



La Leche League GB
mother-to-mother support for breastfeeding

LA LECHE LEAGUE GREAT BRITAIN
(A charity and company limited by guarantee
and not having share capital, registered in England)

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2015**
Company Number 1566925
Charity Number 283771

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LA LECHE LEAGUE GREAT BRITAIN

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CHAIR'S REPORT FOR ANNUAL FINANCIAL STATEMENTS

The 2014-15 year marked a significant shift in La Leche League GB's (LLL GB) operations to a 'virtual office'. We reduced our overhead costs by closing our Nottingham office and streamlining financial, Leader, membership and Leader Accreditation administrative functions online. Thus far, whilst making substantial savings, we have continued to provide our unique services of support and information to the thousands of mothers who contact us each year throughout Great Britain. We thank our former employees Sue Pinder and Sally Holden and LLL GB would like to acknowledge the outstanding contribution made by our longstanding Administrator, Dave Sankey, to the smooth running of our organisation over his many years of service.

The Council of Directors held its first online meeting as a cost-saving measure, in addition to two regular face-to-face day long meetings. Our dedicated volunteer Leaders have continued to pick up significant additional tasks as we have moved our operations online. A National Meeting was held in April of Leaders who take on extra roles within LLL GB; the result was a significant move forward in achieving strategic objectives, particularly in the development of educational programmes.

Our Publications team has continued to produce and promote our highly regarded leaflets and to manage our website. Work is underway to further develop our website to give mothers better access to our resources. Social media is a massive growth area for LLL GB with campaigns on Facebook and Twitter extending our reach, together with our Shop and Breastfeeding Matters pages. Most local Groups manage Facebook pages, offering to women who might not otherwise have found us an opportunity to engage with our mother to mother support, sharing LLL philosophy and keeping up to date on current breastfeeding topics. It is our practice through our social media guidelines for LLL GB groups to ensure that these groups on social media are used respectfully and are closely monitored to provide accurate information and consistent support to mothers.

La Leche League, with its worldwide reputation and history is recognised as an organisation that can be contacted on any matter related to breastfeeding. Our PR and Media Director and her team respond to a high volume of media enquiries and requests. We provide accurate, referenced information to journalists, television companies, students and websites. We engage with community organisations and initiatives, academic and governmental committees and workshops, health professional bodies and hospital trusts, and represent LLL GB at national conferences throughout Great Britain.

Our Helpform team continues to answer written enquiries online while our 24 hour telephone Helpline responds to hundreds of calls each month. LLLGB Shop has undergone changes and is adapting to new trading conditions, providing an efficient and friendly service to Leaders, members and the wider public.

This past year has seen a high level of engagement with our European LLL counterparts and the global La Leche League International family. We have participated in European and US meetings as detailed in this report, as well as represented LLL GB on global cascade calls, task forces and committees of a variety of LLLI policy bodies.

Meanwhile, within Great Britain our membership has taken an encouraging upswing and our efforts have increased to reach mothers in areas where deprivation may prevent access to breastfeeding support and information.

As LLL approaches its 60th Anniversary year we are making plans for our LLL GB celebration including a national two day conference in October 2016. We are honoured to continue the tradition of providing women with accurate information about breastfeeding and to support them in mothering their children. Breastfeeding provides for the needs of the newborn baby: warmth in its mother's arms, security in her presence and food from her breast. LLL GB strives to fulfil its mission of support and information to mothers and up to date input to current discussions on the protection and promotion of breastfeeding and its importance to families.

Eden Anderson

Chair of the La Leche League Great Britain Council of Directors

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REPORT OF THE TRUSTEES

The Trustees present their report and financial statements for the year ended 31 March 2015.

PRINCIPAL ACTIVITY

The principal activity of the company is the provision of breastfeeding help, information and education.

LEGAL AND ADMINISTRATIVE INFORMATION

Name of company: LA LECHE LEAGUE GREAT BRITAIN

The company is incorporated under the 2006 Companies Act (No. 1566925).

La Leche League Great Britain is a registered charity (No. 283771)

DIRECTORS

The following persons have served during the year.

Eden Anderson	(Chair from Oct 2014)
Ruth Anscombe	(resigned July 2015)
Benaifer Bhandari	
Efrat Burman	
Morgan Gallagher	(resigned April 2014)
Rachel Hemingway	(resigned March 2015)
Rebecca Jenkins-Handy	(resigned June 2014)
Ellen Mateer	
Johanna Rhys-Davies	(appointed Oct 2014)
Lois Rowlands	
Helen Russ	(Chair until Oct 2014)
Fiona Simkiss (Jones)	(resigned June 2015)
Lesley Smythe	

SECRETARY

Helen Butler

REGISTERED OFFICE

129a Middleton Boulevard
Wollaton Park, Nottingham, NG8 1FW

INDEPENDENT EXAMINER

Mrs K Seagrave ACA, Net Accountancy Solutions LLP
Kestrel Lodge, Upper Hexgreave
Farnsfield, Newark
Nottinghamshire, NG22 8LS

BANKERS

Lloyds TSB Bank plc
Tudor Square, West Bridgford
Nottingham NG2 5JD

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH, 2015

PURPOSES AND AIMS

OUR PURPOSES

Our purposes as set out in objects of the company's Memorandum and Articles of Association are:

- to promote the physical and psychological health of mothers and children through education in the technique of breastfeeding, and
- to advance the education of the public and especially those concerned with the care of children, in the health benefits both immediate and long-term of breastfeeding.

OUR AIMS

Our aims are to help mothers to breastfeed through mother-to-mother support, encouragement, information and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and the mother. Our aims fully reflect the purposes the charity was set up to further.

OUR OBJECTIVES

Our objectives for the year continued to be the provision of information and support in diverse formats to pregnant and breastfeeding mothers and their families, and the provision of specialist training to health professionals who work with breastfeeding women.

The strategies employed to achieve the charity's objectives are through:

- Training and supporting La Leche League Leaders;
- Encouraging and supporting Leaders in forming local groups;
- Supporting Leaders in delivering support and information to mothers and others;
- Developing breastfeeding courses;
- Maintaining a membership of mothers and health professionals and providing them with information and support;
- Producing and purchasing publications for Leaders, members, health professionals and the general public;
- Raising public awareness of breastfeeding and of La Leche League.

In shaping our objectives for the year and planning our activities, the Trustees have considered the Charity Commission's guidance on public benefit.

ENSURING OUR WORK DELIVERS OUR AIMS

We review our aims, objectives and activities on a regular basis. The main objectives for the year continued to be the provision of information and support in diverse formats to pregnant and breastfeeding mothers and their families.

Additionally, we implemented the shift to a 'virtual office', achieving significant cost savings, and increased memberships and donations via our website in order to secure our financial future. This review looks at the success of each activity we have undertaken, and the benefits they have brought to each group. We have referred to the guidance given in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives, and in planning future activities. In particular, the Trustees consider how planned activities will contribute to the aims and activities they have set.

The strategies employed to achieve the charity's objectives are to:

- focus on meeting the needs of breastfeeding mothers and babies for information and support;
- enable families throughout the UK to access our information and services easily (e.g. with a baby in arms and older child(ren) at their knee);
- provide health care professionals with tools to enable them to help mothers/families effectively in their local communities.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

La Leche League Great Britain (LLLGB) is an affiliate of La Leche League International (LLLI), a world-wide not-for-profit organisation and internationally recognised authority on breastfeeding. La Leche League GB is registered as a charity with the Charity Commission and is a company limited by guarantee, registered in England, incorporated under the 2006 Companies Act, governed by its Memorandum and Articles of Association, dated 9 June 1981 and amended to allow for current governance arrangements on 23 October 2004 and 22 November 2008. The members of the Company are those women accredited by La Leche League International as competent to offer breastfeeding information to the best of their ability in the advancement of the objectives of La Leche League Great Britain ("La Leche League Leaders") and who have paid their annual Leader fee. Non-Leader members of the Company may only become voting members if appointed to serve on the Council of Directors. There were 242 Leader members at 31 March 2015 (260 Leader-members at 31 March 2014, 256 at 31 March 2013) each of whom agreed to contribute £1 in the event of the charity winding up.

APPOINTMENT OF TRUSTEES

As set out in the Articles of Association, the chair of the Trustees is elected by the Council of Directors (the Trustee board). Each year, at the Annual General Meeting (usually held in October) attended by the members of the charitable company, one third (or the nearest number to a third) of Trustees shall retire, but shall be eligible for re-election, subject to restrictions placed on the re-election of Departmental Directors. Departmental Directors are Trustees who have been elected by the membership to take responsibility for designated areas of the company's business and who may not serve more than two three year terms in such a position. All voting members are circulated with invitations prior to the AGM advising them of the retiring Trustees and requesting them to nominate Trustees for election at the AGM. The Trustee board has the power to co-opt other Trustees during the year, subject to such persons then standing for election at the next AGM. When considering co-opting Trustees, the board has regard to the requirement for any specialist skills needed.

TRUSTEE INDUCTION AND TRAINING

New Trustees receive an orientation pack (revised and updated as necessary) to brief them on their legal obligations under charity and company law, a copy of the Memorandum and Articles of Association, the charity's policies and procedures, the department structure and decision making processes, the recent financial statements of the charity and the current strategic plan. Opportunities are given to new Trustees to meet key employees and other Trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

ORGANISATION

The Council of Directors, which administers the charity, can have up to 15 members (the majority of whom must be appointed from amongst the Leader-members of the company). The Council meets four times a year and communicates regularly by email. The first online meeting of Trustees took place in November 2014, replacing one face-to-face meeting as a cost saving measure.

The Trustees manage the day-to-day operations of the charity. To facilitate effective operations, authority is delegated to staff and volunteers, within terms of delegation approved by the Trustees, for operational matters including finance, volunteer training and support, publications and training activities.

RISK MANAGEMENT

Risks facing the organisation were reassessed in 2014 and plans put in place to mitigate them. These risks have been or are being addressed in the following ways:

The Education & Development Department (EDD) gradually wound down its operations whilst ensuring its commitment to existing customers. However plans to move the department forward once again are now underway with two areas of activity: *antenatal courses and peer supporter training*.

Risks associated with the costs of our infrastructure:

We have moved to a new database which has enabled much efficiency, particularly in the way we process memberships. We have moved from annual memberships to rolling memberships. In the course of the financial year we reviewed our staffing needs and our office space requirements and have achieved significant cost savings by moving to a 'virtual office'.

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Risks associated with the economic links between the trading subsidiary (LLL (Books) Ltd.) and LLLGB:

Risks associated with the links to La Leche League International, our parent organisation who have addressed financial challenges and made significant cost savings by closing their head office and conducting business through Bostrum Management Consulting, Chicago. Discussions about possible new agreements and cost-sharing arrangements are ongoing. We made great progress with this, honouring our financial obligations to LLLI and improving our communication with LLLI.

Risks associated with lack of general funds from memberships and donations:

Some fundraising has been undertaken, including online donations and a successful ongoing membership campaign which is reversing recent declines in membership. We now have a trustee (Efrat Burnham) focused on fundraising with several schemes and we have plans for applying for grant funding.

MAIN AREAS OF OPERATION AND HOW THEY DELIVER PUBLIC BENEFIT

Our main activities and those we try to help are described below; these are undertaken to further our charitable purposes for public benefit. We deliver services to many areas of the UK, and are working to increase our outreach further, as for example with the Welsh New Groups project.

SUPPORT

Mother-to-mother support - LLLGB Local Groups, LLLGB 24-Hour Telephone Helpline, LLLGB Online Helpforms, social media including Facebook groups.

Volunteer support - Leader Accreditation, Leader Support

INFORMATION

Publications, website, professional liaison, public relations, and trading subsidiary LLL (Books) Limited. We are also actively pursuing closer cooperation with other mother-support organisations in the UK.

EDUCATION & DEVELOPMENT

Ante-natal breastfeeding courses, and training of peer supporters

ADMINISTRATION and FINANCE

Administration, finance, memberships

MOTHER-TO-MOTHER SUPPORT

Local Groups

Groups run regular breastfeeding information and support meetings for mothers. During 2014-15, 80 groups met regularly throughout England, Scotland and Wales. At minimum, each LLLGB group meets once per month; many meet more frequently with some large groups having up to 16 meetings per month.

The number of contacts with mothers through Groups and one-to-one, by local Leaders, in 2014-15 was estimated at 12,000 a decrease on the figure of 12,399 estimated for 2013-14 and 14,492 recorded in 2012-13.

In addition to support meetings for mothers, many groups organise fundraisers and workshops, plus work locally with health professionals, particularly during National Breastfeeding Awareness Week (NBAW).

Whilst attendance at meetings might fluctuate from month to month, Leaders also receive feedback which confirms the value of LLLGB group support and confidence in LLLGB philosophies, e.g. 'My parenting world revolves around LLL. It's what we look forward to - seeing everyone, making friends, enjoying mummy company, seeing the young play together, having such excellent wisdom and support on breastfeeding and other parenting aspects.'

From just two hours a week so many women have support all week that runs across the Facebook group and events that come as a result of LLL.

'My son is nine months old now - I first went to LLL when he was 11 days old and I was really struggling with breastfeeding. Paula Hinson was incredible - offering the kindness and advice I so desperately needed (and still draw upon!) I'm so glad that LLL exists - it is these grassroots efforts that change the world for the better. Thank you so much to all the Leaders who generously give up their time to create and nurture this wonderful community.'

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National Helpline

The number of calls to the LLLGB Helpline was approximately 10,000. The largest number of calls came from mobiles and the top four locations for Helpline calls are London then Edinburgh, Manchester and Bristol. More mothers are also turning to LLLGB group websites and Facebook pages for information.

Online Helpforms

There were 669 Helpforms answered in 2014-15, up from last year's figure of 643. We now have better links to the LLLI website on the helpform page, suggesting that mums refer to that before submitting their helpform; as a result, we are seeing steadier numbers in this activity than in the past when numbers were considerably higher.

Social Media

Leaders give a significant amount of breastfeeding and mother to mother support via their local group's Facebook page. Approximately half of all contacts with mothers are now via social media – mainly Facebook. The move from more traditional telephone based support to online support is a change that has occurred very rapidly in the last couple of years. We are currently updating the way in which Leaders are asked to report their helping activities during each quarter to a) acknowledge the work done by Leaders in this way and b) fully understand the way in which we are reaching mothers online via social media.

The *LLLGB Because Breastfeeding Matters* Facebook page is our 'shop window' on Facebook. The page is used as a way of advertising LLL and our message rather than as a way of helping mothers individually. Over 10,000 people 'like' the page. The social media team carefully co-ordinate the regular and timely production of attractive 'memes' via which our message is publicised and shared by Facebook users. Memes are often seen by three to four thousand people, and sometimes upwards of thirty thousand people. Using Facebook in this way to advertise our presence and message is a significant development in the way in which we can communicate with the public and advertise ourselves to people who we would otherwise struggle to reach.

LLLGB has a Twitter account with over 2,000 followers. Many of the users we interact with are individuals and organisations involved in breastfeeding, pregnancy and birth work, and in the support of mothers.

VOLUNTEER SUPPORT

Leader Accreditation Department (LAD)

The necessary increase in application fee has been well received and the predicted drop and then rise in applications submitted to the LAD has occurred. The streamlining of all paperwork has gone very well and is used easily by most Leaders. LADGB's presence internationally continues to be important and there is still a steadily increasing interest in our wonderful Leader Applicant Handbook, particularly in countries with a lot of isolated applicants. We are pleased to announce that we are about to launch a Facebook page just for GB Leader applicants.

Welsh New Groups Project

The LLLGB Welsh New Groups Project has led to many more mothers in Wales being able to access LLL breastfeeding support. In addition to the 3 Leaders who set up LLL Swansea Valley and North Wales in 2013/14, another 3 Leaders have been accredited, setting up LLL Monmouth and also LLL Caerphilly. It is encouraging to see that there are Leader Applicants and mothers interested in applying for leadership in these groups, so the future of LLL mother-to-mother breastfeeding support in Wales looks promising. It is also hoped that a group will be established in Aberystwyth in the next few months.

One of the goals of the project was to produce breastfeeding information in Welsh, and translation work is underway which will provide three of our most popular information sheets in Welsh, as well as our membership leaflet. Funding from the Oak Foundation has enabled this project to continue, by supporting translation work as well as provision of two New Leader Support Coordinators who have helped isolated Welsh Leaders to get their groups off the ground. We are grateful to the Oak Foundation as well as the Leaders involved in this project, which is making a significant contribution to the provision of mother-to-mother breastfeeding support in Wales.

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Leader Support

The Leader Department aims to support Leaders in their work as volunteers through one to one contact with the Leader Department Director, District Coordinators (DC) and Support Leaders, through the organisation of workshops and conferences, and through regular contact with LLLGB via email, phone and monthly newsletter. Many Leaders also find support from La Leche League International's various Facebook support and discussion groups. Every Leader receives the Leader Resource File, which is regularly updated, ensuring that all are up to date with policies and procedures. During the year both regional workshops and a National Workshop were organised. The one day National Workshop (accompanying the AGM) was held in Farnham, attended by around 120 delegates, including Leaders, Leader Applicants and LLLGB members. There was a main speaker followed by a wide range of smaller sessions tailored to enhance ongoing training and of special interest to Leaders in their voluntary work.

INFORMATION

Publications—Magazines

The charity's high-quality magazine for members, *Breastfeeding Matters*, continues to provide its readers with inspiring mothers' stories and LLLGB support on a bi-monthly basis. It is produced entirely by a team of dedicated volunteers and offers our Leaders and members a tangible link to LLL. Feedback, our in-house magazine is online and provides information about the activities of the charity for Leaders.

Leaflets Team: Booklets & Information Sheets

Through the LLLGB Shop, we continued to make our full range of 52 LLLGB published information sheets and booklets available to mothers, Leaders and health professionals, both as single copies and bulk pads and packs. Sample sets and time-saving ready-filed reference sets can also be purchased from the Shop. Leader Applicants are also sent a sample set when they start their application. These are made up in small batches to ensure they always contain latest editions of our leaflets.

During the year, as stocks ran out, five different leaflets were reprinted and six were revised before reprinting with minor edits and updated reading lists. No new titles were published; however a team is currently working on a new information sheet about tandem nursing and breastfeeding during pregnancy, to cater for the increasing number of mothers seeking information on this topic.

We have a good relationship with LLL New Zealand and they continue to print many of our titles under licence. The Kindle edition of our Positioning & Attachment booklet has sold steadily. It can be read very easily on a wide range of tablets and phones and helps make our information available in a digital form to readers worldwide.

Website

The website is being given a new look and updated breastfeeding support information added. The new website should be live in the early autumn.

We regularly add our own articles to the website about the latest research and developments pertinent to breastfeeding and in response to items in the news about breastfeeding.

Professional Liaison

LLLGB maintains contact with many other organisations including WABA, Doula UK, Lactation Consultants of GB, AIMS, Birthrights, NICE, ABM/BfN/NCT, Best Beginnings, Baby Feeding Law Group, Baby Milk Action, Maternity Action and All Women Count.

LLLGB worked on two joint statements with other organisations during the year; one on the *Cancellation of the Infant Feeding Survey* and one for *World Breastfeeding Week*. LLLGB supported the BFLG joint letter to Royal College of Paediatrics' and Child Health.

We keep updated with the *All-Parliamentary Group on Fit & Healthy Childhood*; we have written an article about their call for breastfeeding breaks and one of our LLLGB Leaders attended the launch of their Early Years Report and provided input about breastfeeding. LLLGB offered input into the *First Steps to Nutrition* report. Two of our Leaders attended the launch of *Best Beginnings* Baby Buddy App and others attended the first screening of the *Baby Milk Action* Tigers film.

LLLGB was represented at the *NHS England Listening Event Maternity Review*, and on the Mother Support Group Scoping Meetings of UNICEF Baby Friendly Initiative. In Scotland, LLLGB has been represented at the Breastfeeding Summit, the consultation on the WHO Code and the Scottish Improvement Science Collaborating Centre, Maternal and Child Health Advisory Group.

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Public Relations and Media

New articles added to our website continue to be well received and have been referenced by others. We have also provided articles for other websites including bt.com. We receive enquiries from all areas of the media as La Leche League GB is recognised as a source of accurate, balanced and sensible information.

Topical news stories generate a lot of interest but we also receive enquiries about many aspects of breastfeeding; the most frequent being Breastfeeding and The Law, Toddler Nursing, and Breastfeeding in Public Spaces (in particular swimming pools). Information provided for the latter led to a change in policy at an Isle of Man pool.

We continue to respond to inaccurate reporting on breastfeeding. We wrote to the Community Practitioner about an inaccurate article and provided information from the European Blueprint for Europe after two instances of the unnecessary use of bottle feeding in advertising.

Articles posted on our Facebook page *LLLGB Because Breastfeeding Matters* are extremely popular and articles posted on Facebook are widely shared, and promote visits to the website.

Our contributions in this area include:

- Providing a quote for *Milky Matters*, a new book which has been produced for children.
- Responding to enquiries from newspapers, magazines, radio programmes and television companies. Many independent journalists and writers ask us for information and we are regularly contacted by students, professors and researchers.
- Submitting comments on behalf of LLLGB re the *Newborn Action Plan*, the *NICE Consultation on Safe Sleep*, and supplying information and links to research for LLLGB's input into the *1001 Critical Days Supplement*.
- Offering input into the *Global Strategy for Women's, Children's and Adolescent's health*.
- Producing a New Year Resolution for the Press Association for use in regional papers throughout England.
- Contributions and/or quotes from LLLGB appearing in an article on Parentdish, in the Daily Telegraph, in *My Family* magazine and online blog, and in The Fife Courier, the Scottish Times and Daily Mail online (in response to an enquiry about jury service and breastfeeding).
- Taking part in radio interviews, with a Leader appearing in an online clip from Sky News, and another taking part in a TV discussion about breastfeeding.
- Offering LLLGB's condolences following the sad death of Sheila Kitzinger.
- Working with a journalist from the *Huffington News* for the article "How La Leche League Helps Women all over the World".

Trading Subsidiary – LLL Books Ltd (trading name La Leche League GB SHOP)

From April 2014, following an unprofitable year and the resignation of our paid administrator in Nottingham, the LLLGB Shop directors embarked on a complete reorganisation of the business. Our aim was to increase profitability by substantially reducing costs and radically simplifying operations to enable the business to be run in the main by volunteers.

In May we transferred our stock storage and dispatch to a commercial fulfilment company and vacated our Nottingham office. A part time bookkeeper was employed to work from home and admin tasks were shared on a voluntary basis between the three company directors working from home. We reviewed stock and pricing and recommenced trading in June.

By February 2015 we had launched a new, improved website and switched payment providers. With help from local LLL Leaders we had a presence at a number of events and study days, including Lactation Consultants of Great Britain Conference and LLLGB National Workshop. To make health professionals more aware of our products, sample copies of selected LLLGB information sheets offering discount codes were included in delegate packs at a number of health professional regional conferences. Gross income during 2014-15 was lower than previously but the reduction in costs means our profitability has increased. As a result of these changes, our end of year profit was £10,793.

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EDUCATION AND DEVELOPMENT

Education and Development Department (EDD)

The LLLGB Council of Directors (COD) began to consider innovative ways for LLLGB to fulfil its mission while promoting the work of LLLGB and potentially finding new sources of income. COD approved a plan for the EDD to develop an antenatal breastfeeding course and invite Leaders across the country to deliver it to local parents. Such work would be in addition to the basic responsibilities of leadership. The course will be developed and trialled in 2015, with a view to making the course more widely available from 2016.

In March 2015, LLLGB decided to wind down the annual licence to Peer Counsellor Programme (PCP) administrators for the continued use of the curriculum; licenses will no longer be renewed after March 2016. Queries about peer support programmes are now forwarded to Breastfeeding LENS, a company run by Leaders with experience of the PCP.

RELATED PARTIES

La Leche League International and La Leche League Europe/LLLI

Discussions are still on-going concerning the structural changes within the international organisation. Eden Anderson and Johanna Rhys-Davies represent LLLGB on the LLLI Global Leaders Committee (GLC) formed to discuss issues that affect Leaders worldwide such as our cost sharing arrangements, our insurance and the LLLI website. The GLC meets quarterly by conference call. Ellen Mateer and Eden Anderson represent LLLGB on the DCAN group, a system by which representatives from every Direct Connection Area Network (DCAN) can communicate with the Board/Executive Director of LLLI.

External Organisations

La Leche League contributes to the Baby Feeding Law Group, NICE, and Stakeholder meetings with the Department of Health. LLLGB was represented at the LLL European Council which met in Wiesbaden, Germany in January. Regular contact is also maintained with the National Childbirth Trust, Best Beginnings, Baby Café, Baby Milk Action, the Royal College of Midwives and the World Alliance for Breastfeeding Action, Association of Breastfeeding Mothers and other likeminded groups.

At 31 March 2015 there were 632 subscribing family members and 29 health professional members on the database. These are down on 762 and 43 respectively for 2013-14- (at 1st August 2015 membership has risen to 680).

HP membership is far short of the traditional level of around 100 a few years ago, no doubt still exacerbated by cuts in the NHS as well as by the cessation of the of *Breastfeeding Abstracts* by LLLI. We have begun work on plans to re-engage with HPs.

ADMINISTRATION and FINANCE

The Gift Aid claim for 2014-15 is £3,838 (claimed at 25% of donations), compared to £3,398 for 2013-14. The accounts show total incoming resources for the year of £121,884, which is down on the 2014 figure of 140,878. This has followed on from the wind down of the PCP and the reduced income from rental via LLLGB Books. However, the significant reduction in outgoings due to restructuring the office set up has more than compensated for this.

Membership subscriptions have increased, and general donations have continued to be given following the previous year's plea for help to keep the charity afloat.

Some of the charity's main sources of income are:

Donations	£17,683	(2014: £15,570)
Subscriptions	£37,955	(2014: £32,843)
Peer Counsellor Programme	£4,485	(2014: £15,212)
Grant from The Oak Foundation	£13,302	(2014: £18,584)
Publications	£9,421	(2014: £8,788)

Costs have been met principally through subscriptions, and donations from the charity's trading subsidiary, income from courses, the Peer Counsellor Programme, Café La Leche, grant income and donations.

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The grant from the Oak Foundation to further our work on developing new groups in Wales has been further utilised.

We are once again grateful for the support of the various local funders and for grants to groups such as Café La Leche as well as donations from individuals. We are very grateful for those people who felt able to make a contribution to our work.

During the year La Leche League groups' Balance Sheet includes £38,016 cash held by groups.

La Leche League Great Britain will aim to maintain reserves in order to provide continuity of service provision. Unrestricted funds will be held in reserve for amounts of up to six months annual running costs to provide for any unexpected shortfall in funding. The level of reserves is considered adequate. The balance of restricted funds represents the unspent portion of the amount received from funders which is specifically earmarked for the completion of fund projects.

During the year there was net increase in unrestricted funds of £16,532 (2014: outgoing of £21,563), which will be added to reserves.

In the previous year the Directors developed an action plan to cut costs. This has been successfully implemented with significant savings having been made. The LLL GB Virtual Office is sited on our website; archives are now housed in a storage facility, and a cloud-based electronic record platform.

Risk Assessments, insurance and data protection policies were reviewed and updated. Our procedures for dealing with credit cards, processing payments online and offline, and concerning the use and storage of personal details meet industry standards.

TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

Company law requires the Trustees to prepare financial statements that give a true and fair view of the state of affairs of the charity at the end of the financial year and of its surplus or deficit for the financial year. In doing so the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enables them to ensure that the financial statements comply with the Companies Act 2006.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent Examiner

Mrs K Seagrave ACA of Net Accountancy Solutions LLP will be in office as independent examiner for the ensuing year.

Small Company Provisions

This report has been prepared in accordance with the special provisions relating to small companies under Part 15 of the Companies Act 2006.

On behalf of the board

Eden Anderson

Chair of the La Leche League Great Britain Council of Directors

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(A Company limited by guarantee and not having share capital)

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LA LECHE LEAGUE GREAT BRITAIN

I report on the accounts of the Charitable Company for the year ended March 31, 2015, which are set out on pages 11 to 18.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The Charity's Trustees (who are also directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Even though the charity's gross income did not exceed £250,000 its governing document requires an independent examination and I am qualified to undertake the examination by being a qualified member of the ICAEW.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility:

- to examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by
- the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- which gives me reasonable cause to believe that, in any material respect, the requirements
 - (a) to keep accounting records in accordance with section 386 of the Companies Act 2006; and
 - (b) to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities have not been met; or
- to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Mrs K Seagrave ACA
Net Accountancy Solutions LLP
Kestrel Lodge, Upper Hexgreave
Farnsfield, Newark
Nottinghamshire
NG22 8LS

Date _____

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2015

INCOMING RESOURCES		Unrestricted	Restricted	31.03.15	31.03.14
	Notes	£	£	Total	
				£	£
Incoming resources from generated funds:					
Voluntary income		67,639	14,787	82,426	84,246
Activities for generating funds		11,524	-	11,524	8,750
Investment income		2,928	-	2,928	8,087
Incoming resources from charitable activities		<u>25,006</u>	<u>-</u>	<u>25,006</u>	<u>39,795</u>
Total Incoming Resources	1/2	<u>107,097</u>	<u>14,787</u>	<u>121,884</u>	<u>140,878</u>
 RESOURCES EXPENDED					
Cost of generating funds:					
Cost of generating voluntary income	3	-	-	-	-
Fundraising trading: cost of goods sold & other goods	3	18,826	-	18,826	30,370
Charitable activities	3	64,839	2,701	67,540	123,208
Governance costs	3	<u>6,900</u>	<u>-</u>	<u>6,900</u>	<u>7,248</u>
Total Resources Expended	3	<u>90,565</u>	<u>2,701</u>	<u>93,266</u>	<u>160,826</u>
 NET INCOMING RESOURCES FOR THE YEAR net (expenditure)/income for the year		16,532	12,086	28,618	(19,948)
Transfer between funds					-
Fund balances at 1 April,2014	11	<u>81,586</u>	<u>41,298</u>	<u>122,884</u>	<u>142,832</u>
Fund balances at 31 March,2015	11	<u>98,118</u>	<u>53,384</u>	<u>151,502</u>	<u>122,884</u>

The statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 18 form part of these accounts

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

COMPANY NUMBER 1566925

BALANCE SHEET AS AT 31 MARCH 2015

		2015	2014
FIXED ASSETS	Notes	£	£
Tangible	5	-	-
Investment in subsidiary	4	<u>10,000</u>	<u>10,000</u>
		10,000	10,000
CURRENT ASSETS			
Stock		-	432
Sundry debtors and prepayments	6	13,719	18,601
Balance at Charities Official Investment Fund		77,910	77,573
Cash in bank		<u>66,901</u>	<u>47,821</u>
		158,530	144,427
CURRENT LIABILITIES-CREDITORS:			
Amounts falling due within one year	7	<u>17,028</u>	<u>31,543</u>
		141,502	112,884
NET CURRENT ASSETS			
		<u>141,502</u>	<u>112,884</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>151,502</u>	<u>122,884</u>
REPRESENTED BY:			
RESERVES:			
Unrestricted funds			
Designated fund	8	-	-
General funds	8	<u>98,118</u>	<u>81,586</u>
		98,118	81,586
Restricted funds	8	<u>53,384</u>	<u>41,298</u>
	11	<u>151,502</u>	<u>122,884</u>

The Trustees are satisfied that the charitable company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the accounts for the year by virtue of section 477 and that no member or members have requested an audit pursuant to section 476 of the Act.

The Trustees acknowledge their responsibilities for:

- (i) ensuring that the charitable company keeps proper accounting records which comply with section 386 of the Act, and
- (ii) preparing accounts which give a true and fair view of the state of affairs of the charitable company as at the end of the financial year and of its surplus or deficiency for the financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008). These financial statements were approved by the board of Trustees on _____ and signed on its behalf by:

- TRUSTEE

- TRUSTEE

The notes on pages 13 to 18 form part of these accounts

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015

1. ACCOUNTING POLICIES

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005) issued in March 2005, applicable UK Accounting Standards and the Companies Act 2006.

DONATIONS AND GRANTS

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.
- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds receivable.

RESOURCES EXPENDED

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

Certain expenditure is directly attributable to specific activities and has been included in those cost categories. Certain other costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent on those activities.

Charitable activities include expenditure associated with the provision of information, advice and support, and include both the direct costs and support costs relating to these activities.

Governance costs include those incurred in the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

CONSOLIDATION

The Company is exempt from the requirements to prepare group accounts under 398 of the Companies Act 2006 as the group qualifies as a small size group and thus group accounts have not been prepared.

FIXED ASSETS

Fixed assets are included in the balance sheet at cost less accumulated depreciation. Depreciation is provided to write off the cost of fixed assets over their estimated useful life of four years on a straight line basis. Assets costing under £50 are not normally capitalised.

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015 (CONTINUED)

FUND ACCOUNTING

Funds held by the charity are either:

- Unrestricted general funds – these are funds which can be used in accordance with the charitable objectives at the discretion of the Trustees.
- Restricted funds – these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

BRANCHES

The operating results and net assets of branches of La Leche League Great Britain have been included in the Statement of Financial Activities and Balance Sheet.

2. INCOMING RESOURCES

	Unrestricted Funds	Restricted Funds	Total 31.03.15	Total 31.03.14
	£	£	£	£
INCOMING RESOURCES				
Voluntary income				
Grants receivable				
Department of Health	-	-	-	-
Oak Foundation	-	1,485	1,485	6,542
Others	-	13,302	13,302	18,584
Subscriptions	37,955	-	37,955	32,843
Donations	29,684	-	29,684	26,277
	<u>67,639</u>	<u>14,787</u>	<u>82,426</u>	<u>84,246</u>
Investment income				
Interest receivable	377	-	377	365
Rent receivable	1,250	-	1,250	5,914
Sale of assets	280	-	280	-
Commission receivable	1,021	-	1,021	1,808
	<u>2,928</u>	<u>-</u>	<u>2,928</u>	<u>8,087</u>
Incoming resources from charitable activities				
Publications	1,488	-	1,488	2,138
Peer Counsellor Programmes	4,485	-	4,485	15,212
Conference	4,789	-	4,789	6,169
Others	14,244	-	14,244	16,276
	<u>25,006</u>	<u>-</u>	<u>25,006</u>	<u>39,795</u>

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015 (CONTINUED)

3. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Costs of Generating Funds	Fundraising Trading	Information advice and support	Governance	2015 Total	2014 Total
	£	£	£	£	£	£
Costs directly allocated to activities						
Salaries	-	-	18,452	-	18,452	35,125
Direct costs and materials	-	5,685	12,691	-	18,376	56,716
Publications and leaflets	-	13,141	-	-	13,141	21,504
Travel and accommodation	-	-	-	3,648	3,648	5,649
Communications	-	-	4,321	-	4,321	8,764
Training and conferences	-	-	7,305	258	7,563	8,301
Depreciation	-	-	-	-	-	576
Premises costs	-	-	4,695	-	4,695	12,275
Other costs	-	-	20,076	2,994	23,070	11,916
	<u>-</u>	<u>18,826</u>	<u>67,540</u>	<u>6,900</u>	<u>93,266</u>	<u>160,826</u>

TOTAL RESOURCES EXPENDED INCLUDE THE FOLLOWING:

	2015 £	2014 £
Depreciation	-	576
Management Committee remuneration	-	-
Auditors' remuneration – audit services	-	-
Management Committee expenses reimbursed: - Travel and incidental expenses of Trustees	<u>3,648</u>	<u>3,532</u>

In accordance with the Charity's Articles of Association, professional fees were paid to management committee members as follows:

	£	£
L. Smythe	-	1,619
F. Simkiss	-	600

Staff costs

	£	£
Salaries and wages	18,452	33,830
Social Security costs	-	<u>1,295</u>
	<u>18,452</u>	<u>35,125</u>

The average number of employees during the year was 3 (2014: 4). No employee earned in excess of £60,000 (2014: £60,000)

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015 (CONTINUED)

ANALYSIS OF GOVERNANCE COSTS:	2015	2014
	£	£
Independent Examination fees	1,038	1,020
Legal and professional fees	-	120
Costs of Trustee travel and subsistence	3,648	3,532
Annual report	-	-
LLLGB International conference and meetings	258	1,629
Bad debts	1,610	-
Other costs	346	947
	<u>6,900</u>	<u>7,248</u>

4. INVESTMENT IN SUBSIDIARY

	2015	2014
	£	£
10,000 £1 Ordinary Shares in LLL (Books) Ltd	<u>10,000</u>	<u>10,000</u>

The Company owns 100% of the ordinary share capital of LLL (Books) Ltd., a company incorporated in England. LLL (Books) Ltd. is a trading company selling books on breastfeeding, child care and family life to La Leche League Leaders, members and the general public. Profits not needed for development are donated to the charity. At 31 March 2015 the aggregate capital and reserves of LLL (Books) Ltd. were as follows:

Aggregate capital	10,000
Reserves	<u>21,487</u>
	<u>31,487</u>
The net assets of LLL (Books) Ltd at 31 March 2015 comprise:	
Tangible fixed assets	490
Stock	13,968
Debtors	10,066
Cash at Bank	<u>12,152</u>
	<u>36,676</u>
Less Creditors (including amounts due to group undertakings as below)	
Amounts owed to the group	2,358
Other creditors	<u>2,831</u>
	<u>5,189</u>

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015 (CONTINUED)

During the year LLL (Books) Ltd sold books to La Leche League Great Britain and its groups to the value of £5,952 (2014: £16,221).

The company charged LLL (Books) Ltd rent of £1,250 (2014: £5,914) during the year.

LLL (Books) Ltd made a profit of £10,793, after taxation (2014: loss of £14,809) in the year ended 31 March 2015.

5. FIXED ASSETS

COST

**Office
equipment**

	£
Balance at 1 April, 2014	9,522
Additions	-
Disposals	8,310
	<u> </u>
Balance at 31 March, 2015	<u>1,212</u>

DEPRECIATION

	£
Balance at 1 April, 2014	9,522
Provision in year	-
Disposals	8,310
	<u> </u>
Balance at 31 March, 2015	<u>1,212</u>

NET BOOK VALUE

At 1 April, 2014	-
	<u> </u>
At 31 March, 2015	-
	<u> </u>

6. DEBTORS

	2015	2014
	£	£
Amounts due for Peer Counsellor Programme	-	620
Sundry debtors	13,719	17,981
	<u> </u>	<u> </u>
	<u>13,719</u>	<u>18,601</u>

7. CREDITORS

	2015	2014
	£	£
Amounts falling due within one year:		
Peer Counsellor Programme Income in advance	-	1,875
Other income in advance	11,810	16,123
Trade creditors	4,093	12,038
Other creditors and accruals	1,125	1,507
	<u> </u>	<u> </u>
	<u>17,028</u>	<u>31,543</u>

LA LECHE LEAGUE GREAT BRITAIN
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2015 CONTINUED)

8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Fixed Assets £	Net current Assets £	2015 Total £	2014 Total £
Unrestricted				
Designated fund	-	-	-	-
General funds	10,000	88,118	98,118	81,586
Restricted	-	<u>53,384</u>	<u>53,384</u>	<u>41,298</u>
Total	<u>10,000</u>	<u>141,502</u>	<u>151,502</u>	<u>122,884</u>

9. RESERVE CAPITAL

The Company is limited by guarantee with no authorised share capital.

The amounts guaranteed in the nature of reserve capital are £262. These amounts are only capable of being called up for the purposes of winding up the Company.

10. RESTRICTED FUNDS

Restricted funds relate to the following programmes:

- Department of Health funding for “Community Breastfeeding Classes”
- ‘Awards for All’ and other grants for group activities
- Department of Health funding for Leader training
- Oak Foundation Fund provides general support focusing on low income families in Wales.

11. MOVEMENTS IN FUNDS

	Balance at 01.04.14 £	Incoming resources £	Resources used £	Transfers £	Balance at 31.03.15 £
RESTRICTED FUNDS:					
‘Awards for All’ and other grants to groups	40,390	13,302	2,701	-	50,991
Leader training (DHS64 Grant)	(1,664)	-	-	-	(1,664)
Oak Foundation	<u>2,572</u>	<u>1,485</u>	-	-	<u>4,057</u>
Total restricted funds	<u>41,298</u>	<u>14,787</u>	<u>2,701</u>	<u>-</u>	<u>53,384</u>
UNRESTRICTED FUNDS:					
General funds	<u>81,586</u>	<u>107,097</u>	<u>90,565</u>	-	<u>98,118</u>
Total unrestricted funds	<u>81,586</u>	<u>107,097</u>	<u>90,565</u>	<u>-</u>	<u>98,118</u>
TOTAL FUNDS	<u>122,884</u>	<u>121,884</u>	<u>93,266</u>	<u>-</u>	<u>151,502</u>