

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 2016 Company Number 1566925 Charity Number 283771

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### CHAIR'S REPORT FOR ANNUAL FINANCIAL STATEMENTS

In 2015-16 La Leche League GB consolidated its financial base and continued the cost saving measures initiated in the previous year with the shift 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.

In April 2015 a National Meeting was held of Leaders with extra roles within LLLGB to discuss and plan new initiatives. One result of the meeting is the antenatal course 'Beginning Breastfeeding' which was piloted in three communities over a several month period and is due for national roll out in 2016-17.

LLL Manchester hosted a highly successful Leader Day in October featuring *Sweet Sleep* author Diana West. On 8<sup>th</sup> March, our website team launched the new LLLGB website, presenting LLL to the public in a thoroughly up to date format, showcasing our resources and information and incorporating administrative functions for Leaders and Leader Applicants. The Publications team manages and oversees the website and with LLLGB Shop, our trading subsidiary, continues to 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. Social media continues to be a significant growth area for LLLGB with campaigns on Facebook and Twitter and the *Breastfeeding Matters* Facebook page extending our outreach. 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.

La Leche League operates in more than 70 countries worldwide and now in its 60<sup>th</sup> year continues to be recognised as an organisation that can be contacted on any matter related to breastfeeding. Our PR and Media Director and her team respond to a high volume of media enquiries and requests providing accurate, referenced information to journalists – print, radio, television and online – to students and for websites. We engage with community organisations and initiatives, academic and governmental committees and workshops, health professional bodies and hospital trusts and represent LLLGB at national conferences throughout Great Britain. Our Helpform team answer written enquiries online while our 24 hour 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, members and the wider public.

The Council of Directors held three face to face meetings during the year and trustees conduct discussions of charity affairs online on a daily basis. In March we sent a delegation to the European Management Symposium contributing to discussions and making presentations with our European counterparts and many delegates from the wider La Leche League International family. LLLGB is also represented internationally in regular global cascade calls, on task forces and committees on several LLLI policy bodies.

Within Great Britain membership increased this year and we have continued efforts to reach mothers in areas where deprivation may prevent access to breastfeeding support and information.

In addition to LLL's 60<sup>th</sup> Anniversary, 2016 marks 45 years for LLLGB. On 14<sup>th</sup>/15<sup>th</sup> October we will gather in Derbyshire for a national two day conference 'Building a Legacy' to celebrate these milestones. A skilled and dedicated volunteer Conference Team has worked for many months to deliver this event involving international and national guest speakers and workshops for Leaders and Leader Applicants, LLL members, Healthcare Professionals and the general public.

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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. Breastfeeding provides for the needs of the new born baby: warmth in its mother's arms, security in her presence and food from her breast. 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 to families and to society.

### **Eden Anderson**

Chair of La Leche League Great Britain Council of Directors

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## **REPORT OF THE TRUSTEES**

The Trustees present their report and financial statements for the year ended 31 March 2016.

### PRINCIPAL ACTIVITY

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

### LEGAL AND ADMINISTRATIVE INFORMATION

Name of company: LA LECHE LEAGUE GREAT BRITAIN The company is incorporated under the 2006 Companies Act (No. 1566925). La Leche League Great Britain is a registered charity (No. 283771)

#### DIRECTORS

The following persons have served during the year.

Eden Anderson Ruth Anscombe Benaifer Bhandari Efrat Burman Ellen Mateer Johanna Rhys-Davies Lois Rowlands	(Chair) (resigned July 2015)
Helen Russ	(retired October 2015)
Fiona Simkiss (Jones)	(resigned May 2015)
Lesley Smythe	
Alison Parkes	(appointed April 2015)
Louise Moran	(appointed July 2015)
Rebecca Bowers	(appointed October 2015)
Emilia Bertolo	(appointed October 2015)
SECRETARY Helen Butler	
REGISTERED OFFICE	129a Middleton Boulevard
	Wollaton Park, Nottingham, NG8 1FW
INDEPENDENT EXAMINER	Mrs K Seagrave ACA, Net Accountancy Solutions LLP Kestrel Lodge, Upper Hexgreave Farnsfield, Newark Nottinghamshire, NG22 8LS

BANKERS

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

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### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH, 2016**

#### 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.

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#### STRUCTURE, GOVERNANCE AND MANAGEMENT

#### **GOVERNING DOCUMENT**

La Leche League Great Britain (LLLGB) is an affiliate of La Leche League International (LLLI), a world-wide not-for-profit organisation and internationally recognised authority on breastfeeding. La Leche League GB is registered as a charity with the Charity Commission and is a company limited by guarantee, registered in England, incorporated under the 2006 Companies Act, governed by its Memorandum and Articles of Association, dated 9 June 1981 and amended to allow for current governance arrangements on 23 October 2004, 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 234 Leader members at 31 March 2016 (242 Leader-members at 31 March 2015, 260 at 31 March 2014) 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 2015 and plans put in place to mitigate them. These risks have been/are being addressed in the following ways:

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#### Risks associated with the Education & Development Department (EDD):

There was a gradual wind down of operations whilst ensuring commitment to existing customers who had sought peer supporter training. The department is moving forward once again in two areas of activity: antenatal courses and peer supporter and staff training updates. Risks associated with the costs of our infrastructure: we have moved to a new database which has enabled much efficiency, particularly in the way we process memberships. We have moved from annual memberships to rolling memberships and have now introduced monthly memberships payable by direct debit. In addition, a new website was created which 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 Bostrum Management Consulting, Chicago. Discussions about possible new agreements and cost-sharing arrangements are on-going. Trustees took part in regular discussion via email and voice over internet meeting with the Board of Directors of LLLI. Trustees also took part in international groups to formulate a new LLLI strategic plan and together with GB Leaders, trustees joined international groups to discuss changes to LLL bylaws and policy.

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

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

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

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

### SUPPORT

**Mother-to-mother support** - LLLGB Local Groups, LLLGB 24-Hour Telephone Helpline, LLLGB Online Helpforms, 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 2015-16, 72 groups met regularly throughout England, Scotland, Wales and the Isle of Man. At minimum, each LLLGB group meets once per month, many meet more frequently with some large groups having up to 16 meetings per month.

The number of contacts with mothers through Groups and one-to-one, by local Leaders, in 2015-2016 was estimated at 14,500, an increase on the figure of 12,000 estimated for 2014-2015 and the figure of 12,339 recorded in 2013-2014, and in line with our 2012-2013 high.

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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 have proven to be invaluable in some areas, for providing a sense of group cohesion and ownership/responsibility for the ongoing running of the group. Local groups also organise fundraisers and workshops, plus work locally with health professionals, particularly during National Breastfeeding Awareness Week (NBAW). Whilst attendance at meetings might fluctuate from month to month, Leaders also receive continual feedback which confirms the value of face-to-face LLLGB group support, and a high level of confidence in LLLGB philosophies; for example:

'Aside from being a wonderful source of advice, I have really valued the support and understanding of fellow Mums in this group over the last couple of years. In a very judgemental world, I feel safe to share things at LLL without being judged. I think without it I would have felt pressured into giving up before we were ready';

'LLL to me represents Leaders, and at LLL groups, friends and peers who make you feel at ease about starting, continuing, and completing your personalised individualised breastfeeding journey in a relaxed and comfortable environment. It's much less daunting than any other service, tailored to understand a woman's needs without peer pressure. People are thoughtful, selfless, kind, caring, compassionate, understanding and far from judgemental. Lastly LLL teaches you a lot about yourself and how you too can go on to help others. Always grateful for all my support and new friendships made. Also a great source of accurate advice, not at all misleading';

'These groups are the only source of non judgmental mother to mother support I know of. They are more than supporting breastfeeding mothers. They are a lifeline. I remember having NO sleep or nearly no sleep for such a long time and being close to breaking as a mother and this group reassured, empathised and guided me through the fog. It's where you feel empowered by being encouraged to be close to your baby and meet their needs. Learning to trust and let them guide you. That we are all different as are all babies.'

#### **National Helpline**

The number of calls to the LLLGB Helpline was 10,007. The largest number of calls came from mobiles and the top four locations for Helpline calls are London then Edinburgh, Manchester and Bristol. We have plans in process to make changes to the Helpline which will make it significantly cheaper for the mothers who call it. Mothers increasingly turn to LLLGB group websites and Facebook pages for information, in addition to the Helpline.

### **Online Helpforms**

There were 743 Helpforms answered in 2015-2016, up from last year's figure of 649. Because we have better links to our website on the helpform page suggesting that mums refer to that before submitting their helpform, we are seeing steadier numbers in this activity than in the past when numbers were considerably higher.

#### Social Media

Leaders give a vast amount of breastfeeding and mother to mother support via their local group's Facebook page. Approximately half of all contacts with mothers are now via social media – mainly Facebook. During 2015 we updated the way we collect our statistics to reflect this change: Leaders can now specifically report on support provided via social media.

This was a year of huge growth for the LLLGB Facebook page, *LLLGB Because Breastfeeding Matters*. The page gained 3,700 likers over this year, reaching 13,700 likers by 31<sup>st</sup> March 2016. The social media team co-ordinated the production of 'memes', which help us communicate positive messages about breastfeeding to thousands of people. We often link to pages from the LLLGB website, increasing awareness of the wealth of resources available through the website. The social media team has also created specific memes to promote membership. We also ran specific campaigns for National Breastfeeding Celebration Week and World Breastfeeding Week. Our posts reach thousands of people; in January 2016 we had our most successful post to date, reaching 600,000 people.

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LLLGB's Twitter account (@LLLGB) has shown a steady growth: the account has over 3000 followers, a thousand more than the previous year. Using Twitter we routinely interact with individuals and organisations involved in breastfeeding, pregnancy and birth work, and in the support of mothers.

### **VOLUNTEER SUPPORT**

### Leader Accreditation Department (LAD)

The team are still working hard managing a back log of applicants waiting for a CLA. We've had our usual excellent rate of accreditation this year. Our new *LLLGB Applicants* Facebook page is being used regularly and we have a good team of support Leaders on there to help.

Internationally, the LAD have shared their views on policy changes at Board level to ensure decisions are relevant to our work here and we continue to be represented at every international LAD meeting.

We continue to have a lot of interest shown in Leadership via our website and are proud of all we achieve, year in year out.

### Welsh New Groups Project

The Welsh New Groups Project has continued bringing LLL groups and breastfeeding support to hard to reach communities in Wales. Funds from the Oak Foundation budget were used this year to help more Leader Applicants to begin their accreditation process, as well as to format some of our information sheets in Welsh. These are in the process of being printed and Welsh language breastfeeding resources will also be available on the LLLGB website in Autumn 2016. The project team continue to work with Welsh speaking Applicants, moving towards our goal of Welsh speaking LLL groups operating in areas where they are needed.

### Leader Support

The Leader Department aims to support Leaders in their work as volunteers through ongoing, one to one contact with the Leader Department Director, District Coordinators (DCs) and Support Leaders. There is further ongoing Leader support through the organisation of district and national workshops and conferences, and through regular contact with LLLGB via email, social media, phone and our monthly newsletter. Many Leaders also find support from La Leche League International's various Facebook support and discussion groups. Every Leader receives the Leader Resource File, which is regularly updated, ensuring that all are up to date with policies and procedures. There is a dedicated Leader area on the website which contains all administrative files, forms and directories that a Leader will need, as well as useful LLLGB articles and a specific *Feedback* blog focused on informative and inspiring articles about Leaders and their work.

During the year a number of highly successful regional workshops were held, in addition to the Leader Day which took place in Wilmslow, Manchester with guest speakers Diana West and Lydia de Raad, attended by approximately 120 Leaders, Leader Applicants and LLLGB members. All of these meetings provide continuing education opportunities for Leaders to enhance their voluntary work.

### INFORMATION

### **Publications – Member Newsletter**

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

Breastfeeding Matters has a wide circulation across Britain and Ireland and is also read globally in its paper and new electronic form.

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#### Leaflets Team: Booklets & Information Sheets

Through the LLLB Shop (see below) we continued to make our full range of more than 50 LLLGB published information sheets and booklets available to mothers, Leaders and healthcare professionals, both as single copies and bulk pads and packs. The Council of Directors took the decision to make LLLGB's information sheets available on our website, greatly enhancing access to this extensive source of accurate information on breastfeeding.

### Website

On 8<sup>th</sup> March 2016, the new LLLGB website went live to the public and feedback on this major accomplishment has been very positive. In addition to making our resources more easily available to the general public, the website has further streamlined administrative processes for Leaders, Leader Applicants and the charity as a whole. We regularly add our own articles to the website about the latest research and developments pertaining to breastfeeding and in response to items in the news about breastfeeding. Our website allows Leaders and Healthcare Professionals to access and share breastfeeding information 24 hours a day; we also have information aimed at families and others engaged in supporting mothers. The content of the website is updated to reflect current 'big events' occurring within LLLGB such as fundraising and the promotion of national workshops, conferences etc. Through our use of diverse images and language, and easy-read versions of our key information, we aim to increase our reach into communities we have sometimes struggled to connect with.

#### **Professional Liaison**

During the year La Leche League GB has maintained contact with many other organisations, including ABM/BfN/NCT, UNICEF UK Baby Friendly Initiative, Best Beginnings, WABA, Birthrights, NICE, Lactation Consultants of GB, AIMS, Baby Feeding Law Group, Baby Milk Action, Maternity Action, World Breastfeeding Trends Initiative (WBTi) and All Women Count.

LLL has collaborated in several joint statements with other organisations: *World Breastfeeding Week – A Joint Statement*; a Joint Statement regarding *The Lancet Series on Breastfeeding* and an *Open Letter on the Current Crisis in Breastfeeding in the UK*. During Mental Health Week we issued an article about breastfeeding and depression.

We provided Submissions to the Global Strategy Statement on Women's, Children's and Adolescents' Health, for A Better Start – Early Review: Institute for Voluntary Action Research; Parents First: A Better Start Review, and for Maternity Review.

La Leche League was represented at the Mumsnet Bumpfest and we also attend meetings of the All-Party Parliamentary Group for Breastfeeding and Inequalities.

We have taken up and responded to several instances of inaccurate breastfeeding information and inappropriate marketing of breastmilk substitutes.

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

The articles on our website provide information for media stories and enquiries and are widely shared. Our article *Breastfeeding: How the Biological Norm became perceived as a Modern Day Pressure* has been particularly popular and has been tweeted and shared by other organisations. Some of our articles have been translated and used by LLL in other countries.

We have looked at the issues which cause concerns for breastfeeding women and our website includes information and articles on *Breastfeeding and Swimming Pools; Taking Exams; Breastfeeding in Public Spaces; Contact Cases; Jury Service, Expressed Breastmilk and Airlines,* and *When Breastfeeding Isn't Working*. We also now have a popular Blog. LLLGB issued statements for both World Breastfeeding Week and National Breastfeeding Week.

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We supply information to students, researchers and healthcare professionals, and also those involved in looking at specific regulations concerning breastfeeding. An official response on breastfeeding and swimming pools was submitted as support in a court case.

We receive many enquiries from the media and LLL Leaders have spoken on Woman's Hour, UK Health radio and Three Counties radio.

Articles quoting La Leche League have appeared in *The Spectator, Fife Courier, Mail on Sunday* and the *Yorkshire Post*. LLLGB has provided articles for *My Family* magazine, the Press Association's *Ask the Expert*, the e-hospital website, and *Made 4 Mums* website.

This year marks the 60th anniversary of the formation of La Leche League International and the 45th anniversary of LLLGB. We have been delighted to collate information about LLLGB for the birthday celebrations and to know that we are acknowledged as an important source of accurate and non-judgemental information by the media, professionals, other organisations and parents alike.

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

Steady sales through our online shop and via purchase orders from businesses and procurement departments during 2015–16 brought a turnover of £30,095. Our strategies to minimise costs maintained our profitability and led to the generation of an encouraging annual surplus of £6,472. Set against remaining losses from 2013-14 this enabled LLL Books to Gift Aid £2,199 to LLLGB. We continued using a commercial fulfilment company to store stock and dispatch orders and we employ a part time bookkeeper. The remaining admin tasks have been shared on a voluntary basis between the three company directors working from home, assisted by Leaders in Nottingham and Leicester who send out individual information sheets and monitor our phone line. With help from local LLL Leaders we promoted LLLGB at a number of events and study days, including the Lactation Consultants of Great Britain Conference and LLLGB National Leader Day.

# Leaflets Team: Booklets & Information Sheets

During the year, as stocks ran out, seven different leaflets were reprinted and four were revised before reprinting with minor edits and updated reading lists. Work continued on our 40th A4 title *Pregnant and Breastfeeding*? This was completed and printed at the end of the year and addresses breastfeeding during pregnancy, along with tandem nursing, catering for the increasing number of mothers seeking information on this topic. We also assisted the website team in developing content for the comprehensive range of breastfeeding help pages included in the new LLLGB website which launched in March 2016.

LLLGB Shop sells the popular Full Sample Set of all 53 LLLGB published information sheets and booklets along with a Complete Reference Set comprising all the content of the Full Sample Set, ready filed for easy reference. All our leaflets are also available as single copies and bulk pads and packs and are popular with mothers, Leaders, breastfeeding counsellors and healthcare professionals. LLL Ireland purchase and sell our leaflets and LLL New Zealand have continued to print many of our titles under licence.

# EDUCATION and DEVELOPMENT

# Education and Development Department (EDD)

The EDD has brought together a team of Leaders to develop an antenatal breastfeeding course for parents ('Beginning Breastfeeding'). The course content and administrative framework for managing the course has been developed during the year. Feedback from pilot courses has been incorporated into final material with the aim of offering courses nationally from the end of 2016/beginning of 2017. It is envisaged that antenatal breastfeeding courses will generate some income for LLLGB and local groups, from the courses themselves and from memberships.

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We have been approached by hospital trusts seeking staff training, rather than peer support, and have developed an enthusiastic and professional response detailing what we could offer and asking the trust to give further details of their requirements and their budget. Trusts are frequently coming back and saying that they have no budget for such training and wish for voluntary organisations to provide it for free. This is not something we could regularly provide as LLLGB does not have the funds or time resources to offer such training for free. We are exploring carefully chosen opportunities where Leaders able to deliver training, and who live close to a Trust, do so free-of-charge, but this would then be more of an information sharing and promotional exercise for LLLGB, with any income deriving from sales of our publications.

#### **RELATED PARTIES**

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

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

#### **External Organisations**

La Leche League contributes to the Baby Feeding Law Group, NICE and a coalition seeking re-engagement with the Department of Health. LLLGB was represented at the LLL European Council which met in Frankfurt in March. Regular contact is also maintained with the National Childbirth Trust, Best Beginnings, Baby Café, Baby Milk Action, the Royal College of Midwives and the World Alliance for Breastfeeding Action (WABA), World Breastfeeding Trends Initiative (WBTi), Association of Breastfeeding Mothers, Lactation Consultants of Great Britain and other likeminded groups.

At 31 March 2016 there were 736 members on the database. This is up on 661 members for 2014-15.

### **ADMINISTRATION and FINANCE**

The Gift Aid claim for 2015-16 was £4,739, (claimed at 25% of donations), up from £3,838 in 2014-15. The accounts show total incoming resources for the year of £113,196, which is down on the 2015 figure of £121,884. This has been in part due to fewer large donations, such as those received when we appealed for urgent financial support, in part due to reduced income from LLLGB Books rent and *Breastfeeding Matters* advertising, and was impacted upon by our decision to use our large fundraising drive to support our fellow Leaders in LLL Greece in their work with breastfeeding refugee mothers.

Membership subscriptions have increased, and general donations have trickled in slowly, but the decrease in these has had an impact.

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

Donations £11,062 (£17,683 in 2015) Subscriptions £44,189 (£37,955 in 2015) Publications £5,575 (£9421 in 2015) Grants £20,405 (£13, 302 in 2015)

Costs have been met principally through subscriptions, fees, grant income and donations. The non-restricted grant from the Oak Foundation to further our work on developing new groups in Wales has been further utilised.

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

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During the year La Leche League groups' Balance Sheet included £33,508 cash held by groups. This is down from £38,016 in 2015, but a significant amount of that decrease is money written off as bad debt from groups who have closed down without returning group funds or group finance figures over the last few years, or those groups who have failed to return their Annual Return. We have new measures in place to support retiring Leaders through the process, in the hope that this will be a one off 'purge' of outstanding debt and will not be repeated in future.

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

During the year there was a net decrease in total funds of £2,903 (2015: increase of £28,618). This is not a cause for concern – expenses included the 2014 national meeting costs taken from the 2015-16 budget, the deposit for the 2016 anniversary conference, our new website, a reduction in *Breastfeeding Matters* income and the drop in funds held by groups (explained above). Neither of the national events generated income for LLLGB in 2015-16, but the conference deposit is expected to be returned within this year's budget and the Best Beginnings Course which originated at the national meeting is projected to provide a steady income both 2016-17 and in years to come. The *Breastfeeding Matters* loss of advertising revenue has started to be offset by the income from the e-magazine alternative launched towards the end of the financial year, alongside which the website has allowed a membership increase with the new monthly payment option making us accessible to even more families, and we are confident that going forward, we are in robust financial shape. We have felt able to utilize our resources this year, reinvesting our income in facilitating new ways to reach mums and finding more 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 Net Accountancy Solutions LLP will be in office as independent examiner for the ensuing year.

### SMALL COMPANY PROVISIONS

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

### 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, 2016, which are set out on pages 11 to 18.

### **RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER**

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

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

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

### Basis of independent examiner's report

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

#### Independent examiner's statement

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

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

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

Date			

(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 2016

INCOMING RESOURCES		Unrestricted	Restricted	31.03.16 Total	31.03.15
	Notes	£	£	£	£
Incoming resources from generated funds:					
Voluntary income		55,251	20,725	75,976	82,426
Activities for generating funds		16,323	-	16,323	11,524
Investment income		373	-	373	2,928
Incoming resources from charitable activities		7,529	12,995	20,524	25,006
Total Incoming Resources	1/2	79,476	33,720	113,196	121,884
<b>RESOURCES EXPENDED</b> Cost of generating funds:					
Cost of generating voluntary income	3	_	_	_	_
Fundraising trading: cost of goods sold & other goods	3	25,517	-	25,517	18,826
Charitable activities	3	54,373	25,440	79,813	67,540
Governance costs	3	10,769		10,769	6,900
Total Resources Expended	3	90,659	25,440	116,099	93,266
NET INCOMING RESOURCES FOR THE YEAR net					
(expenditure)/income for the year		(11,183)	8,280	(2,903)	28,618
Transfer between funds					-
Fund balances at 1 April,2015	11	98,118	53,384	151,502	122,884
Fund balances at 31 March,2016	11	86,935	61,664	148,599	151,502

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

The notes on pages 14 to 19 form part of these accounts

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

### **COMPANY NUMBER 1566925**

### BALANCE SHEET AS AT 31 MARCH 2016

		2016	2015
FIXED ASSETS	Notes	£	£
Tangible	5	121	-
Investment in subsidiary	4	10,000	10,000
	•		
		10,121	10,000
CURRENT ASSETS			
Stock		-	-
Sundry debtors and prepayments	6	6,528	13,719
Balance at Charities Official Investment Fund		78,263	77,910
Cash in bank		71,399	66,901
		156,190	158,530
CURRENT LIABILITIES-CREDITORS:	_		
Amounts falling due within one year	7	17,712	17,028
NET CURRENT ASSETS		138,478	141,502
NET CORRENT ASSETS		138,478	
TOTAL ASSETS LESS CURRENT LIABILITIES			
		148,599	151,502
REPRESENTED BY:			
RESERVES:			
Unrestricted funds			
Designated fund	8		-
General funds	8	86,935	98,118
	-	86,935	98,118
Restricted funds	8	61,664	53,384
	11	149 500	151 502
	11	148,599	151,502

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 underPart 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 onand signed on its behalf by:

The notes on pages 14 to 19 form part of these accounts

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

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

#### **1. ACCOUNTING POLICIES**

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

### DONATIONS AND GRANTS

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

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

#### **RESOURCES EXPENDED**

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

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

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

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

### CONSOLIDATION

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

#### FIXED ASSETS

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

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

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016 (CONTINUED)

#### FUND ACCOUNTING

Funds held by the charity are either:

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

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

#### BRANCHES

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

### 2. INCOMING RESOURCES

	Unrestricted	Restricted		
	Funds	Funds	Total	Total
			31.03.16	31.03.15
INCOMING RESOURCES	£	£	£	£
Voluntary income				
Grants receivable				
Department of Health	-	-	-	-
Oak Foundation	-	320	320	1,485
Others	-	20,405	20,405	13,302
Subscriptions	44,189	-	44,189	37,955
Donations	11,062	-	11,062	29,684
	55.254	20 725	75.076	02.426
	55,251	20,725	75,976	82,426
Investment income				
Interest receivable	373	-	373	377
Rent receivable	-	-	-	1,250
Sale of assets	-	-	-	280
Commission receivable	-	-	-	1,021
	373	-	373	2,928
Incoming resources from charitable activities				
Publications	-	-	_	1,488
Peer Counsellor Programmes	665	-	665	4,485
Conference	996	-	996	4,789
Others	5,868	12,995	18,863	14,244
	7,529	12,995	20,524	25,006

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

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016 (CONTINUED)

### 3. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Costs of Generating Funds	Fundraising Trading	Information advice and support	Governance	2016 Total	2015 Total
Costs directly	£	£	£	£	£	£
allocated to activities						
Salaries	-	-	16,142	-	16,142	18,452
Direct costs and materials	-	4,602	35,207	-	39,809	18,376
Publications and leaflets	-	20,915	-	-	20,915	13,141
Travel and	-	-	-	5,245	5,245	3,648
accommodation						
Communications	-	-	1,720	-	1,720	4,321
Training and conferences	-	-	8,736	271	9,007	7,563
Depreciation	-	-	-	-	-	-
Premises costs	-	-	943	-	943	4,695
Other costs	-		17,065	5,253	22,318	23,070
	-	25,517	79,813	10,769	116,099	93,266

### TOTAL RESOURCES EXPENDED INCLUDE THE FOLLOWING:

	2016	2015
	£	£
Depreciation	61	-
Management Committee remuneration	-	-
Auditors' remuneration – audit services	-	-
Management Committee expenses reimbursed:		
- Travel and incidental expenses of Trustees	5,245	3,648

### Staff costs

	£	£
Salaries and wages	16,142	18,452
Social Security costs	-	-
	16,142	18,452

The average number of employees during the year was 2 (2015: 3). No employee earned in excess of £60,000 (2015: £60,000)

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

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016 (CONTINUED)

ANALYSIS OF GOVERNANCE COSTS:	2016 <b>£</b>	2015 £
Independent Examination fees	1,020	1,038
Legal and professional fees	-	-
Costs of Trustee travel and subsistence	5,245	3,648
Annual report	-	-
LLLGB International conference and meetings	271	258
Bad debts	3,723	1,610
Other costs	510	346
	10,769	6,900
4. INVESTMENT IN SUBSIDIARY		
	2016	2015
	£	£
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. At 31 March 2016 the aggregate capital and reserves of LLL (Books) Ltd. were as follows:

Aggregate capital Reserves	£ 10,000 25,760
The net excets of U.L. (Decks) its at 21 March 2010 comprises	35,760
The net assets of LLL (Books) Ltd at 31 March 2016 comprise: Tangible fixed assets	392
Stock	15,607
Debtors	5,757
Cash at Bank	16,976
	38,340
Less Creditors (including amounts due to group undertakings as below)	
Amounts owed to the group	89
Other creditors	2,883
	2,972

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

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016 (CONTINUED)

During the year LLL (Books) Ltd sold books to La Leche League Great Britain and its groups to the value of £8,221 (2015: £5,952).

The company charged LLL (Books) Ltd rent of nil (2015: £1,250) during the year.

LLL (Books) Ltd made a profit of £4,273, after taxation (2015: £10,793) in the year ended 31 March 2016.

5.	FIXED ASSETS		
	COST	Office	
		equipment	
		£	
	Balance at 1 April,2015	1,212	
	Additions	182	
	Disposals	-	
	Balance at 31 March,2016	1,394	
	DEPRECIATION		
	Balance at 1 April,2015	1,212	
	Provision in year	61	
	Disposals	-	
	Balance at 31 March,2016	1,273	
	NET BOOK VALUE		
	At 1 April, 2015	-	
	At 24 Marsh 2010	124	
	At 31 March, 2016	121	
6.	DEBTORS		
0.	DEDTORS	2016	2015
		£	2015 £
	Amounts due for Peer Counsellor Programme	-	-
	Sundry debtors	- 6,528	- 13,719
	Sundry debtors	0,520	13,713

#### 7. CREDITORS

L	£
-	-
14,236	11,810
2,268	4,093
1,208	1,125
17,712	17,028
	2,268 1,208

13,719

6,528

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

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016 CONTINUED)

### 8. ANALYSIS OF NET ASSETS BETWEEN FUNDS

		Net		
	Fixed	current	2016	2015
	Assets	Assets	Total	Total
	£	£	£	£
Unrestricted				
Designated fund	-	-	-	-
General funds	10,000	76,935	86,935	98,118
Restricted		61,664	61,664	53,384
Total	10,000	138,599 	148,599	151,502

### 9. RESERVE CAPITAL

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

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

### **10. RESTRICTED FUNDS**

Restricted funds relate to the following programmes:

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

### **11. MOVEMENTS IN FUNDS**

	£
£ £ £	L
RESTRICTED FUNDS:	
'Awards for All' and other grants to groups	
50,991 20,405 17,800 - <b>5</b>	3,596
Café La Leche lottery funding - 12,995 7,320	5,675
Leader training (DHS64 Grant) (1,664) (1	L,664)
Oak Foundation 4,057 320 320 -	4,057
Total restricted funds 53,384 33,720 25,440 - 6	1,664
UNRESTRICTED FUNDS:	
General funds 98,118 79,476 90,659 - <b>8</b>	6,935
Total unrestricted funds 98,118 79,476 90,659 - 8	6,935
TOTAL FUNDS 151,502 113,196 116,099 - 14	8,599