

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

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<b>Trustees</b>	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
<b>Registered Charity Number</b>	1136594
<b>Address</b>	222/224 Tonge Moor Road Bolton BL2 2HN
<b>Independent Examiner</b>	Philip Dawson Dawson & Co Suite 9, Rockfield House 512 Darwen Road Bromley Cross Bolton Lancashire BL7 9DX
<b>Bankers</b>	HSBC Bank 5 Great Underbank Stockport Cheshire SK1 1LH

# **FAMILIES AND BABIES**

## **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023**

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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 8<sup>th</sup> 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

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### 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 13<sup>th</sup> 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

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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

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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 17<sup>th</sup> February 2022 to the 18<sup>th</sup> February 2023. These babies would have reached 6 weeks by the 1<sup>st</sup> 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 1<sup>st</sup> 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**

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### **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.

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# **FAMILIES AND BABIES**

## **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2023**

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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 27<sup>th</sup> November 2023 and signed on their behalf by:

**Elaine Edwards**

A handwritten signature in black ink, appearing to read 'E. Edwards', written over a horizontal line.

**Chair of Trustees**

# FAMILIES AND BABIES

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

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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**

24/11/2023



# 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 £
<b>INCOME FROM</b>	<b>2</b>				
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
<b>TOTAL INCOME</b>		<b>776,711</b>	<b>-</b>	<b>776,711</b>	<b>785,657</b>
<b>EXPENDITURE ON</b>					
Raising funds	<b>3</b>	41,289	-	41,289	47,430
Charitable activities	<b>4</b>	691,479	-	691,479	695,408
<b>TOTAL EXPENDITURE</b>	<b>5</b>	<b>732,768</b>	<b>-</b>	<b>732,768</b>	<b>742,838</b>
<b>NET MOVEMENT IN FUNDS</b>		<b>43,943</b>	<b>-</b>	<b>43,943</b>	<b>42,819</b>
Total funds at 1 April 2022		268,906	-	268,906	226,087
<b>TOTAL FUNDS AT 31 MARCH 2023</b>		<b>312,849</b>	<b>-</b>	<b>312,849</b>	<b>268,906</b>

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

The financial statements were approved by the Trustees on 27<sup>th</sup> 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 £
<b>Cash flows from operating activities</b>		
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
<b>Net cash inflow/(outflow) from operating activities</b>	<u>42,701</u>	<u>63,085</u>
<b>Cash flows from investing activities</b>		
Purchase of fixed assets	-	(10,839)
<b>Net cash used in investing activities</b>	<u>-</u>	<u>(10,839)</u>
<b>Net increase in cash and cash equivalents in the reporting period</b>	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

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### 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

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### 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	670,721	-	670,721	686,167
	Grant income	-	-	-	-
Other income	Local Authority Covid grant	-	-	-	22,667
	Rent received	775	-	775	-
		776,711		776,711	785,657

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
	41,289	41,289	47,430

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
	691,479	-	691,479	695,408

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
	<u>450,026</u>	<u>413,932</u>

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
	<u>45</u>	<u>45</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.

	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
	£	£	£
<b>Cost</b>			
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>
<b>Accumulated Depreciation</b>			
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 £
<b>Unrestricted funds</b>				
General fund	268,906	776,711	(721,205)	324,412
Total of funds	268,906	776,711	(721,205)	324,412

### Year ended 31 March 2022

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

### 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**

Dorpi – 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 brought 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 17<sup>th</sup> February 2022 to the 18<sup>th</sup> February 2023. These babies would have reached 6 weeks by the 1<sup>st</sup> 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 1<sup>st</sup> 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**





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.

 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

 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 service

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."*

Dear Sarah,

Thank you so so much for all your support on breastfeeding, it has been invaluable and has enabled me to exclusively BF Joni. Your visits have been so welcomed, I have felt at ease and encouraged, which was everything in those early days. You do such amazing work and you're a wonderful and warm person. Thank you for going above and beyond for us, being at the end of the phone and trying to line up further feeding support. We are so grateful to have been assigned to you. You have made the biggest difference to our feeding journey and we can't thank you enough.

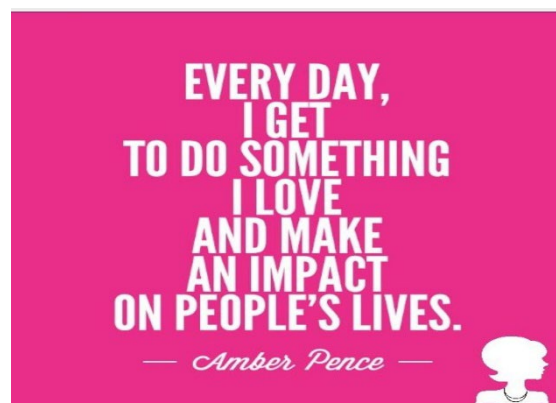
Love,  
Ellie, Ben and little Joni  
xxx

#### **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.

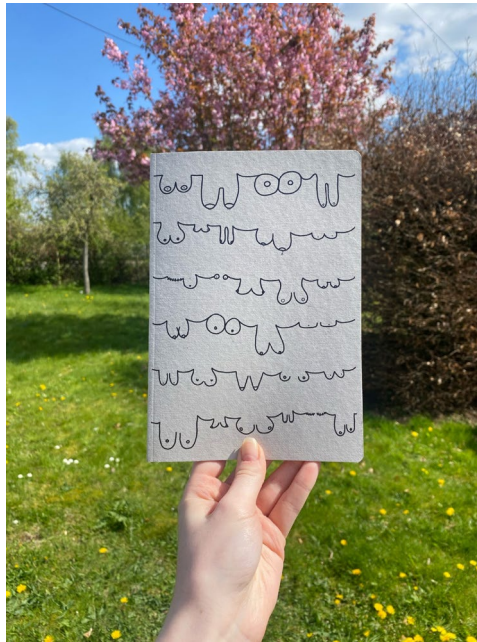






# **FAB Wakefield Annual Report 2022-23**

**1<sup>st</sup> April 2022 to 31<sup>st</sup> 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

