

Charity number: 1136594

Families and Babies

Trustees' report and financial statements

For the year ended 31 March 2021

FAMILIES AND BABIES

CONTENTS

	Page
Charity information	1
Trustees' report	2 - 4
Independent examiner's report	5
Statement of financial activities	6
Balance sheet	7
Statement of Cash Flows	8
Notes to the financial statements	9 - 15

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 personally like to thank 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

4.

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Provision of charitable services	449,081	-	449,081	541,785
Administration and management	32,814	-	32,814	35,130
Information technology	12,441	-	12,441	13,729
Legal and professional fees	9,056	-	9,056	6,639
Management fees	80,234	-	80,234	60,000
	583,626	-	583,626	657,283

£14,500 of expenditure on provision of charitable services in the year ended 31 March 2020 related to restricted funds. The remainder was unrestricted.

5. ANALYSIS OF RESOURCES EXPENDED

5.1 Trustee expenses

Number of trustees who were paid expenses

-

Nature of expenses
Travel and subsistence

2021 £	2020 £
-	-

No remuneration was paid to Trustees during the year.

6. NET INCOME

This is stated after charging:

	2021 £	2020 £
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 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			132,109
Total of funds	132,109			132,109
Year ended 31 March 2021				
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.

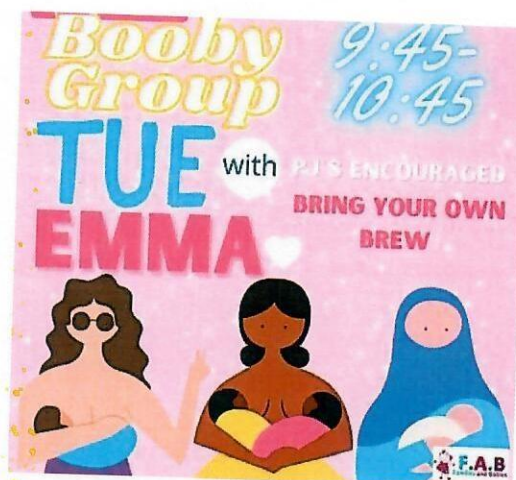
Volunteer peer supporters came forward to provide additional breastfeeding support by making additional calls and we now have a team of volunteers who carry a caseload of breastfeeding mothers to at least 6 weeks, this has meant that all mothers could have additional calls for as long as they needed 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.



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.

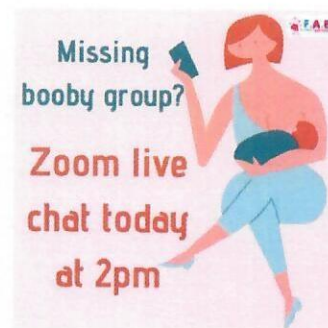
We are incredibly proud of the way the whole team supported each other and worked to ensure that our breastfeeding mums were supported as quickly and effectively as possible

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 have 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 are 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

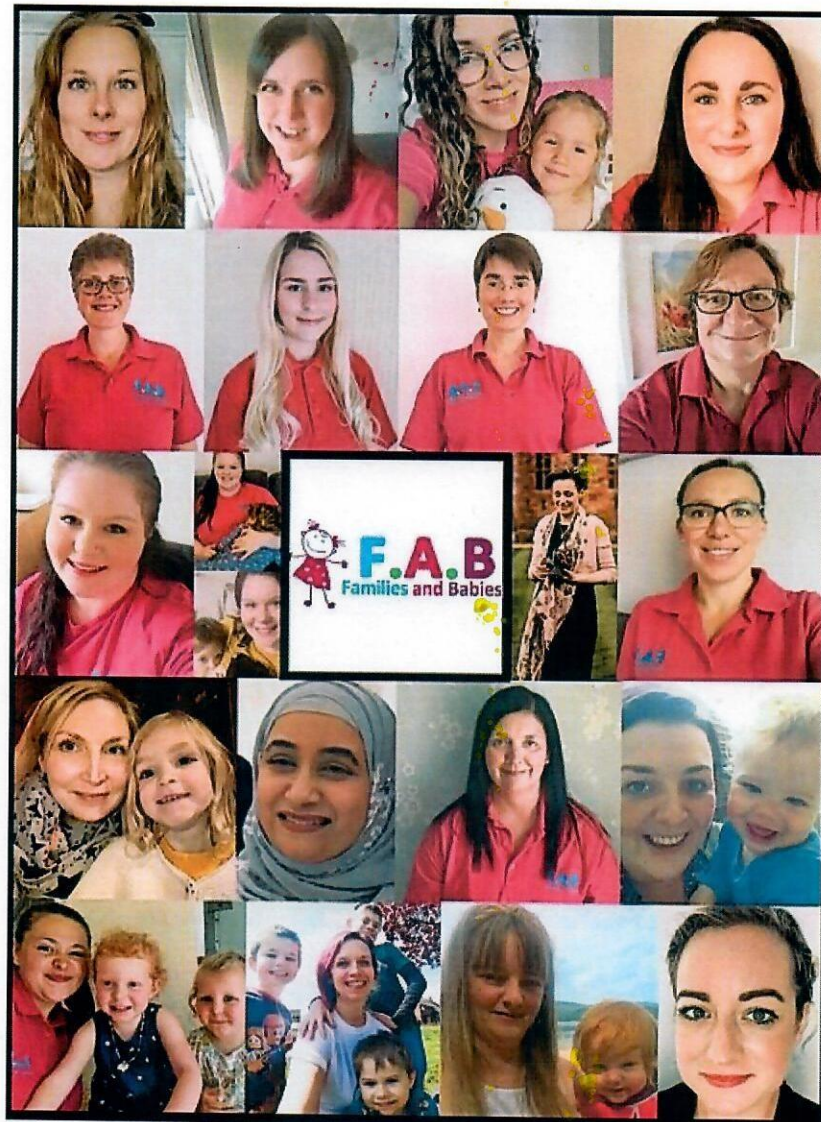
The calls were lovely. Knowing someone was available if I needed them

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

Lancashire
County Council

F.A.B. Helpline 01254 77 29 29
9.30am - 2.30pm

Accredited as
Baby Friendly Gold

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).

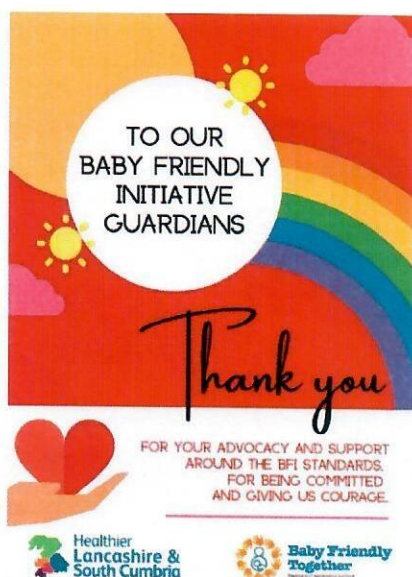
FAB have maintained regular contact with Infant Feeding leads at the 5 acute Trusts at the weekly infant feeding network COVID-19 response meetings but also during contact free delivery of FAB resources (cards, flyers, stickers and current service provision information) to each hospital site. Each trust 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!

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

F.A.B
Families and Babies

Hayley and Sophia

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.