



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day 14	Month July	Year 2014		Day 31	Month March	Year 2015

Section A Reference and administration details

Charity name Association for Improvements in the Maternity Services

Other names charity is known by AIMS

Registered charity number (if any) 1157845

Charity's principal address 5 Ann's Court, Grove Road
 Surbiton
 Surrey
Postcode KY6 4BE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Beverley Beech	Chair		
2	Deborah Chippington Derrick	Vice Chair		
3	Shane Ridley	Publications Secretary		
4	Gill Boden			
5	Nadine Edwards	Vice Chair		
6	Emma Ashworth			
7	Chloe Bayfield			
8	Dorothy Brassington	Treasurer		
9	Virginia Hatton	Secretary		
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Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	AIMS is a Charity Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed in accordance with the terms of the Constitution.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The objects of AIMS are

insofar as the following relate to improvement of the provision of maternity and maternity related health services, pregnancy, childbirth, the postnatal period, and early parenthood:

(1) to advance, preserve and protect the mental, emotional and physical health of women;

(2) to advance, preserve and protect the mental, emotional and physical health of families, parents and children;

(3) to advance the education of the public, including healthcare professionals;

(4) to promote human rights as (as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms) in the United Kingdom.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

The provision of high quality, safe and legally compliant maternity services is for the public benefit as it is in society's interest that maternity services function in such a way that the mental, emotional and physical health of pregnant women, parents, children and their families are advanced and preserved. All our activities have been geared towards promoting this goal. In planning our activities for the year at the meetings of the trustees we kept in mind the Charity Commission's guidance on public benefit.

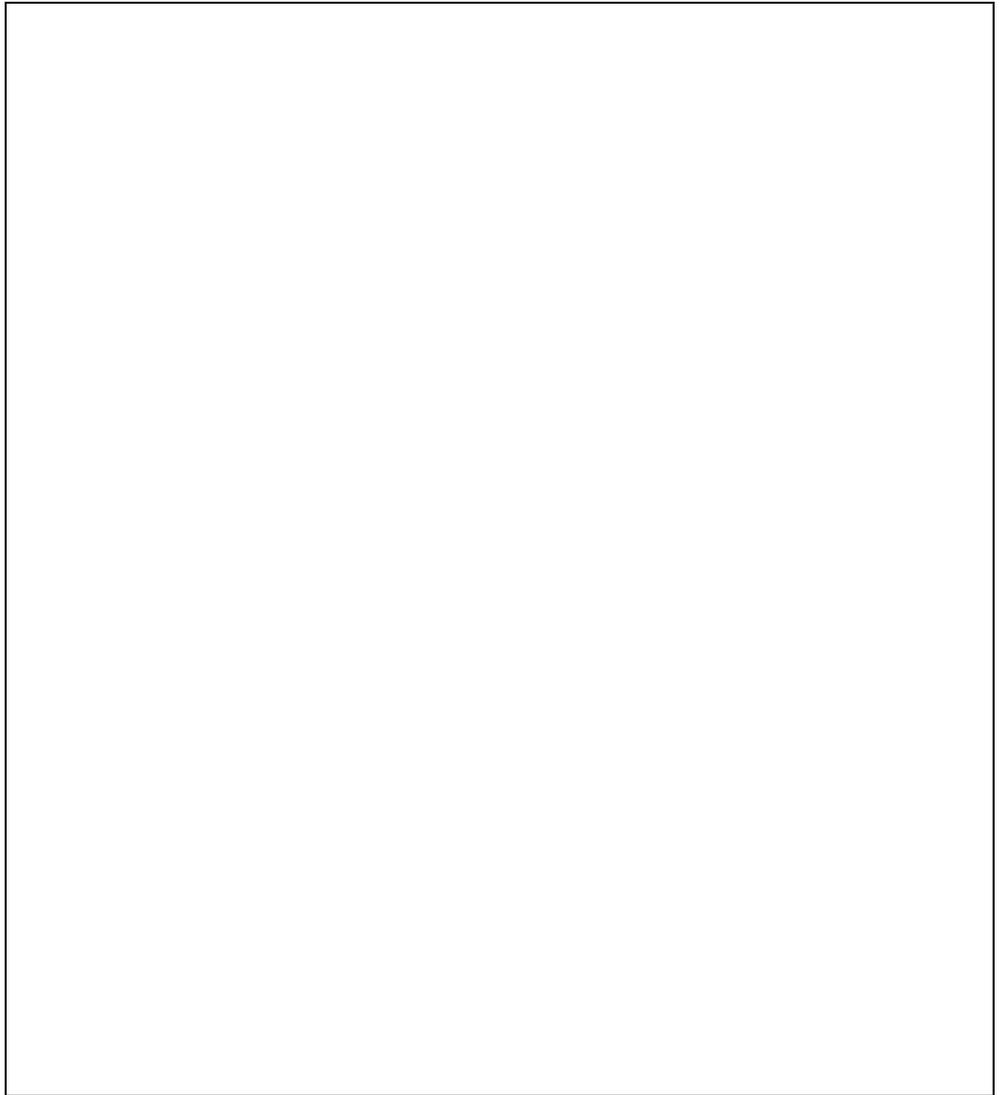
Our main activities during the year included:

The AIMS Helpline. This is staffed by a small team of volunteers who during the year have responded to enquiries, providing information and support to (mainly) women who are seeking information about their care or who may want to complain about the care they did or did not receive.

Participating in Consultations. We have responded to numerous requests from official bodies, such as NICE and MMBRACE to comment on their guidelines and documents to convey users' view. AIMS was invited to participate in the 2015 National Maternity Review.

Publishing. The AIMS Journal is published four times a year, and in the last year the journal themes have ranged from Human Rights to the State of the NHS. We have also published numerous pregnancy related booklets.

Conferences. AIMS Committee members have regularly spoken at, attended or participated in conferences, not only in the UK, but internationally; as a member of the European Network of Childbirth Associations.

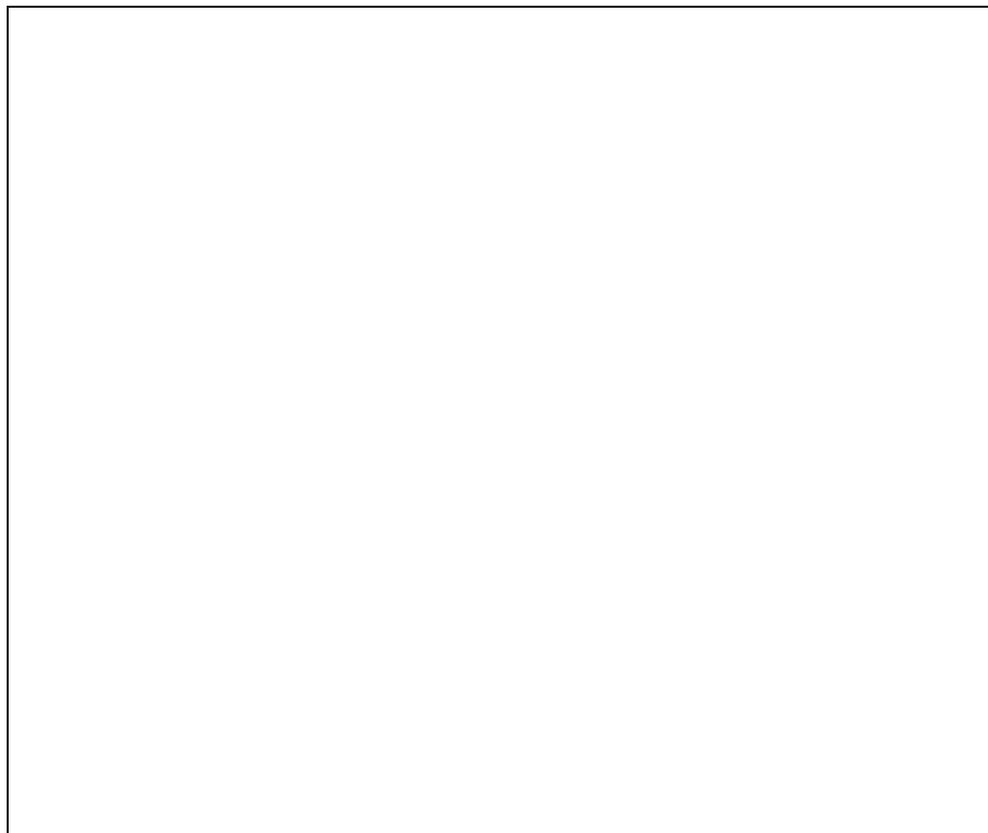


Additional details of objectives and activities (Optional information)

AIMS would not function without the enthusiasm of the committee members and the huge numbers of volunteers scattered around the country who support them and undertake specific activities locally and nationally. Each one of them deserves a gold medal. AIMS has no paid staff .

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Summary of the main achievements of the charity during the year

New publications

Three new publications were written and produced during the year, each with a public talk by the author. These were the third edition of *Am I Allowed?*, *Group B Strep Explained* and *Inducing Labour: Making Informed Decisions*. In order to deal with the increased demand for our publications the books are now stored in a warehouse and, after the order is processed by one of our committee members, the books are dispatched by a company engaged for this purpose. In addition to our programme of talks, AIMS members generously donated £300 to purchase licences enabling us to run Microbirth screenings at various locations across the country. These events brought in even more publications sales and encouraged new memberships, as well as a considerable amount in donations.

Strategy and long-term planning

In March the Committee took a long weekend together by withdrawing to a secluded house. The discussions focused on the ethos of AIMS and our vision of its future and what has to be achieved. It was agreed that it is important for AIMS to remain an organisation with volunteers at its heart, but recognise that it is necessary to outsource some of the work on occasion. The Committee has avoided appointing any staff and has a project to create a virtual office that better suits the volunteer ethos. Our discussions on the Journal and our other publications highlighted many areas that AIMS still needs to cover and the Committee explored ways of finding more people to write for us.

Top of our long list of campaigning issues came case loading midwifery as it encompasses so much for women achieving a 'better birth'. The National Maternity Review has been established to examine current maternity care and the Committee has submitted its views and will be monitoring progress with a view to encouraging the establishment of individual midwifery care for all women. We know from the research that antenatal, intrapartum and postnatal care provided by a known midwife has enormous benefits, both short and long-term, for mother, baby and the rest of the family.

Maintenance of AIMS as a lead contributor to maternity debate

Thanks to the valiant efforts of all our volunteers, AIMS continues to play a key role in the area of maternity improvement and human rights. The use of evidence-based material and provision of unbiased information is at the heart of this. This is then reflected in the consultations, publications and participation in debate detailed above as well as regularly responding to requests (including internationally) for assistance and information from academics and healthcare professionals as well as individuals. The Committee recognises the importance of social media, and we are working to increase our presence on them, and have increased our Facebook and Twitter profiles. as well as considering how we need to adapt to changing technology to ensure our contribution stays at the forefront of discussion. This includes fundraising for a new website and more training.

Section E Financial review

Brief statement of the charity's policy on reserves

AIMS will maintain reserves sufficient to fund its work for 6 months.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

AIMS raises almost all its funds from membership subscriptions and the sales of publications. It also raises funds through fundraising and donations.

Section F Other optional information

Future Plans

We are launching fundraising drive to pay for a specially designed website, which would allow the charity be far more accessible to many more people.

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)		
Position (eg Secretary, Chair, etc)		
Date		