



**PREGNANT  
THEN SCREWED**

# Women in the Workplace

## External Evaluator Brief

**Budget:** Up to £30,000

**Timeline:** April 2023-October 2025

# Women in the Workplace

## Project Description

Each year 54,000 new mothers feel they have no choice but to leave their job, costing employers £1.65 billion per year in replacement costs (PTS). In 2019, 56.2% of mothers made a change to their employment for childcare reasons, compared with 22.4% of fathers (PTS).

Best Beginnings is a multi-award-winning national parenting charity with an unwavering focus on reducing health and social inequalities.

Founded in 2006, we have directly supported 4 million families across the UK and have trained over 1300 multi-disciplinary professionals and community champions. We are best known for our free multi-award-winning, interactive pregnancy and parenting app, Baby Buddy, endorsed by eight Royal Colleges, including RCM and RCOG, which supports parents, co-parents and caregivers' families, as well as frontline practitioners' work and communication.

Best Beginnings has 450 parents on our parent panel from all backgrounds and have identified a need for more support for employers to be able to support women and birthing people in the workplace and co-create solutions to bridge this gap through digital means.

We are partnering with The Motherhood Plan, known as Pregnant Then Screwed (PTS), a registered charity run by women with lived experience of maternity in the workplace across the UK. PTS works closely with employers and women and birthing people to tackle the specific challenges faced by pregnant women and mothers in the workplace.



**Department  
of Health &  
Social Care**

Women in the Workplace, a 3-year project funded by the Department of Health and Social care, aims to promote equality and improve health inequalities for 200,000 families by 2025 by working with SME employers and women and birthing people to co-produce support for expectant/new parents in the workplace. We hope to do this by working closely with women and birthing people to identify the specific issues affecting them, developing specific resources and video content on the parenting journey in the Baby Buddy app and by building evidence of scalable solutions, we will develop a commercial model that will be sustainable after the life of this project. We hope to also

provide training and tailored support to employers and bespoke support to those on the parenting journey including telephone support, mentoring, advice and information in partnership with PTS.

## Evaluation Brief

This joint collaboration between Best Beginnings and Pregnant then Screwed would like to commission an experienced evaluator(s) to evidence its impact in supporting the reproductive health of women in the workforce. Experience in evaluating multi-year complex projects using mixed methods research techniques would be essential with experience working in the areas of women's health, digital health and organisational psychology being desirable.

The key objectives of the evaluation would be to design and develop an evaluation methodology to underpin the project activities, to monitor, measure and determine the overall impact of the project on the following outcomes:

- Improvement of practice in supporting the reproductive health of pregnant women and new mothers in the workplace.
- Improvement of the well-being of employed staff experiencing reproductive health issues.
- Levels of continuous tailored support for pregnant women and new mothers in employment across the transition to parenthood.

## Final evaluation output

- A comprehensive evaluation report which outlines the evidence gathered from both employers and women in the workplace on the key reproductive health issues faced at work across all project activities.
- A good practice list of recommendations for employers in supporting women's reproductive health to be disseminated across platforms and organisations.
- To support learning and reflection throughout the life cycle of the project.

## How to apply

Submit a detailed proposal (no more than 4 pages) of how you would design the evaluation for this project by the **3rd of March 2023** to [amiliah@bestbeginnings.org.uk](mailto:amiliah@bestbeginnings.org.uk)

Your proposal must include:

- Your understanding of the brief and your/your teams relevant experience
- Proposed evaluation methodology including MEAL activities and any relevant tools you plan to use.
- Draft Budget and resource outline

Decisions will be based on clarity of approach, alignment with Best Beginnings and Pregnant Then Screwed's organisational values, relevant experience, and accessibility. Shortlisted applications will be invited to a short interview to discuss their approach as part of the decision-making process. Interviews will be held between the 6th and 16th of March 2023.

If you would like to discuss the brief further before submitting the proposal, please email [amiliah@bestbeginnings.org.uk](mailto:amiliah@bestbeginnings.org.uk) or [nilushka@bestbeginnings.org.uk](mailto:nilushka@bestbeginnings.org.uk) to arrange a call.

# Thank You



**PREGNANT  
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[www.bestbeginnings.org.uk](http://www.bestbeginnings.org.uk)