



MATERNAL JOURNAL PILOT PROJECT

Reason for Application

Why are we applying?

Local mothers and community arts practitioners, Rosanna Kent and Rebecca Rocker, are seeking funding to launch and pilot Maternal Journal Swindon, a dedicated community response using creative journaling workshops to support up to 15 pregnant women and new mothers who have a history of, or are currently experiencing, mild-to-moderate mental health difficulties. In the UK, 1 in 5 women will experience a mental health problem within the first year after birth and with NHS services over-stretched, there is a critical need for community-led, preventative interventions such as Maternal Journal.

Maternal Journal Swindon provides the creative 'village' needed to break the silence around post-natal mental health struggles, offering a cost-effective, community-based intervention that supports mothers before they reach a point of crisis.

By fostering a 'village' of shared experience through art and writing, Maternal Journal Swindon aims to reduce isolation and empower mothers to reclaim their narratives during this profound life transition.

What is Maternal Journal?

[Maternal Journal](#) is a global community movement. Its practices and principles have been tried and tested across the world, but have never been done in Swindon before.

Through a series of guided, creative sessions comprising poetry, prose, drawing, painting and collage, we will provide a safe and inclusive space for mothers to:

- **Express:** Give voice to the complex feelings that arise during the perinatal period.
- **Reflect:** Process their unique experiences of birth and early motherhood.
- **Restore:** Use creative tools to promote long-term wellbeing and resilience.

How will Maternal Journal be delivered?

We plan to promote Maternal Journal using Rosanna and Rebecca's existing local networks and marketing channels, with support from the parish.

A pilot course of 6 2-hour Maternal Journal workshops, hosted in a local community space, will promote creativity, using journaling as a therapeutic tool.



who will be facilitating Maternal Journal?

Rosanna Kent is a Swindon doula who runs [Odyssey of Motherhood](#), supporting local women through the monumental life events of pregnancy, birth and the post-partum period. With a background in formal education, Rosanna's teaching qualification positions her well to provide responsive, empathetic and well-structured solutions to meet community needs.

Rebecca Rocker is the founder and facilitator behind [Torn Curtain](#), delivering socially engaged community poetry workshops and events in Swindon. She is the current Mayor's Poet and produces Swindon Wordsmiths, a popular comedy and poetry night. She also facilitates creative journalling workshops with Shine PND (post-natal depression) Support Group. Rachael Stone, who runs Shine, said about Rebecca's workshops: "Creative journaling and a dip into poetry with Rebecca gave mummies permission to create without end product, to process those emotions and internalised feelings of failure. Keeping hands busy as we worked our way through our individual journal pages, using prompts or following our own ideas that had been evoked, Rebecca provided such a responsive and personal space to just 'be'."

Both Rosanna and Rebecca are socially-engaged practitioners with lived experience of post-natal mental health difficulties and a passion for helping other mothers feel less alone.

who will benefit from Maternal Journal?

This project is designed to support up to 15 pregnant women and new mothers who have a history of, or are currently experiencing, mild-to-moderate mental health difficulties.

We will host the workshops at a community space in the parish. We will aim for at least 60% of sign-ups to be from mothers with postcodes in the parish.

why does this project matter?

- Approximately 1 in 4 women and birthing people within the UK experience mental health problems during pregnancy or in the first 24 months after birth (Office for Health Improvement and Disparities, 2025)
- In 2024, the Royal College of Psychiatrists estimated that between 56,000 and 85,000 mothers in England alone suffered from PND (roughly 10-15% of all those who gave birth)
- Suicide remains a leading cause of direct maternal death within the first year after birth (MBRRACE-UK 2025)
- In the year ending April 2025, 64,805 women accessed specialist community perinatal mental health services but many 'mild-to-moderate' cases (those our project serves), fall into the gap where they don't meet the threshold for specialist NHS teams but still desperately need support.



What will the funding be used for?

Funding is required to subsidise start-up costs to get this new, grassroots initiative off the ground. The aim is to pilot Maternal Journal and use learnings from this project to identify local need and engagement, with a view to explore sustainable approaches to continue offering Maternal Journal courses to residents long term.

The majority of project costs are being sought from Haydon Wick Parish Council, plus some income from participant fees and funding in kind by Torn Curtain. See spreadsheet for details.

Budget Breakdown

Maternal Journal Swindon	Rate	Frequency	Course	
Facilitator 1 (1/2 day @ £250 p/day)	£ 125.00	6	£ 750.00	
Facilitator 2 (1/2 day @ £250 p/day)	£ 125.00	6	£ 750.00	
Facilitator planning & evaluation x2 (flat fee)	£ 150.00	2	£ 300.00	
Admin - producing, record keeping, reporting etc (1 day @ £250 p/day)	£ 250.00	1	£ 250.00	
Marketing (1 day @ £250 p/day)	£ 250.00	1	£ 250.00	
Materials	£ 351.00	1	£ 351.00	Might be able to seek donations
Refreshments	£ 20.00	6	£ 120.00	
Room Hire (based on £15 p/h for 3 hrs per session)	£ 45.00	6	£ 270.00	Might be able to get in kind
Travel and parking	£ 10.00	6	£ 60.00	
Expenditure			£ 3,101.00	
Overheads funded by Torn Curtain				
Facilitator 1 (1/2 day @ £250 p/day)	£ 125.00	1	£ 125.00	
Facilitator 2 (1/2 day @ £250 p/day)	£ 125.00	1	£ 125.00	
Admin - producing, record keeping, reporting etc (1 day @ £250 p/day)	£ 250.00	1	£ 250.00	
Travel and parking	£ 10.00	6	£ 60.00	
Income			£ 560.00	
Income from participants		Participants		
£10 Per Session/ £60 Course (full price)	£ 48.00	6	£ 288.00	
£12 Per Session/ £72 Course (helping us)	£ 60.00	3	£ 180.00	
£8 Per Session/ £48 Course (helping you)	£ 36.00	4	£ 144.00	
Free	£ -	2	£ -	
Income		15	£ 612.00	
Required subsidy from funder			£ 1,929.00	

Materials Cost Breakdown			
Felt Tips	£8.00	3	£ 24.00
Crayons	£3.00	3	£ 9.00
Art Pens - water	£8.00	2	£ 16.00
Watercolour	£5.00	7	£ 35.00
Paintbrushes	£10.00	1	£ 10.00
water (jam jar)	£0.00	7	£ -
Coloured Paper	£5.00	1	£ 5.00
Tissue Paper	£2.00	4	£ 8.00
Glue	£1.00	17	£ 17.00
Printing	£5.00	6	£ 30.00
stamps	£9.00	2	£ 18.00
Ink pads	£5.00	4	£ 20.00
Scissors	£3.00	8	£ 24.00
Magazines (clipping)	£0.00	1	£ -
Table Cloths	£30.00	1	£ 30.00
Journals	£7.00	15	£ 105.00
			£ 351.00

Operating costs funded by Torn Curtain	
Website	
Public Liability and Professional Indemnity Insurance	
DBS	
Safeguarding training	
First Aid training	
Newsletter	
Bank Fees	
Drive space ie dropbox	
Canva / Indesign software	