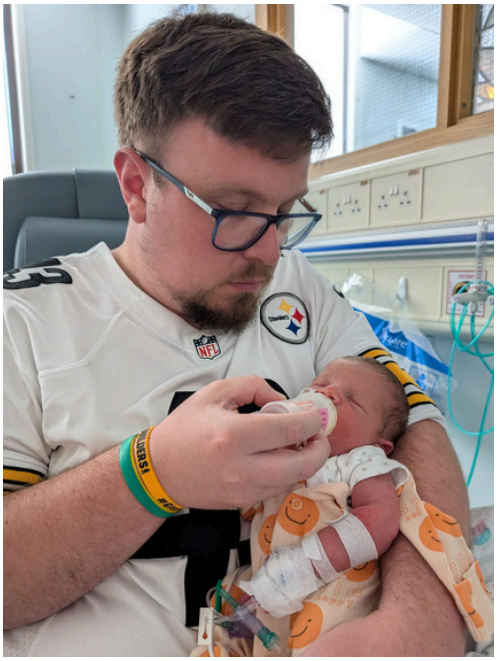
# Lowestoft and Waveney Breastfeeding Support

## Impact Report

Thank you to all our families for their feedback.







LOWESTOFT & WAVENEY
BREASTFEEDING SUPPORT

# Introduction

This Impact Report is the story so far for Lowestoft and Waveney Breastfeeding Support (LWBS). Data has been taken from our IBCLC Home Visit Survey, recent survey data and Antenatal Education data. This data is collected from families who have used us over the last 6 years.

## Finance

The charity received an income of £93,557.00 in the 2025-2026 tax year. The majority of our funding comes from grants (£88,129.00) with donations continuing to provide a key part of our income (£5,138.00).

# Who are we?

LWBS consists of three unique strands - all accessible for families across the area. All services are free for families within our area. Each strand has a unique offer, tailored to support parents throughout their journey.

LOWESTOFT & WAVENEY PERINATAL MENTAL HEALTH SUPPORT

- 3 step rewind
- Wellness Wanders
- ND Parenting Group
- Parenting Pop In's

LOWESTOFT & WAVENEY BREASTFEEDING SUPPORT

- IBCLC Home Visits
- Breast pump hire
- Breastfeeding Cafes
- Specialist Clinic

LOWESTOFT & WAVENEY BABYWEARING SUPPORT

- Sling sessions
- Babywearing Walks
- Sling Pop in sessions



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# Who are we?

All three strands are mainly supported by volunteers. LWBS employ three International Board Certified Lactation Consultants who provide the Home Visit service.

LOWESTOFT & WAVENEY PERINATAL MENTAL HEALTH SUPPORT

**Delivered by -**

**Three, 3 step rewind practitioners**

**Four ND Peer Supporters**

LOWESTOFT & WAVENEY BREASTFEEDING SUPPORT

**Delivered by -**

**Five IBCLC's**

**Fourty four Volunteers**

LOWESTOFT & WAVENEY BABYWEARING SUPPORT

**Delivered by -**

**Two Sling Consultants**

**Seven Babywearing Peer Supporters**

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# Our Impact

LWBS has been running for 6 years and is now a team of 47. Over the last 6 years LWBS has raised over £250,000 to enable the service to run at no cost to local parents.

Our support extends beyond face-to-face appointments, providing families with multiple opportunities to access evidence-based infant feeding information, skilled breastfeeding support, babywearing support and ongoing guidance when they need it. Support for parents to babywear and throughout the perinatal period is also available.

**500–600**

families supported each year

**1,600**

Approximate birth rate

**31–38%**

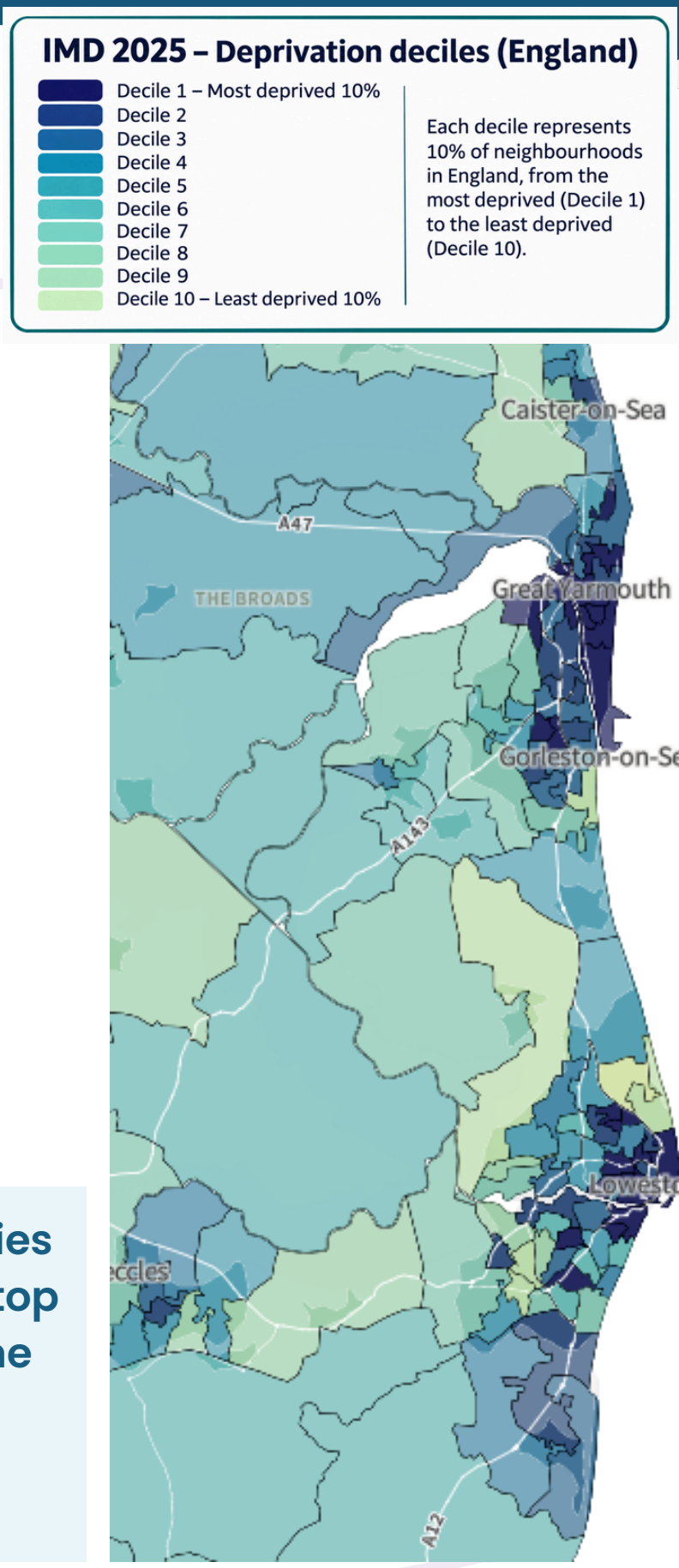
estimated reach of annual births



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# Our Area

LWBS is a geographical charity covering the area of the James Paget University Hospital. We cover East Norfolk and East Suffolk.




## Our target area is characterised by

**80% of families living in the top 20% of the Indices of Multiple Deprivation**

**High rates of smoking, domestic violence and mental health**

**60% of families living in the top 10% of Income deprivation affecting children**

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# Antenatal Education

Antenatal Education launced in January 2026 and 12 sessions will have run by the end of 2026.

84 families have accessed. Sessions have been run from Seagulls Children Centre (Gorleston) and Kirkley Midwifery Hub (Lowestoft). Families can access a 2 hour session with an IBCLC which covers, breastfeeding, formula feeding, safe infant sleep and where to access support. Parents also receive a booklet and information around other NHS services across the area. All scores are out of 5.

| Pre session confidence | Post session confidence | Session rating |
|---|---|---|
| 2.48 | 4.08 | 4.94 |

**“I was looking for more information about feeding options which is why I attended the class.”**

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# Antenatal Education

Throughout the session, a variety of tools are used including pictures and videos. Parents have opportunities to ask questions, look at resources as well as mix with other peers. Parents answer a survey at the start of the session, as well as at the end of the session. A follow up survey is sent out after their due date. We are waiting on further data but current information is positive and parents showing that local, free support is important to them when accessing our course.

**“I wish all new mums could access these courses for free, they're highly beneficial!”**

**“Absolutely brilliant course and so reassuring for mums to know they can get extra support if needed.”**

**“So much information given at the class and the leaflet to take home and share with my husband was very informative pre and post baby.”**

**“Facilitators were helpful and non judgemental. They provided all information and gave us the tools we needed to make choices for our own babies.”**



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# Breastfeeding Cafes

Community Breastfeeding Cafes run across the area. These are based in our areas with rural or deprivation concerns. They all run on different days to increase the support available to parents. Cafes offer peer to peer support with IBCLC support available across the month. Babywearing Support is also run from cafes.




Specialist clinic runs from Marina once a month which is for families with breast and bottle feeding concerns and runs alongside the Health Visitors 0-5 drop in. This is IBCLC led.

**"Always lacked confidence when it comes to socialising, but attending groups has helped me to gain confidence and feel like I can connect with other families to share parenting/feeding experiences."**

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# Cafe Impact

100% of parents attending our groups felt they had met other parents they could share experiences with. 100% of parents who accessed the service agreed or strongly agreed that they felt welcome to attend on difficult days.
500-600 contacts per year - many families return on a regular basis.

| | | |
|---|---|---|
| **100%** received helpful information | **90%** strongly agreed on helpfulness | **4.9/5** average satisfaction score |
| **100%** encouraged to return | **92%** strongly agreed they'd return | **100%** met other parents to share experiences |

Providing helpful, accessible information — our community breastfeeding cafés give parents the opportunity to ask questions, share experiences and access knowledgeable support in a welcoming, informal environment.

Encouraging ongoing engagement — our cafés aim to build lasting relationships with families, ensuring parents know that support remains available throughout their feeding journey.

**“Yes, it's a great help. It can be hard to find other people still breastfeeding”**



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# Babywearing Support

Our babywearing support recognises that every parent and baby is different. Through practical guidance, individual support and opportunities to try different options, we help families find comfortable, suitable carrying solutions that work for their individual circumstances.
Our babywearing support is accessed by around 200 families per year.

## 100%

of parents expressing an opinion agreed or strongly agreed
Stats below are based on parents who strongly agree.

## 97.8%

Confidence
using a sling or carrier

## 98.2%

Support to find a carrying
method that worked for them

## 98.2%

Confidence
getting out and about

## 96.8%

Being able to access everyday
activities and community

**“The range of resources they have helped me make a informed and safe decision.”**

**“The team are fabulous!”**



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# Wellness and Sling Walks

Our walks provide opportunities for parents to connect in an informal, welcoming outdoor environment. They create space for conversation, shared experiences and the development of supportive relationships with other families. By combining gentle activity with social connection, our walks help parents feel part of a community and reduce the isolation that can sometimes accompany early parenthood.

**100%**

of parents expressing an opinion agreed or strongly agreed

**93%**

Strongly agree they feel more connected with other parents

**96.6%**

Strongly agree there was a positive impact on their wellbeing

**96.4%**

Strongly agree they feel more confident leaving the house

**92.9%**

Strongly agree that they felt a reduction in isolation

**“Went to one sling walks, Had an amazing time. Was sunny and the walk down the beach was very supportive!”**



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# IBCLC Home Visits

Our specialist International Board Certified Lactation Consultants (IBCLCs) provide individualised, skilled support in the family's own home. This enables us to spend time understanding each baby's feeding needs, observing feeding, identifying challenges and developing practical, personalised support plans. Over 1000 visits have been completed since 2022.

## 100%

of parents expressing an opinion agreed or strongly agreed.
Stats shown are based on those who strongly agreed

**96.3%**
Understood their baby's feeding needs better

**98.7%**
Felt more confident post visit

**94.8%**
Their concerns were taken seriously

**96.2%**
Understood their feeding options

**92.4%**
Working towards their feeding goals

**96.2%**
Help with feeding concerns

**"Having home visits made it all much easier. When you have a newborn, going out feels like a huge deal especially when you're experiencing difficulty with feeding. Having Lucy come to my home gave me the confidence to then go to a feeding cafe which I did several times.!"**



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# Ease of access

Our recent survey results demonstrate that Lowestoft and Waveney Breastfeeding Support is providing a highly accessible, responsive and valued service for local families. Across the nine accessibility questions, parents consistently reported that they were able to access the support they needed, when they needed it, in a way that fitted around their individual circumstances and family commitments.

**97.7%**
Felt the service was easy to access

**100%**
of parents could access support around their family commitments

**100%**
said accessing support would have been harder without LWBS

Accessibility was particularly important to families when choosing our service. 100% of respondents rated having local support as important or very important, with 94.4% describing it as very important. Similarly, 98.8% said that having a free service was important or very important, with almost 98% rating this as very important. This reinforces the importance of providing specialist infant feeding support within local communities, without financial barriers preventing families from accessing help.

**96.6%**
Strongly agreed they could access specialist support when needed

**92%**
Strongly agreed the service understood their individual needs

**98.9%**
Agreed they felt comfortable asking for help

**"It was sometimes the only support I got... as a single mum it was the highlight of my week"**

**"Other services were unavailable or had long waiting times"**



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# Ease of access

Our flexible approach is also making a difference. 97.7% of respondents rated the service positively for ease of access, while 100% agreed or strongly agreed that they could access support when they needed it. All respondents also agreed or strongly agreed that the support was easy to access alongside their family commitments. This reflects the value of offering different ways to access help, including community breastfeeding groups, specialist home visits and remote support, recognising that families have different needs, circumstances and pressures.

**“WhatsApp and email plus in person it felt easy and like they wanted you to access the support”**

**94.4%**

Said local support was very important to them

**98.8%**

Said free support was very important to them

**100%**

Of parents could access support when they needed it

One of the most significant findings was that 100% of respondents agreed or strongly agreed that, without access to LWBS, they would have found getting support much harder. This is powerful evidence of the role our charity plays in the local support network. It suggests that families rely on LWBS as an important route into accessible, specialist and compassionate infant feeding support that they may otherwise struggle to obtain.

Taken together, these findings demonstrate that LWBS is not simply providing a service; it is removing barriers to support. By keeping services free, local, flexible and responsive, we are helping ensure that families can access the knowledge, reassurance and practical help they need, at the time they need it.

# Parental Wellbeing

Our survey results demonstrate that Lowestoft and Waveney Breastfeeding Support has a significant positive impact on parents' confidence, emotional wellbeing and sense of connection.

**98.9%**
More confident to feed and care for their baby

**100%**
Felt they were making informed decisions

**98.9%**
Knew when they needed extra support and where to find it

One of the strongest areas of impact is parental confidence and empowerment. Parents have increased confidence and felt like they were making informed decisions. This demonstrates the importance of providing parents with accessible, specialist knowledge alongside encouragement and reassurance, enabling them to make informed choices that are right for their family.

**97.8%**
Felt listened to and able to ask questions

**100%**
Felt supported without judgement

**95.5%**
Felt they had people to turn to when they needed it

**“Before my support I was not confident breastfeeding my baby – the visit changed everything and I felt like someone taking the extra time changed everything. I have now exclusively breastfed for 11 months – I'm eternally grateful!”**



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# Parental Wellbeing

The impact extends beyond feeding confidence. Parents reported feeling less overwhelmed, less alone and better able to cope with challenges. Importantly, every respondent reported a positive impact on their emotional wellbeing. These findings show that our support is about much more than infant feeding: it provides reassurance, emotional support and a trusted person to turn to during what can be a particularly challenging and vulnerable period of family life.

**100%**

Report a positive impact on their emotional wellbeing with accessing the service

**97.8%**

Felt less alone

**98.9%**

Felt less overwhelmed

**98.9%**

Felt reassured

**95.5%**

Felt better able to cope with challenges

**97.8%**

Found someone who understands what they are going through

**98.9%**

Felt more able to enjoy time with their baby

These findings show that our support is about much more than infant feeding: it provides reassurance, emotional support and a trusted person to turn to during what can be a particularly challenging and vulnerable period of family life.

**“The help I received honestly changed everything. I went from despairing about my baby not feeding properly, to finally being able to relax after just one visit!”**



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# Parental Wellbeing

Creating a welcoming and inclusive environment is also central to our work. All respondents reported feeling welcome and included, and many reported a positive impact on their social connection. While most parents specifically reported feeling more connected to other parents, the wider findings suggest that our service helps reduce isolation and creates opportunities for parents to feel understood and supported by others who may be experiencing similar challenges.

**“I've met friends and similar aged children thanks to LWBS.”**

**83.1%**

Felt more connected to other parents

**100%**

Felt welcome and included

**94.4%**

Positive impact on social connection

Taken together, these results demonstrate that LWBS helps parents develop confidence, feel less isolated and better equipped to manage the challenges of early parenthood and infant feeding. By combining specialist IBCLC knowledge with compassionate, non-judgemental and relationship-based support, we are supporting not only feeding outcomes but the emotional wellbeing of the whole family.

**“With all the issues I had, there were other people in the group that had also experienced them and it made me feel less alone.”**



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# Parent Quotes

Our survey was annonymous and these are some quotes from parents.

**“From feeling like a failing wreck, Kaya gave all the reassurance I needed. I'm so grateful.”**

**“We have made friends for life, we met at breastfeeding group.”**

**“They helped me when I was feeling very vulnerable and were an amazing service with no judgement.”**

**“The expert knowledge I received from Jenny, saved my feeding journey and I feel helped prevent experiencing post natal depression.”**

**“They gave me the skills and confidence I needed.”**

**“I wouldn’t have been able to afford private help (or even known it was available/what to look for).”**

**“I would not have continued to breastfeed my baby which was hugely important to me and would have had a significant impact on my wellbeing.”**



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# Parent Quotes

Our survey was annonymous and these are some quotes from parents.

**“These people are absolutely incredible. They work so hard to help. The information, the signposting the support.”**

**Amazing service that needs to continue to help mum's when they are already at their most vulnerable, trying to do their best for their babies.**

**“They helped me when I was feeling very vulnerable and were an amazing service with no judgement.”**

**Yes, always welcomed with a friendly face (and an offer of a cup of tea!) the groups are always welcoming and everyone I have interacted with has been so kind.**

**Thank you so much for the amazing dedication towards supporting local families. I’m not sure what our journey would have looked like without the Lowestoft and Waveney breastfeeding team. We are so lucky to have you all!**

**We are extremely lucky to have this support available to us locally. In my opinion local groups like this should exist everywhere, it was so vital for me to be able to access support, advice and community in early motherhood and has been instrumental in me being able to breastfeed my baby.**

**It's a brilliant service, much needed for new mothers who have no clue about how best to breastfeed their baby, and the empathy and care I received was so valuable, big thanks to Kaya, Lucy and Jenny!**



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# Our impact




"This service is absolutely phenomenal. I can't believe how lucky we are to have this in the community. As a first-time mum with no family locally, it's so nice to know there is a supportive community right around the corner and has massively helped in my confidence and mental health when having my new baby. I cannot thank the team enough and I will continue to access the service for a very long time, especially for the community aspect."

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# Next Steps

Building on these findings, we will continue to

- Protect and strengthen the specialist, accessible support that families value,
- Develop opportunities to improve social connection and reduce isolation.
- We aim to further strengthen our emotional wellbeing support, develop partnerships and referral pathways with other local services.
- Explore ways to maintain contact with families beyond their initial feeding journey.
- We will also improve how we measure longer-term outcomes, ensuring that the voices and experiences of families continue to shape our work.
- Above all, we will seek sustainable, multi-year funding to protect our services, retain specialist expertise and ensure that free, local and individualised support remains available to families who need it.

**“This support has made a huge difference to me. So much reassurance and useful help and support.”**



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# Thank you

Thank you to all of the families who filled in our survey and continue to support LWBS to be the organisation that it is. Thank you to our volunteers and staff for delivering such a phenonenal service. Thank you to our funders who enable us to run and maintain accessibility of access.






Hornsea 3 Community Fund

SUFFOLK Community Foundation

Supported by Norfolk Community Foundation

Start for Life

COMMUNITY FUND

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# Contact us

If you wish to speak to Lowestoft and Waveney Breastfeeding Support or find further information about the support we offer

**Website**
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