

# 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 2019 Company Number 1566925 Charity Number 283771



A11 30/12/2019

30/12/2019 #32 COMPANIES HOUSE

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

CONTENTS	Pages
Report of the Trustees	3 to 17
Independent Examiner's Report	18
Statement of Financial Activities (including Income and Expenditure account)	19
Balance Sheet	20
Notes to the Financial Statements	22 to 28

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

#### **CHAIR'S REPORT FOR ANNUAL FINANCIAL STATEMENTS**

La Leche League GB has consolidated the charity's financial base with the significant cost saving achieved by shifting five years ago from a physical office to online operations. Our volunteer breastfeeding counsellors, known as La Leche League Leaders have maintained a high level of activity offering our unique services of support and information to the thousands of mothers who contact us each year throughout Great Britain, and attend our face to face meetings.

The LLLGB website, launched 2016, continues to present LLL to the public, showcasing our resources and information and incorporating administrative functions for Leaders and Leader Applicants. The website had over 3.1m page views from 1.4m visitors last year from the UK, US, Canada, Ireland, Australia and numerous other countries. Our high quality breastfeeding information most certainly has a global reach. The Administrative Director and Publications team manage and oversee the website and with LLLGB Shop, our trading subsidiary, produce and promote our leaflets and information sheets. Our member newsletter *Breastfeeding Matters* remains as a popular print publication thanks to a dedicated volunteer editorial and production team and like our website has a global reach, particularly as it is now also available electronically.

Our PR and Media team aims to increase awareness and accessibility of our GB wide provision of breastfeeding support and our face to face presence and message. Social media offers 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. The *LLLGB because Breastfeeding Matters* Facebook page had 20,100 'likers' at year end and we have seen steady growth in Twitter, Instagram, Pinterest and our YouTube channel. LLLGB has received numerous media enquiries from major TV networks, independent production companies, radio stations, online media channels, and journalists asking for our response to news stories about breastfeeding. And our core offering, traditional mother to mother, face-to-face breastfeeding support meetings continue with over one hundred meetings offered each month across the country.

La Leche League GB is an Affiliate of La Leche League International now in its 63<sup>rd</sup> year, operating in more than 75 countries worldwide. LLLI is recognised as an organisation that can be contacted on any matter related to breastfeeding; in the coming year LLLGB will elect a representative to serve on the international Board of Directors

In Great Britain, in addition to our extensive PR & Media activities, we engage with community organisations and initiatives, academic and governmental committees and workshops, health professional bodies and hospital trusts and boards, and represent LLLGB at conferences and breastfeeding related events throughout the country. Our Helpform and online chat teams answer written enquiries online while our 7 day telephone Helpline responds to calls from the public each month. LLLGB Shop continues to provide an efficient and friendly service to Leaders, charity members, health professionals and the wider public.

The Council of Directors held three face-to-face meetings during the year and trustees conduct charity affairs online on a daily basis. We have participated in international discussions on regular global

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

cascade calls, on task forces and committees on several LLLI policy bodies.

Within Great Britain we have continued efforts to include all women and families in our work, and reach mothers in areas where deprivation may prevent access to breastfeeding support and information. In Scotland we have been awarded ongoing project funding as part of the Scottish Government Programme for Breastfeeding 2018-2021 which is providing a significant boost for breastfeeding in Scotland.

In all of the diverse activities undertaken by LLL Leaders in GB we are honoured to continue the legacy of the women who have gone before us to provide accurate information about breastfeeding and to support mothers and families. Our work is to normalise breastfeeding and to improve the experience of breastfeeding for everyone who chooses to breastfeed their babies. LLLGB strives to fulfil its mission of support, encouragement and information for families, and of contributing to public discussions on the protection and promotion of breastfeeding and its importance as a public health issue to families and to society.

#### **Eden Anderson**

Chair of La Leche League Great Britain Council of Directors

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

# REPORT OF THE TRUSTEES

The Trustees present their report and financial statements for the year ended 31 March 2019. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

#### 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 directors of the charitable company are its trustees for the purposes of charity law. The following persons have served during the year.

Eden Anderson (Chair)

Emilia Bertolo (resigned June 2018)
Benaifer Bhandari (resigned September 2018)

Efrat Burman

Rebecca Coyle (appointed September 2018)

Clare Davidson (appointed July 2019)
Rae Vacher Lowe (resigned June 2018)

Helen Marriott (appointed September 2018)

Louise Moran

Alison Parkes (resigned September 2018)

Johanna Rhys-Davies

Claire Wells Laurence Kher Eva Natali Helen Lloyd

Justine Fieth (appointed June 2018)
Maria Yasnova (appointed September 2018)

# **SECRETARY**

Helen Butler

**REGISTERED OFFICE** 129a Middleton Boulevard

Wollaton Park, Nottingham, NG8 1FW

INDEPENDENT EXAMINER Mrs K Seagrave ACA, Fouetté Accountancy Solutions Limited

White Rose House, 5 Walnut Grove

Nottingham, NG12 3AU

BANKERS Lioyds TSB Bank plc

**Tudor Square, West Bridgford** 

Nottingham NG2 5JD

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

# REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH, 2019

#### **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, in addition to achieving significant cost savings and raising money 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

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

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 healthcare professionals with tools to enable them to help mothers/families effectively in their local communities.

# 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, 22 November 2008, 12 October 2013, 25 May 2014, 12 October 2014 and 10 October 2015. The members of the Company are those who have been 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 218 Leader members at 31 March 2019 (243 Leader-members at 31 March 2018, 225 at 31 March 2017) 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.

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

#### 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 13 members (the majority of whom must be appointed from amongst the Leader-members of the company). The Council meets three times a year and communicates regularly by email and with occasional online meetings.

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 2016 and plans put in place to mitigate them. These risks have been/are being addressed in the following ways:

Risks associated with the costs of our infrastructure: we moved a few years ago to a new database which has enabled much efficiency, particularly in the way we process memberships. In addition to annual memberships we now offer monthly memberships payable by direct debit. The new website has further increased efficiency of administration.

Risks associated with the economic links between the trading subsidiary (LLL (Books) Ltd.) and LLLGB: these risks have been mitigated by cost containment and improved trading conditions as detailed in this report.

Risks associated with the links to La Leche League International (LLLI), our parent organisation: LLLI addressed financial challenges and made significant cost savings by closing their head office and conducting business through an Association Management Company (AMC). Initially the AMC was Bostrum Management Consulting, Chicago but in 2016 further savings were achieved moving to IMI Association Executives, Raleigh, North Carolina. Trustees took part in regular discussion via email and voice over internet meetings with the Board of Directors of LLLI. Trustees have taken part in discussions about bylaw revision and together with GB Leaders, trustees participated in international groups discussing and influencing changes to LLLI policy and procedures.

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

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

is reversing recent declines in membership. The charity is increasingly working on obtaining grant funding for specific tailored projects and the provision of CPD to our volunteer Leaders, through local and national grants which can also be used to support local groups with the costs of running meetings.

Risks relating to compliance with laws and regulations: LLLGB needs to ensure compliance with both company law and charity law and guidance, with the risks of non-compliance being both reputational and financial. These risks are managed by ensuring the trustee body includes those with knowledge and experience of relevant regulations and supporting trustees and our Company Secretary in attending training where appropriate. The initial implementation of the General Data Protection Regulation in the year was a focus of trustee effort, as is ensuring ongoing compliance with relevant data protection legislation.

#### MAIN AREAS OF OPERATION AND HOW THEY DELIVER PUBLIC BENEFIT

Our main activities providing information and support 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 project funding in Scotland.

#### **SUPPORT**

**Mother-to-mother support** - LLLGB Local Groups, LLLGB 7 days per week Telephone Helpline, LLLGB Online Helpforms, online chat facility, website and social media.

**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 and 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 2018-19, 81 groups met regularly throughout England, Scotland, Wales and the Isle of Man. At minimum, each LLLGB group meets once per month; many groups meet more frequently with some large groups having up to 16 meetings per month. The meeting content always covers accurate and evidence-based information about breastfeeding, but the precise style of the meeting can differ depending on the needs of the local community and in order to meet the needs of as many diverse mothers and

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

families as possible. Some meetings have a title and topic for discussion in the round; others are run as a café-style meet up with focus on burning issues. Leaders strive to make time for mothers one to one and to ensure that meetings are as accessible as possible.

The number of contacts with mothers through Groups and one-to-one, by local Leaders, in 2018-19 was estimated at 26,308, which is comparable to the previous year and should increase as our methods or capturing statistics and encouraging reporting by our Leaders continues. In 2017-2018 individual contacts with mothers were estimated at 25,000, similar to that estimated for 2016-2017.

In addition to support meetings for mothers, many groups operate a closed, online, social media group for mothers and parents to post their questions in and request information and support online. These online groups continue to be invaluable in some areas, for providing a sense of group cohesion and ownership/responsibility for the ongoing running of the group. Many groups now offer a further social media group, within which interested mothers and parents who live in areas of Great Britain which are very rural and/or currently have no LLL group can discuss their wish to become Leaders.

Local groups organise fundraising events, enrichment meetings (where another aspect of parenting, compatible with La Leche League philosophy is discussed) and Communication Skills Workshops. The Communications Skills Workshops have been widely attended and well received by many Leaders, Leader Applicants and potential Leaders across Great Britain over the last year.

Groups also work locally with health professionals, particularly during World Breastfeeding Week and National Breastfeeding Awareness Week (NBAW). Leaders also collaborate and dialogue with local health professionals through Maternity Voices Partnership meetings and regional breastfeeding forums.

Whilst attendance at meetings might fluctuate from month to month, Leaders also receive continual feedback which confirms the value of face-to-face LLLGB group support, and a high level of confidence in LLLGB philosophies; for example:

"When I eventually found the LLL group, I found the support refreshing and incredibly helpful. Plus the facebook group is a fantastic resource. I attended my first meeting when my daughter was 2 weeks old and the adjustments suggested to me made the world of difference. This has meant that I have been able to enjoy this special connection with my daughter without the tears of anxiety of my first breastfeeding journey - how amazing! It is invaluable to know that should I have any queries or issues, this lovely local group is available for help and support"

"LLL really helped and supported me with the transition to motherhood. They are always there whenever you need them and attending the groups has been invaluable, especially meeting others in the same position - Thank you LLL!"

"I couldn't have survived the last 2.5 years without LLL and its community - Thank you! The ability to understand what a struggling mum needs from a conversation is truly something LLL should be proud of. Through all of my struggles this has been a safe space."

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

"Aside from the fantastic, practical support, being surrounded by so many people breastfeeding has really helped me to feel "normal".

# **National Helpline**

In 2018-19 LLLGB Leaders had telephone contact with 3,695 mothers via the LLLGB National Helpline (0345 120 2918). In addition to ringing the Helpline, we find that mothers increasingly turn to the LLLGB website, local group websites and Facebook groups for information.

# **Online Helpforms**

We continue to respond to online Helpforms from mothers; in 2018-2019 760 Helpforms were answered by our volunteer Leaders. Because we have better links to our website on the Helpform page online, suggesting that mums refer to the LLLGB website before submitting their Helpform, we are seeing steadier numbers in this activity than in the past when numbers were higher. However, it remains a valued channel of communication.

#### **Public Relations and Media**

LLLGB has been working to raise awareness of who we are, and what we do at both a local and a GB level. We aim to increase awareness and accessibility of our GB-wide provision of breastfeeding support, and our face-to-face support at our LLL groups and by Leaders in their communities. We have expanded our communications materials with a range of postcards on breastfeeding issues and outlining who LLLGB is, and posters for local group use. We have continued to explore and expand our social media presence as a way of reaching new and existing audiences, and of raising the profile and awareness of LLLGB in general.

#### **Social Media**

The social media team carefully co-ordinates the regular production of attractive memes via which our message is publicised and shared in social media via Facebook, Twitter, Instagram and Pinterest. We have produced social media template memes for use by local groups. We have a growing YouTube channel. We promote the information available on our website, raise awareness of the presence of LLLGB groups across the country, and encourage membership and donations. Using social media 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.

# Media

La Leche League GB has received numerous media enquiries in the last year asking for our response to various news stories about breastfeeding. LLL Leaders have taken part in several radio discussions on local radio and national media. We have actively approached news programmes to respond to current discussion or to offer information and contacts. Media enquiries asking for comment have come from major TV networks, several independent production companies, radio stations and journalists. LLLGB has been quoted in articles on the national print media, as well as online media channels.

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

#### **VOLUNTEER SUPPORT**

# **Leader Accreditation Department (LAD)**

The Leader Accreditation Department continues to work well to secure the future of LLLGB by working with Leader Applicants. This year the Department implemented the new prerequisites for LLL Leadership, with many forms requiring change.

Eight Co-ordinators of Leader Accreditation in Great Britain (and one ACLA-at-large helping from abroad) are supporting over one hundred Leader Applicants. LLLGB accredits about 25 new Leaders a year.

The LAD department, supported by a few Leaders, responds to mothers interested in leadership via our website, sometimes leading to applications.

LLLGB accepted about 50 new applications in 2018-19, most of them supported by Leaders in a group. Our LLLGB Applicants Facebook group is active.

Internationally, LAD is involved in many committees, sharing their views on policy changes at Board level to ensure decisions are relevant to our work here in GB. We continue to be represented at every international LAD meeting and participate in many discussions online.

# **Scottish Government Breastfeeding Programme for Government 2018-2021**

In 2018 LLLGB received project funding under this £2.2M programme which aims to reduce breastfeeding attrition rates in Scotland at the 6-8 week review. Funding has been used to develop La Leche League Groups in Scotland, and partnered with Breastfeeding LENS, to provide one day training courses and a peer support project in Tranent, East Lothian. Scotlish Leaders carried out CPD activities, increased the number of LLL meetings and venues for mothers and families in Scotland, and are working to increase the number of La Leche League Leaders in Scotland. The breastfeeding peer support training is focusing on an area with low breastfeeding rates and no existing mother to mother support. It trains local mothers to promote breastfeeding and to support each other.

#### **INFORMATION**

#### **Publications – Member Newsletter**

Breastfeeding Matters, LLLGB's members' publication, continues to be an inspiring source of mothers' stories and breastfeeding information. The newsletter is produced on a bi-monthly basis by a dedicated team of volunteer Leaders and provides our breastfeeding counsellors with a very useful resource to support mothers during local group meetings. It is also an attractive product which can be used to promote LLLGB membership. Breastfeeding Matters is read globally in its paper and electronic form, and it has an especially wide circulation across Britain, Ireland, France and South Africa.

Feedback is our in-house publication for Leaders and Leader Applicants, available online. It provides information about LLLGB activities, such as national and local workshop sessions write-ups, as well as more general breastfeeding information to help our breastfeeding counsellors stay up to date.

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

# **Leaflets Team: Booklets & Information Sheets**

LLLGB publishes over fifty different information sheets and booklets. These are for sale in the LLLGB Shop as single copies and bulk pads and packs, and are popular with mothers, Leaders, breastfeeding supporters and health professionals in the UK and beyond. The text of many leaflets can also be read on the LLLGB website. Our Positioning and Attachment leaflet is available for sale in Kindle format. Also available is the popular Full Sample Set of all LLLGB published leaflets, along with a Complete Reference Set, comprising the contents of the Full Sample Set ready filed for easy reference. Parents attending LLLGB Beginning Breastfeeding Antenatal Courses receive a pack of specially selected leaflets as part of their course. LLL Ireland purchase and sell our leaflets and LLL New Zealand continue to print many of our titles under licence.

Leaflets are written and updated on a rolling basis by the Leaflets Coordinator, working closely with other Leaders who act as editorial consultants, proof readers and reviewers. Since March 2019, graphic design is provided by a group member from Sussex who offers her services free of charge. This year, Caesarean Birth, Is my baby getting enough milk? and Rhythms and Routines were reprinted with minor revisions.

In June 2018, Sue Upstone stepped down as Leaflets Coordinator and was replaced by Bronwyn Davies.

#### Website

From 1st April 2018 to 31st March 2019, our national website (www.laleche.org.uk) had 3.1m page views from 1.4m visitors.

Our 20 most popular pages were viewed 1.8m times: these included our page on alcohol and breastfeeding, information on thrush and the reference page signposting visitors to how they can access LLLGB support including showing details of how they can contact an LLL Leader in their own local area.

Over 80% of our visitors are from the UK or United States, and the rest of our reach is geographically very wide, with visits from all over the world.

Keeping the breastfeeding information on our website up to date and accurate is an ongoing priority for the website team, ahead even of generating new content. Less visibly, we have worked on our website accessibility and made progress during the year on our project to add descriptions to all images that are available to those using screen readers. We are also monitoring our use of images and language to ensure they represent the full diverse range of families we support.

Behind the scenes, we are developing our website-based resources for our Leaders so they can record their work securely online which also improves our internal record keeping. And we have a project in progress to allow our future Leaders to perform more of their application work using online resources.

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

#### **Professional Liaison**

La Leche League GB submits responses to relevant consultations and surveys; in 2018-19 we have responded to a number of consultation documents and requests for comment including: the NHS long term plans; Health and Social Care Committee Inquiry into the early years of a child's life; The first 1000 days; Public Health England update of the Start4Life Bottle Feeding and Return to Work and Study leaflets; Prof Amy Brown/BFN on the Drugs in Breastmilk Information Service.

LLLGB is represented at meetings of the All-Party Parliamentary Group on Infant Feeding and Inequalities, at meetings of the UNICEF BFI Mother Support Group and on the Baby Feeding Law Group. We are part of an informal alliance of the breastfeeding organisations which is working together for more effective advocacy and change to breastfeeding support.

We maintain contact with many other organisations, including NICE, Baby Feeding Law Group and Baby Milk Action, First Steps Nutrition. We attended and had stands at the UNICEF BFI conference and the Lactation Consultants of Great Britain annual conference, as well as a number of smaller local conferences and events where Leaders have promoted their local groups.

In Scotland, LLLGB is represented on the Scottish Improvement Science Collaboration Centre (SISCC) which brings together researchers, NHS and social care staff, policy makers, educators, and the third sector to strengthen the evidence base for improvement science. One project, the Neonatal Attachment Project, draws together parents and health professionals to plan practical aspects of implementing parent integrated care in Scottish Neonatal units.

# **Professional Liaison Department**

In addition to our relationships with government and healthcare professionals, we also continue to maintain a Professional Liaison Department which offers support and further information when Leaders are dealing with queries of a medical nature. The Professional Liaison team are able to contact the LLLGB Panel of Professional Advisors (PPA) when the need arises for professional advice with breastfeeding, lactation and related issues.

#### **LLLGB LEADER ALUMNAE**

The Leader Alumnae group continues to provide retired Leaders with an opportunity to support LLLGB and to uphold and support LLL's philosophy, values and spirit in the wider community. The Leader Alumnae group also aims to provide the opportunity to meet up for social gatherings and retain connections amongst those who were LLLGB Leaders.

# LLLGB SHOP (LLL (Books) Ltd)

LLL (Books) Ltd (trading name LLLGB Shop) is the trading subsidiary of LLLGB. It is financially separate from and wholly owned by LLLGB.

Steady sales through our online shop, via purchase orders from businesses and procurement departments, and at occasional events during 2018-19 brought a turnover of £28,415, an increase on the previous year. An increased proportion of LLLGB leaflet sales, alongside close monitoring of

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

costs, helped maintain our profitability, resulting in an annual surplus of £7,214 which will be Gift Aided to LLLGB.

We take pride in offering fair prices and a friendly and reliable service to our customers. With postage by weight and fair pricing all year round we aim to offer a good deal on our products any time a customer needs to order. We use a commercial fulfilment company to store stock and dispatch most orders and we employ a part time bookkeeper. The remaining admin tasks are shared on a voluntary basis between the three company directors working from home. With help from local LLL Leaders we promoted LLLGB at a number of events and study days.

Company directors Sue Upstone, Kate Wootton-Beard and Heather Birt, would like to thank Sally Harris, Isabel Jordan, and Suzanne Cohen for their ongoing contributions and all the Leaders who ran stalls for us at events.

#### **EDUCATION and DEVELOPMENT**

# **Education and Development Department (EDD)**

The Department has supported Leaders over the past year in Sussex, Southampton and St Albans to run the LLLGB Beginning Breastfeeding antenatal course for parents. The course fills a gap for parents expecting a baby and wanting to breastfeed, so that both partners are aware of what they can expect and where to access information and support once the baby arrives. Interest has been expressed from parents across the country; support information is always made available, if a Beginning Breastfeeding course is not planned for that area. The courses are raising a modest income for LLLGB and local groups.

In the area of peer counsellor training, we take advantage of opportunities to support projects through the work of our partners Breastfeeding LENS. In Scotland we are cooperating with Breastfeeding LENS on a peer support project with funding from the Scottish Government Programme for Breastfeeding 2018-2021.

#### **RELATED PARTIES**

# La Leche League International (LLLI) and La Leche League Europe

Discussions continue concerning the structural changes within the international organisation and democratic elections for the LLLI Board of Directors. Emilia Bertolo and Johanna Rhys-Davies, succeeded during the year by Helen Marriott, represented LLLGB on the LLLI Global Leaders Committee (GLC) formed to discuss issues that affect Leaders worldwide, such as LLLI website, cost sharing, insurance, translations. The GLC meets quarterly by conference call. Eden Anderson and Efrat Burman represent LLLGB on the Direct Connect Entity (DCE) group, (formerly DCAN group), a system by which representatives from every entity including Affiliates can communicate with the Board/Executive Director of LLLI. LLLGB is a member of the LLL European Council and is represented by Eden Anderson. In autumn 2018 a Global Leaders Symposium was held in Raleigh North Carolina where LLLGB was represented by Anne Gaskell and Eden Anderson.

#### **External Organisations**

In GB, regular contact is maintained with the National Childbirth Trust, Best Beginnings, Baby Café,

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

Baby Milk Action, Baby Feeding Law Group, UNICEF UK Baby Friendly Initiative, the Royal College of Midwives and the World Alliance for Breastfeeding Action (WABA), World Breastfeeding Trends Initiative (WBTi), Association of Breastfeeding Mothers, Lactation Consultants of Great Britain and other likeminded groups.

#### **ADMINISTRATION and FINANCE**

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

Donations £22,048 (£24,693 in 2018)

Conference Income £10,983

LLLGB Books Donation £2,323 (£6,805 in 2018)

Grants such as the Scottish Government Funding and Awards For All applications, and, as usual, the bulk of our income is in Subscriptions of various forms. This year membership has dropped slightly.

The expected Gift Aid claim for 2018-19 is £4,051, down from last year's £5,207, reflecting the slight fall in membership.

The accounts show total incoming resources for the year of £211,171 which is up from the 2018 figure of £146,764. A significant factor in this increase has been the number of Groups accessing grants from external bodies. This has led to an increase in expenditure for services provided, with Groups able to use the funds to directly impact their work with families.

General donations remain fairly static, and donations from Groups to the central LLLGB funds have fallen because of more investment locally in Continuing Professional Development for our volunteers.

The Communication Skills Development (CSD) programme has created a small income which we continue to reinvest in areas with fewer LLLGB groups within travelling distance of one another. Leader involvement in antenatal breastfeeding courses remains similar but with grant funding to set them up, we hope this will become a sustainable source of funds for both Groups and LLLGB.

We are, as always, grateful for the support of the various local funders and for grants to Groups as well as donations from individuals. We are also very grateful for those people who felt able to make a contribution to our work, large and small, and to those volunteers who have invested time and energy in obtaining grant funding to support their work.

During the year LLLGB's Balance Sheet included £62,234 cash held by groups. This has, for a second year running, increased by more than 25% from the previous year's figure which was, at the time the highest sum for this figure since we began recording the figures on our current system.

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 current level of reserves is considered adequate.

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

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. These funds will be cleared within 2019.

During the year there was again a net increase in total funds, in this case of £30,016 (2018: £23,058). This reflects profits from the 2018 conference, LLLGB's fee for arrangement of LENS projects in Scotland and a significant donation from LLLGB Books. However, our overall balance does include some funds that are already earmarked for use elsewhere.

We have continued to reinvest our income where it will benefit mothers most, keeping our expenditure in line with our income, this year enabling us to plan some new outreach options and discuss new ways to support and equip our Leaders. We are continuing to invest in innovative approaches to reaching breastfeeding mothers and families, and finding ways to allow them to give back financially.

#### 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 Fouetté Accountancy Solutions Limited 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.

# **Eden Anderson**

Chair of the La Leche League Great Britain Council of Directors



(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, 2019, which are set out on pages 19 to 28.

#### 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 (FRS 102): 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
Fouetté Accountancy Solutions Limited
White Rose House, 5 Walnut Grove
Nottingham, NG12 3AU



Date 12 Odober 2019

(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 2019

INCOMING AND ENDOWMENTS		Unrestricted	Restricted	31.03.19 Total	31.03.18
	Notes	£	£	£	£
Income and endowments from generated					
funds:					
Voluntary income		129,693	-	129,693	113,614
Activities for generating funds		14,470	-	14,470	9,606
Investment income		1,899	-	1,899	221
Income and endowments from charitable activities		26,934	38,175	65,109	23,323
Total income and endowments	1/2	172,996 ———	38,175	211,171	146,764
RESOURCES EXPENDED					
Cost of generating funds:					
Cost of generating voluntary income	3	-	_	-	-
Fundraising trading: cost of goods sold & other goods	3	21,808	-	21,808	23,492
Charitable activities	3	118,082	35,504	153,586	92,167
Governance costs	3	5,761	<u>-</u>	5,761	8,047
Total Resources Expended	3	145,651	35,504	181,155	123,706
NET INCOMING RESOURCES FOR THE					
YEAR		27,345	2,671	30,016	23,058
net (expenditure)/income for the year					
Transfer between funds		F 020	(5,930)	-	-
		5,930			
Fund balances at 1 April,2018	11	187,141	4,057	191,198	168,140
Fund balances at 31 March,2019	11	220,416	<b>798</b>	221,214	191,198

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

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

# COMPANY NUMBER 1566925 BALANCE SHEET AS AT 31 MARCH 2019

		2019	2018
FIXED ASSETS	Notes	£	£
Tangible	5	-	-
Investment in subsidiary	4	10,000	10,000
		10,000	10,000
CURRENT ASSETS			
Stock		2,379	2,379
Sundry debtors and prepayments	6	10,662	12,758
Balance at Charities Official Investment Fund		79,130	78,753
Cash in bank		151,880	124,672
		244,051	218,562
CURRENT LIABILITIES-CREDITORS:		_ · • •	,
Amounts falling due within one year	7	32,837	37,364
		<del></del>	
NET CURRENT ASSETS		211,214	181,198
TOTAL ASSETS LESS CURRENT LIABILITIES			
		221,214	181,198
REPRESENTED BY:			
RESERVES:			
Unrestricted funds			
Designated fund	8		-
General funds	8	220,416	187,141
		220,416	187,141
Restricted funds	8	<b>798</b>	4,057
	11	221,214	191,198

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 deficit 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

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

companies under Part 15 of the Companies Act 2006 and section 1A of Financial Reporting Standard 102.

These financial statements were approved by the board of Trustees on 12 October 2019 and signed on its behalf by:

**EDEN ANDERSON - TRUSTEE/DIRECTOR** 

.OUISE MORAN - TRUSTEE/DIRECTOR

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

#### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

#### 1. ACCOUNTING POLICIES

The accounts have been prepared under the historical cost convention and in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", the Charities Act 2011, the Companies Act 2006 and the Statement of Recommended Practice: "Accounting and Reporting by Charities" (UK GAAP).

# **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.

#### **STOCKS**

Stocks are valued at the lower of cost and net realisable value. It is not possible to value the goods that are donated to the shops and these are therefore carried at a £Nil valuation within the year end stocks.

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

# **PENSIONS**

Pensions are accounted for in accordance with FRS 102.

Pension costs and the pension provision for the defined benefit scheme are calculated on the basis of actuarial advice and are charged to the statement of financial activities on a basis to spread the costs over the employees' working lives.

Pension costs for the defined contribution scheme are charged to the accounts on an accruals basis in the period in which they occur.

A pension provision has been created within unrestricted funds in compliance with the requirements of the SORP.

#### **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.

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

#### 2. INCOMING RESOURCES

2. INCOMING RESOURCES				
	Unrestricted	Restricted		_
	Funds	Funds	Total	Total
			31.03.19	31.03.18
INCOMING RESOURCES	£	£	£	£
Voluntary income				
Grants receivable				
Others	551	-	551	13,029
Subscriptions	107,094	-	107,094	75,892
Donations	22,048	-	22,048	24,693
	129,693	-	129,693	113,614
			<del></del>	
Investment income				
Interest receivable	729	-	729	221
Compensation	1,170	-	1,170	-
	1,899	_	1,899	328
Incoming resources from charitable activities				
Conference	13,716	-	13,716	10,013
Others	13,218	38,175	51,393	13,310
		<del></del>		
	26,934	38,175	65,109	23,323
	-			

# 3. ANALYSIS OF TOTAL RESOURCES EXPENDED:

	Costs of Generating Funds	Fundraising Trading	Information advice and support	Governance	2019 Total	2018 Total
Costs directly allocated to activities	£	£	£	£	£	£
Salaries	-	-	19,885	-	19,885	19,342
Direct costs and materials	-	4,809	95,055	-	99,864	45,115
Publications and leaflets	-	16,999	-	-	16,999	19,040
Travel and accommodation	-	-	-	3,963	3,963	4,511
Communications	-	-	3,023	-	3,023	4,596
Training and conferences	-	-	12,293	383	12,676	5,990
Premises costs	_	-	192	-	192	184
Other costs	-		23,138	1,415	24,553	24,928
	-	21,808	153,586	5,761	181,155	123,706

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

# TOTAL RESOURCES EXPENDED INCLUDE THE FOLLOWING:

	2019	2018
	£	£
Auditors' remuneration – audit services	-	-
Management Committee expenses reimbursed:		
- Travel and incidental expenses of Trustees	3,963	4,511
Staff costs		
	£	£
Salaries and wages	19,885	19,342
Social Security costs	-	-
		·
	19,885	19,342

The average number of employees during the year was 2 (2018: 2). No employee earned in excess of £60,000 (2018: no employees)

ANALYSIS OF GOVERNANCE COSTS:	2019	2018
	£	£
Independent Examination fees	1,020	1,020
Costs of Trustee travel and subsistence	3,963	4,511
Annual report	-	- -
LLLGB International conference and meetings	383	2,093
Bad debts		71
Other costs	395	352
	5,761	8,047
4. INVESTMENT IN SUBSIDIARY		
	2019	2018
	£	£
10,000 £1 Ordinary Shares in LLL (Books) Ltd	10,000	10,000

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.

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

At 31 March 2019 the aggregate capital and reserves of LLL (Books) Ltd. were as follows:

	£
Aggregate capital	10,000
Reserves	25,569
	35,569
The net assets of LLL (Books) Ltd at 31 March 2019 comprise:	
Tangible fixed assets	201
Stock	13,663
Debtors	9,926
Cash at Bank	18,752
	42,542
Less Creditors (including amounts due to group undertakings as below)	
Amounts owed to the group	4,644
Other creditors	2,329
	6,973

LLL (Books) Ltd made a loss of £50 (2018: £63), after taxation in the year ended 31 March 2019.

# 5. FIXED ASSETS

COST	Office equipment
	£
Balance at 1 April,2018	1,394
Additions	-
Disposals	-
·	
Balance at 31 March,2019	1,394
·	
DEPRECIATION	
Balance at 1 April,2018	1,394
Provision in year	-
Disposals	-
•	<del></del>
Balance at 31 March,2019	1,394
<b>,</b>	
NET BOOK VALUE	
At 1 April, 2018	_
At 31 March, 2019	_

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

6.	DEBTORS				
				2019	2018
				£	£
	Sundry debtors			10,662	12,758
					<del></del>
				10,662	5,209 ———
7.	CREDITORS				
				2019	2018
				£	. £
	Amounts falling due within or	ne year:			
	Peer Counsellor Programme I	ncome in advance		-	-
	Other income in advance			26,075	30,664
	Trade creditors			5,462	5,600
	Other creditors and accruals			1,300	1,100
				32,837	37,364
0 48	NALYSIS OF NET ASSETS BET	NAFEN FLINIDE			
o. Ar	MALISIS OF INET ASSETS BET	WEEN FUNDS	Net		
		Fixed	current	2019	2018
		Assets	Assets	Total	Total
		£	£	£	£
	Unrestricted				
	Designated fund	-	-	-	-
	General funds	10,000	210,416	220,416	187,141
	Restricted	<del>-</del>	798 	<b>798</b>	4,057 ———
	Total	10,000	211,214	221,214	191,198

# 9. RESERVE CAPITAL

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

The amounts guaranteed in the nature of reserve capital are £243. 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:

Scottish government grants.

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

# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019 (CONTINUED)

11.	MOVEMENTS IN FUNDS					
		Balance at	Incoming	Resources	Transfers	Balance at
		01.04.18	resources	used		31.03.19
		£	£	£	£	£
REST	RICTED FUNDS:					
	'Awards for All' and other					
	grants to groups	-	38,175	35,504	(1,873)	798
	Oak Foundation	4,057	-	_	(4,057)	-
	Total restricted funds	4,057	38,175	35,504	(5,930)	798
UNRI	ESTRICTED FUNDS:					
	General funds	187,141	172,996	145,651	5,930	220,416
	2 233 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3					
	Total unrestricted funds	187,141	172,996	145,651	-	220,416
	TOTAL FUNDS	191,198	211,171	181,155	-	221,214