

Press release: New survey of mums reveals perceived barriers to breastfeeding

Almost three-quarters of women start breastfeeding when their child is born, but this drops to 44% within 6 to 8 weeks. However, evidence shows the right support helps mums to breastfeed for longer. Public Health England (PHE) recommends exclusive breastfeeding for the first 6 months.

A new survey of 500 mothers of young children commissioned by PHE showed that more than half were concerned that breastfeeding could mean they wouldn't be able to tell if their baby was getting too much or not enough milk. A similar proportion of mums surveyed thought that people might assume they need a special diet to breastfeed. Nearly 3 in 10 worried that breastfeeding could mean their baby might not be getting the right nutrients, indicating why mothers may stop breastfeeding at this early point.

Breastfeeding boosts a baby's ability to fight illness and infection. Babies who are not breastfed are more likely to get diarrhoea and respiratory infections. It lowers a mother's risk of ovarian and breast cancer, and also burns around 500 calories a day.

Start4Life, PHE's marketing programme that helps parents-to-be and parents to adopt healthy behaviours, has launched a new interactive Breastfeeding Friend (BFF) ChatBot. The BFF is accessed through Facebook messenger and provides personal support for mothers at any time of the day or night to help make breastfeeding a better experience. The BFF will also dispel breastfeeding myths and help alleviate concerns mums have. The ChatBot works as a live chat tool which is able to respond to questions about breastfeeding posed by the user.

Viv Bennett, Chief Nurse at PHE said:

Breastfeeding, while natural, is something that all mums and their babies learn by doing. Mums tell us that after the first few weeks breastfeeding becomes easier, so proper support is crucial at this time, which is where our BFF is designed to help.

We can all help women feel comfortable breastfeeding their baby wherever they are. Creating a wider culture of encouragement and support will help make a mother's experience all the more positive.

The survey also confirmed that breastfeeding in public is something that mums are concerned about. The mothers polled were most likely to say that they would feel embarrassed breastfeeding in the presence of people they don't know (63%). 59% feel the same about partner's family and 49% felt it about siblings and wider family members.

Minister for Public Health and Innovation Nicola Blackwood said:

Research shows that breastfeeding gives babies the best start in life but I know it's not always easy for new mums to start. Start4Life's new interactive Facebook messenger ChatBot is a quick and easy way for mums to get help and information, and complements the ongoing support from their midwifery team and health visitor.

Jacque Gerrard, Director for England at Royal College of Midwives' said:

Getting infant feeding right will help give new-born babies the best possible start in life. Women need all the support they can get, particularly first time mothers. It is important that midwives and maternity support workers continue to promote breastfeeding. Any initiative that goes towards helping mothers start and sustain breastfeeding for longer is positive as we know the health benefits from being breastfed last a lifetime.

High-profile figures who promote breastfeeding had a positive influence on the mums polled. Household names like Sam Faiers, Fearne Cotton and Blake Lively, who have recently championed breastfeeding on social media, inspired 49% of mums to breastfeed their own babies. Two-thirds (64%) felt more confident to breastfeed in public because of celebrity mums.

For more information, advice and tips on breastfeeding visit:
www.nhs.uk/start4life.

To access the Breastfeeding BFF, simply open Facebook Messenger and search Start4Life BreastFeeding Friend or visit m.me/Start4LifeBreastFeedingFriend to get started.

For further information, images or interviews please contact:

1. The Start4Life Breastfeeding Friend, BFF for short, is a ChatBot accessible via Facebook Messenger, using Android or iPhones, tablets or computers. It provides answers to users' breastfeeding questions, any time of the day or night, from getting started to continuing breastfeeding after weaning. To start a chat with the Start4Life BreastFeeding Friend:
 - visit m.me/Start4LifeBreastFeedingFriend or click on one of our Facebook ads and if you have Facebook Messenger installed, you'll be taken straight to the app to start your chat
 - open the Facebook Messenger app and search for Start4Life Breastfeeding Friend in the search bar at the top of the app
 - visit facebook.com/Start4LifeBreastFeedingFriend and click 'send message' underneath our cover photo
2. In addition to the Breastfeeding BFF ChatBot, there are many other ways that mothers can get breastfeeding support. The Start4Life website has a range of advice and resources which can help mothers continue

breastfeeding, as well as a dedicated helpline they can call. Mothers can also get help through their:

- friends and family
- midwifery team
- health visitor
- local breastfeeding drop-in services

3. Facts on breastfeeding:

- PHE recommends that babies are exclusively breastfed for the first 6 months to give them the best start in life
- breast milk boosts babies' ability to fight illness and infection in their first 6 months
- breastfeeding lowers the risk of breast cancer and ovarian cancer for the mother, and also burns about 500 calories a day
- breastfeeding has a positive impact on the whole population. Moderate increases in breastfeeding would translate into cost savings for the NHS

4. TNS data was collected from 500 mothers of children aged 0 to 18 months on behalf of PHE in October 2016. The statements about breastfeeding that those surveyed most agreed with in the Start4Life survey were that:

- it could be painful (74%)
- it could prevent me from taking medication (71%)
- I wouldn't be able to tell if my baby was getting enough or too much milk (54%)
- it could tie me down and stop me doing what I want to (51%)
- I may have to eat a special diet (49%)
- I couldn't take the birth control pill (37%)
- women with breast implants are not able to breastfeed (29%)
- my baby may not be getting the necessary nutrients (27%)
- some women's breasts can be too small to be able to breastfeed (24%)
- it could stop me exercising (24%)

5. Sometimes breastfeeding isn't possible for a range of reasons. If this is the case, in terms of liquids babies should only be given infant formula milk for the first 12 months and no other types of milk.

6. Start4Life's Baby Club and [Start4Life website](#) offers NHS information and advice for parents-to-be and parents of 0 to 5 year olds providing them with the advice they need to help get their child off to the best start in life.

7. The Department of Health is also supporting Unicef UK to develop a neonatal infant feeding network to support sick and preterm babies.

8. [Public Health England](#) exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health. Follow us on Twitter: [@PHE_uk](#) and Facebook:

Press release: Planned roadworks in Yorkshire and the Humber: summary for Monday 27 March to Sunday 2 April 2017

The following summary of planned new and ongoing road improvements over the coming week is correct as of Friday 24 March and could be subject to change due to weather conditions or unforeseen circumstances. All our improvement work is carried out with the aim of causing as little disruption as possible.

M1 junction 32 Thircroft to junction 35a Stocksbridge

The northbound exit slip road at junction 34 will be closed overnight on Wednesday 29 March. The northbound carriageway at junction 33 will be closed overnight between the slip roads on Thursday 30 March. The northbound entry slip road at junction 33 will be closed overnight on Wednesday 29 March and then again on Friday 31 March. The southbound exit at junction 33 will be closed overnight on Friday 31 March.

The southbound entry at junction 34 will be closed overnight for two nights from Thursday 30 March. The southbound carriageway will be closed between the slip roads at junction 32 overnight on Tuesday 28 March. The works are for the smart motorway scheme. The closures will take place between 8pm and 6am, and drivers will be able to follow clearly signed diversion routes.

M62 junction 22 Rishworth Moor

The westbound exit slip road will be fully closed overnight on Wednesday 29 March for electrical works. The closures will take place between 8pm and 6am, and drivers will be able to follow clearly signed diversion routes.

M621 junction 2a Cemetery Road Bridge

The anticlockwise exit slip road will be closed overnight on Wednesday 29 March for electrical works. The closures will take place between 8pm and 6am, and drivers will be able to follow clearly signed diversion routes.

M18 junction 4 Armthorpe

The southbound exit slip road will be closed overnight for three nights from Friday 31 March for bridge works. The closures will take place between 8pm

and 6am, and drivers will be able to follow clearly signed diversion routes.

A1M junction 36 Warmsworth

The southbound exit slip road will be fully closed overnight for three nights from Monday 27 March for barrier works. The closures will take place between 9pm and 6am, and drivers will be able to follow clearly signed diversion routes.

A1 Ferrybridge to Barnsdale Bar

The southbound carriageway will be fully closed overnight for seven nights from Monday 27 March for carriageway repairs. The closures will take place between 8pm and 6am weekdays and 9pm and 10am weekends, and drivers will be able to follow clearly signed diversion routes.

A64 Scagglethorpe to West Knapton

The carriageway will be fully closed overnight for seven nights from Monday 27 March for carriageway repairs. The closures will take place between 8pm and 6am weeknights and between 8pm and 10am at weekends, and drivers will be able to follow clearly-signed diversion routes.

A64 Pickering Interchange

The eastbound carriageway will be fully closed between the slip roads overnight for five nights from Monday 27 March for carriageway repairs. The closures will take place between 9pm and 6am, and drivers will be able to follow clearly signed diversion routes.

A64 Hoppgrove to Stockton

The eastbound and westbound carriageway will be fully closed overnight for four nights from Tuesday 28 March for carriageway repairs. The closures will take place between 8pm and 6am, and drivers will be able to follow clearly signed diversion routes.

General enquiries

Members of the public should contact the Highways England customer contact centre on 0300 123 5000.

Media enquiries

Journalists should contact the Highways England press office on 0844 693 1448 and use the menu to speak to the most appropriate press officer.

[Press release: Planned roadworks in East Midlands: weekly summary for Monday 27 March to Sunday 2 April 2017](#)

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M1 junction 28 to 35a, Nottinghamshire/Derbyshire/Yorkshire: smart motorway

There are various restrictions in place on the M1 between junctions 28 and 35a to allow for the construction of the smart motorway. These include lane closures, speed restrictions, hard shoulder running and overnight slip road or carriageway closures.

On Tuesday 28 March the northbound entry slip at junction 28 and the southbound up and over at junction 32 will be closed overnight from 8pm until 6am.

On Wednesday 29 March the northbound entry and exit slips at Tibshelf services, northbound entry slip at junction 33 and northbound exit slip at junction 34 will be closed overnight from 8pm until 6am.

On Thursday 30 March the northbound entry and exit slips at Tibshelf services, northbound entry slip at junction 29, southbound entry slip at junction 34 and northbound up and over at junction 33 will be closed overnight from 8pm until 6am.

On Friday 31 March the southbound entry slip at junction 28, northbound entry slip at junction 33, southbound exit slip at junction 33 and southbound entry slip at junction 34 will be closed overnight from 8pm until 6am.

M1 junction 19 to 16, Northamptonshire: smart motorway

Monday 27 March

Northbound:

Lanes 1 and 2 closed between junctions 16 to 18

Southbound:

Lanes 1 and 2 closed between junctions 18 to 16

Tuesday 28 March

Northbound:

Lanes 1 and 2 closed between junctions 17-18 Southbound:

Lanes 1 and 2 closed between junctions 18-16

Wednesday 29 March

Northbound:

Lanes 1 and 2 closed between junctions 16-18 Southbound:

Lanes 1 and 2 closed between junctions 18-16

Thursday 30 March

Southbound:

Lanes 1 and 2 closed between junctions 18-16

Friday 31 March

Northbound:

Lanes 1 and 2 closed between junctions 16-18

Southbound:

Lanes 1 and 2 closed junctions 18-16

Saturday 1 April

Southbound:

- lanes 3 and 2 closure between junctions 21-20
- junction 20 entry slip closed
- junction 19 exit slip closed
- junction 19 entry slip closed
- junctions 19-18 full carriageway closure
- junction 18 exit slip closed
- lanes 3 and 2 closure between junctions 2-1 M6
- junction 1 entry slip M6 closed

Sunday 2 April

Southbound:

- lanes 3 and 2 closure between junctions 21-20
- junction 20 entry slip closed

- junction 19 exit slip closed
- junction 19 entry slip closed
- junctions 19-18 full carriageway closure
- junction 18 exit slip closed
- lanes 3 and 2 closure between junction 2-1 of the M6
- junction 1 entry slip M6 closed

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[Press release: Planned road works in West Midlands: weekly summary for Monday 27 March to Sunday 2 April 2017](#)

The following summary of planned new and ongoing road improvements over the coming week is correct as of 24 March 2017 but could be subject to change due to weather conditions or unforeseen circumstances. All our improvement work is carried out with the aim of causing as little disruption as possible.

A38 – Claymills to A50 Wood End Lane: carriageway repairs

The southbound carriageway and all associated slip roads will be closed overnight between 8pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A38 – Alrewas to Cappers Lane: carriageway repairs

The southbound carriageway and all associated slip roads will be closed overnight between 8pm and 6am from 27 March until 30 March. A diversion route will be clearly signposted.

A449 – Gailey roundabout to Brewood road:

carriageway repairs

The northbound carriageway will be closed overnight between 8pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A449 –Coven to Brabourne: carriageway repairs

The southbound carriageway will be closed overnight for one night from 8pm 27 March until 6am the following morning (28 March). A diversion route will be clearly signposted.

A449 – Brabourne to Coven: carriageway repairs

The northbound carriageway will be closed overnight for one night from 8pm on 28 March until 6am the following morning (29 March). A diversion route will be clearly signposted.

A46 –Stoneleigh entry slip road: carriageway repairs

The northbound entry slip road will be closed overnight between 9pm and 4.30am from 27 March until 1 April. A diversion route will be clearly signposted.

A5 – Gledrid roundabout and all approaches: carriageway resurfacing

The roundabout and all approaches will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A5 – M54 junction 7 to Preston Boats island: carriageway resurfacing

The westbound carriageway will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A50 – Meir Tunnel to Stanley Matthews way: carriageway repairs

The westbound carriageway will be closed overnight between 8pm and 6am from 27th March until 2nd April. A diversion route will be clearly signposted.

A50 – Heron Cross to Stanley Matthews including

Blurton entry slip road: carriageway repairs

The westbound carriageway and entry slip road will be closed for 24 hours from 27 March until 2 April. A diversion route will be clearly signposted.

A500 – Wolstanton entry slip and Porthill exit slip roads: vegetation clearance

The northbound entry and exit slip roads will be closed overnight between 9pm and 6am from 20 March until 26 March. A diversion route will be clearly signposted.

A500 – Wolstanton entry and Porthill exit slip roads: vegetation clearance

The northbound entry and exit slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A500 – Porthill Entry and Wolstanton exit slip roads: vegetation clearance

The southbound entry and exit slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A500 –Talke to Tunstall: carriageway repairs

The southbound carriageway will be closed overnight between 8pm and 6am from 27 March until 30 March. A diversion route will be clearly signposted.

A500 –Talke to M6 junction 16: carriageway repairs

The northbound carriageway and associated slip roads will be closed overnight between 8pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

A500 – Tunstall entry slip road: carriageway repairs

The southbound entry slip road will be closed overnight between 9pm and 6am from 28 March until 1 April. A diversion route will be clearly signposted.

A500 – Tunstall exit slip road: carriageway repairs

The southbound exit slip road will be closed overnight between 9pm and 6am from 29 March until 1 April. A diversion route will be clearly signposted.

A500 –Talke to M6 junction 16: carriageway repairs

The northbound carriageway and associated slip roads will be closed for 24 hours from 31 March until 3 April. A diversion route will be clearly signposted.

M40 – junction 15 to M42 junction 3a: carriageway works

The northbound carriageway and associated slip roads will be closed overnight between 10pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M40 – junction 16 entry slip road: carriageway works

The northbound entry slip road will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M40 – junction 15 entry slip road: carriageway works

The northbound entry slip road will be closed overnight between 9pm and 6am from 20 March until 26 March. A diversion route will be clearly signposted.

M40 – junction 3a M42 to M40 link road: carriageway works The southbound carriageway will be closed overnight between 10pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M42 – junction 1 exit and entry slip road: carriageway works

The northbound exit slip road will be closed overnight for one night from 9pm on 27 March until 5.30am the following morning (28 March) A diversion route will be clearly signposted.

M42 – junction 6 to 7a including the Link Road: carriageway works

The northbound carriageway Including the Link Road from the M6 will be closed overnight between 10pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M42 – M6 Junction 4a Link to M42: carriageway works

The southbound link to M42 northbound carriageway will be closed overnight for one night from 10pm on 29 March until 5.30am the following morning (30

March). A diversion route will be clearly signposted.

M5 – junction 4a to junction 5: carriageway works

The southbound carriageway will be closed overnight between 8pm and 6am on 27, 28 and 29 March. A diversion route will be clearly signposted.

M5 – junction 5 to junction 4a: carriageway works

The northbound carriageway will be closed overnight between 8pm and 6am on 27, 28 and 29 March. A diversion route will be clearly signposted.

M5 – junction 6 to junction 5: carriageway works

The northbound carriageway will be closed overnight between 8pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M5 – junction 5 to junction 6: carriageway works

The southbound carriageway will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M50 – junction 4 to junction 2: carriageway repairs

The westbound carriageway will be closed overnight between 8pm and 6am from 27 March until 31 March. A diversion route will be clearly signposted.

M50 – junction 4 to junction 2: carriageway repairs

The eastbound carriageway will be closed overnight between 8pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M54 – junction 4 slip roads: carriageway repairs

The westbound slip roads will be closed overnight between 8pm and 5am from 27 March until 2 April. A diversion route will be clearly signposted.

M54 – junction 4 slip roads: carriageway repairs

The eastbound slip roads will be closed overnight between 8pm and 5am from 27 March until 2 April. A diversion route will be clearly signposted.

M54 – junction 2 entry to junction 3 exit slip road: carriageway repairs

The westbound carriageway and slip roads will be closed overnight for one night from 10pm 30 March until 6am the following morning (31 March). A diversion route will be clearly signposted.

M54 – junction 1 entry slip road: carriageway repairs

The westbound entry slip road will be closed overnight for one night from 10pm 31 March until 5am the following morning (1 April). A diversion route will be clearly signposted.

M6 – junction 10 to junction 7 including junction 10 and 9 entry slip roads and Link from M5: carriageway works

The southbound carriageway and associated slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 11 entry slip road to junction 10 exit including M54 junction 1 entry slip road: carriageway works

The southbound carriageway and associated slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 7 to junction 10 including junction 9 entry slip and Link from M5 northbound: carriageway works

The northbound carriageway and associated slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 10 entry slip to junction 11 exit slip road: carriageway works

The northbound carriageway and associated slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 9 exit slip road: carriageway works

The southbound exit slip road will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 8 entry slip road: carriageway works

The southbound entry slip road will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – Hilton Park entry and exit slip roads: carriageway works

The southbound exit and entry slip roads will be closed overnight between 9pm and 6am from 27 March until 2 April. A diversion route will be clearly signposted.

M6 – junction 7 entry slip road: carriageway works

The northbound entry slip road will be 24/7 from 9pm 24 March ongoing until 6am on the 27 March. These are 24 hour working from Friday night until Monday morning. A diversion route will be clearly signposted.

M6 – junction 7 to junction 8: carriageway works

The northbound carriageway will be closed overnight between 9pm and 9am on the 24 and 26 March. A diversion route will be clearly signposted.

M6 – junction 2 exit slip road: carriageway works

The southbound exit slip road will be closed overnight between 10pm and 6am from 27 March until 31 March. A diversion route will be clearly signposted.

M6 – junction 3a to junction 4 entry and exit slip roads: carriageway works

The northbound carriageway and entry and exit slip roads will be closed overnight for one night from 10pm 27 March until 5am the following morning (28 March). A diversion route will be clearly signposted.

M6 – junction 14 entry slip road: carriageway works

The southbound entry slip road will be closed overnight for one night from 9.45pm 27 March until 5.30am the following morning (28 March). A diversion route will be clearly signposted.

M6 – junction 15 exit slip road: carriageway works)

The northbound exit slip road will be closed overnight for one night from 9.45pm 27 March until 5.30am the following morning (28 March). A diversion route will be clearly signposted.

M6 – junction 16 to junction 15: carriageway works

The southbound carriageway will be closed overnight between 10pm and 6am from 27 March until 31 March. A diversion route will be clearly signposted.

M6 – junction 12 to junction 13: carriageway works

The northbound carriageway will be closed overnight for one night from 9pm 28 March until 6am the following morning (29 March). A diversion route will be clearly signposted.

M6 – junction 12 entry slip road: carriageway works

The northbound entry slip road will be closed overnight for one night from 9pm 28 March until 6am the following morning (29 March). A diversion route will be clearly signposted.

M6 – junction 4a to junction 4: carriageway works

The southbound carriageway will be closed overnight for one night from 10pm 28 March until 5am the following morning (29 March). A diversion route will be clearly signposted.

M6 – junction 4 to junction 3 including M42 junction 7a link and junction 4 entry slip road: carriageway works

The southbound carriageway, Link Road and entry slip road will be closed overnight between 10pm and 6am from 25 March until 27 March. A diversion route will be clearly signposted.

M6 – junction 6 exit slip road including the merge to A38m West Midlands. Carriageway Works

The southbound exit slip road will be closed overnight for one night from 8pm 1 April until 6am the following morning (2 April). A diversion route will be clearly signposted.

M6 – junction 5 to junction 6: carriageway works

The northbound carriageway will be closed overnight for one night from 10pm 1 April until 6am the following morning (2 April). A diversion route will be clearly signposted.

M69 – junction 2 exit slip road: carriageway works

The northbound exit slip road will be closed overnight between 10pm and 6am from 27 March until 31 March. A diversion route will be clearly signposted.

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[Press release: Planned roadworks in Devon and Cornwall: weekly summary for Monday 27 March to Sunday 2 April 2017](#)

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Devon

A30 Fingle Glen, west of Exeter: electrical work

Eastbound exit slip road will be closed overnight from 8pm on 30 March until 6am on 31 March. Diversion will be in place via the C50. Left turn only for traffic joining the A30.

M5 junction 29: resurfacing

Southbound entry slip road will be closed nightly, 8pm to 6am, from 27 March until 30 March. Diversion will be clearly signposted.

Southbound entry slip road will be closed overnight from 8pm on 31 March until 6am on 1 April. Diversion will be clearly signposted.

Southbound exit slip road will be closed overnight from 8pm on 30 March until 6am on 31 March. Diversion will be clearly signposted.

Cornwall

A38 between Dobwalls and Turfdown, east of Bodmin: stabilisation work

24-hour one-way system will be in operation between the Halfway House and

Trago Mills until 12 April. A 30mph speed limit will be in place between Two Waters Foot and St Neot junction with a 24-hour westbound diversion via the A390 and North Lane to rejoin the A38 west of Two Waters Foot. Trago Mills can be accessed via the A38 as per normal.

Eastbound and westbound carriageways will be closed nightly, excluding Sundays, 8.30pm to 6am, until 12 April. Diversion will be in place via Lostwithiel.

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