



MotherBoard (lived experience)

Role Description for Advisory Board Members

Type of role	Voluntary advisory role (see Remuneration section for details)
Time commitment	Approx. 6–8 hours per year (meetings plus occasional review tasks)
Term	Two years, renewable by mutual agreement
Reporting to	Head of Insights & Impact (Dr Lou Atkinson)
Based	Remote / UK-based (meetings held via Zoom)
Updated	May 2026

About the Name

The MotherBoard is the name for our Patient & Public Involvement and Engagement (PPIE) Unit. It comprises two groups with relevant expertise. One is a group of people with lived experience (we refer to this as the MotherBoard), and the other is a group with professional knowledge and experience we refer to this as the MotherBoard - Pro). The name is a deliberate play on words. In technology, a motherboard is the central component that connects and powers all the other parts of a system. That's exactly what we want this board to be: the central voice that connects APF's work to the real experiences of the women, families, and communities we exist to support.

We use the word 'Mother' in its broadest sense — to include all those who carry, birth, or nurture life during the childbearing years. We welcome members who identify in any way with the pregnancy and postnatal experience.

About the Active Pregnancy Foundation

The Active Pregnancy Foundation (APF) is a charity working to ensure that pregnant and postnatal women — particularly those who are inactive and those at greater risk of long-term health conditions — have access to the support, resources, and activities they need to be physically active in ways that work for them.

Our vision is to deepen understanding of the needs of inactive pregnant and postnatal women, particularly those from diverse backgrounds; raising awareness, advocating for change, and ensuring these women have access to support, resources, and activities that empower them to improve their health and wellbeing.

Our current programme of work (2025–27), funded by Sport England as a System Partner, aims to deliver some ambitious projects that are particularly focused on visibility and inclusivity. These include:

- Developing a diverse, high-quality image library that better represents women in all their diversity and across a variety of physical activities
- Updating existing resources (such as our 'Find Your Active' guides) to be more inclusive and relevant

- Launching a national health messaging campaign
- Developing a new digital tool to support women to access local physical activity opportunities

About the MotherBoard

The MotherBoard is APF's lived experience advisory board. It exists to ensure that the voices, experiences, and insights of pregnant and postnatal women — and those who have been pregnant — are at the heart of everything APF does.

Members are not consultees or audiences for our work. They are active partners in shaping it. This means being involved from early stages — helping us ask the right questions, design better resources, and make sure our work genuinely reflects the diversity of people we aim to reach.

"The best health resources are designed with the people they are meant for, not just for them. The Mother Board makes that possible."

What You Will Do

Core responsibilities

- Provide honest, critical feedback on APF's projects, resources, campaigns, and research
- Review draft materials — such as campaign messaging, updated guides, or image library selections — and give feedback before they are finalised
- Attend at least two formal MotherBoard meetings per year (approximately 90 minutes each, held via Zoom)
- Respond to occasional requests for input between meetings — for example, reviewing a short document or answering a few questions by email
- Promote the vision and values of APF within your own networks where you feel comfortable doing so

Contributing to APF's current programme (2025–27)

During the current Sport England investment period, Mother Board members may be invited to contribute to specific pieces of work including:

- Reviewing the diverse image library and giving feedback on representation, authenticity, and inclusivity
- Testing updated resources (such as the Find Your Active Guides) from a user perspective and sharing what works and what doesn't
- Giving feedback on national campaign messaging — does it resonate? Does it reflect your experience? Does it reach women like you?
- Testing the digital tool as a user and sharing feedback on what makes it easy or difficult to use
- Participating in focus groups or insight sessions that feed into APF's evaluation and evidence work
- Acting as a sounding board for health messaging and research outputs, helping ensure they are accessible, accurate, and meaningful

NB. MotherBoard members are not expected to contribute to every piece of work. You will have the opportunity to participate in a way that works for your time and experience. We only ask that members commit to a minimum of four hours per year.

Contributing to APF's learning and evidence

APF is committed to building an evidence base about what works for inactive pregnant and postnatal women. As a MotherBoard member, your insights may contribute to:

- Reports and briefings shared with Sport England and sector partners
- Future funding applications and research proposals
- Peer-reviewed publications (where you choose to be involved and acknowledged)

Where your input contributes to published outputs, APF will always ask for your consent and offer appropriate acknowledgement.

Who We Are Looking For

Essential experience

If you are planning a pregnancy, are currently pregnant, have been pregnant (including pregnancy loss, termination, or birth at any gestation) or have given birth in the past six months — you have the lived experience we are looking for. If you are willing to share your experiences openly and constructively, then you are qualified, here is no professional qualification required.

We particularly welcome applications from

APF is committed to ensuring the MotherBoard reflects the full diversity of pregnant and postnatal women in the UK, including those who may be under-represented in research, media and service provision. We actively encourage applications from:

- Women from Black, Asian, and minority ethnic communities
- Women with disabilities or long-term health conditions
- Women who have experienced pregnancy complications, high-risk pregnancy, or pregnancy and infant loss
- Women who have experienced mental health challenges during or after pregnancy
- Women from lower-income households or who have experienced socioeconomic disadvantage
- Women living in areas with limited access to physical activity opportunities
- Women who are, or have been, physically inactive during or after pregnancy

If you are not sure whether your experience is relevant, please reach out — it almost certainly is.

What else helps (but is not required)

- An interest in mental or physical health, physical activity, or women's wellbeing
- Curiosity about how organisations like APF make decisions

What You Will Get

Being part of a movement

You will be part of a growing national effort to ensure that pregnancy and the postnatal period are recognised as a critical window for supporting women's long-term health. Your contribution will directly shape resources, campaigns, and evidence that reach thousands of women across the UK.

Remuneration

APF believes that lived experience expertise has real value and should be recognised accordingly. The current position is:

- Payment for members' time will be no less than £25 per hour, paid as a digital voucher for use at a large online retailer.

- Where members are asked to attend an in-person meeting, all reasonable out-of-pocket expenses incurred in doing so will be reimbursed promptly (including travel, childcare, and accessibility costs)
- Where expenses reimbursement or payment are not practical for you (for example, if they would affect welfare benefits), APF can discuss alternative forms of recognition
- Members may also be offered free or discounted products through APF’s partners

Important: Any payment for involvement is considered income by HMRC and may need to be declared for tax purposes. It may also affect welfare benefit entitlements. APF will provide clear information about this before any payments are made, and can signpost you to free, confidential advice if needed.

Learning and development

- Access to relevant learning resources and emerging evidence on physical activity in pregnancy
- Opportunity to develop skills in research, evaluation, and evidence-based advocacy
- Where relevant, the opportunity to be credited or acknowledged in APF publications and outputs

Community

You will join a supportive group of people with shared experiences and a common purpose. Members have told us that the MotherBoard is a space where their experience is genuinely valued and where they can see the impact of their input.

Commitment and Practicalities

Meetings	Minimum two formal meetings per year (maximum of four). Approximately 90 minutes each, via Zoom. Agenda and materials provided at least one week in advance.
Between meetings	Occasional requests for input by email (e.g. reviewing a document, giving feedback on a draft). These are optional and will never be onerous.
Sub-groups	Members may be invited to join smaller working groups (e.g. a campaign feedback panel or resource review group). These are optional and agreed in advance.
Term	Members are invited to serve for a minimum of two years, aligned with APF’s Sport England investment period (2025–27). Membership can be extended by mutual agreement or ended at any time.
Location	All meetings are remote. Occasional in-person events may be offered but will never be required.
Reasonable adjustments	APF is committed to making the role accessible. Please tell us about any access needs when you apply and we will do our best to accommodate them.

Induction and Ongoing Support

APF wants every MotherBoard member to feel confident, informed, and valued in their role. We will provide:

- A welcome pack covering APF's mission, the current programme of work, Sport England's involvement, and how the MotherBoard fits in
- An e-learning induction module covering key background knowledge
- Pre-meeting briefing notes for every formal meeting, sent at least one week in advance, so you aren't going in cold
- A named contact at APF (your first point of call for any questions or concerns)
- Regular updates on how the MotherBoard's input has shaped APF's work — we will always close the loop and tell you what happened as a result of your contribution
- An annual check-in on how the role is working for you and whether anything needs to change

Our Commitment to You

APF is committed to creating an advisory board that is genuinely representative of the communities we serve. This means:

- Actively recruiting from underrepresented communities, not just waiting for applications to come in
- Making sure meetings are accessible, welcoming, and not dominated by professional or academic language
- Providing materials in accessible formats on request
- Never making members feel that their experience is 'not enough' — it is the most important qualification for this role
- Being transparent about how the board's input is used, and honest when we cannot act on a suggestion
- Treating your time and expertise with the same respect we would give any professional contributor

How to Apply

If you would like to be considered for the MotherBoard, please complete the online application form via APF's website.

If you have questions before applying, or would like an informal conversation about the role, please contact us:

 lou.atkinson@activepregnancyfoundation.org

 www.activepregnancyfoundation.org

We welcome enquiries from everyone and are happy to answer any questions about the role before you decide whether to apply.

Active Pregnancy Foundation is a registered charity. We are grateful to every MotherBoard member for their time, insight, and commitment to healthier pregnancies for all.