

The Breastfeeding Network
Report and Financial Statements
for the year ended 31 March 2014

Charity number: SC027007
Company number: SC330639

The Breastfeeding Network

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The Breastfeeding Network

Legal and Administrative Information

Charity name	The Breastfeeding Network	
Charity registration number	SC027007	
Company registration number	SC330639	
Trustees	Sukie Woodhouse Marianne Monie Zoe Chadderton Phyll Buchanan Kirsten Burnett Deborah Lawrence Madeline Lowe Wendy Barber Ann Kerr	Chair Resigned: 16/05/2013 Vice Chair Appointed 02/06/2014 Treasurer Appointed 03/09/2013 Caldicott Guardian
Company secretary	Finlay Brawn Mary Broadfoot	Appointed 01/12/2013 Retired 30/11/2013
Senior management	Shereen Fisher Finlay Brawn Kathryn Phillips Jenny Stone Mary Broadfoot	Chief Executive Management Accountant Resigned 05/06/2014 Appointed 02/09/2013 Retired 30/11/2013
Registered office	38 Cadogan Street Glasgow G2 7HF	
Principal office	PO Box 11126 Paisley PA2 8YB	
Auditor	Alexander Sloan Chartered Accountants 38 Cadogan Street Glasgow G2 7HF	
Bankers	Bank of Scotland plc 58 Neilston Road Paisley PA2 6NE	
Solicitors	Shepherd and Wedderburn 1 Exchange Crescent Conference Square Edinburgh EH3 8UL	

The Breastfeeding Network
Trustees' Annual Report
for the year ended 31 March 2014

The Trustees present their report and the financial statements of the charity for the year ended 31 March 2014.

Trustees

The Directors of the charitable company are its Trustees for the purpose of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the year and since the year end are detailed on page 1.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 7 September 2007. The company was incorporated under a Memorandum of Association which established the objects and powers of the company and is governed under its Articles of Association. It details the objects of the charity and powers of the Directors and was last amended in June 2007.

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Appointment of Trustees

The directors who served the organisation during the year were as follows:

Marianne Monie Chair (resigned 16th May 2013)

Sukie Woodhouse (Chair from May 2013)

Phyll Buchanan (Vice Chair)

Debbie Lawrence (Treasurer)

Wendy Barber (Caldicott Guardian) (appointed as a Trustee on 3rd September 2013, became Caldicott Guardian on 19th October 2013)

Zoe Chadderton

Ann Kerr (appointed 19th October 2013)

Madeleine Lowe (appointed 3rd September 2013)

New directors are invited to join the board by the current directors. The governing document sets a maximum of 12 on the number of directors who can serve at any one time. Ann Kerr, Madeleine Lowe and Wendy Barber were recruited following an open recruitment campaign. They were formally appointed to the Board at the charity's Annual General Meeting (AGM) on 9th November 2013.

Day to day management is delegated by the directors to Shereen Fisher, Chief Executive who is responsible to the Directors. The Chief Executive is supported by a central staff team of 8.3 (FTE), including a small management team of 4 (FTE).

Board Changes

Marianne Monie resigned as Chair of the Board in May 2013 after 4 years in the role. Sukie Woodhouse was appointed interim Chair. Sukie Woodhouse was formally elected as Chair at the AGM on 9th November 2013. Debbie Lawrence was formally appointed as Treasurer, having been co-opted as a director in January 2013.

Directors are appointed for a maximum of three years. A rota system is in place and the longest serving third of the Board step down at the AGM. Board members can then stand for re-election. At the 2013 AGM Sukie Woodhouse was re-elected by the membership and new Trustees Wendy Barber, Ann Kerr and Madeleine Lowe were formally elected.

New Directors receive an induction pack and the induction process includes meetings with the other Directors, Chief Executive and members of staff. The trustee handbook is updated regularly, it incorporates good practice guidance from the Office of the Scottish Charity Regulator (OSCR). New board members are allocated an existing board member to act as a "buddy" and support them in their new role.

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Organisational structure

Operations of the Board

From October 2013 the Board agreed to conduct its business through quarterly face to face meetings through the year aligned with the financial quarters. Previous to this the Board had met several times a year via conference call and face to face meetings. With a new management structure now in place the meeting structure reflected need, made financial sense and afforded the practical necessity to the Board to more effectively govern the charity.

Directors follow a Conflict of Interests policy and a Register of Interests is held and regularly reviewed. Interests are declared at the start of each board meeting.

As a charity we are governed by our Memorandum and Articles of Association. The board works with staff and volunteers to ensure that we meet our charitable objectives and work effectively and efficiently to maintain our values and ways of working are mother-focused, reflect our independence and evidence based approach.

Sub-Committees

The Breastfeeding Network has three sub-committees:

- Tutor Leadership Group (TLG) overseeing the quality of training and other training issues
- Supervision Leadership Group (SLG) overseeing supervision and reflective practice issues
- Finance, Audit and Risk (FAR) Committee overseeing financial matters and the risk register

Both TLG and SLG have been in place for several years and in October 2013 the Board agreed to a working group Tutor Supervision Training Group (TSTG) to be set up in part to undertake a review of the sub-committees to ensure they are fit for purpose.

TSTG came into being in January 2014 to review training and supervision and to explore and review the role of the above mentioned sub-committees - TLG and SLG. This group is due to report back at the Board meeting on 17th October 2014 at which point it is anticipated that it will have fulfilled its remit.

Also in October 2013 the Board agreed to the setting up of a Finance, Audit and Risk Committee (FAR). FAR came into operation in February 2014 and meets on a bi-monthly basis, usually via teleconference and reports to the Board on a quarterly basis. The committee has responsibility for overseeing financial matters and the risk register. The Risk Register has been re-structured and is in the process of being implemented across the organisation. The committee also looks at policies to ensure they are up to date and fit for purpose.

The sub-committees work effectively to clearly defined terms of reference and minutes from the committees, except SLG, are presented at Board meetings. The remit of SLG is to review confidential information, where this has an impact on operations to the organisation, contact with management and the Board would follow.

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Risk management

The Trustees have assessed the major risks that the charity is exposed to. In particular, Trustees looked at risks relating to, finance, succession planning and information governance and were satisfied that systems and plans are in place to mitigate these. The Trustees have also established the FAR committee to assess and address risks and advise them of any actions that need to be taken.

Management of the Charity

Shereen Fisher (CEO) has been in post for one year and having the Chief Executive role has made a significant difference to the workload of the directors and the management team. Shereen has implemented some significant improvements in the running of the charity and she has developed good strategic plans in conjunction with the Board to take the charity forward. The Chief Executive with the support of a small team of managers has helped to develop better accountability, leadership and day to day running of the charity.

The structure of the management team has evolved over the year due to the work of the CEO and board. The team now consists of a Programme Manager who oversees the running of our projects, a Fundraising and Business Development team who lead on income generation and a central support team including a Management Accountant and Systems and Administration Manager. The central support team and wider organisation is also supported by a small administrative team including HR and dedicated PA support to the Chief Executive. The management structure of the central organisation has evolved over the year due to the development of the CEO role following a planned strategic approach to shaping the way BfN is managed.

OBJECTIVES AND ACTIVITIES

BfN's charitable objectives are to:

1. Promote breastfeeding and a greater understanding of breastfeeding in the United Kingdom,
2. Collect and disseminate information on breastfeeding and baby and infant nutrition,
3. Provide information and support to parents on the feeding of babies and infants,
4. Set, and to encourage the acceptance of, quality standards for breastfeeding support and
5. Establish and publish codes of practice for such support.

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The Breastfeeding Network (BfN) was founded as a Scottish charity in 1997 to provide independent breastfeeding support throughout the UK. Our board of directors bring a wide range of professional skills including health, finance and law and all have a passion for breastfeeding. This helps our organisation to develop and thrive while remaining true to our original aims and values. Our work is funded completely independently of companies with a commercial interest in infant feeding or in the choices a mother makes.

Mission and Values

Our vision is a society where babies get the best start in life and mums are able to make informed decisions about breastfeeding, to access help when they need it and to become confident in their choices or decisions. Talking to a mum who knows about breastfeeding can make a crucial difference and the Breastfeeding Network strives to be the best we can be at providing empathic support.

Our mission is to offer independent, evidence-based information and support to help build awareness develop an understanding of breastfeeding to individuals and organisations and to support a mother and her family in her choice/decisions around breastfeeding.

Our values are at the heart of how we work, we strive to always:

- Listen actively
- Keep the mother at the centre
- Respect and support each mother's choices/decisions
- Share the evidence to inform early parenting choices/decisions

We will strive never to:

- Advocate a particular lifestyle
- Judge a mother for the choices she makes
- Accept money from companies that have a commercial interest in infant feeding
- Charge a mum for any of our services, including training

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ACHIEVEMENTS AND PERFORMANCE

In October 2013 Directors approved a strategic direction which focussed on 3 simple aims for BfN. These are to:

- Be stable and sustainable
- Be the best we can be
- Grow our charity (reach and impact)

Be stable and sustainable

After a prolonged period of change, in respect of our governance and staffing structures, a priority has been stability, thinking beyond the immediate and to the future in terms of our organisational structure.

For our projects to have maximum impact and effectiveness they require dedicated support. So, in September 2013 we successfully recruited a Programme Manager on a full time basis to offer line management and to help develop quality and performance across our commissioned work.

During the current climate of austerity and transition we are encouraged to report that BfN has been successful in retaining almost all of our peer support projects. This has required some budget cuts and structure changes where tender processes reduced the funds available, but the majority of projects and staff remain.

Centrally, some of our key achievements have been made around system development. In September 2013 BfN successfully migrated payroll online which offered increased security and reliability. In March 2014, BfN introduced a pension benefit to all eligible staff via the Government's auto-enrolment scheme. By May 2014 BfN had completed plans to bring in pension benefit to all eligible staff via the Government's auto-enrolment scheme. The scheme was launched to staff in May 2014.

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Be the best we can be

BfN carries out invaluable work for mothers and families and we know we are making a real difference in our projects across England and Scotland.

Local evaluations consistently report examples of mothers and their families achieving breastfeeding journeys they never thought possible, with incredible effects on their relationship with their child and confidence to make other changes in their lives.

We hear the stories from our volunteers about how volunteering for BfN has had such a positive impact on their own lives, acting as a springboard into employment and further education opportunities.

BfN is responding to the need to develop robust evaluation methods that inform both us and our funders of the difference we are making. By April 2014 we had started to build some core baseline data from all of our projects which we have hitherto not been able to collate at an organisational level. This system still needs to be embedded and we are looking to refine and take this forward in 2014. The next stage will be to look at how we can effectively use this data to develop an appropriate evaluation model for BfN.

Supporting and developing staff, volunteers tutors and supervisors is vital to ensuring an integrated, thriving network. In February 2014, central team managers came together to discuss business planning and team development. This work is continuing at fortnightly senior management meetings and through local team meetings. Project leads attended four face to face meetings to share experiences and best practice, receive training and build better relationships between projects. Our helpline staff from BfN and our partner ABM came together for two face to face meetings in September and March providing an opportunity to network and discuss shared issues. There were a number of Director and Chief Executive visits to projects including Sandwell, Islington, Blackpool and Glasgow. The visits provided invaluable insights into breastfeeding peer support on the ground and how the core support needs are met by the central team. Visits were attended by local staff, volunteers, mums and families and NHS partners. A programme of visits will continue in 2014.

Despite funding pressure BfN have continued to dedicate resources to developing our tutors, supervisors and volunteers and have held the following events:

The following national, regional and local events were held from April 2013 to March 2014

Northern Tutor Day at Rheged Centre, Penrith on 15th March 2013

National Tutor Day at the Priory Rooms in Birmingham on 21st September 2013.

The Southern Tutors day in May 2014, falls outside the scope of this report.

The 6th Annual General Meeting & National Study day held at The Storey, Lancaster on 9th November 2013 was attended by 144 people. This made it the best AGM event ever attended in BfN's history with approximately 10% of the membership attending.

These professional development days enable tutors/supervisors, staff and volunteers to network face to face and are valuable training events allowing ways of practice to be strengthened and developed.

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Growing our charity

BfN has retained almost all of its contracts in the period April 2013-March 2014 which demonstrates our professionalism and confidence that funders place in our ability to offer good breastfeeding support to mums and families despite a tough economic situation.

In December 2013 we successfully tendered for a new pilot project in Wandsworth (details below) and in February 2014 we successfully re-tendered for continuing a peer support scheme in Islington. The Gloucester project became Gloucestershire wide and the Reading project became Reading, Wokingham and West Berkshire.

In Scotland we secured some funds for maintaining and developing peer support in Ayrshire from Cattanach and Volant Trust. In 2014 we are looking to develop a number of new relationships with funders focussing on securing and developing some valued activities like Drugs in Breastmilk. We also continued to participate at a national level in the Early Years Collaborative in Scotland and have been involved in policy development, consultations and working groups for both the UK and Scottish governments and agencies.

In October 2013 our board agreed to a refresh of the BfN image and brand. This reflects the strategic approach to improve and update our image to ensure our credibility and reputation with members, volunteers and funders. The re-brand exercise has been done in collaboration with the project staff and our volunteers. The exercise has been comprehensive, covering sub-branding for project areas, a distinct logo for our national fundraising campaign - Mums' Milk Run and Drugs in Breastmilk Helpline. The new brand was launched during Summer 2014, just outside the remit of this report.

We have also piloted a new way of working in the 'Wandsworth Proactive Telephone Support' project - here BfN is providing proactive telephone support to mums with babies up to 8 weeks old who live in certain wards of the London Borough of Wandsworth. The aim of the pilot, commissioned by Wandsworth Local Authority is to find out if proactive peer support can improve breastfeeding rates at 6-8 weeks in specific areas. Mums can self-refer or with consent be referred by a Midwife, Health Visitor, other health professional or Children's Centre. Once referred, a mum is called within 48 hours by one of four BfN peer supporters, who offer breastfeeding support over the phone and provide information about local breastfeeding facilities. Two further support calls are offered and a final evaluation call is made after the baby reaches 8 weeks, or sooner if a mum prefers.

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Peer Support Programmes

The Breastfeeding Network runs 17 breastfeeding peer support projects in some of the most socially and economically disadvantaged areas of the UK, focussing on young parents and communities where breastfeeding rates are at their lowest.

Our projects are tailored to meet local need and provide a structured combination of hospital and community support delivered by paid peer supporters, supervisors, tutors, volunteer co-ordinators and trained volunteers. These programmes provide a systematic approach to increasing breastfeeding rates. This is achieved through consistent, co-ordinated and focused support spanning the mother's journey through pregnancy, birth, intense support in the first week, continuing through the first few weeks and months of motherhood.

In the year April 2013 - March 2014 BfN supported over 23,000 mums and their families across all of our 17 peer support projects in 21 local authority areas.

Breastfeeding Drop-in Centres

These are regular (usually weekly) events where women can access information and face to face support. Drop-in groups also enable new mothers to meet other new mothers within their community and develop friendships and build supportive social networks. These are a vital component to change inter-generational ambivalence or downright hostility towards breastfeeding.

We offer support in many communities on a voluntary basis and also through our helplines, including the National Breastfeeding Helpline which is co-run with the Association of Breastfeeding Mothers and offered with a Welsh option, Drugs in Breastmilk Line and a number of minority language lines. Across all of our helplines we take over 50,000 calls each year.

Peer Support Training

We train mothers who have breastfed and want to help others in their community. The training is free for all those selected and carried out in three stages.

- Breastfeeding Helper training, a level 2 course with six credits accredited by the Open College Network
- Breastfeeding Supporter training, an intensive course that takes around two years to complete is now also OCN accredited at level 3 with 9 credits.
- Our volunteers can then go on to train as Tutors and Supervisors so that they can then deliver training and professional supervision (reflective practice) to other volunteers.

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Telephone Helplines

The majority of our lines are 0300 numbers which represent a low cost local rate for callers. We run the following helplines that are operated by volunteers.

- National Breastfeeding Helpline 0300 100 0212 (run with the ABM)
- BfN's Drugs in Breastmilk line 0844 412 4665
- Supporterline 0300 100 0210
- Supporterline in Bengali/Sylheti 0300 246 2421
- Supporterline in Tamil/Telugu/Hindi 0300 330 5469

It has been another busy year for our helplines with over 50,000 calls made across all helplines in 2013-2014. Of this just over 40,000 were made to the National Breastfeeding Helpline. Trained volunteers answered a third of all calls within 15 - 20 seconds. Talk time runs at approximately 10 hours per day. In late 2013 we supported helpline volunteers and staff with necessary changes to our call system. The changes bring further potential for helpline development - including web chat, conference calling and listening in options. We also developed an online call record form which came into place in September 2013.

A challenge for all of our volunteer-run lines is answering more calls, particularly at times of high demand. While we are proud of the achievement we would like to improve our call answer rate. BfN is working hard to support volunteers to increase the number of calls answered by offering a chocolate prize draw every month (and more during holiday periods), text message reminders, a mobile phone policy, and by providing childcare.

We also developed a pilot project to introduce web chat to the National Breastfeeding Helpline. Web chat costs less than text message (SMS) support and we felt that it would suit our audience better, extending our support to younger mums. Link Workers all received training and a campaign to recruit web chat volunteers was launched in January 2014. The first training session took place in February and web chat went live in April 2014.

What callers said:

3,491 forms were completed online by helpline volunteers capturing

- 92% of callers were mums, 5.5% dads and 3.7% others (including grandmas, sisters, health professionals).
- 6% of callers were 'very distressed'.
- 12.7% of calls were 'very urgent'.

Every fifth caller is asked for additional information to measure caller demographics and assess uptake in women who are less likely to breastfeed as reported in the 5 yearly government funded Infant Feeding Surveys. This is a snap shot of what we have learnt:

- 27% of callers had called us before
- 84% of callers were white and 83% of callers had English as a first language: other languages included Slovak, German, Hindi, a form of Zulu, Polish, Chinese, Russian, Thai, Greek, Bulgarian, Filipino.
- 77% of callers had left education at 19 or over. 6% had left education at 16 or under (taken from online record forms 1st September 2013 - 31st March 2014)

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Social Media

Information shared on social media includes information about NBH, with the number written in a variety of seasonal ways (e.g. on a pancake, in fireworks, on the beach etc.) Links to Drugs in Breastmilk information, BfN and ABM information sheets, thank yous to volunteers and we have also shared positive feedback. We have also started trialing using Pinterest although this has been limited we have 53 followers so far.

Statistics for social media for NBH are only available from September 2013 when we began to use SumAll to record the data.

NBH Facebook

- www.facebook.com/NationalBreastfeedingHelpline
- The NBH Facebook page increased by 331 fans between September 2013 and end March 2014.
- It engaged 225,800 people during that period (number of views of posts)
- 3,100 people shared or liked NBH posts during that period
- The highest number of views for a single post during this period was 9,400 for a general 'share this post if you know someone who's had a baby' around Christmas 2013.

Twitter

- NBH twitter name is @NBHelpline
- 1,100 tweets were sent between Sept 2013 and end March 2014
- 435,300 people were reached via tweets or retweets
- No data available for the number of followers at 31st March 2014 but we currently have 880 (August 2014)
- Significant campaigns included: getting involved in the #PNDC chat chats on Wednesday nights, e.g. sharing links to DIBM factsheets on anti-depressants; live tweeting from BfN/ABM/BFI/Deafnest conferences also popular.

NBH E-Newsletter

There were four newsletters sent during this year in Summer 2013, Autumn 2013, Christmas 2013 and Spring 2014. The newsletter is sent to approximately 245 BfN volunteers and 70 ABM volunteers each time. The newsletter receives positive feedback from volunteers.

Drugs in Breastmilk Helpline (DIBM)

DIBM is a unique helpline offering evidence-based information and support to mums, families and health professionals who are concerned about the use of medication or treatments during breastfeeding. It continues to be run by a pharmacist and one other volunteer. Anyone can call the line and leave a message, or they can email, either of which will be responded to as soon as possible, usually within 24 hours. To support potential callers to the line there are also a number of factsheets on the different types of medication, treatments and procedures - which can be found on the BfN website. In 2013-14 the small team of two responded to around 7,000 calls and emails. Approximately, one third of these calls were from health professionals. The demand for this popular and valued line is exceeding the capacity of the small team that run it. So, a sustainability plan including seeking long term secure funding for the line has been developed and is being carried out.

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Membership - trained volunteers

None of the achievements listed so far would have been possible without the work of our active members. At the end of March 2014 BfN had 921 registered members in the UK. This represents a modest decrease in the people who have completed our training and who are actively volunteering and supporting mums, babies and families. We also have 1,839 subscribers which includes those who have not yet completed their training. Over the period 1st April 2013 to 31st March 2014 we welcomed 208 new volunteers. In the same period the following numbers completed the different levels of training offered by BfN.

Type of training	Number completed
Helper training	220
Supporter training	27
Tutor / Supervisor training (split across year ends)	3

Communication, website and social media

Website:

With thanks to Third Sector Internships Scotland we have been successful in securing an intern for a new website project. This enabled us to access some specialist skills, including employing an intern, Lynsey McCulloch to undertake much of this work. We are in the process of making some significant changes to our website which was launched successfully in August 2014. During the period 1st April 2013 to 31st March 2014 there were 397,917 visitors to the BfN website, of these 263,500 were unique.

Newsletters:

During the period 1st April 2013 to 31st March 2014 BfN issued 4 newsletters

Issue 51 in April 2013 was the last paper version with 2,500 copies printed. We decided to convert the newsletter to a digital format to reduce printing costs and to be more environmentally friendly. So by Issue 54 in February 2014, 2,037 copies sent via email, with printed copies available on request.

Social Media

The importance of social media has grown and BfN have developed a Social media policy and planned a series of campaigns for carrying out in 2014/15. Social media accounts on Facebook and Twitter are used for BfN nationally and also for the National Breastfeeding Helpline (NBH). In March 2014 we ran our first social media campaign using the hashtag #myBfNday and had over 200 tweets during the day from projects, volunteers and mums. Tweets were shared by UNICEF BFI and RCM. This will be done again at various times during 2013-2014.

We have also been involved in tweeting during World Breastfeeding Week, National Breastfeeding Week, NHS Change day and Volunteers Week.

BfN's Facebook

- www.facebook.com/TheBreastfeedingNetworkuk
- The open BfN page had 4,019 likes on 1st April 2013, this has increased to 5541 on 31st March 2014
- The page is followed by 95% women and 5% men
- Over 30 different countries are represented.

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BfN's Twitter account

- BfN's twitter name is @BfN_UK
- The general BfN account had 905 followers on 31st March 2014
- These include: Scottish Council for Voluntary Organisations (SCVO), NHS Education for Scotland, UK Association of/for Milk Banking (UKAMB), Children England, First Steps Nutrition, Maternity Action, Royal College of Midwives (RCM), UNICEF UK Baby Friendly Initiative and the Institute of Public Health Northern Ireland.

Social Media Policy

During the first quarter of 2014 a social media policy for staff and volunteers was developed, along with a training session that can be used by supervisors at supervision sessions to make sure volunteers understand the policy.

Press and Communications

A press 'crib sheet' has been written, including FAQs about BfN and breastfeeding in general. This is reviewed regularly and used as and when required. We have also produced a press release template and a press top tips document for use locally or nationally. Felicity Lambert acts as our press and communications officer.

- In November we celebrated Mary Broadfoot's achievements and her retirement with a press release which gained some coverage in the Scottish Herald.
- In December we officially voiced our support of the No More Page 3 campaign with a statement that was circulated on the BfN, NBH and NMP3 web and social media sites.
- In March we offered our public support to Emily Slough who was targeted on Facebook for breastfeeding in public. Our support for her Rugeley Mass Feed campaign resulted in coverage on the BBC News website, the Scottish Daily Record and an interview for Shereen Fisher on BBC Stoke radio.
- We have also responded to requests from Daybreak, Lorraine, and written letters to editors for the Guardian and produced statements on controversial issues such as the 'paying mums to breastfeed' study.
- BfN was also mentioned in Now magazine - relating to a tweet from one of One Direction's mums!

Fundraising Event - Mums' Milk Run 2013

The second of these annual fundraisers saw 16 events being held all over the country and featured cake sales, runs, buggy pushes and toddles. These were very successful and popular. Despite poor weather in many areas these events raised over £1,000.

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Staffing

During this year we employed 171 members of staff from all over the country. The majority of these work in our 17 peer support projects but there are also staff within our central support team - some office-based, some home-based, who support the work of the projects and members.

During this period we have seen recruitment to a number of new roles within Peer Support projects and have provided a continuous supply of skilled people to replace leavers, those on maternity leave and to support the expansion of projects ranging from leadership to front line staff.

In our projects over this period there have also been a small number of redundancies and reduction of roles in project areas which have had funding reductions or who have not had their funding renewed. As an organisation we are always sorry to lose skilled and experienced staff and projects.

Changes to Central Support Team

Sarah Saunby Operations Manager left BfN in July 2013 after seven and a half years. This role was not directly replaced and the areas of responsibility were split across a number of central posts. Clare Farquhar (Technical and Finance Manager) took on the day-to-day management of the central administration team and website.

Jenny Stone was appointed in September 2013 as Programme Manager to line manage, oversee and co-ordinate all the projects across the country. The Programme Manager role is BfN's Safeguarding Lead as well as named Lead on BfN's Complaints Policy.

April Pardoe was appointed in November 2013 as PA to the CEO to deal with all administration for the CEO and the Board and allow the CEO to focus on strategy and development.

Retirement of Mary Broadfoot, Founding Member and Technical and Finance Director. Mary held important responsibilities over many years for BfN including Company Secretary and Caldicott Guardian. Succession planning for her retirement ensured that these responsibilities were taken on via Finlay Brawn (Company Secretary), Debbie Lawrence (Treasurer), and Wendy Barber (Caldicott Guardian). The Board of Directors and CEO are particularly grateful for the contributions made by Mary Broadfoot and Sarah Saunby for all the work they did for BfN during a period of rapid growth and development.

OUR PROJECTS

Highlights from a small selection of our projects:

Throughout this period we have continued to develop our internal monitoring and evaluation of all our projects. We strive to ensure that our projects are as effective and efficient as possible, below is a small selection of highlights, demonstrating the variety of work we do and the impact we are having in the communities and families that we support.

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Islington Peer Support Programme

The Islington project began in 2007 with its first Helpers course to target peer support to specific postcodes with lower breastfeeding rates. Since then it has grown to the current total of over 21 Helpers, 17 Supporters and 2 home-grown tutors and supervisors offering a universal provision of peer support. Several of our team have gone on to take up NHS breastfeeding support roles in hospitals.

BfN peer support is offered seven days a week through drop-in groups every week day at the children's centres and in the postnatal wards of the two main hospitals. There is a dedicated peer support telephone number to take referrals and offer phone support and home visits. Volunteers also support alongside the health visiting teams in baby clinics. The recently re-commissioned project now has the availability to call all Islington mums on discharge home, where telephone support can be offered, with signposting and home visits where necessary.

There is strong partnership working between the Peer Support Project, Hospital and Community Infant Feeding Co-ordinators, Family Nurse Partnership, midwifery and health visiting teams, which has been strengthened through Islington's success in going UNICEF Baby Friendly (currently stage 2 with stage 3 scheduled for early 2015). The success of the project has come through our efforts to support mums from across the borough with diversity of cultures and age and who live side by side in Islington.

In Islington in 2013 there were a total of approximately 3,000 births. Last year the BfN peer support project supported 3,247 unique mums (7,275 total contacts as mums may be seen more than once) from 18 ethnicities.

Our evaluation shows that 95% of mums who filled out our service users' questionnaire thought that the service was useful to them and 96% said they would recommend our service to a friend.

Some feedback from mums for our service:

"It was amazing having this support in the early days; it was both useful and lovely to have a good chat and advice about it. I really appreciate your help and will recommend it to everyone I know. A big thank you!"

"I couldn't have breastfed my son for so long without the invaluable support of the Islington Peer Supporters and the service provided by the breastfeeding drop-ins at the Archway Children's Centre. I finally achieved pain-free breastfeeding and breastfed my son until he was almost 13 months."

"...an invaluable service - don't know what I would have done without it."

"It was amazing to discover a service that could help me with the issues I encountered whilst breastfeeding. I couldn't believe it when someone came to my house - amazing service."

"Incredibly valuable service - I'd have been lost without it."

"[the Supporter] gave realistic, impartial advice and was a huge encouragement. Extremely helpful..."

The Breastfeeding Network
Trustees' Annual Report
for the year ended 31 March 2014

Volunteer Peer Supporters in North Lancashire

BfN is commissioned by Public Health in Lancashire County Council to provide a volunteer peer support service in areas of North Lancashire that are not covered by the proactive peer support schemes.

A team of 60 Volunteer Peer Supporters, known locally as Star Buddies, worked across North Lancashire offering breastfeeding support in a variety of settings. They gave over 2,826 hours of their time supporting mothers as well as additional time in on-going training, supervision, networking meetings and participating in community events and meetings. The volunteers were supported by six part time volunteer coordinators, each looking after one locality, who provided the link between health professionals and children's centres and the volunteers.

The volunteers delivered 36 Infant Feeding workshops as part of Lancashire Children Centres Bump, Birth and Beyond sessions which were attended by 265 pregnant mothers. They also had meaningful conversations with 590 pregnant women at antenatal clinics.

They ran seven breastfeeding groups each week across the area with 2,278 individual attendances in the year.

The range of volunteering opportunities included supporting mothers on the wards at Blackpool Victoria Hospital and Royal Lancaster Infirmary, organised meet-ups with women at local children centres, some home visits and phone / text support as well as answering calls on the National Helpline.

The volunteers are highly visible in their lime green tops and were often stopped in the street or going about their everyday lives and asked about breastfeeding. They helped promote the local Breastfeeding Welcome scheme, and were involved in many different community schemes that raised awareness of their services and helped normalise breastfeeding.

Feedback from mothers who attended groups:

'I really appreciate all the help you Star Buddies have given me. You all do a fantastic job and it has meant a lot x'

'Our breastfeeding journey has come to an end but we have enjoyed every minute and would like to say a big thank you to the star buddies for all your help and support. You ladies are amazing xx'

From phone support:

'I feel so much better after speaking to you. Thanks so much for calling.'

From antenatal infant feeding session:

'After previously unsuccessfully trying to breastfeed I didn't think I would try this time because it was so painful and upset me. After this session, and realizing the benefits I will definitely try.'

'I think every mum should be told all this - I feel able to breastfeed now knowing all this. I didn't know most of it.'

The Breastfeeding Network
Trustees' Annual Report
for the year ended 31 March 2014

FINANCIAL REVIEW

The Statement of Financial Activities shows net resources expended for the year of £17,983. A total of £753,444 was retained in accumulated funds at the year end.

Reserves policy

It is the policy of the charity to maintain unrestricted funds, which are the free reserves of the charity, at a level to provide sufficient funds to cover management, administration and support costs.

TRUSTEES' RESPONSIBILITIES STATEMENT

The Trustees (who are also Directors of The Breastfeeding Network for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware, and
- the Trustees have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Breastfeeding Network
Trustees' Annual Report
for the year ended 31 March 2014

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditor

A resolution proposing that Alexander Sloan, Chartered Accountants, be reappointed as auditors of the charitable company will be put to the Annual General Meeting.

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

This report was approved by the Trustees on 26 September 2014 and signed on their behalf by

Finlay Brawn
Secretary

The Breastfeeding Network

Independent Auditor's Report to the Trustees of The Breastfeeding Network

We have audited the financial statements of The Breastfeeding Network for the year ended 31 March 2014 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (Effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made exclusively to the charity's Trustees, as a body, in accordance with Section 44 (1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and its Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and Auditor

As explained more fully in the Trustees' Responsibilities Statement (set out in the Trustees' Annual Report), the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

The Trustees have elected for the financial statements to be audited in accordance with the Charities and Trustee Investment (Scotland) Act 2005 rather than also with the Companies Act 2006. Accordingly we have been appointed as Auditor under Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with that Act.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

We have undertaken the audit in accordance with the requirements of APB Ethical Standards including APB Ethical Standard - Provisions Available for Small Entities, in the circumstances set out in note 21 to the financial statements.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

The Breastfeeding Network

Independent Auditor's Report to the Trustees of The Breastfeeding Network (continued)

Matters on which we are required to report by exception

In respect of the following matters where the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charitable company has not kept proper and adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report and take advantage of the small companies exemption in preparing the Strategic Report.

We have nothing to report in respect of these matters.

Mark Mulholland (Senior Statutory Auditor)

for and on behalf of

Alexander Sloan

Chartered Accountants and

Statutory Auditor

Date:

38 Cadogan Street

Glasgow

G2 7HF

Alexander Sloan is eligible to act as an auditor in terms of Section 1212 of the Companies Act 2006

The Breastfeeding Network
Statement of Financial Activities
(incorporating Income and Expenditure Account)
for the year ended 31 March 2014

	Unrestricted	Restricted	2014	2013	
	funds	funds	Total	Total	
Notes	£	£	£	£	
Incoming resources					
Incoming resources from generated funds					
Voluntary income	2	3,583	20,501	24,084	91,707
Activities for generating funds	3	739	-	739	2,930
Investment income	4	2,533	-	2,533	4,171
Incoming resources from charitable activities	5	567,351	998,874	1,566,225	1,659,225
Other incoming resources	6	2,487	-	2,487	7,205
Total incoming resources		<u>576,693</u>	<u>1,019,375</u>	<u>1,596,068</u>	<u>1,765,238</u>
Resources expended					
Costs of generating funds					
Fundraising trading costs	7	(690)	-	(690)	(1,813)
Charitable activities	8	(395,992)	(1,193,343)	(1,589,335)	(1,579,044)
Governance costs	9	(24,026)	-	(24,026)	(35,624)
Total resources expended		<u>(420,708)</u>	<u>(1,193,343)</u>	<u>(1,614,051)</u>	<u>(1,616,481)</u>
Net (outgoing)/incoming resources before transfers					
Gross transfers between funds		155,985	(173,968)	(17,983)	148,757
		(35,734)	35,734	-	-
Net movement in funds		<u>120,251</u>	<u>(138,234)</u>	<u>(17,983)</u>	<u>148,757</u>
Reconciliation of funds					
Total funds brought forward		131,260	640,167	771,427	622,670
Total funds carried forward		<u>251,511</u>	<u>501,933</u>	<u>753,444</u>	<u>771,427</u>

The notes on pages 24 to 32 form an integral part of these financial statements.

The Breastfeeding Network

Balance Sheet as at 31 March 2014

		2014		2013	
	Notes	£	£	£	£
Current assets					
Stocks		7,431		8,306	
Debtors	14	239,898		211,475	
Cash at bank and in hand		568,608		707,588	
		<u>815,937</u>		<u>927,369</u>	
Creditors: amounts falling due within one year	15	<u>(62,493)</u>		<u>(155,942)</u>	
Net current assets			<u>753,444</u>		<u>771,427</u>
Net assets			<u>753,444</u>		<u>771,427</u>
Funds					
Unrestricted funds					
General funds	17		251,511		131,260
Restricted funds	18		<u>501,933</u>		<u>640,167</u>
			<u>753,444</u>		<u>771,427</u>

The financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved and authorised for issue by the Directors on 26 September 2014 and signed on their behalf by

Sukie Woodhouse
Trustee
Registered number: SC330639

The notes on pages 24 to 32 form an integral part of these financial statements.

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

1. Accounting policies

1.1. Accounting convention

The financial statements are prepared under the historical cost convention and where appropriate modified to include the revaluation of certain fixed assets and in accordance with the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005) issued in March 2005, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008) and the Companies Act 2006. The principal accounting policies adopted in the preparation of the financial statements are set out below.

1.2. Incoming resources

Voluntary income including donations, gifts and grants that provide core funding or are of general nature are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies that the grant or donation must only be used in future accounting periods, or when the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from investments is included in the year in which it is receivable.

Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions is recognised as earned (as the related goods or services are provided). Grant income included in this category provides funding to support performance activities and is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

1.3. Resources expended

Expenditure is recognised on an accruals basis when a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

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

1.4 Activity based reporting

The Trustees are of the opinion that the charity has a single activity and there is no merit in providing further analysis within the notes to the accounts.

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

1.5. Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.6. Stock

Stock is valued at the lower of cost and net realisable value.

2. Voluntary income

	2014	2013
	£	£
Donations	23,370	13,836
Dept of Health - National Breastfeeding Helpline	-	75,000
Membership Subscriptions	714	2,871
	<u>24,084</u>	<u>91,707</u>

3. Activities for generating funds

	2014	2013
	£	£
Fundraising	739	2,930
	<u>739</u>	<u>2,930</u>

4. Investment income

	2014	2013
	£	£
Interest Received	2,533	4,171
	<u>2,533</u>	<u>4,171</u>

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

5. Incoming resources from charitable activities	2014	2013
	£	£
Age in Weeks Wheels	3,280	4,600
Serco Ltd - National Breastfeeding	150,000	75,000
Leaflet Sales	14,445	26,780
Training	113,790	120,943
Breastfeeding Centre	132,140	132,746
Resource Boxes	224	100
Quality Standard Setting and Promotion	37,500	36,897
Peer Support Income	1,114,846	1,262,159
	<u>1,566,225</u>	<u>1,659,225</u>
6. Other incoming resources	2014	2013
	£	£
Other Income	2,487	7,205
	<u>2,487</u>	<u>7,205</u>
7. Fundraising trading costs	2014	2013
	£	£
Other fundraising trading costs		
Personalised stationery	690	1,813
	<u>690</u>	<u>1,813</u>
Total	<u>690</u>	<u>1,813</u>

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

8. Costs of charitable activities

	2014	2013
	£	£
Wages and salaries	180,679	169,060
Employer's NI contributions	50,016	52,526
Local Projects	62,099	84,658
Peer Support Programmes	803,098	700,076
Other charitable activities	2,006	832
Goods purchased for resale	-	235
Breastfeeding centre costs	13,283	23,353
Electricity	104	83
Newsletter	3,752	13,002
Printing, postage and stationery	15,006	20,287
Recruitment	2,188	3,236
Telephone and internet	12,741	6,757
Computer costs	522	1,399
Training, supervision and books	304,691	290,335
Insurance	26,827	26,023
Leaflet & Publicity Costs	8,905	12,093
Entertaining	147	90
Rent	6,206	5,816
Drugline	1,403	2,077
Helplines	78,192	133,907
Supporting	1,147	2,625
Bad Debts	1,187	6,295
General expenses	2,302	3,648
Repairs and maintenance	155	2,135
Subscriptions	40	489
Travelling expenses	12,513	13,728
Consultancy fees	-	1,631
Bank charges	126	122
Depreciation	-	2,526
	1,589,335	1,579,044
	1,589,335	1,579,044

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

9. Governance costs

	2014	2013
	£	£
Staff training	3,643	4,057
Legal and professional	9,506	20,348
Audit	7,572	8,310
AGM and Trustee meetings	3,305	2,909
	<u>24,026</u>	<u>35,624</u>

10. Net (resources expended)/incoming resources for the year

	2014	2013
	£	£
Net (resources expended)/incoming resources is stated after charging:		
Depreciation and other amounts written off tangible assets	-	2,526
Auditors' remuneration	7,572	8,310
	<u>7,572</u>	<u>8,310</u>

11. Employees

Number of employees

The average monthly numbers of employees during the year were:

	2014	2013
	Number	Number
	<u>171</u>	<u>224</u>

Employment costs

	2014	2013
	£	£
Wages and salaries	180,679	169,060
Social security costs	50,016	52,526
	<u>230,695</u>	<u>221,586</u>

There were no employees who received remuneration of over £60,000 in the period.

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

12. Trustees' emoluments

The following trustees received remuneration, as authorised by the executive committee, for services provided other than as trustees during the year:

	2014	2013
	£	£
Phyll Buchanan	-	1,250
Zoe Chadderton	1,643	1,056
Sukie Woodhouse	11,324	5,573
	12,967	7,879
	12,967	7,879

13. Tangible fixed assets

	Fixtures, fittings and equipment	Total
	£	£
Cost		
At 1 April 2013	12,456	12,456
At 31 March 2014	12,456	12,456
Depreciation		
At 1 April 2013	12,456	12,456
At 31 March 2014	12,456	12,456

14. Debtors

	2014	2013
	£	£
Trade debtors	233,249	202,946
Prepayments and accrued income	6,649	8,529
	239,898	211,475
	239,898	211,475

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

15. Creditors: amounts falling due within one year

	2014	2013
	£	£
Other taxes and social security costs	23,177	16,729
Other creditors	1,986	3,484
Accruals and deferred income	37,330	135,729
	62,493	155,942
	62,493	155,942

16. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Fund balances at 31 March 2014 as represented by:			
Current assets	314,004	501,933	815,937
Current liabilities	(62,493)	-	(62,493)
	251,511	501,933	753,444
	251,511	501,933	753,444

17. Unrestricted General Funds

	1 Apr '13	Incoming	Outgoing	Transfers	31 Mar '14
	£	£	£	£	£
General Fund	131,260	576,693	(420,708)	(35,734)	251,511
	131,260	576,693	(420,708)	(35,734)	251,511
	131,260	576,693	(420,708)	(35,734)	251,511

Purposes of General Funds

General Fund

The General fund comprises income which has been given to the charity without conditions as to how it may be spent.

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

18. Restricted funds

	1 Apr '13	Incoming	Outgoing	Transfers	31 Mar '14
	£	£	£	£	£
Department of Health - National Helpline	45,540	-	(81,274)	35,734	-
Department of Health - Bengaliline	8,009	-	-	-	8,009
Big Lottery	-	40,940	(38,643)	-	2,297
Peer Support Programmes	533,852	809,902	(852,127)	-	491,627
Inspiring Scotland	52,766	168,533	(221,299)	-	-
	<u>640,167</u>	<u>1,019,375</u>	<u>(1,193,343)</u>	<u>35,734</u>	<u>501,933</u>

Purposes of restricted funds

Department of Health - National Helpline

This money was received by the charity in support of the development of the single National helpline on breastfeeding.

Department of Health - Bengaliline

The Department of Health provided this grant to aid with the project "Supporterline in Bengali".

Big Lottery

This money was received to fund the Aberaeron Breastfeeding Training and Breastfeeding Group.

Peer Support Programmes

Funding received for Peer Support Programmes where a Service Level Agreement is in place.

Inspiring Scotland

This funding was received for the "Early Years Early Action" Peer Support Programme in Ayrshire.

19. Analysis of transfers between funds

	Unrestricted funds	Restricted funds
	£	£
Transfers made during the year ended 31 March 2014 were as follows:		
To cover deficit in National Helpline fund	(35,734)	35,734
	<u>(35,734)</u>	<u>35,734</u>

The Breastfeeding Network

Notes to the Financial Statements for the year ended 31 March 2014

20. Financial commitments

At 31 March 2014 the charity had annual commitments under non-cancellable operating leases as follows:

	2014	2013
	£	£
Expiry date:		
Within one year	<u>5,724</u>	<u>5,724</u>

21. Ethical matters

In common with many other charities of our size and nature, we use our auditor to assist with the preparation of the financial statements.

The Breastfeeding Network

The following pages do not form part of the statutory accounts.

The Breastfeeding Network

Detailed Income and Expenditure Account for the year ended 31 March 2014

	2014		2013	
	£	£	£	£
Income				
Voluntary Income				
Donations	23,370		13,836	
Dept of Health - National Breastfeeding Helpline	-		75,000	
Membership Subscriptions	714		2,871	
		24,084		91,707
Activities for generating funds				
Fundraising	739		2,930	
		739		2,930
Investment income				
Interest Received	2,533		4,171	
		2,533		4,171
Income from charitable activities				
Age in Weeks Wheels	3,280		4,600	
Serco Ltd - National Breastfeeding	150,000		75,000	
Leaflet Sales	14,445		26,780	
Training	113,790		120,943	
Breastfeeding Centre	132,140		132,746	
Resource Boxes	224		100	
Quality Standard Setting and Promotion	37,500		36,897	
Peer Support Income	1,114,846		1,262,159	
		1,566,225		1,659,225
Other incoming resources				
Other Income	2,487		7,205	
		2,487		7,205
Total income		1,596,068		1,765,238
Total expenditure		(1,614,051)		(1,616,481)
Net (deficit)/surplus for the year		(17,983)		148,757

The Breastfeeding Network

Schedule of Expenditure
for the year ended 31 March 2014

	2014		2013	
	£	£	£	£
Expenditure				
Fundraising trading costs				
Personalised stationery	690		1,813	
		690		1,813
Charitable activities				
<i>Staff costs</i>				
Wages and salaries	180,679		169,060	
Employer's NI contributions	50,016		52,526	
		230,695		221,586
<i>Projects and activities costs</i>				
Local Projects	62,099		84,658	
Peer Support Programmes	803,098		700,076	
Other charitable activities	2,006		832	
Goods purchased for resale	-		235	
		867,203		785,801
<i>Premises costs</i>				
Breastfeeding centre costs	13,283		23,353	
Electricity	104		83	
Newsletter	3,752		13,002	
		17,139		36,438
<i>Running costs</i>				
Printing, postage and stationery	15,006		20,287	
Recruitment	2,188		3,236	
Telephone and internet	12,741		6,757	
Computer costs	522		1,399	
Training, supervision and books	304,691		290,335	
Insurance	26,827		26,023	
Leaflet & Publicity Costs	8,905		12,093	
Entertaining	147		90	
Rent	6,206		5,816	
Drugline	1,403		2,077	
Helplines	78,192		133,907	
Supporting	1,147		2,625	
Bad Debts	1,187		6,295	
General expenses	2,302		3,648	
Repairs and maintenance	155		2,135	
Subscriptions	40		489	
		461,659		517,212
<i>Motor and travel costs</i>				
Travelling expenses	12,513		13,728	

The Breastfeeding Network

Schedule of Expenditure for the year ended 31 March 2014

	2014		2013	
	£	£	£	£
<i>Legal and professional costs</i>		12,513		13,728
Consultancy fees	-		1,631	
		-		1,631
<i>Finance costs</i>				
Bank charges	126		122	
		126		122
<i>Depreciation and Gains/Losses</i>				
Depreciation	-		2,526	
		-		2,526
Total of charitable activity expenditure		1,589,335		1,579,044
Governance Costs				
Staff training	3,643		4,057	
Legal and professional	9,506		20,348	
Audit	7,572		8,310	
AGM and Trustee meetings	3,305		2,909	
		24,026		35,624
Total expenditure		1,614,051		1,616,481