The Iolanthe Midwifery Trust
Trustees' Report
for the year ended 31 March 2011

Cathy Warwick, General Secretary of the Royal College of Midwives (RCM), joined Professor Billie Hunter, chair of the Iolanthe trustees, to present awards to 2010 winners Sarah Norris, Louise Randall, Jane Cross and Jude Davis. The ceremony was held in Cardiff in September 2010 and was generously supported by the RCM UK Board for Wales.
The Iolanthe Midwifery Trust

Legal and Administrative Information
Charity name: The Iolanthe Trust
Working name: The Iolanthe Midwifery Trust
Charity registration number: 287283
Address: PO Box 59215
London
NW3 9FA

Patron
Baroness Cumberlege

Trustees
Dr Helen Cheyne, MSc PhD RGN RM Chair
Mrs Celina Eves, MBA RM RGN DMS Vice chair
Dr Billie Hunter, BNurs PhD RN RM
Mrs Jean Davies, MSc RN RM
Mr Richard Donaldson, FCIBS ACIB Financial Trustee
Dr Vanora Hundley, BN MSc PhD RGN RM
Dr Luke Zander, FRCGP
Dr Ruth Deery, BSc PhD RGN RM ADM
Mrs Susan Eardley
Ms Gillian Brasse appointed 2 November 2010
Mr James Watt resigned 2 November 2010

Executive Director
Elizabeth Duff, who can be contacted at the above address.

Independent Auditors
Linn Maggs Goldwin
Vintage Yard
59-63 Bermondsey Street
London SE1 3XF

Bankers
Adam & Company plc
22 King Street
London SW1Y 6QY

Investment advisers
Adam & Company Investment Management Limited
22 Charlotte Square
Edinburgh EH2 4DF

Solicitors
Hempsons
Hempsons House
40 Villiers Street
London WC2N 6NJ
Compliance with Recommended Practice

The Trustees are pleased to present their report together with the independently audited financial statements of the charity for the year ended 31 March 2011.

Legal and administrative information is set out on page 1 of the financial statements, which comply with current statutory requirements, including the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in March 2005), and are also accessible on the Charity Commission website.

Structure, Governance and Management

Governing document
The Iolanthe Midwifery Trust was formed by a declaration of Trust on 16 June 1983 executed by the Central Midwives Board and the Trustees, and was registered as a charity on 20 June 1983. The Trust Deed establishes the objects and powers of the charity under which it is governed.

Management and governance arrangements
The Trust deed provides for a minimum of eight and maximum of ten Trustees. Were there a requirement for new Trustees, these would be identified and appointed by the remaining Trustees. The chair of Trustees is responsible for the induction of any new Trustee which involves awareness of a Trustee’s responsibilities, the governing document, administrative procedures, and the history and philosophical approach of the charity. A new Trustee would receive copies of the previous year’s annual report and accounts.

All Trustees give freely of their time and receive no remuneration. Details of Trustee expenses are provided in the accounts. A ‘Code of conduct’ for trustees and a declaration of any conflicts of interest were introduced in 2008, and are updated annually. In addition, a page on governance issues has been included on the website which explains the above actions and makes available links to the Trust’s annual reports and the audited accounts from the Charity Commission website.

Risk management
The Trustees annually review the risks that the charity faces. To date these have mainly related to investment management and have been partially ameliorated by diversified portfolio management and the services of professional investment managers.

At the March 29 Trustees’ Meeting, the trustee with responsibility for legal matters, Judge Gillian Brasse, gave her opinion on the possible need for trustees to insure against claims for vicarious liability for actions associated with work for the charity. She gave a brief explanation of the area in law, explaining liability in tort and in contract, but advised that, as the charity owns no premises, employs no contracted staff and provides no services, there is only a small and acceptable risk of such a problem arising.

Gillian Brasse also assisted the trustees with the revision of the documents which are signed by award-winners on acceptance of each award, to ensure that the requirements and obligations are clearly set out and understood.

The Board of Trustees
There was a full complement of 10 trustees, including six midwives, in post throughout the 2010-11 period. Details of all trustees are found on the website at www.iolanthe.org

Meetings
There were two full Trustees’ meetings held during the year, in November 2010 (including the AGM) and March 2011, and also two meetings of the Finance Sub-Committee.
In November 2010, at the AGM, Professor Billie Hunter stood down from her role as chair after a maximum four-year term. Dr Helen Cheyne, the vice-chair, was elected to take her place, and Mrs Celina Eves was elected vice-chair.

Mr James Watt, legal trustee, who had been a founding trustee of the charity in 1983, decided to retire from the Board at the same time. Judge Gillian Brasse was welcomed to take over his role, and a celebratory luncheon was hosted by Adam & Company to mark his valued contribution to the work of the Trust over 27 years. The luncheon was attended by the patron, Baroness Cumberlege, and a number of past trustees.

**Strategy**
The Finance Sub-Committee (FSC) met in October 2010 and February 2011 to discuss financial strategy. The economic environment has remained challenging. However, the combination of investment income and donations enabled the charity’s activities to continue, as in the previous two years, on a restricted basis but still offering annual awards to midwives and students.

At the Annual General Meeting, held on 2 November 2010, the re-appointment of Linn Maggs Goldwin as auditors for the Trust for the year to 31 March 2011 was unanimously agreed.

The Trust received £1,500 from the Midwives Information & Resource Service (MIDIRS) to support the student awards, which was much appreciated. MIDIRS representatives were invited to the ceremony when the awards were presented to the winners.

The trustees always strive to maintain links and good relations with other key midwifery organisations, in order to maximise opportunities of mutual benefit. In addition to the collaboration with MIDIRS, which has led to the Trust receiving financial and promotional assistance, there were discussions held during the year with the Director of Learning, Research & Practice Development at the Royal College of Midwives (RCM). There are possibilities for future combined action, or the RCM again co-hosting an event where the awards can be presented.

**Objectives and activities**
The objects of the Trust are to advance and promote training, education, professional development and research in the field of Midwifery and to disseminate information about the research findings or other activities funded by the Trust. This is achieved by making financial awards to appropriate individuals, who then report back to the trustees on the success of their projects. Such reports are posted on the charity’s website and the award winners often publish articles in the midwifery press or present their findings at conferences. Thus the value of the activity is maximised and the Trust’s contribution is made known.

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to public benefit when reviewing the Trust’s aims and objectives and planning future activities and awards.

The Trust carries out these objects by:

- financing awards to student midwives, so that they can gain additional professional experience, such as alternative clinical placements

- financing awards and fellowships to individuals undertaking professional development, education or research where the area of interest furthers the objects of the charity;

By focussing on these areas, we achieve our strategic priorities of promoting and improving the care of mothers, babies and families through advancing and promoting the development of midwifery education, practice and research.
Procedures and policy for grant making

The Trust deed gives the Trustees the power to apply the funds to further the charitable objects. Our Awards fund student and qualified midwives to undertake further study and development, with the aim of improving the care of mothers, babies and families. Any private benefit received by individuals is purely incidental to the objects of our work.

The Trust invites applications for its awards from the midwifery profession by promoting the opportunity via electronic newsletters, email groups, and its own website. We make every effort to ensure midwives and students have access to information about the awards and the application process.

Applications are assessed against regularly reviewed criteria, by an Awards Panel of experienced academics and clinicians drawn from the Trustees. Selection is based on merit, in order to ensure that best use is made of Trust funds. Ability, professional potential and a commitment to improving the quality of maternity care are the primary factors that are taken into consideration.

There are three special awards, established following a major donation in memory of a significant midwife who has died. In these cases, the criteria are amended slightly to reflect the particular interests of the midwife after whom the award is named.

Where an application involves a research project, attention to ethical issues must be demonstrated. All applicants must be midwives who are currently registered with the UK Nursing and Midwifery Council. Other factors such as ethnicity, gender, age, sexual orientation and religion are not taken into account. The recommendations of the Awards Panel are reported to the Trustees at the spring meeting, and the amount of funding agreed. During the assessment process in 2011, trustees suggested that it may be time to revisit the criteria in the light of some changes observed in the types of applications received. Therefore it was decided to carry out a review during 2011-2012.

The progress of award holders is monitored by the submission of an End of Award Report. All Award holders are expected to acknowledge the support of the Trust in any presentations or publications. The activities of Award holders, including their final reports, are disseminated to the public via the Trust’s website.

Awards and achievements

The number of applicants for the annual awards increased substantially, in comparison to recent years, with far more midwives submitting applications and about the same number of students.

Professor Billie Hunter, chair of the trustees at the time of the selection of award winners, said, ‘We had, as usual, a hard task in selecting winners from a field of applicants working to a very high standard. These winners were the top of a very impressive list of candidates. The trustees congratulate the award winners and commend all who applied, for their efforts and dedication to midwifery.’
Just over £13,000 was allotted in grants, as follows:

**IOLANTHE STUDENT AWARDS**

- Alison Norris, University of Leeds, for a three-week work placement in a rural community health centre in Bhotechaur village, Nepal
- Laura Bridle, University of Surrey, who will also go to Nepal, visiting and assisting at a birthing centre in Kathmandu for four weeks
- Louise Randall, Oxford Brookes University, for a one-month internship at the Mercy Maternity Centre and its outreach clinics in Davao, the Philippines
- Dawn Barrowclough, University of Huddersfield, who will spend time at the St John of God Hospital in Perth, Australia, exploring normality of care for women with complex needs
- Julie Carr, University of Greenwich, to help her undertake a Diploma in Integrated Therapies for Childbirth, including studies in nutrition, homeopathy and reflexology
- Carrie Shutt, University of Hertfordshire, who plans to spend six weeks at the Kisiizi Hospital, in rural south-west Uganda, working in the hospital, community and midwifery school.

**IOLANTHE MIDWIFE AWARDS:**

- Jude Davis, Bronglais Hospital, Aberystwyth, who plans to organise two waterbirth study days for her colleagues with the aim of expanding access to this option for women. *Jude also won the Ann Stewart Award for commitment to midwifery practice*
- Rajshree Seewoosurran, Basildon & Thurrock University Hospital, who is studying for an MSc in Advanced Midwifery Practice at Anglia Ruskin University
- Joselle Wright, Sandwell & West Birmingham Hospital, for her doctorate in health science, University of Nottingham, on Afro-Caribbean women’s experiences of antenatal care
- Allison Farnworth, of Newcastle University, who will be assisted with the 1st year of her PhD research into the impact on women’s experiences of early pregnancy loss
- Dr Anna Brown, University of Surrey, who will carry out focus groups, as part of an action research study into teaching/assessing empathy and sensitivity on the labour ward. *Anna also received the Dame Rosalind Paget award for progressing practice though holistic care*
- Sarah Norris, studying for a PhD at Swansea University on teaching normality in a clinical setting, who is undertaking two courses on qualitative interviewing and analysis.
The IOLANTHE TRICIA ANDERSON AWARD:

- Jane Cross, of the University of the West of England, who is creating ‘optimal fetal positioning T-shirts’, as a visual teaching aid in antenatal education for women.

Award winners for 2011 were selected at a Trustees’ meeting in March 2011, immediately before the end of the financial year. As winners had not yet formally accepted their awards at that time, these will be presented in more detail in the 2011-2012 report.

The present Iolanthe Research Fellow, midwife Julie Wray, completed and submitted her doctoral thesis on postnatal care towards the end of 2010. However, the trustees agreed that, in view of the continuing financial constraints on Trust expenditure no further Research Fellowship would be awarded for the time being.

Fund-raising and awareness-raising

To encourage electronic giving, an arrangement with Virgin Money Giving was established, which has facilitated donations, especially for those supporting runners in the London Marathon.

Seven runners ran for the Trust in the Virgin London Marathon and each raised well over £1,000 by sponsorship and related events, for which the Trustees are very grateful indeed. The total of donations amounted to over £11,000.

The awards to winners were presented at a very successful event, hosted by the Royal College of Midwives (RCM) UK Board for Wales, in Cardiff. Cathy Warwick, the General Secretary of the RCM, presented the certificates. The chair of the Trustees, Professor Billie Hunter, gave the Sandy Fyfe Memorial Lecture, on a topic of midwifery history in Wales, which was enthusiastically received by the audience.

Website and communications

The Trustees continue to be very highly appreciative of the work of Trustee Dr Vanora Hundley for maintenance and other input to the website. It is well used by midwives and students for information about the awards and the trust’s other activities. A plan to update and improve the website is currently in hand to make it even more accessible and appropriate for dissemination about the aims of the trust and outcomes of our awards.

Dr Hundley added to her illuminating interviews with Trustees by talking to James Watt, whose long experience as a Trustee ended during the year when he stepped down. She asked him: ‘What will you miss most about being a Trustee?’ and he replied promptly, ‘The company of the midwives and the discussion that the midwives have each year about the awards. For the outsider that is very interesting – hearing midwives discuss the profession of midwifery is an education in itself!’

Financial review

During the financial year the asset base of the Trust increased by £26,120 to £563,185. The Trust holds the majority of its funds in equities and fixed interest stocks, and the recovery in the stock market has confirmed the Trustees’ belief in the long-term potential for growth in both the capital and income through carefully selected equities.

Expenditure on charitable activities totalled £23,198 during the year, including grants awarded of £13,108 (this total was allocated, but three midwives requested extensions for their projects so £2,975 of it was not paid before 31 March 2011).
**Investment policy**

The Investment Managers have been set the target of growing the Trust’s Capital base whilst continuing to provide income to support the Trust’s charitable works. The Trustees had set a target to achieve capital growth of circa £100,000 per annum and an asset base of £1,000,000 by 2016. In the current economic circumstances, this is likely to need revision downwards and will be reviewed by the trustees with their financial advisers.

The investment strategy remains conservative and ethical and specific exclusions are those companies producing formula milk, tobacco and munitions.

**Reserves policy**

The Trust Deed requires the Trustees to use the income of the Trust in promoting its objects. It also gives permission for the capital to be used.

The use of the Trust’s reserves is therefore wholly at the discretion of the Trustees, with no particular level of reserves required to be maintained.

**Future plans**

The financial situation of the Trust is such that its work can and will continue, but on a limited basis for the time being. Great care is being taken by the Trustees, Director and financial advisers to ensure that expenditure on administration is kept to a minimum, and award winners are carefully selected to be those who will contribute most effectively to the care of women and babies, as well as being likely to enhance and promote the reputation of the charity.

The Trustees are grateful for the prudent management of the investment portfolio by Adam & Company, which has enabled them to continue to help midwives through a difficult year. Advice received from the auditors, Linn Maggs Goldwin, has also been helpful and is much appreciated.

We fully intend to carry on holding annual award presentation ceremonies, usually accompanied by a symposium of appropriate speakers, because of their considerable professional value and important awareness-raising function, but we will be seeking external support to host or fund these whenever possible.

**Statement of Trustees’ responsibilities**

Charity law requires the Trustees to prepare financial statements for each financial year which show a true and fair view of the state of affairs of the charity and of its financial activities that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any departure disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity will continue on that basis;
- prepare financial statements that show a true and fair view.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 1993. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.
Members of the Trustee Board

Members of the Trustee Board, who served during the year and up to the date of this report, are listed at the beginning of this report and also set out on the ‘Who are the Trustees?’ page of the website www.iolanthe.org.

In accordance with charity law, we certify that:

- So far as we are aware, there is no relevant audit information of which the charity’s auditors are unaware; and
- We have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity’s auditors are aware of that information.

Approved by the Trustees and signed on their behalf on 1 November 2011.

Dr Helen Cheyne
Chair of Trustees