



South Cumbria Breastfeeding Support

Charity number 1166379

Trustees' Annual Report for the period
1 September 2022 – 31 August 2023

Registered address: 29 St Mary's Park, Windermere, Cumbria LA23 1AZ

Trustee name	Office (if any)	Dates acted if not for whole year
Rebecca Beck		Appointed July 2023
Ann Bruce		
Helen Carlson		Resigned June 2023
Jennifer Corren		Appointed July 2023
Jessica Curwen	Treasurer	Appointed July 2023
James Hamilton		Resigned June 2023
Sarah Jones		Appointed July 2023
Joanna Kapel		Resigned January 2023
Carissa Lough		Appointed June 2023
Lisa Metcalfe	Chair	Appointed June 2023
Kathleen Miller	Secretary	Appointed June 2023
Jenny Robinson		Resigned June 2023
Joanne Telford		Appointed June 2023

Name of chief executive or names of senior staff members

Ann Bruce, Breastfeeding Counsellor and IBCLC

Jessica Curwen, Treasurer

Lisa Metcalfe, Chair of Trustees

Kathleen Miller, Secretary

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document

Constitution

(eg. trust deed, constitution)	
How the charity is constituted	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)

South Cumbria Breastfeeding Support has a written safeguarding policy to help SCBS personnel or service users who may be 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.
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)	<p>In planning our activities for the year, the trustees have had regard to the Charity Commission's guidance on public benefit.</p> <p>Breastfeeding drop-in groups Before the pandemic, SCBS ran three breastfeeding groups each week: in Kendal, Windermere and Ulverston. During the 2020-2021 year, we re-opened Kendal and Windermere groups. During 2022-2023 we were able to re-open Ulverston group.</p> <p>Mums can come to these free groups without making an appointment, in order to receive help or support with any aspect of breastfeeding, such as painful feeds, slow weight gain, or continuing to breastfeed when they return to work. Mums also come to the groups simply to meet up with other mums who are breastfeeding, to feel part of a supportive community and reduce their isolation. Our groups are run by a dual-qualified IBCLC (Lactation Consultant) and Breastfeeding Counsellor, together with volunteers who help with the practical side of the groups e.g. meeting and greeting, making tea etc. Many mums first attend a drop-in to get help with a specific breastfeeding challenge, and then begin attending regularly for the social benefits that the groups provide. Many mums become long-term friends with people that they meet at one of our groups.</p>

Online support

We provide online support through *SCBS In It Together* (a closed online forum) and videocall support. Both of these can be accessed only by local families (LA and CA postcodes).

Breast Friend Award

This is an annual award, launched by SCBS in 2016-17, which 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 and Neonatal Voices, Cumbria County Council's Breastfeeding Strategy Group and the Infant Feeding Forum for the Local Maternity System, as well as linking up with individual practitioners in support of specific families.

Additional details of objectives and activities (Optional information)

We value the contribution made by volunteers very highly. 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.

Section D**Achievements and performance****Summary of the main achievements of the charity during the year****In-person groups**

Our Ulverston group was able to re-open in November 2022, following a grant from the Walney Extension Fund (Orsted). At long last, this meant that all three of our groups had reappeared after their enforced closure due to the pandemic.

Attendances in the 2022-23 financial year have been as follows:
total attendances 730; new attendees 149

This represents a significant increase on the previous year, partly due to the re-opening of Ulverston drop-in. The majority of attendees are from the immediate local area. However, the groups have a very good reputation, which leads to people seeking them out from further afield. As in previous years, in 2022-2023, mums attended our drop-in groups from a wide area, including Barrow,

Cockermouth, Carlisle, Kirkby Lonsdale, Lancaster, Sedbergh, Whitehaven and Workington.

Recent feedback from mums who have attended our in-person groups includes:

'The group gave me a sense that I'm not alone. Others are in a similar position. Support that I couldn't have got elsewhere. SCBS supported me to keep going, as were my wishes.'

'I don't think I'd have been able to carry on breastfeeding with my first without the group. The support from SCBS and other mums was so valuable to us. We went pretty much every week for the first year of her life. It was so nice to have somewhere to go and chat, rant and feel seen by other mums and to have someone make you a brew!'

'I cannot express how grateful I am for the support group and Ann's support alongside the other ladies. Without it, I wouldn't be breastfeeding which is invaluable given the positive impact I know it has on my 6 week old daughter. SCBS creates a warm and open space for us to not only feed our babies but also share how to do so. The fact it's a regular drop in is very helpful too given the unpredictable nature of newborns. I've been to the drop ins in Kendal and Windermere and look forward to continuing. Thank you SCBS!'

'As like most breastfeeding journeys, ours was not straightforward. We had amazing support from the NHS team, but as my baby started to get older her latch was constantly changing and we were advised to head to one of SCBS's groups for some additional 1:1 help. They were so lovely and supportive and offered so much reassurance and advice. This meant so much; as a first time mum I was constantly questioning if what I was doing was right for my baby. I attended the in person groups pretty much every week from when my baby was 10 wks until I went back to work. I didn't just find support from SCBS's team, but I also found friendships and a real support group of other like-minded mums, and it's this that I am eternally grateful for. Speaking to friends that live outside the area, I've come to realize how lucky we are to have access to SCBS's groups and support.'

SCBS In It Together: private online forum

This closed online forum allows families to connect with us, and with each other, providing a community of support seven days a week. By the end of August 2023, there were over 900 families in SCBS In It Together. Mums use this group to ask each other questions that they might not be able to ask elsewhere, seek informal support, and to share and find information: the kind of

support that mums might once have been able to offer each other in a close-knit real-life community.

Recent feedback about our online support includes:

'Searching the group with your question about breastfeeding is far more helpful than Google.'

'So many people in one place with experience at whatever age and stage you are at! Support and empathy at your fingertips.'

'I've not attended your in-person groups; but follow online. Those early days are so tough, and getting out of the house can be hard. It reduces the anxiety about attending a physical group: people can meet virtually initially and build up to meeting in person. It's also more accessible for those struggling with transport.'

'SCBS In it Together has incredibly helpful, both in times of panic and calm. There have been times that I've been in tears, with Google offering every bit of information under the sun which is far too overwhelming in those moments. To be able to submit a question in an instant (even if you know it won't be until the morning it gets answered) feels like you're doing something proactive to solve the problem in hand. When it's the middle of the night and you're alone with a child who's entirely dependent on you not messing up, I cannot describe how much better I felt having done something towards solving the issue. When the answers came, which was always VERY prompt, they were helpful, sympathetic (without being patronising) and so far have always solved the issue.'

'This group helped save my sanity especially in the early days after a caesarean section when I couldn't drive to group, and also in those newborn middle of the night panics it was so helpful to be able to search in the group to see what other situations people had had similar to yours and what the responses were to their questions.'

Also, no matter how silly you think your questions are, they are always approved [by the moderator] and answered promptly and with an evidence based answer rather than the often opinionated and conflicting answers you receive if you Google the same question.'

An invaluable resource, even now 11 months down the line it's my first port of call for anything.'

'It means so much to have a community of support around and accessible at any time - for company, solidarity, and advice from an expert. I also signpost so many mums to SCBS generally in my professional role. It can be so much easier to ask a question online than get out of the house with a newborn too.'

'I don't breastfeed anymore but this online group means I can now help support other families who are facing similar issues. I always direct expectant / new mums to this group no matter how they are choosing to feed because I know Ann and all the families in the

group would welcome anyone who is looking for help and support without any judgement. This online group really is our village and I know I wouldn't have got through my second breastfeeding journey without it.'

Videocall support

We have continued to offer families support from our IBCLC through 1:1 videocall sessions. We offer videocalls to mums who cannot come to a group, either because they are not ready to leave home after the birth of their baby, or because it would be difficult for them to come to a group, whether for practical or emotional reasons. Occasionally, mums need extra support in between sessions. During 2022-23 we offered support to families working their way through a variety of breastfeeding challenges, including painful feeds and slow weight gain, as well as the social and emotional aspects of breastfeeding and motherhood, such as social isolation, depression, anxiety, low self-confidence.

Feedback about our videocall support has included:

'Thank you so much for the video call last week, it was really helpful. The biting/oversupply issues are much better.'

'Thank you so much for all your help you have been great.'

'I found SCBS's video calls amazing help. I live over an hour's drive from the groups and just not a journey I could do with a newborn. Ann didn't diagnose tongue tie on video, as this isn't possible, but did suggest it was definitely something to be looked at for what was causing our feeding issue. I booked a private appointment to get all resolved as quickly as possible. Ann's help and knowledge was invaluable to our feeding journey.'

Breast Friend Award

This year, we presented the Breast Friend Award to two midwives: Kiva Fishwick and Rachel Pearce.

Here are some quotes from the winners' nominations, which reflect the positive impact they have had on local mums' experience of breastfeeding:

'When my son was born I wasn't going to breastfeed, but Rachel helped me from the moment he was placed on my chest. Without her fabulous help and encouragement I would not have managed to breastfeed him for the first year of his life.'

'Kiva came to see us at home on day 5, when I was in a huge amount of pain with damaged nipples. She stayed with me for over an hour trying to get baby to latch better. If it hadn't been for Kiva's time and support I probably would have quit. She is wonderful in what she does. She is so kind and caring but also up for a laugh, which is much needed when you feel like you're in the pits.'

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)

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The majority of South Cumbria Breastfeeding Support's income comes from grant-making trusts. During 2022-2023 these included:

- Awards for All
- Orsted (Walney Extension Fund)
- Magic Little Grant (LocalGiving Lottery)
- Great Big Green Week
- Ulverston Town Council
- Sir John Fisher

We also receive financial support from our service users. For example, cash donations from mothers at our groups online donations through JustGiving. Some service users and supporters have birthday fundraisers for us too. We are enormously grateful to our services users for their support, especially since at the time that they access our services, most of our service users are on very restricted incomes.

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)

Lisa Metcalfe

Jessica Curwen

Full name(s)

Lisa Metcalfe

Jessica Curwen

Position (eg Secretary,
Chair, etc)

Trustee/Chair

Trustee/Treasurer

Date

26/06/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
South Cumbria Breastfeeding Support

No (if any)
1166379

CC16a

Receipts and payments accounts

For the period from	Period start date 01/09/2022	To	Period end date 31/08/2023
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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 £
A1 Receipts					
General donations	4,226	-	-	4,226	2,453
Grants	9,365	-	-	9,365	8,000
Lottery Grant	10,000	-	-	10,000	10,000
Other	177	-	-	177	44
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	23,768	-	-	23,768	20,497
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	23,768	-	-	23,768	20,497
A3 Payments					
Breastfeeding Counsellor Fees	20,400	-	-	20,400	16,600
Equipment	14	-	-	14	243
Refreshments	87	-	-	87	50
Website	74	-	-	74	109
Resources	-	-	-	-	21
Room Hire	2,744	-	-	2,744	1,000
Subscriptions	-	-	-	-	229
Sundry Expenses	-	-	-	-	26
Insurance	177	-	-	177	177
Accountancy	228	-	-	228	210
Fundraising costs	216	-	-	216	162
Training	42	-	-	42	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	23,982	-	-	23,982	18,827
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	23,982	-	-	23,982	18,827
Net of receipts/(payments)	- 213	-	-	- 213	1,670
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	12,893	-	-	12,893	11,223
Cash funds this year end	12,680	-	-	12,680	12,893

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 £
B1 Cash funds	Barclays Bank	12,680	-	-
		-	-	-
		-	-	-
	Total cash funds	12,680	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	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)
	Room Hire	Unrestricted	559	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	Jessica Curwen	Jessica Curwen	26/06/2024	
	Lisa Metcalfe	Lisa Metcalfe	26/06/2024	