



# Trustees' Annual Report for the period

	Period start date				Period end date		
From	01	Sept	2020	To	31	Aug	2021

## Section A Reference and administration details

Charity name **South Cumbria Breastfeeding Support**

Other names charity is known by **SCBS**

Registered charity number (if any) **1166379**

Charity's principal address **29 St Mary's Park**

**Windermere**

**Cumbria**

Postcode **LA23 1AZ**

### Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Ann Bruce			
2	Helen Carlson			
3	James Hamilton	Secretary		
4	Joanne Haslett	Chair from 4.21		
5	Joanna Kapel			
6	Jemma Metcalfe-Gibson	Chair	Resigned 4.21	
7	Jenny Robinson	Treasurer		
8	Lucy Spain		Appointed 5.21	

### Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

### Name of chief executive or names of senior staff members (Optional information)

Ann Bruce, Breastfeeding Counsellor and IBCLC

James Hamilton, Secretary

Jenny Robinson, Treasurer

## Section B Structure, governance and management

### Description of the charity's trusts

Type of governing document  
(eg. trust deed, constitution)

**Constitution**

How the charity is constituted  
(eg. trust, association, company)

**Charitable Incorporated Organisation**

Trustee selection methods  
(eg. appointed by, elected by)

New trustees are appointed by existing trustees. The current trustees are all local parents who have volunteered to undertake this role.

## Additional governance issues (Optional information)

You **may choose** to include

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

## Section C Objectives and activities

**Summary of the objects of the charity set out in its governing document**

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 them.

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**

Prior to the start of the COVID-19 pandemic, we ran three breastfeeding groups each week, in Kendal, Windermere and Ulverston. 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, and all our services moved online. During the 2020-2021 year, we started the process of re-opening in-person support.

### **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.

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.

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

## Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

We highly value the contribution made by volunteers. With the suspension of our in-person groups in March 2020 we were no longer able to make use of most of our volunteers. However, once we started to reopen our groups in Kendal and Windermere, we were able to welcome back some of our volunteers, and recruit some new ones.

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. During this year, we also recruited a volunteer to support us with our website.

## Section D

## Achievements and performance

### Summary of the main achievements of the charity during the year

This financial year started with all our in-person groups still suspended due to COVID-19. At the start of the pandemic, we created a closed online forum for local parents: SCBS In It Together. This virtual group allowed families to connect with us, and with each other, providing support and community-building seven days a week. By the end of August 2021, there were over 600 families in SCBS In It Together. Mums use this group to ask each other questions, seek informal support, and to share information: the kind of support that mums might once have been able to offer each other in a close-knit real-life community.

We continued to run live online activities: weekly online drop-in sessions, weekly Q&A sessions with our IBCLC (Lactation Consultant) and fortnightly antenatal sessions. We had been quick to establish online support at the start of the pandemic, and were approached by NHS breastfeeding support staff from outside our area who wanted to learn from our work, and establish online groups of their own.

Families were also able to receive support from our IBCLC through 1:1 Zoom sessions. We offered support to families working their way through a variety of breastfeeding challenges, including painful feeds and slow weight gain.

With the relaxation of restrictions, we were able to re-open our group in Kendal in May 2021, and then Windermere group a few weeks later. Initially, we restricted numbers, and asked families to book in advance. In July 2021, with changed guidance from the UK Government, we were able to move to drop-in groups again. Our re-opened drop-in groups have been very well attended, and have attracted families from across a wide geographic area: families have travelled to us from as far afield as Barrow, Cocker mouth, Carlisle and Sedburgh.

Since the reopening of our groups to the end of the financial year, we had around 110 visits to groups, from over 60 mums.

The following is feedback from a number of mums who accessed our online and/or in-person services during this year:

‘Without that support/knowledge I gained from you we wouldn’t have got past the first few days of breastfeeding never mind over a

## Section D

## Achievements and performance

year.'

'Just want to send you so much love and gratitude. By little boy is 1 today. We're thoroughly enjoying our breastfeeding journey, it was so tough at the start, but would have destroyed me if we'd of stopped, can't thank you enough for helping and supporting us.'

'I am both a local GP and a mother, who had her first baby in 2020. I think most new mothers would admit that the transition to motherhood is a shock and hard to cope with, no matter how prepared you think you are. In the middle of lockdowns, when most traditional avenues of support and companionship for mothers and babies were closed, it was extremely difficult, isolating and overwhelming. I wanted badly to breastfeed my baby but I had severe problems including pain, nipple damage, tongue tie and faltering growth in my baby. It was emotionally hugely important to me to persist with breastfeeding, but I needed help, and the South Cumbria Breastfeeding Support service was there. I had one to one zoom consultations and gained a lot of encouragement and support from the Facebook page. Since in person meetings have resumed I have attended whenever I can and still gain much support from them. I know from a mother's perspective how vital the SCBS is, for breastfeeding help and for social contact with other mothers. I have also, in my role as a GP, signposted many other families to the SCBS for help that is simply not available on the NHS.'

## Section E

## Financial review

### Brief statement of the charity's policy on reserves

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 equating to 6 months' expenditure. This was agreed by trustees in November 2021.

### Further financial review details (Optional information)

The majority of South Cumbria Breastfeeding Support's income comes from grant-making trusts, including The Big Lottery, Cumbria Community Foundation, and the Frieda Scott Trust. We also receive small cash donations from mothers at our groups when these run in person. We are now starting to receive an increased amount of donations from families themselves, either making individual donations to us, or through sponsored events.

## Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)		
Position (eg Secretary, Chair, etc)		
Date		



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Cumbria Breastfeeding Support 1166379

## Receipts and payments accounts

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For the period from	01/09/2020	To	31/08/2021
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## Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
General Donations	3,267	-	-	3,267	2,176
Grants	5,300	-	-	5,300	-
Lottery Grant	-	-	-	-	21,200
Gift Aid	-	-	-	-	443
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>8,567</b>	<b>-</b>	<b>-</b>	<b>8,567</b>	<b>23,819</b>

<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	<b>8,567</b>	<b>-</b>	<b>-</b>	<b>8,567</b>	<b>23,819</b>

<b>A3 Payments</b>					
Breastfeeding Counsellor Fees	11,250	-	-	11,250	14,322
Insurance	177	-	-	177	177
Accounting	540	-	-	540	-
Advertising	30	-	-	30	298
Room Hire		-	-	-	1,636
Travel & Accommodation	-	-	-	-	28
Stationery, postage & printing	-	-	-	-	2
Refreshments	-	-	-	-	11
Training & DBS costs	-	-	-	-	110
Membership Fees	-	-	-	-	30
Sundry expenses	-	-	-	-	196
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>11,997</b>	<b>-</b>	<b>-</b>	<b>11,997</b>	<b>16,810</b>

<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	<b>11,997</b>	<b>-</b>	<b>-</b>	<b>11,997</b>	<b>16,810</b>

<b>Net of receipts/(payments)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A5 Transfers between funds</b>	<b>3,430</b>	<b>-</b>	<b>-</b>	<b>3,430</b>	<b>7,009</b>
<b>A6 Cash funds last year end</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>14,653</b>	<b>-</b>	<b>-</b>	<b>14,653</b>	<b>7,645</b>
<b>Cash funds this year end</b>	<b>11,223</b>	<b>-</b>	<b>-</b>	<b>11,223</b>	<b>14,654</b>


## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Bank	11,223	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	11,223	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		<b>Unrestricted funds to nearest £</b>	<b>Restricted funds to nearest £</b>	<b>Endowment funds to nearest £</b>
<b>B2 Other monetary assets</b>	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

## B5 Liabilities

		-	-
Details	Fund to which liability relates	Amount due (optional)	When due (optional)
Accuals - room hire	unrestricted	288	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	JAMES HAMILTON Joanne Haslett	24/05/22
J Robinson	Jenny Robinson	27/4/22