Charity registration number 1157845 (England and Wales)

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2026

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

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ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

LEGAL AND ADMINISTRATIVE INFORMATION

Constitution:
Association for Improvements in the Maternity Services is a Charity Incorporated Organisation (CIO).

Commencement of trading:
Association for Improvements in the Maternity Services was founded in 1960 and was registered as a CIO on 14 July 2014.

Trustees:
The trustees of the charitable company (“the charity") are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

The trustees serving during the period and since the period end were as follows:

Trustees	Dr D Chippington Derrick	
	D V Brassington	
	Dr N J Higson	
	K M Glenton	
	H Willington	
	H Northern Thakur	(Appointed 16 July 2025)
	A Petcher	(Appointed 16 July 2025)
	E Dickason-Raven	(Appointed 16 July 2025)
Charity number	1157845	
Principal address	1 Carlton Close Camberley Surrey United Kingdom GU15 1DS	
Accountants	Azets Ashcombe Court Woolsack Way Godalming Surrey GU7 1LQ	

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2026

The trustees present their report and financial statements for the year ended 31 March 2026.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Achievements and performance
THE IMPACT OF AIMS

OUR YEAR IN NUMBERS

Campaigns Team Campaigns pages on the website were accessed 31,519 times, compared with 22,030 times last year (a 43% increase). Campaigns Team volunteers attended over eighty external meetings and conferences.

The Helpline answered 100 queries, slightly up on last year's figure of 94 (a 6% increase). These have been a mixture of emails and voicemail enquiries. All enquirers received written responses and many had several follow up emails and telephone conversations.

AIMS **Birth Information pages** were accessed over 80,000 times, compared with 70,000 times last year (a 14% increase). The most frequently visited pages continue to be 'How accurate is my due date?' (accessed over 23,000 times), 'Induction and the chance of a caesarean: what's the evidence?' (over 12,000 times) and 'Freebirth' (nearly 10,000 times).

We continue to work to raise awareness of our resources e.g. through social media, engagement with student midwives and links from other organisations websites.

AIMS published four **Journals** during the year and the articles in these on the website have been accessed over 30,000 times compared with 20,000 times last year (a 50% increase). The most frequently accessed articles from each of these were: 'Disrupting breastfeeding confidence a drip at a time', 'Case Study: Rebozo', 'Editorial: What is there to learn? Different perspectives on preparing for birth' and 'Conflicting advice for pregnant women with multiple long-term conditions'.

Articles from previous AIMS Journals continue to be accessed. Articles which were accessed frequently this year included: Controlled cord traction, published in 2015 (16673), Three's a crowd: vaginally born triplets, published 2017 (6722) and Physiological birth: how it works, published 2023 (5826)

AIMS Guides and other publications
We sold 655 physical copies of our books as well as digital copies on Kindle. In the previous year we sold 472 physical copies. We are working on two new AIMS Guides for publication in 2026 and 2027.

We ran 10 **AIMS workshops** attended by a mix of midwives, student midwives, antenatal educators, doulas and birth activists. We sold a total of 45 tickets and provided 27 free places to student midwives, AIMS volunteers and others. In the previous year we ran 15 workshops attended by 85 people. This was our third year of running workshops but as attendance has been disappointing we will be reviewing this activity.

AIMS work depends on volunteers and we are grateful for the contributions of over 100 people this year. 42 AIMS members have served as volunteers contributing regularly to AIMS work, another 46 people were authors of Journal articles, books or birth information pages and a further 16 contributed in other ways. We estimate the value of the hours given by our regular volunteers to be in excess of £90,000 based on the Real Living Wage of £13.45 per hour, though many of our volunteers are highly skilled people who could command much higher rates than this.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

AIMS Campaigning
The team has continued to keep our regular proactive campaign work going, as well as contributing to or commenting on a wide range of relevant reports and reviews, and new campaigns emerging from other directions in the maternity world. AIMS endeavours to keep abreast of all the developments and the growing number of interested groups outside of AIMS, collaborating where relevant and staying true to AIMS values.

Our **Physiology-Informed Maternity Services** subgroup began the year with a whole journal edition dedicated to the campaign Journal Vol. 37, No. 2 — Women in labour: Do not disturb! They have developed new case studies, run a social media campaign and completed a new birth information page on the subject which is due to be published soon. We were invited for the second time to facilitate a session for third year student midwives at the University of York on implementing physiology-informed initiatives.

We collaborated with ARM and Birthrights to draft an Open Letter in response to the comments on homebirth made in the coroner's report following the deaths of Jennfer and Agnes Cahill. This called for home births - already the safest option for many - to be made even safer in all cases. We now have a representative on the NHS-E Homebirths Standards and Framework Working Group and we have set up an internal **Place of birth/ NHS-Homebirth working group** to support her.

We have continued to promote the need for full pathway, community-based **Continuity of Carer** in open letters to Wes Streeting MP and the new National Maternity Adviser Michelle Welsh MP, as well as in other evidence submissions and comments described below. We have also continued to participate in the Charities and Service Users Maternity Continuity Network, which continues to be facilitated by an AIMS volunteer.

Four Nations focus
For the first time in some years, we are delighted to have Campaigns Team members again in each of the four nations, so we now have the makings of a 'correspondent' to scrutinise, comment on and get involved in maternity service improvement in all corners of the UK.

England:
We have given feedback on the setting up of the National Maternity and Neonatal Investigation chaired by Baroness Amos and the setting up of the Maternity and Neonatal Taskforce which will develop an action plan in response to the Amos Review. We made a submission to the National Maternity Investigation, and played a substantial role in drafting the National Maternity and Neonatal Collective's submission. This led to us having the opportunity to present the case for Continuity of Carer in person to Wes Streeting and Baroness Amos and subsequently to Baroness Merron, Under-Secretary of State for Women's Health.

We continue to have a representative on the NHS England Stakeholder Council enabling us to give feedback on a range of initiatives, and have secured a place on the Charities and Third Sector Expert Reference Group which is supporting the work of the Taskforce.

In addition we have commented on a range of policy and other documents through the year, including:

- NHS England's 2025/26 Operational Planning Guidance
- MBRRACE-UK Saving Lives Improving Mothers' Care Report
- The 'Big Baby' trial
- Draft update to NICE guideline on waterbirth
- 10-year Health Plan for the NHS
- NHS 10 Year Workforce Plan Open Call for evidence
- NMPA State of the Nation Report for 2023 & Induction audit
- NHS England's maternity dashboard
- NHS England's 10-point plan in response to the Amos review and Donna Ockenden's review of maternity services in Nottingham.

Our volunteers are also reading and reflecting on both the Amos and Ockenden reviews.

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

Northern Ireland
Since we wrote an open letter to Professor Mary Renfrew in March to thank her for taking the lead on reviewing maternity services in Northern Ireland, we have been awaiting the commencement of the implementation group, but unfortunately there has been no movement on this 'due to lack of funds' in the Department of Health. We continue to draw on the Renfrew Report, however, to develop our ideas for other parts of the UK.

A local volunteer attended two regional workshops on Maternity Inequalities Northern Ireland (MINI), part of the i6 research collaboration.

Wales
We now have two Campaigns Team Volunteers based in Wales, both of whom are well placed to investigate the potential for, and get involved in, national level maternity service improvement.

Scotland
In February we wrote to Neil Gray, the Cabinet Secretary for Health & Social Care, regarding the implementation of a Continuity of Carer model of care in Scotland. The response mentioned the forthcoming publication of the new Maternity Standards for Scotland. Our team has now reviewed the new standards and found much to welcome. In particular AIMS is delighted to see Continuity of Carer mentioned throughout the standards and referenced to the Continuity of Carer local delivery care implementation framework that was published in January 2020.

External projects
The RCM's Research Prioritisation Project: AIMS was represented on the Steering Group of this project, the purpose of which was to identify the 'top ten' priorities for research in midwifery practice and maternity care. We were able to play a significant role in shaping the project as well as helping to promote engagement from stakeholders through social media and an article in the AIMS Journal.

Plan-A: AIMS was a PPI partner for this project to develop a decision-aid to help women make decisions on mode of birth. Our volunteers provided detailed comments on the development of the decision aid, on infographic and associated videos from a user perspective. AIMS has been invited to play the same role on a projected follow-up project to look at implementation of the tool.

NIHR Challenge Maternity Disparities Consortium: AIMS volunteers were consulted by two of the collaborations, with the Maternity Inequalities Northern Ireland (MINI) and i6 (University of Aberdeen collaborating with Cardiff University) - to help shape the main research themes that the consortium will work on for the next five years and the two workstreams of 'Access, communication and experience' and 'Racism, discrimination and intersectionality' that will inform all the research topics.

MNISA project: two of our volunteers were interviewed to give the AIMS perspective for the NIHR study evaluating the Maternity and Neonatal Senior Independent Advocate role in the NHS. One went on to serve on the independent advisory group. Reference in the study outputs (available here) to the need to clarify the scope of the role, the importance of boundaries that are clear to parents (what the MNISA role is and what it is not), and the challenges inherent in different models (NHS-employed MNISAs or third sector employed MNISAs) reflect contributions AIMS made in discussions.

Resource Development:
Position papers - We have reviewed and updated our position paper on Physiology-informed maternity services. We are now developing a new one on personalised care. All other position papers will undergo a full review by the end of 2026.

Journal
As noted above, a Campaigns Team volunteer curated the June issue of the Journal with a theme of physiology-informed care, under the title 'Women in labour - Do not disturb'. Through the year we have also contributed articles on the latest reports from MBRRACE and NMPA, and a summary of the time that Campaigns Team volunteers have given to research projects.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

Journal (continued)
Full details of all our campaigning activities can be found in each of the four AIMS Journals published this year:
www.aims.org.uk/journal/item/campaigns-update-june-2025
www.aims.org.uk/journal/item/campaigns-update-september-2025
www.aims.org.uk/journal/item/aims-campaigns-december-2025
www.aims.org.uk/journal/item/aims-campaigns-march-2026

AIMS Guides
AIMS books are at the core of our mission providing comprehensive information on key maternity issues and decision making. They provide evidence-based information to enable informed decision making, but also help the reader to understand how they can assert their right to be supported in the decisions they make. Topics are chosen to provide information on issues which we know are of importance to those using the maternity services and those supporting them.

We are planning to launch the latest addition to the series “The AIMS Guide to Breech Birth” (principal author Joy Horner) in October. The next book, which we hope to publish in 2027, will be “The AIMS Guide to Birth After Caesarean”.

Producing new books requires a substantial investment, so we have been running a Crowdfunding Campaign to cover the production costs of the Breech Birth book. This or charitable grants may be a model for future publications.

Most of our books are sold through our website, but we have also sold some through Amazon. Unfortunately Amazon has so far failed to pay any of the sales proceeds, so the Trustees are considering how to recover the £357 owing.

The AIMS Guide to Twin Pregnancy and Birth was relaunched with a new supplement last year but sales have been lower than we had hoped.

Birth information
AIMS Birth Information pages are a key openly accessible resource to support maternity service users to make informed decisions. This year the Birth Information Team has continued to work together to manage the process of updating existing and creating new pages for the AIMS website.

We have updated two key pages: ‘Choosing your Place of Birth ‘ and ‘Who's Who in Pregnancy and Birth’ and published a new one on ‘Pregnancy-related Pelvic Girdle Pain’.

We endeavour to review pages on a two-yearly basis, but a lack of resources in the team over the last year means that a number are overdue for review. With new team members now in place we will prioritise updating these to ensure all pages are current and accurate as well as adding new pages on additional topics based on frequently asked questions encountered on the helpline

Pages currently in the process of being updated include ‘Caesarean Birth’; ‘Post Partum Haemorrhage’; ‘Vaginal Examinations in Labour’ and ‘Vitamin K and your newborn’.

New topics in development include ‘Mental Health and Birth Trauma’; ‘Neurodiversity in Birth’; ‘Home Birth: Labour and Birth at Home’; ‘Physiological Birth’ and ‘Lotus Birth’.

We have been working to publish Bengali, Urdu, Punjabi and Romanian translations of two key pages - ‘Making Decisions About Your Maternity Care’, and ‘Who’s Who in Pregnancy and Birth’ - to join the existing Polish ones. Unfortunately, although we have the translations ready, this project has been delayed by the difficulty of finding people to check that they will make sense to the intended audience and to record them as videos. We are hoping to have this done by the end of 2026.

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

AIMS Helpline
AIMS Helpline volunteers listen to the person making the enquiry, provide evidence based information to help them make decisions, support them in their decisions, help them know their rights and help them to navigate the maternity system. The team is small but very effective and has the capacity to handle a larger number of enquiries. The most asked-about issues were: suspension or restriction of homebirths, induction, referrals to children's services, consent, making a complaint, coercion or bullying, ultrasound, unattended birth and gestational diabetes.

The response from enquirers is generally very positive. Here are some typical comments:

“Thank you so much for taking the time to give me all of that information, that is so so helpful and has definitely made things a lot clearer in my mind.”

“It was lovely to speak with you and thank you so much for guidance given and your follow up email. I now feel like I have options.”

“I really cannot thank you enough for taking the time to speak with me earlier today! I feel very reassured and that means everything to me."

AIMS Journal
We have continued to produce our quarterly Journal and publish it in open access on our website. All the Journals provided updates from the AIMS Campaigns team on their work over the past few months and campaigns-related as well as themed articles. The themes of the four Journals published in the year were:

Journal Vol. 37, No. 2 Women in labour: Do not disturb! This issue is all about physiology-informed care and where it is to be found (or not found!) within our maternity services.

Journal Vol. 37, No. 3 — Thinking about breastfeeding

Journal Vol. 37, No. 4 — Improving maternity care for all. For this issue we invited the MuM PreDict research project to share what they have been finding out about improving the experience of maternity care for women who embark on pregnancy already living with two or more long-term medical conditions and who are expected to have a more complex and high-risk pregnancy.

Journal Vol. 38, No. 1 — Antenatal Education: What is there to learn? Different perspectives on preparing for birth.

Social Media
Despite limited resources for this team we have been able to publish at least one post a day across Facebook, Instagram, X, and have more recently started to post regularly on LinkedIn. We are exploring the potential to add blogs to our LinkedIn account, and looking at ways to increase our social media reach.

Fundraising
Our Fundraising team ran a second successful Big Give match-funding campaign in June 2025. We reached our target of £2,500 in donations, doubled to £5,000 with match funding from Global’s Make Some Noise, and received an additional £535 in Gift Aid. We applied for the Big Give Women and Girls campaign which will run in October 2026, but were unfortunately not successful this time.

The Fundraising Team has made applications to a number of grant providers. So far we have not been successful though we have been told by two of them that we reached the final round, so we are hopeful. We will be submitting an application to the National Lottery’s Awards For All, and continuing to progress other opportunities.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

Fundraising (continued)
In June/July 2026 we ran our first Crowdfunding campaign to raise money to cover the cost of publishing 'The AIMS Guide to Breech Birth'. Although we did not reach our target of £1,600 it raised over £1,000 plus some Gift Aid donations. This, together with a generous legacy from our former President Jean Robinson is sufficient for us to cover the costs without needing to use other funds.

AIMS organisation
AIMS was founded in 1960 and became a Charity in 2014. Detail of the structure and governance of the charity are explained in this video How AIMS Governance works

Details of the AIMS vision, mission, values and the three pillars of work that support delivery of the mission can be found here: www.aims.org.uk/about-aims

AIMS is proud of our long history of independence. We do not receive any funding or benefit from being linked to any commercial enterprise. The trustees believe that it continues to be of vital importance that AIMS is, and is seen to be, wholly independent of any third parties, in order to preserve our reputation for providing impartial information. as set out in our "Advertising, Promotion & Endorsement Policy statement" www.aims.org.uk/general/advertising-promotion endorsement.

In order to improve governance of the charity, the Trustees are working with other volunteers to review and update our existing policies. This year we have developed a new version of the Equality, Diversity and Inclusivity policy and reviewed the Safeguarding policy and Payment of Volunteers policy.

AIMS works to limit its environmental impact in all the work that we undertake. Our model of working using virtual meetings and online workspaces for collaboration limits the organisation's emissions from travel. This year AIMS held two meetings in person, the AGM and a trustee strategy day, where all attendees were encouraged to travel by rail, or rideshare. The catering at both meetings was vegetarian to further mitigate environmental impact.

AIMS AGM
The AIMS AGM was held in London on Saturday 18th October 2025. Eight members attended in person and three online.

The business of the AGM included presentation of the Trustees Annual Report and Accounts and the election of trustees.

After a shared lunch participants took part in a creative writing session, reflecting on their personal AIMS journey and then being invited to share a few words to describe it.

This was followed by a well-being workshop facilitated by Ruth Weston who shared some tools and skills that she had learnt through her own personal journey.

AIMS Volunteer meetings
We have continued to run regular All Volunteers meetings which provide updates on the work of the different Volunteer teams and a chance to discuss a range of organisational and maternity services issues, as well as enabling Volunteers who work in different areas of AMS to get to know one another.

Three Volunteer meetings were held online this year in June 2025, November 2025 and February 2026.

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

AIMS Workshops

We have been running our programme of online interactive workshops since April 2023. These focus on topics relating to the AIMS Guides or other key topics of interest to birth workers and activists.

This year they covered Induction of Labour (run twice), Foundation Stones for Supporting the Physiological Process (twice), Rights in Pregnancy and Birth (once) and Twins (once). We also ran a series of three workshops exploring Technology; Politics and Power; and Public Health in the perinatal period.

Feedback on these workshops is excellent, with an average rating of 4.8/5, and all attendees who completed feedback said that they would recommend them to friends and colleagues. However, it was disappointing that attendance remained low, and several planned workshops were cancelled due to lack of numbers.

We began the year continuing to offer two free places per workshop to student midwives, but found that in many cases those that had booked free places did not attend. We therefore switched to offering student midwives tickets for £10 including a copy of an AIMS book, in the hope that having made the investment they would be more likely to attend. This did appear to be successful as almost all who had bought these tickets attended the workshops.

For the second year running we were invited to facilitate a session for third year midwifery students at the University of York on implementing physiology-informed practices in maternity. We are hoping to run a similar session for Liverpool John Moores University in 2026.

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £7,423 (2025 - £7,397). The current cost of living crisis and resulting pressure on family finances means that we are suffering a continuing loss of members.

Publications, Workshops and Other Income

Income from sales of books was slightly higher than in the previous year at £5,376 (2025 - £5,182). The new programme of workshops earned £645 (2025 - £1,591).

For the second year AIMS received payment for the participation of some of our volunteers in research projects and other activities as representatives of AIMS. This raised £882 (2025 - £1,294). We are very grateful to those volunteers for their work.

Costs

Costs of publications were higher than last year at £7,294 (2025 - £6,757).

Support costs were higher than in the previous year at £13,719 (2025 - £12,984), mostly due to a full year of salary costs as contrasting with 11 months of salary costs in the previous year. We continued to hold most of our major meetings online, which helped keep running costs low.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

Reserves Policy
It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year and thus the reserves policy has been met.

Deficit
Expenditure for the year was greater than income by £3,814, similar to but slightly higher than, the deficit of £3,107 in the prior year. More needs to be done for the charity to break even and is necessary for the charity to survive. We are currently looking at fundraising initiatives, including applying for grants, and ways by which we may be able to increase book sales, membership income and donations.

Structure, governance and management

Dr D Chippington Derrick	
D V Brassington	
Dr N J Higson	
J A Klair	(Resigned 16 July 2025)
K M Graves	(Resigned 18 October 2025)
K M Glenton	
H Willington	
R Beigi	(Resigned 18 October 2025)
M Barron Baratech	(Resigned 18 October 2025)
H Northern Thakur	(Appointed 16 July 2025)
A Petcher	(Appointed 16 July 2025)
E Dickason-Raven	(Appointed 16 July 2025)

Statement of Public Benefit
The Trustees confirm that we have acted in accordance with the public benefit guidance published by the Charity Commission.

The trustees' report was approved by the Board of Trustees.

.....
Dr D Chippington Derrick
Trustee
Dated: .....

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

ACCOUNTANTS' REPORT TO THE TRUSTEES ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS) FOR THE YEAR ENDED 31 MARCH 2026

In order to assist you to fulfil your duties under the Charities Act 2011, we have prepared for your approval the financial statements of Association For Improvements In The Maternity Services (AIMS) for the year ended 31 March 2026, which comprise the statement of financial activities and the related notes from the charity's accounting records and from information and explanations you have given us.

This report is made to the charity's trustees, as a body, in accordance with the terms of our engagement letter dated 1 July 2025. Our work has been undertaken solely to prepare for your approval the financial statements of Association For Improvements In The Maternity Services (AIMS) and state those matters that we have agreed to state to the charity's trustees, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Association For Improvements In The Maternity Services (AIMS) and the charity's trustees as a body, for our work or for this report.

It is your duty to ensure that Association For Improvements In The Maternity Services (AIMS) has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and deficit of Association For Improvements In The Maternity Services (AIMS). You consider that Association For Improvements In The Maternity Services (AIMS) is exempt from the statutory audit requirement for the year, and is not required to obtain an independent examiner's report.

We have not been instructed to carry out an audit or a review of the financial statements of Association For Improvements In The Maternity Services (AIMS). For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

.....
Azets
Ashcombe Court
Woolsack Way
Godalming
Surrey
GU7 1LQ
United Kingdom

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2026

	Notes	Unrestricted funds 2026 £	Restricted funds 2026 £	Total 2026 £	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
Income and endowments from:							
Donations and legacies	**2**	10,520	5,000	15,520	12,260	-	12,260
Charitable activities	**3**	6,903	-	6,903	8,067	-	8,067
Other trading activities	**4**	153	-	153	137	-	137
Other income	**5**	626	-	626	639	-	639
Total income		18,202	5,000	23,202	21,103	-	21,103
Expenditure on:							
Raising funds	**6**	7,294	-	7,294	6,757	-	6,757
Charitable activities	**7**	18,328	1,394	19,722	15,905	1,548	17,453
Total expenditure		25,622	1,394	27,016	22,662	1,548	24,210
Net income/(expenditure) and movement in funds		(7,420)	3,606	(3,814)	(1,559)	(1,548)	(3,107)
Reconciliation of funds:							
Fund balances at 1 April 2025		39,806	944	40,750	41,365	2,492	43,857
Fund balances at 31 March 2026		32,386	4,550	36,936	39,806	944	40,750

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2026

	Notes	2026 £	£	2025 £	£
Current assets					
Stocks	**12**	22,595		23,900	
Debtors	**13**	1,321		1,819	
Cash at bank and in hand		15,683		17,786	
		39,599		43,505	
Creditors: amounts falling due within one year	**14**	(2,663)		(2,755)	
Net current assets			36,936		40,750
The funds of the charity					
Restricted income funds	**16**		4,550		944
Unrestricted funds	**17**		32,386		39,806
			36,936		40,750

The financial statements were approved by the trustees on .....

.....	.....
Dr D Chippington Derrick	D V Brassington
Trustee	**Trustee**

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2026

1 Accounting policies

Charity information

The charity is a Charity Incorporated Organisation (CIO) in England and Wales with charity number 1157845. Its registered office is 1 Carlton Close, Camberley, Surrey, GU15 1DS. The names of the trustees can be found on the legal and administrative information page.

The CIO meets the definition of a public benefit entity under FRS 102 SORP through its campaigning, helpline and guides.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

1 Accounting policies **(Continued)**

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Membership subscriptions received in the nature of a gift are recognised in donations.

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.

Government grants are recognised when the charity is legally entitled to them after any performance conditions have been met. Where there are no performance conditions attached to the terms of the grant, the income is recognised on an accruals basis.

Tax reclaims on donations and gifts
Gift Aid receivable is included in income when there is a valid declaration from the donor. Any gift aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

1.5 Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure heading.

Charitable costs relate to any costs incurred by the charity whilst working towards meeting its objectives.

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources.

The irrecoverable VAT is charged against the category of expenditure for which it was incurred.

1.6 Tangible fixed assets
Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Office equipment	25% on cost

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

1 Accounting policies **(Continued)**

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised immediately in the income statement.

If an impairment loss subsequently reverses, the carrying amount of the asset is increased to the revised estimate of its recoverable amount, but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset in prior years. A reversal of impairment is recognised immediately in the income statement.

1.8 Stocks

Stocks held for resale as part of non-charitable trade are measured at the lower of cost and net realisable value.

1.9 Cash and cash equivalents

Cash and cash equivalents include cash at bank and in hand and other short-term liquid investments with original maturities of three months or less.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Trade and other debtors

Trade and other debtors are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

1.12 Creditors

The charity has creditors which are measured at settlement amount less any trade discounts.

2 Donations and subscriptions

	Unrestricted funds	Restricted funds	Total Unrestricted funds	
	2026	2026	2026	2025
	£	£	£	£
Donations and gifts	3,097	5,000	8,097	1,863
Grants	-	-	-	3,000
Membership fees	7,423	-	7,423	7,397
	10,520	5,000	15,520	12,260

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

3 Charitable activities

	2026	2025
	£	£
Publication sales	5,376	5,182
Workshops	645	1,591
Income from work by volunteers	882	1,294
	6,903	8,067

All income from publications sales and workshops is unrestricted for both 2025 and 2024.

The income included in "Income from work of volunteers" represents payments made for AIMS volunteers' participation in research projects and other activities as representatives of AIMS.

4 Income from other trading activities

	Unrestricted funds 2026	Unrestricted funds 2025
	£	£
Sales of merchandise	153	137

5 Other income

	Unrestricted funds	Unrestricted funds
	2026	2025
	£	£
Royalties	252	385
Other income	30	33
Commissions received	344	221
	626	639

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2026	2025
	£	£
Fundraising		
Opening stock of publications	23,900	25,500
Purchases, production and distribution	5,989	5,157
Closing stock of publications	(22,595)	(23,900)
	7,294	6,757

7 Charitable activities

	Charitable Expenditure 2026	**Charitable Expenditure 2025**
	£	**£**
Costs of attending conferences	526	84
Cost of producing journals	2,350	2,550
Cost of translating web pages	980	-
	3,856	2,634
Share of support costs (see note 8)	13,719	12,984
Share of governance costs (see note 8)	2,147	1,835
	19,722	17,453
Analysis by fund		
Unrestricted funds	18,328	15,905
Restricted funds	1,394	1,548
	19,722	17,453

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

8 Support costs allocated to activities

	2026	2025
	£	£
Staff costs	10,483	8,649
Administrative expenses	3,152	3,518
Trustees' expenses	31	366
Volunteers' expenses	53	451
Governance costs	2,147	1,835
	15,866	14,819
Analysed between:		
Charitable activities	15,866	14,819

9 Employees

The average monthly number of employees during the year was:

	2026	2025
	Number	Number
	1	1

Employment costs	2026	2025
	£	£
Wages and salaries	10,483	8,649

There were no employees whose annual remuneration was more than £60,000.

10 Taxation

The company is a registered charity and is therefore not liable to corporation tax.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

11 Tangible fixed assets

	Office equipment
	£
Cost	
At 1 April 2025	570
At 31 March 2026	570
Depreciation and impairment	
At 1 April 2025	570
At 31 March 2026	570
Carrying amount	
At 31 March 2026	-
At 31 March 2025	-

12 Stocks

	2026	2025
	£	£
Work in progress	500	-
Finished goods and goods for resale	22,095	23,900
	22,595	23,900

13 Debtors

	2026	2025
Amounts falling due within one year:	£	£
Other debtors	897	903
Prepayments and accrued income	424	916
	1,321	1,819

14 Creditors: amounts falling due within one year

	2026	2025
	£	£
Trade creditors	436	340
Accruals	2,227	2,415
	2,663	2,755

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

15 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

16 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

		Movement in funds			
	Balance at 1 April 2024	Balance at 1 April 2025	Incoming resources	Resources expended	Balance at 31 March 2026
	£	£	£	£	£
Big Give Campaign	2,492	944	5,000	(1,394)	4,550

Big Give Campaign

There were Big Give fundraising appeals in November 2023 and June 2025. The first fund was for the translation of Birth Information Pages, campaigning at national events and student midwife engagement. The funds allocated to campaiging and student midwife engagement were fully spent in the year to 31st March 2025. £950 was spent on translation costs this year, fully expending the opening balance on this fund of £944. The second fund was for campaigning at national events and admin support for volunteers, educational webinars, website, the Helpline, phone line and online shop. £450 was spent on national campaigning this year.

17 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2025	Incoming resources	Resources expended	At 31 March 2026
	£	£	£	£
General funds	39,806	18,202	(25,622)	32,386

Previous year:	At 1 April 2024	Incoming resources	Resources expended	At 31 March 2025
	£	£	£	£
General funds	41,365	21,103	(22,662)	39,806

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2026

18 Analysis of net assets between funds

	Unrestricted funds 2026 £	**Restricted funds 2026 £**	**Total 2026 £**	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
Fund balances at 31 March 2026 are represented by:						
Current assets/(liabilities)	32,386	4,550	36,936	39,806	944	40,750
	32,386	4,550	36,936	39,806	944	40,750

19 Related party transactions

There were no disclosable related party transactions during the year (2025 - none).

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity.

During the year, two trustees were reimbursed travel expenses of £31 (2025 - £366 to two trustees).