



Kensington and Chelsea and Westminster Councils are partnering with local venues to promote supportive spaces to breastfeed, marked by the Breastfeeding Welcome Scheme logo in windows of cafés, libraries, Family Hubs, and more.

By joining the Breastfeeding Welcome Scheme, venues are supporting mothers right to breastfeeding in public and helping to normalise breastfeeding when families are out of the home.



City of Westminster



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

## Who can join the Breastfeeding Welcome Scheme?

Any public-facing venue or organisation in Kensington and Chelsea or Westminster can join, including:

- Cafés, restaurants, shops
- Museums and libraries
- Private businesses
- Community centres
- Faith and voluntary organisations
- Family Hubs and leisure centres

## Benefits of joining

By joining the Breastfeeding Welcome Scheme, organisations can let families know that they:

- support the legal right to breastfeed
- welcome breastfeeding families
- are promoted as breastfeeding-friendly spaces

## What do venues and organisations have to do?

**It's free to join.** To sign up to the Breastfeeding Welcome Scheme, they will either already have in place or be working towards the following:

- space for prams and pushchairs
- baby changing facilities
- comfortable seating with backs and cushions
- free fresh drinking water and the option to warm up milk



## How do you sign up?

Please email the Public Health Department



[publichealthdepartment@westminster.gov.uk](mailto:publichealthdepartment@westminster.gov.uk) or



[publichealthdepartment@rbkc.gov.uk](mailto:publichealthdepartment@rbkc.gov.uk)