



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 2018**

Company Number 1566925

Charity Number 283771

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

CONTENTS	PAGES
Report of the Trustees	2-13
Independent Examiner's Report	14
Statement of Financial Activities (including Income and Expenditure account)	15
Balance Sheet	16
Notes to the Financial Statements	17-23

CHAIR'S REPORT FOR ANNUAL FINANCIAL STATEMENTS

La Leche League GB continues to consolidate the charity's financial base, and the significant cost saving associated with the shift four years ago to online operations. Our 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.

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 1.1m visitors and now averages 22,000 visits a week. About one half are from the UK, a third from the US and smaller numbers of visitors are from Canada, Ireland, Australia and 214 other locations. High quality breastfeeding information has a global reach! Our newest venture, the online chat function on the website has proved popular. 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 an international readership, particularly as it is now also available online to members.

Social media is a significant growth area for achieving the mission of LLLGB. The social media team carefully coordinates the regular and timely production of attractive 'memes' which publicise our message widely, allowing exposure to audiences which we would otherwise struggle to reach. The LLLGB *Because Breastfeeding Matters* Facebook page gained 2,500 'likers' during the year and our most successful post in July 2017 reached over 100,000 people. We have run social media campaigns with combined posts on Twitter, Facebook and Instagram on National Breastfeeding Celebration Week (England and Scotland), World Breastfeeding Week, Maternal mental health and breastfeeding, and Breastfeeding premature babies. Most local LLL Groups manage Facebook pages or groups offering women immediate engagement with our mother to mother support, sharing LLL philosophy and information on breastfeeding. It is our practice through our social media guidelines for LLLGB 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. Outwith social media, our traditional mother to mother, face-to-face breastfeeding support meetings continue with over one hundred meetings offered each month in England, Wales, Scotland and the Isle of Man.

La Leche League GB, an Affiliate of La Leche League International, has participated in global discussion forums including the Leader Accreditation Department Task Force and the Board Election Committees, charged with developing procedures for democratic elections to the LLLI Board of Directors. Several GB Leaders were speakers in the first ever online LLLI conference, the 60th Anniversary Online Conference, April 2017. La Leche League operates in more than 70 countries worldwide and continues to be recognised as an organisation that can be contacted on any matter related to breastfeeding. In Great Britain, our PR and Media Director and team respond to a high volume of media enquiries and requests providing accurate, referenced information to journalists – print, radio, television and online – and to researchers and students. We engage with community organisations and initiatives, academic and governmental committees and workshops, health professional bodies and hospital trusts and represent LLLGB at conferences and meetings throughout Great Britain. Our Helpform team answer written enquiries online while our 7-day telephone Helpline staffed by La Leche League Leaders responds to hundreds of calls each month. LLLGB Shop continues to adapt to new trading conditions, providing 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 two online meetings. Trustees conduct charity affairs online on a daily basis. We have participated in regular LLLI cascade calls, committees and policy bodies.

Within Great Britain memberships have again increased and Leaders have continued efforts to reach mothers in areas where deprivation may prevent access to breastfeeding support and information. In all of our work and on our website, we seek to ensure that our language both welcomes and reflects our audience; the LLLGB website now includes Welsh language resources, and information for transgender and non-binary parents.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

In all of LLLGB's diverse activities 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 mothers who choose 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

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(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 2018. 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 as LAD director Oct 2017, appointed as General Director October 2017)
Rebecca Bowers	(resigned October 2017)
Efrat Burman	
Rae Vacher Lowe	(resigned June 2018)
Ellen Mateer	(resigned December 2017)
Louise Moran	
Alison Parkes	
Johanna Rhys-Davies	
Lois Rowland	(resigned June 2017)
Claire Wells	
Laurence Descourtieux	(appointed October 2017)
Eva Natali	(appointed October 2017)
Helen Lloyd	(appointed October 2017)
Justine Fieth	(appointed June 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

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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH, 2018

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 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 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 243 Leader members at 31 March 2018 (225 Leader-members at 31 March 2017, 234 at 31 March 2016) 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 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. 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 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 have moved 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 has 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 joined international groups to discuss 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 is reversing recent declines in membership.

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 the Welsh New Groups project.

SUPPORT

Mother-to-mother support - LLLGB Local Groups, LLLGB 24-Hour Telephone Helpline, LLLGB Online Helpforms, 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 2017-18, 75 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 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 2017-18 was estimated at 25,000, which is comparable to the previous year and should increase as our methods of capturing statistics and encouraging reporting by our Leaders continues. In 2016-2017 individual contacts with mothers were estimated at 25,876, an increase on the figure of 14,500 estimated for 2015-2016.

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 wish to become in areas of Great Britain which are very rural and/or currently have no LLL group.

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 interested parents 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:

"I feel extremely fortunate a friend recommended LLL. I have attended meetings and I gained valuable, tested, person centred advice, insight into others' experiences and support. LLL has my full trust and I have gained a great sense of connection and an effective problem solving tool kit relating to parenting as a whole. The friendly, comfortable, group environment serves as a little nurturing haven".

" LLL has helped me to start the process of making sense of motherhood and it has shown me how breastfeeding is the crucial first step in that process"

" LLL helped me to gain confidence as a new mum and build friendships after moving to a new area. I didn't realise how isolating motherhood can be at times but through the support of the group I found the confidence to trust my gut instincts and my baby."

" I had such trust in LLL through my experience of attending meetings with my older children, that when I needed help with my 2 day old baby's latch I chose to seek help from the Leader at my local LLL group".

"When I found myself breastfeeding a toddler and feeling isolated and unsure, LLL was a lifeline for me emotionally. I then went on to become part of a community in which I was also able to help others. Recently, having my second baby the support through the newborn stages is invaluable and should be available to all who need it."

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

"I attended my first LLL group meeting when my daughter was one week old. She was unable to latch easily and I knew I had to do something about the problem. After the meeting things automatically got better that afternoon. Not only was I able to get technique advice, but as a new mum I felt an instant boost in confidence from the environment and kindness of everyone I met in the group. Not only are the Leaders and LLL information invaluable but so are each of the mothers that walk through the doors of a meeting or comment online. They form this unique network and I have been supported endlessly through all my experiences."

"LLL gave me hope and renewed energy to persevere with breastfeeding after feeling despair due to ongoing poor weight gain. The Leader suggested I use a supplemental nursing system for the top ups instead of a bottle and this, along with the support from the other ladies in the group has meant that I am still breastfeeding my son at 16 months. Had I not found the group when I did, I think it would have meant the end to our breastfeeding journey which would have been really devastating for me. I cannot thank LLL enough for the support and commitment the Leaders and also other mothers at the meeting show to mums with breastfeeding issues>"

"I have found the support and information offered by LLL Leaders and other group mothers to be invaluable - it is evidence based and vast! It has boosted my confidence to trust my instincts on what is best for my baby, backed up by latest research. I wish that all mothers could access the knowledge, can and support which LLL offers and I always recommend it to people. I am convinced that this level of support across the board would help to improve breastfeeding rates across the UK."

"A friend put me in touch with LLL. I'm so glad she did. I was in real need of a social group to get me out of the house as I was an anxious new breastfeeding mum. It was so heartening to see such passion for breastfeeding shared [amongst] many mums and Leaders. I felt so welcome from the first time I went. It helped me so much to hear similar stories from other mums and to know I was doing just fine! The tips and support have really helped me to have faith in breastfeeding and to keep going when more than once I'd been tempted to stop as it was hard going in the beginning."

"LLL matters so much. I've only been to 3 meetings but each time I'm amazed at how much I take from them. Feeling supported and knowing there are people who are always on hand is truly priceless." "I was hours within quitting breastfeeding my prem[ature] boy, I was sore and fed up and feeling down. I didn't have any local support so drove half an hour to get help from LLL and they welcomed me with open arms. I left the session with a new group of friends and feeding positions that didn't hurt. LLL saved our breastfeeding relationship and I owe them so much." "The knowledge of the leader is second to none and the well worded support never feels judgemental, whatever situation they are helping you tackle on your feeding, or mothering, journey. An invaluable resource at a time that breastfeeding really needs knowledgeable guidance. " "I will be eternally grateful for the warm loving and expert support that I received. The glorious thing about LLL is the mother to mother support and community backed up by an incredibly knowledgeable and compassionate group leader. Thank you to LLL for being there." "LLL has been integral in my bf relationship through giving essential bf information, building my confidence as a mother, providing a support network and giving me an opportunity to meet amazing women all allowing me to love being a mother. I don't know where I'd be without LLL."

National Helpline

In 2017-18 LLLGB Leaders spent 56,723.40 minutes talking to mothers who rang the LLLGB National Helpline (0345 120 2918). GB Leaders also contacted 2851 callers who left voicemail messages on the LLLGB National Helpline. The largest number of calls came from mobiles and the top four locations for Helpline calls are Outer London, London, Glasgow, Leeds and Edinburgh. 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; anywhere from 45 to 70 or more per month are carefully 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.

Social Media

The social media team carefully co-ordinates the regular and timely production of attractive 'memes' via which our message is publicised and shared in social media. We also promote the information available in 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. We currently have a presence on Facebook (<https://www.facebook.com/breastfeedinglllgb/>), Twitter (@LLLGB, <http://twitter.com/lllgb>), Instagram (@lalecheleague_gb https://www.instagram.com/lalecheleague_gb/) and Pinterest (@lalecheleaguegb <https://uk.pinterest.com/lalecheleaguegb/>).

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. We have gained approximately 2,500 likers on this period, and as of 31st March 2017, over 17,800 people 'like' the page. Over 95% of our likers are women. Around 60% of our likers are in the UK, the others mainly in the US. Consistently, 75-80% of our likers access our page using mobile devices. Our most successful post for this period was on 22nd July 2017, reaching over 100,000 people.

LLLGB Twitter account has over 5,900 followers; we have gained approximately 1,400 over this period. Many of the users we interact with are individuals and organisations involved in breastfeeding, pregnancy and birth work, and in the support of mothers. Approximately 95% of our followers are women, 75% are based in the UK.

This year we have started posting regularly on Instagram. This is still our smallest social media outlet (approximately 1,400 followers), but it has been growingly steadily over the past year. We have gained approximately 1,000 followers in this period.

We have run several social media campaigns, with combined posts on Twitter, Facebook and Instagram, such as:

- National Breastfeeding Celebration Weeks in Scotland (week commencing 19 June 2017) and England (week commencing 26 June 2017)
- World Breastfeeding Week (1-8 Aug 2017)
- Maternal mental health and breastfeeding (November 2017)
- Breastfeeding premature babies (January-February 2018)
- Several fundraising campaigns, for example a Leader participating in the Brighton marathon.

LLLGB will continue 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.

VOLUNTEER SUPPORT

Leader Accreditation Department (LAD)

Ten Coordinators of Leader Accreditation (CLAs) have continued to work well to secure the future of LLLGB by working with over one hundred Leader Applicants, accrediting our usual rate of new Leaders (about 25 per year). LAD, with the help of Leaders, responds to interest shown in Leadership via our website, which sometimes leads to applications. In 2017-18 LLLGB accepted more than 35 new applications, most supported by Leaders in an existing group. Our LLLGB Applicants Facebook page is active, and well supported by Leaders.

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.

Welsh New Groups Project

The Welsh New Groups Project, 2012-2017 is now completed with the launch in 2017 of LLLGB breastfeeding web-posts and three information sheets in the Welsh language available on our website.

The Welsh New Groups Project led to the accreditation of new Leaders and the creation of LLL groups in Monmouth, Caerphilly, Swansea Valley and Aberystwyth. LLLGB thanks all the Leaders involved in this project, and thanks the Oak Foundation which gave funding to LLLGB to help with the accreditation of Leaders, the Welsh language resources on our website, and provision of mother-to-mother breastfeeding support in Wales.

Leader Support

At La Leche League Great Britain we value supporting our volunteer Leaders as much as we value supporting breastfeeding mothers and parents. The LLLGB Leaders are giving huge amounts of their time and energy for free to support others to breastfeed, and the Leader Department provides extensive, individual support to Leaders in all aspects of their work through regular, one-to-one contact with the Leader Department Director, District Coordinators (DCs) and Support Leaders.

Leaders are regularly invited to attend district and national workshops and conferences offering Continuing Education and Communications Skills Development. Grants are sought at a national and local level in order to ensure as many Leaders as possible can access further education, skills and the opportunity to connect with colleagues, notwithstanding any personal financial constraints. Communications Skills Workshops were held in Wales and many parts of England throughout the year and many areas of Great Britain organised a very successful Spring Workshop for local Leaders. LLLGB held a National Leader Workshop in York in October 2017 which was attended by over 120 delegates. Sessions were offered by experienced Leaders in order to share information and enhance education and knowledge for all Leaders in their voluntary work. There was also the opportunity to celebrate new Leaders and those Leaders who had offered a significant number of years' service to LLLGB.

There is a secure Leader area of the LLLGB website. This contains all administrative files, forms and directories that a Leader will need, ensuring that all are up to date with policies and procedures.

Safeguarding

LLLGB recognises the importance of robust Safeguarding policies and practices as set out by the Charity Commission, Children Act and other statutory guidance. LLLGB has a Designated Safeguarding Officer (DSO who) leads a small team providing Safeguarding support and guidance to all Leaders.

The past year has seen all Safeguarding policies and practices reviewed and updated. All Leaders in England and Wales must hold an up to date DBS certificate. LLLGB is in the process of rolling out Safeguarding training for all Leaders.

INFORMATION

Publications – Member Newsletter

The LLLGB publication for members, *Breastfeeding Matters*, continues to provide its readers with inspiring mothers' stories on a bi-monthly basis. It is entirely produced by a team of dedicated volunteers and offers our members a tangible link to the organisation. Our Leaders find it to be a very useful resource to support mothers during local group meetings, as well as an enticing product to promote LLLGB membership. *Breastfeeding Matters* has a wide circulation across Britain, Ireland and France and is also read globally in its paper and electronic form.

Feedback is our in-house publication for Leaders and Leader Applicants, available online. It provides information about the activities of the charity including national and local workshop sessions write-ups, as well as general breastfeeding updates and information.

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. 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. The colourful layout and design continues to be produced by Philippa Pearson-Glaze.

In the past year we published a new leaflet *Parenting When Your Partner Breastfeeds*. This replaced the previous *Dads Are Special*, with language changed to make it more inclusive of different families. We also undertook a full revision of *Safe Sleep & the Breastfed Baby*. Using information from the LLLI book, *Sweet Sleep*, the front page was completely rewritten with input from our professional advisor, Helen Ball, and a full editorial consultation. The new version was printed in Oct 2017.

In the spring *Sleepy Baby – Why & What to Do*, *Nipple Know-How*, *Out and About with your Breastfed Baby* and *Comfortable Breastfeeding* were reprinted with minor revisions.

LLLGB thanks Sue Upstone for her work as Leaflets Coordinator over the last ten years and the contributions of all that have enabled the charity to offer so much high-quality written information to mothers and their supporters.

Website

From 1st April 2017 to 31st March 2018, our national website (www.laleche.org.uk) had over 1.1m visitors. As our site has developed we have attracted more visitors and now average 22,000 visits a week. Our most visited pages were: • information post on alcohol and breastfeeding <https://www.laleche.org.uk/alcohol-and-breastfeeding/> • home page <https://www.laleche.org.uk/> • page linking to our national support services, group finder and breastfeeding information menu <https://www.laleche.org.uk/get-support/> <https://www.laleche.org.uk/find-lll-support-group/> • information post on thrush <https://www.laleche.org.uk/thrush/> • information post on oversupply www.laleche.org.uk/too-much-milk-and-oversupply/

Almost 90% of our visitors use a mobile device. Just under half are from the UK (49%), a little over a third from the US (35%), and smaller numbers of visitors from Canada, Ireland, Australia, and 214 other locations. High quality breastfeeding information has a global reach! Most visitors come via search engines, some are repeat visitors and come direct and some via social media links.

We provide breastfeeding information, news and research articles including comments on topical issues, and mothers' stories originally published in *Breastfeeding Matters*; much of the breastfeeding information comes from the LLLGB leaflets which are in demand by health care professionals, with an increasing amount of original work produced solely for the website.

We have the stated intention to increase our reach into underserved and underrepresented communities and continue to use our website as a central part of our strategy for achieving this. We strive to ensure that our language both welcomes and reflects our audience and all of the families that we support.

The new online chat function on the website was launched on a test basis in December 2017 and has proved very popular, reaching those who find it easier to talk on a keyboard than by telephone. We also now have a page where visitors can find a contact phone number for a Leader near to them, as an alternative to phoning our national helpline. The more avenues we have available for helping conversations, the broader a range of mothers we can support.

It is encouraging to see that visitors to the website use it both for general information and support and to get in touch with their local LLL group, so it fulfils a range of needs while supporting our mission and purpose.

Professional Liaison

La Leche League GB submits responses to relevant consultations and surveys; in 2017-18 these have included Wolverhampton Public Health Department, Alison Thewliss, MP, regarding Infant Feeding Survey, The Lancet regarding the RCPCH and revenue from formula advertising. We wrote to Public Health England regarding their Chatbot and contributed to Baby Feeding Law Group response on Shared Parental Leave.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

Researchers and students request information about breastfeeding for studies and projects and we have responded this year to Edinburgh Napier University about breast pumps, Norwich Medical School, University of East Anglia about cancer prevention, and PhD students studying breastfeeding and medication, and attitudes to breastfeeding and depression.

We liaised with Professor Mary Renfrew and Dr Clare Relton (NOSH study) and provide information to other organisations and health professionals.

LLLGB is represented at meetings of the All-Party Parliamentary Group on Infant Feeding and Inequalities, and attends Maternity Action and All Women Count meetings. We were represented at the ABM conference, a National Midwifery Council consultation and the WBTi forum event, "Protecting Infants in UK: Planning for Emergencies".

We maintain contact with many other organisations, including NICE, Baby Feeding Law Group and Baby Milk Action.

LLLGB is represented on the Designation Committee of UNICEF UK Baby Friendly Initiative (BFI) which provides adjudication on decisions about accreditation and is engaged in ongoing discussions about the future of BFI.

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 (PL) Department

In addition to our relationships with government and healthcare professionals, we also continue to maintain a Professional Liaison Department which provides Leaders with support and further information in response to medical queries. The Professional Liaison team are able to contact the LLLGB Panel of Professional Advisors (PPA) for medical queries that may need additional information and a specific response. The PPA is currently being updated.

Public Relations and Media

La Leche League GB has received numerous media enquiries in the last year asking for our response to various news stories about breastfeeding. Leaders have taken part in several radio discussions on BBC Three Counties Radio, UK Health Radio and LBC Radio.

The LLLGB website goes from strength to strength featuring articles on a wide range of breastfeeding issues, topical news and research; feedback is positive and includes requests to share our articles. In 2017-18, LLLGB submitted response/commentary to the British Society of Paediatric Dentistry, to the BBC, Guardian newspaper and The Sunday Times supplying information to redress inaccuracies. We responded to an inaccurate article which cited LLL and LLLGB on the web and were in touch with a museum regarding their presentation of infant feeding. Media enquiries asking for comment have come from all the major TV networks, several independent production companies, radio stations, journalists and the Press Association. LLLGB has been quoted in articles on Yahoo, BBC online and Daily Mail.

LLL Leaders have spoken in on 3 Counties Radio, Heat FM, LBC, BBC Newcastle, BBC Wales and the Jeremy Vine Show. Information was provided for Radio 5 Live (Victoria Farnham on funding cuts to breastfeeding support).

LLL Leaders have written blogs for National Breastfeeding Week, and information was provided for a theatrical production about pollution.

Numerous enquiries about gender identification and breastfeeding have been responded to and our website article 'Support for Transgender and Non-Binary parents' has proved a useful resource.

LLLGB thanks Anna Burbidge for her work over many years in public relations and media, as PR & Media Director for the charity.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

LLLGB LEADER ALUMNAE

After launching at The National Workshop 2017, the Leader Alumnae has seen a steady increase in membership. The aim of the Leader Alumnae is to uphold and support the philosophy, values and spirit of La Leche League in the wider community, to provide opportunities for social gatherings and to support LLLGB.

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

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

The role of LLLGB Shop is to supply resources to mothers, Leaders, breastfeeding supporters and health professionals. Everything we sell is in line with LLL philosophy of mothering through breastfeeding. Whilst we provide an important service to our customers it is also essential that we generate sufficient profits each year to at least remain self-supporting and, ideally, have a surplus, which can be gift-aid to LLLGB at the end of each financial year.

There are currently three company directors: all volunteers and LLL Leaders. All admin work excepting the paid bookkeeping role is done by the directors and a small team of additional volunteer Leaders who fulfil specific roles. Because the team is geographically remote from one another there is no office – all work is done from home and we make as much use of online systems and communication as possible. Sales are mostly through an online shop www.lllgbbooks.co.uk. We also accept purchase orders from companies and organisations with procurement departments (mainly NHS trusts). The director responsible for day-to-day administration processes orders, checks payments and organises dispatch.

Currently we stock around 150 separate lines which include LLLGB leaflets, books and leaflets from other publishers, DVDs and reference/promotional materials. Most stock is stored, picked, and dispatched using a commercial fulfilment company in Lancing. Selected items are stored and posted by Leaders. 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 continue to receive regular orders from health professionals and breastfeeding supporters for pads and packs of LLLGB published information sheets and booklets. Single copies of all leaflets are also available and there is no such thing as a 'typical' order.

The Shop continued to trade successfully. 2017–18 turnover was £23,158, down on the previous financial year, with fewer purchase orders being received than previously. We maintained our profitability by keeping firm control of expenditure and pricing and were still able to Gift Aid our surplus of £2,323 to LLLGB.

In addition to online sales, we attended and sold at the LLLGB National Workshop, LCGB Conference, UNICEF BFI Conference, Manchester Breastfeeding Festival, and the LLL European Management Symposium. We also placed marketing materials in packs for several other events.

New products included printed versions of the A4 posters created by the LLLGB Social Media Team. These are also available as free digital downloads which are very popular. We added the babies' board book *What Does Baby Want?* to our range of children's books. Other new lines introduced included the *Why it Happens* books, *The Positive Birth Book* and the new LLLGB information sheet *Parenting When Your Partner Breastfeeds*. We also welcomed back into stock *What Mothers Do* and *How Mothers Love*, both by LLL Leader Naomi Stadlen. New promotional pens and cotton bags proved popular, and our 60th anniversary pendants continued to sell steadily.

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

EDUCATION and DEVELOPMENT

Education and Development Department (EDD)

The Department has supported Leaders over the past year in London, Sussex and Southampton 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, which we expect to grow during 2019, with courses planned in Plymouth, West London and Herts.

In the area of peer counsellor training, we take advantage of opportunities to support projects through the work of our partners Breastfeeding LENS.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

RELATED PARTIES

La Leche League International (LLI) and La Leche League Europe

Discussions continue concerning the structural changes within the international organisation and democratic elections for the LLI Board of Directors. Emilia Bertolo and Johanna Rhys-Davies represented LLLGB on the LLI Global Leaders Committee (GLC) formed to discuss issues that affect Leaders worldwide, such as LLI 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 LLI.

March 2018 saw the bi-annual LLL European Management Symposium (EMS) in Berlin. A strong LLLGB team attended and made presentations on Helpline, antenatal courses, using social media and role of LLI. LLLGB was represented at the LLL European Council and LAD meetings coinciding with the EMS.

External Organisations

In Great Britain, regular contact is maintained with the National Childbirth Trust, Best Beginnings, Baby Café, 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 are:

Donations £24,693 (£24,531 in 2017)

Subscriptions £75,892 (£50,468 in 2017)

LLLGB Books Donation £6,805 (£2,199 in 2017)

Income from National Events £6,130 (profits after cost from Conference 2016 and National Workshop 2017)

The expected Gift Aid claim for 2017-18 is £5,207, up from last year's £4,684, giving us a significant gain for very little effort on the part of donors and Leaders. The accounts show total incoming resources for the year of £146,764 which is up from the 2017 figure of £133,753.

Membership subscription incomes have increased, with monthly memberships starting to play a bigger role, while general donations remain fairly static.

Costs have been met principally through subscriptions, fees, event income and donations. Grant funding such as that for Café La Leche (CLL) has taken up a significant portion of our accounting work, but with the income and expenditure for Leader payment roughly equal and the added admin and accounts costs, it is income-neutral for LLLGB. The Community Skills Development (CSD) programme has created a small income which we hope to reinvest in running more workshops in areas with fewer LLLGB groups within travelling distance of one another. Leader involvement in antenatal breastfeeding courses continues to grow slowly, but we hope this will become a sustainable source of funds for both groups and LLLGB.

We are once again 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 La Leche League GB's Balance Sheet included £49,901 cash held by groups. This has increased by more than 25% from the 2017 figure which was, at the time the highest sum for this figure since we began recording the figures on our current system. It may reflect some new groups starting up, some grant funding being held to cover venue fees and other expenses, but LLLGB groups are required to carefully consider the level of funds they need to retain, and whether any of that money could be used to support a sister group or some of the GB running costs. This year several LLLGB groups have struggled to complete their Annual Return figures but Council of Directors trustees have worked hard to support them and ensure that we have had very little debt to write off this year.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

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.

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. Café La Leche funding has been moved from restricted funds after discussion with the grant provider, but this will not affect its usage and those funds should be cleared within the next two financial years.

During the year there was again a net increase in total funds, in this case of £23,058 (2017: £19,541). This reflects the fact that two years worth of national events have been paid into one financial year, LLLGB Books have made a significant donation, and membership income has increased steadily. However, our overall balance does include grant money for CLL groups which will all go out again to Leaders involved and as such is not LLLGB money to be spent, so while we are financially stable and able to consider further ways to meet our aims, it is not time to become complacent! We have continued to reinvest our income where it will benefit mothers most, keeping our expenditure in line with our increasing income, this year enabling us to absorb the expected yet significant increase in running costs for our Helpline, and the cost of an update to our website to allow it to handle the huge number of visitors we have been receiving. We are continuing to invest in new ways to reach 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

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, 2018, which are set out on pages 15 to 23.

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 29 September 2018

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(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 2018**

INCOMING AND ENDOWMENTS		Unrestricted	Restricted	31.03.18	31.03.17
	Notes	£	£	Total	£
				£	
Income and endowments from generated funds:					
Voluntary income		101,031	12,583	113,614	99,957
Activities for generating funds		9,606	-	9,606	11,693
Investment income		221	-	221	328
Income and endowments from charitable activities		<u>23,323</u>	<u>-</u>	<u>23,323</u>	<u>21,775</u>
Total income and endowments	1/2	<u>134,181</u>	<u>12,583</u>	<u>146,764</u>	<u>133,753</u>
RESOURCES EXPENDED					
Cost of generating funds:					
Cost of generating voluntary income	3	-	-	-	-
Fundraising trading: cost of goods sold & other goods	3	23,492	-	23,492	20,087
Charitable activities	3	78,744	13,423	92,167	89,385
Governance costs	3	<u>8,047</u>	<u>-</u>	<u>8,047</u>	<u>4,740</u>
Total Resources Expended	3	<u>110,283</u>	<u>13,423</u>	<u>123,706</u>	<u>114,212</u>
NET INCOMING RESOURCES FOR THE YEAR					
net (expenditure)/income for the year		23,898	(840)	23,058	19,541
Transfer between funds			-		-
Fund balances at 1 April,2017	11	<u>163,243</u>	<u>4,897</u>	<u>168,140</u>	<u>148,599</u>
Fund balances at 31 March,2018	11	<u>187,141</u>	<u>4,057</u>	<u>191,198</u>	<u>168,140</u>

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

The notes on pages 17 to 23 form part of these accounts

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

COMPANY NUMBER 1566925
BALANCE SHEET AS AT 31 MARCH 2018

		2018	2017
	Notes	£	£
FIXED ASSETS			
Tangible	5	-	61
Investment in subsidiary	4	<u>10,000</u>	<u>10,000</u>
		10,000	10,061
CURRENT ASSETS			
Stock		2,379	2,580
Sundry debtors and prepayments	6	12,758	5,209
Balance at Charities Official Investment Fund		78,753	78,566
Cash in bank		<u>124,672</u>	<u>108,650</u>
		218,562	195,005
CURRENT LIABILITIES-CREDITORS:			
Amounts falling due within one year	7	<u>37,364</u>	<u>36,926</u>
NET CURRENT ASSETS		<u>181,198</u>	<u>158,079</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>191,198</u>	<u>168,140</u>
REPRESENTED BY:			
RESERVES:			
Unrestricted funds			
Designated fund	8	-	-
General funds	8	<u>187,141</u>	<u>163,243</u>
		187,141	163,243
Restricted funds	8	<u>4,057</u>	<u>4,897</u>
	11	<u>191,198</u>	<u>168,140</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 29th September 2018 and signed on its behalf by:

- TRUSTEE

- TRUSTEE

The notes on pages 17 to 23 form part of these accounts

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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" (FRS 102).

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.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (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.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (CONTINUED)

2. INCOMING RESOURCES

	Unrestricted Funds	Restricted Funds	Total 31.03.18	Total 31.03.17
	£	£	£	£
INCOMING RESOURCES				
Voluntary income				
Grants receivable				
Department of Health	-	-	-	-
Oak Foundation	-	-	-	-
Others	446	12,583	13,029	24,958
Subscriptions	75,892	-	75,892	50,468
Donations	24,693	-	24,693	24,531
	<u>101,031</u>	<u>12,583</u>	<u>113,614</u>	<u>99,957</u>
Investment income				
Interest receivable	221	-	221	328
Rent receivable	-	-	-	-
Sale of assets	-	-	-	-
Commission receivable	-	-	-	-
	<u>221</u>	<u>-</u>	<u>221</u>	<u>328</u>
Incoming resources from charitable activities				
Publications	-	-	-	-
Peer Counsellor Programmes	-	-	-	-
Conference	10,013	-	10,013	1,327
Others	13,310	-	13,310	20,448
	<u>23,323</u>	<u>-</u>	<u>23,323</u>	<u>21,775</u>

3. ANALYSIS OF TOTAL RESOURCES EXPENDED:

	Costs of Generating Funds	Fundraising Trading	Information advice and support	Governance	2018 Total	2017 Total
	£	£	£	£	£	£
Costs directly allocated to activities						
Salaries	-	-	19,342	-	19,342	18,912
Direct costs and materials	-	4,452	40,663	-	45,115	27,002
Publications and leaflets	-	19,040	-	-	19,040	17,445
Travel and accommodation	-	-	-	4,511	4,511	2,202
Communications	-	-	4,596	-	4,596	3,042
Training and conferences	-	-	3,897	2,093	5,990	15,840
Depreciation	-	-	-	-	-	-
Premises costs	-	-	184	-	184	367
Other costs	-	-	23,485	1,443	24,928	29,402
	<u>-</u>	<u>23,492</u>	<u>92,167</u>	<u>8,047</u>	<u>123,706</u>	<u>114,212</u>

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (CONTINUED)

TOTAL RESOURCES EXPENDED INCLUDE THE FOLLOWING:

	2018	2017
	£	£
Depreciation	61	61
Management Committee remuneration	-	-
Auditors' remuneration – audit services	-	-
Management Committee expenses reimbursed:		
- Travel and incidental expenses of Trustees	4,511	2,202
	<u>4,511</u>	<u>2,202</u>

Staff costs

	£	£
Salaries and wages	19,342	18,912
Social Security costs	-	-
	<u>19,342</u>	<u>18,912</u>

The average number of employees during the year was 2 (2017: 2). No employee earned in excess of £60,000 (2017: £60,000)

ANALYSIS OF GOVERNANCE COSTS:

	2018	2017
	£	£
Independent Examination fees	1,020	1,020
Legal and professional fees	-	-
Costs of Trustee travel and subsistence	4,511	2,202
Annual report	-	-
LLLGB International conference and meetings	2,093	219
Bad debts	71	735
Other costs	352	564
	<u>8,047</u>	<u>4,740</u>

4. INVESTMENT IN SUBSIDIARY

	2018	2017
	£	£
10,000 £1 Ordinary Shares in LLL (Books) Ltd	10,000	10,000
	<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.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (CONTINUED)

At 31 March 2018 the aggregate capital and reserves of LLL (Books) Ltd. were as follows:

	£
Aggregate capital	10,000
Reserves	25,619
	<u>35,619</u>
The net assets of LLL (Books) Ltd at 31 March 2018 comprise:	
Tangible fixed assets	251
Stock	16,885
Debtors	6,548
Cash at Bank	15,950
	<u>39,634</u>
Less Creditors (including amounts due to group undertakings as below)	
Amounts owed to the group	707
Other creditors	3,308
	<u>4,015</u>

LLL (Books) Ltd made a loss of £63 (2017: £78), after taxation in the year ended 31 March 2018.

5. FIXED ASSETS

COST

	Office equipment £
Balance at 1 April, 2017	1,394
Additions	-
Disposals	-
	<u> </u>
Balance at 31 March, 2018	<u>1,394</u>

DEPRECIATION

Balance at 1 April, 2017	1,333
Provision in year	61
Disposals	-
	<u> </u>
Balance at 31 March, 2018	<u>1,394</u>

NET BOOK VALUE

At 1 April, 2017	61
	<u> </u>
At 31 March, 2018	<u>-</u>

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (CONTINUED)

6. DEBTORS

	2018	2017
	£	£
Amounts due for Peer Counsellor Programme	-	-
Sundry debtors	12,758	5,209
	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>
	<u>12,758</u>	<u>5,209</u>

7. CREDITORS

	2018	2017
	£	£
Amounts falling due within one year:		
Peer Counsellor Programme Income in advance	-	-
Other income in advance	30,664	20,432
Trade creditors	5,600	10,634
Other creditors and accruals	1,100	5,860
	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>
	<u>37,364</u>	<u>36,926</u>

8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Fixed	Net	2018	2017
	Assets	current	Total	Total
	£	Assets	£	£
		£		
Unrestricted				
Designated fund	-	-	-	-
General funds	10,000	177,141	187,141	163,243
Restricted	-	4,057	4,057	4,897
	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>
Total	<u>10,000</u>	<u>181,198</u>	<u>191,198</u>	<u>168,140</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 £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:

- Department of Health funding for “Community Breastfeeding Classes”
- Oak Foundation Fund provides general support focusing on low income families in Wales.

LA LECHE LEAGUE GREAT BRITAIN (company number 1566925)
(A Company limited by guarantee and not having share capital)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018 (CONTINUED)

11. MOVEMENTS IN FUNDS

	Balance at 01.04.17	Incoming resources	Resources used	Transfers	Balance at 31.03.18
	£	£	£	£	£
RESTRICTED FUNDS:					
'Awards for All' and other grants to groups	840	12,583	13,423	-	-
Oak Foundation	<u>4,057</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>4,057</u>
Total restricted funds	<u><u>4,897</u></u>	<u><u>12,583</u></u>	<u><u>13,423</u></u>	<u><u>-</u></u>	<u><u>4,057</u></u>
UNRESTRICTED FUNDS:					
General funds	<u>163,243</u>	<u>134,181</u>	<u>110,283</u>	<u>-</u>	<u>187,141</u>
Total unrestricted funds	<u><u>163,243</u></u>	<u><u>134,181</u></u>	<u><u>110,283</u></u>	<u><u>-</u></u>	<u><u>187,141</u></u>
TOTAL FUNDS	<u><u>168,140</u></u>	<u><u>146,764</u></u>	<u><u>123,706</u></u>	<u><u>-</u></u>	<u><u>191,198</u></u>