

**Charity number 1166379**

**SOUTH CUMBRIA BREASTFEEDING SUPPORT**

**TRUSTEES' REPORT AND UNAUDITED  
FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED  
31 AUGUST 2020**

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **LEGAL AND ADMINISTRATIVE INFORMATION FOR THE YEAR ENDED 31 AUGUST 2020**

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<b>Trustees</b>	Ann Bruce	
	James Hamilton	Secretary
	Joanne Haslett	
	Joanna Kapel	
	Jemma Metcalfe-Gibson	Chair
	Jenny Robinson	(Treasurer from 01 October 2019)
	Helen Carlson	(Appointed 21 January 2020)
<b>Contact</b>	Ann Bruce	Breastfeeding Counsellor and IBCLC
<b>Charity number</b>	1166379	
<b>Contact address</b>	29 St Mary's Park Windermere Cumbria LA23 1AZ	
<b>Accountants</b>	Lindeyer Francis Ferguson Limited North House 198 High Street Tonbridge	

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# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **REPORT OF THE TRUSTEES**

### **FOR THE YEAR ENDED 31 AUGUST 2020**

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The Trustees present their annual report together with the accounts of South Cumbria Breastfeeding Support (the charity) for the year ended 31 August 2019. The Trustees confirm that the report and accounts of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of "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)" (effective 1 January 2019) (Charities SORP (FRS 102)).

#### **Structure, governance and management**

The charity is a charitable incorporated organisation (CIO) governed by its Constitution. New trustees are appointed by existing trustees. The current trustees are all local parents who have volunteered to undertake this role.

South Cumbria Breastfeeding Support has a written safeguarding policy to help breastfeeding supporters who are concerned about the welfare of a child or vulnerable adult.

South Cumbria Breastfeeding Support has a Code of Conduct by which all its representatives abide.

Trustees receive no remuneration or other benefits for their work as trustees. SCBC's Breastfeeding Counsellor, who is also a Trustee, is paid for some of her professional work as a Breastfeeding Counsellor. This is in line with SCBS's constitution and conflicts of interest procedures.

#### **Objectives and activities**

The object of South Cumbria Breastfeeding Support is the advancement of health, for the public benefit, through the provision of information, skilled help and support for mothers in and around South Cumbria who breastfeed or wish to breastfeed their babies, the families of those mothers and others who support

In planning our activities for the year, the trustees have had regard to the Charity Commission's guidance on public benefit.

#### **Breastfeeding drop-in groups**

Before 'lockdown' began, we ran three breastfeeding groups each week, in Kendal, Windermere and Ulverston. The groups in Kendal and Windermere were run by Ann Bruce, a Breastfeeding Counsellor (trained and registered with the Association of Breastfeeding Mothers) who is also an IBCLC lactation consultant. Our Ulverston group is run by Peer Supporters, with supervision from Ann Bruce. The groups enable mums to meet and support each other, with information and skilled support available from the Breastfeeding Counsellor or Peer Supporter as required. Our groups are free, and mums do not need to book in advance. With the start of Covid-19-related restrictions in March 2020, our groups were suspended.

#### **Breast Friend Award**

This is an annual award, launched by SCBS in 2016-17, that enables local mothers to nominate Health Professionals who have made a significant and positive difference to their breastfeeding journey. The Breast Friend awards aims to:

- highlight good practice in breastfeeding support by Health Professionals
- raise awareness amongst Health Professionals and parents of the importance of good support for breastfeeding.

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **REPORT OF THE TRUSTEES**

***FOR THE YEAR ENDED 31 AUGUST 2020***

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Any Health Professional working in South Cumbria, or who has worked with a mum who lives in this area could be nominated. This could include, for example, Midwives, Maternity Assistants, Health Visitors, Obstetricians, GPs, Nurses, Paediatricians or Dieticians.

### ***Liaison with local Health Professionals***

We liaise with local Health Professionals, including midwives and health visitors, in order to advocate for best practice in breastfeeding support, and to ensure that our services are meeting local need. We attend meetings of Maternity Voices (formerly known as the Maternity Services Liaison Committee), Cumbria County Council's Breastfeeding Strategy Group and the Infant Feeding Forum for the Local Maternity System.

We highly value the contribution made by volunteers. We rely on volunteers to ensure the smooth running of the groups, and to make sure that all mums have a positive experience when they come to a group, no matter how busy the group is. South Cumbria Breastfeeding Support is making increasing use of volunteers, both at our groups and in other activities, in order to better support local families. Prior to the suspension of the in-person groups, SCBS had 15 active volunteers, whose activities ranged from helping at our groups on a weekly basis to attending occasional antenatal classes on SCBS's behalf.

### **Achievements and performance**

Due to Covid-19, the year 2019-20 was a year like no other, and we had to completely change our way of working in order to continue to provide support to families. Our 3 groups ran as usual until mid March, during which we had over 400 attendances, including around 100 first-time attendees. Mothers with babies of all ages attended: from just a few days old up to toddlers and pre-schoolers.

Our groups were suspended in mid-March, at the beginning of the National 'lockdown', at which point we worked hard to establish alternative services online. We established a new, closed Facebook group. Initially expecting this to be a way to provide support and virtual social contact for the families who were currently accessing our groups (around 30) we were overwhelmed by the fast growth of the online group. By the end of August 2020, there were over 300 members in the group, and the group was being actively used by those members to ask questions, share information, and to support each other. This virtual group allowed families to connect with us, and with each other, that might not have been possible in person, even in non-Covid times.

We launched a number of live, online services, including a weekly 'drop in' group via Zoom (BoobyZoom), a weekly Facebook live Q&A session, and fortnightly antenatal information sessions (BumpZoom). These were very well attended, and provided a way for families to have some contact with each other during this time that families could not meet in person.

We provided 1:1 support via Zoom to anyone who needed specialist help or support. There was a high uptake of this, with over 70 families accessing 1:1 support via Zoom between March and the end of August.

Feedback from families was very positive:

'I have found the help and support I have received has been great, I have also met some great friends at group (before COVID).'

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **REPORT OF THE TRUSTEES**

### **FOR THE YEAR ENDED 31 AUGUST 2020**

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'Ann has been amazing. She has helped me so much and is so knowledgeable. It's been great to have so much support from her!'

'I think the group is very beneficial. It feels like my support network during pregnancy. Regardless of COVID-19 I feel the group is really helpful.'

'I think the support and community this group has provided through lockdown is amazing. Thank you.'

The winner of the Breast Friend Award was awarded to Maternity Support Worker Kath Kennedy, who was nominated by 4 women. The award was presented, via Zoom, on 24th June.

A short film, celebrating our work in March-June 2020 was made by a volunteer, using photos and film contributed by families. This can be seen here: <https://www.youtube.com/watch?v=BMyqaT9PFMg&t=2s>

#### **Financial position**

The Statement of Financial Activities shows a net increase in resources for the year amounting to £7,009 (2019: net decrease of £2,848). Our reserves stand at £13,904 (2019: £6,895) at the year end.

#### **Financial review**

The majority of South Cumbria Breastfeeding Support's income comes from grant-making trusts, including The Big Lottery. We have also received some income from smaller, local organisations and businesses, including Lakeland, Windermere Taverners and Windermere, Ambleside and District Round Table. We also receive small cash donations from mothers at our groups when these run in person.

#### **Reserves policy**

The trustees of South Cumbria Breastfeeding Support consider that reserves would be needed in the event of:

- a) unforeseen emergency or other unexpected need for funds
- b) unforeseen day-to-day operational costs, eg employing temporary staff to cover a long-term sick absence.
- c) A source of income, such as a grant, not being renewed. Funds might be needed to give the trustees time to take action if income falls below expectations.
- d) Planned commitments, or designations, that cannot be met by future income alone
- e) The need to fund short-term deficits in a cash budget

SCBS aims to hold reserves of at least £3,000. This was agreed by trustees in March 2016.

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **REPORT OF THE TRUSTEES**

***FOR THE YEAR ENDED 31 AUGUST 2020***

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This report was approved by the Trustees and signed on their behalf by:



Jenny Robinson

**Trustee**

Date: .....18/02/2021.....

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **YEAR ENDED 31 AUGUST 2020**

### **ACCOUNTANTS' REPORT TO THE TRUSTEES ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF SOUTH CUMBRIA BREASTFEEDING SUPPORT FOR THE YEAR ENDED 31 AUGUST 2020**

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In order to assist you to fulfil your duties under the Charities Act 2011, we have prepared for your approval the financial statements of South Cumbria Breastfeeding Support for the year ended 31 August 2020 set out on pages 6 to 9 from the charity's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the trustees of South Cumbria Breastfeeding Support, as a body, in accordance with the terms of our engagement letter dated 17 December 2019. Our work has been undertaken solely to prepare for your approval the financial statements of South Cumbria Breastfeeding Support and state those matters that we have agreed to state to the trustees of South Cumbria Breastfeeding Support, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than South Cumbria Breastfeeding Support and its trustees as a body, for our work or for this report.

It is your duty to ensure that South Cumbria Breastfeeding Support has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit or loss of the charity. You consider that South Cumbria Breastfeeding Support is exempt from the statutory audit and independent examination requirements for the period.

We have not been instructed to carry out an audit or a review of the financial accounts of South Cumbria Breastfeeding Support. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.



**Lindeyer Francis Ferguson Limited**

North House  
198 High Street  
Tonbridge, Kent  
TN9 1BE

Date: 20 FEBRUARY 2021

# SOUTH CUMBRIA BREASTFEEDING SUPPORT

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2020

	Note	2020 £	2019 £
<b>Income from:</b>			
Donations	2	23,819	11,550
<b>Total income</b>		<u>23,819</u>	<u>11,550</u>
<b>Expenditure on:</b>			
Charitable activities	3	16,810	14,398
<b>Total expenditure</b>		<u>16,810</u>	<u>14,398</u>
<b>Net expenditure and net movement in funds</b>		<u>7,009</u>	<u>( 2,848)</u>
<b>Reconciliation of funds:</b>			
Total funds brought forward		6,895	9,743
<b>Total funds carried forwards</b>		<u><u>13,904</u></u>	<u><u>6,895</u></u>

*There were no restricted funds held during the year or the previous year*



	2020	2019
	£	£
<b>Current assets</b>		
Cash at bank and in hand	14,654	6,895
<b>Total current assets</b>	14,654	6,895
<b>Current liabilities</b>		
Creditors: Amounts falling due within one year	( 750)	-
<b>Total net assets</b>	<b>13,904</b>	<b>6,895</b>
<b>Charity funds</b>		
Unrestricted funds	13,904	6,895
<b>Total charity funds</b>	<b>13,904</b>	<b>6,895</b>

The financial statements were approved by the trustees on 18/02/2021 and signed on their behalf by:



Jemma Metcalfe-Gibson

Trustee



Jenny Robinson

Trustee

# **SOUTH CUMBRIA BREASTFEEDING SUPPORT**

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020**

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### **1 Accounting policies**

#### **1.1 Basis of preparation of financial statements**

The financial statements have been prepared 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)" (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102. The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern and therefore the going concern basis of accounting continues to be adopted.

The financial statements are presented in pounds sterling and rounded to the nearest pound.

#### **1.2 Income**

All incoming resources are included in the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For donations this is usually on receipt. For grants related to services this is usually in the period the service is performed.

#### **1.3 Expenditure**

All expenditure is accounted for on an accruals basis. Expenditure on charitable activities includes those costs, including support costs, relating to the provision of advice, training and advocacy services.

Governance costs are those costs incurred in connection with the administration of the charity and compliance with constitutional and statutory requirements.

#### **1.4 Fund accounting**

The general fund is an unrestricted fund which is available for use at the discretion of the Management Committee in furtherance of the general objectives of the charity and which have not been designated for other purposes.

#### **1.5 Status**

South Cumbria Breastfeeding Support is a charitable incorporated organisation (CIO) registered with the Charity Commission in England and Wales. Its registered address is 29 St Mary's Park, Windermere, Cumbria, LA23 1AZ.

# SOUTH CUMBRIA BREASTFEEDING SUPPORT

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

2	Income from donations	2020 £	2019 £
	General donations	2,176	1,550
	Lottery grant	21,200	10,000
	Gift aid received	443	-
		<u>23,819</u>	<u>11,550</u>

3	Expenditure on charitable activities	Direct costs 2020 £	Support costs 2020 £	Total funds 2020 £	Total funds 2019 £
	Insurance	-	177	177	177
	Travel and accomodation	28	-	28	304
	Venue hire	1,636	-	1,636	2,250
	Office costs	-	-	-	90
	Stationary, postage and printing	-	2	2	30
	Refreshments	11	-	11	104
	Consumables	-	-	-	94
	Resources	-	-	-	273
	Breastfeeding Counsellor Fees	14,322	-	14,322	10,733
	Training and DBS costs	-	110	110	95
	Advertising and fundraising items	-	298	298	197
	Membership fees	-	30	30	30
	Sundry expenses	-	196	196	21
		<u>15,997</u>	<u>813</u>	<u>16,810</u>	<u>14,398</u>

## 4 Employees and trustees

The charity has no employees and is staffed entirely by its members who receive no remuneration.

No trustees received any remuneration during the year. SCBS's Breastfeeding Counsellor, who is also a Trustee, is paid for some of her professional work as a Breastfeeding Counsellor. This is in line with SCBS's constitution and conflicts of interest procedures. Any expenses reimbursed to trustees were in their capacity as agents of the charity and not in their capacity as trustees.