

Charity number: 1136594

# **Families and Babies**

## **Trustees' report and financial statements**

**For the year ended 31 March 2025**

# FAMILIES AND BABIES

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# FAMILIES AND BABIES

## CHARITY INFORMATION FOR THE YEAR ENDED 31 MARCH 2025

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

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

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

### Structure, governance and management

#### CONSTITUTION

The Charity is governed by a Trust deed dated 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:

- Wakefield District
- Dorset County
- Bolton

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

Core activities include:

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

# FAMILIES AND BABIES

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

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### ACTIVITIES FOR ACHIEVING OBJECTIVES

#### Achievements and performance

##### Review of Activities

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

##### Highlights of the year include:

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

### GOING CONCERN

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

### REVIEW OF ACTIVITIES

This is the 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 three of our commissioned areas this year and have seen both staff and volunteer teams grow bigger increasing our FAB family.

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

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

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



# FAMILIES AND BABIES

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

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

### Overview of our commissioned areas

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

### Dorset

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

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

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

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

### Wakefield

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

Key achievements included:

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

# FAMILIES AND BABIES

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

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

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

### Bolton

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

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

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

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

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

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

### Financial review

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

### PRINCIPAL RISKS AND UNCERTAINTIES

The principal risks faced by the charity are:

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

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

# FAMILIES AND BABIES

## TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2025

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### RESERVES POLICY

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

#### **Reserves policy**

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

### FUTURE PLANS

In the coming year, FAB will:

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

### PUBLIC BENEFIT

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

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

Elaine Edwards



Chair of Trustees



# FAMILIES AND BABIES

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

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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 2025 which are set out on pages 8 to 17.

### Responsibilities and basis of report

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

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

### Independent examiner's statement

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

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

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

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



Philip Dawson  
Dawson & Co Accountants  
Bolton

1<sup>st</sup> October 2025  
Date

## FAMILIES AND BABIES

### STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025

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

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

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

Elaine Edwards 

Lorraine Carter 

All assets and liabilities relate to unrestricted funds.

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

## FAMILIES AND BABIES

### STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025

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

# FAMILIES AND BABIES

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

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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 2025

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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 2025

### 1. ACCOUNTING POLICIES (Continued)

#### Leases

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

#### Value added tax

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

#### Critical accounting estimates and areas of judgement

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

### 2. INCOME

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

All income in the current and prior year is unrestricted.

### 3. EXPENDITURE ON RAISING FUNDS

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

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

# FAMILIES AND BABIES

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

### 4. Expenditure on charitable activities

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

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

### 5. ANALYSIS OF RESOURCES EXPENDED

#### 5.1 Trustee expenses

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

No remuneration was paid to Trustees during the year.

### 6. NET INCOME

This is stated after charging:

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



## FAMILIES AND BABIES

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

#### 7. STAFF COSTS

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

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

#### Average number of full-time equivalent employees in the year

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

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



## FAMILIES AND BABIES

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

#### 8. FIXED ASSETS

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

#### 9. DEBTORS

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

#### 10. CREDITORS: Amounts falling due within one year

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

## FAMILIES AND BABIES

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

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#### 11. STATEMENT OF FUNDS

	Brought Forward £	Incoming resources £	Resources Expended £	Carried Forward £
<b>Unrestricted funds</b>				
General fund	328,553	496,667	(581,877)	243,343
Total of funds	328,553	496,667	(581,877)	243,343

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

#### 12. RELATED PARTY TRANSACTIONS

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

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

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

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

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

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

## **Staff, Volunteers and Training**

Deb Woodward

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

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

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

Keeley Woodward

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

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

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

Kirstie Preston

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

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

Elizabeth Carter for her support with antenatal

Louise Powditch for running Baby Massage classes

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

Jo Rettalack for Peer Support



**NEW CLASSES  
STARTING  
JANUARY 2025**



Suitable for babies  
aged 0-6 months

5 week program with  
a trained instructor

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

**Enhance your bond and learn  
much more than massage strokes**

**WHERE?**  
FAB Shop, Wareham

**WHEN?**  
Mondays 9.30-11am

one to one classes also  
available

**For more information  
contact Louise**

louise74@powditch.co.uk





## Heather Moloney

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

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

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

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

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



### ***Peer supporter feedback:***

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

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

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

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

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

*Warm regards..."*



## **Groups**

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

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

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

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

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

## **Partnership working**

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

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

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

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

## Community Partnerships

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

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

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

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

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



## Achievements

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

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

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

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

## Volunteers of the Year





## Challenges.

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

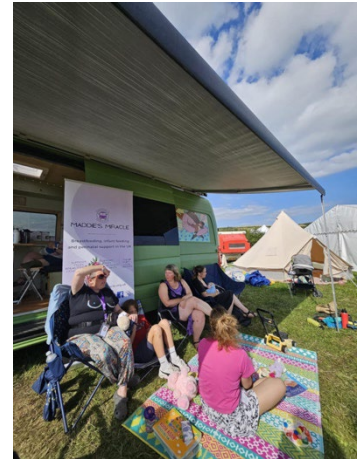
Often numbers at groups can be low and this falls in line with areas where there isn't as much community involvement and so FAB aren't as visible.

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

## Events







## Social Value

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

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

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

## Training

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

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

## Training Feedback

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

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

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

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

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

## The next 12 months

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

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

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

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

## Thoughts and comments from Mums

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

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

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

# End of Year Report: Charity Commissions 2024

**Report Period:** April 2024 – March 2025

**Prepared by:** Kimberley Wild

**Date:** 05/05/2025

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## Introduction

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

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## Staff Contributions and Volunteer Engagement

### 1. Holiday Hours Donation

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

### 2. Community Payback Partnership

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

### 3. Volunteer Hours

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

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## Community Events and Outreach

### 1. Free School Uniform

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

### 2. Halloween Colouring Contest

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

3. **Christmas Colouring Contest**

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

4. **Winter Coat Donation**

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

5. **Christmas Sleigh Event**

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

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## **Ongoing Services and Support**

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

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

2. **Bolton Helpline Launch**

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

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## **Referral Scheme & Donations to Families in Need**

1. **Referral Scheme Contributions**

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

2. **Cosatto Pram Donation**

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

3. **Community Donations**

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



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

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## Partnerships and Future Collaborations

### 1. **Job Centre Plus Partnership**

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

### 2. **Aviva Award 2025**

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

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## Looking Ahead

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

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## Conclusion

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

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## End of Report

## **Annual Report**

### **Service:**

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

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

## **Service User/Staff Involvement**

Please provide evidence that the service has engaged with service users

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

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

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

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

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

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



FAB Data collection  
form Q4 2024-25.xls

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

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

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

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

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



Survey Monkey Q1  
2024.pdf



Survey Monkey  
Q2.pdf



Survey Monkey  
Q3.pdf



Q4 survey  
monkey.pdf

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

See section above on group improvements.

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

### **Partnership working**

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

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

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

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

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

### **Delivery**

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



Impact Report TIW  
2024-25.docx

## **Communications**

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

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



FAB Marketing and  
Communications Pla



FAB Impact  
Report.pdf

## **Annual Spend**

Breakdown to be provided as outlined in the Service Specification

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

## **Annual Data Extract**

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



FAB%20Data%20Rep  
ort%20Babies%20rea

## **Social Value**

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

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

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

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

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

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

#### **Service overview**

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

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



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

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

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

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

Any other comments or issues you would like to raise?

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Many thanks for taking the time to complete this annual report. Please return to [phcommissioning@wakefield.gov.uk](mailto:phcommissioning@wakefield.gov.uk)

*Updated 31.01.22*