

Notes to accompany Memorandum and Articles of Breastfeeding LENS Limited

- Breastfeeding LENS Limited was set up by five directors, who have a passion to support women and their babies to breastfeed.
- With a social purpose to provide good quality breastfeeding information; training; and a peer support project structure, syllabus, training and support framework, the work of Breastfeeding LENS focuses on community building within the project areas in which we operate.
- At the time of formation (2012) various operating structures were considered.
- Because we were self-funding and testing the viability of our work, we opted to set up as a social enterprise configured as a small private limited company rather than a community interest company. Ref. <https://www.socialenterprise.org.uk/all-about-social-enterprise/>
- This structure was always for ease of setup rather than to make large profits (the directors have never taken a dividend) and after costs, income is kept within the company to keep prices low as we work to setup voluntary support.
- The community connections and development created by our MotherBaby Together peer support project helps develop local social networks amongst the breastfeeding mothers in the community area covered by each project.
- After the death of director Jill Dye in 2019 the holdings were restructured and redistributed amongst the remaining four directors (3rd March 2020)
- We continue with our model of social enterprise for building communities as evident in our operations and policies.