the name and location of the baby bank. These fields are required in order that duplicate responses from the same service can be identified, compared, and excluded.

Piloting the survey
The survey was designed by the True Vision team, and then cascaded through various editing and piloting steps.
(i) The survey questions were reviewed and advice given by two relevant experts:
   a. The CEO of one of the UK's largest baby banks, Little Village, who provided expertise in defining the quantitative ranges, and checked for appropriate language and phrasing, and coverage of key elements of service function.
   b. A professor in Social Sciences who has extensive experience in applied survey methodology and in sensitive surveying of hard-to-reach populations. She checked the question flow, branching logic, and the data assimilation coding.
(ii) A further edit was performed by key stakeholders including True Vision's executive producer and Channel 4 commissioning editor
(iii) A technical pilot was carried out among True Vision's staff using demonstration data to check the information flow through the survey and to remove any technical glitches prior to going live
(iv) A final pilot was performed with five UK baby banks using their data. Feedback was received and acted upon to ensure that all aspects of the survey were optimized prior to going live at scale.

Defining the survey population
One challenge in administering the survey to all baby banks in the UK is that there is no central registry of such services. A complete list of all baby banks does not exist and therefore it will be impossible to be certain that all baby banks have had the opportunity to complete the survey or to calculate a precise response rate. This is a limitation inherent in the methodology proposed, but the dissemination strategy is designed to mitigate this limitation as far as possible.

Definition of a baby bank:
(i) Must be a charitable organization, with no charges made for items provided.
(ii) Must provide baby and young child items specifically. Organisations will not be excluded if they have other services on offer or affiliated with them, but the primary focus must be on providing items required for care of babies and young children.
(iii) Must be currently active and providing a service.
(iv) Must not provide emergency packs only.

True Vision will attempt to compile as complete a list of all baby banks as possible, using the following strategies.
(i) Social media and in particular the UK baby bank Facebook page will be used to compile an initial list
(ii) A key-word internet search will be performed for additional baby banks
(iii) A snow-balling strategy, whereby baby banks let us know about other similar services that they are aware of will be initiated, beginning with Little Village baby bank (based over 2 sites in London)
(iv) Researchers will get in touch with relevant contacts (social workers, health visitors, midwives) to ask whether they make referrals to baby banks in their area, and if so, which are used.

Using this strategy, we will build up as complete a list as possible. This list will be imported into RedCap for comparison against the list of survey responders.

Survey dissemination
The survey link will 'go live' over social media. In particular, it will be posted on the UK baby banks Facebook feed, and tweeted by baby banks with whom we have established direct contact. We will again encourage a snow-balling strategy to disseminate the link as far as possible.

As each response is received, they will be checked off against the master list of baby bank contacts. Where more than one response is received from a baby bank the information will be checked against previous responses for the same service. If duplicate responses are identical, then the first response will be preferred. If they are in broad agreement, then the more precise response will be preferred. Where contradictory information is provided then we will contact the baby bank directly, if permission has been given, to disambiguate. In any cases where we have contradictory information but the baby bank has declined contact then both responses to the relevant questions will be discarded.

The survey will be open for a total period of one calendar month.

Non-responders strategy

After an initial period of one week, we will review the master list of contacts to assess the response rate. We will also review and refresh the posted links to keep the survey in view of potential respondents. At this point, we will search for

publically available contact details for any non-respondents. If contact details are publically available, then we will email/phone directly with a survey link. Where no public contact details are available, then we will use our snow-balling strategy to attempt contact via staff of other baby banks to alert non-responders to publically posted links.

After a further period (likely a further week), we will send reminder emails and boost the publically posted links back into view. After one further week a researcher will call any remaining non-responders for whom a phone number is available. During the phone call, the researcher will offer to email a further link to any address provided.

At any stage, any contact to True Vision productions or Channel 4 that indicates an unwillingness to respond will be noted and no further contact will be made with this service.

Our response strategy will therefore maximize the chances of receiving the relevant information while minimizing the number of contacts that any single service can receive. Under the strategy outlined above, the maximum number of direct contacts for any service prior to responding or being marked as a non-responder is four (3 via email and 1 via telephone).

After all baby banks that we have been able to trace have been marked as either responders or non-responders, the data-set will be considered complete for analysis.

Data analysis

The final survey data set will be downloaded as a .csv file and analysis performed using R (https://www.r-project.org/). Summary tables for each data field will be produced. After an initial interpretation phase carried out by the production team further analysis, for example breaking down into sub-groups, will be performed. A more detailed analysis, for example using multivariate logistic regression models, will be performed based on the initial interpretation. A data-driven discovery approach to the final analytic data set will be taken. A full analytic summary will be produced and made available to Channel 4 in addition to True Vision Productions. It will also be reviewed by our expert advisors who may suggest further analyses to be performed. For further details, see Appendix 3.

Dissemination of survey results

Key facts from the results summary will be included in the broadcast film. The results summary will be disseminated directly to any respondents who indicate that they wish to receive them. After broadcast, a full results summary will be available publically, on the True Vision website.

Appendix 2: Survey data dictionary

Available online at www.truevisiontv.com/babybanks

Appendix 3: Data analysis and report presentation

Introduction

The purpose of the survey was to build as complete a picture as possible of the current provision of charitable baby bank services across the UK. The survey design and data collection strategy are detailed in Appendix 1. The survey was open for a 1-month period across the UK (13th September 2018 – 13th October 2018). This supplement details how the data analysis was conducted. All data analysis was performed using R (version 3.5.1, https://www.r-project.org/).

Inclusion criteria for results

98 baby banks across the UK were identified by our online and snowballing search strategy. Baby banks were directly contacted by us with requests to fill in the survey where public contact information was available. However we also promoted the survey link on public forums and social media in the hope of capturing baby banks that were not found by our search strategy. This resulted in several instances of multiple responses and responses from organisations that were not defined as baby banks, which were subsequently discarded.

In total, 106 responses were received:
3 were confirmed to be duplicate responses (1 from 1 baby bank and 2 from another)
5 were confirmed to be from organisations that did not meet the pre-specified criteria to be considered a baby bank (see Appendix 1).
24 were survey access that had been logged, but had no usable data entered

We are aware of a number of NCT groups that run a 'baby bundles' service where 'emergency packs' are created for families in crises, however services that offer emergency items only were excluded by our pre-specified criteria. As were food banks that additionally provide baby items.

After exclusions, 74 responses were available for analysis.

Participant response to survey conduct

One contact was received from a potential participant who was concerned about the anonymity of her organisation. We reassured her regarding the survey data privacy policy (see Appendix 1), but this potential participant did not go on to complete the survey. No other concerns or queries were raised regarding the survey. 68/74 (92%) participants with included results indicated that they would be happy for us to contact them again. Table 2 details the total contacts that were made during the survey process to 98 baby banks in accordance with our pre-specified protocol.

Contacts from survey team	Responders	Non-responders
1 (email only)	45	8
2 (email only)	16	14
3 (including phone)	6	9

Table 2: Survey contacts made

Validation of results

Two baby banks had multiple data entries, one of whom had two responses and one had three responses. We were able to confirm that these had all been completed by different individuals answering on behalf of the same organisations, and hence compared the answers given by different people responding on behalf of the same organisation. These showed a very high inter-responder concordance, hence increasing our confidence that the questions were correctly interpreted and answered by respondents. In the absence of significant discrepancies between respondents, the first completed response was preferred and duplicates discarded.

Strategy for non-responders

From 98 baby banks directly contacted by our team we received 67 unique responses (67/98; 68.4%). Of the total 74 included responders, 7 (9.5%) were not previously found by our research.

The total minimum number of baby banks operating in the UK is therefore 105 (98 known + 7 unknown responders), of which we surveyed 74 (70.5%). If the 9.5% undetected rate observed in the responders is similar to the rate in the non-responders, then this increases our estimate of the total number of baby banks in the UK to at least 109. However, this is likely to be a highly conservative estimate and the real number may be considerably higher than this. If the unknown baby banks had a non-response rate of 90%, due to being unaware of the survey, then the true number of unknown baby banks could be as high as 70, giving a maximum estimate of 162 baby banks currently operating in the UK.

Given the difficulty of defining the total population of baby banks, our sample of 74 baby banks could represent ~50-70% of the total population of UK baby banks.

We compared the characteristics of the 'known non-responders' (i.e. the 30/98 baby banks contacted directly who did not complete the survey) and the contacted responders (i.e. the 67/98 baby banks contacted directly who did complete the survey).

The most informative characteristic of responders compared to non-responders is whether they were part of a baby bank network, or an independent organisation. We show that there was no difference across the network affiliation groups in response rates (Table 1, p=0.19), and that data in the known baby bank population were missing-at-random with respect to networked status.

Network affiliation group	Responders	Non-responders
NETWORK 1	21	9
NETWORK 2	7	7
NETWORK 3	18	...
INDEPENDENT	21	11

Table 1: Networked status of known UK baby banks by response status

There was furthermore no obvious geographical trend to distinguish the respondents from the known non-respondents (see Map 1), therefore we conclude that non-responders are also missing-at-random with respect to geographical location.

Network status was a significant predictor of key outcomes of interest, including total number of referrals (p<0.05), number of items (p<0.001), and value of items (p<0.05). We therefore used imputation to estimate non-responders for these survey elements based on their network status. Moreover, the network data within each network were relatively tightly clustered and we therefore felt confident in using the network median to impute missing data from each network. Independent data showed much more variability, and we were unable to discount the hypothesis that independent baby banks who did not respond might be those that are smaller and less well-resourced. Thus to give a conservative estimate, we used the lower bound of the inter-quartile range to impute values for the independent baby banks.

This procedure was used for both unit non-responders and survey non-responders where the network was known (n=31)

For the 4 unknown non-responder sites that we postulate, where network status was unknown, we imputed the median value for the most populous baby bank network.

Dealing with estimates and exact values

For each primary outcome, survey respondents were given the option to enter either (i) an exact figure, (ii) an estimated figure, usually in pre-defined ranges, or (iii) no figure.

Estimates were further categorised depending on whether they were based on data or the respondent's experience. In no primary outcome category was there a significant difference between the estimates based on data compared with those based on experience and therefore both were included.

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To determine whether estimates could be combined exact figures for use in analysis, distribution histograms were constructed for both exact values and estimates. We were confident that both estimates and exact figures could be drawn from the same underlying distribution for all primary outcomes. Therefore estimates and exact figures were combined to give the population totals reported.

Mapping of primary outcomes
In order to protect the anonymity of respondents, the location of each baby bank was mapped at the centre of the nearest town. Where two or more baby banks shared a single town, these were offset at random from the centre.

Small number suppression
We used small number suppression to avoid revealing absolute numbers where these are small and potentially identify information about participant baby banks. Published values are rounded to the nearest 5% when the number of data points fell below threshold, and small numbers in tables are suppressed where applicable.

Qualitative methods
A free text section was available in the survey, with the heading: "If there is anything else that you feel is important for us to know about [name], then please add the information here". 46/74 (62.2%) of respondents did so. The free text provided was used to create a word cloud and provide illustrative quotations for the analysis. All quotations used in the report are from free text sections of the survey, from follow-up email exchanges, or from interviews conducted for the programme. Quotes have been anonymised

Result reporting
The report was produced, written, edited and published by the survey team in conjunction with Channel 4.

Survey Team:
Executive Producer: Brian Woods (True Vision Productions)
Producer and Director: Jess Stevenson (True Vision Productions)
Survey Producer: Dr Catherine Aiken (University of Cambridge)
Assistant Producer: Victoria Sautter (True Vision Productions)
Survey Consultant: Sophia Parker (Little Village Baby Bank)
Commissioning Editor: Louisa Compton (Channel 4 Dispatches)

www.truevisiontv.com/babybanks
Word Cloud constructed from survey free text responses

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