

New in Town: Bassett Breasties – Free Support for Your Breastfeeding Journey

We caught up with Sophia Thompson who has just launched a free, drop-in breastfeeding support group in our community – Bassett Breasties. Here's what she had to say:

Why did you decide to start this group?

"In the early days with my daughter, I really struggled with breastfeeding. The nearest support group was a car journey away, and after my c-section I had to rely on my husband to drive us. It made me realise how important it is to have something local—somewhere you can simply walk to. That experience inspired me to complete my breastfeeding support training during maternity leave. I also kept meeting new parents who felt isolated or unsure about feeding. I wanted to create a space right here in Royal Wootton Bassett where people can drop in, feel encouraged, and know they're not on their own."

Who is the group for?

"It's really for anyone feeding their baby, or expecting a baby and curious about breastfeeding. Whether you're just starting out, wondering if things are going as they should, or you're further along and looking for a community, the group is open to all. We also welcome anyone supporting a breastfeeding parent—partners, grandparents, close family, or friends—because their encouragement makes such a difference. And you don't necessarily have to need 'help' with breastfeeding to come along; it might just be about enjoying a safe, welcoming space to share a chat and a cuppa with others on the same journey."

What can parents expect if they come along?

"First of all—no judgment! It's a friendly, informal space where you can ask questions, share your worries, or simply sit and feed in company. Some parents come with very specific questions about latching or pumping; others just enjoy chatting while their baby feeds."

Will there be trained support available?

"Yes. I'm trained in breastfeeding support with the Association of Breastfeeding Mothers (ABM), and we'll often have other experienced volunteers joining too. We're not here to replace medical advice, but we can offer practical tips, reassurance, and signposting if needed."

What if someone feels nervous about coming for the first time?

"I'd say: just pop in and give it a try. You don't need to book, you don't need to pay, you don't need to stay the whole time, and you don't even have to talk if you don't want to. Just being around other parents can be really uplifting."

Is there a cost to attend?

“Not at all—it’s completely free. We want to make support as accessible as possible.”

Finally, what do you hope families will take away from the group?

“My hope is that every parent leaves feeling more confident and less alone. Feeding your baby is such a big part of early parenthood, and no one should feel they have to figure it all out on their own.”

Bassett Breasties – Free Drop-In Breastfeeding Support

When: Every other Wednesday, 1–3pm

Upcoming dates: 8th October, 22nd October, 5th November, 3rd December, 17th December. Returning 7th January and then every other week thereafter.

Where: The Church Croft, St Bartholomew & All Saints Church, Royal Wootton Bassett SN4 7BQ

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