



# The Royal College of Midwives

Annual Review 2018



THE ROYAL  
COLLEGE OF  
MIDWIVES



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2019-2023



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# 5 year strategy 2019-2023



## A message from CEO Gill Walton



**2018** was my first full year as CEO and General Secretary and the annual report makes me incredibly proud of our RCM and the RCM team who support each and every one of our members. The most important thing about the RCM is the members and they all inspire us to be the best that we can be.

One of the first things I set out to do last year was listen, the Big Conversation and little conversations with members gave us a real sense of direction. We met you at workplace meetings and branch events, and you spoke to us through our online survey, through Facebook and Twitter – we heard you. Our 2013–2018 strategy came to an end last year, we took on your feedback and used it to shape the 2019 strategy and goals to guide us for the next 5 years.

Going forward the vision is simple; strengthen the midwifery and MSW voice, locally, national and internationally. We have a clear direction from our members and set by our board to focus the work of the RCM.

We hope that members have already seen impact from RCM, influencing on behalf of them and for the interest of women and families. We are passionate about taking on and driving your feedback in to real tangible action.

The RCM is spreading the focus of safety, partnership and leadership which has already ensured some clear successes for more midwives, better pay and embedding of the Caring for you Campaign. We have also grown our partnerships with other royal colleges and parent organisations through 'One Voice' and launched the career framework and focus on leadership development for all.

“The RCM will support you in practice, in education, in research and in all the places midwives and MSWs work.”

There is a true sense of belonging among our community and this report is a true celebration of everything we have achieved and pushed forward to better our profession together.

# Strategic goals and objectives

Our members are at the heart of the RCM and all strategic goals and objectives are formed with them in mind. It is our responsibility, as the board, to provide long-term vision, ensure clarity of purpose, and protect the reputation and values of the RCM. Together we want to achieve excellence, innovation and leadership in the care of pregnant women, their babies and families.

*RCM Board*

## Our RCM



### Promoting

We are the UK's only professional organisation and trade union led by midwives for midwives and the maternity teams that support them.



### Supporting

We promote midwifery, high-quality maternity services and professional standards. We strive to support all our members both individually and collectively across all four UK countries.



### Influencing

Influencing on behalf of our members and for the interests of women and families remains our top priority.

## Goals and objectives 2013–2018

Our 2013–18 strategy came to an end last year and we're excited to set new goals for 2019 onwards. First, let's take a look at what we've achieved over the past five years.

### Goal One

*Promote high-quality maternity services and professional standards. Lead the future of midwifery.*

- Define what it means by high-quality maternity services, setting the professional standards that impact the care of women, babies and families.*
- Continuously scope and redefine the future of midwifery to ensure it is well placed in contemporary society.*

### Goal Two

*Influence on behalf of our members and in the interest of the women and families for whom they care.*

*Strengthen and continue to develop our profile, engagement, working practices, resources and responsiveness in a creative and innovative way. Create meaningful relationships with key stakeholders and policy makers.*

### Goal Three

*Ensure products and services meet the particular needs of our members.*

*Actively and creatively engage with members and prospective members to understand their needs, develop relevant and appropriate high-quality products and services, and measure their impact and effectiveness.*

### Goal Four

*Support and represent our members individually and collectively in their respective countries.*

*Develop capacity and capability to ensure that appropriate resources are future-proofed for the support and representation of all our members.*

### Goal Five

*Ensure our future growth and sustainability as an innovative, adaptive and responsive organisation.*

*Have the income to deliver on our strategic plan and ensure the future sustainability of the organisation.*

### Goal Six

*Be an exemplary organisation and employer.*

*Through our performance, reputation and success demonstrate that we are a leading trade union and professional organisation.*





## Goal One

Promote high-quality maternity services and professional standards.  
Lead the future of midwifery.

# High-quality maternity services and the future of midwifery

We are thought leaders on high-quality maternity services and in 2018 provided the following contributions:



## — INFLUENCE —

Guidance for midwives supporting victims of domestic violence to have anonymity on the electoral roll.

As a direct result of lobbying, Scotland has had assurances about **retention and increase of the bursary for educating student midwives.**

Wales has committed to retaining the bursary for another year.

CIRCULATED TO  
**650**  
MPs

We briefed MPs ahead of a parliamentary debate about the **detrimental effect of Brexit on its members and on staff shortages in the NHS.**

Secretary of State in England

PLEDGED TO INCREASE  
MIDWIFE NUMBERS BY **3,000**

attributing his decision to longstanding RCM evidence and lobbying.

## Goal One

Promote high-quality maternity services and professional standards. Lead the future of midwifery.



## Jointly published reports and partnerships

Contributed to a ministerial roundtable on FGM that resulted in Government commitment to support **six clinics in England for FGM survivors**

RCM Chief Executive gave evidence to the House of Commons Health and Social Care committee inquiry into the **'First 1,000 Days'**

RCM contributed to and influenced the development of a **national MSW competency and education framework** in England

Produced the **WHELM** study which explored the impact of midwife shortages on those working in maternity services

**One Voice** collaboration with RCOG, RCPCH, Sands and NCT among other user and family organisations

Partnered with RCOG on the **'Each Baby Counts'** safety initiative.

## The future of midwifery in contemporary society

We actively engaged, influenced and challenged where necessary, the implementation of National Maternity policies. **We wrote to all 44 Maternity Systems in England outlining our position on maternity transformation and offered support.** We also held a UK leaders forum with presentations from all four chief midwives on policy implementation.



## Publications and outreach

'**State of Maternity Services Reports**' for England, Scotland, Wales and Northern Ireland

Guidance for **'Facilitating women's choices'**

Publication of **'Midwifery in Scotland into the 2020s'**

Launched **'Blue Top' guidance**, commissioned to the University of Nottingham

Launched a **Career Framework** for midwives, MSWs and student midwives to understand and support their career options and aspirations

We updated and disseminated our **Infant Feeding and Continuity of Carer RCM Position Statements** and produced a new position Statement on **Baby Boxes in Scotland.**



## 2019 Year of the Leader

Recognising that if the RCM is to bring about sustainable change in maternity services and create good working environments for midwives and MSWs, strong and effective leadership is needed. We announced 2019 as 'Year of the Leader' and committed to creating a new leadership offering by the close of 2018. **We have refreshed all our leadership courses and expanded our offer to include MSWs and band 7 midwives and produced the new career framework to support this.**





## Goal Two

*Influence on behalf of our members and in the interest of the women and families for whom they care.*



# How we influence on behalf of our members

In 2018, UCAS revealed a fall in the number of applicants to midwifery programmes in England.

Our analysis of this data attracted significant attention, particularly as it pointed to the removal of the bursary in England as a compelling factor. The RCM took this evidence to parliament and supported routes into midwifery across all four countries.





## Goal Two

*Influence on behalf of our members and in the interest of the women and families for whom they care.*

# Lobbying

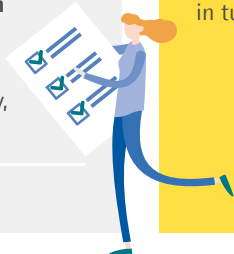
**Continued to lobby for the elimination of midwife shortages.** This was instrumental in the Government announcement of 3,000 more training places in the next four years in England

**Supported the maintenance of student commissioning numbers in Wales**

**Lobbied for new funding of £12 million to support Best Start in Scotland**

**Participated in national TUC demonstration** calling for increased investment in NHS services

**Submitted to the consultation on the national workforce strategy in England** on key issues such as workforce shortages, pay, bursary, skill set and Brexit



# THE BIG CONVERSATION

New Chief Executive, Gill Walton spent her first 100 days listening to members. Her learnings concluded that the RCM's Trade Union role was well understood however its professional focus was not clear enough for members.

Gill launched 'The Big Conversation' that comprised: face-to-face meetings, workplace seminars, social media engagement and branch meetings.

The Big Conversation asked members what makes them proud to be a midwife or MSW, seeking their views on how the RCM could support them.

Members' responses were discussed at the Strategic Goals workshop in July 2018.

Responses shaped RCM's 2019–2024 strategy: to improve local visibility, to be more vocal on issues that members care about, to communicate better its professional work, and to accentuate the positives to help members feel positive in turn.



**The RCM is committed to supporting our members health, safety and wellbeing.**

Throughout 2018, we aimed to increase the number of NHS organisations who had signed up to the Caring for You charter (CFY) and to support branches and Heads of Midwifery to work through action plans. By the end of 2018 we had a total of 141 organisations signed up, 86%.

We supported local activity and events to help embed the ethos of our campaign. Healthy and well-rested midwives and maternity support workers are at the heart of the provision of safe, high-quality care for women and their families.

The Caring for You campaign is working, making a real difference to the working lives of midwives and MSWs. However, there is more to do. The situation many of our members face at work is challenging and worrying. The RCM continues to campaign for better working conditions for midwives and MSWs.

## Spotlight on Health Boards implementing the C4Y ethos

### CARDIFF – WINNERS OF THE C4Y AWARD

Cardiff set up a steering group to meet on a regular basis to promote wellbeing and offer an open forum to discuss concerns. The branch introduced a wellbeing week in November, Yoga classes every Monday, canoeing and a walking group just to name a few activities.



### HYWEL DDA

Hywel DDA set up study days on Mental Health awareness and Vicarious Trauma training and have already started planning their efforts and programme for the future.

Both these Health Boards are outstanding examples of how individual units are working to support members health, safety and wellbeing.

### HPMA (HEALTHCARE PEOPLE MANAGEMENT ASSOCIATION) AWARD FOR PARTNERSHIP

In June 2016, St Marys at Central Manchester University Hospitals NHS Foundation Trust was the first organisation to sign up to the Caring for You charter. Three years on and now part of Manchester University Hospitals, they continue to work on their action plan supporting the whole maternity team. Every department displays initiatives for Caring for You. In 2018, in partnership with the RCM, they were shortlisted for Partnership Approach to improve staff health and wellbeing to enable delivery of high-quality care.



## Goal Three

*Ensure products and services meet the particular needs of our members.*

# Engaging with our members

We aim to actively and creatively engage with members and prospective members. We want to understand their needs, develop relevant and appropriate high quality products and services, and measure their impact and effectiveness.



## Goal Three

Ensure products and services meet the particular needs of our members.

### i-learn and i-folio

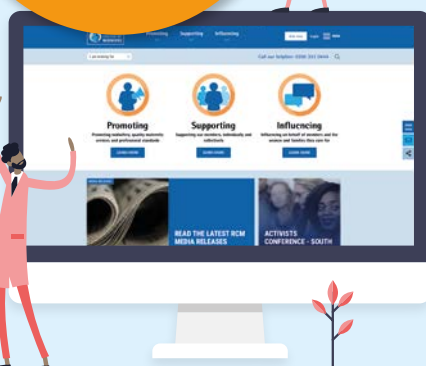
In 2018, 25 new courses were added to i-learn including:

- Home Birth: Changing Attitudes
- Introduction to Midwifery Continuity of Carer
- Sepsis
- Spreading the Word: Getting your Abstract Accepted
- Plus 10 leadership modules

There are now over 130 courses on i-learn.

Both i-learn and i-folio saw significant increases throughout 2018, in the number of midwives, MSWs and student midwives registering and completing courses, and using i-folio to document their professional development.

The number of visitors to the RCM website increased in 2018 and work commenced on the development of a new RCM Website for a launch in 2019



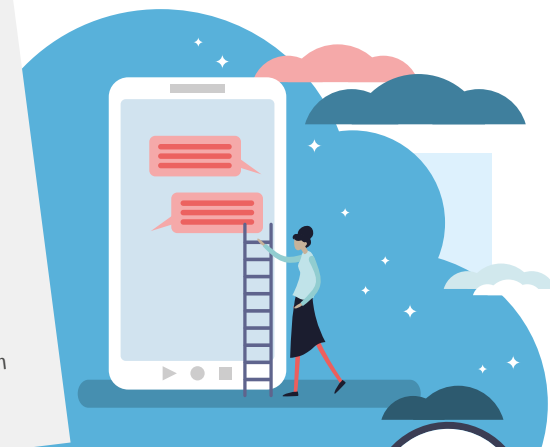
The RCM Library remains a popular resource for members welcoming more visitors and responding to more enquires than in 2017



### RCM SOCIAL MEDIA

The RCM increased the number of Facebook and Twitter users in 2018 as well as supporting the setting of Branch and Midwifery Society accounts.

The RCM launched an Instagram account in 2018.



Follow us today to stay up to date with the latest RCM news

**TWITTER:**  
MIDWIVESRCM

**FACEBOOK:**  
MIDWIVESRCM

**INSTAGRAM:**  
MIDWIVES\_RCM

### EVENTS

The RCM is judged by its visibility to members, listening to their experiences and acting on what matters to them.

During 2018, the RCM engaged with members, prospective members and other stakeholders at 850 events.

### MSW WEEK

#MSWWeek2018

To support and celebrate the contribution support workers make and following on from the success of 2017 MSW Month we launched MSW Week in November. Over 100 events were held in workplaces across the UK including ten Regional & Country MSW Study Days. The hashtag #MSWWeek2018 gained a massive 3.9 million impressions via Twitter.

Our MSW membership continues to grow alongside an increasing number of MSW Advocates being elected.

To showcase the excellent work MSWs do we launched our Valuing MSWs information booklet.





## Goal Four

Support and represent our members individually and collectively in their respective countries.

# Representation and support



We want to develop capacity and capability to ensure that appropriate resources are future-proofed for the support and representation of all our members.

## MEMBER FEEDBACK



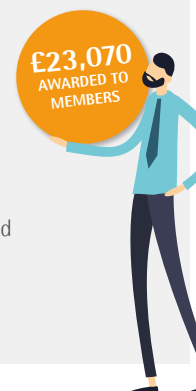
In 2018, we initiated a process of obtaining feedback from those members that were supported and represented by the RCM.

Of those that responded **89% were delighted/satisfied** with the service they received.

## The RCM Benevolent Fund

The Benevolent Fund provides support for UK midwives and support workers, both working and retired, when they're suffering personal or financial hardship.

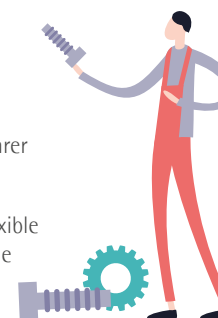
- In 2018, the Benevolent Fund received 146 enquiries, 32 awards were made, six were declined, and a total of £23,070 was awarded to members.
- To safeguard the RCM Benevolent Fund's future and ensure it has maximum impact, RCM Chief Executive Gill Walton and Cavell Nurses' Trust Chief Executive John Orchard agreed in November 2018 that Cavell Nurses' Trust's expertise would be best placed to administer and support the running of the charity's services.



## Guidance on working conditions and employment rights

We understand that our members want to be able to get the best RCM representation and in order to do that members want to better understand their rights. We produced two guides to explain and promote working conditions and employment rights.

- 'Nuts and Bolts' guide to implementing a fully supported Continuity of Carer model
- Guidance on flexible working and lone working



## IDM CELEBRATIONS

The RCM supported workplaces, RCM Branches and Midwifery Societies to celebrate the midwives' role and ensure that they are valued and recognised for the essential work they carry out in maternity services.

The RCM support over 130 events across the UK. Nearly 50% of events were attended by a RCM staff member.

Events ranged from hosting a stand in the hospital reception to full day conferences. The annual cake off once again proved very popular with members.

## Goal Five

Ensure our future growth and sustainability as an innovative, adaptive and responsive organisation.

# Future-proofing and sustainability

## MEMBERSHIP

2018 saw steady growth in RCM membership, by the end of the year membership reached 48,233. Whilst this growth is positive, we recognise that retention is just as important a focus as new membership.

- A review of membership benefits was completed in 2018 and the results of this will be seen in 2019

There has also been a significant shift to focus on our member's needs, the RCM undertook extensive research to adapt and respond to the call for a website which better serves our members.

- We have invested into a new website which launched in 2019





## Goal Six

Be an exemplary organisation and employer.



# Be an exemplary organisation and employer

## PAY

In 2018 we successfully negotiated, alongside other unions, the best public sector pay increase possible. Because of the complex nature of the increase itself, the RCM made an effort to communicate with members extensively throughout 2018 to clearly explain the first year of the three-year deal.



## VOICES, VISION AND VALUES

In 2018 the Team RCM Voices Survey was completed to assess the RCM as an employer. The survey was overwhelmingly positive and gave strong assurance that the RCM is a leading employer.

From those who completed the survey:

**87%**  
said they understood how their work impacts the RCM's goals

**100%**  
said they enjoy coming to work





# RCM Alliance Partners



The Alliance aims to actively support midwifery and promote the interests of the RCM, midwives and mothers, by funding the development of additional resources for midwives and women.

Partners in the Alliance Programme possess the same values as the RCM of trust, honesty and integrity and are working hard to advance the interests of midwives and the midwifery profession. In so doing, the Alliance strives to enhance the wellbeing of women, babies and their families. The Alliance Programme also helps to reduce pressure on subscription income, by offering an alternative revenue stream for the RCM.

Johnson's®

Vitabiotics  
Pregnacare®

emma's  
diary

Slimming  
WORLD  
touching hearts, changing lives

Kellogg's  
All-Bran



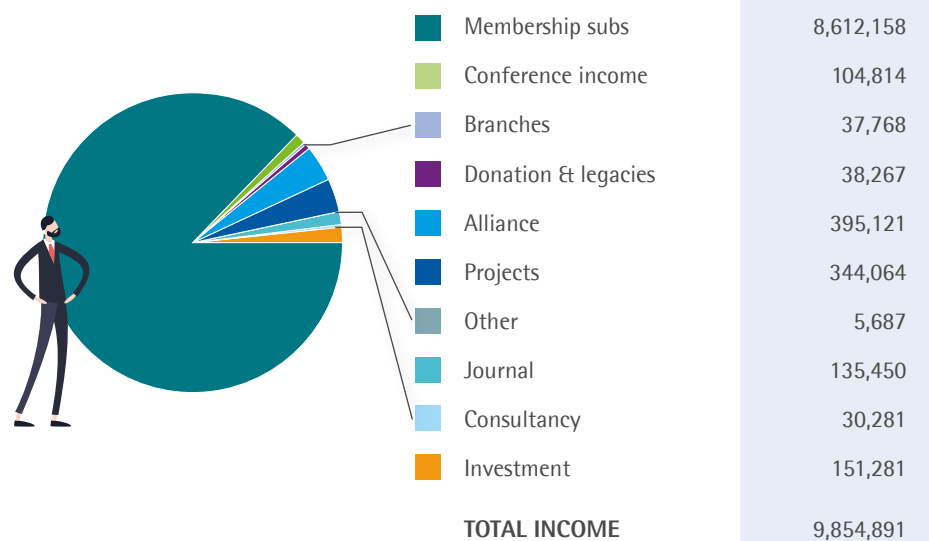
# Financial Information

The Royal College of Midwives consolidated income and expenditure account

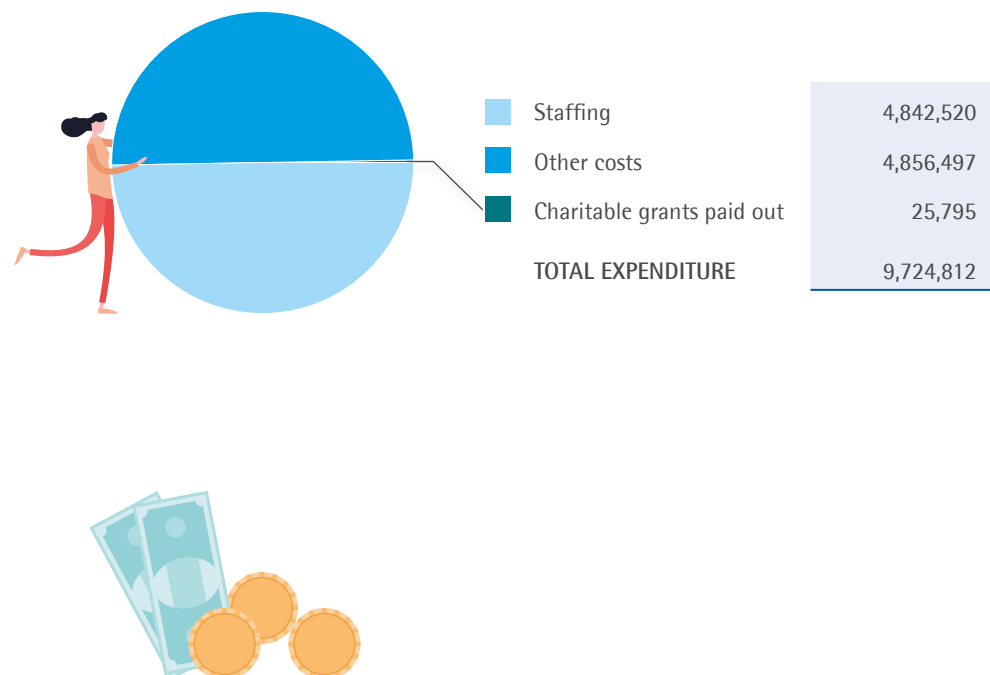
For the year ended 31 December 2018



## RCM 2018 Income



## RCM 2018 Expenditure



## The Royal College of Midwives

The Royal College of Midwives is the voice of midwifery. We are the UK's only professional organisation and trade union led by midwives for midwives and the maternity teams which support them. The vast majority of the midwifery profession are our members.

The RCM promotes midwifery, quality maternity services and professional standard. We support and represent our members individually and collectively in all four UK countries. We influence on behalf of our members and for the interests of the women and families for which they care.

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