

FAMILIES AND BABIES (FAB)

England & Wales · Charity number 1136594

Details

Other names THE INFANT FEEDING TRUST

Status Registered

Legal form Trust

Registered 2010-06-24

Register [View on the Charity Commission register](#)

Contact

Address Families & Babies
95 Cathedral Walk
The Ridings Centre
Wakefield
West Yorkshire
WF1 1YD

Phone 03000200777

Email elaine@familiesandbabies.org.uk

Website www.familiesandbabies.org.uk

Activities

Objects: 1) TO ADVANCE AND PROMOTE THE PHYSICAL AND PSYCHOLOGICAL HEALTH OF MOTHERS AND CHILDREN THROUGH THE PROVISION OF SUPPORT, EDUCATION AND TRAINING REGARDING BREASTFEEDING. 2) TO ADVANCE THE EDUCATION AND PROMOTE THE GOOD HEALTH OF CHILDREN UNDER THE AGE OF FIVE YEARS, THEIR FAMILIES AND CARERS, IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION OF ADVICE, SUPPORT, TRAINING AND SUPPORTING RESEARCH INTO HEALTHY EATING.

Activities: The Charity aims to support health and well-being in children and families in the UK. The charity was renamed to FAB- Families And Babies to better reflect the aims of the charity. FAB provide peer support services offering evidenced based information & support to help improve health & well-being within families.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Economic/community Development/employment
- **Who:** Children/young People

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL
- Bolton
- City Of Wakefield
- Dorset
- Lancashire
- Salford City

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£496,667	£581,877	-	-
2024-03-31	£806,268	£790,564	£328,553	33
2023-03-31	£776,711	£732,768	£312,849	45
2022-03-31	£785,657	£742,838	£268,906	45
2021-03-31	£718,358	£624,380	£226,087	45

Trustees

Name	Role	Appointed
Elaine Edwards	Chair	
Dulani Ruwanmali Mendis Scott		2023-09-04
Lewis Waddington		2019-05-15
Lorraine Christine Carter		2020-06-12
Michael Hudson		2018-06-12
Noel Edwards		2023-09-04
Wayne Gareth Rusher		2020-12-09

FAMILIES AND BABIES (FAB)

England & Wales - Charity number 1136594

Accounts

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2025

FAMILIES AND BABIES

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FAMILIES AND BABIES

CHARITY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2025

Trustees
Elaine Edwards
Noel Edwards
Dulani Ruwanmali Mendis Scott
Michael Hudson
Wayne Gareth Rushton
Lorraine Carter
Lewis Waddington

Registered Charity Number 1136594

Address
222/224 Tonge Moor Road
Bolton
BL2 2HN

Independent Examiner
Philip Dawson
Dawson & Co
Suite 9, Rockfield House
512 Darwen Road
Bromley
Cross Bolton
Lancashire
BL7 9DX

Bankers
HSBC Bank
5 Great Underbank
Stockport
Cheshire
SK1 1LH

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2025. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021, the charity is in the process of updating and reviewing the document.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are:-

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence based information and support to help improve health and well-being within families.

This year Charity has been providing services across the country within 4 areas:

- Wakefield District
- Dorset County
- Bolton

In Wakefield, and Dorset, we worked under service level agreements with local authorities and NHS bodies. In Bolton, services were delivered through community grants and Trustee-led projects.

Core activities include:

- Face-to-face and digital breastfeeding peer support.
- Volunteer training and supervision.
- Development and delivery of antenatal education.
- Partnership working with NHS and community services.

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TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

Review of Activities

This year marks FAB's 15th year as a charity providing breastfeeding peer support to mothers and families. Our staff and volunteers have continued to demonstrate passion and dedication, maintaining high-quality services across all commissioned areas and expanding our FAB family of supporters.

Highlights of the year include:

- **Supporting families:** Approximately [insert number] families were supported across our commissioned areas. Our team delivered [insert number] hours of peer support, offering both in-person and digital support options to meet the varied needs of parents.
- **Growing our volunteer base:** [Insert number] new peer supporters were trained, bringing our volunteer community to [insert number]. Volunteers are central to FAB's delivery model and receive comprehensive training and supervision.
- **Training and quality assurance:** All staff completed mandatory NHS Data Protection training, safeguarding training, and breastfeeding updates to ensure safe, evidence-based practice.
- **Digital development:** We launched our **online antenatal course**, which has been rolled out in our commissioned areas and accessed by families across the UK. This new service has extended FAB's impact nationally and increased accessibility.
- **Visibility and partnerships:** The management team has worked to raise the profile of FAB, secure new partnerships, and explore additional income streams to strengthen sustainability.

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 13th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have maintained our support services across all three of our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

All staff across the charity have once again completed the NHS Data Protection training in addition to breastfeeding update training and safeguarding training to ensure we offer the best possible support to families.

FAB has continued to offer a digital service even as restrictions were lifted as we recognise that parents may still feel uncertain about mixing with others with small babies and also that there are other reasons for not accessing face to face support.

Our management team have worked hard to increase the visibility of FAB over the past 12 months and to explore new income streams in order to increase the level of support we are able to offer. Our online antenatal course was improved and has been rolled out in our commissioned areas and beyond, and we are working

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

hard on our offering to the Business Sector on women returning to work

Overview of our commissioned areas

2021-2022 has brought a new set of challenges as we gradually resumed face to face support as safely as possible. We have struggled with staff restrictions as children were sent home from school to isolate impacting on staff ability to work in the community. FAB are proud of the passion and dedication shown by all our staff and volunteers and would like to thank every one of them for the ongoing support they have provided to new families. In recognition of this FAB were able to fund a place at the UNICEF virtual conference for every member of peer support staff.

Dorset

The Dorset service has grown significantly this year, with **ten regular groups** running across the county and face-to-face support now accessible six days a week. A major milestone was the opening of the **FAB Dorset Shop in Wareham**, which has provided a permanent base for breastfeeding support, antenatal sessions, baby massage, sling and reusable nappy support, and a free school uniform initiative.

The Dorset Facebook group now has over **2,700 members**, providing daily peer-to-peer interaction moderated by trained volunteers. During the year, volunteers contributed **1,368 hours of support**, with **1,225 group attendances recorded**.

FAB Dorset has developed strong partnerships with the **Defence Breastfeeding Network and Army Welfare Services**, extending support to military families. Community engagement included events such as **FABFest and Babies on the Beach** during World Breastfeeding Week, strengthening FAB's visibility and impact.

Achievements included the launch of the Dorset shop, a growing volunteer base (32 peer supporters plus shop volunteers), and expanded training opportunities. **Challenges** remain in sustaining high group attendance in some areas and building fundraising capacity alongside service delivery.

Wakefield

The Wakefield service continued to expand and innovate. Over the year FAB received **1,627 referrals**, with **96% of mums contacted within 48 hours**, and acceptance of support rising from 86% in Q1 to 96% in Q4.

Key achievements included:

- Delivery of **379 breastfeeding groups**, attended by **over 1,150 parents and family members**.
- Expansion of **home visits**, increasing from 135 in Q1 to 192 in Q4.
- Creation of **10 new "Bumps, Babies and Beyond" pop-up sessions** in community venues to reduce barriers to access.
- Development of tailored antenatal support for the **Polish-speaking community**, with sessions now delivered in Polish.
- Stronger presence in priority areas such as **SESKU**, with new groups and antenatal sessions introduced.
- Awarded **Wakefield Mumbler's Favourite Antenatal Provider 2024**.
- Launch of creative public campaigns, including the **Empowerment Project art installation** and a **photo campaign promoting public breastfeeding**.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

Wakefield staff and volunteers played a key role in progressing towards **UNICEF Baby Friendly Initiative Accreditation**, with training completed and a positive response to the action plan at the Register of Intent meeting.

Challenges included addressing occasional gaps in ward peer supporter availability and ensuring sustained engagement with antenatal courses. The service is adapting by training additional staff and volunteers and trialling new venues and times for classes

Bolton

Bolton has seen strong community engagement and innovative local partnerships. Highlights included:

- **Volunteer contributions** of over **2,350 hours** across the year.
- Collaboration with **Community Payback** and **Job Centre Plus**, providing work experience and skills development.
- A successful **school uniform initiative**, distributing **264 items** to local families.
- Launch of the **Bolton Helpline** in June 2024, receiving up to ten calls per week and offering vital weekday phone-based support.

Additional community activities included participation in local festive events, winter coat donations through the Rotary Club, and family-focused contests.

The service supported **36 families** via breastfeeding drop-ins, with additional families reached through the new helpline. FAB Bolton also benefited from national recognition, winning **£5,000 from the Aviva Community Fund Awards** in March 2025.

Strengths this year have been community visibility, creative fundraising, and building strong collaborative links. **Challenges** remain around consistent attendance at drop-in services and the need to diversify income to safeguard future sustainability.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Financial review

The financial statements show net outgoing resources for the year of £85,210 (2024 incoming £15,704).

PRINCIPAL RISKS AND UNCERTAINTIES

The principal risks faced by the charity are:

- **Funding dependency:** Reliance on commissioned contracts and grant funding.
- **Volunteer recruitment and retention:** Ensuring capacity to deliver services.
- **Safeguarding:** Maintaining high standards of child and family protection.

The Trustees manage these risks through diversifying income, ongoing volunteer recruitment and training, and robust safeguarding policies and procedures.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

RESERVES POLICY

Free reserves as at 31 March 2025 were £227,962. **Principal sources of income** included commissioned contracts with NHS and local authority partners, community grants, and donations. Expenditure was directed towards the delivery of frontline services, volunteer training, and the development of new resources.

Reserves policy

The Trustees have agreed a policy to hold unrestricted reserves equivalent to at least three months of operating costs. As at 31 March 2025, unrestricted reserves were **£227,962**, which the Trustees consider to be adequate for the ongoing operation and financial stability of the charity

FUTURE PLANS

In the coming year, FAB will:

- Expand the reach of our **online antenatal course** and develop additional digital resources.
- Pursue new **income streams** through digital products and fundraising initiatives to reduce reliance on contracts.
- Strengthen **partnership working** with NHS trusts and local authorities.
- Continue to **train, supervise and support volunteers**, recognising their essential role in service delivery.
- Increase **awareness and visibility** of FAB's services locally and nationally.

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 1st October 2025 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

FAMILIES AND BABIES

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2025

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2025 which are set out on pages 8 to 17.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that our staff are qualified to undertake the examination as qualified under the Association of Accounting Technicians.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.


.....
Philip Dawson
Dawson & Co Accountants
Bolton

1st OCTOBER 2025
.....
Date

FAMILIES AND BABIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
INCOME FROM	2				
Charitable activities		490,669	-	490,669	773,214
Other trading activities		2,998	-	2,998	30,054
Other income		3,000	-	3,000	3,000
TOTAL INCOME		496,667	-	496,667	806,268
EXPENDITURE ON					
Raising funds	3	34,612	-	34,612	41,688
Charitable activities	4	547,265	-	547,265	748,876
TOTAL EXPENDITURE	5	581,877	-	581,877	790,564
NET MOVEMENT IN FUNDS		(85,210)	-	(85,210)	15,704
Total funds at 1 April 2022		328,553	-	328,553	312,849
TOTAL FUNDS AT 31 MARCH 2023		243,343	-	243,343	328,553

All income and expenditure in the previous year related to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

BALANCE SHEET AS AT 31 MARCH 2025

	Note	£	2025 £	£	2024 £
FIXED ASSETS					
Tangible fixed assets	8		15,381		12,118
CURRENT ASSETS					
Debtors	9	1,653		19,527	
Cash in hand		<u>276,884</u>		<u>344,534</u>	
		278,537		364,061	
CREDITORS: amounts falling due within one year	10	<u>(50,575)</u>		<u>(47,626)</u>	
NET CURRENT ASSETS			227,962		316,435
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>243,343</u>		<u>328,553</u>
			<u>243,343</u>		<u>328,553</u>
CHARITY FUNDS					
Unrestricted funds	11		243,343		328,553
Restricted funds			<u>-</u>		<u>-</u>
TOTAL FUNDS/(DEFICIT)			<u>243,343</u>		<u>328,553</u>

The financial statements were approved by the Trustees on 1st October 2025 and signed on their behalf, by:

Elaine Edwards 

Lorraine Carter 

All assets and liabilities relate to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025

	2025 £	2024 £
Cash flows from operating activities		
Net income/(expenditure) for the year	(85,210)	15,704
Depreciation	4,887	3,178
Loss on disposal	1,350	-
Decrease/(Increase) in debtors	17,874	497
(Decrease)/Increase in creditors	2,949	743
Net cash inflow/(outflow) from operating activities	<u>(58,150)</u>	<u>20,122</u>
Cash flows from investing activities		
Purchase of fixed assets	(9,500)	-
Net cash used in investing activities	<u>(9,500)</u>	<u>-</u>
Net (decrease)/increase in cash and cash equivalents in the reporting period	(67,650)	20,122
Cash and cash equivalents at 1 April 2023	344,534	324,412
Cash and cash equivalents at 31 March 2024	<u>276,884</u>	<u>344,534</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(October 2019), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Companies Act 2006.

Families and Babies meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Preparation of the accounts on a going concern basis

The trustees assess whether the use of going concern is appropriate, ie whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the accounts. The trustees have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

Incoming resources

These are included in the Statement of Financial Activities (SOFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES (Continued)

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SOFA.

Grants and Donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants

This is included in the SoFA once the related goods or services have been delivered.

Gifts in Kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report

Resources expended and liabilities

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs

Support costs have been allocated to activity cost on an actual basis

Assets

Tangible fixed assets for use by charity

Tangible fixed assets are held at cost and written off over their useful economic life as follows:-

Plant and machinery	- 20% reducing balance
Fixtures, fittings and equipment	- 20% reducing balance

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES (Continued)

Leases

Rentals payable under operating leases are charged to the SoFA over the period of the lease.

Value added tax

The Charity is not registered for VAT. In these financial statements, where applicable, expenditure is shown inclusive of VAT.

Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any critical accounting estimates or areas of judgement in these accounts.

2. INCOME

		Unrestricted funds 2025 £	Restricted funds	Total funds 2025 £	Total funds 2024 £
Other trading activities	Shop income from selling donated goods	2,998	-	2,998	30,054
Incoming resources from charitable activities	Sale of services from the charity's activities	490,669	-	490,669	773,214
Other income	Rent received	3,000	-	3,000	3,000
		<u>496,667</u>	<u>-</u>	<u>496,667</u>	<u>806,268</u>

All income in the current and prior year is unrestricted.

3. EXPENDITURE ON RAISING FUNDS

	Unrestricted funds £	Total 2025 £	Total 2024 £
Rent of shops and costs	33,390	33,390	39,920
Advertising costs	1,222	1,222	1,768
	<u>34,612</u>	<u>34,612</u>	<u>41,688</u>

All expenditure on raising funds in the current and prior year was unrestricted.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

4. Expenditure on charitable activities

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Provision of charitable services	438,409	-	438,409	633,981
Administration and management	15,305	-	15,305	25,075
Information technology	905	-	905	5,525
Legal and professional fees	67,236	-	67,236	27,367
Management fees	25,410	-	25,410	56,928
	<u>547,265</u>	<u>-</u>	<u>547,265</u>	<u>748,876</u>

All expenditure on charitable activities in the current and prior year related to unrestricted funds.

5. ANALYSIS OF RESOURCES EXPENDED

5.1 Trustee expenses

Number of trustees who were paid expenses	-	-
	2025	2024
	£	£
Nature of expenses		
Travel and subsistence	-	-

No remuneration was paid to Trustees during the year.

6. NET INCOME

This is stated after charging:

	2025	2024
	£	£
Independent examiner's remuneration	1,200	1,200
Other fees paid to the independent examiner	6,969	3,464

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

7. STAFF COSTS

	2025 £	2024 £
Gross wages, salaries and benefits in kind	370,347	493,533
Employer's National Insurance	1,236	17,465
Pension costs	9,654	5,711
	<hr/> <hr/> 381,237	<hr/> <hr/> 516,709

There were no employees in the year with remuneration over £60,000.

Average number of full-time equivalent employees in the year

	2025 £	2024 £
The parts of the charity in which the employees work		
Fundraising	10	10
Charitable Activities	25	23
	<hr/> <hr/> 35	<hr/> <hr/> 33

Defined contribution pension scheme

Payments are made to a defined contribution pension scheme and the pension charge represents the amounts payable to the fund in the year.

	2025 £	2024 £
The costs of the scheme to the charity for the year	9,654	5,711

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

8. FIXED ASSETS

	Motor vehicles £	Fixtures, fittings and equipment £	Total £
Cost			
1 April 2024	19,468	38,087	57,555
Additions	9,500	-	9,500
Disposals	(18,445)	-	(18,445)
31 March 2025	<u>10,523</u>	<u>38,087</u>	<u>48,610</u>
Accumulated Depreciation			
1 April 2024	17,567	27,870	45,437
Charge for year	2,846	2,041	4,887
Depreciation on disposals	(17,095)	-	(17,095)
31 March 2025	<u>3,318</u>	<u>29,911</u>	<u>33,229</u>
Net Book Value 31 March 2025	<u>7,205</u>	<u>8,176</u>	<u>15,381</u>
Net Book Value 1 April 2024	<u>1,901</u>	<u>10,217</u>	<u>12,118</u>

9. DEBTORS

	2025 £	2024 £
Trade debtors	-	19,527
Other debtors	1,653	-
	<u>1,653</u>	<u>19,527</u>

10. CREDITORS: Amounts falling due within one year

	2025 £	2024 £
Trade creditors	-	-
Other creditors	3,181	4,942
Accruals and deferred income	47,394	42,684
	<u>50,575</u>	<u>47,626</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

11. STATEMENT OF FUNDS

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	328,553	496,667	(581,877)	243,343
Total of funds	<u>328,553</u>	<u>496,667</u>	<u>(581,877)</u>	<u>243,343</u>
Year ended 31 March 2024				
Unrestricted funds				
General fund	312,849	806,268	(790,564)	328,553
Total of funds	<u>312,849</u>	<u>806,268</u>	<u>(790,564)</u>	<u>328,553</u>

12. RELATED PARTY TRANSACTIONS

E Edwards and N Edwards, trustees are also directors of LA Business Services Limited. During the year the charity purchased goods and services from LA Business Services Limited totalling £21,194 (2024: £33,879).

E Edwards is also a director of FAB Consulting Limited. During the year the charity purchased services from FAB Consulting Limited totalling £44,410 (2024: £56,928)

This year has seen the FAB support in Dorset continue with a strong core group of volunteers committed to ensuring groups run weekly and families are supported both face to face and through our online platforms.

Alongside this support we had the privilege of opening our FAB Dorset shop in Wareham, which offers a base for not only breastfeeding support six days a week but also other support resources for families ranging from antenatal sessions, baby massage, support with slings/baby wearing and reusable nappies.

Our online support group now has over 2700 members with requests to join still happening on a daily basis. This platform offers a space for not only support but also information sharing and a chance to celebrate all things breastfeeding. There is a team of dedicated Volunteer Peer Supporters who are admins and moderators on the group, ensuring the group runs well and mums can continue to access regular support and information.

We made the decision this year to end Facebook Rooms with parents preferring to join face to face groups. However, video and telephone support does remain an option for families alongside both our face to face and online groups

Staff, Volunteers and Training

Deb Woodward

Deb is part of the Training Team for FAB, training and supporting both staff and volunteers in the Dorset and Wakefield areas. This is alongside her role as Service Manager and Volunteer Coordinator for Dorset.

Deb oversees the ten groups that run in Dorset and coordinates with volunteers to ensure groups are running as well as working with various venues, with support now happening more in community venues rather than Children Centres or Family Hubs. Deb continues to attend community and networking events to promote the service in Dorset and the FAB Charity.

Deb maintained the role of Volunteer Coordinator for volunteers supporting through the Defence Breastfeeding Network and has developed strong links with many Army Welfare Service Personnel in order to not only train volunteers but to maintain the level of support available as volunteers are deployed or relocate.

Keeley Woodward

Keeley continues her support for families in the Purbeck area. The Wareham group has moved into the meeting area of the FAB Dorset shop where Keeley now supports families alongside two other Volunteer Peer Supporters.

Keeley took on a further role this year as the FAB Dorset Shop Manager. She runs the shop overseeing a wonderful group of volunteers and ensuring families in the Dorset area can be supported in a variety of ways through her initiatives with baby massage and reusable nappies for example. It was through her work with Bourne Green that Keeley was able to bring our volunteer Katy on board to allow for additional support with baby wearing and the local council reusable nappy schemes.

Keeley is still the point of contact for our Social Media Platforms and not only updates local information for families but shares resources that all parents can use. Keeley ensures all of the face to face group info is regularly shared through social media to allow parents to access up to date information and support.

Kirstie Preston

Kirstie joined the FAB Dorset Team in the Summer of 2024 as a shop assistant. She was able to oversee the smooth running of the shop and coordinate the volunteers around the days that Keeley didn't work and this enabled the shop to be open 6 days a week. After joining as a shop assistant Kirstie went on to do her Peer Support training and became part of the support for our Tuesday morning group in Wareham as well as enabling there to be FAB Breastfeeding support in Dorset 6 days a week.

The shop has a team of eight volunteers this year working on everything from preparation of the base with painting and decorating to running the shop floor and groups. We would like to thank all of them for their hard work, with particular thanks to

Elizabeth Carter for her support with antenatal

Louise Powditch for running Baby Massage classes

Katy Clee for supporting mums (and us) with information on baby wearing and reusable nappies

Jo Rettalack for Peer Support



NEW CLASSES STARTING JANUARY 2025

Suitable for babies aged 0-6 months
5 week program with a trained instructor

heart-full
baby massage

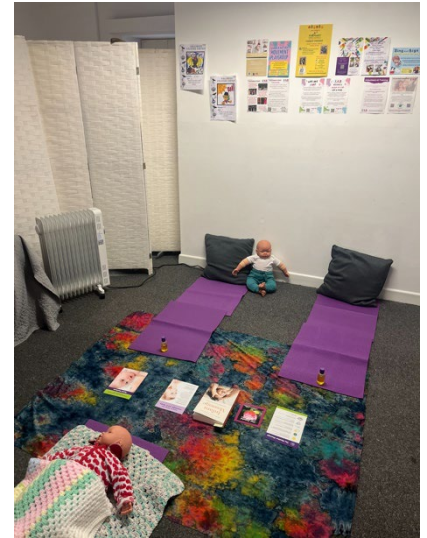
Discover the beautiful experience of massaging your baby in a small, nurturing class

Enhance your bond and learn much more than massage strokes

WHERE?
FAB Shop, Wareham

WHEN?
Mondays 9.30-11am
one to one classes also available

For more information contact Louise
louise74@powditch.co.uk



Heather Moloney

Heather continues to be a valuable member of the FAB Team now as a volunteer rather than paid staff.

She regularly attends events promoting FAB and the breastfeeding support service, which now includes Wimborne as well as the BCP area. She offers information and support at both the Little Pickles Markets and CAN events and also the Poole Baby Event which happens twice a year in the Spring and Autumn. Heather also continues to support through our Facebook Group.

Heather has encouraged other volunteers to be part of the events and we now have a team of volunteers who either support alongside Heather or run their own events.

With special thanks to Jess Dixon and Hannah Hazel for returning with the FABFest Celebration in Blandford this year and also Sarah Webb, Tamsin Lancashire and Emily Hendry for hosting Babies on the Beach in celebration of World Breastfeeding Week in August.

We have a total of 32 Volunteer Peers Supporters and 2 Meet and Greet supporting at our groups across Dorset. We have a further 8 volunteers working in the shop.

Peer supporter feedback:

“It is with a heavy heart that I submit my resignation to peer supporting for breastfeeding mothers. I have been happily working with FAB for 5 years and it has been incredibly rewarding to be there for so many people when they need a cup of tea, an ear and a shoulder to cry on.

I'm grateful to have been part of such an organisation but it is time for me to move on.

Mulberry is a beautiful and essential group for those in the Weymouth and Portland area and I hope that you can find support to take my place and bolster the amazing work that the other volunteers do with their ever-increasing personal commitments.

My final group will be on 30 Aug on the schedule in our FAB Mulberry chat.

Thank you for the support and passion you bring to such a worthy cause.

Warm regards...”



Groups

We remain a strong presence in Dorset with 10 support groups across the county and face to face support accessible 6 days a week.

Our Blandford Camp group closed at the end of the Summer as volunteers moved away, however our Blandford Group went from strength to strength with a second volunteer training to support alongside Jess and mums from Blandford Camp are always made welcome at this group. Our Blandford Camp Volunteers are hoping to continue supporting in the areas they move to, under our network with the DBN and we look forward to seeing this happen.

We also ended support in Bridport with low numbers attending group and our volunteer, Josie returning to full time work.

We opened a new group in February 2025 with support now once again being more accessible in the North of the County.

We have had 1225 attendances recorded at our groups with a total of 1368 support hours from volunteers.

Partnership working

FAB remains an active member of the Dorset Infant Feeding Network and the Dorset Infant Feeding Team. The Dorset Infant Feeding Team no longer meets face to face although we do have a digital network group that allows us to share best practices and information.

We continue to be recognised as being able to support mums alongside Midwives and Health Visitors and this includes supporting mums that have been referred also by GPs who understand the importance of having positioning and attachment checked to ensure breastfeeding is going well.

We have developed really strong links with partners in the Defence Breastfeeding Network and Army Welfare Services and hope to continue expanding on this to develop networks of support in other areas of the UK.

Our partnership working with both Dorchester and Poole Maternity Units as well as Poole NICU allows information to be shared regularly with new mums across the County.

Community Partnerships

FAB remains active with Community Action Network, joining both networking and community events hosted by CAN. The support we receive from CAN is invaluable in our support in Dorset.

Not Just Sundaes sadly closed this year but Wareham group was supported to continue in the interim by Wareham Family Hub before we were able to move into the Wareham base at the FAB Dorset Shop.

The Bourne Green shop also closed this year but as a result Katy began volunteering with FAB 2 days a week supporting families with nappies and slings.

Maddies Miracle group in Bournemouth is an IBCLC led group that FAB are able to signpost to for free extended breastfeeding support. FAB also supported alongside Maddies Miracle at the Purbeck Valley Folk Festival, offering PS alongside their IBCLCs.

FAB were also supported by the Mayor of Wareham during 2024- 2025 as a regular visitor to the shop and events we were hosting including our stand at the Wareham Christmas Parade.



Achievements

Obviously, the biggest achievement this year was the FAB Dorset Shop, allowing us to have a permanent base for supporting families in Dorset as well as giving us a really strong community presence in Wareham.

Both the team and volunteers have worked really hard to maintain the groups and support offered across the whole county.

We have seen an increase in the number of mums joining our FAB Dorset FB group with another 1000 members this year. This shows the importance of being able to access support and information both online as well as at face to face groups.

Networking with the Defence Breastfeeding Network and introductions to the Army Welfare Services. This will allow us room to grow the support we offer and include other areas across the UK.

Volunteers of the Year

Peer Supporter of the quarter

Lesley started off as a volunteer inputting our group data each week, which could be a very tedious task. As we have changed the way we collect our data, there was no need for Lesley to continue this. As she decided she wanted to continue volunteering with F.A.B, she completed her peer support training and has been really proactive and enthusiastic with setting up and supporting at our new Hamworthy group.




FAB
FAMILIES AND BABIES

Lesley

Peer Supporter of the quarter

Jenn has been apart of the FAB family for many years now, after initially coming to Wareham group as a mum with her first baby. Jenn then became a meet and greet volunteer at Wareham group and even when she moved out of wareham she continued volunteering there as well as at her new local group in Dorchester. Jenn is also a mum alongside having a new baby too! Jenn is a great advocate for FAB, not only through her volunteer role but also within her personal and professional life. She is a truly valued member of the FAB family. We really appreciate her commensure and dedication to FAB. Thank you Jenn!



FAB
FAMILIES AND BABIES

Jenn

Peer Supporter of the quarter

Sarah is one of our wonderful peer supporters over in the Bournemouth area. She volunteers her valuable time at two of our groups and at events too. She is incredibly passionate and enthusiastic about the F.A.B service and the support we offer. Sarah, alongside some of our other lovely volunteers plan together a fantastic beach day to celebrate World Breastfeeding Week, she has also supported other peer supporters when she hosted an online training session for FAB. Sarah is a huge asset to our FAB Family. Thank you!



FAB
FAMILIES AND BABIES

Sarah

Peer Supporter of the Quarter



Charli

Charli is one of our Dorchester Peer supporters, she has been an integral part of the FAB family for many years. She dedicates her valuable time each week to group, we are very grateful and appreciative of all Charli's support. Thank you!

FAB
FAMILIES AND BABIES

Challenges.

Although we have a really strong team of volunteers it can be difficult to step away from the model of support they are used to being part of. Without the major signposting and funding from Public Health we need to continue to find new ways to promote the service and the charity. We need to have more volunteers that are willing to be in the community and at events alongside the dedicated Peer Supporters at groups.

Often numbers at groups can be low and this falls in line with areas where there isn't as much community involvement and so FAB aren't as visible.

Fundraising – events need to be of the kind that we can also do some much needed fundraising alongside support and signposting. It can be difficult to find people with the confidence to volunteer in these areas.

Events





Social Value

Although our support groups remain the primary focus of the work we are doing in FAB Dorset. We understand the need for continuing to develop links within the Communities where we have a presence. We are becoming more visible as a network of breastfeeding mums who are normalizing and celebrating breastfeeding. We now host regular coffee mornings at venues such as Ludo Lounge, we have FABFest which is a Community Fun Day and this year we hosted Babies on the Beach.

Alongside this we understand that our support can go further than the initial breastfeeding support we offer, and so through the shop we can now help with supporting the local council nappy schemes which can aid a family financially as well as considering our environmental impact. We also offer a free school uniform initiative, this can be a swap shop, by donation to the charity or simply come and take any available items that you may need which families are finding so helpful during the current cost of living crisis.

We took the support one step further through the shop donations in sending items that we are unable to sell or recycle to the Ukraine appeal, which sees items that could potentially end up in landfill finding a new home with families much in need of everyday essentials.

Training

We've had another good year with the FAB training programme this year. We have trained a total of 27 people as FAB Peer Supporters, this has included volunteers in Wakefield, Bolton and Dorset as well as 3 new members of the FAB Team. We have also trained Peer Supporters through our partnership working with Defence as well as other organisations and self funding individuals wishing to access the FAB accredited training programme.

The ongoing support and training programme is still growing and now includes a dedicated Facebook group for updates on support, information and training.

Training Feedback

"I thought the training was very informative and as a breastfeeding geek also found it incredibly interesting. Thanks to the friendly language used to explain each subject, I felt it was accessible and straightforward to understand and remember information. I loved that together with the practical knowledge about latching and positioning babies and how to support mums, there was also a great explanation of why breastfeeding is nowadays an endangered practice and the background of where and why this decline started. I loved the training and I am sure I will find myself going back to those pages times and times again."

"Thank you so much! I have truly enjoyed the whole experience and learned some very valuable information that I hope will help, not only during my journey with FAB, but myself in my next breastfeeding experience. Your support throughout has been amazing - Thank you again!"

"Here are a few specific examples of how your enthusiasm and knowledge has positively impacted my learning experience:

1. Your contagious energy and excitement during the training sessions have made the material come alive. It's so much easier to stay engaged and focused when you can feel the trainer's passion for the subject.
2. Your enthusiasm has created a positive and motivating atmosphere in the training sessions. It's refreshing to see someone who genuinely loves what they do, and it inspires me to approach the material with the same level of enthusiasm.
3. Your support has helped me stay motivated throughout the training. Even when the material gets challenging, your positive attitude and encouragement remind me that I can overcome any obstacles and keep pushing forward.

I really appreciate how your help support enthusiasm has made a difference in my learning journey thank you so much."

The next 12 months

THE FAB Dorset shop is a great space for the community and over the coming year we would like to develop the support, connections, and overall community warmth that customers and service users say we offer.

Some of our groups are extremely well attended, others are quieter. Over the coming year we need to look at recruiting more volunteers for certain areas as well as the different volunteering roles available within FAB. Also, to consider making changes to some groups that will connect more positively with mums and families enabling them to benefit from the different types of support FAB offer.

We have made incredible connections with DBN (Defence Breastfeeding Networking). Attending groups, meetings, conferences and much more. Over the next year we would like to strengthen these connections and in turn develop new links for training and group opportunities throughout the UK.

With Fab Fest and Babies on the Beach being such successful events to celebrate World Breastfeeding Week, not only would we like to continue these wonderful events year on year, but we also hope to host and attend events where FAB are the main focal point and where we can not only celebrate breastfeeding and the support we offer but also fundraise for us to be able to continue empowering families on their breastfeeding journeys.

Thoughts and comments from Mums

"Today marks 6 months EBF 37 It's been far from a straightforward journey and I can't believe we've made it this far; there were times I didn't even think we'd make it to 6 weeks! I just wanted to say a massive thank you to everyone at the Wimborne group who have got me this far. Sometimes it was just the thought "If I just carry on until Tuesday 1 | can ask xyz question at group" that got me through and carried me. Thank you for helping me grow our boy"

"I went to the Fab group in Wimborne with my first and have popped in there this time with my 2nd and the southbourne one too and believe me when I say these groups are so lovely and welcoming, and all mums are going there not only for breast feeding support but to meet other BF mummy's, please try, most mums feel really nervous, the people running the group are incredibly knowledgeable and super lovely xx"

"found the support of my breast-feeding peer supporter and feeding group amazing at my time in Blandford Dorset. I fully believe I wouldn't have continued with feeding without this support!"

End of Year Report: Charity Commissions 2024

Report Period: April 2024 – March 2025

Prepared by: Kimberley Wild

Date: 05/05/2025

Introduction

2024 has been an exceptional year for our charity, marked by continued community engagement, meaningful volunteer contributions, and impactful events. We've been able to foster new partnerships, contribute to local causes, and ensure that our community's needs are met through both direct support and collaboration with other organizations. This report summarizes the key highlights, achievements, and ongoing projects that have defined our charity's impact throughout the year.

Staff Contributions and Volunteer Engagement

1. **Holiday Hours Donation**

In a demonstration of incredible generosity, our dedicated staff members donated **91 holiday hours** back to the charity. This act of goodwill has allowed us to continue serving our community and further extend our reach in the coming year.

2. **Community Payback Partnership**

On **20th August 2024**, we officially signed up to work with **Community Payback**. This collaboration has resulted in **7 successful placements** so far, providing individuals with valuable skills while supporting our charitable efforts.

3. **Volunteer Hours**

Over the last 12 months, we have been fortunate to have the support of **9 dedicated volunteers**, who collectively contributed approximately **2,350 volunteer hours**. Their unwavering commitment has been instrumental in driving our initiatives forward, ensuring that we have the manpower to support our community projects and events.

Community Events and Outreach

1. **Free School Uniform**

In **August 2024**, we launched our school uniform giveaway initiative, distributing **264 items** of school uniform to local families in need. This initiative helped alleviate some of the financial burden for parents and ensured that students had the resources to start the school year off right.

2. **Halloween Colouring Contest**

Our **Halloween Colouring Contest** was a fun and creative way to engage with local families. We received **32 entries**, showcasing the talent and enthusiasm of the children in our community. The event was a resounding success, bringing joy and a sense of connection as we approached the spooky season.

3. **Christmas Colouring Contest**

In **December 2024**, we held another **colouring contest** to spread festive cheer. The event saw **38 entries** from local children, and we awarded **3 prize winners**. It was a fantastic way to bring families together and celebrate the holiday season with creativity.

4. **Winter Coat Donation**

In partnership with the **Rotary Club of Turton**, we donated **25 winter coats** for their annual **Winter Wrap Up** event. This effort helped ensure that individuals and families who were struggling financially had the warmth they needed during the colder months.

5. **Christmas Sleigh Event**

In December, we participated in the **Christmas Sleigh Event**, dressing up as snowmen and welcoming children as they came to meet Santa. This festive event was a heart-warming way to spread holiday cheer, bringing joy and excitement to the local community.

Ongoing Services and Support

1. **Breastfeeding Support Drop-In Service**

We continue to provide a **drop-in breastfeeding support service**, available **Monday to Friday from 10am to 3pm**. While attendance has been **sporadic**, we have successfully **supported 36 families** through these sessions over the year. These sessions offer essential guidance, reassurance, and peer support to new parents during a crucial stage of their journey.

2. **Bolton Helpline Launch**

In **June 2024**, we launched the **Bolton Helpline**, which operates **Monday to Friday, 9am to 5pm**. This service provides vital phone-based support and guidance, receiving an average of **5 to 10 calls per week**. The helpline has already become a valuable point of contact for individuals seeking immediate assistance, emotional support, or information about available resources.

Referral Scheme & Donations to Families in Need

1. **Referral Scheme Contributions**

Through our **Referral Scheme**, we have been able to support individuals and families facing financial hardship. Thanks to the generosity of our partners and local community members, we've provided essential items to those in need, ensuring that no one goes without the basics they deserve.

2. **Cosatto Pram Donation**

A special thanks to **Cosatto**, who generously donated **prams** to us, which some were donated to families in need. These donations have been life-changing for many, providing young families with essential items they otherwise could not afford.

3. **Community Donations**

We are also incredibly grateful to the local community for their donations of **unwanted items**. These contributions have allowed us to pass along a wide variety of goods—including clothing, toys, and household items—directly to families who were

struggling financially. The kindness of our donors has made a direct impact on those in need.

Partnerships and Future Collaborations

1. Job Centre Plus Partnership

Back in **February 2025**, we are excited to announce that we have signed up to work with the **Local Job Centre Plus** to provide voluntary work experience opportunities. This partnership will give individuals in the community valuable work experience, improving their prospects while contributing to our ongoing projects.

2. Aviva Award 2025

We are thrilled to share that in **March 2025**, we won a **£5,000 prize at the Aviva Community Fund Awards!** This generous funding will be used to support our continued efforts in providing essential services and running community programs. We are grateful for the recognition and support from the Aviva Community Fund.

Looking Ahead

As we move into 2025, we are committed to further expanding our efforts to support the local community. We plan to continue our partnerships with Community Payback, Rotary Club of Turton, and Job Centre Plus, while also seeking new opportunities to engage and assist those in need. With the continued support of our dedicated staff, volunteers, and local partners, we are excited for what the coming year holds.

Conclusion

This year has been a time of growth, community, and generosity. We've made a tangible difference in the lives of those we serve, and we look forward to continuing our mission in 2025. Thank you to all our volunteers, staff, and partners who have made these achievements possible. Together, we've created lasting positive change, and we remain dedicated to improving the lives of those around us.

End of Report

Annual Report

Service:

<u>Period Covered:</u>	1 st April 2024 – 31 st March 2025
<u>Completed by: (name and position)</u>	Sharon Hughes, Branch Manager, Families and Babies Wakefield
<u>Date submitted</u>	7 th May 2025

The service will provide an Annual Quality Report to give the Council assurance that care is safe; clinically effective; and provides service users with the most positive patient experience. This report will be used to assure the Council of the quality of service delivered also containing performance indicators against targets with review of their progress. The service will demonstrate compliance with best practice and improved outcomes through undertaking relevant clinical audits as part of an annual audit programme.

Service User/Staff Involvement

Please provide evidence that the service has engaged with service users

Throughout the year, FAB received 1,627 referrals into the service. The percentage of mums accepting support increased from 86% in Q1 up to an amazing 96% in Q4. Of the referrals received, 96% were contacted within 48 hours of their referral with a triage phone call, SMS (when phone call was not answered) or letter (when phone call and SMS were not answered, or where a telephone number was not provided during referral).

We also gave support to mums on ward at Pinderfields Hospital. This year, we commenced offering support on ward during the evenings from 6-9pm. The feedback received from both parents and hospital staff about this increase in service has been wholly positive.

FAB engaged in 43 different community focused events during the 2024-25 period, 67% of which were in high priority areas. These events allow us to raise public awareness of FAB's service offerings as well as allowing us to promote breastfeeding and the UNICEF Baby Friendly Initiative.

During the year, we ran 379 Breastfeeding groups throughout the Wakefield District, with over 1,150 parents or family supporters attending. Each group is led by at least one trained breastfeeding peer supporter, so in addition to the groups being an excellent social outlet for parents, they can also attend to get support with breastfeeding. We have increased the number of groups offered this year, strategically disturbing new groups in locations throughout District to reduce travel required by parents to access support. We now have 2 groups per day, each weekday.

We have increased number of Home visits accepted throughout the year, from a total of 135 in Q1 to 192 in Q4. In order to increase the availability of staff to carry out home visits, we have had a focus on recruiting and training new volunteers throughout the year, and having volunteers take on responsibilities such as running our weekly groups.

We have also seen increased levels of engagement with service users via phone support. Q4 was our busiest quarter by far, with 245 calls received outside of business hours, compared to 187 calls in Q1. We have increased the percentage of volunteers staffing the helpline from 39% in Q1 to 45% in Q4 and we plan to continue increasing this percentage in 2025-26.



FAB Data collection
form Q4 2024-25.xls

Please provide evidence of improvements made to services as a result of user feedback including formal complaints

This year, we conducted a user survey into our breastfeeding groups to determine if there were improvements we could make in order to increase attendance at some weekly groups. Some outcomes from this survey is that users would like a group in the city centre and in the Horbury/Ossett area. They also requested that all groups run throughout the year (Sunbeam was term time only) and that there be consistency with the group leader where possible. As a result of these comments, we have started a group at Wakefield One in Wakefield City Centre, and will have a group running in Horbury Library from May 2025. We have now assigned each group to a single leader, and we are aiming to have a second volunteer also attend to allow that feeling of consistency when one leader is not available. We have also agreed with Sunbeam Family Hub that the group there will run outside of term time as well.

2 negative comments were received on our Q3 quarterly survey, regarding availability of peer supporters on ward. This can happen depending on the number of mums requiring breastfeeding support on a given day, as well as the length of mum's stay in hospital. Peer supporters on ward will prioritise their caseload to see the most in need of support first. They may also be approached by midwives on ward with more urgent cases as the day goes on, which can lead to some mums not receiving a visit on ward. It is difficult to predict the caseload on any given day as not all mums on ward will breastfeed, and equally, we have had days were all breastfeeding or combi-feeding mums on ward are seen and even offered a repeat bedside visit. We are addressing the shortage by exploring using volunteer peer supporters on ward.

Only one formal complaint was received during the 2024-25 period. In September we received a complaint to Head Office from a service user who felt that she had not received sufficient support from FAB, and had not been contacted back after leaving messages. We conducted a thorough review of all our contacts with this user, however, could not find a record of any calls from her number to our service. We received a referral from Pinderfields for her, and made multiple attempts to contact her using the details supplied (via call, SMS and letter), however, we had no response to any of our contacts. We emailed her following her complaint to apologise for not providing the level of support she wanted and to request further details so we could fully investigate how messages could have been missed, but we received no response. As the results of the investigation into this complaint did not show any instances of staff not following contact procedure, or of messages being missed or ignored, we were satisfied that no changes to process were needed.

Please attach the results of any surveys for services users, carers and staff carried out over the last 12 months.



Survey Monkey Q1
2024.pdf



Survey Monkey
Q2.pdf



Survey Monkey
Q3.pdf



Q4 survey
monkey.pdf

Please provide details and a copy of any reports regarding Involvement of appropriate service users in planning, evaluating and reviewing delivery of the service and evidence of any engagement techniques used e.g. peer education

See section above on group improvements.

We have also put in place infrastructure to allow us to conduct Mother Audits in the coming year. These audits are a requirement of our aim to achieve UNICEF BFI accreditation, however the feedback that we receive from the mother's who take part in the audit process will be used to shape and improve the service.

Partnership working

Please detail how you work in partnership with other organisations (e.g. alcohol, mental health etc.)

We attended 22 different business/partnership focused events during the 2024-25 period. These events allow us to raise awareness of our service with other services who may interact with families who need our support as well as to gain valuable updates and insights into the other services available to Wakefield residents.

Notably this year we have developed a unique referral process for the FNP team and young parents-to-be in their care. As young mums are typically unlikely to breastfeed, as well as unlikely to attend antenatal education in a group setting, this relationship is invaluable, so that FAB can be introduced at an appropriate point when the parents are making feeding decisions, with their FNP practice nurse in attendance so that there is a familiar and trusted person there to support.

We have also circulated our referral form to the Ardens System for GPs in district to make onward referrals to FAB. This was highlighted in a presentation made by FAB at the GP Target event in October.

Please also see TIW (Targeted Intervention Worker) Impact Report 2024-25 below for further details of partnership working.

Delivery

Please provide evidence of any equality impact assessment undertaken in the last 12 months (include copy of EIAS)



Impact Report TIW
2024-25.docx

Communications

Please provide evidence of the service communication plan or action plan in relation to the delivery of the contract

We have worked with Wakefield Council across several meetings to document, analyse and improve our Marketing and Communications strategy. The outcome of these meetings was the FAB Impact Report below as well as to explore new avenues of promoting our service with minimal cost or resource spend.



FAB Marketing and
Communications Pla



FAB Impact
Report.pdf

Annual Spend

Breakdown to be provided as outlined in the Service Specification

This information has been provided separately to PH by Elaine Edwards, Chair of Trustees

Annual Data Extract

The core dataset shall include (at patient/attendance level) as outlined in the Service Specification:



FAB%20Data%20Rep
ort%20Babies%20reac

Social Value

Please detail the social value outcomes in relation to the service (as outlined in the contract)

Many of the staff and volunteers who contribute to our service delivery will be mums who are returning to work or who may never have worked. Becoming a peer supporter can provide a stepping stone to further career progression, for example midwifery, we find that many of our volunteers develop their confidence and skills with us before moving onto employment improving outcomes for their entire families.

FAB provides flexible part-time employment opportunities in local communities that fit around school hours or other childcare provision, this increases the family income and reducing levels of poverty in local communities. Some of our volunteer roles will allow mothers to bring their babies along, fostering stronger bonds and reducing the need to find childcare.

Volunteers are required to complete the same training as our paid staff making them a valuable resource, they support FAB through facilitating the 24-hour helpline, breastfeeding groups and creating a community that provides practical and emotional support for families across the district. We know from experience that many of our volunteers will continue to support families for many years and will mentor new volunteers in their roles, sharing their skills, knowledge and passion whilst creating additional capacity in the service. All our volunteers are encouraged to sign up to Citizen Coin to earn rewards from their volunteering activities.

FAB recruit both paid staff and volunteers from within local communities, providing full training and supervision. FAB volunteers commit as much time as they are able, removing the barriers of childcare and other life commitments. Our accredited training is delivered online and is accessible to mothers who struggle with childcare and busy family lives.

Breastmilk is the perfect sustainable food for a baby, it has minimal wastage and requires no manufacturing or transport. It therefore has no negative impact on the environment. Promoting and supporting breastfeeding has a beneficial impact on mothers, their infants and our environment. In addition, there are financial and other benefits to our society; breastfeeding can lessen the financial impact of having a baby as well as reducing the cost to the NHS for hospital readmissions as evidenced by [UNICEF research](#).

Service overview

Please describe any successes or challenges the service has faced over the last 12 months

- Over the past 12 months, we have had a few peer supporters leave to pursue new opportunities. When recruiting we have focused on offering roles to our pool of trained volunteers who, in addition to having already completed peers support training, are familiar with our organisation and service offer. We have hired 2 volunteers to peer support role. We have also done some restructuring of staff roles and responsibilities in our back-office admin team. We promoted our peer supporters to the position of Admin Manager. She is now responsible for our admin apprentice as well as managing all staff workloads throughout the week. Once in position, we conducted a process review of all key back office operations such as registering new referrals, booking home visits and assigning new mums' caseloads out to staff. As a result of these reviews we were able to streamline many processes resulting in an increased uptake in Home Visits and better communication between peer support staff and back office. Communication between peer support staff and back office has also improved as a result of these changes. We will continue to review our processes and staff roles and responsibilities to introduce efficiencies wherever possible.
- We successfully hired a Targeted Intervention Worker this year. In the first 9 months of her role, her work involved approaching key groups and other support services to raise awareness of our service. She also established a number of pop-up support groups at non-traditional venues, provide additional

opportunities for support to families in the district. These pop-ups are called Babies, Bumps and Beyond, and are operating at 8 different venues on a once-a-month basis.

- Successful Breastfeeding Group Reunion held at Kendal Drive – over 20 mums in attendance who all breastfed their babies with support from FAB
- Our Antenatal Course won Wakefield Mumbler's Favourite Antenatal Provider 2024
- FAB launched as a C-Card distribution venue last quarter. C-Card holders can now collect their free condoms from our shop in the Ridings Shopping Centre, and all staff have been trained in supporting this service.
- Successful launch of the 2024 Empowerment Project at the end of World Breastfeeding Awareness week. 33 mums took part in creating a piece of art celebrating the fun and beauty of breastfeeding
- Launched our photo campaign promoting public breastfeeding around Wakefield. Mums took part in Feed-a-thons at several notable Wakefield landmarks, and were photographed by a professional photographer. The resultant photos were displayed at several different events around the district during the remainder of the year.
- BBC Morning Live filmed a segment on Volunteering Opportunities created by Citizen Coin, with interviews with FAB's Branch Manager Sharon Hughes taking place in FAB's shop in Wakefield. The segment went live nationally on 4th October
- Attended and presented at the district GP Target event. Our stall was positively received by attendees, with lots of good conversations about the service and encouraging promotion of breastfeeding to mums attending GP services
- Made excellent progress towards UNICEF BFI Accreditation. FAB community staff have all been provided training to support the initiative. They will continue upskilling and training on an ongoing basis to meet the goal of accreditation. The UNICEF BFI Accreditation 'Register of Intent' Meeting took place on 27th November, with lots of positive comments received on our action plan and the service in place already.
- A full review of all Breastfeeding Friendly venues in Wakefield was conducted and a fully updated list provided to the Council. Venues which are no longer in business or no longer wishing to be part of the scheme have been removed from the list so that parents can access a current list from Wakefield Council's website.

Please highlight any challenges or opportunities that the service may face over the next 12 months. Please include details of how you will manage these.

- We are looking to increase our antenatal offering in the new year as there has been a decrease in attendance in recent months. We have trained 2 additional staff to deliver these training sessions, and we have had interest from additional volunteers who are currently completing their peer support training. Finding suitable locations to host antenatal training has been a struggle, particularly as the preferred times and dates are evenings and weekends, which requires late-opening venues, or gaining key holder access. We are currently trialling 2 new venues for classes (in addition to the 2 venues which have been used during 2024-25) as well as different times for classes.
- Increases in minimum wage in 2025 may cause some financial uncertainty for the charity, however, we are looking at staff workloads to see how we can make more efficient use of volunteers to prioritise staff members managing key parts of the service. We are also looking to increase how we offer one-to-one support to parents outside of home visits.

Any other comments or issues you would like to raise?

Many thanks for taking the time to complete this annual report. Please return to phcommissioning@wakefield.gov.uk

Updated 31.01.22

FAMILIES AND BABIES (FAB)

England & Wales - Charity number 1136594

Accounts

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2024

FAMILIES AND BABIES

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FAMILIES AND BABIES

CHARITY INFORMATION FOR THE YEAR ENDED 31 MARCH 2024

Trustees	Elaine Edwards Noel Edwards (Appointed 4 September 2023) Dulani Ruwanmali Mendis Scott (Appointed 4 September 2023) Michael Hudson Wayne Gareth Rushton Lorraine Carter Lewis Waddington
Registered Charity Number	1136594
Address	222/224 Tonge Moor Road Bolton BL2 2HN
Independent Examiner	Philip Dawson Dawson & Co Suite 9, Rockfield House 512 Darwen Road Bromley Cross Bolton Lancashire BL7 9DX
Bankers	HSBC Bank 5 Great Underbank Stockport Cheshire SK1 1LH

FAMILIES AND BABIES

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2024. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021, the charity is in the process of updating and reviewing the document.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are: -

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence-based information and support to help improve health and well-being within families.

This year the Charity has been providing services across the country within 4 areas:

- Lancashire
- Wakefield District
- Dorset County
- Bolton

Within our commissioned areas we have service level agreements in place which set out the aims and objectives we are targeted to meet. Bolton is managed by the charity conforming to community grants and trustee leadership.

FAMILIES AND BABIES

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 14th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have maintained our support services across all our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

All staff across the charity have once again completed the NHS Data Protection training in addition to breastfeeding update training and safeguarding training to ensure we offer the best possible support to families.

FAB has continued to offer a digital service as we recognise that parents may still feel uncertain about mixing with others with small babies and also that there are other reasons for not accessing face to face support.

Our management team have worked hard to increase the visibility of FAB over the past 12 months and to explore new income streams in order to increase the level of support we are able to offer. Our online antenatal course was developed and has been rolled out in our commissioned areas and beyond.

Overview of our commissioned areas

2023-2024 FAB are proud of the passion and dedication shown by all our staff and volunteers and would like to thank every one of them for the ongoing support they have provided to new families. In recognition of this FAB were able to fund several places at the UNICEF conference.

Dorset

We have continued to develop and strengthen our online presence through both Facebook and Instagram. Our closed Facebook group now has over 2600 members and is a source of both practical breastfeeding support and social interactions for families. With the increased numbers accessing face to face support, we decided to lessen Facebook Room availability, now offering this service three mornings a week instead of five. We do still have families using this option for support alongside our face-to-face support.

It is FAB Dorset's aim to be able to support and celebrate all aspects of breastfeeding, through our network of groups or our social gatherings and celebrations for families.

Over the past 12 months we sadly had to make two members of staff redundant due to financial constraints, and no longer having the contract with Dorset Council. We currently have 35 active peers and 3 Meet and Greet Volunteer. Thirteen volunteers completed training in 2023-2024.

Many of these volunteers are supporting at face-to-face groups each week as well as through the closed Facebook support group.

There are currently a further 5 volunteers interested in training to support with FAB Dorset

Wakefield

This year FAB has continued to support mums in Wakefield with 1420 breastfeeding women being supported by the service. Since Covid restrictions were lifted we have been supporting mums 1-1 in home visits, 592

FAMILIES AND BABIES

families have received a total of 752 home visits. We have been working hard on the maternity ward, running 6 groups a week, and running the helpline with the help of our volunteers.

We have received 862 out of hours calls to our 24-hour helpline this year, where peer supporters and volunteers are able to provide immediate support and information with the added benefit of being able to follow up support the following day

We are also pleased to announce our contract at Pinderfields has been renewed for another 12 months, enabling us to provide support in the first hours following birth to help get breastfeeding off to a good start.

This has had a positive impact on the community support we provide as mums have an introduction to the service alongside intensive breastfeeding support before they leave hospital and often need less intense support once home.

Wakefield worked in partnership with Wonderful Chaos Photography to produce a naked back to nature breastfeeding calendar

We have also recruited a new Branch manager for Wakefield who started in January 2024 and was one of our service users who started as a volunteer

We also now have a member of the Wakefield team who was appointed as our Community and Family Hub Network Lead for UNICEF Baby Friendly Initiative which is a fantastic opportunity for FAB and all our teams

We have welcomed 12 newly trained breastfeeding supporters to the team and also recruited a business administration apprentice.

Staff and volunteers have completed all mandatory training modules, in addition to the mandatory modules peer supporters have completed ICON training.

12 new volunteer peer supporters have completed their training in order to be able to support new mums on the helpline and at groups.

Throughout the year we were incredibly lucky to have a team of dedicated volunteers who committed to the helpline and some of our groups offering extra support and a friendly ear, mums found it useful to have extra time to chat.

Lancashire

Sadly, this is our last year in Lancashire as unfortunately after supporting families across Lancashire for the last 17 years and overachieving in all our target areas we were not successfully in obtaining the tender for the next 5 years

FAB Lancashire is proud to have worked closely with our infant feeding colleagues in the community to contribute to the area retaining the UNICEF Breastfeeding Friendly Initiative Gold Standard. All our teams have annual audits and monthly training to ensure they are giving the correct information to mums and their wider families

We have recruited 12 new volunteers, who are currently volunteering in a variety of ways including breastfeeding support groups, helpline calls and on our 5 hospital wards.

We currently have 12 breastfeeding support groups running across the area and are looking to expand this year. We work very closely with the Community Infant Feeding Team, which gives mums extra support should they need it.

Lancashire have taken 6137 helpline calls this year which equates to 275 hours of breastfeeding support, which would not be possible without the support of our volunteers

FAMILIES AND BABIES

Our social media has continued to grow, allowing us to support more families. We have built up an amazing 4699 followers over all our platforms

FAB are extremely sad to see this service in Lancashire go, the majority of the staff were able to TUPE over to the new service but sadly there was redundancies from staff who could not fulfill the contract of the new service

Bolton

We have been chosen as one of the charities of the year from Turton Rotary, this is great news and we were able to raise £500 in ticket sales for the annual duck race.

We made links with Birtenshaw Collage who ran a six months project placing their students with additional complex needs with us to help them gain valuable life skills. We had 6 volunteers over the period each with different complex needs and they really enjoyed their time with us.

We started our breastfeeding group at Tonge Cricket Club, the attendance was not great but we generally had a round 3 mums per week

In August and September we offered all our various school uniform free to those in need, we had 48 customers take up this offer and we gave away 160 items of school uniform

September saw the launch of another community support group in Little Lever Library

In January 24 we started our warm space in the charity shop, this was extremely well attended with around 6-7 people attending each week

We started to work with Nacro offering their students work experience to compliment their collage course, this was a great success and will be starting again in January 2025

Bolton shop had a good year with over 9736 transactions and 21,634 items sold at affordable prices to help the community we serve

FAB Merchandise

We have continued to increase sales of our online merchandise and have added online training courses as an additional way of bringing in funding. Our peer supporter training and online antenatal courses are proving very popular and we hope to continue adding new opportunities to our website. We will be looking to increase the number of courses that we can offer both parents and businesses in the coming year

Training Program

We've had a great year with the FAB training programme this year. We have trained a total of 65 people as FAB Peer Supporters, this has included volunteers in Lancashire, Wakefield and Dorset as well as 6 new members of the FAB Team. We trained a further 14 Peer Supporters through our partnership working with Defence and a further 3 Peer Supporters who self-funded their training. Deb has worked with 4 Peer Supporters to offer update training through skills and knowledge audits.

Finally alongside the Peer Support training programme we are also rolling out a programme of ongoing update training for all staff and volunteers. This has included further training in the use of the ARDO breast pumps. Updates to the information around the microbiome and breastfeeding and the environment and finally further training to support with perinatal mental health.

FAMILIES AND BABIES

Partnership Working

We have maintained a strong relationship with the Defence Breastfeeding Network and have so far trained another 11 women as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Financial review

The financial statements show net incoming resources for the year of £15,704 (2023 £43,943).

PRINCIPAL RISKS AND UNCERTAINTIES

We currently have two commissioned services in FAB, and we are looking at ways to self-sustain the charity so we will be in a position to carry on supporting families

RESERVES POLICY

Free reserves as at 31 March 2024 were £316,435. The Charity is in the process of reviewing the reserves policy to ensure that there are sufficient funds in place to ensure that the Charity is sustainable.

FUTURE PLANS


The Charity plans to continue developing services to continue to support Families. We are also looking at improving our current website and training site to help bring in more funds to sustain the charity. We are looking to introduce a membership scheme for both families and businesses which will bring in unrestricted income for the charity to be able to support more families

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 27th November 2024 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

FAMILIES AND BABIES

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2024

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2024 which are set out on pages 8 to 17.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that our staff are qualified to undertake the examination as qualified under the Association of Accounting Technicians.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....
Philip Dawson
Dawson & Co Accountants
Bolton

27th November 2024
Date

FAMILIES AND BABIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
INCOME FROM	2				
Charitable activities		773,214	-	773,214	670,721
Other trading activities		30,054	-	30,054	105,215
Other income		3,000	-	3,000	775
TOTAL INCOME		806,268	-	806,268	776,711
EXPENDITURE ON					
Raising funds	3	41,688	-	41,688	41,289
Charitable activities	4	748,876	-	748,876	691,479
TOTAL EXPENDITURE	5	790,564	-	790,564	732,768
NET MOVEMENT IN FUNDS		15,704	-	15,704	43,943
Total funds at 1 April 2023		312,849	-	312,849	268,906
TOTAL FUNDS AT 31 MARCH 2024		328,553		328,553	312,849

All income and expenditure in the previous year related to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

BALANCE SHEET AS AT 31 MARCH 2024

	Note	£	2024 £	£	2023 £
FIXED ASSETS					
Tangible fixed assets	8		12,118		15,296
CURRENT ASSETS					
Debtors	9	19,527		20,024	
Cash in hand		<u>344,534</u>		<u>324,412</u>	
		364,061		344,439	
CREDITORS: amounts falling due within one year	10	<u>(47,626)</u>		<u>(46,883)</u>	
NET CURRENT ASSETS			316,435		297,553
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>328,553</u>		<u>312,849</u>
			<u>328,553</u>		<u>312,849</u>
CHARITY FUNDS					
Unrestricted funds	11		328,553		312,849
Restricted funds			<u>-</u>		<u>-</u>
TOTAL FUNDS/(DEFICIT)			<u>328,553</u>		<u>312,849</u>

The financial statements were approved by the Trustees on 27th November 2024 and signed on their behalf, by:

Elaine Edwards 

Michael Hudson 

All assets and liabilities relate to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2024

	2024 £	2023 £
Cash flows from operating activities		
Net income/(expenditure) for the year	15,704	43,943
Depreciation	3,178	4,028
Decrease/(Increase) in debtors	497	1
(Decrease)/Increase in creditors	743	(5,271)
Net cash inflow/(outflow) from operating activities	<u>20,122</u>	<u>42,701</u>
Cash flows from investing activities		
Purchase of fixed assets	-	-
Net cash used in investing activities	<u>-</u>	<u>-</u>
Net increase in cash and cash equivalents in the reporting period	20,122	42,701
Cash and cash equivalents at 1 April 2023	324,412	281,711
Cash and cash equivalents at 31 March 2024	<u><u>344,534</u></u>	<u><u>324,412</u></u>

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(October 2019), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Companies Act 2006.

Families and Babies meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Preparation of the accounts on a going concern basis

The trustees assess whether the use of going concern is appropriate, ie whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the accounts. The trustees have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

Incoming resources

These are included in the Statement of Financial Activities (SOFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1. ACCOUNTING POLICIES (Continued)

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SOFA.

Grants and Donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants

This is included in the SoFA once the related goods or services have been delivered.

Gifts in Kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report

Resources expended and liabilities

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs

Support costs have been allocated to activity cost on an actual basis

Assets

Tangible fixed assets for use by charity

Tangible fixed assets are held at cost and written off over their useful economic life as follows:-

Plant and machinery	- 20% reducing balance
Fixtures, fittings and equipment	- 20% reducing balance

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1. ACCOUNTING POLICIES (Continued)

Leases

Rentals payable under operating leases are charged to the SoFA over the period of the lease.

Value added tax

The Charity is not registered for VAT. In these financial statements, where applicable, expenditure is shown inclusive of VAT.

Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any critical accounting estimates or areas of judgement in these accounts.

2. INCOME

		Unrestricted funds 2024 £	Restricted funds	Total funds 2024 £	Total funds 2023 £
Other trading activities	Shop income from selling donated goods	30,054	-	30,054	105,215
Incoming resources from charitable activities	Sale of services from the charity's activities	773,214		773,214	670,721
Other income	Rent received	3,000	-	3,000	775
		<u>806,268</u>		<u>806,268</u>	<u>776,711</u>

All income in the current and prior year is unrestricted.

3. EXPENDITURE ON RAISING FUNDS

	Unrestricted funds £	Total 2024 £	Total 2023 £
Rent of shops and costs	39,920	39,920	39,228
Advertising costs	1,768	1,768	2,061
	<u>41,688</u>	<u>41,688</u>	<u>41,289</u>

All expenditure on raising funds in the current and prior year was unrestricted.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

4. Expenditure on charitable activities

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Provision of charitable services	633,981	-	633,981	566,439
Administration and management	25,075	-	25,075	21,208
Information technology	5,525	-	5,525	3,534
Legal and professional fees	27,367	-	27,367	41,671
Management fees	56,928	-	56,928	58,627
	<u>748,876</u>	<u>-</u>	<u>748,876</u>	<u>691,479</u>

All expenditure on charitable activities in the current and prior year related to unrestricted funds.

5. ANALYSIS OF RESOURCES EXPENDED

5.1 Trustee expenses

Number of trustees who were paid expenses	-	-
	2024	2023
	£	£
Nature of expenses		
Travel and subsistence	-	-

No remuneration was paid to Trustees during the year.

6. NET INCOME

This is stated after charging:

	2024	2023
	£	£
Independent examiner's remuneration	1,200	1,200
Other fees paid to the independent examiner	3,464	3,429

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

7. STAFF COSTS

	2024	2023
	£	£
Gross wages, salaries and benefits in kind	493,533	428,521
Employer's National Insurance	17,465	16,078
Pension costs	5,711	5,427
	<hr/>	<hr/>
	516,709	450,026
	<hr/> <hr/>	<hr/> <hr/>

There were no employees in the year with remuneration over £60,000.

Average number of full-time equivalent employees in the year

	2024	2023
	£	£
The parts of the charity in which the employees work		
Fundraising	10	10
Charitable Activities	23	35
	<hr/>	<hr/>
	33	45
	<hr/> <hr/>	<hr/> <hr/>

Defined contribution pension scheme

Payments are made to a defined contribution pension scheme and the pension charge represents the amounts payable to the fund in the year.

	2024	2023
	£	£
The costs of the scheme to the charity for the year	5,711	5,427

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

8. FIXED ASSETS

	Motor vehicles	Fixtures, fittings and equipment	Total
	£	£	£
Cost			
1 April 2023	19,468	38,087	57,555
Additions	-	-	-
31 March 2024	<u>19,468</u>	<u>38,087</u>	<u>57,555</u>
Accumulated Depreciation			
1 April 2023	16,941	25,318	42,259
Charge for year	626	2,552	3,178
31 March 2024	<u>17,567</u>	<u>27,870</u>	<u>45,437</u>
Net Book Value 31 March 2024	<u>1,901</u>	<u>10,217</u>	<u>12,118</u>
Net Book Value 1 April 2023	<u>2,527</u>	<u>12,739</u>	<u>15,296</u>

9. DEBTORS

	2024	2023
	£	£
Trade debtors	19,527	19,527
Other debtors	-	497
	<u>19,527</u>	<u>20,024</u>

10. CREDITORS: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	-	13,716
Other creditors	4,942	4,801
Accruals and deferred income	42,684	28,366
	<u>47,626</u>	<u>46,883</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

11. STATEMENT OF FUNDS

	Brought Forward	Incoming resources	Resources Expended	Carried Forward
	£	£	£	£
Unrestricted funds				
General fund	312,849	806,268	(790,564)	328,553
Total of funds	<u>312,849</u>	<u>806,268</u>	<u>(790,564)</u>	<u>328,553</u>
Year ended 31 March 2023	Brought Forward	Incoming resources	Resources Expended	Carried Forward
	£	£	£	£
Unrestricted funds				
General fund	268,906	776,711	(732,768)	312,849
Total of funds	<u>268,906</u>	<u>776,711</u>	<u>(732,768)</u>	<u>312,849</u>

12. RELATED PARTY TRANSACTIONS

E Edwards and N Edwards, trustees are also directors of LA Business Services Limited. During the year the charity purchased goods and services from LA Business Services Limited totalling £33,879 (2023: £30,505).

E Edwards is also a director of FAB Consulting Limited. During the year the charity purchased services from FAB Consulting Limited totalling £56,928 (2023: £58,630)

ANNUAL REPORT 2023 – 2024

This has been an exciting and rewarding year for breastfeeding support in Dorset as we continue to offer much valued support to families in our community as well as celebrating and normalising breastfeeding through the many events and partners we have been involved with.

Our online presence remains an integral part of our support and service. Our private support group has over 2600 members and much like our face-to-face groups continues to provide many families with guidance, evidence-based information, and friendly nonjudgmental support. Although numbers are decreasing for rooms due to our families having access to lots of face-to-face groups, we still feel currently that our online video support is an important part of our service. It is FAB Dorsets aim to be able to support and celebrate all aspects of breastfeeding, through our network of groups or our social gatherings and celebrations for families.

STAFF, VOLUNTEERS AND TRAINING

Heather Moloney was our team member for BCP, due to a decrease in her working hours Heather attended two groups and covered a third when needed. She has a great rapport with volunteers and ensured all the groups are welcoming, accommodating and run seamlessly. Heather also continues to have strong relationships within the local community and regularly attends the Little Pickle Markets and Community Action

Network events, where her efforts in raising awareness of F.A.B do not go unnoticed.

Mel Fynes continued her training role with FAB through 2023-2024, working alongside Deb supporting learners in the training program.

Sadly, both Heather and Mel took redundancy at end of this year. However, Heather continues to volunteer with the service.

Keeley Woodward supports at groups and events within the Purbeck area as well as maintaining the support through our social media platforms. She has continued to develop links within the local community and has had follow up connections and plans to work with both Bourne Green and Arne, developing further connections within the local community. Keeley also liaises with student midwives who wish to further their breastfeeding knowledge by visiting FAB groups and talking to both volunteers and breastfeeding families, Keeley works with both student midwives and FAB peer supporters to arrange these visits and take feedback on the visits. In celebrating and normalising breastfeeding Keeley also took a lead role in the organisation of the breastfeeding photo exhibition event.

Deb Woodward remains the volunteer coordinator for FAB Dorset peer supporters alongside managing the Dorset service, supporting families across Dorset and BCP. Deb also continues

her work as a part of the FAB training team now training volunteers for not only Dorset but the other FAB areas. Deb also trains volunteers for the Defence Breastfeeding Network volunteers under her role as the volunteer coordinator for the DBN.

Volunteers and Training

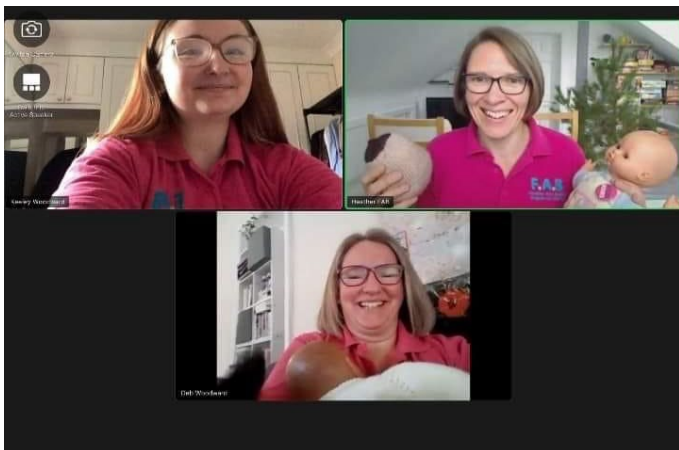
We currently have 35 active peers and 3 Meet and Greet volunteers. Thirteen volunteers completed training in 2023 – 2024.

Many of these volunteers are supporting at face-to-face groups as well as through the closed Facebook group and now at some of our community events.

There are currently 5 volunteers interested in training to support with FAB Dorset alongside 2 hoping to training with the DBN.

GROUPS AND SUPPORT

There are currently 12 groups across the area, from Bridport in the East to Ringwood in the West on the Hampshire border. Across all of our groups we have supported families with a total of 2195 attendances. Our volunteers have offered a total of 1378 hours of volunteering at groups this year. Our Facebook support group has engaged with families for support either online, messenger or via Facebook rooms a total of 688 times. As we are no longer a commissioned service, we no longer receive data from the two local hospitals. This has seen a decrease in other support, with telephone, text and email support totalling 49 families.



Quotes from FAB

"I have been volunteering with and it has been rewarding to be people when tea, an ear, and a

on. Mulberry is a beautiful and essential group for those in the Weymouth and Portland area."

"Being a peer supporter has given me a sense of community and a village of like-minded mums. I love chatting with both peers and new parents and I receive as much support myself as I give out to others!"

"On the ground" its very clear to see that there is a huge gulf in breastfeeding support. We regularly see Mums (on a weekly basis) that have been let down by the system. The problems that these mums bring to us are much, much more complex than what a peer supporter is able to manage, and we find ourselves signposting very often to higher level support (NBH or IBCLC).



peer supporters

happily

FAB for 5 years

incredibly

*there for so many
they need a cup of
shoulder to cry*

I wish we were more integrated into the system. It would be wonderful to run a peer support group alongside a midwife, or health visitor list. So mums can drop in before or after an appointment! I think that would be such an easy win

Thanks as always, for your hard work!”

Partnership working

Although the Breastfeeding Network are now the commissioned service FAB were invited to be part of the Dorset Infant Feeding Network and Deb Woodward regularly attends meetings showcasing FAB and the support the service offers.

Health Visiting Team- we regularly update the Health Visiting Teams with group information. With the uptake in support in Ringwood, Deb is now also a part of the New Forest LIG working to signpost mums who may live in Hampshire but able to access support in Dorset.

HV's who are seeing mums in the community are very proactive in signposting mums to groups, they will also contact the FAB Team for additional support for mums. Many personal links with individual HV's continue and this is a great way to complement support for mums.

Antenatal/ midwives- we work alongside midwives in some of our groups, allowing signposting between services. We also continue

to have student midwives joining our groups as part of their training and development.

NICU at Poole

The team at Poole regularly request FAB leaflets to give to mums

Dorchester hospital - The Lead MW at DCH requested the FAB information in order to sign post mums to support.

The Dorset Infant Feeding Team meet quarterly to look at support and signposting to services.

Community Partnerships

DORPIP- working together collaboratively and signposting between services.

Bourne Green- regularly attend two of our groups and support alongside us at events.

Little Pickles- FAB attend markets in the BCP area free of charge, to talk to expectant families.

Community Action Network- support FAB with networking and collaborative working with other voluntary sector organisations.

Maddie's Miracle- FAB collaborate with Maddie's Miracle who are another breastfeeding support charity in the BCP area. We signpost between services and collaborate with them at events.

Not Just Sundaes- Charity run community space who welcome the FAB group as well as display leaflets and merch. The NJS

houses the local community fridge which has been an invaluable asset to FAB and the mums we support. They are also a part of the Welcome Breastfeeding Scheme.

Blandford GP practice out on a monthly wellness clinic which FAB were invited to be part of. Offering support to the community and also networking with other health and community organisations in the local area.



Achievements

Continued community events and celebrations have allowed for FAB to become more visible in the community rather than just being known by breastfeeding parents.

Being invited to be a part of the Dorset Infant Feeding Network by Public Health in recognition of the support FAB still offer to breastfeeding families in Dorset.

Our Blandford peer supporter Jess was named ‘volunteer of the year’ for all of her hard work, dedication and enthusiasm towards FAB, her group and her local community.



Challenges

As we are no longer proactively telephoning mums about the service, numbers for some groups have decreased.

Engagement from peer supporters in more than just the groups, there is a need for promoting their groups, Facebook support and attending events in order to connect with the families we would have been contacting. This can be difficult when peer supporters are balancing their home/ work life alongside their volunteering role.

Events



*Purbeck Valley Folk Festival
with Maddie's Miracle*



Bournemouth Volunteer Expo



FABFEST



*Little Pickles Bump to
Baby Show*



Little Village Pop up Event



Photography Event



Poole Baby Event



National Breastfeeding Week/ Peer Supporter Celebration



Bridport breastfeeding Antenatal evening



Weymouth Community Expo



Wool Carnival



Little Pickles Market



Littledown Family Fun Day

Social Value

Families and Babies allow families to connect with other parents who may be facing similar challenges not just with breastfeeding but with the highs and lows that come with those early days and weeks of parenthood.

Our groups are a welcoming space with a community of likeminded families and volunteers. Beyond our groups, this continues within the community through our Breastfeeding Welcome Scheme and our focus on celebrating and normalising breastfeeding. Our outreach work through events showcases FAB and the service we provide. This allows us to reach the wider community and not just the breastfeeding families we support.

The next 12 months

As we move into 2024/2025, we will be looking at changes to groups and restructuring part of the FAB Dorset service to accommodate a smaller team. We do hope to have a community space which will make support even more accessible to families. We will continue our partnership working and expand on this with further organisations with similar values to that of FAB. We hope to engage more volunteers in both peer supporter roles and community roles. We will always continue to normalise and celebrate breastfeeding in the communities we support.

Feedback on the service

Yes, not only got reassurance, but gained a deeper understanding of aspects of breastfeeding. Also found it helpful meeting other mums, and have made some lovely connections. It also helped me feel more comfortable breastfeeding around other people, as it is so normalised in the groups.

It's so helpful and essential to breastfeeding mothers to be able to go somewhere safe knowing you will be supported and reassured and feel empowered and encouraged to continue breastfeeding.

Really helpful. Kind and lovely facilitators. Warm and friendly group, which is evident from the fact that people return regularly with their older babies/toddlers.

With a baby that was struggling to gain weight, I was desperate to 'get things right' and I was told tips and tricks that I'd not heard of before in achieving the best from each feed. Peer supporters showed genuine care and concern and each week when we'd chat they ask sincerely how we were and how feeding was going. This continued support weekly was invaluable in me continuing with feeding as it was an incredibly hard start and in the early weeks throughout.

Definitely helped me continue breast feeding, baby is 4 1/2 months and I plan to continue at least until she is one year. Also really appreciate the general support and socialising with other mums.

I was supported to get a good latch with my son. We struggled for weeks before attending and it was so helpful. It was a great place to discuss and get advice from both support workers and other mums, not only with all things breast feeding but all things baby!

I attended a little apprehensive, but the peer support ladies made me feel so welcomed. They offered advice and supported me over several weeks to turn my breastfeeding story from something quite stressful to something magical which we both know love and enjoy! I cannot thank them enough!

Even though I never found the time to attend, I felt the online group was a safe space for a first time mum trying out breastfeeding, it was lovely to scroll through at 3am in the morning with a newborn seeing I wasn't alone with my breastfeeding journey. I didn't feel like I was judged as a parent and safe.

As there are more local groups to me than the breastfeeding network, I found it more manageable especially as driving far with a little baby and faffing with paying for parking ect is a nightmare. The FAB locations such as Hamworthy and Wareham where more approachable.

Yes. I attended first when my baby was tiny because I was having trouble with feeding. The support I received was fantastic. I then returned again when my daughter was about 6 months old when I was struggling with the demands of feeding. The moral support and boost I got from the group was fabulous and kept me going. I managed to keep breastfeeding until about 14 months.

Far better than support I received where we used to live with my first baby. Very welcoming, non judgemental and knowledgeable

Yes, enabled me to make friends with other breastfeeding mums & be able to get to know those at the groups made me more comfortable getting ongoing support (managed to feed for over 4 years!)

You are fabulous, I could not have breast fed my daughter without you. We are still feeding at 18 months and I am so grateful!

Yes, I felt less alone. I also feel safe in that I know I can go along to the group & get support should I have any problems on my breastfeeding journey.

Yes, absolutely. I learned so much from these groups. Everyone can tell you what you need to know about bottle feeding but breastfeeding is so different. As someone who really struggled with confidence at the beginning it was so amazing to have a safe warm space where I was welcome to breastfeed without feeling like anyone was judging me or like I would be shamed by anyone.

I received face to face and online support from FAB, they gave me great advice and really helped me to continue feeding my child when I could have given up.

The advice was invaluable and totally transformed our breastfeeding journey. I was being encouraged by healthcare professionals to bottle feed but FAB helped me so much I never had to.

A totally invaluable resource to all new mothers. I'm so grateful to the charity for helping me so much and I will be back if I have other children.

Amazing support and guidance. Going above and beyond to ensure, our journey continued, via expressing while my little one grew and learnt to feed from source.

I had help with positioning as my child grew. I gained knowledge about supporting my supply. We discussed myths by family and friends. But also, it was a safe place to go and just cry when I was struggling with a baby with reflux and colic who at the start had a tongue tie.

Hugely beneficial. I really struggled with breastfeeding my baby initially which was very upsetting and stressful. I have now been happily breastfeeding him for 6 months. I am convinced that this wouldn't be the case had it not been for the help I received.

Super friendly peer supporters who were able to help with every feeding related problem I had at every step of the way. The one to one/in person advice is not something I received through the NHS, it helped tremendously and I'm sure I would have struggled without it.

The ongoing, easy access to support has been so appreciated. I also found the group excellent from a social and emotional support point of view. Can't thank the volunteers enough!

The FAB feeding support groups are a key service for a successful feeding journey. Without the face to face peer support my journey would have ended before it started. They were kind, welcoming, informative and made an amazing HOT cup of tea. The groups are welcoming, relaxed and filled with fellow mums riding the waves of sleep deprivation and new mum life. I cannot recommend these groups enough, they are a vital life line to many mums! Thank you FAB for all that you do and continue to do for us boobie mums!!

It's imperative for services like this to be funded and supported. Breastfeeding is one of the best things you can do for your baby and I know so many people who's breastfeeding journey never started because of lack of support available to them. It's a major issue in this country and we must have services that support breastfeeding mothers to give babies the best start in life and new mums somewhere to turn to. It's hard and we need help - what the NHS offer is not enough!!



Families and Babies Lancashire

Annual Report 2023-2024

Over the last year we have continued to build a robust peer support service carrying out our vision to protect, promote and support breastfeeding.

Staff, Volunteers and Training

One of our main focuses this year has been on building strong support systems. All our staff have regular contact with Sarah our Branch Manager and all our volunteers have regular contact with Cassi our volunteer co-ordinator. This year the staff and volunteers have had quarterly supervisions and one-to-ones as well as completing 11 mandatory training modules to make sure they are providing up to date and high-quality support. The staff have also completed BFI update training.

Alongside the mandatory training, some of our staff attended a webinar event held by the Perinatal Mental Health and Maternity Networks for the Northwest Coast for Eating Disorders in the Perinatal Period. This webinar event's aim was to develop understanding of experiences and pathways for eating disorders during the perinatal period from the perspective of experts by experience, perinatal mental health services and maternity services. They introduced the subject and supported attendees including our peer supporters to become more aware of eating disorders in the perinatal period and considered how they can provide person centered care.

Four of our staff members also attended an MNVP feedback session listening to Bereaved Families. During the session they listened to individual family's experiences enabling them to have a better insight into how to support bereaved families and be part of discussing changes to improve the care provided.

Our Branch Manager Sarah attended the 2023 BFI conference held in Harrogate along with the 0-19 Infant feeding team. Sarah made notes and put together an information sheet which she shared with the team so they all could learn and benefit from the conference.

Groups

This year we have focused on recruiting volunteers from targeted areas to set up new groups in areas that don't have them. We currently have 12 breastfeeding support groups running in 9 out of the 12 districts in Lancashire and continue to work towards having groups in the remaining 3 districts to make our groups accessible to more families.

We have continued to work very closely with the community infant feeding team who run three infant feeding clinics alongside our breastfeeding support groups in Skelmersdale, Preston and Burnley. This gives mums access to both these services together in Central, East, and West Lancashire. The feedback we receive is that mothers value the services running alongside one another as it enables them to receive specialised medical feeding support from the infant feeding team as well as ongoing peer support from ourselves at the same time.



Partnership working

At Families and Babies, we know the importance of working together with partners and we have continued to build up strong relationships with many.

This year we have become part of the family hub network which is enabling us to join up with other services and together provide support to families to improve the health and wellbeing of the next generation.

We have attended regular meetings at the 5 acute trusts over Lancashire, this helps us all stay up to date with current guidelines and changes and allows us to work together to promote and protect breastfeeding in the early days. We currently have information sharing agreements with ODGH and ELHT allowing us to support more mothers in those areas and are in the process of getting electronic referrals from the remaining 3 trusts.

We are passionate about working together with other services and service users to improve local maternity care and to achieve this, we have attended regular Maternity and Neonatal Voices Partnership meetings in different areas of Lancashire.

Achievements

We have continued to work very closely with the community midwives and health visitors and our combined work in maintaining Baby Friendly standards has meant we have again achieved BFI GOLD status. To celebrate we attended a meeting held by the Infant feeding team, along with Lancashire Healthy Young People and Families 0-19 Service, Lancashire County Council, Children and Family Wellbeing Service, Perinatal Mental Health, public health, and the local midwifery teams.



With the aim to promote breastfeeding we continue to work with venues over Lancashire by signing them up to our breastfeeding friendly scheme where we provide them with a sign-up pack. The sign-up pack includes a poster or sticker to let customers know they are welcome to breastfeed and a policy and information sheet to make sure all staff are welcoming and supportive of breastfeeding mothers. To date we have an amazing 475 venues signed up over Lancashire and these continue to increase.

We know the importance of mothers having breastfeeding peer support in the early days so one of our main goals this year was to have peer supporters on the wards five days a week

at all five hospital trusts. We achieved this goal in March and have put a plan in place to keep it this way with back up staff cleared to cover.

We have taken 6137 helpline calls this year which equates to over 275 Hours of breastfeeding peer support, something we wouldn't have been able to achieve without the help of our amazing volunteers who keep the helpline running 365 days a year.

Our social media has continued to grow allowing us to support and share evidence-based information with more families and we have built up an amazing 4699 followers over our social media platforms.

Challenges

One of our main challenges this year has been recruiting and training several new staff members and volunteers to make sure the service is running effectively. All new staff and volunteers have completed the same training, including a 24-hour breastfeeding peer support training course and 11 mandatory training modules, and staff have also completed a 2-day BFI training course. Once these new peer supporters completed their training, they were allocated a mentor (an experience peer supporter working in the same area) who they shadowed and checked in with regularly to learn and gain experience whilst building up relationships within the team. To retain our staff and volunteers we have focused on the support and guidance we provide them.

A challenge we are trying to preempt is an increase in service users once we have all the information sharing agreements in place at the remaining 3 hospital trusts. In preparation we have made changes to our booking system with admin staff booking visits in advance, maximizing our peer supporter's time, and directing mothers that need less support to our groups and social media platforms as well as giving information about Anya.

Events

This year to advertise our services and provide breastfeeding support to more families over Lancashire we have attended events including Leyland Festival, Blackpool Victoria Hospital's national breastfeeding week event, the Big Burnley early help event, the west Lancs early help event, Southport Ormskirk and Sefton Maternity Voices Partnership (MVP) event, a New & Expectant Parent Event and Heskin Halls Christmas markets. We also hosted an antenatal class at a Bump Club and to celebrate world breastfeeding week in August, we hosted 3 returns to work sessions in Lancaster, Burnley and Ormskirk. I have added pictures from some of the events we have attended this year.



BUMP CLUB
AT JENNIS HOUSE

SARAH VALENTINE


F.A.B - FAMILIES AND BABIES

What is breastfeeding peer support and why is it important?

TUESDAY 25TH JULY

[@fab_lancs_bf_support](#)

TICKETS AVAILABLE ON OUR WEBSITE - JUST £10!




Social Value

Our staff and volunteers bring a wealth of knowledge and experience and have a combined passion for breastfeeding support. They are from a variety of diverse backgrounds, some of whom speak locally spoken languages including Urdu, Bengali and Spanish which enables us to provide support to more families.

As well as the strong support system and guidance we provide to our staff we like to praise and reward them for all the hard work and dedication providing a gold service to mothers and families over Lancashire. We have rewarded our staff with kudos on their breathe HR accounts and through our rewards hub. On our rewards hub staff also have access to discounts from a wide variety of retailers, wellbeing information and useful tools, and we have regularly given staff recognition on the recognition wall.

Feedback

"The lady that came to save me really helped. I was struggling so much, but she came to see me and gave me some really good tips and it has helped so much xx"

"Just wanted to say thank you and how impressed I am with the support offered by FAB. Check ins have been great and feel confident in knowing where to go for advice if I need it. Thank you!"

"Just a big shout out to the Accrington and Burnley FAB groups. I attended both this week and received some great support re latch. It was good to have people observe and give me tips. Also lovely to see other mums and babies in today's Burnley group 😊 Luca had a great time and so did I."

"The lovely Loreto and Becky were a great support to me at the beginning of my BF journey, in June last year, almost 11 months on and we are still breastfeeding."

"I wouldn't be where I am now with breastfeeding without Fab and I am so grateful and lucky we have this service in our area. Thank you all so much!!"

"Very accessible service with lots of different methods. Gemma was very friendly and checked in regularly offering support."

"Home visits are invaluable"

"The home visit was very helpful and reassuring and helped me feel confident in what I was doing and how to help with position etc"

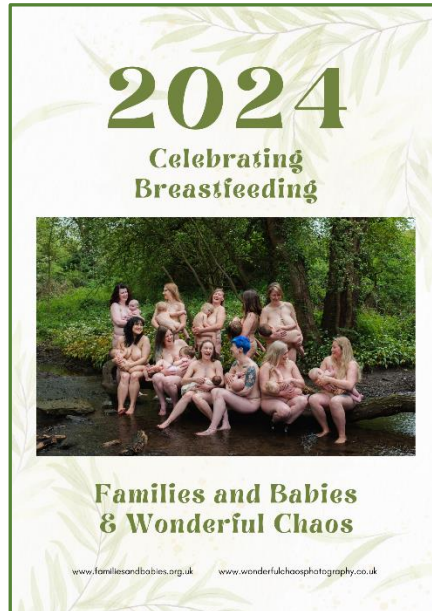
"The support I received was first class - I couldn't have asked for better input so just for it to continue"

"I went to the Morecambe group last week and your fab lady was really supportive and gave me some great advice! Thank you x"

"Celebrating 6 months of breastfeeding today with my little milk monster 😊🥰 I'm so proud of us both and not sure I'd of made it this far without this group, so Thankyou to everyone who offers advice daily and to Sarah who came out to see me when I was really struggling in the early days! If you're struggling right now and are thinking of giving up feeding, please reach out for support as it does get so much easier and you may not feel like it now but it's the most amazing feeling in the world, eventually ❤️"

FAB Wakefield Annual Report 2023-24

1st April 2023 to 31st March 2024



Overview

This year FAB Wakefield is pleased to say we have supported 1420 breastfeeding families. 592 families have received a total of 752 home visits. We have been working hard to deliver the best service possible and to promote breastfeeding with the help of our amazing volunteers.

Our 24hour helpline has been well utilised with 862 out of hours calls, peer support volunteers are able to provide immediate support and information with follow up support offered as routine.

We were excited to have our contract with Wakefield council renewed for at least another 3 years enabling us to provide support to mums within the community.

The contract we have to provide breastfeeding support on the maternity wards at Pinderfields has been renewed for another 12 months enabling us to continue providing support in the immediate postnatal period to help families breastfeed confidently.

We have built upon our antenatal classes with one evening and one weekend session running weekly, our records show that an amazing 83% of women accessing our antenatal education are still breastfeeding at 6 weeks

We worked with Wonderful Chaos photography and created a fabulous breastfeeding calendar – 11 amazing women, and their breastfed babies, bared all in the woods to take some fantastic photographs and created memories to cherish, all in the name of promoting and normalising breastfeeding

Staff, Volunteers and Training

We recruited a new Branch Manager who started in January 2024, Sharon was a service user who joined us as a volunteer, we are very lucky to have her join our team.

12 newly trained breastfeeding supporter volunteers have joined the team allowing us to support even more breastfeeding families across the district.



Two of our proud new peer supporters with their certificates



Two members of staff have gone on maternity leave with two beautiful breastfed babies becoming part of the FAB family, we have two new peer supporters who have joined the team to cover their roles.

Sarah was interviewed and appointed as our Community and Family Hub Network Lead for UNICEF Baby Friendly Initiative, an exciting new post working towards BFI accreditation for Wakefield Family Hubs and the FAB Peer Support Service. She has been incredibly busy and we are all looking forward to seeing the results of the training and audit processes she will put in place. In partnership with the 0-19 team Sarah is delivering the two-day UNICEF BFI (Baby Friendly Initiative) training to staff across the district.

Staff and volunteers have completed all mandatory training modules and in addition have all undertaken the NHS perinatal mental health training which enables them to offer initial support and onward referrals to specialist services as required.

Groups

Groups have been really popular over the past 12 months, FAB peer supporters, staff and volunteer, have consistently facilitated 6 groups per week Monday-Friday, a total of 220 groups and we have plans to increase this in the coming months. We have recorded attendance at groups of over 1200 in the past year, providing breastfeeding and social support for mums.



Over 400 of the attendances were at our most popular group which is held at Kendal Drive Family Hub in the Airedale and Ferry Fryston area.

We use our social media to post information about which groups are running on a daily basis to give mums the opportunity to attend a group that suits them best.



Partnership working

We have strong working relationships with both the Midwifery and 0-19 Infant Feeding Leads allowing smooth referrals into the most appropriate service for mums when breastfeeding issues are identified, this partnership working helps FAB staff to support mums in following any feeding plans that are put in place.

As part of her new role our Community and Family Hub Network Lead for UNICEF Baby Friendly Initiative has been working with the 0-19 Infant Feeding Lead to develop co-delivery of training to peer supporters, family hub staff and 0-19 staff. We are excited to see the impact of this work across the district

We continue to facilitate breastfeeding groups in the Family Hubs making face to face breastfeeding support accessible in community settings and have been working together to see what more we can do for next year with the introduction of the targeted peer supporter role.

Achievements

We are proud to say that once again we have maintained a 6week breastfeeding prevalence of above 60% for the entire 12 months and at 10 days over 80% of mums supported by our peer supporters were still giving their baby breastmilk, we are proud of this and of every single mum and baby who reached their breastfeeding goals.



Our online antenatal course has continued to be popular this year with 189 individuals completing it. In addition, we facilitated antenatal classes across Wakefield, with 274 attendees. We've managed to support 26% more mums than last year antenatally and have worked with a local hypnobirthing tutor to incorporate labour and birth information into our sessions. We have trained two additional peer supporters to deliver antenatal education as both of our antenatal staff are currently on maternity leave 😊

We are continuing to utilise Facebook as a way of supporting women with Q&A sessions and share lots of evidenced based snippets of information on both Facebook and Instagram. Our closed Facebook group gained over 500 new members this year and continues to be active every day.

Challenges

We have continued to work with Mid Yorkshire maternity ward managers to improve referrals into service and increase understanding of the FAB service with maternity staff. As this year draws to a close we are embarking on a new challenge to implement breastfeeding support between 6pm and 9pm on the hospital wards at Pinderfields to increase the support available to mums and increase visibility of the FAB service.

Financial uncertainty has been a challenge as minimum wage increases put a strain on commissioned services. We have developed our retail arm with our FAB shop going from strength to strength and a new shop location in the early planning stages. Our charity shop is stocking pre-loved baby and children's clothing and equipment which supports both the charity and local families.

In order to create additional income, we have developed our bespoke FAB merchandise range selling an assortment of boobey items, including; bags, tea towels, notebooks, mouse mats and breastfeeding celebration mugs as well as our very popular knitted boobs. We have also launched a range of custom-made breastmilk jewellery for mums to create a lasting memory of their breastfeeding journey.



Events

This year we have attended some great events with Armed Forces Day at Pontefract Park, the Liquorice Festival in the Valley Gardens, Yorkshire Day, Queens Mill and community galas at Normanton, Illingworth and in Ferrybridge. Many members of the public came and shared their own breastfeeding stories with us.

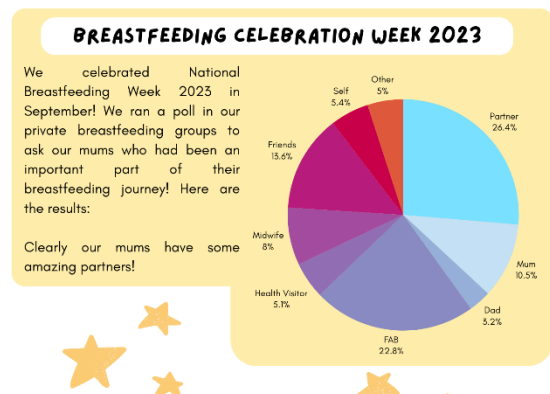


It is always interesting to hear how things have changed over the years and we took the opportunity to share details of the support we can offer to local families.

We celebrated World Breastfeeding Week in August, talking about who supports breastfeeding mothers.



We expanded on this theme during National Breastfeeding Celebration Week in September by asking mums to tell us who their supporters were





Boobie Pot making was a great event held in partnership with local pottery studio Jasmine Pottery who taught us how to mold our own unique boobie pots.

Social Value

We have enjoyed working with Aleks, our Administration Apprenticeship, who has really fit in well with the team and has grown in confidence and ability, she has taken a lead on various projects throughout the year and is doing really well with her studies.

4 volunteers have taken the skills and knowledge they have developed as peer supporters and moved on to train as midwives. We wish them lots of luck in the future and look forward to working alongside them in their new roles.

We have continued to provide placements for college students and those studying for midwifery to increase knowledge and understanding of the service and breastfeeding.

Our volunteer opportunities give mums a stepping stone to further studies and build confidence in women who have been out of the workplace for some time and may feel that they have become de-skilled. The majority of our volunteers and staff come to us as mums who have been supported by the service

The next 12 months

We are currently recruiting for a new Targeted Intervention Worker as due to family commitments we lost the staff member we initially recruited to this role. This role is being funded through the Start for Life funding and will help the FAB service to engage with a wider audience in the community.

We hope to build on the previous success we have had with our antenatal sessions

This is some of the feedback from parents who we have supported antenatally;

ANTENATAL: I can say having just finished one of the antenatal courses that they are fantastic! Definitely worth doing 😊

ANTENATAL: Amazing staff, amazing course. Learnt so much and enjoyed every week.

ANTENATAL: Amazing service! Can't believe there is a 24hour helpline. Great to be included as a dad too!

ANTENATAL: Sadly, I found out about FAB too late to do the antenatal classes but I was given the free online course which was great and has answered a load of my questions. I feel much more prepared and determined now 😊

Thoughts and comments from our mums

Today we reached 1000 days and had our last feed. Thank you FAB for all your help and support. We couldn't have done it without you x

I recently had some 1:1 support from the FAB lady and she was absolutely lovely and my saviour for breastfeeding! I can't recommend FAB enough! The support is second to none. They've been with me through my pumping journey from day 1 and now helping me and my little one get the best out of latching.

First baby, wasn't sure to start with felt very lost and unable to do it right. Found Fab and the amazing team helped me gain confidence and friends too! So glad to have had FAB to help me. 18months down and still going.



The home visit was very helpful and reassuring and helped me feel confident in what I was doing and how to help with position etc

Just a little appreciation post, I cannot thank F.A.B enough, my little boy is 4 weeks old he had a severe tongue tie which was cut but the latch was still choppy and made me sore, I was feeling like a failure as he was feeding for

hours and only sleeping 10 minutes in-between. My c section scar got infected and I struggled to hold my baby to feed as he constantly kicked off. Jade came this week again to collect the pump they kindly loaned me while his tongue tie was sorted and showed me a new hold which has saved our journey as its pain free and he is feeding so much better. We have managed to cut down the formula feed these last few days to only needing a small top up on a night, I finally feel like we are moving forward.

Massive thank you to the f.a.b team, your guys are worth your weight in gold xx

Amazing!! Couldn't fault the FAB service they provide so much!! Thank you so much especially for the visit at home which gave me so much reassurance and confidence about breastfeeding - as a first-time mum I have found it difficult to begin with and worried that I wasn't doing it right but the girls gave me so many good tips to take forward and I feel a lot better now. Prior to the home visit I had rung the 24hour hotline and I have found that so useful and supportive. Thank you FAB!!!!



The way that the FAB team supported me in breastfeeding when I was so close to giving up was amazing. The help I received with my latch/positions for a baby with reflux I can't thank FAB enough for. It's enabled me to keep going with more effective and manageable breastfeeding. I may need the support again in the future and feel I could always go back

I was really unsure about breastfeeding having never known anyone to do it but after speaking to fab on the ward and then receiving a phone call and a visit I am determined I am going to give my baby breastmilk for at least 6 months. The groups are great and I now have booby mum friends

I had a phone call from a lady (can't remember her name) and I was so done, she talked to me and was so helpful then the day after Gemma came to my home and she was amazing. Told me I was doing amazing and showed me a different way to feed my son. I can't thank the whole team enough

More than 260 families have benefitted from a breastpump loans

Our Facebook support group now has almost 3000 members

FAB Peer Supporters carried out 752 home visits to breastfeeding families

85.5% of mothers supported by FAB were still giving breastmilk at 10 days

357 families received antenatal support from FAB

There were 54 new sign ups to the Wakefield Breastfeeding Friendly Scheme



2023-24 Achievements

Over 1600 breastfeeding women were referred into the FAB service

Over 98% of women said they had a positive experience with FAB

We took 862 out of hours helpline calls from families

1132 mums attended breastfeeding groups across the district



At 6 weeks over 62% of women were still giving breastmilk to their babies

FAMILIES AND BABIES (FAB)

England & Wales - Charity number 1136594

Accounts

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2023

FAMILIES AND BABIES

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FAMILIES AND BABIES

CHARITY INFORMATION FOR THE YEAR ENDED 31 MARCH 2023

Trustees	Elaine Edwards Noel Edwards (Appointed 4 September 2023) Dulani Ruwanmali Mendis Scott (Appointed 4 September 2023) Michael Hudson Wayne Gareth Rushton Lorraine Carter Lewis Waddington
Registered Charity Number	1136594
Address	222/224 Tonge Moor Road Bolton BL2 2HN
Independent Examiner	Philip Dawson Dawson & Co Suite 9, Rockfield House 512 Darwen Road Bromley Cross Bolton Lancashire BL7 9DX
Bankers	HSBC Bank 5 Great Underbank Stockport Cheshire SK1 1LH

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2023. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021, the charity is in the process of updating and reviewing the document.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are:-

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence based information and support to help improve health and well-being within families.

This year Charity has been providing services across the country within 4 areas:

- Lancashire
- Wakefield District
- Dorset County
- Bolton

Within our 3 commissioned areas we have service level agreements in place which set out the aims and objectives we are targeted to meet. Bolton is managed by the charity conforming to community grants and trustee leadership.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 13th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have maintained our support services across all our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

All staff across the charity have once again completed the NHS Data Protection training in addition to breastfeeding update training and safeguarding training to ensure we offer the best possible support to families.

FAB has continued to offer a digital service even as restrictions were lifted as we recognise that parents may still feel uncertain about mixing with others with small babies and also that there are other reasons for not accessing face to face support.

Our management team have worked hard to increase the visibility of FAB over the past 12 months and to explore new income streams in order to increase the level of support we are able to offer. Our online antenatal course was developed and has been rolled out in our commissioned areas and beyond.

Overview of our commissioned areas

2022-2023 FAB are proud of the passion and dedication shown by all our staff and volunteers and would like to thank every one of them for the ongoing support they have provided to new families. In recognition of this FAB were able to fund a place at the UNICEF virtual conference for every member of peer support staff.

Dorset

This year we have faced the challenge of no longer being the commissioned service for Dorset. This meant a significant shift in the groups and support we were offering and the challenge of finding new venues for groups. Only three groups now remain in Children Centres, with the rest being in a mix of Church Halls, Community Centres and Community Cafes. We were able to negotiate free spaces for all of the groups, including opening two new groups in Ringwood and Verwood, areas where FAB have not offered support previously.

We have continued to develop and strengthen our online presence through both Facebook and Instagram. Our closed Facebook group now has over 2200 member and is a source of both practical breastfeeding support and social interactions for families. With the increased numbers accessing face to face support, we decided to lessen Facebook Room availability, now offering this service three mornings a week instead of five. We do still have families using this option for support alongside our face-to-face support.

We have returned to Community Events and are building support here, where Children's Centres are limited.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

We remained flexible in our approach to support in order that we can reach as many families as possible across Dorset and BCP.

Over the past 12 months we welcomed 3 new staff members to our Dorset team to help support in groups and via social media increasing our online presence to include Instagram as well as Facebook.

We currently have 38 active peers and 1 Meet and Greet Volunteer. Thirteen volunteers completed training in 2022-2023.

12 volunteers moved to support with BfN

Many of these volunteers are supporting at face-to-face groups each week as well as through the closed Facebook support group.

There are currently a further 14 volunteers interested in training to support with FAB Dorset

Wakefield

This year FAB has continued to support mums in Wakefield with 1467 breastfeeding women being supported by the service. Since Covid restrictions were lifted we have been supporting mums 1-1 in home visits, 470 families have received a total of 630 home visits. We have been working hard on the maternity ward, running 6 groups a week, and running the helpline with the help of our volunteers.

We were excited to have our contract with Wakefield council renewed for at least another 3 years enabling us to provide support to mums within the community.

We are also pleased to announce our contact at Pinderfields has been renewed for another 12 months enabling us to provide support in the first hours following birth to help get breastfeeding off to a good start.

This has had a positive impact on the community support we provide as mums have an introduction to the service alongside intensive breastfeeding support before they leave hospital and often need less intense support once home.

We have welcomed 5 newly trained breastfeeding supporters to the team and also recruited a business administration apprentice.

Charlotte, Tammy, and Larissa have joined as peer supporters and are doing fantastic work. Aleks has joined as our apprentice and has been a fantastic addition supporting admin work, data reporting and even designing a cover for our new notebooks!

Staff and volunteers have completed all mandatory training modules, in addition to the mandatory modules peer supporters have completed ICON training.

We also had, Cheryl, Natalie, Lucy and Karina move on to become midwives. We wish them lots of luck in the future and look forward to working alongside them in their new roles.

8 new volunteer peer supporters have completed their training in order to be able to support new mums on the helpline and at groups.

Throughout the year we were incredibly lucky to have a team of dedicated volunteers who committed to the helpline and some of our groups offering extra support and a friendly ear, mums found it useful to have extra time to chat.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

We have also received funding from Start for Life via Wakefield Council to fund two new positions, a Community and Family Hub Network Lead for UNICEF Baby Friendly Initiative and a Targeted Peer supporter.

These positions are going to be imperative to make sure every family is able to access the information; support and help they need in hospital and community settings.

We are currently recruiting to these posts, working towards UNICEF Baby Friendly Accreditation alongside the Early Help Hubs is exciting and something we are really looking forward to.

Lancashire

This year we have focused on streamlining our service and utilizing our volunteers, as we expect an increase in service users, once we have all the information sharing agreements in place at the five hospital trusts over Lancashire. We have also focused on promoting and protecting breastfeeding by attending events and working closely with many partners.

We are looking forward to being out and about in local communities attending events and meeting new people. We plan to increase our team of volunteers with a focus on breastfeeding promotion and education.

We have returned to all 5 hospital trusts supporting new mums face to face, and in support groups

FAB Lancashire is proud to have worked closely with our infant feeding colleagues in community to contribute to the area retaining the UNICEF Breastfeeding Friendly Initiative Gold Standard. All our teams have annual audits and monthly training to ensure they are giving the correct information to mums and their wider families

We have recruited 15 new volunteers, who are currently volunteering in a variety of ways including breastfeeding support groups, helpline calls and on our 5 hospital wards.

The following data has been obtained from our database using data from babies who were born from 17th February 2022 to the 18th February 2023. These babies would have reached 6 weeks by the 1st April 2023.

- Total number of mums that have used our service - 3511
- Total number of mums exclusively breastfeeding at 48hrs - 1861
- Total number of mums giving any breast milk at 48hrs - 2877
- Total number of mums exclusively breastfeeding at 6 weeks - 1267
- Total number of mums giving any breast milk at 6 weeks - 2040
- Total number of mums who have received a 1st home visit's - 1300
- Total number of mums who received subsequent home visit's - 349

Our social media has continued to grow allowing us to support more families

- FAB Instagram is growing steadily with a following of 1,208 people
- FAB Facebook page followers are totalling 7,010
- FAB Lancs closed Facebook Group members are now at 4,537

We have answered 5178 helpline calls which equates to over 213 hours of voluntary helpline support.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

Bolton

We started to run two support groups in Bolton for breastfeeding mums and their partners, this was a slow start and we only got one or two mums attending, over the year we are now having around 5 or 6 mums attending the weekly groups and also using our social media site to gain additional support when the groups are not running

We are looking to strengthen these groups in 2023-2024 with the addition of training our volunteers in Perinatal Mental Health to allow them to support more families

We will also be looking to start our online Zoom groups for mums and their partners who can't attend group in the next financial year

FAB Merchandise

We have continued to increase sales of our online merchandise and have added online training courses as an additional way of bringing in funding. Our peer supporter training and online antenatal courses are proving very popular and we hope to continue adding new opportunities to our website. We will be looking to increase the number of courses that we can offer both parents and businesses in the coming year

Partnership Working

We have maintained a strong relationship with the Defence Breastfeeding Network and have so far trained another 11 women as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Financial review

The financial statements show net incoming resources for the year of £43,943 (2022 £42,819).

PRINCIPAL RISKS AND UNCERTAINTIES

We currently have two commissioned services in FAB, and we are looking at ways to self-sustain the charity so we will be in a position to carry on supporting families

RESERVES POLICY

Free reserves as at 31 March 2023 were £297,553. The Charity is in the process of reviewing the reserves policy to ensure that there are sufficient funds in place to ensure that the Charity is sustainable.

FUTURE PLANS

The Charity plans to continue developing services to continue to support Families. We are also looking at improving our current website and training site to help bring in more funds to sustain the charity.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023

We are looking to introduce a membership scheme for both families and businesses which will bring in unrestricted income for the charity to be able to support more families

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 27th November 2023 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

FAMILIES AND BABIES

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2023

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2023 which are set out on pages 8 to 17.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.


Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that our staff are qualified to undertake the examination as qualified under the Association of Accounting Technicians.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.


.....
Philip Dawson
Dawson & Co Accountants
Bolton

.....
Date

27/11/2023

FAMILIES AND BABIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
INCOME FROM	2				
Charitable activities		670,721	-	670,721	686,167
Other trading activities		105,215	-	105,215	76,823
Investment income		-	-	-	-
Other income		775	-	775	22,667
TOTAL INCOME		776,711	-	776,711	785,657
EXPENDITURE ON					
Raising funds	3	41,289	-	41,289	47,430
Charitable activities	4	691,479	-	691,479	695,408
TOTAL EXPENDITURE	5	732,768	-	732,768	742,838
NET MOVEMENT IN FUNDS		43,943	-	43,943	42,819
Total funds at 1 April 2022		268,906	-	268,906	226,087
TOTAL FUNDS AT 31 MARCH 2023		312,849	-	312,849	268,906

All income and expenditure in the previous year related to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

BALANCE SHEET AS AT 31 MARCH 2023

	Note	£	2023 £	£	2022 £
FIXED ASSETS					
Tangible fixed assets	8		15,296		19,324
CURRENT ASSETS					
Debtors	9	20,024		20,025	
Cash in hand		<u>324,412</u>		<u>281,711</u>	
		344,439		301,736	
CREDITORS: amounts falling due within one year	10	<u>(46,883)</u>		<u>(52,154)</u>	
NET CURRENT ASSETS			297,553		249,582
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>312,849</u>		<u>268,906</u>
			<u>312,849</u>		<u>268,906</u>
CHARITY FUNDS					
Unrestricted funds	11		312,849		268,906
Restricted funds			<u>-</u>		<u>-</u>
TOTAL FUNDS/(DEFICIT)			<u>312,849</u>		<u>268,906</u>

The financial statements were approved by the Trustees on 27th November 2023 and signed on their behalf, by:

Elaine Edwards 

Michael Hudson 

All assets and liabilities relate to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2023

	2023 £	2022 £
Cash flows from operating activities		
Net income/(expenditure) for the year	43,943	42,819
Depreciation	4,028	5,203
Decrease/(Increase) in debtors	1	7,523
(Decrease)/Increase in creditors	(5,271)	7,540
Net cash inflow/(outflow) from operating activities	<u>42,701</u>	<u>63,085</u>
Cash flows from investing activities		
Purchase of fixed assets	-	(10,839)
Net cash used in investing activities	<u>-</u>	<u>(10,839)</u>
Net increase in cash and cash equivalents in the reporting period	42,701	52,246
Cash and cash equivalents at 1 April 2022	281,711	229,465
Cash and cash equivalents at 31 March 2023	<u>324,412</u>	<u>281,711</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(October 2019), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Companies Act 2006.

Families and Babies meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Preparation of the accounts on a going concern basis

The trustees assess whether the use of going concern is appropriate, ie whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the accounts. The trustees have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

Incoming resources

These are included in the Statement of Financial Activities (SOFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1. ACCOUNTING POLICIES (Continued)

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SOFA.

Grants and Donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants

This is included in the SoFA once the related goods or services have been delivered.

Gifts in Kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report

Resources expended and liabilities

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs

Support costs have been allocated to activity cost on an actual basis

Assets

Tangible fixed assets for use by charity

Tangible fixed assets are held at cost and written off over their useful economic life as follows:-

Plant and machinery	- 20% reducing balance
Fixtures, fittings and equipment	- 20% reducing balance

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1. ACCOUNTING POLICIES (Continued)

Leases

Rentals payable under operating leases are charged to the SoFA over the period of the lease.

Value added tax

The Charity is not registered for VAT. In these financial statements, where applicable, expenditure is shown inclusive of VAT.

Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any critical accounting estimates or areas of judgement in these accounts.

2. INCOME

		Unrestricted funds 2023 £	Restricted funds	Total funds 2023 £	Total funds 2022 £
Other trading activities	Shop income from selling donated goods	105,215	-	105,215	76,823
Incoming resources from charitable activities	Sale of services from the charity's activities Grant income	670,721	-	670,721	686,167
		-	-	-	-
Other income	Local Authority Covid grant	-	-	-	22,667
	Rent received	775	-	775	-
		<u>776,711</u>		<u>776,711</u>	<u>785,657</u>

All income in the current and prior year is unrestricted.

3. EXPENDITURE ON RAISING FUNDS

	Unrestricted funds £	Total 2023 £	Total 2022 £
Rent of shops and costs	39,228	39,228	44,404
Advertising costs	2,061	2,061	3,026
	<u>41,289</u>	<u>41,289</u>	<u>47,430</u>

All expenditure on raising funds in the current and prior year was unrestricted.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

4. Expenditure on charitable activities

	Unrestricted funds £	Restricted funds £	Total 2023 £	Total 2022 £
Provision of charitable services	566,439	-	566,439	569,379
Administration and management	21,208	-	21,208	19,145
Information technology	3,534	-	3,534	4,255
Legal and professional fees	41,671	-	41,671	24,006
Management fees	58,627	-	58,627	78,623
	<u>691,479</u>	<u>-</u>	<u>691,479</u>	<u>695,408</u>

All expenditure on charitable activities in the current and prior year related to unrestricted funds.

5. ANALYSIS OF RESOURCES EXPENDED

5.1 Trustee expenses

Number of trustees who were paid expenses	-	-
	2023	2022
	£	£
Nature of expenses		
Travel and subsistence	-	-

No remuneration was paid to Trustees during the year.

6. NET INCOME

This is stated after charging:

	2023	2022
	£	£
Independent examiner's remuneration	1,200	1,000
Other fees paid to the independent examiner	3,429	1,000

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

7. STAFF COSTS

	2023 £	2022 £
Gross wages, salaries and benefits in kind	428,521	391,402
Employer's National Insurance	16,078	12,810
Pension costs	5,427	9,720
	<hr/> <hr/> 450,026	<hr/> <hr/> 413,932

There were no employees in the year with remuneration over £60,000.

Average number of full-time equivalent employees in the year

	2023 £	2022 £
The parts of the charity in which the employees work		
Fundraising	10	10
Charitable Activities	35	35
	<hr/> <hr/> 45	<hr/> <hr/> 45

Defined contribution pension scheme

Payments are made to a defined contribution pension scheme and the pension charge represents the amounts payable to the fund in the year.

	2023 £	2022 £
The costs of the scheme to the charity for the year	5,427	9,720

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

8. FIXED ASSETS

	Motor vehicles £	Fixtures, fittings and equipment £	Total £
Cost			
1 April 2021	19,468	38,087	57,555
Additions	-		
31 March 2022	<u>19,468</u>	<u>38,087</u>	<u>57,555</u>
Accumulated Depreciation			
1 April 2021	16,108	22,123	38,231
Charge for year	833	3,195	4,028
31 March 2022	<u>16,941</u>	<u>25,318</u>	<u>42,259</u>
Net Book Value 31 March 2023	<u>2,527</u>	<u>12,739</u>	<u>15,296</u>
Net Book Value 1 April 2022	<u>3,360</u>	<u>15,964</u>	<u>19,324</u>

9. DEBTORS

	2023 £	2022 £
Trade debtors	19,527	19,527
Other debtors	497	498
	<u>20,024</u>	<u>20,025</u>

10. CREDITORS: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	13,716	11,325
Other creditors	4,801	3,071
Accruals and deferred income	28,366	37,758
	<u>46,883</u>	<u>52,154</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

11. STATEMENT OF FUNDS

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	268,906	776,711	(721,205)	324,412
Total of funds	<u>268,906</u>	<u>776,711</u>	<u>(721,205)</u>	<u>324,412</u>

Year ended 31 March 2022

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	226,087	785,657	(742,838)	268,906
Total of funds	<u>226,087</u>	<u>785,657</u>	<u>(742,838)</u>	<u>268,906</u>

12. RELATED PARTY TRANSACTIONS

E Edwards and N Edwards, trustees are also directors of LA Business Services Limited. During the year the charity purchased goods and services from LA Business Services Limited totalling £30,505 (2022: £30,505).

E Edwards is also a director of FAB Consulting Limited. During the year the charity purchased services from FAB Consulting Limited totalling £58,630 (2022: £65,290)

ANNUAL REPORT 2022 - 2023

OVERVIEW

This year we have faced the challenge of no longer being the commissioned service for Dorset. This meant a significant shift in the groups and support we were offering and the challenge of finding new venues for groups. Only three groups now remain in Children Centres, with the rest being in a mix of Church Halls, Community Centres and Community Cafes. We were able to negotiate free spaces for all of the groups, including opening two new groups in Ringwood and Verwood, areas where FAB have not offered support previously.

We have continued to develop and strengthen our online presence through both Facebook and Instagram. Our closed Facebook group now has over 2200 member and is a source of both practical breastfeeding support and social interactions for families. With the increased numbers accessing face to face support, we decided to lessen Facebook Room availability, now offering this service three mornings a week instead of five. We do still have families using this option for support alongside our face-to-face support.

We remain flexible in our approach to support through face to face groups, online platforms and Community Events in order that we can reach as many families as possible across Dorset and BCP.



Wareham group, Not Just Community Café.



Verwood group, Verwood Methodist Church.



Branksome group, Branksome Community Centre.

STAFF, VOLUNTEERS AND TRAINING

Sara Turner left her role as team member for West Dorset in order to pursue her role as a Breastfeeding Councillor with ABM. She now offers support in Bridport as part of this role.

As a result, we have changed the way FAB offers support in this area, now having a volunteer, Josie, who can support mums using a FAB email address and arranging to meet at the local Mother and Baby Group if face to face support is needed. This is a much better use of Josie's time rather than her sitting in the Children Centre each week when mums weren't always accessing the service this way due the remoteness of the area.

Keeley Woodward supports at group and events in the Purbeck area as well as maintaining support through our social media platforms. She has continued to develop links in the local community and connecting with further organisations such as Bourne Green and Arne. She is currently working on ways of promoting the sustainability and ecofriendly aspects of breastfeeding. She continues to work hard to improve our online presence through both Facebook and Instagram, making connections and collaborating with other charities.

Heather Moloney is our team member for BCP. She worked with three new venues this year moving our support groups out of the local children centres and into community spaces, the groups in BCP all run weekly and are welcoming and accessible. Heather continues to ensure there are enough volunteers at the three local groups and covers where needed to ensure groups offer continuity in support. Heather also supports through Facebook Rooms when not at group as well as having a significant presence offering support in posts and comments in our Facebook group. Heather has developed links in the community with Coop, Asda, Tesco and Little Pickles Markets as well as with Community Action Network where she has the opportunity to raise awareness of FAB and collaborate with other local charities.

Mel Fynes

Mel continues to work with FAB as part of the training team, she now oversees the training for all areas as well as for MOD. She works alongside Deb supporting learners in the training programme.

Deb Woodward

Deb remains in post coordinating the FAB team, the volunteers and supporting mums across Dorset and BCP. Deb also continues to be part of the training team for FAB. She now dedicates more hours to training alongside Mel, training people for not only Dorset but in other areas also.

Volunteers

We currently have 38 active peers and 1 Meet and Greet Volunteer. Thirteen volunteers completed training in 2022-2023.

12 volunteers moved to support with BfN

Many of these volunteers are supporting at face-to-face groups each week as well as through the closed Facebook support group.

There are currently a further 14 volunteers interested in training to support with FAB Dorset

GROUPS and Support

There are currently 12 groups across the area, 3 in BCP, 8 in Dorset (including the Bridport support) and 1 in Ringwood on the Hampshire border. This has been a trying year for many of our groups as moving away from the commissioned service meant uncertainty for funding and whether groups would remain. The Volunteers were all really positive about the service and continuing support, we opened new venues with celebrations of both our volunteers and breastfeeding mums that were being supported, we invited our partners in health and in the community to come and join these celebrations and make connections with the groups locally.

Across all of our groups we have supported 339 families with a total of 2239 attendances!!

Our Volunteers have offered a total of 1054 hrs of volunteering at groups.

Our Facebook Support Group has engaged with families for support through either group support, messenger support or Facebook Room support 848 times.

Other support...

Telephone 395

Text and W/A 506

Email support 136

Quotes from FAB PS Volunteers

“I’m really pleased that we’ve got a lovely small group of regulars. It feels like the group is making a difference to them and lovely to see them supporting each other too. We’ve also got some new mums coming for support too which is great” (Weymouth Peer Supporter)

“...what a privilege it has been to volunteer for FAB. You do amazing work supporting women and families across Blandford and I really hope to come back one day and volunteer again. We’re beginning to find our feet now in the US, with a busy summer ahead. But once we’ve got the children back into school, I’ll be in touch to see what I can do for FAB from afar, hope that’s ok?”

(Blandford Camp Peer Supporter who has moved away due to an army posting)

PARTNERSHIP WORKING

Health Visiting Team

We regularly update the HV Teams with Group information.

Antenatal/Midwives

Midwives are continuing to signpost mums to the service. We continue to have Student Midwives joining our face-to-face groups as part of their training and development.

Health Visitors

HVs who are seeing mums in the community are very proactive in signposting mums to groups. HVs will also contact the FAB team for additional support for mums. Many personal links with individual HVs have been developed which is a great way to compliment the support that mums may need.

NICU at Poole.

The team at Poole regularly request FAB leaflets to give to mums.

Dorchester Hospital

The Lead MW at DCH requested the FAB information in order to sign post mums to support.

Community Partnerships

Dorpip – working together collaboratively and signposting between services.

Bourne Green – regularly attend two of our groups and support alongside us at events.

Little Pickles – FAB attend markets in the BCP area free of charge, to talk to expectant families.

Community Action Network – Support FAB with networking and collaborative working with other voluntary sector organisations.

Asda/Tesco and Co-op have all supported FAB Dorset with fundraising and publicity.



The daughter of one of our Wareham mums choosing F.A.B for the Tesco tokens!

ACHIEVEMENTS

Moving the majority of the groups out of the Children Centres and into Community Venues, offering continued ongoing support but also developing a style of groups that celebrate families and their breastfeeding journeys.

Community Events and Celebrations have allowed for FAB to become more visible in the community rather than just being known by breastfeeding parents.

Opening new groups in

Blandford – on Blandford Camp for serving families.

Ringwood – offering support to families that cross the Dorset/Hampshire border.

Verwood – having a group of volunteers to take on this new challenge in an area that hasn't seen much breastfeeding support previously and seeing mums having to travel elsewhere for support.

CHALLENGES

Moving away from the commissioned service has meant we do not receive any data regards breastfeeding families. We have had to be much more proactive in our approach to getting families to access groups,

We needed to be more visible in the local communities, however, there has been a difficulty in getting some Peer Supporters to engage and become involved or commit to some aspects of the service. This is due to other commitments around family and work as well as already committing time to volunteer at groups. We need to be proactive in recruiting volunteers for all areas of the service including events and online support in order that individuals aren't having to take too much on when they are already dedicating valuable time to supporting.

EVENTS

There have been lots of opportunities to be in the community celebrating not only FAB but also the mums we support.

The Poole Volunteer Fair and the Weymouth Expo in May and June offered another chance to network with other charities and organisations.



Poole volunteer fair.



Weymouth Community Expo.

July saw us rejoin the team a Littledown Family Fun Day as well as being invited to be part of the summer fair at Wareham St Mary Primary school.



Littledown Family Fun Day.



Wareham St Mary's Summer Fair.

We joined Planet Purbeck Festival for the second time in September 2022. We were part of the launch celebrations as well as hosting our own event for mums to come together and celebrate. We worked in collaboration with Bourne Green.



Planet Purbeck Launch Event.



Planet Purbeck Event, coffee morning/ meet-up.

We regularly attend Little Pickles markets – this is a great opportunity to meet and chat to mums who already attend groups as well as new mums and pregnant women. Jess also attends monthly wellness clinic in Blandford.



Little Pickles Market.



Jess, wellness clinic, Blandford.

New events for 2022-2023

We partnered with some new organisations to continue promoting and celebrating breastfeeding in the community.

We attended Wimborne Folk Festival in June 2022 – offering mums a space to sit and feed as well as ask questions or get support if needed. In July we were invited to be part of the Jurassic Coast Music Festival, again offering a space for mums to sit and feed or take some time out to reconnect with their little ones.



Wimborne Folk Festival.



Jurassic Coast Music Festival.

Poole Baby Event ran in October and January. We had a stall at the event but were also invited to do a breastfeeding talk/Q and A session for expectant parents, offering us the opportunity to signpost new families to our groups.



Poole Baby Event.



Heather delivering a talk at Poole Baby Event.

THE NEXT 12 MONTHS

As we move into another year, we will continue with the really strong network of groups offering face to face support. As our groups become busy and are in community venues it has become apparent, we need to strengthen our meet and greet role and look at recruiting volunteers to support our peer supporters. We will hope to grow our community spirit and celebrations, promoting breastfeeding as the norm and recognising the achievements of the mums in our communities.

We have a strong network of community support which can be seen in the fact that we are invited time and time again to be a part of community events, we will hope to build on this adding more venues where we can promote and celebrate breastfeeding.

FEEDBACK

Wareham FAB group... The support, kindness and friendship shown by the other mums has had the most special impact on me. More than each of them will ever know. They have boosted my confidence in moments of doubt, offered advice when unsure and been a shoulder to cry on after tough sleepless night! A special thank you must go to Keeley. If I'd not gone along to group when my little boy was only 4 days old and been greeted by her smiley face and a hot cup of tea our breastfeeding journey would have never gotten off the ground. The support, kindness and words of wisdom shared will always be the reason my journey continued, and to date been successful! So, thank you Keeley, thank you very much! You will always be a very special person to Seb and me!

If it wasn't for finding my incredible local FAB group, I don't think A) I would have gained the confidence to feed in public, and B) kept trying different feeding positions to help with the pain / latch issues (my LG has a very shallow latch and has done since birth). They didn't just help save our journey, they gave me confidence and support at my most vulnerable and helped to unpick the awful advice and horrendous experiences we'd had both whilst in hospital and from a few health visitor visits. I went from feeling like I was failing as I fed my daughter with what I can only describe as acid covered razor blades coming out of my nipples (it was SOOOO painful) to this very picture where we are sat at an outside family showing of Finding Dory in Bournemouth Lower Gardens and I'm sat confidently feeding my gorgeous girl pretty much pain free (she's actively teething so we're facing new hurdles with that one lol).

I couldn't be more grateful or thankful to my incredible FAB group, this amazing group and this beautiful picture holds so many emotions for me and bought a very proud tear and a sense overwhelming love and joy. Look how far we've come baby girl. What an amazing feeding team We've become sweet girl I love you more than you'll ever know gorgeous girl

REFLECTIONS AND SNAPSHOTS

This has been a tricky year with lots of initial uncertainty for our volunteers as to what the service would look like. The staff and volunteers alike embraced the challenges that came with moving away from the commissioned service and have been able to maintain a strong service across the whole of Dorset and BCP as well as moving over the border into Hampshire.

It has become very apparent that there is a need for virtual support alongside our face-to-face groups and many mums value being able to reach out at any time and finding support from other mums living the same experiences.

We've had a really incredible year with a group of amazing volunteers who have not only really taken ownership of their groups but have also taken this support further into the community recognising the importance of breastfeeding in general and celebrating the wins alongside offering the support when it's needed.



Families and Babies Lancashire

Annual Report 2022-2023

Overview

This year we have focused on streamlining our service and utilizing our volunteers, as we expect an increase in service users, once we have all the information sharing agreements in place at the five hospital trusts over Lancashire. We have also focused on promoting and protecting breastfeeding by attending events and working closely with many partners.

Staff, Volunteers and Training

Training for all staff and volunteers is up to date and we are in the process of updating our training matrix, which will include new training modules that will be beneficial to all staff and volunteers. We have recruited 15 new volunteers who are currently volunteering in a variety of ways which includes at breastfeeding groups, on the helpline, on the hospital wards and social media. We appreciate and value all the time given by our volunteers who work alongside our staff to support families on their breastfeeding journeys, and we are very excited to be expanding how they support families by starting their own caseloads at the beginning of next year.

Groups

We have 11 breastfeeding support groups running weekly and this year we have focused on the groups being accessible to all families across Lancashire. With this in mind we have started two new groups in Accrington and Burnley. Our Burnley group is running alongside a specialist feeding clinic run by the infant feeding team. We feel running the group alongside the Clinic enables us to support the families that might need extra support and therefore benefit the most from the group, and we can direct them to our other services, therefore maximizing the support they receive.

We have also focused on recruiting new volunteers to support at our groups and now have 20 breastfeeding peer support volunteers offering support weekly at our groups, allowing mums to have one on one support when required.

Below are pictures from our Chorley and Leyland groups.



Our Leyland group is doing so well, we had to start reserving the whole café!

Partnership working

Families and Babies have been in regular contact with the Infant Feeding leads at the 5 acute Trusts over Lancashire and take part in regular meetings held by the trusts. This helps us all stay up to date with current guidelines and changes and work together to promote and protect breastfeeding in the early days. We are working towards getting electronic referrals from all 5 trusts and we are really excited about the prospect of being able to support more families.

We have been working closely with the infant feeding team throughout the year at our Preston and Burnley groups that run alongside their infant feeding clinics. We feel this partnership is working well, as it enables mums to receive specialized medical breastfeeding support from the infant feeding team and then breastfeeding peer support from ourselves.

Families and Babies went along to an open day hosted by the Ivy Homebirth Team who are based in central Lancashire. We presented an information session which explained to families the services we provide and how to access these services. We chatted with individuals and families throughout the day and gave relevant up to date information as well as answering specific questions.

Families and Babies have been in regular contact with Henry, preparing for our peer supporters to work alongside Henry's infant feeding practitioners when they start on the wards at Blackpool Victoria Hospital. Together we have created a rota to create a streamlined approach offering daily cover on the wards Monday to Friday between 9am and 3pm. This will allow us more time to support mums and families not only on the postnatal ward but also on the children's ward, neonatal ward, at the frenulotomy clinic and any other wards where we are needed.



We continue to work with venues over Lancashire by signing them up to our breastfeeding welcome scheme. This year we have focused on supporting these venues in becoming breastfeeding friendly by making changes to the information we share with them. We have signed up 12 new venues this year and now have a total of 494 venues signed up and on our website.

Achievements

The following data has been obtained from our database using data from babies who were born from 17th February 2022 to the 18th February 2023. These babies would have reached 6 weeks by the 1st April 2023.

- Total number of mums that have used our service - 3511
- Total number of mums exclusively breastfeeding at 48hrs - 1861
- Total number of mums giving any breast milk at 48hrs - 2877
- Total number of mums exclusively breastfeeding at 6 weeks - 1267
- Total number of mums giving any breast milk at 6 weeks - 2040
- Total number of mums who have received a 1st home visit's - 1300
- Total number of mums who received subsequent home visit's - 349

Our social media has continued to grow allowing us to support and share evidence-based information with more families.

Social media

- FAB Instagram is growing steadily with a following of **1,208** people
- FAB Facebook page followers are totalling **7,010**
- FAB Lancs closed Facebook Group members are now at **4,537**

F.A.B
Families and Babies

~ Breastfeeding peer support ~

BREAST MILK ADAPTS TO SUIT

- ★ TIME OF DAY
- ★ BABY'S AGE
- ★ TEMPERATURE
- ★ BABY'S NEEDS
- ★ GROWTH SPURTS
- ★ STAGE OF FEED
- ★ ILLNESS OR INFECTION

@fabDorset @fabLancashire @fabWakefield

We have answered 5178 helpline calls which equates to over 213 hours of voluntary helpline support.

Challenges

This year we have had several staff on maternity leave which has meant we have had to spend more time than usual recruiting, training, and supporting new staff members. However, all the new staff have brought new skills and dynamics to our amazing team of peer supporters, and we feel we have built a robust support system. All the new members of staff have had lots of support from our more experienced members of staff by using our buddy up system. This enables them to learn and gain experience whilst building up relationships within the team.

Events

To celebrate world breastfeeding week Families and Babies hosted a family fun day at Weeton Barracks. Working in partnership with the barracks we were able to create an amazing day that included games, face painting, ice creams and the use of the soft play and outdoor play area. We had a great turnout with many families attending from the wider community as well as the barracks. It was great to see so many faces of the families we have supported and lovely to hear all the positive comments and feedback from them.



Families and Babies attended a new and expectant parent event hosted by Sensory Chorley. We chatted with forty-five mothers, giving them information about our services, and answering any question they had. Each family received a bag containing information on what is locally available, including our services.

Social Value

At Families and Babies, we provide mother-led support and evidence-based information to empower mums to make their own informed choices. Our staff and volunteers are from a variety of diverse backgrounds, bringing a wealth of knowledge and experience to our breastfeeding peer support team. They all have the same objective to encourage and support and they have a passion for helping mums meet their breastfeeding goals.

In order to support our staff and volunteers, we have regular one-to-ones, quarterly team meetings and reward staff with kudos on their breathe HR account and through our rewards hub. On our rewards hub staff have access to discounts from a wide variety of retailers, wellbeing information and useful tools, and we regularly give staff recognition on the recognition wall. We also have staff and volunteer WhatsApp groups where they can support each other as well as our buddy up system where more experienced members of staff or volunteers support less experienced members of staff and volunteers.

Feedback comments from staff:

“Breastfeeding is more than just nutrition for the baby and mother. It is a very fine tuning and way of communication, interaction and love. Early days can be overwhelming and tough, especially after a difficult labour followed by sore nipple/breast and the uncertainty new families have as whether their baby is thriving. I love when small adjustments make a whole difference between being in pain, and pain free. When I support mothers to reach their breastfeeding goals, and see how they blossom and their confidence increases, fills me with joy and sense of achievement.”

“I felt so lucky to become a part of the FAB team 2 years ago. It's such a privilege to a part of such a wonderful team of empowering women and I feel extremely proud when talking about my job and what I do. It definitely sparks interest in people when they find out about the service we provide.”

Everybody has their own amazing strengths and bringing all of them together just creates an absolutely wonderful team whose end goal is to give new parents and their families the knowledge and confidence to have the feeding journey they want, knowing that we are there to support them every step of the way.

FAB is FAB!”

“I honestly feel I have the best job in the world and work with an amazing team. It is an honour and a privilege to be able to support families in the early days.”

“My favourite part of being a breastfeeding peer supporter is being able to support families to reach their goals, whether that be one day, one year or more of breastfeeding.”

I'm proud to have the skills to help women breastfeed comfortably and to understand their baby's needs, that early support can help facilitate positive family relationships in the future.

“I really enjoy being able to help women achieve their goals and support them to make informed decisions. It's incredible seeing the difference having support in breastfeeding can make to their mental health and birth trauma recovery. I am passionate that nobody feels isolated and like they've failed.”

The next 12 months

We expect an increase in service users once we have all the information sharing agreements in place at the five hospital trusts. In order to prepare we are looking at making changes which will include home visits being booked in advance by admin staff maximizing our peer supporter's time. We also have two volunteers ready and about to start with their own caseloads over the next couple of weeks, and we feel this is going to increase the level of support we can provide over the phone, freeing up staff's time further to support mums/families in other ways.

The lactation consultant clinics that run alongside our Preston and Burnley groups have gone so well that we have decided to start a third at our Skelmersdale group in West Lancashire which will give mums access to both these services together in Central, East, and West Lancashire.

NEW Infant Feeding Clinic

Say Hi to Amy and Nicola.

You may recognise Amy as one of our volunteers, she helps to run our Skelmersdale Breastfeeding Group every Friday.

Nicola will be working alongside our group and running an infant feeding clinic at Parks Children's Centre, bookable by appointment. Nicola is a trained

Lactation Consultant, IBCLC and is there to support you and your families with any ongoing feeding challenges.

i Every Friday, Parks Children Centre, Barnes Rd, Skelmersdale

🕒 10:00am - 11:00am

👩 FAB group is there for support, to socialise and chat, place to relax and feed

FREE You have access to specialist breastfeeding support, as part of the Community Infant Feeding Team for FREE should you need it - provided by your HCRG Health Visiting Service, have a chat with your health visitor to see what support is available for you.

☎ 0300 247 0040 to discuss and book on

For more information

🌐 <https://lancsyoungepeoplefamilyservice.co.uk/breastfeeding-clinic/>

#fab #familiesandbabies #healthvisitor #infantfeeding #breastfeeding #ibclc #lactationconsultant #breastfeedinggroup #breastfeedingsupport



F.A.B.
Families and Babies

~ Breastfeeding peer support ~

SAY HI TO AMY AND NICOLA 🙋

Breastfeeding group is every Friday, Parks Children Centre, Barnes Rd, Skelmersdale, WN8 8HN @ 10 - 11am
No need to book, come along for a chat and to socialise, relax and feed your littles!

Infant feeding clinic will run at the same time - this will be bookable through your health visiting service.

@fabLancashire . Helpline: 01254 772929, 9:00am - 5:00pm, every day



hcrgr
Care Group

F.A.B.
Families and Babies

Specialist Breastfeeding Lactation Consultant Clinic
NEW! Alternate Friday mornings
Appointment only

Plus **FAB** Group every **FRIDAY** 10 - 11.30am

Park Children's Centre - Skelmersdale

Lancashire County Council

Wellbeing

We also have events coming up including the Leyland festival, a new and expectant parent event hosted by Sensory Chorley and the big Burnley early help event.

Thoughts and comments from

a. Mums

"I met the fab team end of Nov 2018 and I rave about the help I got from the Spanish lady every time. She sat with me for an hour, hand expressing milk whilst my baby boy was in baby unit, making me laugh so much. (Just what I needed at the time) 🤔👩"

The way she said my babies name was the best in her Spanish accent "Horatio". I won't ever forget that memory with her and the help she gave me. 🤔👩"

"Loretto was so informative and approachable. She answered all my questions and gave me the confidence I needed. She showed me how to lay on my side safely and feed. This method has been very effective."

"Loreto was amazing!"

"Knowing that the support is a phone call away it made me feel more confident to carry on breastfeeding and when I got visited by one of the ladies who is on the support team, she was ever so helpful and made me even more confident, by reinsuring me how well I was doing, I wanted to carry on breast feeding."

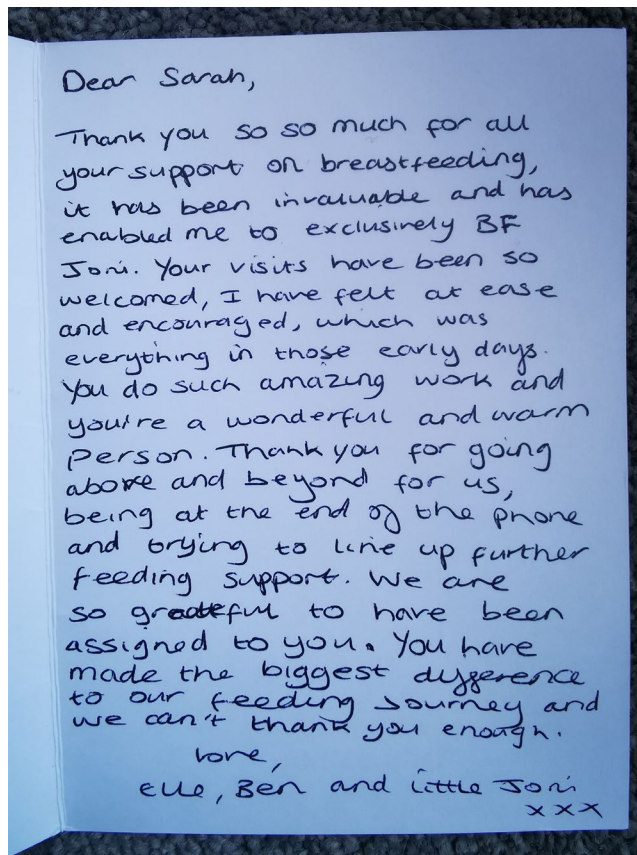
"Gemma was very positive and informative. She made me feel completely at ease, didn't judge and was extremely helpful!"

"Cassi was brilliant and supported me in my decisions, she never lead me one way or the other. She noticed how much I struggled and never let me be too hard on myself."

"Hannah was so helpful when she came out and really helped me stay on track with my breastfeeding plans."

"Your team helped me a lot with their support and advice."

The lady that came to save me really helped."



b. Partners

"The support from Hannah and the rest of the FAB ladies was exactly what my wife needed when struggling to breast feed our youngest, their kindness and help was very much appreciated, and she continues to be breastfed until now."

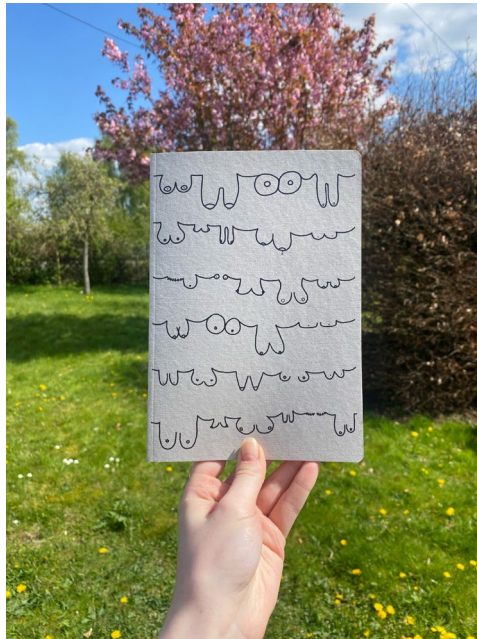
Reflections

On reflection it's been a very busy and productive year and after speaking to staff about how the last 12 months have gone, they all feel like team morale has increased as they are all now working together more closely. We all feel honored to do the job we love and feel like it's a privilege to support families over Lancashire during their breastfeeding journeys.



FAB Wakefield Annual Report 2022-23

1st April 2022 to 31st March 2023



Overview

This year FAB has continued to support mums in Wakefield with 1467 breastfeeding women being supported by the service. Since Covid restrictions were lifted we have been supporting mums 1-1 in home visits, 470 families have received a total of 630 home visits. We have been working hard on the maternity ward, running 6 groups a week, and running the helpline with the help of our volunteers.

We were excited to have our contract with Wakefield council renewed for at least another 3 years enabling us to provide support to mums within the community.

We are also pleased to announce our contact at Pinderfields has been renewed for another 12 months enabling us to provide support in the first hours following birth to help get breastfeeding off to a good start.

This has had a positive impact on the community support we provide as mums have an introduction to the service alongside intensive breastfeeding support before they leave hospital and often need less intense support once home.

Staff, Volunteers and Training

We have welcomed 5 newly trained breastfeeding supporters to the team and also recruited a business administration apprentice.

Charlotte, Tammy, and Larissa have joined as peer supporters and are doing fantastic work. Aleks has joined as our apprentice and has been a fantastic addition

supporting admin work, data reporting and even designing a cover for our new notebooks!

Staff and volunteers have completed all mandatory training modules, in addition to the mandatory modules peer supporters have completed ICON training.

We also had, Cheryl, Natalie, Lucy and Karina move on to become midwives. We wish them lots of luck in the future and look forward to working alongside them in their new roles.



8 new volunteer peer supporters have completed their training in order to be able to support new mums on the helpline and at groups.

Throughout the year we were incredibly lucky to have a team of dedicated volunteers who committed to the helpline and some of our groups offering extra support and a friendly ear, mums found it useful to have extra time to chat.

We have also received funding from Start for Life via Wakefield Council to fund two new positions, a Community and Family Hub Network Lead for UNICEF Baby Friendly Initiative and a Targeted Peer supporter. These positions are going to be imperative to make sure every family is able to access the information, support and help they need in hospital and community settings. We are currently recruiting to these posts, working towards UNICEF Baby Friendly Accreditation alongside the Early Help Hubs is exciting and something we are really looking forward to.

Groups

Groups are back in full swing, over the past 12 months we have consistently facilitated 6 groups per week Monday-Friday. Attendance started very high for the year and has gradually levelled as life has returned to normal post covid lockdowns. We are still seeing high numbers of mums attending group with 897 group attendances recorded.



Partnership working

We have strong working relationships with the Midwifery Infant Feeding Leads and once a week the FAB base has become a breastfeeding specialist clinic for babies under 28 days, this allows early identification of breastfeeding issues and the partnership working helps FAB staff to support mums in following any feeding plans that are put in place. Sadly, in January this clinic was moved to Dewsbury following some staff changes within Mid Yorks. We will continue to work closely with the Midwifery Infant Feeding Leads to ensure onward referrals for mums that need it.

The Health Visitor breastfeeding specialist also runs a weekly breastfeeding clinic from the FAB base for babies 28 days and older, mums attend for specialist medical support and are then supported by FAB creating a seamless support system.

We facilitate breastfeeding groups in the Early Help Hubs making face to face breastfeeding support accessible in community settings and have been working together to see what more we can do for next year with the introduction of the targeted peer supporter role.

Achievements

We are proud to say that we have maintained a 6 week breastfeeding prevalence of above 60% for the entire 12 months and at 10 days over 80% of mums supported by our peer supporters were still giving their baby breastmilk, we are proud of this and of every single mum and baby who reached their breastfeeding goals.

Our online antenatal course has continued to be popular this year with 193 individuals completing it. In addition, we restarted antenatal classes in Wakefield base, with 247 attendees to date. We've managed to support 26% more mums than last year antenatally.

Baby massage classes are still proving popular with mums enjoying the bonding time with their baby, this helped both mum and baby to relax and the social interaction afterwards.

253 new mothers have benefitted from being able to loan an electric breastpump and we currently have 30 pumps in circulation. Throughout the year FAB have managed to maintain a stock of 30 pumps in circulation and are proud to say we have not lost any to date.

We are continuing to utilise Facebook as a way of supporting women with Q&A sessions and lots of evidenced based snippets of information. Our closed Facebook group reached over **2600** members and continues to be active every day.

Challenges



We have had some challenges with lower than expected referrals from Mid York's which has been attributed to low staffing levels. We are continuing to work with ward managers to highlight the issues and increase understanding of the FAB service with maternity staff.

Overcoming the residual fears that Covid left us all with has been a challenge and we have continued to offer video calls to mums who feel unsure and also to Covid positive mums. Overall we are finding that mums prefer home visits if at all possible.

Events

We have some very successful events this year with stands at Yorkshire Day in World Breastfeeding Week, the Liquorice festival and Armed Forces Day plus a promotional stand at Kendal Drive Childrens Centre. We spoke to hundreds of people from grandmas who shared their breastfeeding stories with us to teenagers who had never even thought about breastfeeding.

Pontefract Showcase - Millie and Sarah C



Queens Mill - Aleks and Hayley



Social Value

We have worked alongside local businesses such as eco baby and the baby banks sharing donations to support mothers in need. We also sign businesses up to the breastfeeding friendly scheme which means that families have more supportive, inclusive places to take their babies.

We attend lots of community events such as Armed Forces Day, Liquorice day and The Queens mill. These are always exciting opportunities to meet the public and discuss breastfeeding to support normalising feeding.

Aleks is completing an Administration Apprenticeship with us and joined in February she is doing a fantastic job and has really fit in well with the team.

We continue to provide placements for college students and those studying for midwifery to increase knowledge and understanding of the service and breastfeeding. Our volunteer opportunities give mums a stepping stone to further studies and build confidence in women who have been out of the workplace for some time.

The next 12 months

The FAB team are feeling very positive about the next 12 months, we are excited for the new roles and opportunities as this will bring to support as many families as possible allowing them the opportunity to achieve their breastfeeding goals.

We are working hard to attend more events this year and we look forward to being out and about in local communities and meeting new people.

We plan to increase our team of volunteers with a focus on breastfeeding support within the community and antenatal education.

Antenatal classes are high on our list of priorities and our goal is start offering them in Pontefract as we have already set up in Castleford and Wakefield central. We firmly believe that education is key to getting breastfeeding off to a good start and want to make it as easy as possible for expectant parents and their supporters to access good quality information around breastfeeding and early days.

The Breastfeeding Friendly Scheme is something we are keen to move forward, and we aim to be increasing awareness of breastfeeding in the workplace and how-to best support women who are returning to work and breastfeeding.

Thoughts and comments from our mums

“I always wanted to breastfeed but didn’t get to see FAB in the hospital before being discharged, Finn lost a lot of weight as he wasn’t latching correctly (I had no idea) and I was referred to FAB by the midwives. I hired a pump from the centre as I was badly engorged, and a couple of ladies came to my home to help with positioning. I’ve attended the FAB groups weekly from birth until now and he has grown from 25th to 99th centile on our journey and we’re still going strong at 15 months 😊”

“I can not imagine how I would have managed without the informative and caring service provided by FAB. Health visitor, midwife and Doctors just didn’t compare. FAB never made me feel silly or like I was getting it wrong, whereas the other professionals mentioned did. I was impressed by the collaboration of FAB with post labour ward at Pinderfields.”

“This is an invaluable service. This is my first child and really struggled with breastfeeding to start off with. After a few home visits from a few different FAB ladies, several phone calls/text messages and lots of information emailed across to me, I was able and still am breastfeeding nearly 6 months on. The ladies were so knowledgeable and patient. They made me feel very comfortable and felt like I could ask anything. Huge thank you to everyone involved at FAB, you are all wonderful.”

“I received such an amazing support in hospital and at home after I had a traumatic birth and post partum health experience. At a point where I believed i would no longer be able to breastfeed due to my health, a team came in and fully supported me back on my breastfeeding journey. My baby is still fully breastfed now, no Formula and I cannot thank that team enough. Forever apart of my positive post partum journey

OUR ACHIEVEMENTS

253
BREASTPUMPS
LOANED



MUMS SUPPORTED ON
WARD : 703



247 ANTENATAL
CLASS ATTENDEES
THIS YEAR



193 ONLINE
ANTENATAL COURSES
COMPLETED



MUMS STILL
FEEDING AT 10
DAYS 83.2%



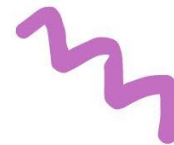
SUPPORT
PHONECALLS
MADE : 8359



VOLUNTEER HELPLINE
HOURS : 8760



HOME VISITS
MADE : 630



FAMILIES AND BABIES (FAB)

England & Wales - Charity number 1136594

Accounts

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2022

FAMILIES AND BABIES

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FAMILIES AND BABIES

CHARITY INFORMATION FOR THE YEAR ENDED 31 MARCH 2022

Trustees	Elaine Edwards Noel Edwards (Resigned 7 th October 2021) Michael Hudson Lee Clarke (Resigned 9 th October 2021) Wayne Gareth Rushton Lorraine Carter Lewis Waddington
Registered Charity Number	1136594
Address	222/224 Tonge Moor Road Bolton BL2 2HN
Independent Examiner	Philip Dawson Dawson & Co Suite 9, Rockfield House 512 Darwen Road Bromley Cross Bolton Lancashire BL7 9DX
Bankers	HSBC Bank 5 Great Underbank Stockport Cheshire SK1 1LH

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2022. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021, the charity is in the process of updating and reviewing the document.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are:-

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence based information and support to help improve health and well-being within families.

This year Charity has been providing services across the country within 4 areas:

- Lancashire
- Wakefield District
- Dorset County
- Bolton

Within our 3 commissioned areas we have service level agreements in place which set out the aims and objectives we are targeted to meet. Bolton is managed by the charity conforming to community grants and trustee leadership.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 12th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have maintained our support services across all three of our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

All staff across the charity have once again completed the NHS Data Protection training in addition to breastfeeding update training and safeguarding training to ensure we offer the best possible support to families.

FAB has continued to offer a digital service even as restrictions were lifted as we recognise that parents may still feel uncertain about mixing with others with small babies and also that there are other reasons for not accessing face to face support.

Our management team have worked hard to increase the visibility of FAB over the past 12 months and to explore new income streams in order to increase the level of support we are able to offer. Our online antenatal course was developed and has been rolled out in our commissioned areas and beyond.

Overview of our commissioned areas

2021-2022 has brought a new set of challenges as we gradually resumed face to face support as safely as possible. We have struggled with staff restrictions as children were sent home from school to isolate impacting on staff ability to work in the community. FAB are proud of the passion and dedication shown by all our staff and volunteers and would like to thank every one of them for the ongoing support they have provided to new families. In recognition of this FAB were able to fund a place at the UNICEF virtual conference for every member of peer support staff.

Dorset

This has been a tough year with continued restrictions and limitations on the kind of support we could offer. Rotas and appointments for group meant there was a lack of continuity or social breastfeeding with mums either just coming to one appointment or not at all for fear of taking a space someone else may need. The ongoing virtual support was a really crucial step in allowing mums to socialise, even if only on screen. Following this up with in person meet ups was such a highlight with many smiles and much laughter ...old friends coming together! The unexpected bonus to this was the additional engagement with our partners, many asking to join our virtual groups in order to find some information, signpost mums or just for their own personal or professional development.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

We have continued to develop and strengthen our online presence with a closed Facebook group of 1700 plus mums and supporters and the opportunities to join Facebook Rooms daily, 245 mums have been supported through Facebook online rooms this year

We have returned to Community Events and are building support here, where Children's Centres are limited. We remained flexible in our approach to support in order that we can reach as many families as possible across Dorset and BCP.

Over the past 12 months we welcomed 3 new staff members to our Dorset team to help support in groups and via social media increasing our online presence to include Instagram as well as Facebook.

We currently have 47 amazing volunteers and 16 who are currently waiting to train as peer supporters

Wakefield

This has been another challenging year as we carefully emerged from the restrictions of Covid and gradually reintroduced face to face breastfeeding support. We are pleased to say that our groups are now back and mothers are accessing one to one support in their homes again. We moved into our lovely new premises – a multi-purpose space offering a shop, meeting room and office space allowing us to host midwifery and health visiting clinics.

We have found there are positives that we can take from the extraordinary situation we have experienced over the past two years, staff have developed some amazing new skills and virtual support has become another tool that we are able to use to support new mothers in their breastfeeding journeys.

We were excited to have our contract for ward support at Pinderfields renewed for another 12 months enabling us to provide support in the first hours following birth to help get breastfeeding off to a good start. This has had a positive impact on the community support we provide as mums have an introduction to the service alongside intensive breastfeeding support before they leave hospital, we feel this improves the chance of mums having a positive breastfeeding journey in the first few weeks.

The rate of breastfeeding at 6 weeks was over 60% for the entire 12 months and at 10 days over 80% of mums supported by our peer supporters were still giving their baby breastmilk, we are really proud of this and of every single mum and baby who reached their breastfeeding goals despite the isolation of the pandemic.

Baby massage classes have proved popular with mums saying they found it improved the bonding with their baby and helped both mum and baby to relax. Initially these were delivered via zoom to conform to social distancing rules but in October 2021 we started to offer small groups of mums the opportunity to join a face to face session.



We really enjoyed organizing our first outdoor event of the year to celebrate National Breastfeeding Celebration Week in June 2021, we hosted an outdoor breastfeeding group in the gardens at The Hepworth Gallery. It was lovely to see breastfeeding families and to welcome local councillors and commissioners who chatted to staff and families.

Excitingly, we have had 4 staff members move on to beginning their training to become midwives – we know that they will be amazing and look forward to working alongside them in their new roles in the future.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

Lancashire

Emerging from the restrictions of Covid has been the biggest challenge that we have experienced this year and the limits to the support we have been able to offer have been frustrating to us all. Staffing levels were impacted at times with peer supporters and their families testing positive and needing to isolate. We developed systems to allow some staff to work from home giving telephone or online support whilst those that were able facilitated groups and completed home visits, the team were amazing at supporting each other and maintaining contact via online apps such as messenger and WhatsApp.

The FAB team are feeling very positive about the next 12 months, although Covid is still something we are very aware of we are excited to be able to support as many families as possible with achieving their breastfeeding goals.

We are looking forward to being out and about in local communities attending events and meeting new people. We plan to increase our team of volunteers with a focus on breastfeeding promotion and education.

Over the last 12 months we are pleased to have been welcomed back onto Blackpool Victoria Hospital and Royal Lancaster Infirmary, meaning we have returned to all 5 hospital trusts supporting new mums face to face.



FAB Lancashire is proud to have worked closely with our infant feeding colleagues in community to contribute to the area retaining the UNICEF Breastfeeding Friendly Initiative Gold Standard

Bolton

Our charity shop in Bolton has reopened and has had an amazing facelift – thanks to staff who used their time to create an amazing fresh space. The staff and volunteer team are pleased to be back welcoming members of the public and providing a much-needed resource to the local population.

FAB Merchandise

We have continued to increase sales of our online merchandise and have added online training courses as an additional way of bringing in funding. Our peer supporter training and online antenatal courses are proving very popular and we hope to continue adding new opportunities to our website.

Partnership Working

We have maintained a strong relationship with the Defence Breastfeeding Network and have so far trained over 60 women as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Financial review

The financial statements show net incoming resources for the year of £42,819 (2021 £93,978).

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

PRINCIPAL RISKS AND UNCERTAINTIES

On March 24th 2020 the UK entered a pandemic lockdown due to COVID-19, this has had a direct effect on the Charity in terms of ability to continue with ongoing Contracted services. The Trustees are confident that the Charity has acted appropriately and responsibly within this unprecedented period and it should be acknowledged Charity performance may be effected going forward.

The continuing risk to the charity at present is the recovery from the ongoing COVID 19 pandemic, and looking at what impact this could have on the charity going forward. The Trustees have considered the ongoing contracted services, with the service providers, and has concluded that the financial risks are minimal as currently Councils are still fulfilling contractual obligations.

All staff will continue to receive any relevant training that is required to be able to continue the support that we offer to families.

RESERVES POLICY

Free reserves as at 31 March 2022 were £249,582. The Charity is in the process of reviewing the reserves policy to ensure that there are sufficient funds in place to ensure that the Charity is sustainable.

FUTURE PLANS

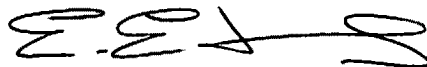
The Charity plans to continue developing services to continue to support Families. We are also looking at improving our current website and training site to help bring in more funds to sustain the charity.

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 5th December 2022 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

FAMILIES AND BABIES

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2022

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2022 which are set out on pages 8 to 17.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that our staff are qualified to undertake the examination as qualified under the Association of Accounting Technicians.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Philip Dawson
Dawson & Co Accountants
Bolton

5th December 2022
Date

FAMILIES AND BABIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
INCOME FROM	2				
Charitable activities		686,167	-	686,167	631,599
Other trading activities		76,823	-	76,823	67,348
Investment income		-	-	-	-
Other income		22,667	-	22,667	19,411
TOTAL INCOME		785,657	-	785,657	718,358
EXPENDITURE ON					
Raising funds	3	47,430	-	47,430	40,754
Charitable activities	4	695,408	-	695,408	583,626
TOTAL EXPENDITURE	5	742,838	-	742,838	624,380
NET MOVEMENT IN FUNDS		42,819		42,819	93,978
Total funds at 1 April 2021		226,087	-	226,087	132,109
TOTAL FUNDS AT 31 MARCH 2022		268,906	-	268,906	226,087

All income and expenditure in the previous year related to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

BALANCE SHEET AS AT 31 MARCH 2022

	Note	£	2022 £	£	2021 £
FIXED ASSETS					
Tangible fixed assets	8		19,324		13,688
CURRENT ASSETS					
Debtors	9	20,025		27,548	
Cash in hand		<u>281,711</u>		<u>229,465</u>	
		301,736		257,013	
CREDITORS: amounts falling due within one year	10	<u>(52,154)</u>		<u>(44,614)</u>	
NET CURRENT ASSETS			249,582		212,399
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>268,906</u>		<u>226,087</u>
			<u>268,906</u>		<u>226,087</u>
CHARITY FUNDS					
Unrestricted funds	11		268,906		226,087
Restricted funds			<u>-</u>		<u>-</u>
TOTAL FUNDS/(DEFICIT)			<u>268,906</u>		<u>226,087</u>

The financial statements were approved by the Trustees on and signed on their behalf, by:

Elaine Edwards



Michael Hudson



All assets and liabilities relate to unrestricted funds.

The notes on pages 11 to 17 form part of these financial statements.

FAMILIES AND BABIES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2022

	2022 £	2021 £
Cash flows from operating activities		
Net income/(expenditure) for the year	42,819	93,978
Depreciation	5,203	3,778
Decrease/(Increase) in debtors	7,523	14,371
(Decrease)/Increase in creditors	7,540	(16,220)
Net cash inflow/(outflow) from operating activities	<u>63,085</u>	<u>95,907</u>
Cash flows from investing activities		
Purchase of fixed assets	(10,839)	(212)
Net cash used in investing activities	<u>(10,839)</u>	<u>(212)</u>
Net increase in cash and cash equivalents in the reporting period	52,246	95,695
Cash and cash equivalents at 1 April 2021	229,465	133,770
Cash and cash equivalents at 31 March 2022	<u><u>281,711</u></u>	<u><u>229,465</u></u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(October 2019), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Companies Act 2006.

Families and Babies meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Preparation of the accounts on a going concern basis

The trustees assess whether the use of going concern is appropriate, ie whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the accounts. The trustees have considered the ongoing impact of the Government response to Covid 19 on the activity of the charity. They have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

Incoming resources

These are included in the Statement of Financial Activities (SOFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1. ACCOUNTING POLICIES (Continued)

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SOFA.

Grants and Donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants

This is included in the SoFA once the related goods or services have been delivered.

Gifts in Kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report

Resources expended and liabilities

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs

Support costs have been allocated to activity cost on an actual basis

Assets

Tangible fixed assets for use by charity

Tangible fixed assets are held at cost and written off over their useful economic life as follows:-

Plant and machinery - 20% reducing balance

Fixtures, fittings and equipment - 20% reducing balance

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1. ACCOUNTING POLICIES (Continued)

Leases

Rentals payable under operating leases are charged to the SoFA over the period of the lease.

Value added tax

The Charity is not registered for VAT. In these financial statements, where applicable, expenditure is shown inclusive of VAT.

Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any critical accounting estimates or areas of judgement in these accounts.

2. INCOME

		Unrestricted funds 2022 £	Restricted funds	Total funds 2022 £	Total funds 2021 £
Other trading activities	Shop income from selling donated goods	76,823	-	76,823	67,348
Incoming resources from charitable activities	Sale of services from the charity's activities Grant income	686,167	-	686,167	631,599
Investment income		-	-	-	-
Other income	Local Authority Covid grant	22,667	-	22,667	10,000
	CJRS grant	-	-	-	9,411
		<u>785,657</u>	<u>-</u>	<u>785,657</u>	<u>718,358</u>

All income in the current and prior year is unrestricted.

3. EXPENDITURE ON RAISING FUNDS

	Unrestricted funds £	Total 2022 £	Total 2021 £
Rent of shops and costs	44,404	44,404	37,650
Advertising costs	3,026	3,026	3,104
	<u>47,430</u>	<u>47,430</u>	<u>40,754</u>

All expenditure on raising funds in the current and prior year was unrestricted.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

4. Expenditure on charitable activities

	Unrestricted funds £	Restricted funds £	Total 2022 £	Total 2021 £
Provision of charitable services	569,379	-	569,379	449,081
Administration and management	19,145	-	19,145	32,814
Information technology	4,255	-	4,255	12,441
Legal and professional fees	24,006	-	24,006	9,056
Management fees	78,623	-	78,623	80,234
	695,408	-	695,408	583,626

All expenditure on charitable activities in the current and prior year related to unrestricted funds.

5. ANALYSIS OF RESOURCES EXPENDED

5.1 Trustee expenses

Number of trustees who were paid expenses	-	-
	2022	2021
	£	£
Nature of expenses		
Travel and subsistence	-	-

No remuneration was paid to Trustees during the year.

6. NET INCOME

This is stated after charging:

	2022 £	2021 £
Independent examiner's remuneration	1000	1,000
Other fees paid to the independent examiner	1000	1,000

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

7. STAFF COSTS

	2022	2021
	£	£
Gross wages, salaries and benefits in kind	391,402	350,218
Employer's National Insurance	12,810	13,761
Pension costs	9,720	11,770
	<hr/>	<hr/>
	413,932	375,749
	<hr/> <hr/>	<hr/> <hr/>

There were no employees in the year with remuneration over £60,000.

Average number of full-time equivalent employees in the year

	2022	2021
	£	£
The parts of the charity in which the employees work		
Fundraising	10	10
Charitable Activities	35	35
	<hr/>	<hr/>
	45	45
	<hr/> <hr/>	<hr/> <hr/>

Defined contribution pension scheme

Payments are made to a defined contribution pension scheme and the pension charge represents the amounts payable to the fund in the year.

	2022	2021
	£	£
The costs of the scheme to the charity for the year	9,720	11,770

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

8. FIXED ASSETS

	Motor vehicles	Fixtures, fittings and equipment	Total
	£	£	£
Cost			
1 April 2021	19,468	27,248	46,716
Additions	-	10,839	10,839
31 March 2022	<u>19,468</u>	<u>38,087</u>	<u>57,555</u>
Accumulated Depreciation			
1 April 2021	14,893	18,135	33,028
Charge for year	1,215	3,988	5,203
31 March 2022	<u>16,108</u>	<u>22,123</u>	<u>38,231</u>
Net Book Value 31 March 2022	<u>3,360</u>	<u>15,964</u>	<u>19,324</u>
Net Book Value 1 April 2021	<u>4,575</u>	<u>9,113</u>	<u>13,688</u>

9. DEBTORS

	2022	2021
	£	£
Trade debtors	19,527	19,527
Other debtors	1	7,085
Prepayments and accrued income	-	846
	<u>19,528</u>	<u>27,458</u>

10. CREDITORS: Amounts falling due within one year

	2022	2021
	£	£
Trade creditors	11,325	6,272
Other creditors	3,071	3,310
Accruals and deferred income	37,758	35,032
	<u>52,154</u>	<u>44,614</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

11. STATEMENT OF FUNDS

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	226,087	785,657	742,838	268,906
Total of funds	<u>226,087</u>	<u>785,657</u>	<u>742,838</u>	<u>268,906</u>
Year ended 31 March 2021				
	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	132,109	718,358	624,380	226,087
Total of funds	<u>132,109</u>	<u>718,358</u>	<u>624,380</u>	<u>226,087</u>

12. RELATED PARTY TRANSACTIONS

E Edwards and N Edwards, trustees are also directors of LA Business Services Limited. During the year the charity purchased goods and services from LA Business Services Limited totalling £30,505 (2021: £12,038).

E Edwards is also a director of FAB Consulting Limited. During the year the charity purchased services from FAB Consulting Limited totalling £65,290 (2021: £75,704)

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2022. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021, the Charity is in the process of updating and reviewing the document.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are: -

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence-based information and support to help improve health and well-being within families.

This year the Charity has been providing services across the country within 4 areas:

- Lancashire
- Wakefield District
- Dorset County
- Bolton

Within our 3 commissioned areas we have service level agreements in place which set out the aims and objectives we are targeted to meet. Bolton is managed by the charity conforming to community grants and trustee leadership.

FAMILIES AND BABIES

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 12th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have maintained our support services across all three of our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

All staff across the charity have once again completed the NHS Data Protection training in addition to breastfeeding update training and safeguarding training to ensure we offer the best possible support to families.

FAB has continued to offer a digital service even as restrictions were lifted as we recognise that parents may still feel uncertain about mixing with others with small babies and also that there are other reasons for not accessing face to face support.

Our management team have worked hard to increase the visibility of FAB over the past 12 months and to explore new income streams in order to increase the level of support we are able to offer. Our online antenatal course was developed and has been rolled out in our commissioned areas and beyond.

Overview of our commissioned areas

2021-2022 has brought a new set of challenges as we gradually resumed face to face support as safely as possible. We have struggled with staff restrictions as children were sent home from school to isolate impacting on staff ability to work in the community. FAB are proud of the passion and dedication shown by all our staff and volunteers and would like to thank every one of them for the ongoing support they have provided to new families. In recognition of this FAB were able to fund a place at the UNICEF virtual conference for every member of peer support staff.

Dorset

This has been a tough year with continued restrictions and limitations on the kind of support we could offer. Rotas and appointments for group meant there was a lack of continuity or social breastfeeding with mums either just coming to one appointment or not at all for fear of taking a space someone else may need.

The ongoing virtual support was a really crucial step in allowing mums to socialise, even if only on screen. Following this up with in person meet ups was such a highlight with many smiles and much laughter ...old friends coming together! The unexpected bonus to this was the additional engagement with our partners, many asking to join our virtual groups in order to find some information, signpost mums or just for their own personal or professional development.

We have continued to develop and strengthen our online presence with a closed Facebook group of 1700 plus mums and supporters and the opportunities to join Facebook Rooms daily, 245 mums have been supported through Facebook online rooms this year

We have returned to Community Events and are building support here, where Children's Centres are

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2022

limited. We remained flexible in our approach to support in order that we can reach as many families as possible across Dorset and BCP.

Over the past 12 months we welcomed 3 new staff members to our Dorset team to help support in groups and via social media increasing our online presence to include Instagram as well as Facebook.

We currently have 47 amazing volunteers and 16 who are currently waiting to train as peer supporters

Wakefield

This has been another challenging year as we carefully emerged from the restrictions of Covid and gradually reintroduced face to face breastfeeding support. We are pleased to say that our groups are now back and mothers are accessing one to one support in their homes again. We moved into our lovely new premises – a multi-purpose space offering a shop, meeting room and office space allowing us to host midwifery and health visiting clinics.

We have found there are positives that we can take from the extraordinary situation we have experienced over the past two years, staff have developed some amazing new skills and virtual support has become another tool that we are able to use to support new mothers in their breastfeeding journey's.

We were excited to have our contract for ward support at Pinderfields renewed for another 12 months enabling us to provide support in the first hours following birth to help get breastfeeding off to a good start. This has had a positive impact on the community support we provide as mums have an introduction to the service alongside intensive breastfeeding support before they leave hospital, we feel this improves the chance of mums having a positive breastfeeding journey in the first few weeks.

The rate of breastfeeding at 6 weeks was over 60% for the entire 12 months and at 10 days over 80% of mums supported by our peer supporters were still giving their baby breastmilk, we are really proud of this and of every single mum and baby who reached their breastfeeding goals despite the isolation of the pandemic.

Baby massage classes have proved popular with mums saying they found it improved the bonding with their baby and helped both mum and baby to relax. Initially these were delivered via zoom to conform to social distancing rules but in October 2021 we started to offer small groups of mums the opportunity to join a face to face session.



We really enjoyed organizing our first outdoor event of the year to celebrate National Breastfeeding Celebration Week in June 2021, we hosted an outdoor breastfeeding group in the gardens at The Hepworth Gallery. It was lovely to see breastfeeding families and to welcome local councillors and commissioners who chatted to staff and families.

Excitingly, we have had 4 staff members move on to beginning their training to become midwives – we know that they will be amazing and look forward to working alongside them in their new roles in the future.

Lancashire

The FAB team are feeling very positive about the next 12 months, although Covid is still something we are very aware of we are excited to be able to support as many families as possible with achieving their breastfeeding goals.

We are looking forward to being out and about in local communities attending events and meeting new people. We plan to increase our team of volunteers with a focus on breastfeeding promotion and

FAMILIES AND BABIES

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

education.

Lancashire

Emerging from the restrictions of Covid has been the biggest challenge that we have experienced this year and the limits to the support we have been able to offer have been frustrating to us all. Staffing levels were impacted at times with peer supporters and their families testing positive and needing to isolate.

We developed systems to allow some staff to work from home giving telephone or online support whilst those that were able facilitated groups and completed home visits, the team were amazing at supporting each other and maintaining contact via online apps such as messenger and WhatsApp.

The FAB team are feeling very positive about the next 12 months, although Covid is still something we are very aware of we are excited to be able to support as many families as possible with achieving their breastfeeding goals.

We are looking forward to being out and about in local communities attending events and meeting new people. We plan to increase our team of volunteers with a focus on breastfeeding promotion and education.

Over the last 12 months we are pleased to have been welcomed back onto Blackpool Victoria Hospital and Royal Lancaster Infirmary, meaning we have returned to all 5 hospital trusts supporting new mums face to face.



FAB Lancashire is proud to have worked closely with our infant feeding colleagues in community to contribute to the area retaining the UNICEF Breastfeeding Friendly Initiative Gold Standard

Bolton

Our charity shop in Bolton has reopened and has had an amazing facelift – thanks to staff who used their time to create an amazing fresh space. The staff and volunteer team are pleased to be back welcoming members of the public and providing a much-needed resource to the local population.

FAB Merchandise

We have continued to increase sales of our online merchandise and have added online training courses as an additional way of bringing in funding. Our peer supporter training and online antenatal courses are proving very popular and we hope to continue adding new opportunities to our website.

Partnership Working

We have maintained a strong relationship with the Defence Breastfeeding Network and have so far trained over 60 women were trained as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

FAMILIES AND BABIES

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

Financial review

The financial statements show net incoming resources for the year of £52,246

PRINCIPAL RISKS AND UNCERTAINTIES

On March 24th 2020 the UK entered a pandemic lockdown due to COVID-19, this has had a direct effect on the Charity in terms of ability to continue with ongoing Contracted services. The Trustees are confident that the Charity has acted appropriately and responsibly within this unprecedented period and it should be acknowledged Charity performance may be affected going forward.

The continuing risk to the charity at present is the recovery from the ongoing COVID 19 pandemic, and looking at what impact this could have on the charity going forward. The Trustees have considered the ongoing contracted services, with the service providers, and has concluded that the financial risks are minimal as currently Councils are still fulfilling contractual obligations.

All staff will continue to receive any relevant training that is required to be able to continue the support that we offer to families.

RESERVES POLICY

Free reserves as at 31 March 2021 were £248,906. The Charity is in the process of reviewing the reserves policy to ensure that there are sufficient funds in place to ensure that the Charity is sustainable.

FUTURE PLANS


The Charity plans to continue developing services to continue to support Families. We are also looking at improving our current website and training site to help bring in more funds to sustain the charity.

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 5th December 2022 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

Families and Babies Dorset- April 2021 – Jan 2022 report.

Groups

Our face to face groups in children centres started reopening in April 2021. We had 2 open in April, 5 in May and then a further 4 opened in September. All of the groups have reopened on restricted numbers and with a bookings system in place. In September 2021 our number restrictions were relaxed in some of our groups, allowing us to offer more support and see more Mums, however with the arrival of the new variant of Covid in the later part of the year, those numbers were tightened once again in December 2021 and have yet to be relaxed. Between April and the end of Dec 2021 we have supported 405 Mums face to face across our 11 groups, with many sessions being fully booked.

Social Media Support

In the height of the pandemic we were supporting Mums through our social media – we have a private group on Facebook with over 1500 members. Through here Mums can also access our Live Facebook rooms. These were initially running three times a week, but have since increased to 5 times a week with a group of 8 peers helping to facilitate this. When our face to face support reopened we did see a drop off in the amount of families accessing our online rooms, however we still have a steady number and if Mums need to cancel their group booking for any reason then they can choose to access the room that day instead. It also allows us to continue to provide support for Mums who may be isolating. We now have a regular group of Mums that prefer to access support online instead of face to face, and some that like to do both. We have also created an Instagram account where Mums can access information and support, which has amounted to over 250 followers so far. Between our facebook group, the live rooms, Instagram, Video calls and Whatsapp we have given support in 1369 instances between April 2021 and December 2021.

Partnership work

With the reopening of groups we have seen an increase in student midwives and health visitors coming to visit our groups and make connections. We also have a cohort who are in our facebook group due to the group closures in 2020, so we are building good connections with those healthcare professionals. Due to a database changeover in July 2021, our data stopped being automatically sent from Dorchester hospital – which did affect how many Mums we were able to contact to offer support in the area, however with good working relationships with the hospital, we did manage to work with a member of the hospital team who was manually providing us with some data whenever possible- and we have set up connections with lead digital midwives in our area, and also in an area where the system is already working so that we can resolve the issue and continue to get data reliably going forward.

Training

One of the Dorset FAB team has undertaken the qualification required to be able to provide our in house training, so training in the area is more accessible than it has ever been. Between April 2021 and Dec 2021 we trained 11 new peers into our area, as well as recruited back 6 old peers who wished to return. This takes our total number of peer supporters to 60 with a few more due to embark on the training later this month.

Feedback – just some of the feedback we have received recently.

'I can't thank the someford breastfeeding support group enough! I went for the first time on Monday and got some tips on helping with my milk flow. When I used to pump it would take me 20 minutes just to get 1oz but after the group I was doing 3oz in 5 minutes! My baby also seems to be getting her milk quicker and getting off quicker now too. Absolute life savers and I can't thank them enough!'

I have just moved to the area so FAB has been a real help in feeling welcomed and know I am surrounded by similar minded women. I feel a lot more confident to breastfeed my boy for as long as is right for the both of us.

I honestly was so ready to call it a day with breast feeding, baby had not latched well from the beginning and had resulted in being bottle fed both expressed but mainly formula, at 4 weeks old he randomly began searching for breast (had not previously done this much) and we began breast feeding, we had an awful latch and was painful but he was eating so continued until I could get support - after just one support group his latch changed completely and I haven't had issues since, he's now fully breast fed with a few expressed bottles so we completely switched his feeds from mostly formula to fully breast milk so I'm super proud and super grateful for the help and support both over WhatsApp with video links and also in person physically showing me how to latch and how to sit comfortably to help baby keep a good latch!

I have always received so much help and support from attending the group. I also had great advice and help from Debs when I had mastitis with texts over a weekend. Very grateful.

Final thoughts

With a tough start to the year, slowly being able to reopen groups in alien conditions , FAB Dorset has gone from strength to strength. We now have a well used and robust social media presence where we are able to support our Mums alongside the much needed face to face groups that are running. We continue to work on building our peer support team, and working alongside the children centres and healthcare professionals to be able to adapt our service at short notice when this is required. Mums can now access us in many new ways as well as the original email and text/phone call service that we had prior to the pandemic.

HELLO!
WE ARE FAB
breastfeeding support

F.A.B
Families and Babies

Lancashire
County Council

F.A.B. Helpline 01254 77 29 29
9.30am - 2.30pm

Accredited as
Baby Friendly Unit
unicef

Annual report 2020 - 2021

Digital Support

FAB implemented a varied digital offer that includes the following options for infant feeding peer support;

One to one video support with a range of platforms to suit the family, including; Zoom, WhatsApp, Facebook Messenger and Microsoft Teams/Skype) – we recommend this option for specific questions or concerns

One to one telephone, text or email support

Online antenatal <https://www.facebook.com/groups/FABLancsANTENATAL> and postnatal <https://www.facebook.com/groups/FABLancsBFSupport/> support groups on Facebook

Video groups sessions on Zoom and Facebook Rooms

Monthly 2 part antenatal workshop on Zoom

FAB also put together a collection of BFI compliant, mum friendly and informative infographics. These have been reviewed and amended according to feedback from the local network and partner services. Scheduled posts are frequently arranged for social media release and these are also available to share directly with mums. Whilst face to face support was suspended due to COVID19 we are still very actively supporting families across Lancashire and South Cumbria (temporarily including areas that would normally fall outside the FAB Lancs and Lancashire County Council footprint).

FAB have maintained regular contact with Infant Feeding leads at the 5 acute Trusts at the weekly infant feeding network COVID-19 response meetings but also during contact free delivery of FAB resources (cards, flyers, stickers and current service provision information) to each hospital site. Each trust has confirmed they are sharing our resources to mothers before discharge.

National breastfeeding week

National breastfeeding week was also volunteer week so we celebrated our volunteer breastfeeding peer supporters across our social media platforms.



Breastfeeding week 2020



As agreed with and in collaboration with the Lancashire and South Cumbria Infant Feeding Network a further breastfeeding week of social media 'Thank You's was planned and scheduled. They were well received and shared widely across social media.

Meet the FAB family project

Our 'Meet the FAB Family' project is where we have shared photos and a bio for our paid and volunteer peer supporters as well as some of the wonderful families that we have supported. This project has been a great way to shout about our FABulous team but also introduce the people who might be answering the helpline calls, responding to emails or offering a video support call. We hope that this can offer reassurance to our partners and our families, whatever their background or circumstance, in the knowledge that we are human, experienced and very welcoming. Here are just a few examples of the images used.



Meet Hayley and Sophia.

"I'm a first time mum, 14 months into breastfeeding my gorgeous little girl. It's been a pretty amazing journey for us.

I have loved it from the beginning as it has given us an incredible bond! Those first couple of weeks weren't easy, it was very sore to start with but she was a quick learner and her latch

was good so it soon became like second nature to us both. There were difficulties at the start with reflux, but we managed to adapt our feeding position with help from the health visitor and the posts of other people in similar situations on this group! I recently got a bout of mastitis which coincided with starting back at work but feeding through it and some antibiotics helped and we are still going strong! Note to self: make time to express some milk!

This Facebook page has been great for me, almost guaranteed if I've got a question someone else has asked it and the advice is great. I did go to a couple of sessions at BFF West Craven too when I could.

I had incredible support from my mum who's done it with 3 babies, the midwives early on and my health visitor was amazing too.

I can't imagine if I couldn't breastfeed, how do people get anywhere having to take changing stuff, toys, pram, car seat AND bottles and formula too?! Hats off to them for getting out of the house on time! It's been so easy to have milk on tap!

I've only had positive experiences out in public - one woman shouted 'good for you, breast is best!' as she walked past whilst I was having brunch with a friend.

Tips for the early days: have the remote in reach and a box set to binge, snacks to hand, a brew in a travel mug to keep it warm for longer and embrace those gorgeous newborn snuggles!!"

Meet the FAB parents!

F.A.B
Families and Babies

Hayley and Sophia

I've only had positive experiences out in public - one woman shouted 'good for you, breast is best!' as she walked past whilst I was having brunch with a friend.

Tips for the early days: have the remote in reach and a box set to binge, snacks to hand, a brew in a travel mug to keep it warm for longer and embrace those gorgeous newborn snuggles!!

Hayley x

Electronic discharges

We have worked tirelessly (largely Elaine!) with the Baby Friendly Team at ELHT to implement and execute a GDPR secure method of receiving mother details electronically. As a result we have started to receive the contact details for all mothers giving breastmilk at discharge by encrypted document to our NHS email account. All mothers are called initially and offered FAB virtual peer support alongside their midwifery care, followed by ongoing active support up to six weeks.

2020 Virtual Big Latch on

FAB hosted 2 Virtual Global Big Latch on events that contributed to the total of 6288 latches, 10033 breastfeeding people and 12158 supporters globally. FAB's stats are as follows;

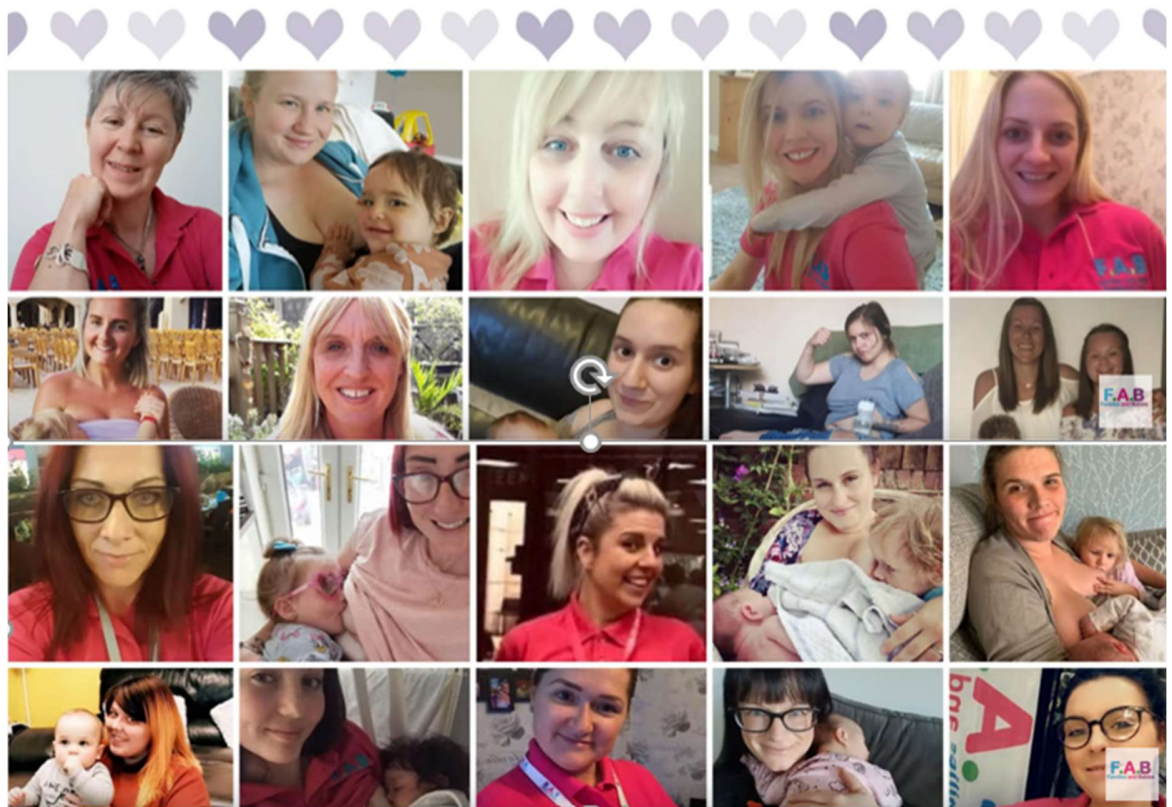
- 31/07/2020 – total breastfeeding people = 9, total children = 6, total people = 19
- 01/08/2020 – total breastfeeding people = 10, total children = 9, total people = 21

BFI Gold Celebrations

As a service we follow the lead of the Virgin Care infant feeding team, alongside the health visitors and Children and Family Wellbeing service. We have undergone long-term BFI training and updates alongside our partners and have completed several successful staff audits. This has led to the accreditation as Baby Friendly Gold for community services in Lancashire. We shared this wonderful news on our social media platforms as part of the celebrations.



Families and Babies Annual Reflections 2020-2021



Overview

2020-2021 was a difficult year for everyone, however, despite the restrictions that Covid19 has placed on the service we feel that there have been many positives too. We managed to very quickly switch to a virtual support model with staff offering in-depth initial support calls, 1:1 video calls, online breastfeeding groups and much more support via facebook. 642 new members joined our facebook group through the pandemic.



Our Sunday Selfie's were a great way to celebrate breastfeeding through lockdown and we all enjoyed seeing the breastfeeding stories and smiles.



The breastpump loan scheme has been very well used this year, in fact, our pumps are so well used that they only generally last about a year. We quickly established a safe doorstep drop off and collection system for mums needing breastpumps ensuring that access to this resource was not affected. With local fundraising and a contribution from Wakefield council we have maintained a supply of 30 breastpumps in circulation.

This year saw FAB data reflect that 79% of the mums we have supported are breastfeeding at 10 days and just over 60% of the mums we have engaged with are still giving breastmilk to their babies at 6 weeks. We have continued to receive some wonderful feedback through our quarterly mother surveys and also some comments that have improved the way we contact new mothers.

Although mums tell us they have missed the face to face support that would have taken place at a home visit or group we feel that we offered as much support as we were able in other ways. As soon as restrictions allowed and we felt it safe, we offered socially distanced appointments in our FAB base. Strict appointment times and using PPE and with thorough cleaning routines between mums allowed for better observation of feeds for the mums most in need.

We would like to say a thank you to the local commissioning team who have been so supportive throughout the year and are always there for support and guidance.

Staff, Volunteers and Training

Our staff team has been amazing this year, adapting quickly to meet the needs of the developing pandemic, they learned new ways to give support and whilst at times were outside of their comfort zones they stepped up to the challenge.

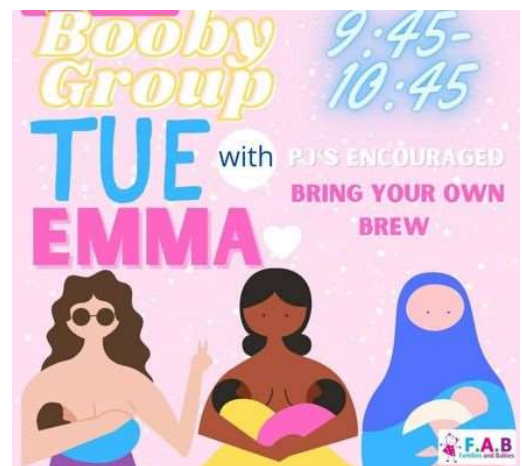
Volunteer peer supporters came forward to provide additional breastfeeding support by making additional calls and we now have a team of volunteers who carry a caseload of breastfeeding mothers to at least 6 weeks, this has meant that all mothers could have additional calls for as long as they needed them, we have found that mums needed longer calls just to chat and that although the calls were around breastfeeding they provided a lot more reassurance and emotional support than before the pandemic.

We were able to pay for all FAB staff to complete emergency first aid training thanks to a generous donation from a local company, this was delivered by Wakefield Councils training team – socially distanced between lockdowns.

Despite the restriction that were in place we were still able to train volunteer peer supporters, a total of 14 new breastfeeding supporters completed their training and are contributing by taking part in the 24 hour helpline and offering telephone support

Groups

Groups were sadly cancelled due to the covid restrictions and although we offered twice weekly online groups on Zoom and using Facebook rooms these were not as well attended as out face to face groups. 99 mums attended virtual groups throughout the year. We did successfully launch online baby massage classes which proved popular with mums and provided the opportunity to form friendships, the babies actually responded well to faces on screens. We encourage mums to make a cuppa and not worry too much about how they looked, Emma's Booby Group with pyjamas was one of the most successful 😊



Partnership working

We developed a good working relationship with the newly appointed infant feeding lead and throughout the early part of the year we gave access to our FAB base for 1:1 breastfeeding specialist appointments with the infant feeding leads whilst we worked from home.

Throughout lockdown and the later restrictions we have maintained virtual contact with the Maternity Voices Partnership, attending virtual meetings to stay up-to-date with any developments.

We have developed a strong relationship with the Defence Breastfeeding Network – a rapidly growing group of breastfeeding military wives and serving personnel who are keen to support other women in their network. 40 women were trained as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas. Currently there are over 100 women waiting to become amazing new peer supporters.

Achievements

- Our online antenatal course was launched just before Covid restrictions meant that we had to cancel all our face to face sessions, it has proven popular and even after restrictions are eased



will continue to complement our antenatal education offer. We also offered online 1:1 video calls to expectant parents.

496 individuals signed up to the online antenatal course which has been promoted on social media, by our staff and volunteers and via our colleagues in midwifery and health visiting.

These are some of the comments we have received about the online antenatal course;

'I found the course very thorough and very informative. Particularly liked the section explaining in detail the different holds.'

'The video demonstrations for positioning were great'

'It's good to know about possible issues that may arise and how to latch baby on'

'I thought the demonstration with the three glasses was really interesting. I had no idea that the texture of milk changed during the feed. This will be very useful'

'It was very thorough and very informative. Particularly liked the section explaining in detail the different holds.'

'I found the hand expression, nappies and milk storage information useful'

'Informative course. Some really useful information that will help me in my breast feeding journey'

'This course was very helpful. I feel much more confident in breast feeding now. Thank you.'

'Thank you very much for providing this course. You seem such a supportive organisation. I feel lucky to live in the Wakefield area where this support is available.'

'I did the FAB online course before my son was born so learnt of the benefits and knew I'd like to breastfeed'

- Once again FAB have successfully updated and submitted our NHS Information Governance Toolkit which demonstrates our competency in storing and processing data securely within the conditions of GDPR legislation.
- FAB staff worked together to compile a large range of online resources, videos and information tiles which are now routinely shared with new mothers in the early days via WhatsApp or email and also used in our facebook group.



Challenges

The past 12 months have been a challenge overall but we feel that we rose to that challenge and have maintained the best support service we could in the circumstances. As a small team we were able to change and adapt our service very quickly and switch to a home working virtual service.

We have had some ongoing issues with receiving breastfeeding referrals through the Badgernet system and have worked hard to try and resolve these issues. Whilst they have improved the system is still not fully embedded and unfortunately there have still been a substantial number of new mothers who have not been offered support as soon as we would have liked. We continue to work with the midwifery and data staff at Mid Yorks to improve the flow of data.

Although the majority of staff were able to work from home, as a company, we had to allow flexibility within the team to accommodate home schooling, for some staff this was incredibly difficult and we worked hard to ensure that working hours could be spread across the week to allow for childcare. As restrictions were eased and children returned to school we found a larger number of staff having to isolate and care for sick children which again impacted on staffing levels.

We are incredibly proud of the way the whole team supported each other and worked to ensure that our breastfeeding mums were supported as quickly and effectively as possible

Events

Due to Covid restrictions events were not an option this year, although, we did some community showcasing on virtual platforms to get the message out that we were still here giving support in safe ways.

Covid 19

Due to COVID19 our normal service had to adapt in order to continue to offer breastfeeding support to new families. We were able to respond quickly and transformed ourselves into a digital support service. This includes one to one support via video calls, both antenatally and postnatally, online breastfeeding groups via Zoom and a host of video clips and infographs that we were able to send to new mums. We have also continued with the usual telephone calls, helpline and online facebook support.



The next 12 months

We are looking forward to continuing to support new mothers both virtually and in carefully managed home visits –although the digital offer has been well received by families we feel that home visits and face to face groups are still our core service. The enhanced skills that staff and volunteers have developed will be one of the positives that we can take from the pandemic and we will continue to offer virtual support as an option.

We have been working with Mid Yorks Hospital trust and are extremely please to have been invited onto the postnatal wards to offer additional breastfeeding support, we welcomed 3 new staff members into our team and worked hard put all systems and paperwork in place so that on the 1st of March 2021 we were able to begin. We are available on ward 7 days per week for 6 hours 9am – 3pm. This is a 12 month project and will be evaluated midway through the year with the hope that additional funding can be secured to continue this. The first few weeks have gone extremely well and FAB Peer Supporters have been welcomed onto ward by maternity staff and new families.

Thanks to our volunteers

We are incredibly grateful to our volunteer peer supporters who have stepped up to provide additional support throughout the pandemic, some have been able to utilise the extra time they have had whilst working from home to take on a caseload of mums. This involves being a consistent support, carrying out weekly calls and offering video calls if required. They are passionate enough to have fitted calls in even whilst home schooling their own children.

Thoughts and comments from our mums

- **We asked what or who made a difference to your breastfeeding journey;**

Big thank you to Beckah for going the extra mile, phoning me for support, helping me with position and latch. Even just a general chat on the phone made me feel like I wasn't on my own. A true friend at a lonely time. Thank you Bracken too for help over video call and the 24 hour team. Couldn't have done it without you.

In terms of FAB definitely Bracken, she was so supportive and persevered with me via video call during covid which was so difficult compared to face to face

To be honest, I felt pressured into breast feeding. I hated every minute of it and was so relieved when we moved to formula. In the 3 days of breastfeeding I managed, the FAB team were amazing and got me out of some very dark mind spaces

Gayle phoned me a few day after I had my baby and was very helpful! I had read breastfeeding books whilst pregnant but Gayle gave me more information in a 10 minute phone call. I felt like I could ask any question and there was no judgement.

Lucy took my call out of hours and was fantastic, she stayed on the phone with me for nearly 45 minutes giving me advice and putting my mind at ease. Unfortunately, in the long run breastfeeding didn't work for me but because of the support I received from fab I managed to stick it out for 4 weeks which gave my Baby the best start

I spoke to a couple of ladies but I can honestly say if it was for the support they gave me in the early weeks I think I would have given up at week 3/4. The ladies gave advice on correct positioning for baby and me, advice on relieving soreness and made me realise it's not just me, everything I was experiencing is normal and experienced by all mummies.

I had a wonderful supportive conversation with tips in how to get going with the feeding along with videos and I knew I was in good hands.

Rachel told me all I needed to know about breastfeeding to make me feel more relaxed and make it easy for me. Especially with me being a new mum

The people from Fab made me feel comfortable and less scared about breastfeeding was there whenever I had any doubts

I wasn't 100% sure at the start of our breastfeeding journey as I was exhausted with all the cluster feeding so I was going to give up but Emma from FAB was very supportive and gave great advice which made me determined to push myself to get through those first 6 weeks

I completed the FAB anti natal course and also watched the Facebook lives before my baby was born. Both were really helpful and aided my positive breastfeeding experience.

I am horrendous at names but I think one of the girls was Emma? It's a comfort to know that I can call someone for help at any point during the day or night. I have used the service with both my children and I think it's essential.

FAB cared so much especially in the initial days after giving birth .. which was really great. I felt so confident and felt supported that I am 100% breastfeeding my baby now. I had spoke to a few consultants and all of them were brilliant.

Fab were absolutely amazing in the weeks after birth. We didn't have the easiest start to breastfeeding and my confidence dropped. Fab were always there, boosted my confidence and seemed to always call at the right time to keep me going and let me know that what was happening was normal! I will forever be grateful that they were there to help support my journey and we are still exclusively breastfeeding now at 4 months. My ultimate goal was 6 months but I now love it so much and with the support from fab we will continue for as long as we want to!

It was my personal choice and I felt and do feel very strongly that breastfeeding is the best way to feed my baby. The support I had from FAB was incredibly helpful as she had a tongue tie and shallow latch. Support was offered to find the best position for feeding.

It was obvious for me that I would breastfeed but I was not aware that it would have been so challenging. I had so many problems initially (extreme pain, not enough milk, issues with latching etc.) I would have given up and

switched to the bottle but FAB gave me a lot of tips, motivation and support. This helped me to keep trying and in week 8 my pain disappeared and breastfeeding became a more natural and enjoyable experience.

FAB were so thorough, efficient and helpful.

Video call with Beckah made a massive difference by reassuring me I was doing the right thing and helped me refine my latch and try new positions. I needed the support and reassurance in order to carry on when I found breastfeeding painful for the first few weeks. I'm now 4 months in to exclusively breastfeeding and my baby is on the 99th centile, so it's clearly the perfect thing for him and is ensuring he grows healthy.

- **What would you like next time**

The same as I had with fab the weekly call has been reassuring to know help is at hand if I need it I would also attend meet-ups if we weren't in lockdown. Also the Facebook group is useful to see what other mums are going through and help each other

I would do it all all over again. One to refresh my knowledge and two just so I know I have support when i need it. The girls were truly awesome!

Thanks to lockdown I wasn't able to see a real human. I would love that next time!

I think it has been an excellent support especially in the coronavirus lockdown. I wouldn't change a thing

I have been really impressed with the support offered and could not have asked for more

Exactly the same, the service is brilliant even with the pandemic they made sure I was contacted each week.

I love the weekly phone calls with the FAB team. They understand, they're incredibly supportive and they don't judge or patronise. Just friendly advice and a general chat which is much needed for some women.

All the support was brilliant but due to Covid I missed a face to face support and breastfeeding groups- this is out of all of our hands at this moment on time but would love that if I have another baby

the same as it has been brilliant in such a rubbish time during covid

The calls were lovely. Knowing someone was available if I needed them

I think the current support available is as much as can be expected in current circumstances. When the COVID restrictions are lifted I think the drop in service for ongoing support or just a friendly person to chat to would be really helpful.

With COVID it has been different this time as we can't meet up in our baby groups which I loved with my 1st baby. So hopefully this again! I think the support provided is fantastic to be honest considering the current situation. There are areas where mums don't have f.a.b so I feel blessed I do.

The same support as I received this time; Access to on the line anti natal course Access to Facebook lives Access to Facebook support group Weekly calls/ texts of support

FAB are fantastic so wouldn't need anything else

FAMILIES AND BABIES (FAB)

England & Wales - Charity number 1136594

Accounts

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2021

FAMILIES AND BABIES

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FAMILIES AND BABIES

CHARITY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2021

Trustees

Elaine Edwards
Noel Edwards (Resigned 7th October 2021)
Michael Hudson
Lee Clarke (Resigned 9th October 2021)
Wayne Gareth Rusher (Appointed 12th December 2020)
Lorraine Carter
Lewis Waddington

Registered Charity Number

1136594

Address

222/224 Tonge Moor Road
Bolton
BL2 2HN

Independent Examiner

Philip Dawson
Dawson & Co
Suite 9, Rockfield House
512 Darwen Road
Bromley
Cross Bolton
Lancashire
BL7 9DX

Bankers

HSBC Bank
5 Great Underbank
Stockport
Cheshire
SK1 1LH

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021

The Trustees present their annual report together with the financial statements of Families and Babies (FAB) for the year ended 31 March 2021. The Trustees confirm that the annual report and financial statements of the charity comply with the Charities Act 2011, and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) October 2019.

Structure, governance and management

CONSTITUTION

The Charity is governed by a Trust deed dated 8th October 2021.

METHOD OF APPOINTMENT OR ELECTION OF TRUSTEES

There must be at least three Trustees. Apart from the first Trustees, every Trustee must be appointed, for a term of 4 years, by a resolution of the Trustees passed at a special meeting. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the Charity.

POLICIES ADOPTED FOR THE INDUCTION AND TRAINING OF TRUSTEES

The Charity adopts a policy where Trustees are provided with a copy of the Trust Deed and the latest accounts and annual report. Also provided are Links to the Charities Commission website which include, but are not restricted to, the Essential Trustee Guide.

Objectives and Activities

The objects of the charity are:-

1. To advance and promote the physical and psychological health of mothers and children through the provision of support education and training regarding breastfeeding
2. To advance the education and promote the good health of children under the age of five years, their families and carers, in particular but not exclusively by the provision of advance, support training and supporting research into healthy eating

The charity aims to support health and well-being in children and families in the UK. The charity provides peer support services offering evidence based information and support to help improve health and well-being within families.

This year Charity has been providing services across the country within 4 areas:

- Lancashire
- Wakefield District
- Dorset County
- Bolton

Within our 3 commissioned areas we have service level agreements in place which set out the aims and objectives we are targeted to meet. Bolton is managed by the charity conforming to community grants and trustee leadership.

FAMILIES AND BABIES

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

ACTIVITIES FOR ACHIEVING OBJECTIVES

Achievements and performance

GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

REVIEW OF ACTIVITIES

This is the 11th year as a charity providing breastfeeding peer support to mothers and their families and our team of staff and volunteers continue to show passion and dedication to their roles. We have continued to provide services across all three of our commissioned areas this year and have seen the teams grow bigger increasing our FAB family. All staff across the charity completed the NHS Data protection Tool Kit Training. All staff have completed training on COVID 19 safe working practice and the correct wearing of all PPE

This year has been very different from past years in that we had to abide by laws set out by the government on providing services

FAB had to mobilise as a digital service extremely quickly, enabling us to still be able to support families through a digital offer, this was achieved within 48 hours of the announcement that the country was going into lockdown.

FAB was able to mobilise so quickly due to one of our Trustees being our IT Contractor and ensuring systems were put in place to enable us to continue in our work for which I would personal like to that Noel Edwards for this, as he worked through the night so no families went without support

Although all our teams switch to digital it didn't come without its challenges, our teams had to learn new systems quickly and also learn to offer support from a distance and from behind a computer screen, it was nearly a full year before we could restart our home visiting model and this had a massive impact on our figure. All our commissioned areas were extremely supportive of us and ensure that this would not have any impact on our KPI's going forward

Dorset

Our Dorset branch offers a large amount of support via our volunteer run breastfeeding groups, sadly these groups all had to be cancelled as Covid restrictions were implemented. The staff and volunteers were amazing at moving all support to telephone or online. Zoom and Facebook Rooms groups became the norm and were well attended by new mums. All 4090 mums that were referred into FAB received support via telephone.

We aim to continue running Zoom and Facebook Rooms groups even after restrictions are lifted as they meet the needs of some new mothers to see other families without the need to travel.

Wakefield and Lancashire Teams

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021



We shared good practice across these two very similar commissioned areas and worked together to manage social media as effectively as possible. Ask us anything became popular on social media with a peer supporter available to answer questions for a two-hour slot.



Our Sunday Selfie's were a great way to celebrate breastfeeding through lockdown and we all enjoyed seeing the breastfeeding stories and smiles. Mums from all areas contributed, sharing beautiful images and memories.

Wakefield

Our staff team has been amazing this year, adapting quickly to meet the needs of the developing pandemic, they learned new ways to give support and whilst at times were outside of their comfort zones they stepped up to the challenge.

Volunteer peer supporters came forward to provide additional breastfeeding support by making additional calls and we now have a team of volunteers who carry a caseload of breastfeeding mothers to at least 6 weeks, this has meant that all mothers could have additional calls for as long as they needed them, we have found that mums needed longer calls just to chat and that although the calls were around breastfeeding they provided a lot more reassurance and emotional support than before the pandemic.

Wakefield branch also secured additional funding from Mid Yorkshire Hospital Trust to support new mums on the postnatal wards with the service going live on the 1st March 2021 for 12 months. We will evaluate this service and hope to be able to be able to continue working with maternity to provide support in the future.

2083 breastfeeding mums were referred into service and over 60% of the mums we supported were still breastfeeding at 6 weeks.



Staff in Wakefield had launched an online antenatal course just before Covid restrictions took place, over the year 496 expectant parents signed up to access evidence based information from the comfort and safety of their own homes. Feedback has been excellent and mothers tell us it was useful to have information about infant feeding that they could refer back to and share with family

Lancashire

Staff in our Lancashire team were also able to adapt to a virtual support model, the staff hours that are normally dedicated to support on hospital wards were utilized to give additional telephone and video support. Despite the restrictions of the pandemic the Lancashire team continued providing exceptional breastfeeding support

We had 2135 mums referred into FAB over the year. 61% of mums supported were still giving breastmilk at 6 weeks.

FAMILIES AND BABIES

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021



The peer support team in Lancashire were audit as part of the Lancashire wide work to become sustainable in working to Unicef BFI audits, we are proud to say every staff member passed with flying colours.

FAB Merchandise

Launching our online merchandise range kept us busy during lockdown and sales increased gradually throughout the year, we have plans to increase the range of items moving forward.

Partnership Working

We have developed a strong relationship with the Defence Breastfeeding Network – a rapidly growing group of breastfeeding military wives and serving personnel who are keen to support other women in their network. 40 women were trained as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas. Currently there are over 100 women waiting to become amazing new peer supporters.

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Bolton

It has been extremely difficult this year as the charity shop has been closed for over 7 months due to covid19. When the shop was open we did maintain the monthly targets

The Trustees have reviewed the major risks faced by the Charity and have put plans in place to mitigate these risks.

Financial review

The financial statements show net incoming resources for the year of £93,978 (2020 £45,490).

PRINCIPAL RISKS AND UNCERTAINTIES

On March 24th 2020 the UK entered a pandemic lockdown due to COVID-19, this has had a direct effect on the Charity in terms of ability to continue with ongoing Contracted services. The Trustees are confident that the Charity has acted appropriately and responsibly within this unprecedented period and it should be acknowledged Charity performance may be effected going forward.

The continuing risk to the charity at present is the ongoing COVID 19 pandemic, and looking at what impact this could have on the charity going forward. The Trustees have considered the ongoing contracted services, with the service providers, and has concluded that the financial risks are minimal as currently Councils are still fulfilling contractual obligations.

FAMILIES AND BABIES

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021

All staff will continue to receive any relevant training that is required to be able to continue the support that we offer to families.

RESERVES POLICY

Free reserves as at 31 March 2021 were £212,399. The Charity is in the process of reviewing the reserves policy to ensure that there are sufficient funds in place to ensure that the Charity is sustainable.

FUTURE PLANS

The Charity plans to continue developing services to continue to support Families. We are also looking at improving our current website and training site to help bring in more funds to sustain the charity.

PUBLIC BENEFIT

We confirm that we have complied with our duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant

This report was approved by the Trustees on 24 January 2022 and signed on their behalf by:

Elaine Edwards



Chair of Trustees

FAMILIES AND BABIES

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 31 MARCH 2021

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2021 which are set out on pages 6 to 15.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that our staff are qualified to undertake the examination as qualified under the Association of Accounting Technicians.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.


.....
Philip Dawson
Dawson & Co Accountants
Bolton

.....
Date

24th JANUARY
2022

FAMILIES AND BABIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
INCOME FROM					
	2				
Charitable activities		631,599	-	631,599	670,253
Other trading activities		67,348	-	67,348	80,702
Investment income		-	-	-	1
Other income		19,411	-	19,411	-
TOTAL INCOME		718,358	-	718,358	750,956
EXPENDITURE ON					
Raising funds	3	40,754	-	40,754	48,183
Charitable activities	4	583,626	-	583,626	657,283
TOTAL EXPENDITURE	5	624,380	-	624,380	705,466
NET MOVEMENT IN FUNDS		93,978		93,978	45,490
Total funds at 1 April 2020		132,109	-	132,109	86,619
TOTAL FUNDS AT 31 MARCH 2021		226,087	-	226,087	132,109

All income and expenditure in the previous year related to unrestricted funds.

The notes on pages 9 to 15 form part of these financial statements.

FAMILIES AND BABIES

BALANCE SHEET AS AT 31 MARCH 2021

	Note	£	2021 £	£	2020 £
FIXED ASSETS					
Tangible fixed assets	8		13,688		17,254
CURRENT ASSETS					
Debtors	9	27,548		41,919	
Cash in hand		<u>229,465</u>		<u>133,770</u>	
		257,013		175,689	
CREDITORS: amounts falling due within one year	10	<u>(44,614)</u>		<u>(60,834)</u>	
NET CURRENT ASSETS			212,399		114,855
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>226,087</u>		<u>132,109</u>
			<u>226,087</u>		<u>132,109</u>
CHARITY FUNDS					
Unrestricted funds	11		226,087		132,109
Restricted funds			-		-
TOTAL FUNDS/(DEFICIT)			<u>226,087</u>		<u>132,109</u>

The financial statements were approved by the Trustees on 24 January 2022 and signed on their behalf, by:

Elaine Edwards 

Michael Hudson 

All assets and liabilities relate to unrestricted funds.

The notes on pages 9 to 15 form part of these financial statements.

FAMILIES AND BABIES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2021

	2021 £	2020 £
Cash flows from operating activities		
Net income/(expenditure) for the year	93,978	45,490
Depreciation	3,778	4,789
Decrease/(Increase) in debtors	14,371	6,816
(Decrease)/Increase in creditors	(16,220)	42,833
Net cash inflow/(outflow) from operating activities	<u>95,907</u>	<u>99,928</u>
Cash flows from investing activities		
Purchase of fixed assets	(212)	-
Net cash used in investing activities	<u>(212)</u>	<u>-</u>
Net increase in cash and cash equivalents in the reporting period	95,695	99,928
Cash and cash equivalents at 1 April 2020	133,770	33,842
Cash and cash equivalents at 31 March 2021	<u>229,465</u>	<u>133,770</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(October 2019), the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and the Companies Act 2006.

Families and Babies meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Preparation of the accounts on a going concern basis

The trustees assess whether the use of going concern is appropriate, ie whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the accounts. The trustees have considered the impact of the Government response to Covid 19 on the activity of the charity. They have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties about the charity's ability to continue as a going concern. Thus they continue to adopt the going concern basis of accounting in preparing the accounts.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund.

Incoming resources

These are included in the Statement of Financial Activities (SOFA) when:

- the charity becomes entitled to the resources;
- the trustees are virtually certain they will receive the resources; and
- the monetary value can be measured with sufficient reliability.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

1. ACCOUNTING POLICIES (Continued)

Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SOFA.

Grants and Donations

Grants and donations are only included in the SOFA when the charity has unconditional entitlement to the resources.

Tax reclaims on donations and gifts

Incoming resources from tax reclaims are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants

This is included in the SoFA once the related goods or services have been delivered.

Gifts in Kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Volunteer help

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report

Resources expended and liabilities

Liability recognition

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs

Include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs

Support costs have been allocated to activity cost on an actual basis

Assets

Tangible fixed assets for use by charity

Tangible fixed assets are held at cost and written off over their useful economic life as follows:-

Plant and machinery	- 20% reducing balance
Fixtures, fittings and equipment	- 20% reducing balance

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

1. ACCOUNTING POLICIES (Continued)

Leases

Rentals payable under operating leases are charged to the SoFA over the period of the lease.

Value added tax

The Charity is not registered for VAT. In these financial statements, where applicable, expenditure is shown inclusive of VAT.

Critical accounting estimates and areas of judgement

The Trustees do not consider that there are any critical accounting estimates or areas of judgement in these accounts.

2. INCOME

		Unrestricted funds 2021 £	Restricted funds	Total funds 2021 £	Total funds 2020 £
Other trading activities	Shop income from selling donated goods	67,348	-	67,348	80,702
Incoming resources from charitable activities	Sale of services from the charity's activities	631,599	-	631,599	655,753
	Grant income	-	-	-	14,500
Investment income		-	-	-	1
Other income	Local Authority Covid grant	10,000	-	10,000	-
	CJRS grant	9,411	-	9,411	-
		718,358	-	718,358	750,956

The grants income of £14,500 received in the prior year was restricted. All other income was unrestricted.

3. EXPENDITURE ON RAISING FUNDS

	Unrestricted funds £	Total 2021 £	Total 2020 £
Rent of shops and costs	37,650	37,650	46,630
Advertising costs	3,104	3,104	1,553
	40,754	40,754	48,183

All expenditure on raising funds in the current and prior year was unrestricted.

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

7. STAFF COSTS

	2021 £	2020 £
Gross wages, salaries and benefits in kind	350,218	437,507
Employer's National Insurance	13,761	16,541
Pension costs	11,770	6,541
	<u>375,749</u>	<u>460,589</u>

There were no employees in the year with remuneration over £60,000.

Average number of full-time equivalent employees in the year

The parts of the charity in which the employees work	2021 £	2020 £
Fundraising	10	10
Charitable Activities	35	31
	<u>45</u>	<u>41</u>

Defined contribution pension scheme

Payments are made to a defined contribution pension scheme and the pension charge represents the amounts payable to the fund in the year.

	2021 £	2020 £
The costs of the scheme to the charity for the year	11,770	6,541

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

8. FIXED ASSETS

	Motor vehicles £	Fixtures, fittings and equipment £	Total £
Cost			
1 April 2020	19,256	27,248	46,504
Additions	212	-	212
31 March 2021	<u>19,468</u>	<u>27,248</u>	<u>46,716</u>
Accumulated Depreciation			
1 April 2020	13,394	15,856	29,250
Charge for year	1,499	2,279	3,778
31 March 2021	<u>14,893</u>	<u>18,135</u>	<u>33,028</u>
Net Book Value 31 March 2021	<u>4,575</u>	<u>9,113</u>	<u>13,688</u>
Net Book Value 1 April 2020	<u>5,862</u>	<u>11,392</u>	<u>17,254</u>

9. DEBTORS

	2021 £	2020 £
Trade debtors	19,527	32,956
Other debtors	7,085	6,678
Prepayments and accrued income	846	2,285
	<u>27,458</u>	<u>41,919</u>

10. CREDITORS: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	6,272	-
Other creditors	3,310	4,143
Accruals and deferred income	35,032	56,691
	<u>44,614</u>	<u>60,834</u>

FAMILIES AND BABIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

11. STATEMENT OF FUNDS

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	132,109			132109
Total of funds	132,109			132109

Year ended 31 March 2021

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
Unrestricted funds				
General fund	86,619	736,456	(690,966)	132,109
Restricted funds				
National Lottery	-	10,000	(10,000)	-
Co-op	-	4,500	(4,500)	-
Total of funds	86,619	750,956	(705,466)	132,109

12. RELATED PARTY TRANSACTIONS

E Edwards and N Edwards, trustees are also directors of LA Business Services Limited. During the year the charity purchased goods and services from LA Business Services Limited totalling £12,038 (2020: £29,414).

E Edwards is also a director of FAB Consulting Limited. During the year the charity purchased services from FAB Consulting Limited totalling £75,704 (2020: £60,000)

Families and Babies Annual Reflections 2020-2021



Overview

2020-2021 was a difficult year for everyone, however, despite the restrictions that Covid19 has placed on the service we feel that there have been many positives too. We managed to very quickly switch to a virtual support model with staff offering in-depth initial support calls, 1:1 video calls, online breastfeeding groups and much more support via facebook. 642 new members joined our facebook group through the pandemic.



Our Sunday Selfie's were a great way to celebrate breastfeeding through lockdown and we all enjoyed seeing the breastfeeding stories and smiles.



The breastpump loan scheme has been very well used this year, in fact, our pumps are so well used that they only generally last about a year. We quickly established a safe doorstep drop off and collection system for mums needing breastpumps ensuring that access to this resource was not affected. With local fundraising and a contribution from Wakefield council we have maintained a supply of 30 breastpumps in circulation.

This year saw FAB data reflect that 79% of the mums we have supported are breastfeeding at 10 days and just over 60% of the mums we have engaged with are still giving breastmilk to their babies at 6 weeks. We have continued to receive some wonderful feedback through our quarterly mother surveys and also some comments that have improved the way we contact new mothers.

Although mums tell us they have missed the face to face support that would have taken place at a home visit or group we feel that we offered as much support as we were able in other ways. As soon as restrictions allowed and we felt it safe, we offered socially distanced appointments in our FAB base. Strict appointment times and using PPE and with thorough cleaning routines between mums allowed for better observation of feeds for the mums most in need.

We would like to say a thank you to the local commissioning team who have been so supportive throughout the year and are always there for support and guidance.

Staff, Volunteers and Training

Our staff team has been amazing this year, adapting quickly to meet the needs of the developing pandemic, they learned new ways to give support and whilst at times were outside of their comfort zones they stepped up to the challenge.

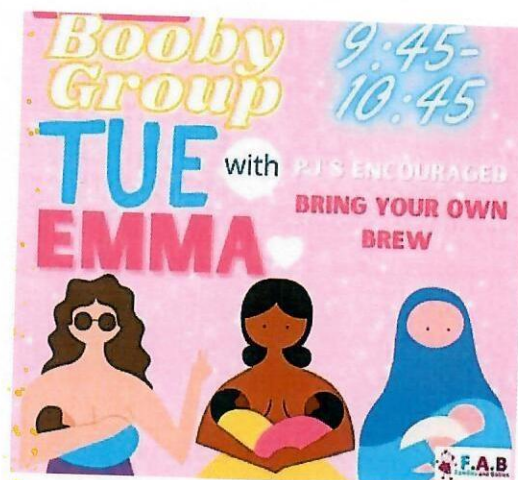
Volunteer peer supporters came forward to provide additional breastfeeding support by making additional calls and we now have a team of volunteers who carry a caseload of breastfeeding mothers to at least 6 weeks, this has meant that all mothers could have additional calls for as long as they needed them, we have found that mums needed longer calls just to chat and that although the calls were around breastfeeding they provided a lot more reassurance and emotional support than before the pandemic.

We were able to pay for all FAB staff to complete emergency first aid training thanks to a generous donation from a local company, this was delivered by Wakefield Councils training team – socially distanced between lockdowns.

Despite the restriction that were in place we were still able to train volunteer peer supporters, a total of 14 new breastfeeding supporters completed their training and are contributing by taking part in the 24 hour helpline and offering telephone support

Groups

Groups were sadly cancelled due to the covid restrictions and although we offered twice weekly online groups on Zoom and using Facebook rooms these were not as well attended as out face to face groups. 99 mums attended virtual groups throughout the year. We did successfully launch online baby massage classes which proved popular with mums and provided the opportunity to form friendships, the babies actually responded well to faces on screens. We encourage mums to make a cuppa and not worry too much about how they looked, Emma's Booby Group with pyjamas was one of the most successful 😊



Partnership working

We developed a good working relationship with the newly appointed infant feeding lead and throughout the early part of the year we gave access to our FAB base for 1:1 breastfeeding specialist appointments with the infant feeding leads whilst we worked from home.

Throughout lockdown and the later restrictions we have maintained virtual contact with the Maternity Voices Partnership, attending virtual meetings to stay up-to-date with any developments.

We have developed a strong relationship with the Defence Breastfeeding Network – a rapidly growing group of breastfeeding military wives and serving personnel who are keen to support other women in their network. 40 women were trained as peer supporters with the aim of facilitating FAB breastfeeding groups on military bases across the country. The training of servicewomen has the added benefit of giving them the tools to support breastfeeding women when they are deployed on humanitarian work overseas. Currently there are over 100 women waiting to become amazing new peer supporters.

Achievements

- Our online antenatal course was launched just before Covid restrictions meant that we had to cancel all our face to face sessions, it has proven popular and even after restrictions are eased will continue to complement our antenatal education offer. We also offered online 1:1 video calls to expectant parents.



496 individuals signed up to the online antenatal course which has been promoted on social media, by our staff and volunteers and via our colleagues in midwifery and health visiting.

These are some of the comments we have received about the online antenatal course;

'I found the course very thorough and very informative. Particularly liked the section explaining in detail the different holds.'

'The video demonstrations for positioning were great'

'It's good to know about possible issues that may arise and how to latch baby on'

'I thought the demonstration with the three glasses was really interesting. I had no idea that the texture of milk changed during the feed. This will be very useful'

'It was very thorough and very informative. Particularly liked the section explaining in detail the different holds.'

'I found the hand expression, nappies and milk storage information useful'

'Informative course. Some really useful information that will help me in my breast feeding journey'

'This course was very helpful. I feel much more confident in breast feeding now. Thank you.'

'Thank you very much for providing this course. You seem such a supportive organisation. I feel lucky to live in the Wakefield area where this support is available.'

'I did the FAB online course before my son was born so learnt of the benefits and knew I'd like to breastfeed'

- Once again FAB have successfully updated and submitted our NHS Information Governance Toolkit which demonstrates our competency in storing and processing data securely within the conditions of GDPR legislation.
- FAB staff worked together to compile a large range of online resources, videos and information tiles which are now routinely shared with new mothers in the early days via WhatsApp or email and also used in our facebook group.

F.A.B.
Families and Babies
Latch On Project

~ Breastfeeding peer support ~

RUGBY HOLD



PREMATURE OR SMALLER BABIES

AFTER A C-SECTION

DEEPER LATCH

LARGER BREASTS

Close

Head-free

Inline

Nose to nipple

F.A.B.
Families and Babies

~ Breastfeeding peer support ~

TOP TIP

TAKE THE SCRATCH MITS OFF



BABIES FEED BETTER WHEN THEY HAVE THAT SKIN TO SKIN CONTACT

SO TAKE THOSE MITS OFF SO THEY CAN HAVE CONTACT WITH THE BREAST WHEN FEEDING

IT HELPS THEM TO LATCH BETTER

FOR SUSTAINING

AND FOR YOUR MILK SUPPLY

@fabDorset @fabLancashire @fabWakefield

Challenges

The past 12 months have been a challenge overall but we feel that we rose to that challenge and have maintained the best support service we could in the circumstances. As a small team we were able to change and adapt our service very quickly and switch to a home working virtual service.

We have had some ongoing issues with receiving breastfeeding referrals through the Badgernet system and have worked hard to try and resolve these issues. Whilst they have improved the system is still not fully embedded and unfortunately there have still been a substantial number of new mothers who have not been offered support as soon as we would have liked. We continue to work with the midwifery and data staff at Mid Yorks to improve the flow of data.

Although the majority of staff were able to work from home, as a company, we had to allow flexibility within the team to accommodate home schooling, for some staff this was incredibly difficult and we worked hard to ensure that working hours could be spread across the week to allow for childcare. As restrictions were eased and children returned to school we found a larger number of staff having to isolate and care for sick children which again impacted on staffing levels.

We are incredibly proud of the way the whole team supported each other and worked to ensure that our breastfeeding mums were supported as quickly and effectively as possible

Events

Due to Covid restrictions events were not an option this year, although, we did some community showcasing on virtual platforms to get the message out that we were still here giving support in safe ways.

Covid 19

Due to COVID19 our normal service had to adapt in order to continue to offer breastfeeding support to new families. We were able to respond quickly and transformed ourselves into a digital support service. This includes one to one support via video calls, both antenatally and postnatally, online breastfeeding groups via Zoom and a host of video clips and infographs that we were able to send to new mums. We have also continued with the usual telephone calls, helpline and online facebook support.



The next 12 months

We are looking forward to continuing to support new mothers both virtually and in carefully managed home visits –although the digital offer has been well received by families we feel that home visits and face to face groups are still our core service. The enhanced skills that staff and volunteers have developed will be one of the positives that we can take from the pandemic and we will continue to offer virtual support as an option.

We have been working with Mid Yorks Hospital trust and are extremely please to have been invited onto the postnatal wards to offer additional breastfeeding support, we welcomed 3 new staff members into our team and worked hard put all systems and paperwork in place so that on the 1st of March 2021 we were able to begin. We are available on ward 7 days per week for 6 hours 9am – 3pm. This is a 12 month project and will be evaluated midway through the year with the hope that additional funding can be secured to continue this. The first few weeks have gone extremely well and FAB Peer Supporters have been welcomed onto ward by maternity staff and new families.

Thanks to our volunteers

We are incredibly grateful to our volunteer peer supporters who have stepped up to provide additional support throughout the pandemic, some have been able to utilise the extra time they have had whilst working from home to take on a caseload of mums. This involves being a consistent support, carrying out weekly calls and offering video calls if required. They are passionate enough to have fitted calls in even whilst home schooling their own children.

Thoughts and comments from our mums

- **We asked what or who made a difference to your breastfeeding journey;**

Big thank you to Beckah for going the extra mile, phoning me for support, helping me with position and latch. Even just a general chat on the phone made me feel like I wasn't on my own. A true friend at a lonely time. Thank you Bracken too for help over video call and the 24 hour team. Couldn't have done it without you.

In terms of FAB definitely Bracken, she was so supportive and persevered with me via video call during covid which was so difficult compared to face to face

To be honest, I felt pressured into breast feeding. I hated every minute of it and was so relieved when we moved to formula. In the 3 days of breastfeeding I managed, the FAB team were amazing and got me out of some very dark mind spaces

Gayle phoned me a few day after I had my baby and was very helpful! I had read breastfeeding books whilst pregnant but Gayle gave me more information in a 10 minute phone call. I felt like I could ask any question and there was no judgement.

Lucy took my call out of hours and was fantastic, she stayed on the phone with me for nearly 45 minutes giving me advice and putting my mind at ease. Unfortunately, in the long run breastfeeding didn't work for me but because of the support I received from fab I managed to stick it out for 4 weeks which gave my baby the best start

I spoke to a couple of ladies but I can honestly say if it was for the support they gave me in the early weeks I think I would have given up at week 3/4. The ladies gave advice on correct positioning for baby and me, advice on relieving soreness and made me realise it's not just me, everything I was experiencing is normal and experienced by all mummies.

I had a wonderful supportive conversation with tips on how to get going with the feeding along with videos and I knew I was in good hands.

Rachel told me all I needed to know about breastfeeding to make me feel more relaxed and make it easy for me. Especially with me being a new mum

The people from Fab made me feel comfortable and less scared about breastfeeding was there whenever I had any doubts

I wasn't 100% sure at the start of our breastfeeding journey as I was exhausted with all the cluster feeding so I was going to give up but Emma from FAB was very supportive and gave great advice which made me determined to push myself to get through those first 6 weeks

I completed the FAB anti natal course and also watched the Facebook lives before my baby was born. Both were really helpful and aided my positive breastfeeding experience.

I am horrendous at names but I think one of the girls was Emma? It's a comfort to know that I can call someone for help at any point during the day or night. I have used the service with both my children and I think it's essential.

FAB cared so much especially in the initial days after giving birth .. which was really great. I felt so confident and felt supported that I am 100% breastfeeding my baby now. I had spoke to a few consultants and all of them were brilliant.

Fab were absolutely amazing in the weeks after birth. We didn't have the easiest start to breastfeeding and my confidence dropped. Fab were always there, boosted my confidence and seemed to always call at the right time to keep me going and let me know that what was happening was normal! I will forever be grateful that they were there to help support my journey and we are still exclusively breastfeeding now at 4 months. My ultimate goal was 6 months but I now love it so much and with the support from fab we will continue for as long as we want to!

It was my personal choice and I felt and do feel very strongly that breastfeeding is the best way to feed my baby. The support I had from FAB was incredibly helpful as she had a tongue tie and shallow latch. Support was offered to find the best position for feeding.

It was obvious for me that I would breastfeed but I was not aware that it would have been so challenging. I had so many problems initially (extreme pain, not enough milk, issues with latching etc.) I would have given up and

switched to the bottle but FAB gave me a lot of tips, motivation and support. This helped me to keep trying and in week 8 my pain disappeared and breastfeeding became a more natural and enjoyable experience.

FAB were so thorough, efficient and helpful.

Video call with Beckah made a massive difference by reassuring me I was doing the right thing and helped me refine my latch and try new positions. I needed the support and reassurance in order to carry on when I found breastfeeding painful for the first few weeks. I'm now 4 months in to exclusively breastfeeding and my baby is on the 99th centile, so it's clearly the perfect thing for him and is ensuring he grows healthy.

- **What would you like next time**

The same as I had with fab the weekly call has been reassuring to know help is at hand if I need it I would also attend meet-ups if we weren't in lockdown. Also the Facebook group is useful to see what other mums are going through and help each other

I would do it all all over again. One to refresh my knowledge and two just so I know I have support when i need it. The girls were truly awesome!

Thanks to lockdown I wasn't able to see a real human. I would love that next time!

I think it has been an excellent support especially in the coronavirus lockdown. I wouldn't change a thing

I have been really impressed with the support offered and could not have asked for more

Exactly the same, the service is brilliant even with the pandemic they made sure I was contacted each week.

I love the weekly phone calls with the FAB team. They understand, they're incredibly supportive and they don't judge or patronise. Just friendly advice and a general chat which is much needed for some women.

All the support was brilliant but due to Covid I missed a face to face support and breastfeeding groups- this is out of all of our hands at this moment on time but would love that if I have another baby

the same as it has been brilliant in such a rubbish time during covid

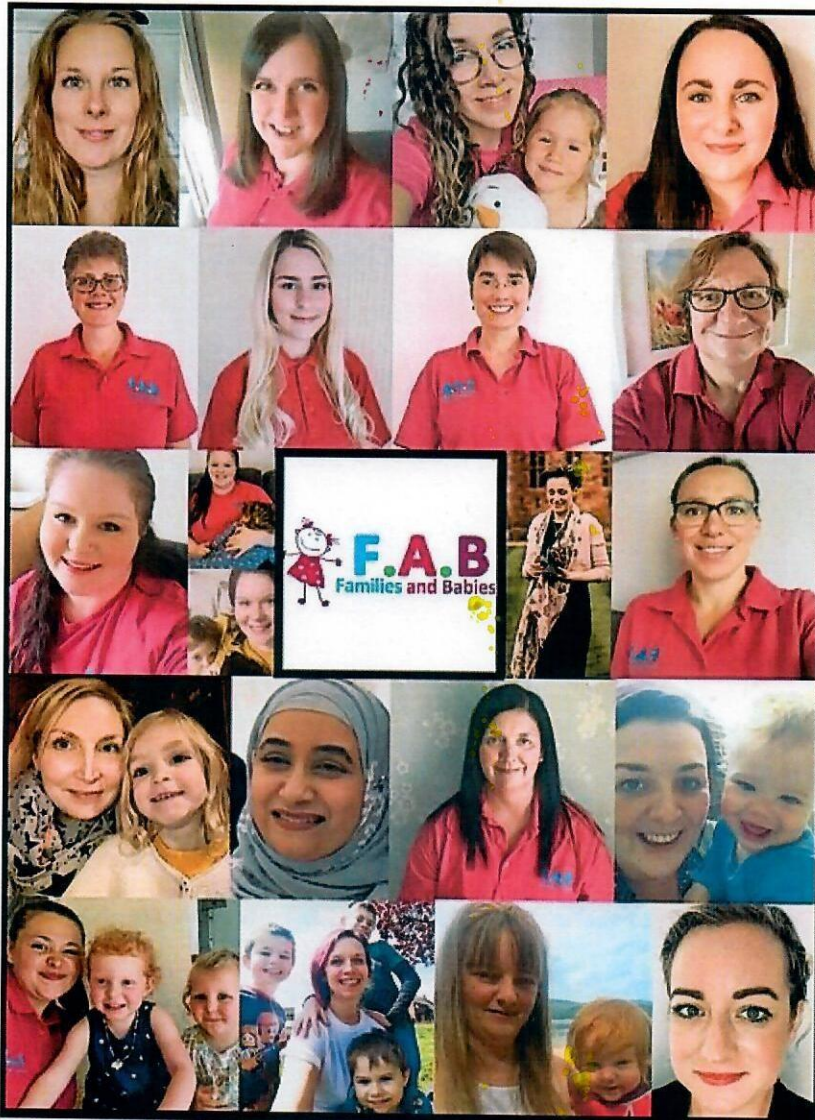
The calls were lovely. Knowing someone was available if I needed them

I think the current support available is as much as can be expected in current circumstances. When the COVID restrictions are lifted I think the drop in service for ongoing support or just a friendly person to chat to would be really helpful.

With COVID it has been different this time as we can't meet up in our baby groups which I loved with my 1st baby. So hopefully this again! I think the support provided is fantastic to be honest considering the current situation. There are areas where mums don't have f.a.b so I feel blessed I do.

The same support as I received this time; Access to on the line anti natal course Access to Facebook lives Access to Facebook support group Weekly calls/ texts of support

FAB are fantastic so wouldn't need anything else



HELLO!

WE ARE FAB

breastfeeding support

F.A.B
Families and Babies



F.A.B. Helpline 01254 77 29 29
9.30am - 2.30pm



Annual report 2020 - 2021

Digital Support

FAB implemented a varied digital offer that includes the following options for infant feeding peer support;

One to one video support with a range of platforms to suit the family, including; Zoom, WhatsApp, Facebook Messenger and Microsoft Teams/Skype) – we recommend this option for specific questions or concerns

One to one telephone, text or email support

Online antenatal <https://www.facebook.com/groups/FABLancsANTENATAL> and postnatal <https://www.facebook.com/groups/FABLancsBFSupport/> support groups on Facebook

Video groups sessions on Zoom and Facebook Rooms

Monthly 2 part antenatal workshop on Zoom

FAB also put together a collection of BFI compliant, mum friendly and informative infographics. These have been reviewed and amended according to feedback from the local network and partner services. Scheduled posts are frequently arranged for social media release and these are also available to share directly with mums.

Whilst face to face support was suspended due to COVID19 we are still very actively supporting families across Lancashire and South Cumbria (temporarily including areas that would normally fall outside the FAB Lancs and Lancashire County Council footprint).

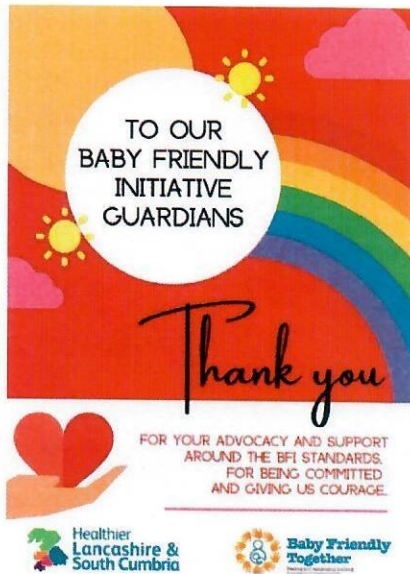
FAB have maintained regular contact with Infant Feeding leads at the 5 acute Trusts at the weekly infant feeding network COVID-19 response meetings but also during contact free delivery of FAB resources (cards, flyers, stickers and current service provision information) to each hospital site. Each trust has confirmed they are sharing our resources to mothers before discharge.

National breastfeeding week

National breastfeeding week was also volunteer week so we celebrated our volunteer breastfeeding peer supporters across our social media platforms.



Breastfeeding week 2020



As agreed with and in collaboration with the Lancashire and South Cumbria Infant Feeding Network a further breastfeeding week of social media 'Thank You's was planned and scheduled. They were well received and shared widely across social media.

Meet the FAB family project

Our 'Meet the FAB Family' project is where we have shared photos and a bio for our paid and volunteer peer supporters as well as some of the wonderful families that we have supported. This project has been a great way to shout about our FABulous team but also introduce the people who might be answering the helpline calls, responding to emails or offering a video support call. We hope that this can offer reassurance to our partners and our families, whatever their background or circumstance, in the knowledge that we are human, experienced and very welcoming. Here are just a few examples of the images used.



Meet Hayley and Sophia.

"I'm a first time mum, 14 months into breastfeeding my gorgeous little girl. It's been a pretty amazing journey for us. I have loved it from the beginning as it has given us an incredible bond! Those first couple of weeks weren't easy, it was very sore to start with but she was a quick learner and her latch

was good so it soon became like second nature to us both. There were difficulties at the start with reflux, but we managed to adapt our feeding position with help from the health visitor and the posts of other people in similar situations on this group! I recently got a bout of mastitis which coincided with starting back at work but feeding through it and some antibiotics helped and we are still going strong! Note to self: make time to express some milk!

This Facebook page has been great for me, almost guaranteed if I've got a question someone else has asked it and the advice is great. I did go to a couple of sessions at BFF West Craven too when I could.

I had incredible support from my mum who's done it with 3 babies, the midwives early on and my health visitor was amazing too.

I can't imagine if I couldn't breastfeed, how do people get anywhere having to take changing stuff, toys, pram, car seat AND bottles and formula too?! Hats off to them for getting out of the house on time! It's been so easy to have milk on tap!

I've only had positive experiences out in public - one woman shouted 'good for you, breast is best!' as she walked past whilst I was having brunch with a friend.

Tips for the early days: have the remote in reach and a box set to binge, snacks to hand, a brew in a travel mug to keep it warm for longer and embrace those gorgeous newborn snuggles!!"

Meet the FAB parents!

F.A.B
Families and Babies

Hayley and Sophia

I've only had positive experiences out in public - one woman shouted 'good for you, breast is best!' as she walked past whilst I was having brunch with a friend.

Tips for the early days: have the remote in reach and a box set to binge, snacks to hand, a brew in a travel mug to keep it warm for longer and embrace those gorgeous newborn snuggles!!

Hayley x

Electronic discharges

We have worked tirelessly (largely Elaine!) with the Baby Friendly Team at ELHT to implement and execute a GDPR secure method of receiving mother details electronically. As a result we have started to receive the contact details for all mothers giving breastmilk at discharge by encrypted document to our NHS email account. All mothers are called initially and offered FAB virtual peer support alongside their midwifery care, followed by ongoing active support up to six weeks.

2020 Virtual Big Latch on

FAB hosted 2 Virtual Global Big Latch on events that contributed to the total of 6288 latches, 10033 breastfeeding people and 12158 supporters globally. FAB's stats are as follows;

- 31/07/2020 – total breastfeeding people = 9, total children = 6, total people = 19
- 01/08/2020 – total breastfeeding people = 10, total children = 9, total people = 21

BFI Gold Celebrations

As a service we follow the lead of the Virgin Care infant feeding team, alongside the health visitors and Children and Family Wellbeing service. We have undergone long-term BFI training and updates alongside our partners and have completed several successful staff audits. This has led to the accreditation as Baby Friendly Gold for community services in Lancashire. We shared this wonderful news on our social media platforms as part of the celebrations.



Families and Babies Dorset- April 2021 – Jan 2022 report.

Groups

Our face to face groups in children centres started reopening in April 2021. We had 2 open in April, 5 in May and then a further 4 opened in September. All of the groups have reopened on restricted numbers and with a bookings system in place. In September 2021 our number restrictions were relaxed in some of our groups, allowing us to offer more support and see more Mums, however with the arrival of the new variant of Covid in the later part of the year, those numbers were tightened once again in December 2021 and have yet to be relaxed. Between April and the end of Dec 2021 we have supported 405 Mums face to face across our 11 groups, with many sessions being fully booked.

Social Media Support

In the height of the pandemic we were supporting Mums through our social media – we have a private group on Facebook with over 1500 members. Through here Mums can also access our Live Facebook rooms. These were initially running three times a week, but have since increased to 5 times a week with a group of 8 peers helping to facilitate this. When our face to face support reopened we did see a drop off in the amount of families accessing our online rooms, however we still have a steady number and if Mums need to cancel their group booking for any reason then they can choose to access the room that day instead. It also allows us to continue to provide support for Mums who may be isolating. We now have a regular group of Mums that prefer to access support online instead of face to face, and some that like to do both. We have also created an Instagram account where Mums can access information and support, which has amounted to over 250 followers so far. Between our facebook group, the live rooms, Instagram, Video calls and Whatsapp we have given support in 1369 instances between April 2021 and December 2021.

Partnership work

With the reopening of groups we have seen an increase in student midwives and health visitors coming to visit our groups and make connections. We also have a cohort who are in our facebook group due to the group closures in 2020, so we are building good connections with those healthcare professionals. Due to a database changeover in July 2021, our data stopped being automatically sent from Dorchester hospital – which did affect how many Mums we were able to contact to offer support in the area, however with good working relationships with the hospital, we did manage to work with a member of the hospital team who was manually providing us with some data whenever possible- and we have set up connections with lead digital midwives in our area, and also in an area where the system is already working so that we can resolve the issue and continue to get data reliably going forward.

Training

One of the Dorset FAB team has undertaken the qualification required to be able to provide our in house training, so training in the area is more accessible than it has ever been. Between April 2021 and Dec 2021 we trained 11 new peers into our area, as well as recruited back 6 old peers who wished to return. This takes our total number of peer supporters to 60 with a few more due to embark on the training later this month.

Feedback – just some of the feedback we have received recently.

'I can't thank the someford breastfeeding support group enough! I went for the first time on Monday and got some tips on helping with my milk flow. When I used to pump it would take me 20 minutes just to get 1oz but after the group I was doing 3oz in 5 minutes! My baby also seems to be getting her milk quicker and getting off quicker now too. Absolute life savers and I can't thank them enough!'

I have just moved to the area so FAB has been a real help in feeling welcomed and know I am surrounded by similar minded women. I feel a lot more confident to breastfeed my boy for as long as is right for the both of us.

I honestly was so ready to call it a day with breast feeding, baby had not latched well from the beginning and had resulted in being bottle fed both expressed but mainly formula, at 4 weeks old he randomly began searching for breast (had not previously done this much) and we began breast feeding, we had an awful latch and was painful but he was eating so continued until I could get support - after just one support group his latch changed completely and I haven't had issues since, he's now fully breast fed with a few expressed bottles so we completely switched his feeds from mostly formula to fully breast milk so I'm super proud and super grateful for the help and support both over WhatsApp with video links and also in person physically showing me how to latch and how to sit comfortably to help baby keep a good latch!

I have always received so much help and support from attending the group. I also had great advice and help from Debs when I had mastitis with texts over a weekend. Very grateful.

Final thoughts

With a tough start to the year, slowly being able to reopen groups in alien conditions, FAB Dorset has gone from strength to strength. We now have a well used and robust social media presence where we are able to support our Mums alongside the much needed face to face groups that are running. We continue to work on building our peer support team, and working alongside the children centres and healthcare professionals to be able to adapt our service at short notice when this is required. Mums can now access us in many new ways as well as the original email and text/phone call service that we had prior to the pandemic.