

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES

England & Wales · Charity number 1157845

Details

Other names	THE ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES, AIMS
Status	Registered
Legal form	CIO
Registered	2014-07-14
Register	View on the Charity Commission register

Contact

Address	1 Carlton Close Camberley GU15 1DS
Phone	01276510575
Email	charity@aims.org.uk
Website	www.aims.org.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE IN SO FAR 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 BY ALL OR ANY OF THE FOLLOWING MEANS: (A) MONITORING ABUSES OF HUMAN RIGHTS; (B) OBTAINING REDRESS FOR THE VICTIMS OF HUMAN RIGHTS ABUSE; (C) RELIEVING NEED AMONG THE VICTIMS OF HUMAN RIGHTS ABUSE; (D) RESEARCH INTO HUMAN RIGHTS ISSUES; (E) PROVIDING TECHNICAL ADVICE TO GOVERNMENT AND OTHERS ON HUMAN RIGHTS MATTERS; (F) CONTRIBUTING TO THE SOUND ADMINISTRATION OF HUMAN RIGHTS LAW; (G) COMMENTING ON PROPOSED HUMAN RIGHTS LEGISLATION; (H) RAISING AWARENESS OF HUMAN RIGHTS ISSUES; (I) PROMOTING PUBLIC SUPPORT FOR HUMAN RIGHTS; (J) PROMOTING RESPECT FOR HUMAN RIGHTS AMONG INDIVIDUALS AND CORPORATIONS; (K) INTERNATIONAL ADVOCACY OF HUMAN RIGHTS; AND (L) ELIMINATING INFRINGEMENTS OF HUMAN RIGHTS. IN FURTHERANCE OF THIS OBJECT BUT NOT OTHERWISE, THE TRUSTEES SHALL HAVE POWER TO ENGAGE IN POLITICAL ACTIVITY PROVIDED THAT THE TRUSTEES ARE SATISFIED THAT THE PROPOSED ACTIVITIES WILL FURTHER THE PURPOSES OF THE CHARITY TO AN EXTENT JUSTIFIED BY THE RESOURCES COMMITTED AND THE ACTIVITY IS NOT THE DOMINANT MEANS BY WHICH THE CIO CARRIES OUT ITS OBJECTS.

Activities: AIMS is a volunteer run charity campaigning on maternity issues and providing birth information and support via helpline, website and publications. We believe that women should be supported to make informed decisions about what is right for them when they are pregnant, giving birth and when feeding and caring for their baby, and work towards making this a reality for all families in the UK

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£21,103	£24,210	-	-
2024-03-31	£26,523	£30,923	-	-
2023-03-31	£19,894	£31,487	-	-
2022-03-31	£29,744	£27,248	-	-
2021-03-31	£43,508	£31,739	-	-

Trustees

Name	Role	Appointed
Adele Petcher		2025-07-16
DOROTHY VALENTINE BRASSINGTON BACC, BSC		2014-02-07
DR DEBORAH CHIPPINGTON DERRICK		2014-02-07
Eloise Dickason-Raven		2025-07-16
Hailey Willington		2023-03-13
Hannah Northern Thakur		2025-07-16
Keleigh Marie Glenton		2022-11-17
Nadia Jane Higson		2017-11-24

Accounts

**ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES
(AIMS)**

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

CONTENTS

	Page
Trustees' report	1 - 6
Accountants' report	7
Statement of financial activities	8
Statement of financial position	9
Notes to the financial statements	10 - 18

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 Graves	
K M Glenton	
H Willington	
R Beigi	(Appointed 15 January 2025)
M Barron Baratech	(Appointed 19 December 2024)
H Northern Thakur	(Appointed 16 July 2025)
A C Percher	(Appointed 16 July 2025)
E Dickson-Raven	(Appointed 16 July 2025)

Charity number

1157845

Accountants

Azets
Ashcombe Court
Woolsack Way
Godalming
GU7 1LQ

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

The trustees present their report and financial statements for the year ended 31 March 2025.

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 over 22,030 times, compared with 13,203 times last year. Campaigns Team volunteers attended over one hundred meetings and conferences.

The Helpline answered 94 queries, these have been a mixture of emails and voicemail enquiries. All enquirers received written responses and many had telephone conversations with helpline volunteers. The number of enquiries was lower than the previous year (132).

AIMS Birth Information pages were accessed over 70,000 times, with the most frequently visited pages still being How accurate is my 'due date'?; Freebirth, Unassisted Childbirth and Unassisted Pregnancy; Vaginal Examinations and Am I more likely to need a caesarean if my labour is induced? This is lower than last year (86,000), so we are working to raise awareness of our resource e.g. through social media, engagement with student midwives and links from other sources of information.

AIMS published four **Journals** during the year and the articles in these on the website have been accessed over 20,000 times. The most frequently accessed articles from each of these were: Mental health and pregnancy - Phoebe's story, Type 1 diabetes and maternity care: Jane's story, Exploring trust within the midwife-mother relationship, AIMS urges action as newly released analysis demonstrates better care when 'full pathway continuity of carer' is in place and Transgenerational trauma: a story of one Jewish family.

Articles from previous AIMS Journals continue to be accessed, and the most frequently accessed articles this year included: Labour Induction at Term – How great is the risk of refusing it? (7803); Three's a crowd: vaginally born triplets (11498) and Physiological birth: how it works (5402).

AIMS Guides and other publications

We sold 472 physical copies of our books as well as digital copies on Kindle. In the previous year we sold 640 physical copies. We are working on two new AIMS Guides for publication in 2026.

We ran 15 **AIMS workshops** that were attended by 85 doulas, midwives, student midwives, antenatal educators and AIMS volunteers. In the previous year we ran 11 workshops attended by 62 people. This was our second year of running workshops and we are still developing this initiative.

AIMS work depends on volunteers and we are grateful for the contributions of 88 people this year. 55 AIMS members have served as volunteers contributing regularly to AIMS work and another 27 people were authors of Journal articles or birth information pages and a further 6 contributed in other ways. We estimate the value of the hours given by our regular volunteers to be in excess of £85,000 based on the Real Living Wage of £12.60 per hour, though many of our volunteers are highly skilled people who could command much higher rates than this.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

AIMS Campaigning

We now have two well-established working groups of volunteers focusing on our key campaigns for Continuity of Carer and Physiology Informed Maternity Services (PIMS). The latter group are developing case studies, a number of which are now on the website [PIMS](#) with more in development. Campaigns Volunteer Catharine Hart guest edited an issue of the AIMS Journal [Journal Vol. 37, No. 2 — Women in labour: Do not disturb!](#) with support from the PIMS team. This included a variety of articles about physiology-informed care and where it is to be found (or not found!) within our maternity services. The Continuity of Carer group meet regularly and diligently contribute to social media posts and resources, whilst keeping a watchful eye on this model of care in maternity services throughout the four nations. They have contributed a number of articles on this topic to the AIMS Journal.

AIMS has been invited to participate in a number of research projects. These included being PPI partners for the Plan-A project (developing a decision aid for planning mode of birth), membership of the steering group for the Royal College of Midwives' research prioritisation project, membership of the Independent Advisory Group for the evaluation of the new Maternity and Neonatal Independent Senior Advocacy (MNISA) service and participation in the CHERISH project (Co-development of holistic, personalised support to improve experience and outcomes for those aiming for spontaneous labour and birth). AIMS was also consulted on the BEST-UK survey on obstetric violence and birth trauma, and on priorities for the i6 research project.

AIMS continues to be represented on a number of key bodies including the NHS England Stakeholder Council, NMPA Clinical Reference Group, the MBRRACE stakeholder group and the Charities' and Service Users Maternity Continuity of Carer Network. Our Volunteers in Northern Ireland were stakeholders for the Renfrew Report 'Enabling Safe Quality Midwifery Services and Care In Northern Ireland'. In addition, our Volunteers have attended or spoken at a wide range of conferences, webinars and other events.

Written outputs included six open letters to politicians and key maternity service stakeholders in England, Scotland and Northern Ireland. We provided stakeholder comments on the draft NICE guideline on Maternal and Child Nutrition, a submission to the Birth Trauma All Party Parliamentary Group survey, an open letter commenting on the findings of that, and a submission to the Government's 'Change NHS' survey. We also ran a 'Change NHS' community engagement workshop and reported the output.

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/aims-campaigns-update-june-24

www.aims.org.uk/journal/item/aims-campaigns-update-september-24

www.aims.org.uk/journal/item/campaigns-update-december-24

www.aims.org.uk/journal/item/campaigns-update-march-2025

AIMS Guides

The AIMS Guide to Twin Pregnancy and Birth was removed from sale in April 2022 after concerns were raised about some of the content. It has been reviewed by a number of topic experts and has now been relaunched with a supplement that corrects, updates and clarifies some information.

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.

Further books in this series are planned or underway including Breech Birth and Birth After Caesarean. Future books will provide information on issues which we know are of importance to those using the maternity services and those supporting them. Producing new books requires a substantial investment, so we will be exploring options for grants or crowdfunding to cover this.

Birth information

This year the Birth Information Team has continued to work together to manage the process of updating and creating Birth Information pages for the AIMS website. We endeavour to review pages on a 2-yearly basis. AIMS Birth Information pages are a key openly accessible resource to support maternity service users to make informed decisions.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

We have added three new pages, on Mental Health Support, Legal Support, and Birth Trauma resources and are developing ones on Intrahepatic Cholestasis of Pregnancy, Lotus Birth, Perinatal Mental Health and Birth Trauma, and Neurodiversity in Birth.

We have also reviewed and updated our pages 'Am I more likely to need a caesarean if my labour is induced?', 'Freebirth', 'Making decisions about your care', 'Understanding Quantitative Research', and 'Induction and the Chance of a Caesarean'.

With the help of funding from our Big Give match-funding campaign we now have Polish translations, including videos, of two key pages - Making Decisions About Your Maternity Care, and Who's Who in Pregnancy and Birth available on our website. We are in the process of adding versions of these in Bengali, Urdu, Punjabi and Romanian, in order to make this important information more accessible to those whose first language is not English

AIMS Helpline

Helpline volunteers listen to the person, provide evidence based information to help them make decisions, to support them in their decisions, to help them to navigate the system, and to know their rights.

We have recruited a number of new members which should enable us to answer more queries, as well as reviewing and updating the information in our 'template answers.'

The ten most asked-about issues were, in order: induction of labour, suspension or restriction of support for homebirths, children's services, consent, making a complaint, coercion or bullying, maternity services, ultrasound, unattended birth and gestational diabetes.

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:

When the Mother is Unwell (Journal Vol. 36, No. 2 June 2024) This issue focuses on the experience of maternity care for those who embark on pregnancy already unwell or who become unwell at some point before or after their baby is born.

A Matter of Trust (Journal Vol. 36, No. 3, September 2024) explores different aspects of trust encountered in the course of a person's maternity care.

The deafness loop: a cycle of inequality (Journal Vol. 36, No. 4 December 2024) considers the experience of care for deaf parents and also for parents who discover that their baby is deaf. We have called this issue, 'The Deafness Loop (with a nod to the hearing loop): a cycle of inequality'. This is because the inequalities that deaf babies born today will face from birth and throughout their education, are directly connected to the inequalities that Deaf parents face throughout their maternity care.

Listen with Grandmother ((Journal Vol. 37, No. 1 March 2025) includes six personal accounts of what it is to be a grandmother. It also considers how the experiences of the past can be carried from one generation to the next.

Social Media

Having simplified our processes for managing the creation and scheduling of social media posts we are now able to publish at least one post a day across Facebook, Instagram and X, plus selected posts on LinkedIn. Our engagement has also benefited from the involvement of the Campaigns team to share relevant posts from other organisations.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Fundraising

The funds raised from our previous Big Give match-funding campaign have now largely been spent as planned on attendance at campaigns-related events, engagement with student midwives, and the translation of Birth Information pages. The small remaining balance will be spent this year on further translations and video versions of these pages.

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. £1,000 of this will be used to support the attendance of Campaigns Volunteers at meetings and conferences, and the rest will support our other activities.

The Fundraising Team has made or is currently working on applications to a number of grant providers, including the National Lottery's Awards For All. We are running surveys to gather feedback from Helpline enquirers, workshop attendees and other beneficiaries and stakeholders to evidence the need for and impact of our work in grant applications.

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.org.uk].

In early 2024 the Trustees identified four strategic aims with the intention of delivering these within three years.

1. Be an influential, effective and well-informed lay voice in the national debate on maternity services improvement
2. Be providing accessible, reliable, evidence-based information that is accessed annually by a number equal to at least 25% of pregnant women and people, and 50% of birth workers and maternity staff.
3. Be providing independent support to at least one thousand individual maternity service users or their supporters per year
4. Have built a resilient and sustainable, financially secure organisation

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 [AIMS Advertising, Promotion & Endorsement Policy](#) [aims.org.uk].

In order to improve governance of the charity, the Trustees are working with other volunteers to review and update our existing policies. So far new versions of the Environmental policy and the Data Protection and Privacy policy have been adopted, and work is progressing on the Equality, Diversity and Inclusivity statement. New policies have been developed to cover Safeguarding, Personal Harassment and Anti-corruption, as well as a Resolution procedure.

AIMS AGM

The AIMS AGM was held in Birmingham on Saturday 4th October 2024. Eleven people attended in person and five online.

The business of the AGM followed, with presentation of the Trustees Annual Report and Accounts and the election of trustees, which was followed by the presentation by Ryan Jones of a video on the governance of AIMS.

After a shared lunch three more members joined the meeting online. The afternoon sessions comprised showing a video, "Introducing AIMS", and discussions of AIMS books and future plans for publishing format and campaigning touch-points in the NHS - successes and challenges in influencing at local and national level.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

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, November 2024 and February 2025.

AIMS Workshops

This was our third year of running our programme of online interactive workshops. 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 four times), Foundation Stones for Supporting the Physiological Process (four times), Resolution, Birth without Bias and Technology in the Perinatal Period. We also ran a 'Change NHS' community engagement workshop, focusing on the maternity services.

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.

As part of our drive to increase engagement with student midwives we have continued to offer them two free places per workshop, and so far 27 have taken up free or reduced price places. We were also invited to facilitate a session for third year midwifery students at the University of York on implementing physiology-informed practices in maternity.

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £7,397 (2024 - £6,610). The current cost of living crisis and resulting pressure on family finances means that we are suffering a continuing loss of members.

We were very pleased to receive a second generous grant of £3,000 from the Cecil Pilkington Trust.

Publications, Workshops and Other Income

Income from sales of books was slightly lower than in the previous year at £5,182 (2024 - £6,000). The new programme of workshops earned £1,591 (2024 - £2,015).

For the first time this year AIMS received payment for the participation of some of our volunteers in research projects and other activities as representatives of AIMS. We are very grateful to those volunteers for their work.

Costs

Costs of publications were lower than last year at £6,757 (2024 - £8,845) due to efficiencies achieved in book storage costs.

Support costs were lower than in the previous year at £12,984 (2024 - £14,089), mostly due to lower conference costs at £84 (2025 - £2,926), the prior year's costs being mostly paid from the Big Give funds raised last year. There were also only 11 months of salary costs as contrasting with a full year 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 2025

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.

The trustees estimate that the current level of reserves for the year ended 31 March 2025 would cover almost 3 years of running costs and thus the reserves policy has been met.

Deficit

Expenditure for the year was greater than income by £3,107, a significant improvement on the deficit of £4,400 in the prior year, the improvement mostly due to fundraising, grants and the new workshop programme, but more needs to be done for the charity to break even. This 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

K M Glenton

H Willington

R Jones

(Resigned 1 October 2024)

R Beigi

(Appointed 15 January 2025)

M Barron Baratech

(Appointed 19 December 2024)

H Northerm Thakur

(Appointed 16 July 2025)

A C Percher

(Appointed 16 July 2025)

E Dickson-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: 24 November 2025

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 2025

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 2025, 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.

2 December 2025
Azets
Ashcombe Court
Woolsack Way
Godalming
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 2025

		Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
	Notes						
<u>Income and endowments from:</u>							
Donations and subscriptions	2	12,260	-	12,260	13,189	4,942	18,131
Charitable activities	3	8,067	-	8,067	8,015	-	8,015
Other trading activities	4	137	-	137	185	-	185
Other income	5	639	-	639	192	-	192
Total income		<u>21,103</u>	<u>-</u>	<u>21,103</u>	<u>21,581</u>	<u>4,942</u>	<u>26,523</u>
<u>Expenditure on:</u>							
Raising funds	6	<u>6,757</u>	<u>-</u>	<u>6,757</u>	<u>8,845</u>	<u>-</u>	<u>8,845</u>
Charitable activities	7	<u>15,905</u>	<u>1,548</u>	<u>17,453</u>	<u>19,628</u>	<u>2,450</u>	<u>22,078</u>
Total resources expended		<u>22,662</u>	<u>1,548</u>	<u>24,210</u>	<u>28,473</u>	<u>2,450</u>	<u>30,923</u>
Net movement in funds		(1,559)	(1,548)	(3,107)	(6,892)	2,492	(4,400)
Fund balances at 1 April 2024		<u>41,365</u>	<u>2,492</u>	<u>43,857</u>	<u>48,257</u>	<u>-</u>	<u>48,257</u>
Fund balances at 31 March 2025		<u><u>39,806</u></u>	<u><u>944</u></u>	<u><u>40,750</u></u>	<u><u>41,365</u></u>	<u><u>2,492</u></u>	<u><u>43,857</u></u>

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 2025

	Notes	2025 £	£	2024 £	£
Current assets					
Stocks	12	23,900		25,500	
Debtors	13	1,819		1,641	
Cash at bank and in hand		17,786		20,889	
		<u>43,505</u>		<u>48,030</u>	
Creditors: amounts falling due within one year	14	<u>(2,755)</u>		<u>(4,173)</u>	
Net current assets			40,750		43,857
Income funds					
Restricted funds	17		944		2,492
Unrestricted funds			39,806		41,365
			<u>40,750</u>		<u>43,857</u>

The financial statements were approved by the Trustees on 24 November 2025

Dr D Chippington Derrick
Trustee

D V Brassington
Trustee

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

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 2025

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
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ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

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	Unrestricted funds	Restricted funds	Total
	2025 £	2024 £	2024 £	2024 £
Donations and gifts	1,863	3,579	4,942	8,521
Grants	3,000	3,000	-	3,000
Membership fees	7,397	6,610	-	6,610
	<u>12,260</u>	<u>13,189</u>	<u>4,942</u>	<u>18,131</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

3 Charitable activities

	2025 £	2024 £
Publication sales	5,182	6,000
Workshops	1,591	2,015
Income from work by volunteers	1,294	-
	<u>8,067</u>	<u>8,015</u>

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 Other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Sales of merchandise	<u>137</u>	<u>185</u>

5 Other income

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Royalties	385	51
Other income	33	28
Commissions received	221	113
	<u>639</u>	<u>192</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2025	2024
	£	£
Fundraising		
Opening stock of publications	25,500	27,806
Purchases, production and distribution	5,157	6,539
Closing stock of publications	(23,900)	(25,500)
	<u>6,757</u>	<u>8,845</u>

7 Charitable activities

	Charitable Expenditure	Charitable Expenditure
	2025	2024
	£	£
Costs of attending conferences	84	2,926
Cost of producing journals	2,550	2,448
	<u>2,634</u>	<u>5,374</u>
Share of support costs (see note 8)	12,984	14,089
Share of governance costs (see note 8)	1,835	2,615
	<u>17,453</u>	<u>22,078</u>
Analysis by fund		
Unrestricted funds	15,905	19,628
Restricted funds	1,548	2,450
	<u>17,453</u>	<u>22,078</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

8 Support costs

	Support costs	Governance costs	2025	Support costs	Governance costs	2024
	£	£	£	£	£	£
Staff costs	8,649	-	8,649	9,031	-	9,031
Administrative expenses	3,518	-	3,518	4,399	-	4,399
Trustees' expenses	366	-	366	286	-	286
Volunteers' expenses	451	-	451	373	-	373
Legal and professional	-	35	35	-	35	35
Independent examination	-	-	-	-	840	840
Accountancy	-	1,800	1,800	-	1,740	1,740
	<u>12,984</u>	<u>1,835</u>	<u>14,819</u>	<u>14,089</u>	<u>2,615</u>	<u>16,704</u>
Analysed between						
Charitable activities	<u>12,984</u>	<u>1,835</u>	<u>14,819</u>	<u>14,089</u>	<u>2,615</u>	<u>16,704</u>

9 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	<u>1</u>	<u>1</u>
Employment costs	2025 £	2024 £
Wages and salaries	<u>8,649</u>	<u>9,031</u>

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 2025

11 Tangible fixed assets

	Office equipment £
Cost	
At 1 April 2024	570
At 31 March 2025	570
Depreciation and impairment	
At 1 April 2024	570
At 31 March 2025	570
Carrying amount	
At 31 March 2025	-
At 31 March 2024	-

12 Stocks

	2025 £	2024 £
Finished goods and goods for resale	23,900	25,500

13 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Other debtors	903	1,434
Prepayments and accrued income	916	207
	1,819	1,641

14 Creditors: amounts falling due within one year

	Notes	2025 £	2024 £
Deferred income	15	-	25
Trade creditors		340	569
Accruals		2,415	3,579
		2,755	4,173

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

15 Deferred income

	2025 £	2024 £
Other deferred income	-	25
	<u> </u>	<u> </u>
Deferred income is included in the financial statements as follows:		
	2025 £	2024 £
Deferred income is included within:		
Current liabilities	-	25
	<u> </u>	<u> </u>
Movements in the year:		
Deferred income at 1 April 2024	25	160
Released from previous periods	(25)	(135)
	<u> </u>	<u> </u>
Deferred income at 31 March 2025	-	25
	<u> </u>	<u> </u>

16 Retirement benefit 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.

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 April 2024 £	Resources expended £	Balance at 31 March 2025 £
Big Give Campaign	2,492	(1,548)	944
	<u> </u>	<u> </u>	<u> </u>

Big Give Campaign

This fund is for the translation of Birth Information Pages, campaigning at national events and student midwife engagement. £1,348 was spent on translation costs and £200 on student midwife engagement. It is expected that the balance will be spent during the year to 31 March 2026.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

18 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Fund balances at 31 March 2025 are represented by:						
Current assets/(liabilities)	39,806	944	40,750	41,365	2,492	43,857
	<u>39,806</u>	<u>944</u>	<u>40,750</u>	<u>41,365</u>	<u>2,492</u>	<u>43,857</u>

19 Related party transactions

There were no disclosable related party transactions during the year (2024 - 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 £366 (2024 - £286 to three trustees).

Accounts

**ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES
(AIMS)**

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

CONTENTS

	Page
Trustees' report	1 - 7
Independent examiner's report	8
Statement of financial activities	9
Statement of financial position	10
Notes to the financial statements	11 - 19

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	
	J A Klair	
	K M Graves	
	K M Glenton	
	H Willington	
	R Jones	(Appointed 18 January 2024)
Charity number	1157845	
Independent examiner	Azets Audit Services Ashcombe Court Woolsack Way Godalming Surrey GU7 1LQ	

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2024

The trustees present their report and financial statements for the year ended 31 March 2024.

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 over 13,000 times, compared with 10,854 times last year. Campaigns Team volunteers attended a total of fifty meetings and conferences.

The Helpline answered 132 queries, these have been a mixture of emails and voicemails enquiries. Many of the enquirers have received written replies and had telephone conversations with helpline volunteers. The number of enquiries was lower than the previous year (227).

AIMS Birth Information pages were accessed over 86,000 times, with the most frequently visited pages being: How accurate is my 'due date'?; Freebirth, Unassisted Childbirth and Unassisted Pregnancy; Vaginal Examinations and Am I more likely to need a caesarean if my labour is induced? This is lower than last year (160,000), so we are working to raise awareness of our resource e.g. through social media, engagement with student midwives and links from other sources of information.

AIMS published four Journals during the year and the articles in these on the website have been accessed over 20,000 times. The most frequently accessed articles from each of these were: Birth Space – Supportive or Coercive?; Why I am taking a break; Just 'birth': the phenomenon of birth without a healthcare professional and Report of Parliamentary Debate on Birth Trauma. Articles from previous AIMS Journals continue to be accessed, frequently accessed articles included: Labour Induction at Term – How great is the risk of refusing it? (7702); Three's a crowd: vaginally born triplets (7771) and Physiological birth: how it works (4567).

AIMS Guides and other publications

We sold 640 physical copies of our books as well as digital copies on Kindle. In the previous year we sold 765 physical copies. We are working on two new AIMS Guides for publication in 2025.

We ran 11 **AIMS workshops** that were attended by 62 doulas, midwives, student midwives, antenatal educators and AIMS volunteers. This was a new initiative starting in April 2023 and we plan to develop it.

AIMS work depends on volunteers and we are grateful for the contributions of 73 people this year. 48 AIMS members have served as **volunteers** contributing regularly to AIMS work and another 19 people were **authors** of Journal articles or birth information pages and a further 6 contributed in other ways. We estimate the value of the hours given by our regular volunteers to be in excess of £70,000 based on the Real Living Wage of £12 per hour, though many of our volunteers are highly skilled people who could command much higher rates than this.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

AIMS Campaigning

We now have two well-established working groups of volunteers focusing on our key campaigns for Continuity of Carer and Physiology Informed Maternity Services. The latter group are developing case studies and presented a poster featuring some of these at the British Intrapartum Care conference in November 2023.

AIMS Campaigns Volunteers have engaged in a variety of Campaigning work including submitting comments on two draft NICE guidelines and three important surveys (on birth trauma, pre-term birth and Northern Ireland's Women's Health strategy), wrote five open letters to politicians and key maternity service stakeholders, as well as various reports and reviews, all of which can be found on the Campaigns section of the website. They have also written articles for the AIMS Journal, spoken at or attended a wide range of meetings and conferences and read research and policy documents. All of this has been documented in reports in each of the four AIMS Journals published this year:

www.aims.org.uk/journal/item/aims-campaigns-update-june-2023

www.aims.org.uk/journal/item/campaigns-update-september-23

www.aims.org.uk/journal/item/campaigns-update-december-23

www.aims.org.uk/journal/item/campaigns-update-march-24

We have maintained our involvement in various maternity service forums and our engagement with key stakeholders. This includes our membership of NHS-England's Maternity and Neonatal Programme Stakeholder Council, the MBRRACE Stakeholder Group, NMPA Clinical Review Group, and the Charities' and Service Users Maternity Continuity of Carer Network. We are also acting as stakeholders or PPI partners on the BEST UK, CHERISH and Plan-A studies and RCM's Research Prioritisation project. In Northern Ireland our volunteers have been actively involved in the review of maternity services, attending meetings and workshops.

We have reviewed and updated our Position Papers on Choice of Birthplace, Freebirth, Obstetric Violence, and are in the process of reviewing the remainder.

AIMS Guides

The AIMS Guide to Twin Pregnancy and Birth was removed from sale in April 2022 after concerns were raised about some of the content. It has been reviewed by a number of topic experts and we plan to reissue it with an appropriate note of revisions in the near future.

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.

Further books in this series are planned or underway including Birth after Caesarean and Breech Birth. Future books will provide information on issues which we know are of importance to those using the maternity services and those supporting them. Producing new books requires a substantial investment, so we will be exploring options for grants or crowdfunding to cover this.

Birth information

This year the Birth Information Team have worked together to manage the continued updating of existing Birth Information pages on the AIMS website. We endeavour to review on a 2-yearly basis, and the writing of new pages, which are a key openly accessible resource to support maternity service users to make informed decisions.

We have added three new pages, on Mental Health Support, Legal Support, and Birth Trauma resources and are developing ones on Breech Birth, Birth Physiology, Perinatal Mental Health and Birth Trauma, and Neurodiversity in Birth.

We have also reviewed and updated our pages on Understanding Quantitative Research, and on Induction and the Chance of a Caesarean.

With the help of funding from our Big Give match-funding campaign we are in the process of getting two key pages - Making Decisions About Your Maternity Care, and Who's Who in Pregnancy and Birth translated in order to make them more accessible to those whose first language is not English.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

AIMS Helpline

Helpline volunteers aim to listen to the person, provide evidence based information to help them make decisions, to support them in their decisions, to help them to navigate the system, and to know their rights.

We have recruited a number of new members which should enable us to answer more queries, as well as reviewing and updating the information in our 'template answers.'

The ten most asked-about issues were, in order: induction of labour, homebirth, children's services, consent, making a complaint, coercion or bullying, maternity services, ultrasound, unattended birth and gestational diabetes.

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:

Where will the baby come out? Birthplace dreams, instincts and lived experience (Journal Vol. 35, No. 2 June 2023) revisits the topic of place of birth, with articles about safety in relation to the place of birth; personal accounts of less usual birth places; the stress and pressure experienced and observed by doulas who work in the hospital birth environment; and more.

We were there (Journal Vol. 35, No. 3, September 2023). This issue is not about the mother's experience of birth but about the experience of the other people who were with her during the birth and/or the newborn period. They may have been with her in person or perhaps in spirit. The arrival of a baby touches many lives.

Mixed Feelings (Journal Vol. 35, No. 4 December 2023) has the theme of perinatal emotional and mental well being. It looks at the range of emotional and mental health challenges that people may encounter as they become parents.

I am writing to complain ((Journal Vol. 36, No. 1 March 2024) focuses on the experience and process of making a complaint about the maternity services.

Social Media

Having simplified our processes for managing the creation and scheduling of social media posts we are now able to publish at least one post a day across Facebook, Instagram and X, plus selected posts on LinkedIn. Our engagement has also benefited from the involvement of the Campaigns team to share relevant posts from other organisations.

Fundraising - the Big Give

In November 2023 we ran a fundraising campaign with the Big Give organisation. We were raising funds for the following:

£2,350 - Translation of Birth Information Pages

£2,150 - Campaigning at national events

£500 - Student Midwife engagement

We reached our target of £2,500 in donations, which was match-funded by the Big Give to give a total of £5,000, with another £500 in Gift Aid.

We have spent the full amount raised for campaigning in the year to 31st March 2024, and £300 so far on student midwife engagement. Work on the translation of webpages should start soon.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

AIMS organisation

AIMS was founded in 1960 and became a Charity in 2014.

In 2020 we transitioned to a new structure with trustees taking a more traditional oversight and strategy role, while a small volunteer Management team handles day-to-day decisions and Volunteer support.

In 2022 we further developed the structure with the addition of Team Leads to facilitate the teams delivering different aspects of AIMS work. We also assigned a 'link trustee' to each team to provide informal oversight and improve communication between trustees and other volunteers.

In 2023 we continued to develop our working practices with the introduction of a new volunteer details form to ensure that all active volunteers are assigned to a role that matches their skills, experience and interests, and a new volunteer agreement to clarify expectations on both sides. This process is now embedded, and we are also asking all new volunteers to attend a short orientation training session, as well as providing them with an induction checklist.

In 2022 and 2023 the Trustees redefined the AIMS vision, mission, values and the three pillars of work that support delivery of the mission:

- Providing objective, accessible, evidence-based information tailored to the needs of maternity service users and those who support them
- Providing individual support and tools for self-advocacy
- Campaigning and lobbying at national level for the service improvements that we believe are needed

For details see www.aims.org.uk/about-aims

In early 2024 they identified four strategic aims with the intention of delivering these within three years.

1. Be an influential, effective and well-informed lay voice in the national debate on maternity services improvement including by:
 - being represented on all key councils, committees and other decision-making bodies
 - influencing policy and practice by contributing to key consultations on national policy and guidelines
 - acting as a 'critical friend' to the maternity services by commenting on key issues, including critiquing policies and their implementation
2. Be providing accessible, reliable, evidence-based information that is accessed annually by a number equal to at least 25% of pregnant women and people, and 50% of birth workers and maternity staff.
3. Be providing independent support to at least one thousand individual maternity service users or their supporters per year
4. Have built a resilient and sustainable, financially secure organisation by:
 - ensuring we at least break even in the current year and are forecast to do so for the next 3 years, as well as having reserves to cover our running costs for at least 6 months
 - ensuring we have sufficient volunteer hours and a suitable mix of skills to deliver all key functions, such that the loss of any one volunteer would not impact on our ability to achieve our strategic aims.

Trustees will be working with our Team Leads to develop an action plan to deliver these 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.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

AIMS AGM

The AIMS AGM was held online on Saturday 28th October 2023. Our intention was for this to be an in-person meeting, but unfortunately a rail strike on the day made that impractical. We therefore rearranged it as an online meeting. Ten people attended and instead of gathering around a single candle to start the meeting, were encouraged to light their own candles reminding us "that it is better to light a single candle than to curse the darkness".

The business of the AGM followed, with presentation of the Trustees Annual Report and Accounts and the election of trustees.

The formal business of the AGM was followed by a presentation about the need to recruit new trustees and what skills might be required from them. Hailey Willington also talked about her work on updating AIMS policies on a rolling schedule, starting with the Environmental Policy.

We concluded the meeting with time for a social get together, not the same as the usual AIMS shared lunch, but it was good to have the time just to talk.

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..

Four Volunteer meetings were held online this year in June, September and November 2023 and February 2024.

AIMS Workshops

We launched our programme of online interactive workshops in 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 five times), Foundation Stones for Supporting the Physiological Process (three times) and Rights in Pregnancy and Birth (run three times.)

We are delighted that these three workshops plus a fourth on Resolution After Birth have all been accredited by Doula UK for CPD for their members. We now plan to run one of these each month from September 2024, with occasional other workshops led by guest speakers.

As part of our drive to increase engagement with student midwives we have begun offering them two free places per workshop, and so far 12 have taken up this opportunity.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £6,610 (2023 - £7,970). The current cost of living crisis and resulting pressure on family finances means that we are suffering a continuing loss of members.

In October 2023 we ran a campaign for donations under the auspices of the Big Give and we are grateful to those who generously donated £2,500, doubled by the big Give to £5,000, making a donations total for the year of £8,521 (2023 - £3,969).

We were very pleased to receive a generous grant of £3,000 from the Cecil Pilkington Trust.

Publications and Talks

Income from sales of books was slightly lower than in the previous year at £6,000 (2023 - £7,605). The new programme of workshops earned £2,015 (2023 - £nil).

Costs

Costs of publications were lower than last year at £8,845 (2023 - £9,084) in line with the lower level of sales of our books.

Support costs were higher than in the previous year at £17,015 (2023 - £15,287), mostly due to a full year of salary costs as contrasted with 11 months in the previous year. We continued to hold most of our major meetings online, which helped keep running costs low.

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.

The trustees estimate that the currently level of reserves for the year ended 31 March 2024 would cover 19 months of running costs and thus the reserves policy has been met.

Deficit

Expenditure for the year was greater than income by £4,400 a significant improvement on the deficit of £11,593 in the prior year, the improvement mostly due to fundraising, grants and the new workshop programme, but more needs to be done for the charity to break even. This 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

K M Graves

K M Glenton

H Willington

R Jones

(Appointed 18 January 2024)

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

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: 12/10/2024

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

I report to the trustees on my examination of the financial statements of Association For Improvements In The Maternity Services (AIMS) (the charity) for the year ended 31 March 2024.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Debra Saunders FCA
Azets Audit Services
Ashcombe Court
Woolsack Way
Godalming
Surrey
GU7 1LQ
United Kingdom

Dated: 30 October 2024

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £
<u>Income and endowments from:</u>					
Donations and subscriptions	2	13,189	4,942	18,131	11,939
Charitable activities	3	8,015	-	8,015	7,605
Other trading activities	4	185	-	185	72
Other income	5	192	-	192	278
Total income		<u>21,581</u>	<u>4,942</u>	<u>26,523</u>	<u>19,894</u>
<u>Expenditure on:</u>					
Raising funds	6	<u>8,845</u>	<u>-</u>	<u>8,845</u>	<u>9,084</u>
Charitable activities	7	<u>19,628</u>	<u>2,450</u>	<u>22,078</u>	<u>22,403</u>
Total resources expended		<u>28,473</u>	<u>2,450</u>	<u>30,923</u>	<u>31,487</u>
Net movement in funds		(6,892)	2,492	(4,400)	(11,593)
Fund balances at 1 April 2023		<u>48,257</u>	<u>-</u>	<u>48,257</u>	<u>59,850</u>
Fund balances at 31 March 2024		<u><u>41,365</u></u>	<u><u>2,492</u></u>	<u><u>43,857</u></u>	<u><u>48,257</u></u>

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 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Stocks	12	25,500		27,806	
Debtors	13	1,641		3,490	
Cash at bank and in hand		20,889		23,511	
		<u>48,030</u>		<u>54,807</u>	
Creditors: amounts falling due within one year	14	<u>(4,173)</u>		<u>(6,550)</u>	
Net current assets			43,857		48,257
Income funds					
Restricted funds	16		2,492		-
Unrestricted funds			41,365		48,257
			<u>43,857</u>		<u>48,257</u>

The financial statements were approved by the Trustees on 12/10/2024

Dr D Chippington Derrick
Trustee

D V Brassington
Trustee

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

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 2024

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 2024

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
	2024	2024	2024	2023
	£	£	£	£
Donations and gifts	3,579	4,942	8,521	3,969
Grants	3,000	-	3,000	-
Membership fees	6,610	-	6,610	7,970
	<u>13,189</u>	<u>4,942</u>	<u>18,131</u>	<u>11,939</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

3 Charitable activities

	2024 £	2023 £
Publication sales	8,015	7,605

Charitable trading income

All income from publications sales, talks and workshops is unrestricted for both 2024 and 2023.

4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2024 £	2023 £
Sales of merchandise	185	72

5 Other income

	Unrestricted funds	Unrestricted funds
	2024 £	2023 £
Royalties	51	225
Other income	28	14
Commissions received	113	39
	192	278

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Fundraising		
Opening stock of publications	27,806	27,045
Purchases, production and distribution	6,539	9,845
Closing stock of publications	(25,500)	(27,806)
	<u>8,845</u>	<u>9,084</u>

7 Charitable activities

	Charitable Expenditure	Charitable Expenditure
	2024	2023
	£	£
Cost of producing journals	2,448	3,775
Share of support costs (see note 8)	17,015	15,287
Share of governance costs (see note 8)	2,615	3,341
	<u>22,078</u>	<u>22,403</u>
Analysis by fund		
Unrestricted funds	19,628	22,403
Restricted funds	2,450	-
	<u>22,078</u>	<u>22,403</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

8 Support costs

	Support costs	Governance costs	2024	Support costs	Governance costs	2023
	£	£	£	£	£	£
Staff costs	9,031	-	9,031	8,803	-	8,803
Depreciation	-	-	-	119	-	119
Administrative expenses	7,325	-	7,325	5,801	-	5,801
Trustees' expenses	286	-	286	238	-	238
Volunteers' expenses	373	-	373	326	-	326
Legal and professional	-	35	35	-	1,961	1,961
Independent examination	-	840	840	-	-	-
Accountancy	-	1,740	1,740	-	1,380	1,380
	<u>17,015</u>	<u>2,615</u>	<u>19,630</u>	<u>15,287</u>	<u>3,341</u>	<u>18,628</u>
Analysed between						
Charitable activities	<u>17,015</u>	<u>2,615</u>	<u>19,630</u>	<u>15,287</u>	<u>3,341</u>	<u>18,628</u>

9 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	<u>1</u>	<u>1</u>
Employment costs	2024	2023
	£	£
Wages and salaries	<u>9,031</u>	<u>8,803</u>

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 2024

11 Tangible fixed assets

	Office equipment £
Cost	
At 1 April 2023	570
At 31 March 2024	570
Depreciation and impairment	
At 1 April 2023	570
At 31 March 2024	570
Carrying amount	
At 31 March 2024	-
At 31 March 2023	-

12 Stocks

	2024 £	2023 £
Finished goods and goods for resale	25,500	27,806

13 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Other debtors	1,434	1,475
Prepayments and accrued income	207	2,015
	1,641	3,490

14 Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Deferred income	15	25	160
Trade creditors		569	729
Accruals		3,579	5,661
		4,173	6,550

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

15 Deferred income

	2024 £	2023 £
Other deferred income	25	160
	<u>25</u>	<u>160</u>
Deferred income is included in the financial statements as follows:		
	2024 £	2023 £
Deferred income is included within:		
Current liabilities	25	160
	<u>25</u>	<u>160</u>
Movements in the year:		
Deferred income at 1 April 2023	160	75
Released from previous periods	(135)	(75)
Resources deferred in the year	-	160
	<u>-</u>	<u>160</u>
Deferred income at 31 March 2024	25	160
	<u>25</u>	<u>160</u>

16 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 April 2023 £	Incoming resources £	Resources expended £	Transfers £
Big Give Campaign	-	4,942	(2,450)	-
	<u>-</u>	<u>4,942</u>	<u>(2,450)</u>	<u>-</u>
				Balance at 31 March 2024 £
				2,492
				<u>2,492</u>

Big Give Campaign

This fund is for the translation of Birth Information Pages, campaigning at national events and student midwife engagement.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

17 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £
Fund balances at 31 March 2024 are represented by:				
Intangible fixed assets	-	-	-	-
Current assets/(liabilities)	41,365	2,492	43,857	48,257
	<u>41,365</u>	<u>2,492</u>	<u>43,857</u>	<u>48,257</u>

18 Related party transactions

There were no disclosable related party transactions during the year (2023 - 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, the trustees were reimbursed expenses of £286 (2023 - £238) for fulfilling their duties.

Accounts

**ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES
(AIMS)**

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

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	
J A Klair	(Appointed 18 August 2022)
K M Graves	(Appointed 1 October 2022)
K M Glenton	(Appointed 17 November 2022)
H Willington	(Appointed 13 March 2023)

Charity number

1157845

Accountants

Azets
Ashcombe Court
Woolsack Way
Godalming
Surrey
GU7 1LQ

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

CONTENTS

	Page
Trustees' report	1 - 6
Accountants' report	7
Statement of financial activities	8
Statement of financial position	9
Notes to the financial statements	10 - 17

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2023

The trustees present their report and financial statements for the year ended 31 March 2023.

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)".

THE IMPACT OF AIMS

Our Year in Numbers

The Helpline answered 227 queries, 63 telephone and 164 email enquiries. The ten most asked-about issues were, in order: homebirth, induction of labour, consent, coercion and bullying, making a complaint, support for letters sent to maternity service, VBAC and caesareans, freebirth and midwife led units.

The Social Media Team was responsible for a Facebook reach of 56,247, and an Instagram reach of 22,686. The single most viewed item was our Facebook post about our Journal article "Respectful Vaginal Examinations", made on 8th August 2022.

Birth Information pages on the website were accessed 160,413 times. The most popular pages were: Vaginal Examination in Labour (accessed 54,222 times), How Accurate is my Due Date? (access 40,253 times) and Freebirth, Unassisted Childbirth and Unassisted Pregnancy (accessed 19,024 times)

AIMS Journal articles on the website were accessed 280,182 times.

The Campaigns Team wrote substantial reviews of seven key documents including the Ockenden and East Kent reports, wrote letters to two new Secretaries of State for Health, and had four articles published in external Journals. Campaign pages on the website were accessed 10,854 times.

AIMS work depends on volunteers and we are grateful for the contributions of 89 people this year. 52 AIMS members have served as **volunteers** and another 37 people were **authors** of Journal articles or birth information pages.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Achievements and performance

AIMS Campaigning

Much of our effort has been focused on building up the AIMS Campaigns Team to provide a knowledgeable, dedicated resource for the vital work. To this end we have created an induction pack for new Campaigns volunteers and instituted monthly meetings. We now have sub-groups working on our core campaigns for Continuity of Carer, Better Births implementation and Physiology-informed Maternity Services.

AIMS Campaigns Volunteers have engaged in a variety of Campaigning work including reviewing key documents, writing articles for the AIMS Journal and other publications, attending meetings and conferences and reading research, all of which has been documented in reports in each of the four AIMS Journals published this year:

www.aims.org.uk/journal/item/csg-update-june-2022

www.aims.org.uk/journal/item/csg-update-sept-2022

www.aims.org.uk/journal/item/aims-campaigns-update-december-2022

www.aims.org.uk/journal/item/aims-campaigns-update-march-2023

We have maintained our involvement in various maternity service forums and engagement with key stakeholders. For example, we have been participating in the RCM's re:Birth project, NHS-E's Stakeholder Council, the MBRRACE Stakeholder Group, NMPA Clinical Review Group, the GMC's patient forum and the Charities' and Service Users Maternity Continuity of Carer Network

We published on our website a review of milestones in Continuity of Carer implementation, and updates on progress towards this model of care.

Following the publication of our seventh position paper [Racial inequalities in maternity care](#) in March 2022 we have set up a process for reviewing our current position papers www.aims.org.uk/campaigning/item/positionpapers and consider what other areas will be important for us to address.

New AIMS Guides

The Publications Team have produced and published the next in a series of AIMS Guides: The AIMS Guide to Giving Birth to Your Placenta.

The AIMS Guide to Twin Pregnancy and Birth was removed from sale in April 2022 after concerns were raised about some of the content. It is being reviewed by a number of topic experts and we hope to reissue it with an appropriate note of errata.

These 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.

Further books in this series are planned or underway including on birth after caesarean, breech birth and homebirth. Future books will provide information on issues which we know are of importance to those using the maternity services and those supporting them.

Birth information

This year the Birth Information Team have worked together to manage the continued updating of existing Birth Information pages on the AIMS website which we endeavour to review on a 2-yearly basis, and the writing of new pages, which are a key openly accessible resource to support maternity service users to make informed decisions.

We have added one new page to the website, Obstetric Violence, and revised and updated a number of pages: Vaginal Examinations in Labour, Ways of Managing your Labour, Medications in Pregnancy, Medications in Breastfeeding and How Accurate is my Due Date. There are also a number of pages currently at various stages in the process; these include Home Birth, Post-Partum Hemorrhage, and Might I Need a Caesarean if my Labour is Induced?

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

AIMS Helpline

The main issue this year has been homebirth suspension, or homebirth “under review” as it is called now, which is very unsettling for women and birthing people. This is being attributed to staff shortages and the after effects of lockdowns. There was a corresponding increase in enquiries about free-birth in 2023. Another significant issue is informed consent, which seems to be routinely ignored. Sometimes the notes will say “consent given” when the woman has no recollection of this. In all our enquiries we aim to empower the person to negotiate the system and make their own decisions about their care.

AIMS Journal

We have continued to produce our quarterly Journal and publish it in open access on our website. The four Journals published were:

The Sound of Violence (Journal Vol. 34, No. 2 June 2022)

<https://www.aims.org.uk/journal/index/34/2>

The theme of this issue was obstetric violence. Obstetric violence can take many forms including neglect, verbal or physical violence, confidentiality breaches, discrimination, and medical procedures being performed under coercion or without informed consent. First hand accounts, reports, and feature articles make clear that many are left feeling violated by acts that are considered normal by everyone else involved.

Once Upon a Birth (Journal Vol. 34, No. 3 September 2022)

<https://www.aims.org.uk/journal/index/34/3>

This Journal dives deep into the archives of remembered and published experiences, uncovering remarkable stories. The pace of change in medicine, technology, social care and communities has accelerated to the point that living memory can take us to times that feel like ancient history. In this edition of the AIMS Journal, we layer remembered stories and retold reflections onto AIMS knowledge, evidence and strength.

Picturing Birth (Journal Vol. 34, No. 4 December 2022)

<https://www.aims.org.uk/journal/index/34/4>

The theme of this issue is the expression of birth experience through the medium of art and the hope was that it would be bursting with the warmth and colour of deeply personal and reflective birth art images. Yet, despite a widely offered invitation to contribute, it appears that for most people, the experience of birth was not a pretty picture. There were just two wonderful images illustrating the original intention, along with some wonderful birth poetry; but the absence of the expected flood of pictures, the very silence, the fear ‘to go there’, the what is *not* in this issue was felt to be equally powerful and to speak volumes.

Dare we say it? Physiological birth (Journal Vol. 35, No.1 March 2023)

<https://www.aims.org.uk/journal/index/35/1>

The March issue of the AIMS Journal explores physiological birth and why it matters, and why physiology-informed care enhances every birth and protects the well-being of the whole family.

All the Journals provided updates from the AIMS Campaigns team on their work over the past few months, which is now a regular section in the Journal.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Social Media

Our social media activity has been hampered by limited volunteer resources, but we now have some new members on the team, and are looking at simplifying the way we schedule posts, as well as involving members of the Campaigns Team to drive engagement with our campaigning activity.

Statistics for the year to 31st March 2023 showed:

- 56,247 Facebook page reach
- 3,380 Facebook page visits
- 22,686 Instagram page reach
- 7,881 Instagram profile visits

AIMS organisation

AIMS was founded in 1960 and became a Charity in 2014.

In 2020 we transitioned to a new structure with trustees taking a more traditional oversight and strategy role, while a small volunteer Management team handles day-to-day decisions and Volunteer support.

In 2022 we further developed the structure with the addition of Team Leads to facilitate the teams delivering different aspects of AIMS work. We also assigned a 'link trustee' to each team to provide informal oversight and improve communication between trustees and other volunteers.

Through the current year we have continued to develop our working practices with the introduction of a new volunteer details form to ensure that all active volunteers are assigned to a role that matches their skills, experience and interests, and a new volunteer agreement to clarify expectations on both sides.

The trustees have built on the output of the strategy workshops held in early 2022 to redefine the AIMS vision, mission, values and the three pillars of work that support delivery of the mission:

- Providing objective, accessible, evidence-based information tailored to the needs of maternity service users and those who support them
- Providing individual support and tools for self-advocacy
- Campaigning and lobbying at national level for the service improvements that we believe are needed

For details see 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 .

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

AIMS AGM

The AIMS AGM was held online on Saturday 1st October 2022. 15 people attended and instead of gathering around a single candle to start the meeting, were encouraged to light their own candles reminding us "that it is better to light a single candle than to curse the darkness".

The business of the AGM followed, with presentation of the Trustees Annual Report and Accounts and the election of trustees.

The formal business of the AGM was followed by a presentation and discussion of the new AIMS strategy and proposed organisational changes as described under 'AIMS Organisation.'

We concluded the meeting with time for a social get together, not the same as the usual AIMS shared lunch, but it was good to have the time just to talk.

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 AIMS to get to know one another.

Four Volunteer meetings were held online this year in April, July and November 2022 and February 2023.

AIMS Workshops

We began planning a programme of online interactive workshops on topics relating to the AIMS Guides or other key topics of interest to birth workers and activists. The first two titles are 'Focusing on Induction of Labour' and 'The Foundation Stones for Supporting the Physiological Process in Pregnancy and Birth.' The first of these was run in April 2023, and we hope to run at least one topic per month, with a mix of daytime and evening sessions.

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £7,970 (2022 - £8,904). The current cost of living crisis and resulting pressure on family finances has meant the loss of a significant number of members. We are very grateful for the increase in donations of £783 to £3,969 (2022 - £3,186).

Publications

Income from sales of books was unfortunately much lower than in the previous year at £7,605 (2022 - £17,114). The AIMS Guide to Safety in Childbirth was published in April 2022 and The AIMS Guide to Giving Birth to your Placenta in March 2023.

Costs

Costs of publications were lower than last year at £9,084 (2022 - £12,669) in line with the lower level of sales of our books.

Support costs were significantly higher than in the previous year at £15,287 (2022 - £8,309), mostly due to almost a full year of salary costs as we recruited a replacement office manager who started work early in the financial year. We continued to hold most of our major meetings online, which helped keep running costs low.

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.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Deficit

Expenditure for the year was greater than income by £11,593, largely due to the decrease in sales of books but also the reduction in membership subscriptions. This must be reversed or the charity will not survive. We are currently looking at fundraising initiatives, including applying for grants, and ways by which we may be able to increase membership income and donations. We have also just started to run online workshops which in addition to providing education on key issues, also generate income, and started to look for funding to make it possible to provide information in other formats and/or languages, increasing our reach and potentially increasing our donor base.

Structure, governance and management

Dr D Chippington Derrick

D V Brassington

Dr N J Higson

R Guirguis

(Resigned 31 May 2022)

R Robertson

(Resigned 1 October 2022)

M Hill

(Resigned 19 August 2022)

J A Klair

(Appointed 18 August 2022)

J Evans

(Resigned 22 April 2022)

K M Graves

(Appointed 1 October 2022)

K M Glenton

(Appointed 17 November 2022)

H Willington

(Appointed 13 March 2023)

We are pleased to have been able to recruit several additional trustees who have brought new skills to the team. Recruitment has been through a mix of advertising using our own and external media, personal contacts, and encouraging volunteers to apply. In the coming year we hope to recruit further trustees and increase the diversity of the board.

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 2023

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 2023, 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 13 September 2021. 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 2023

	Notes	Unrestricted funds 2023 £	Unrestricted funds 2022 £
<u>Income and endowments from:</u>			
Donations and subscriptions	2	11,939	12,090
Charitable activities	3	7,605	17,114
Other trading activities	4	72	312
Other income	5	278	228
Total income		<u>19,894</u>	<u>29,744</u>
<u>Expenditure on:</u>			
Raising funds	6	<u>9,084</u>	<u>12,669</u>
Charitable activities	7	<u>22,403</u>	<u>14,579</u>
Total resources expended		<u>31,487</u>	<u>27,248</u>
Net movement in funds		(11,593)	2,496
Fund balances at 1 April 2022		<u>59,850</u>	<u>57,354</u>
Fund balances at 31 March 2023		<u><u>48,257</u></u>	<u><u>59,850</u></u>

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 2023

	Notes	2023 £	£	2022 £	£
Fixed assets					
Tangible assets	11		-		119
Current assets					
Stocks	12	27,806		27,045	
Debtors	13	3,490		603	
Cash at bank and in hand		23,511		37,811	
		<u>54,807</u>		<u>65,459</u>	
Creditors: amounts falling due within one year	14	<u>(6,550)</u>		<u>(5,728)</u>	
Net current assets			48,257		59,731
Total assets less current liabilities			<u>48,257</u>		<u>59,850</u>
Income funds					
Unrestricted funds			48,257		59,850
			<u>48,257</u>		<u>59,850</u>

The financial statements were approved by the Trustees on

.....
Dr D Chippington Derrick
Trustee

.....
D V Brassington
Trustee

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

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.

In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.

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 2023

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 2023

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	Unrestricted funds
	2023 £	2022 £
Donations and gifts	3,969	3,186
Membership fees	7,970	8,904
	<u>11,939</u>	<u>12,090</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

3 Charitable activities

	Publication sales 2023 £	Publication sales 2022 £
Sales within charitable activities	7,605	17,114

All income from publications sales, talks and workshops is unrestricted for both 2023 and 2022.

4 Other trading activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Sales of merchandise	72	312

5 Other income

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Royalties	225	207
Other income	14	-
Commissions received	39	21
	278	228

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2023	2022
	£	£
Fundraising		
Opening stock of publications	27,045	17,658
Purchases, production and distribution	9,845	22,056
Closing stock of publications	(27,806)	(27,045)
	<u>9,084</u>	<u>12,669</u>

7 Charitable activities

	Charitable Expenditure	Charitable Expenditure
	2023	2022
	£	£
Conference costs	-	1,118
Cost of producing journals	3,775	3,502
	<u>3,775</u>	<u>4,620</u>
Share of support costs (see note 8)	15,287	8,309
Share of governance costs (see note 8)	3,341	1,650
	<u>22,403</u>	<u>14,579</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

8 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Staff costs	8,803	-	8,803	3,381	-	3,381
Depreciation	119	-	119	142	-	142
Administrative expenses	5,801	-	5,801	4,744	-	4,744
Trustees' expenses	238	-	238	-	-	-
Volunteers' expenses	326	-	326	42	-	42
Legal and professional	-	1,961	1,961	-	-	-
Independent examination	-	-	-	-	1,650	1,650
Accountancy	-	1,380	1,380	-	-	-
	<u>15,287</u>	<u>3,341</u>	<u>18,628</u>	<u>8,309</u>	<u>1,650</u>	<u>9,959</u>
Analysed between						
Charitable activities	<u>15,287</u>	<u>3,341</u>	<u>18,628</u>	<u>8,309</u>	<u>1,650</u>	<u>9,959</u>

9 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
	<u>1</u>	<u>1</u>
Employment costs	2023 £	2022 £
Wages and salaries	<u>8,803</u>	<u>3,381</u>

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 2023

11 Tangible fixed assets

	Office equipment £
Cost	
At 1 April 2022	570
At 31 March 2023	570
Depreciation and impairment	
At 1 April 2022	451
Depreciation charged in the year	119
At 31 March 2023	570
Carrying amount	
At 31 March 2023	-
At 31 March 2022	119

12 Stocks

	2023 £	2022 £
Work in progress	-	1,580
Finished goods and goods for resale	27,806	25,465
	27,806	27,045

13 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Other debtors	1,475	20
Prepayments and accrued income	2,015	583
	3,490	603

14 Creditors: amounts falling due within one year

	Notes	2023 £	2022 £
Deferred income	15	160	75
Trade creditors		729	1,974
Accruals		5,661	3,679
		6,550	5,728

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

15 Deferred income

	2023 £	2022 £
Other deferred income	160	75
	<u>160</u>	<u>75</u>

Deferred income is included in the financial statements as follows:

	2023 £	2022 £
Deferred income is included within:		
Current liabilities	160	75
	<u>160</u>	<u>75</u>
	2023 £	2022 £
Movements in the year:		
Deferred income at 1 April 2022	75	1,187
Released from previous periods	(75)	(1,187)
Resources deferred in the year	160	75
	<u>160</u>	<u>75</u>
Deferred income at 31 March 2023	160	75
	<u>160</u>	<u>75</u>

16 Analysis of net assets between funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Fund balances at 31 March 2023 are represented by:		
Intangible fixed assets	-	-
Tangible assets	-	119
Current assets/(liabilities)	48,257	59,731
	<u>48,257</u>	<u>59,850</u>

17 Related party transactions

There were no disclosable related party transactions during the year (2022 - 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, the trustees were reimbursed expenses of £238 (2022: £nil) for fulfilling their duties.

Accounts

Charity registration number 1157845

**ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES
(AIMS)**

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

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 R Robertson J A Klair (Appointed 18 August 2022)
Charity number	1157845
Independent examiner	Azets Audit Services Ashcombe Court Woolsack Way Godalming Surrey GU7 1LQ

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

CONTENTS

	Page
Trustees' report	1 - 6
Independent examiner's report	7
Statement of financial activities	8
Statement of financial position	9
Notes to the financial statements	10 - 18

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2022

The trustees present their report and financial statements for the year ended 31 March 2022.

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)".

The Impact of AIMS

OUR YEAR IN NUMBERS

The Helpline answered 429 queries, 113 by phone and 316 by email. The ten most asked-about issues were, in order: Home Birth, Consent, Induction, Covid-19, The Maternity Services, Coercion and Bullying, Making a Complaint, Birth Supporters and Caesareans.

The Social Media Group was responsible for a Facebook reach of 87,982, and an Instagram reach of 37,321. The single most viewed item was the Facebook post, "AIMS welcomes changes made to the NICE guidelines on inducing labour", made on 4th November.

Birth Information pages on the website were accessed 184,212 times. The most popular pages were: Vaginal Examination in Labour, How Accurate is my Due Date?, Freebirth, Unassisted Childbirth and Unassisted Pregnancy, and Post Partum Haemorrhage.

The Campaigns Group provided detailed submissions to 11 NICE, government and other consultations, wrote substantial reviews of 5 key documents and published 7 position papers. AIMS comments on the draft NICE Induction guideline were accessed over 3000 times.

Between 35 and 40 AIMS members have served as Volunteers during the year.

Public Benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Achievements and performance

AIMS Campaigning

AIMS Campaigns Volunteers have engaged in variety of Campaigning work including input to consultations, reviewing key documents, attending meetings and conferences and reading research, all of which has been documented in reports in each of the four AIMS Journals published this year:

During the pandemic AIMS has continued to play a leading role in the But Not Maternity Alliance with other maternity rights charities, campaigning for the lifting of restrictions on partners/ supporters being admitted throughout the maternity services.

The rapidly evolving situation and changing guidance during the pandemic required us to make frequent updates to the "Coronavirus and your maternity care" webpage www.aims.org.uk/information/item/coronavirus and our template letters for maternity service users to self-advocate for their care needs.

We have maintained our involvement in various maternity service forums and engagement with key stakeholders. For example, we have been participating in the RCM's re:Birth project, NHS-E's Stakeholder Council, the MBRRACE Stakeholder Group and NMPA Clinical Review Group.

We developed a set of position papers intended to provide clear, accessible and up-to-date statements about important issues in the maternity services, what AIMS believes needs to change, what campaigning AIMS is doing and what others can do to help bring about change.

- [Physiology-Informed Maternity Services](#)
- [Decision Making in Maternity](#)
- [Continuity of Carer](#)
- [Obstetric Violence](#)
- [Choice of Birthplace](#)
- [Freebirth](#)
- [Racial inequalities in maternity care](#)

New AIMS Guides

The Publications Team have produced and published the next three in a series of AIMS Guides: The AIMS Guide to Twin Pregnancy & Birth, The AIMS Guide to Giving Birth to Your Baby, and The AIMS Guide to Safety in Childbirth.

These 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.

Further books in this series are planned or underway and the next to be published will be The AIMS Guide to Birthing your Placenta. Future books will provide information on issues which we know are of importance to those using the maternity services and those supporting them.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Birth Information

This year the Birth Information Team have worked together to manage the continued updating of existing Birth Information pages on the AIMS website which we endeavour to review on a 2-yearly basis, and the writing of new pages, which is a key openly accessible resource to support maternity service users to make informed decisions.

We have added two new pages to the website:

- www.aims.org.uk/information/item/whos-who-pregnancy-birth
- www.aims.org.uk/journal/item/induction-birth-information

We have also completely revised and updated the www.aims.org.uk/information/item/vaccination-during-pregnancy page as well as revising the pages on:

- www.aims.org.uk/information/item/choosing-place-of-birth
- www.aims.org.uk/information/item/maternity-rights

AIMS Helpline

The higher than normal level of enquiries to the Helpline due to the Coronavirus pandemic has continued, which imposed a heavy workload on our Helpline team. By informing people of their rights, encouraging and supporting them to write to their local Trusts and Boards, and through our own campaigning efforts, we have been able to help many maternity service users to get the support they needed, to persuade some services to reconsider how they were providing care, and to get some improvements made to the National guidance. This will have benefitted much larger numbers than we are able to reach directly.

Specific issues such as support for homebirth, partner/supporter attendance at antenatal appointments and scans, throughout labour, or to stay after the birth, or to be allowed a second supporter during labours have needed particular attention. This is in addition to our regular work providing people with the information and support they need to make and assert decisions about their care.

Helpline Volunteers also worked on two stories published in 'The Observer': "Fear on the Wards", about the coercive use of the threat of social services referrals, and one on the suspension of support for homebirths.

AIMS Journal

We have continued to produce our quarterly Journal and publish in open access on our website. The four Journals published were:

A Plurality of Births: Languages, Places, Communities (Volume 33 No. 2 June 2021)
www.aims.org.uk/journal/index/33/2

This Journal contained themed articles which explored how communities, based around culture, countries, languages or even just like-mindedness, can be a powerful place to share experiences of pregnancy, birth and parenthood. The same communities can also be extremely marginalised, and face huge obstacles in accessing services with equity and equality.

Decision Making and Consent (Volume 33 No. 3 September 2021)
www.aims.org.uk/journal/index/33/3

If the maternity services in the UK were getting decision making and consent right, then AIMS would have very little to do. This Journal covered: Legal aspects of consenting to treatment; being able to make, and act on, your own decisions about your pregnancy and birth; designing the perfect caesarean birth; thought-provoking birth poetry; spirituality and perinatal decision-making; and much more.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Birth of a pandemic: How we coped (Volume 33 No. 4 December 2021)
www.aims.org.uk/journal/index/33/4

This Journal deals with the Covid-19 pandemic and our experiences of birth and campaigning during that period. It highlights, through personal accounts, the challenges faced by families before, during and after birth, and includes the perspectives of a midwife and of an NCT tutor.

Induction: love's labours lost? (Volume 34 No. 1 March 2022)
www.aims.org.uk/journal/index/34/1

This issue was timed to follow the publication of the new NICE guidelines in November '21, and to acknowledge growing concern about the ever-increasing rate of induction of labour, now standing at 34%. The great range of articles this quarter includes pieces reflecting on this issue, personal accounts of induction, a report on the new guidelines, and a new AIMS information page about induction of labour that will help parents make decisions in anticipation of this being offered.

All the Journals provided updates from the AIMS Campaigns team on their work over the past few months, which is now a regular section in the Journal.

Social Media

This year we implemented some new and hopefully eye-catching styles of branding for posts. This includes the use of themed templates for different types of post and the use of 'carousels' to present longer content.

Coverage for AIMS has been brilliant - thanks mainly to the Campaigns team. Social media activity where AIMS is being tagged in posts, generally talked-about and collaborating with campaigns such as the But Not Maternity alliance continues to put the spotlight on AIMS.

Statistics for the year to 31st March 2022 showed

- 87,982 Facebook page reach
- 3,189 Facebook page visits
- 37,321 Instagram page reach
- 22,724 Instagram profile visits

AIMS organisation

AIMS became a Charity in 2014. Most of the committee became Trustees and continued to be actively involved in the day to day running of AIMS. As AIMS celebrated its 60th Anniversary, the Trustees were keen to ensure we had a robust structure and working practices with a clear vision of AIMS' future.

In 2020 we therefore transitioned to a new structure with Trustees taking a more traditional oversight and strategy role, while a small volunteer Management team handles day-to-day decisions and Volunteer support.

Through the current year we have continued to develop our working practices and approvals processes. All Volunteers have been invited to attend an orientation training session which is designed to give everyone a common understanding of AIMS organisation. We have introduced training for our peer reviewers and social media post approvers who work to ensure that all our written output is consistent with AIMS policies and stated positions.

The Trustees have begun work on developing a comprehensive strategy, with input from Volunteers who attended four strategy workshops in March and April 2022.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

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

AIMS AGM

The AIMS AGM was held on Saturday 4th September on Zoom. 10 AIMS members attended and instead of gathering around a single candle to start the meeting, were encouraged to light their own candles reminding us "that it is better to light a single candle than to curse the darkness".

The business of the AGM followed, with presentation of the Trustees Annual Report and Accounts and the election of Trustees.

The formal business of the AGM was followed by a discussion on the topic of how we can make AIMS current services more supportive of fathers and other partners, introduced with a reading of the recent AIMS Journal article by Scott Mair of PMH Support Introducing PMH Support.

We concluded the meeting with time for a social get together, not the same as the usual AIMS shared lunch, but it was good to have the time just to talk.

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..

3 Volunteer meetings were held online this year in April, July and December 2021.

AIMS 60th Birthday Conference

We had planned to hold a one day conference in Birmingham in June 2020 to celebrate 60 year of AIMS work, in conjunction with hosting the annual ENCA, the European Network of Childbirth Associations conference. This event was postponed twice, due to the pandemic but we reluctantly decided to cancel altogether before we had to pay the balance of the cost to the venue, losing our deposit of £1,118, rather than risking the full amount in what was still a very uncertain situation.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £8,904 (2021 - £10,188).

Publications

Income from sales of books were similar to the previous year at £17,114 (2021 - £17,504) as the release of new titles continued with, the AIMS Guide to Twin Pregnancy & Birth published in April 2021 and The AIMS Guide to Giving Birth to Your Baby in December 2021. The AIMS Guide to Safety in Childbirth was finished just before year end and published in April 2022.

Costs

Costs of publications were lower than last year at £12,669 (2021 - £14,670) in line with the slightly lower level of sales of our books.

Support costs were significantly lower than in the previous year at £8,309 (2021 - £12,738), mostly due to the lower staff costs while we were without an office manager. We continued to hold all our meetings online, which helped keep running costs low.

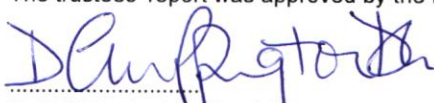
Reserves Policy

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.

Structure, governance and management

E J Ashworth	(Resigned 4 September 2021)
Dr D Chippington Derrick	
D V Brassington	
S I R Ridley	(Resigned 27 June 2021)
Dr N J Higson	
V Henchy	(Resigned 21 May 2021)
R Guirguis	(Resigned 31 May 2022)
R Robertson	
M Hill	(Appointed 7 June 2021 and resigned 19 August 2022)
J A Klair	(Appointed 18 August 2022)
J Evans	(Appointed 17 March 2022 and resigned 22 April 2022)

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



Dr D Chippington Derrick

Trustee

Dated: 13/9/22

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

I report to the trustees on my examination of the financial statements of Association For Improvements In The Maternity Services (AIMS) (the charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Debra Saunders
FCA
Azets Audit Services
Ashcombe Court
Woolsack Way
Godalming
Surrey
GU7 1LQ
United Kingdom

Dated: ..14.September 2022

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted funds 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
<u>Income and endowments from:</u>					
Donations and subscriptions	2	12,090	17,505	6,000	23,505
Charitable activities	3	17,114	19,452	-	19,452
Other trading activities	4	312	320	-	320
Other income	5	228	231	-	231
Total income		29,744	37,508	6,000	43,508
<u>Expenditure on:</u>					
Raising funds	6	12,669	14,670	-	14,670
Charitable activities	7	14,579	11,069	6,000	17,069
Total resources expended		27,248	25,739	6,000	31,739
Net movement in funds		2,496	11,769	-	11,769
Fund balances at 1 April 2021		57,354	45,585	-	45,585
Fund balances at 31 March 2022		59,850	57,354	-	57,354

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 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	11		119		261
Current assets					
Stocks	12	27,045		17,658	
Debtors	13	603		2,384	
Cash at bank and in hand		37,811		41,996	
		<u>65,459</u>		<u>62,038</u>	
Creditors: amounts falling due within one year	14	<u>(5,728)</u>		<u>(4,945)</u>	
Net current assets			59,731		57,093
Total assets less current liabilities			<u>59,850</u>		<u>57,354</u>
Income funds					
Unrestricted funds			59,850		57,354
			<u>59,850</u>		<u>57,354</u>

The financial statements were approved by the Trustees on



Dr D Chippington Derrick
Trustee



D V Brassington
Trustee

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

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.

In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.

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 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 2022

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.

Support costs have been allocated between governance costs and other support, on the basis of time spent.

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

Other 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
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ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible 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	Unrestricted funds	Restricted funds	Total
	2022 £	2021 £	2021 £	2021 £
Donations and gifts	3,186	3,974	-	3,974
Government grants	-	3,343	-	3,343
Membership fees	8,904	10,188	-	10,188
Non-government grant	-	-	6,000	6,000
	<u>12,090</u>	<u>17,505</u>	<u>6,000</u>	<u>23,505</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

3 Charitable activities

	Publication sales 2022 £	Publication sales 2021 £	Talks and Workshops 2021 £	Total 2021 £
Sales within charitable activities	17,114	17,504	1,948	19,452

All income from publications sales, talks and workshops is unrestricted for both 2022 and 2021.

4 Other trading activities

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Sales of merchandise	312	320

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

5 Other income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Royalties	207	63
Commissions received	21	168
	<u>228</u>	<u>231</u>

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
<u>Fundraising</u>		
Opening stock of publications	17,658	12,173
Purchases, production and distribution	22,056	20,155
Closing stock of publications	(27,045)	(17,658)
	<u>12,669</u>	<u>14,670</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

7 Charitable activities

	Charitable Expenditure 2022 £	Charitable Expenditure 2021 £
Conference costs	1,118	-
Cost of producing journals	3,502	2,921
	<u>4,620</u>	<u>2,921</u>
Share of support costs (see note 8)	8,309	12,738
Share of governance costs (see note 8)	1,650	1,410
	<u>14,579</u>	<u>17,069</u>
Analysis by fund		
Unrestricted funds	14,579	11,069
Restricted funds	-	6,000
	<u>-</u>	<u>6,000</u>

Conference costs relate to the non-refundable element of the deposit for the ENCA Conference that was cancelled during the year.

8 Support costs

	Support costs £	Governance costs £	2022 £	Support costs £	Governance costs £	2021 £
Staff costs	3,381	-	3,381	8,025	-	8,025
Depreciation	142	-	142	143	-	143
Administrative expenses	4,744	-	4,744	4,547	-	4,547
Trustees' expenses	-	-	-	23	-	23
Volunteers' expenses	42	-	42	-	-	-
Independent examination	-	1,650	1,650	-	1,410	1,410
	<u>8,309</u>	<u>1,650</u>	<u>9,959</u>	<u>12,738</u>	<u>1,410</u>	<u>14,148</u>
Analysed between Charitable activities	<u>8,309</u>	<u>1,650</u>	<u>9,959</u>	<u>12,738</u>	<u>1,410</u>	<u>14,148</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

9 Employees

The average monthly number of employees during the year was:

2022 Number	2021 Number
1	1
<u>1</u>	<u>1</u>

Employment costs

	2022 £	2021 £
Wages and salaries	3,381	8,025
	<u>3,381</u>	<u>8,025</u>

No employee received total employee benefits (excluding employer pension costs) of more than £60,000 (2021 — none).

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.

11 Tangible fixed assets

	Office equipment £
Cost	
At 1 April 2021	570
At 31 March 2022	<u>570</u>
Depreciation and impairment	
At 1 April 2021	309
Depreciation charged in the year	142
At 31 March 2022	<u>451</u>
Carrying amount	
At 31 March 2022	<u>119</u>
At 31 March 2021	<u>261</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

12 Stocks

	2022 £	2021 £
Work in progress	1,580	1,880
Finished goods and goods for resale	25,465	15,778
	<u>27,045</u>	<u>17,658</u>

13 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Other debtors	20	68
Prepayments and accrued income	583	2,316
	<u>603</u>	<u>2,384</u>

14 Creditors: amounts falling due within one year

	Notes	2022 £	2021 £
Deferred income	15	75	1,187
Trade creditors		1,974	1,684
Accruals		3,679	2,074
		<u>5,728</u>	<u>4,945</u>

15 Deferred income

	2022 £	2021 £
Other deferred income	75	1,187
	<u>75</u>	<u>1,187</u>

Deferred income is included in the financial statements as follows:

	2022 £	2021 £
Deferred income is included within:		
Current liabilities	75	1,187
	<u>75</u>	<u>1,187</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

15 Deferred income

(Continued)

	2022 £	2021 £
Movements in the year:		
Deferred income at 1 April 2021	1,187	1,752
Released from previous periods	(1,187)	(1,752)
Resources deferred in the year	75	1,187
	<u>75</u>	<u>1,187</u>
Deferred income at 31 March 2022	<u>75</u>	<u>1,187</u>

16 Analysis of net assets between funds

	Unrestricted funds 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 31 March 2022 are represented by:				
Intangible fixed assets	-	-	-	-
Tangible assets	119	261	-	261
Current assets/(liabilities)	59,731	57,093	-	57,093
	<u>59,850</u>	<u>57,354</u>	<u>-</u>	<u>57,354</u>

17 Related party transactions

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, the trustees were reimbursed the following expenses for fulfilling their duties:

Type of expenses reimbursed	2022 £	2021 £
Travel expenses	-	-
Out-of pocket expenses	-	23
Journal editing fees	-	-
	<u>-</u>	<u>23</u>

The number of trustees who were reimbursed for expenses was none (2021 - 1)

Accounts

**ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES
(AIMS)**

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

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	E J Ashworth	
	Dr D Chippington Derrick	
	D V Brassington	
	N J Higson	
	R Guirguis	(Appointed 11 September 2020)
	R Robinson	(Appointed 18 November 2020)
	M Hill	(Appointed 17 June 2021)

Charity number	1157845
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Independent examiner	Azets Audit Services Mount Manor House 16 The Mount Guildford Surrey GU2 4HN
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ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

CONTENTS

	Page
Trustees' report	1 - 7
Independent examiner's report	8
Statement of financial activities	9
Statement of financial position	10
Notes to the financial statements	11 - 20

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2021

The trustees present their report and financial statements for the year ended 31 March 2021.

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)".

Objectives and activities

The objects of The Association for Improvements in Maternity Services ("AIMS") are, insofar as the following relate to the 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 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.

AIMS Mission Statement

To clarify AIMS' focus for both volunteers and users of our services, we use the mission statement which was adopted in 2018:

"We support all maternity service users to navigate the system as it exists, and campaign for a system which truly meets the needs of all."

This statement has allowed us to more clearly focus on our objectives, and to communicate them to others.

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.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Achievements and performance

AIMS has been working harder than ever during the first full year of the pandemic. All the sections of the charity have been involved: Campaigning, Publications, Birth Information, Helpline, Journal and Social Media. We have also been working on our own organisational set-up, to ensure that we have a robust structure and working practices with a clear vision of AIMS' future.

AIMS Campaigning

AIMS Campaigns work is now managed by a small Campaigns Steering Group (CSG) which has met on a weekly basis throughout the year. This group has been involved with, and supported, other Volunteers to engage in variety of Campaigning work which has been documented in reports in each of the four AIMS Journals published this year:

www.aims.org.uk/journal/item/campaigns-32-2

www.aims.org.uk/journal/item/campaigns-32-3

www.aims.org.uk/journal/item/aims-campaigns-team-news

www.aims.org.uk/journal/item/aims-campaigns-update-march-2021

During the pandemic AIMS has played a leading role in the But Not Maternity Alliance with other maternity rights charities to lobby for partner attendance to be enabled throughout the maternity services.

AIMS also collaborated with FiveXMore providing the material for their 'Do you know your rights?' campaign giving Black women information on their rights within pregnancy and childbirth.

The CSG has worked closely with the Social Media team to promote awareness of both maternity services issues and AIMS campaigning activities.

New AIMS Guides

The Publications Team have produced and published the first three in a series of AIMS Guides: The AIMS Guide to Resolution After Birth, The AIMS Guide to Induction of Labour and The AIMS Guide to Your Rights in Pregnancy and Birth.

These 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.

We have received excellent feedback on these books and the sales are very encouraging. Further books in this series are planned or underway. These will provide information on issues which we know are of importance to those using the maternity services and those supporting them.

Workshops

AIMS held two online workshops based around the new 'AIMS Guide to Your Rights in Pregnancy & Birth' in November 2020. These included a talk by the principal author of the book and discussions facilitated by several volunteers. Those attending the workshop received a copy of their choice of one of the new AIMS Guides. Both these workshops were sold out and over 70 people attended and included pregnant women, doulas, hypnobirthing teachers, student midwives and an obstetrician. We hope to have many more workshops on a variety of subjects important to AIMS members and the users of our services, in fulfilling our mission, as well as helping to fund our work.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Birth Information

This year has seen the Birth Information Team come together to manage the updating of existing Birth Information pages on the AIMS website which we endeavour to review on a 2-yearly basis, and the writing of new pages, which is a key openly accessible resource to support maternity service users to make informed decisions.

The rapidly changing and evolving situation during the pandemic forced us to take a different approach for some information such as our page "Coronavirus and your maternity care" www.aims.org.uk/information/item/coronavirus which has required updating frequently as guidance on how the coronavirus pandemic may affect pregnant women or people, the care they should be being offered and their options for birth and baby-feeding change, and as we heard specific concerns from those contacting our Helpline.

AIMS Helpline

The Coronavirus pandemic has significantly increased the workload of our Helpline team. By informing people of their rights, encouraging and supporting them to write to their local Trusts, and through our own campaigning efforts, we have been able to help many maternity service users to get the support they needed, to persuade some services to reconsider how they were providing care, and to get some improvements made to the National guidance. This will have benefitted much larger numbers than we are able to reach directly.

Specific issues such as support for homebirth, partner/supporter attendance at antenatal appointments and scans, throughout labour, or to stay after the birth, or to be allowed a second supporter during labours have needed particular attention. This is in addition to our regular work providing people with the information and support they need to make and assert decisions about their care.

AIMS Journal

We have continued to produce our quarterly Journal and publish in open access on our website. The four Journals published were:

Pandemic birth: Women's own stories during Covid-19 (Volume 32 No. 2 June 2020)

www.aims.org.uk/journal/index/32/2

This Journal included accounts from maternity service users and birth workers about the impact of Covid-19 on their experiences of pregnancy and birth.

AIMS at 60: Making a difference, past and future (Volume 32 No. 3 September 2020)

www.aims.org.uk/journal/index/32/3

This Journal reflected on issues from the AIMS Journal over our first six decades, but also looked to our future.

Use of social media in pregnancy and early parenthood (Volume 32 No. 4 December 2020)

www.aims.org.uk/journal/index/32/4

This Journal focused on the different ways in which social media informs people's experiences at this critical time in their lives.

Salutogenesis (Volume 33 No. 1 March 2021)

www.aims.org.uk/journal/index/33/1

The Journal focused on looking at maintaining holistic well-being in contrast to the current medicalised and often pathogenic maternity services view.

All the Journals provided updates from the AIMS Campaigns team on their work over the past few months, which is now a regular section in the Journal.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Social Media

This relatively new Social Media Team has completely changed our social media presence this year, transforming both the quality and quantity of AIMS social media posts. A report of this work was included in the Journal in December www.aims.org.uk/journal/item/aims-social-media

We are now posting regularly on Instagram, Twitter and Facebook, and information for our posts is being provided on a regular basis by Volunteers in other Teams, the CSG in particular enabling the sharing of our Campaigns work. It has also been key in publicising our new books and attracting new Volunteers to join us and make the increased amount of work we are doing possible.

The engagement on AIMS social media in the last quarter of 2020 was such that many posts were reaching record numbers of people. This may have been because the coronavirus pandemic was shaking up maternity services, but the new software tool, image bank and creative expertise in the Social Media Team have come a long way since the beginning of 2020 and we are sure these were major factors too.

Statistics for the last quarter of 2020 (October - December 2020) showed

- 95 individual posts on social media (on 3 channels)
- Highest reach was 22,600 people
- Most shared post was shared 600 times

Developing AIMS organisation for the future

AIMS became a Charity in 2014. Most of the committee became Trustees and continued to be actively involved in the day to day running of AIMS. As AIMS celebrated its 60th Anniversary, the Trustees were keen to ensure we have a robust structure and working practices with a clear vision of AIMS' future.

Volunteers are at the heart of our organisation. We are aware that our ways of working must take account of their needs and other pressures on their time so that every Volunteer can be effective, no matter how much or how little time they are able to give. We have started the transition to a traditional Charity Trustee role where Trustees provide oversight and strategy for AIMS. During the year we advertised for and appointed two new Trustees specifically to this new role.

Proposals for the management and organisation of AIMS were presented at the AGM and discussed with Members and Volunteers. Following this we created a Management Team to handle day-to-day decisions and Volunteer support, freeing the Trustees to concentrate on their new role.

We continue to develop and document our policies. 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. Following drafting and consultation with Volunteers we have now published our "Advertising, Promotion & Endorsement Policy statement" www.aims.org.uk/general/advertising-promotion-endorsement.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Adapting to a digital world

The Covid-19 pandemic resulted in a number of practical challenges for AIMS. As with many other organisations and groups, AIMS was required to respond quickly and adapt accordingly to ensure that we could continue with our work despite the restrictions in place. AIMS has always benefited from the contributions of volunteers who live all across the country and indeed internationally. Most of our volunteers also have to juggle other commitments, such as paid work and family responsibilities. This has meant that getting people together in person has always been a challenge. The 'stay at home' requirement meant that in the short term all of our meetings had to move online. As an organisation we feel we have adapted well to this 'new normal'. We now hold all meetings and social gatherings online, in a virtual space. This has not only resulted in significant cost savings for travel and room hire but we believe that it has also increased engagement from our Volunteers and supported them in balancing other commitments alongside their contributions to the charity. We are continuing to use virtual meetings as far as is practical and appropriate as the national restrictions lift.

The pandemic has fast tracked other changes and adaptations to the way in which we organise ourselves, our systems, processes and how we go about our work. We have worked hard this year to adapt some of our operational systems including how we share files, making use of shared workspaces and our email systems. We believe that these changes, which have been easier to make because of the need for everyone to work more 'remotely', will also have more long term benefits. We believe they will help to future proof our charity by expanding our capabilities and supporting our digital preparedness. As with many others, we predict that these kinds of technologies and tools will be increasingly important for people and will become part of what is expected from us by the individuals who work for and volunteer for AIMS.

AIMS AGM

The AIMS AGM was held on Saturday 3rd October on Zoom. 27 AIMS members attended and instead of gathering around a single candle to start the meeting, reminding us "that it is better to light a single candle than to curse the darkness", it was lovely to have many of the group light their own candles.

The business of the AGM followed, with presentation of the Trustees Annual Report and Accounts and the election of Trustees. We then had a very constructive and useful discussion about the new working structure. The principal authors of the three new AIMS Guides each gave a short presentation of their books, the new Journal editor team introduced themselves and their plans for future AIMS Journals, and the Campaign Steering Group explained their work and how other Volunteers could get involved. We concluded the meeting with time for a social get together, not the same as the usual AIMS shared lunch, but it was good to have the time just to talk.

AIMS Volunteer meetings

Two Volunteer meetings were held online this year in December 2020 and February 2021. These have been well attended and supported and we now plan to run these events every two to three months, enabling shared understanding of different aspects of AIMS work and for Volunteers to meet and get to know others.

We are including presentations from, and discussion led by, different teams. These discussions are vital to providing direction to the work of each of the teams, recruiting new volunteers to the teams, and to developing cross team communication and helping us all to work together.

We have established a regular 'Volunteers' Soapbox' at these meetings, enabling discussion of one or two topics. This is an important aspect to gaining a shared understanding of concerns and viewpoints of our Volunteer and the wider maternity community.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Financial review

Income

Members' subscriptions and book sales continue to provide the backbone of our funding. Subscriptions raised the sum of £10,188 (2020 - £9,535). In addition this year we were very fortunate to receive grant funding of £6,000 from the Big Lottery as one of the partner organisations in the Safer Together Project, funded by the Coronavirus Community Support Fund, with the object of improving maternity outcomes for disadvantaged women and girls from Black, Black British and minority ethnic communities in the UK.

Publications

Income from sales of books was much higher than the previous year at £17,504 (2020 - £11,828) due to the publication of the new titles, the AIMS Guide to Resolution After Birth, published in March 2020, closely followed by the AIMS Guide to the Induction of Labour in June and the AIMS Guide to Your Rights in Pregnancy and Birth in November 2020. The publication of the Rights book was launched with a series of workshops which earned £1,948.

Costs

Costs of publications were higher than last year at £14,670 (2020 - £8,802) in line with the higher level of sales of our books.

Support costs were down from the previous year at £12,738 (2020 - £18,465), mostly due to the lower cost of holding all our meetings online, which eliminated venue hire and travel expenses.

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.

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks, including the impact of COVID-19 on activities and operations. The financial impact has been minimal and the charity continues to monitor the effect closely.

Structure, governance and management

The Association is a Charity Incorporated Organisation (CIO), governed by a constitution dated 16 June 2014.

The trustees who served during the year and up to the date of signature of the financial statements were:

E J Ashworth

Dr D Chippington Derrick

D V Brassington

S I R Ridley

(Resigned 27 June 2021)

V A Hatton

(Resigned 30 July 2020)

N J Higson

V Henchy

(Resigned 21 May 2021)

R Guirguis

(Appointed 11 September 2020)

R Robinson

(Appointed 18 November 2020)

M Hill

(Appointed 17 June 2021)

Trustees may also be co-opted by the Trustees at any time. By the terms of the constitution, no trustee may be a qualified member of any medical profession including doctor, midwife, nurse or health visitor.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

Trustees are regularly informed of the responsibilities of their role. Training is provided to trustees and other volunteers, such as those who answer helpline calls or emails.

We have developed training on GDPR and are developing our Handbook which provide guidance on different areas of AIMS work.

There were no serious incidents or other matters such that the trustees should have reported to the Charities Commission, but have not done so.

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

Dr D Chippington Derrick

Trustee

Dated: 1 September 2021

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

I report to the trustees on my examination of the financial statements of Association For Improvements In The Maternity Services (AIMS) (the charity) for the year ended 31 March 2021.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.

Robert Southey
FCA
Azets Audit Services
Mount Manor House
16 The Mount
Guildford
Surrey
GU2 4HN
United Kingdom

Dated: 10 September 2021

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £
<u>Income and endowments from:</u>					
Donations and subscriptions	2	17,505	6,000	23,505	12,444
Charitable activities	3	19,452	-	19,452	11,828
Other trading activities	4	320	-	320	178
Other income	5	231	-	231	658
Total income		37,508	6,000	43,508	25,108
<u>Expenditure on:</u>					
Raising funds	6	14,670	-	14,670	8,802
Charitable activities	7	11,069	6,000	17,069	22,934
Total resources expended		25,739	6,000	31,739	31,736
Net movement in funds		11,769	-	11,769	(6,628)
Fund balances at 1 April 2020		45,585	-	45,585	52,213
Fund balances at 31 March 2021		57,354	-	57,354	45,585

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 2021

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	12		261		404
Current assets					
Stocks	13	17,658		12,173	
Debtors	14	2,384		4,030	
Cash at bank and in hand		41,996		33,612	
		<u>62,038</u>		<u>49,815</u>	
Creditors: amounts falling due within one year	15	<u>(4,945)</u>		<u>(4,634)</u>	
Net current assets			57,093		45,181
Total assets less current liabilities			<u>57,354</u>		<u>45,585</u>
Income funds					
Unrestricted funds			57,354		45,585
			<u>57,354</u>		<u>45,585</u>

The financial statements were approved by the Trustees on 1 September 2021

Dr D Chippington Derrick
Trustee

D V Brassington
Trustee

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

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.

In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.

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 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. There was a single restricted fund for the grant received from The National Lottery Community Fund, to improve the lives of disadvantaged women and girls from Black, black British and minority ethnic communities in the UK.

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 2021

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.

Support costs have been allocated between governance costs and other support, on the basis of time spent.

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

Other 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 Intangible fixed assets other than goodwill

Intangible fixed assets are stated at cost, less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended by management.

Intangible fixed assets are amortised over the expected useful economic life of 4 years.

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

(Continued)

1.7 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
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1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible 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.

1.9 Stocks

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

1.10 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.

1.11 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.

1.12 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.

1.13 Creditors

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

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

2 Donations and subscriptions

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2021 £	2021 £	2021 £	2020 £
Donations and gifts	3,974	-	3,974	2,643
Government grants	3,343	-	3,343	266
Membership fees	10,188	-	10,188	9,535
Non-government grant	-	6,000	6,000	-
	<u>17,505</u>	<u>6,000</u>	<u>23,505</u>	<u>12,444</u>

3 Charitable activities

	Publication sales	Talks and Workshops	Total 2021	Publication sales
	2021 £	2021 £	£	2020 £
Sales within charitable activities	<u>17,504</u>	<u>1,948</u>	<u>19,452</u>	<u>11,828</u>

All income from publications sales, talks and workshops is unrestricted for both 2021 and 2020.

4 Other trading activities

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Sales of merchandise	<u>320</u>	<u>178</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

5 Other income

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
Royalties	63	189
Commissions received	168	469
	<u>231</u>	<u>658</u>

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2021 £	2020 £
<u>Fundraising</u>		
Opening stock of publications	12,173	9,297
Purchases, production and distribution	20,155	11,448
Closing stock of publications	(17,658)	(12,173)
Support costs	-	230
	<u>14,670</u>	<u>8,802</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

7 Charitable activities

	Charitable Expenditure 2021 £	Charitable Expenditure 2020 £
Cost of producing journals	2,921	3,349
Share of support costs (see note 8)	12,738	18,235
Share of governance costs (see note 8)	1,410	1,350
	<u>17,069</u>	<u>22,934</u>
Analysis by fund		
Unrestricted funds	11,069	22,934
Restricted funds	6,000	-
	<u>17,069</u>	<u>22,934</u>

8 Support costs

	Support costs £	Governance costs £	2021 £	Support costs £	Governance costs £	2020 £
Staff costs	8,025	-	8,025	9,544	-	9,544
Depreciation	143	-	143	306	-	306
Administrative expenses	4,547	-	4,547	5,560	-	5,560
Trustees' expenses	23	-	23	2,225	-	2,225
Volunteers' expenses	-	-	-	830	-	830
Independent examination	-	1,410	1,410	-	1,350	1,350
	<u>12,738</u>	<u>1,410</u>	<u>14,148</u>	<u>18,465</u>	<u>1,350</u>	<u>19,815</u>
Analysed between						
Fundraising	-	-	-	230	-	230
Charitable activities	12,738	1,410	14,148	18,235	1,350	19,585
	<u>12,738</u>	<u>1,410</u>	<u>14,148</u>	<u>18,465</u>	<u>1,350</u>	<u>19,815</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

9 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
	1	1
	<u>1</u>	<u>1</u>
Employment costs	2021	2020
	£	£
Wages and salaries	8,025	9,544
	<u>8,025</u>	<u>9,544</u>

No employee received total employee benefits (excluding employer pension costs) of more than £60,000 (2020 — none).

10 Taxation

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

11 Intangible fixed assets

	Website £
Cost	
At 1 April 2020 and 31 March 2021	6,050
	<u>6,050</u>
Amortisation and impairment	
At 1 April 2020 and 31 March 2021	6,050
	<u>6,050</u>
Carrying amount	
At 31 March 2021	-
	<u>-</u>
At 31 March 2020	-
	<u>-</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

12 Tangible fixed assets

	Office equipment £
Cost	
At 1 April 2020	570
At 31 March 2021	570
Depreciation and impairment	
At 1 April 2020	166
Depreciation charged in the year	143
At 31 March 2021	309
Carrying amount	
At 31 March 2021	261
At 31 March 2020	404

13 Stocks

	2021 £	2020 £
Work in progress	1,880	1,388
Finished goods and goods for resale	15,778	10,785
	17,658	12,173

14 Debtors

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	68	1,511
Prepayments and accrued income	2,316	2,519
	2,384	4,030

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

15 Creditors: amounts falling due within one year

	Notes	2021 £	2020 £
Deferred income	16	1,187	1,752
Trade creditors		1,684	971
Accruals		2,074	1,911
		<u>4,945</u>	<u>4,634</u>

16 Deferred income

	2021 £	2020 £
Arising from event income	<u>1,187</u>	<u>1,752</u>

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 April 2020 £	Incoming resources £	Resources expended £	Balance at 31 March 2021 £
National Lottery Community Fund	<u>-</u>	<u>6,000</u>	<u>(6,000)</u>	<u>-</u>

During the year, the charity was awarded a grant totalling £6,000 from The National Lottery Community Fund in order to deliver the Coronavirus Community Support Fund to improve the lives of disadvantaged women and girls from Black, black British and minority ethnic communities in the UK. The project was delivered in full during the year.

18 Analysis of net assets between funds

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £
Fund balances at 31 March 2021 are represented by:				
Intangible fixed assets	-	-	-	-
Tangible assets	261	-	261	404
Current assets/(liabilities)	57,093	-	57,093	45,181
	<u>57,354</u>	<u>-</u>	<u>57,354</u>	<u>45,585</u>

ASSOCIATION FOR IMPROVEMENTS IN THE MATERNITY SERVICES (AIMS)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) *FOR THE YEAR ENDED 31 MARCH 2021*

19 Related party transactions

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, the trustees were reimbursed the following expenses for fulfilling their duties:

Type of expenses reimbursed	2021 £	2020 £
Travel expenses	-	2,225
Out-of pocket expenses	23	-
Journal editing fees	-	2,200
	<u>23</u>	<u>4,425</u>

The number of trustees who were reimbursed for expenses was 1 (2020 - 7)