

Bounty Advisory Board holds first meeting

Chaired by the former General Secretary of the Royal College of Midwives, [Dame Karlene Davis](#), the [Bounty Advisory Board](#) held its first meeting on 10 December 2013. The scope of the Advisory Board comprises the conduct of Bounty in its contact with new mums every day through the distribution of free Bounty packs and the photography service on maternity wards.

Following a welcome and introduction by Dame Karlene Davis, Bounty UK General Manager, Clare Goodrham gave an overview of Bounty's work. The Advisory Board also met with some Bounty frontline staff (Bounty ladies) to ask them about their role and work with mums on maternity wards.

The role and purpose of the Advisory Board was agreed as follows:

- i. To advise Bounty on how a commercial organisation can offer a flexible and ethical service to mothers on maternity wards.
- ii. To advise Bounty on its Code of Conduct and script for their frontline staff and their engagement with mums every day on maternity wards.
- iii. To make recommendations to the Bounty board to further improve its service to mums on maternity wards and ensure that the organisation meets the highest standards with regards to privacy and dignity

The Board also held a discussion on the topics to prioritise for future meetings.

The next Bounty Advisory Board meeting is scheduled for February 2014.