

# Gosport Breastfeeding Welcome Scheme

*Five great reasons for your business to join*

- **It makes a real improvement to customer service**

Training staff to be welcoming and helpful to breastfeeding mothers encourages them to be more helpful and considerate to all customers. This will boost customer satisfaction and loyalty which is great for your business.

- **It can attract a new customer/client base**

When new mothers find a place that welcomes them to feed their babies, they pass on the good news and customer numbers can grow as a result. This could mean more custom during quieter times for your business.

- **There is little or no cost to you**

Little things go a long way and breastfeeding mums say what they appreciate most is a welcoming atmosphere and friendly staff – something you can provide for free.

- **It can improve your image and get you free publicity**

By becoming breastfeeding welcome you are making a positive contribution to helping babies get the best start in life. It is great for your image as it demonstrates that you are dedicated to making your customers happy. Businesses that become breastfeeding welcome will also get publicity from being listed on our websites, and from word of mouth recommendations between families and health professionals.

- **Helping the community**

By joining the Scheme your business will be providing a safe and welcoming place for mothers and playing an active part in encouraging more mothers to breastfeed their babies.



# Gosport Breastfeeding Welcome Scheme

*Why is it important to support breastfeeding mothers?*

**Breastfeeding has many benefits. According to the latest research, babies who are breastfed have a smaller chance of:**

- Being obese and developing diabetes when they are older
- Developing eczema
- Getting ear, chest and tummy bugs and having to go to hospital as a result
- Being fussy about new foods
- Being constipated

**There are advantages for mums who breastfeed too:**

- Breastfeeding lowers the risk of breast and ovarian cancer
- Breastfeeding naturally uses up about 500 extra calories a day so mums who breastfeed often find it easier to lose their pregnancy weight
- It saves money - formula feeding can cost as much as £50 a month
- It is a lot less hassle - there is no need to clean and sterilise bottles, boil kettles and wait for the milk to cool every few hours during the day and night

**For more information about the health benefits of breastfeeding visit**

[www.nhs.uk/Conditions/pregnancy-and-baby/pages/why-breastfeed.aspx#close](http://www.nhs.uk/Conditions/pregnancy-and-baby/pages/why-breastfeed.aspx#close)

[www.southernhealth.nhs.uk/services/childrens-services/breastfeeding-service/](http://www.southernhealth.nhs.uk/services/childrens-services/breastfeeding-service/)



# Gosport Breastfeeding Welcome Scheme

## *Information about the Law*

### **A business cannot discriminate against mothers who are breastfeeding a child of any age.**

The Equality Act 2010 has specifically clarified that it is unlawful for a business to discriminate against a woman because she is breastfeeding a child.

A business may ask a breastfeeding woman to leave their premises if the reason for this request is not due to her breastfeeding. However, if the woman later claims that discrimination occurred because she was breastfeeding, the business will have to prove that there was in fact no discrimination.

- DO make sure women you're providing services to are allowed to breastfeed on your premises if they want to
- DO also ensure that mothers breastfeeding babies are not discriminated against, no matter how old the infant is
- DO train all your employees, especially those who deal with the public, to be aware of the protection from discrimination given to breastfeeding mothers under the Equality Act 2010
- DON'T forget, under the Equality Act 2010, discriminating against someone because they are with a breastfeeding mother is also prohibited. So companions of breastfeeding mothers who are also treated unfairly may have a claim too.

### **FAQs**

- **Am I responsible for how other customers treat a woman who is breastfeeding?**  
Yes, you may be responsible, and you will be responsible if other customers' behaviour has been brought to your attention and you failed to act. You have an obligation to ensure that a woman who is breastfeeding while receiving a service you provide is not treated unfairly. The Equality Act 2010 aims to give women complete confidence to breastfeed while going about their day-to-day business. Businesses must facilitate this.
- **Does this mean I have to create a separate facility to allow women customers to breastfeed?**  
No, but you are under an obligation to ensure that a woman can breastfeed without being treated unfairly. It is up to you to decide how best to do this.

For further information about the Equality Act 2010 visit [www.gov.uk/equality-act-2010-guidance](http://www.gov.uk/equality-act-2010-guidance)



# Gosport Breastfeeding Welcome Scheme

*Joining the Scheme is simple*

- A senior member of your business will be asked to sign a written agreement which states that the business will adhere to the membership criteria.
- When the agreement has been signed, a membership pack, certificate and window sticker will be issued.
- The name of your business will be added to a list of premises participating in the scheme and published on the Gosport Breastfeeding Welcome Scheme webpage on the Gosport Borough Council website [www.gosport.gov.uk/sections/community/health-and-wellbeing/gbfwelcome/](http://www.gosport.gov.uk/sections/community/health-and-wellbeing/gbfwelcome/) as well as the Southern Health NHS Trust Breastfeeding Support webpage, via leaflets, posters and through health professionals, local Children's Centres and other public places.
- Monitoring of the scheme will be undertaken by the Gosport Breastfeeding Welcome Scheme Steering Group (see organisations listed below), to ensure that businesses who have signed up to the Scheme are adhering to the criteria.
- Businesses which fail to adhere to the criteria will be notified and may have their membership revoked.

**The Gosport Breastfeeding Welcome Scheme is supported by;**

Southern Health   
NHS Foundation Trust



**GOSPORT**  
Borough Council

Portsmouth Hospitals   
NHS Trust

 **the Breastfeeding network**  
Fareham & Gosport



# Gosport Breastfeeding Welcome Scheme

## *What your staff need to know*

To ensure that your business has a consistent approach to supporting mums who breastfeed on your premises, it is recommended that all your staff are made aware of the Breastfeeding Welcome Scheme, its criteria and the legal position regarding the treatment of breastfeeding mums.

### **Staff should be aware of the following;**

- It is unlawful for a business to discriminate against a woman because she is breastfeeding a child as specified within the Equality Act 2010.
- How to explain to members of the public and breastfeeding mums what the Gosport Breastfeeding Welcome Scheme is all about, and why your business has joined.
- Staff should be aware that breastfeeding mums should not be asked to move to accommodate other customers.
- Staff should be advised on how to respond to customers who may complain, and who to refer to if they are unable to resolve the problem. The customer can be advised to contact the Gosport Breastfeeding Welcome Scheme Steering Group via [gbfwelcome@gosport.gov.uk](mailto:gbfwelcome@gosport.gov.uk) if the business is unable to resolve the complaint.
- It is preferable to have babies that are breastfeeding rather than crying and therefore disturbing other customers.
- Let staff know if you will be including information about your membership of the scheme on your business literature.



# Gosport Breastfeeding Welcome Scheme

## Agreement

..... will ensure that:

- Breastfeeding is welcome in any public area of our venue.
- A mother who is breastfeeding will not be asked to move or to stop breastfeeding
- The Gosport Breastfeeding Welcome Scheme window sticker and certificate will be displayed at all times.
- Staff are aware of the scheme and how to be supportive to the needs of breastfeeding mothers.
- Breastfeeding Welcome is included in our customer care procedures and policies where appropriate, and guidance is available for our staff on how to effectively respond to a potential complaint about breastfeeding from another customer.
- A private area may be made available if needed and if space allows.

Signed: .....

Print name: .....

Date: .....

Job Title: .....

Business Address: .....

Tel: .....

Email: .....

**Please complete and sign, and return to:**  
Gosport Breastfeeding Welcome Scheme  
c/o Corporate Policy & Community Safety,  
Gosport Borough Council, Town Hall,  
High Street, Gosport, PO12 1EB



# Gosport Breastfeeding Welcome Scheme

*Further information;*

Please contact the Steering Group initially via email to [gbfwelcome@gosport.gov.uk](mailto:gbfwelcome@gosport.gov.uk)

Contact the Corporate Policy & Community Safety team at:

Gosport Borough Council on **0239254 5695**

**Or write to;**

C/O Corporate Policy & Community Safety  
Gosport Borough Council  
Town Hall  
High Street  
Gosport  
PO12 1EB

Comments, feedback or suggestions are most welcome too.



# Gosport Breastfeeding Welcome Scheme

*These premises are recognised as breastfeeding friendly by the Gosport Breastfeeding Welcome Scheme*

## This means that:

- Breastfeeding is welcome in any public area of our venue.
- A mother who is breastfeeding will not be asked to move or to stop breastfeeding.
- The Welcome Scheme symbol and certificate will be displayed at all times
- A private area may be made available if needed and if space allows
- Staff are aware of the scheme and how to be supportive to the needs of breastfeeding mothers
- We welcome comments from other customers but this will not affect the welcome given to breastfeeding mothers
- This is a breastfeeding friendly venue

Date:     /     /

Southern Health   
NHS Foundation Trust



**GOSPORT**  
Borough Council

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