

HEARTSTART MALVERN

England & Wales · Charity number 1170697

Details

Status Registered

Legal form CIO

Registered 2016-12-12

Register [View on the Charity Commission register](#)

Contact

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Worcester Road
Hanley Swan
Nr Malvern
Worcestershire
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Email info@heartstartmalvern.org.uk

Website www.heartstartmalvern.org.uk

Activities

Objects: THE OBJECT OF THE CIO IS:TO PRESERVE AND PROTECT HEALTH AND TO RELIEVE SICKNESS BY CONTRIBUTING TO A REDUCTION IN THE LIKELIHOOD OF PREMATURE AND UNNECESSARY SUDDEN DEATH RESULTING FROM HEART ATTACK AND OTHER LIFE-THREATENING SITUATIONS IN PARTICULAR BUT NOT EXCLUSIVELY BY INCREASING THE NUMBER OF PEOPLE TRAINED IN CARDIO-PULMONARY RESUSCITATION (CPR) AND TO USE AN AUTOMATED EXTERNAL DEFIBRILLATOR (AED), INCREASING THE NUMBER OF PUBLIC ACCESS DEFIBRILLATORS (PADS) WITHIN MALVERN AND SURROUNDING VILLAGES IN THE COUNTY OF WORCESTERSHIRE.

Activities: Since our launch in January 2017 we have provided free CPR and defibrillator training to almost 6,000 people in Malvern including schoolchildren. We have also been supported by a number of local community groups and have installed 35 defibrillators for members of the public to use.

Classification

- **How:** Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, The General Public/mankind

Geography

- Worcestershire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£11,097	£9,280	-	-
2024-08-31	£7,382	£6,287	-	-
2023-08-31	£2,635	£5,222	-	-
2022-08-31	£10,317	£16,701	-	-
2021-08-31	£10,595	£3,205	-	-

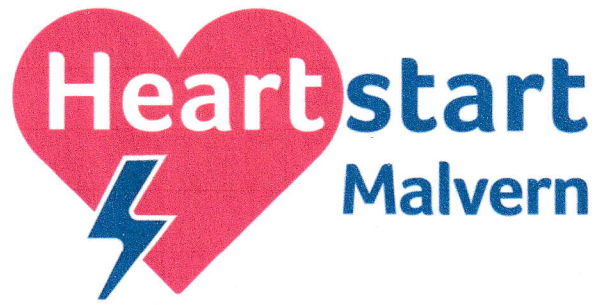
Trustees

Name	Role	Appointed
Richard Vakis-Lowe	Chair	2016-08-25
Catherine Mary Millar		2016-08-25
David James Bijl		2019-01-30
Dr David John Grier		2026-02-25
Dr Kathryn Rachel Conway		2024-10-07
Ian Peter Blance		2024-10-07
Susan Cole		2024-10-07

HEARTSTART MALVERN

England & Wales - Charity number 1170697

Accounts



Heartstart Malvern
Trustees' Annual Report and Accounts
1 September 2024 to 31 August 2025

Charity Registration Number: 1170697

Introduction

Heartstart Malvern was founded in 2016 and launched in January 2017. Our aim is to increase the chance of survival for people suffering from a cardiac arrest in Malvern and the surrounding area.

The survival rate from cardiac arrest in the United Kingdom is approximately 10%, and in other European countries it is about 25%. There are some situations in the United Kingdom (e.g. gymnasiums and airports) where the survival rate has been reported to be as high as 70%. This is because of people being trained and starting cardio-pulmonary resuscitation (CPR) immediately after the patient has collapsed, and then using a public access defibrillator to restart the patient's heart.

Heartstart Malvern is trying to increase the survival rate from cardiac arrest in the Malvern area by providing free resuscitation training and installing public access defibrillators. The resuscitation training includes basic cardio-pulmonary resuscitation and how to use a defibrillator. This training is delivered in a variety of settings including schools, community groups and at places of work.

All Heartstart Malvern's activities are delivered by volunteers, including 23 trainers and 7 Trustees. This ensures that every single penny donated to Heartstart Malvern will be spent on its charitable objectives rather than staff costs. The contributions made by volunteers are an integral part of Heartstart Malvern's success.

This Trustee's Report provides an overview of Heartstart Malvern's activities for the period 1 September 2024 to 31 August 2025.

Chairman's Report

This has been another incredibly busy and successful year. We believe that during the year Heartstart Malvern helped to save at least three lives.

During the year, Heartstart Malvern provided its free training to 1,187 people, which was slightly less than the previous years total of 1,282. The total number of people trained by Heartstart Malvern since its foundation in 2016, is just under 7,000. The number should be higher but training activity was significantly reduced during the two years of the pandemic.

Two training events helped to raise our profile locally. In October, in partnership with Malvern Town Council, we held several training sessions on Restart a Heartstart Day. The training session was featured on BBC Midlands Today.

A similar event was held as part of Heart Month on Valentines Day at Malvern Theatres. This was a collaboration between Heartstart Malvern, Malvern Theatres and Malvern Hills District Council. Dame Harriet Baldwin MP attended one of the training sessions. We trained almost 100 people on each day.

Our work in schools continues to be strategically important for us. We are now delivering training on an annual basis at Dyson Perrins School, The Chase and Hanley Castle High School. We are also delivering training to Year Six pupils in three Malvern Schools. We are aiming to offer our training to all Malvern Primary Schools.

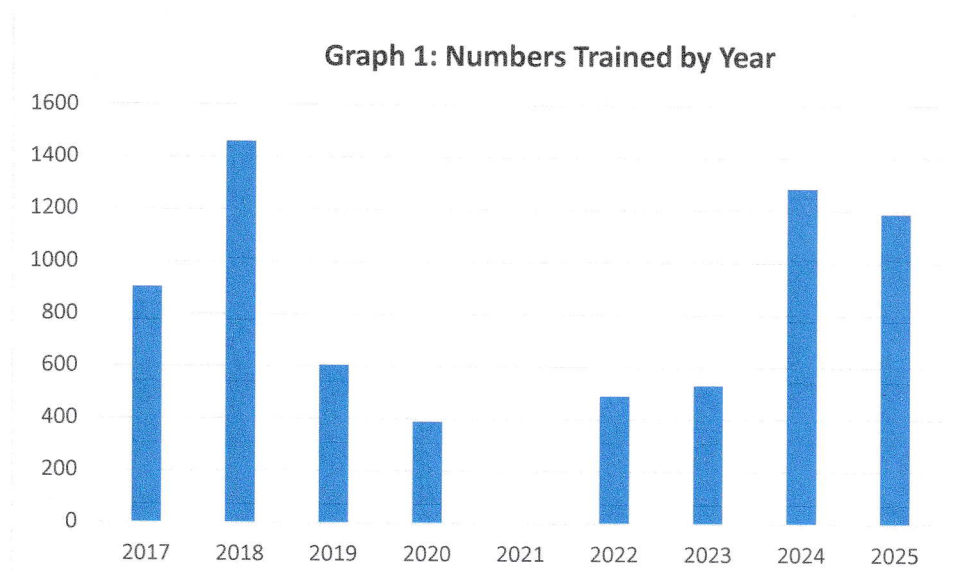
In October 2024, the Resuscitation Council UK published a case study about our work in schools on their website. This was part of their campaign to get resuscitation training into English schools. Being featured on the Resuscitation Council's website was an endorsement of our successful school's programme.

We have continued to maintain our network of 36 Public Access Defibrillators around Malvern. This involves a small team of volunteers checking every defibrillator each week and replacing consumable parts as and when they need replacing. Our defibrillators were used several times during the year and we are aware of one successful defibrillation where the patient was successfully resuscitated.

This has been a very successful year and has put us in a good position of trying to achieve our aim of training at least 10,000 people and installing 50 public access defibrillators by our 10th anniversary in 2027. Our successes over the last 12 months, would not have been possible without the support of our wonderful volunteers.

Training Activity

This has been an incredibly busy year for our team of volunteer trainers. During this year, the team provided free training to 1187 people. The total number of people trained by Heartstart Malvern is 6839. This number would have significantly higher but the pandemic restricted our training activities between our reporting years between 2020 and 2023. Graph 1 below shows the number of people trained by Heartstart Malvern since its launch in 2017.



Training has been delivered in a variety of settings including schools, youth groups, community groups and local businesses, as well as open public sessions which individuals can attend.

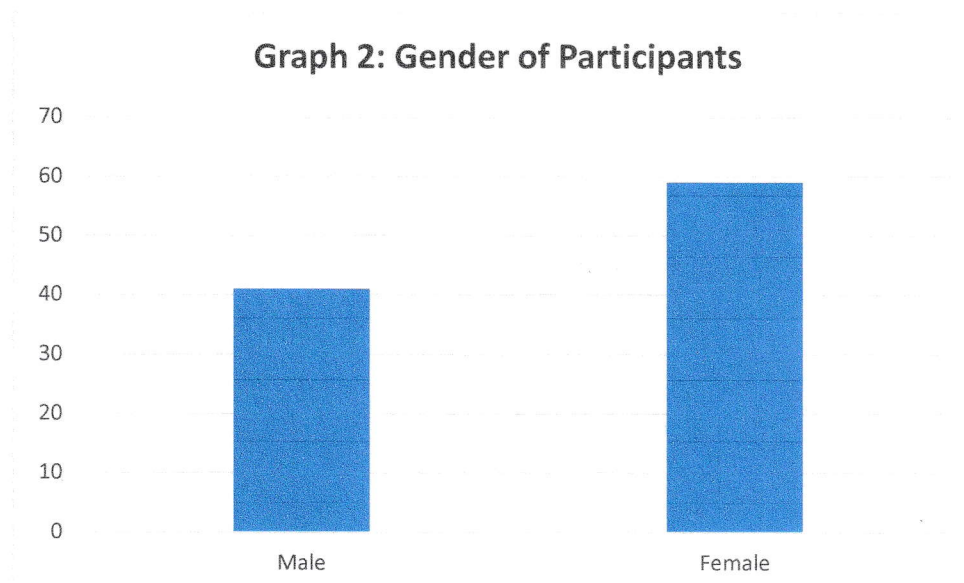
Heartstart Malvern is particularly proud of its work in local schools. The team is now delivering training to whole year groups at Dyson Perrins Academy, The Chase and Hanley Castle High School. During the year we also delivered a training session to a whole year group at The Chantry High School in Martley.

Training was also delivered to Year Six Pupils at Malvern Parish Primary School, West Malvern Primary School, Northleigh Primary School and Madresfield Primary School. Over the next 12 months we will be trying to increase the number of primary schools where we are delivering our training. Our aim is for every child in the Malvern area to be trained at least once during their primary school and at least once in their secondary school.

Training Evaluations

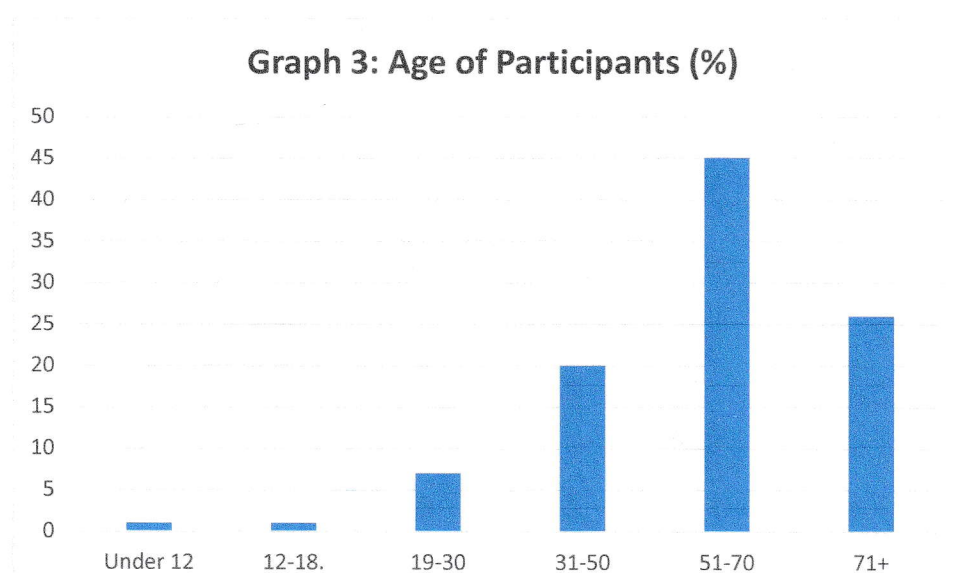
All our training sessions, except schools sessions, are evaluated. The following data is collated from 579 completed evaluations. Heartstart Malvern is planning to evaluate future training activity in schools.

Graph 2 below illustrates that more females (59%) are being trained than males (41%). This is possibly due to my groups where the membership is predominately female (e.g. Women's Institutes) include a Heartstart Malvern training session as part of their annual programme of events.

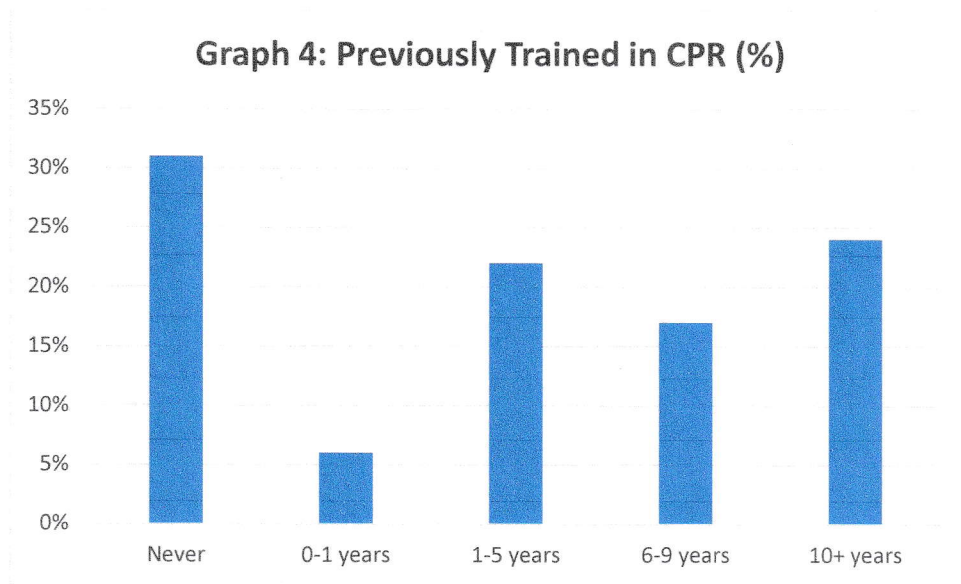


Graph 3 below shows that most people trained (45%), excluding our school sessions, are in the 51-70 age bracket. A further 26% were aged over 71. Therefore, over 71% of people trained at our public sessions or through a training session at a community group, were over 50 years of age. This is the probably the group most likely to witness a cardiac arrest. With 80% of all cardiac arrests happening at home, there may be a need to target more training at groups which traditionally attract members over the age of 50 years.

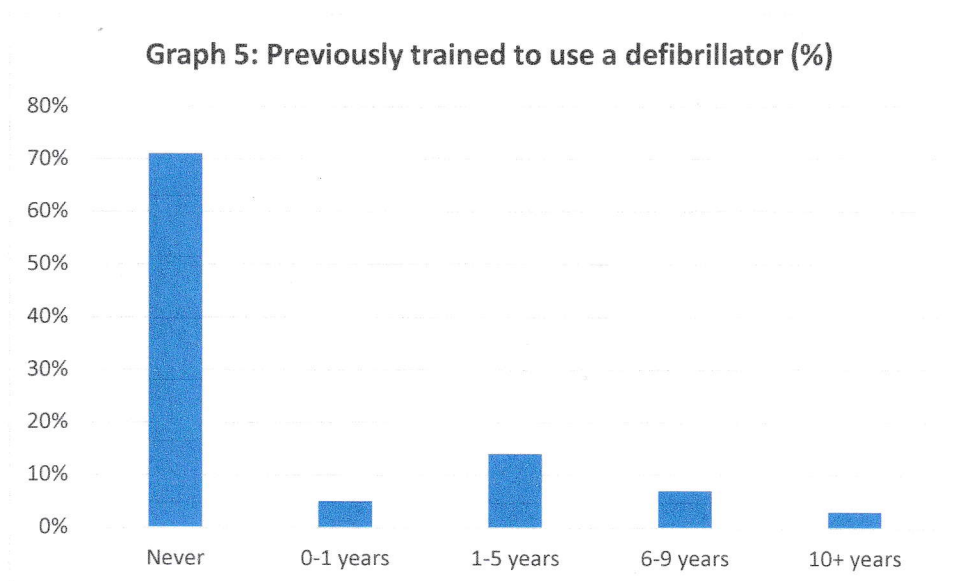
If schools had been included in this sample, it is likely that the 12-18 group would have been significantly higher.



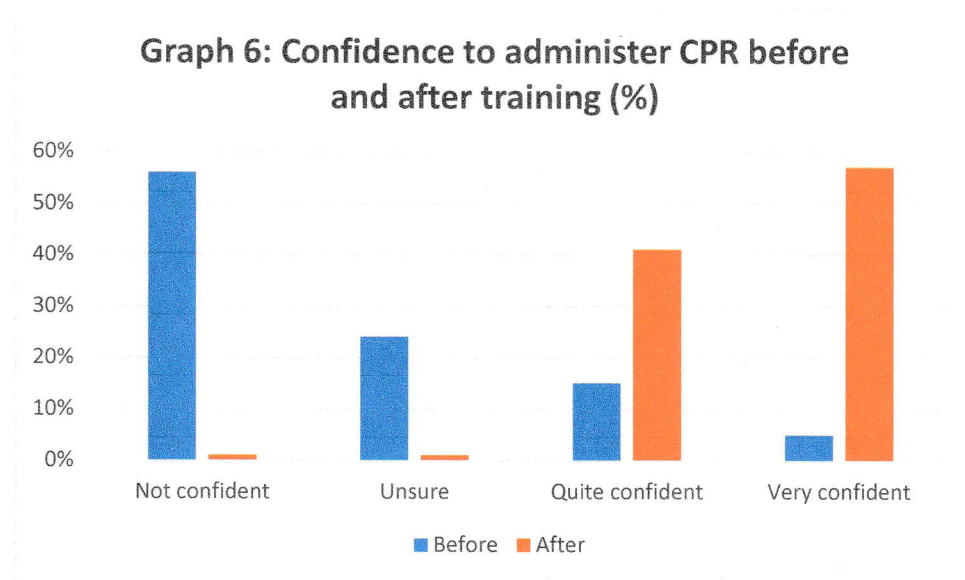
Graph 4 below illustrates that 31% of people attending our training sessions have never been taught CPR before. Based on the sample size of 579, this means that, excluding schools, we have trained approximately 180 people in basic resuscitation techniques who have never been trained before. It was encouraging to see so many people returning for refresher training too.



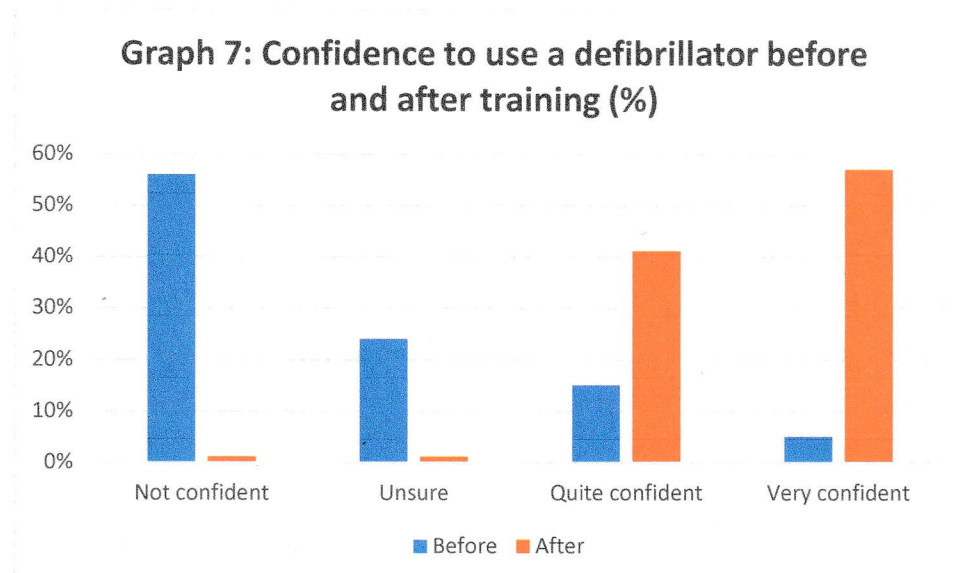
Graph 5 below illustrates that 71% of participants have never been trained to use a defibrillator before. Based on the sample size of 579, this means that, excluding schools, we have trained approximately 410 people how to use a defibrillator, who have never been trained before. Again, it is encouraging to see participants have returning for refresher training.



Graph 6 above below shows a significant shift in respondents confidence to undertake CPR before their training session (33% confident) compared to after their training (99% confident)



Graph 7 below shows a significant shift in respondents confidence to use a defibrillator before their training session (20% confident) compared to after their training (98% confident).



Graph 7 above shows a significant shift in respondents confidence to use a defibrillator before their training session (20% confident) compared to after their training (98% confident).

Other data collected from this evaluation indicates that:

- 99% of respondents would recommend Heartstart Malvern’s training to their friends and family
- Many of the qualitative comments recorded described the training as ‘excellent’ or ‘informative’ and the volunteer trainers as being ‘excellent’

Public Access Defibrillators

During the reporting period, one public access defibrillator was installed on the Fruitlands estate bringing the total number of defibrillators installed by Heartstart Malvern to 36.

Heartstart Malvern continued maintaining our existing defibrillators. Every defibrillator is checked weekly to ensure it is ready to be used in an emergency, by one of our volunteers. The defibrillators always must be checked after we have been notified by the ambulance service that they may have been used. Where necessary, we replace any defibrillation pads which have been used or have expired. Batteries are also replaced every five years. Maintaining and replacing defibrillators will be a significant ongoing cost which the charity will need to plan for.

One of our biggest challenges remains identifying suitable locations in residential areas to locate public access defibrillators. With 80% of all cardiac arrests happening at home, it is important for Heartstart Malvern to continue to locate defibrillators in residential areas, where they are most likely to be used.

Until recently, most of our defibrillators have been fixed to public buildings such as shops, pubs and churches. We now need to look at installing defibrillator cabinets on poles next to lampposts, so the cabinet can be wired into an electrical supply. We are working with Worcestershire County Council for permission to do this. Once we have this permission, Heartstart Malvern will be making applications to a few local charitable trusts to seek funding for more another 15 defibrillators to help us reach our original target which was set during our launch of 50 defibrillators for Malvern.

Financial Review

Balance Sheet for the years 1 September 2024 – 31 August 2025

Income		Expenditure	
Donations from TPF*	4,167.16	PAD Consumables	2161.75
Donations from training	2,804.56	PAD Installations	449.62
Donations from Trusts	3,000.00	Training equipment	1625.00
Other income	1,126.00	Training consumables	1,232.50
		Training printing and uniforms	1,690.82
		Insurance	763.33
		Website and Just Giving	388.42
		Room Hire	210.50
		HWCC Subscription	277.20
		Miscellaneous	480.16
Total Income	11,097.72	Total Expenditure	9,279.30
		Excess income (profit)	1,818.42
	11,097.72		11,097.72

Opening bal. (01.09.24)	5,114.46
Excess Income (Profit)	1818.42
Closing balance (31.08.25)	6,932.88

*=TPF = Third party fundraising

This was a good year financially, with our total income being **£11,097.72** and expenditure being **£9,279.30**. This resulted in a surplus of £1,818.42. This represents a much better financial position than in previous years. Therefore, based on this years expenditure, it is likely that Trustees will agree a reserve of about £9,000 for the coming year. Both income and expenditure have increased from previous years.

The closing balance of £6,932.88 was just below the £7,000 reserve agreed by the Trustees during the year. The reserve is set aside to cover a full 12 months expenditure for the charity, and is usually based on the highest annual expenditure in the last three years.

Our largest source of income (£4,167.16) for the year was from third part fundraising (TPF). This is where local organisation undertake fundraising events for Heartstart Malvern. During the year, we received extremely kind donations from the following organisations who arranging fundraising events for Heartstart Malvern:

- Malvern Joggers (£1,575)
- The Chase Brass Band (£1,225)
- University of Worcester Student Paramedic Association (£849.03)

- Malvern Parish School (£259.77)
- Hanley Castle Fishing Club (£195)
- Madresfield fete (£63.36)

Grant applications to different Trusts also provided a significant amount of income (£3,000) during the year. The following Trusts made donations to help support Heartstart Malvern's charitable aims during the year:

- The Lennox Hannay Trust (£1,000)
- The Yorkshire Bank Charitable Trust (£1,000)
- Worcestershire Freemasons (£500)
- The Gordon Gray Trust (£500)

The donation from the Gordon Gray Trust was made through a grant application made by The Malvern Buzzards Running Club. This donation will be used towards the cost of purchasing a defibrillator in memory of one of their members during the forthcoming operating year.

Most of the donations (£2,804.56) received from training sessions were made through the Just Giving Platform on our website. This almost covered the cost of training consumables (£1,123.50) and printing (£1,690.82).

Other sources of income (£1,126) included:

- The Co-Op Community Fund (£500)
- Councillor Tom Wells (£150)
- Redrow Homes Community Fund (£476)

Heartstart Malvern would like to thank all of the above organisations for their donations which has helped to allow us to continue to offer our training free of charge and to maintain our network of defibrillators.

Our main expenditure this year was on training consumables and printing (£2,622.43). Five training defibrillators (£1,625.00) were purchased from grants made by the Co-op Community Funds and Redrow homes. This, together with printing and uniform costs (£1,690.82), account for most of the increase in expenditure for this period.

The cost of replacing defibrillator pads and batteries (£2,161.75) for our 36 public access defibrillators was £725.11 than previous years. The Trustees are mindful that some of our defibrillators are coming to the end of their 10-year warranty and we will need to start a programme of replacing these within the next few years.

Most of the other running costs (e.g. website maintenance, insurance, room hire and other miscellaneous costs) are quite similar to previous years.

Our greatest financial challenge remains trying to secure regular monthly income. This will become increasingly important as we anticipating increasing the number of Public Access Defibrillators. We have been extremely fortunate to have been supported by a number of

local organisations holding fundraising events for us and receiving grants from other charitable trusts. However, this income cannot be guaranteed for future years.

Overall, the Trustees believe that our expenditure is well controlled and we are pleased that we have managed to return a surplus for the year despite our expenditure increasing. The charity is in good financial health and this needs to be maintained for the next 12 months.

Structure, Governance and Management

Heartstart Malvern is a Charitable Incorporated Organisation and its work is guided by a Constitution. Volunteers are asked to become a Trustee as and when a vacancy arises. Applications are then considered at a Trustees Meeting and formally approved at the next Annual General Meeting. Trustees generally meet once a quarter.

There were 7 Trustees during this reporting period:

- Richard Vakis-Lowe (Chair)
- Catherine Millar (Secretary)
- Jean Williams (Trainer)
- David Bijl (Treasurer)
- Susan Cole (Schools Lead. Appointed October 2024)
- Kate Conway (Clinical Governance Lead. Appointed October 2024)
- Ian Blance (Organisational Governance Lead. Appointed October 2024)

Summary

This has been an incredibly successful year, particularly with the number of people we have trained and our financial position significantly improving. Our success can only be contributed to the amount of time and energy given to the charity by our volunteers. Without the support from all our volunteers, the Charity would not exist.

The feedback from our training surveys is very encouraging, with almost all participants leaving their training session confident to undertake CPR and use a defibrillator. It is very difficult to get feedback about when people have used these skills in real life but are aware of three lives potentially being saved as a result of Heartstart Malvern training, or using one of our public access defibrillators during the reporting period.

Our greatest challenges over the coming 12 months will be to keep our momentum going with training, increasing our regular monthly income and overcoming the issue of locating public access defibrillators in residential areas.

The Trustees set some very ambitious targets of training at least 10,000 people and installing 50 public access defibrillators by our tenth anniversary in 2027. We have made good progress over the last 12 months and are well on track to achieving this.

What Heartstart Malvern is doing in Malvern is very unique. There are very few other charities who are training such large numbers and installing public access defibrillators. Trying to improve the survival rates from cardiac arrests is very much a marathon and not a sprint. We have made significant progress with our marathon and it will not be long before we will be able to report more lives being saved every year.

The Heartstart Malvern Trustees would like to express their deepest gratitude to all the charity's volunteers, many of whom have given up an enormous amount of their own time to deliver training sessions, maintain our defibrillators and helping to ensure Heartstart Malvern's sustainability.



Richard Vakis-Lowe

Chairman Heartstart Malvern
on behalf of Heartstart Malvern Trustees
17 December 2025

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Surplus for year	1,817	-	-
		-	-	-
		-	-	-
	Total cash funds	1,817	-	-
(agree balances with receipts and payments account(s))				

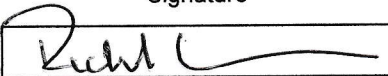

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Current Account 31.08.25	6,933	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets		0	-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	36 Defibrillators & Cabinets		54,000	9,000
	Training equipment		10,000	2,500
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities		0	-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Richard Vakis-Lowe (Chairman)	17.12.25
	SUSAN COLE (TRUSTEE)	17.12.25



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Heartstart Malvern	No (if any) 1170697
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CC16a

Receipts and payments accounts

For the period from	Period start date 01/09/2024	To	Period end date 31/08/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations from training activity	2,804	-	-	2,804	2,642
Donations from charitable trusts	3,000	-	-	3,000	2,500
Fundraising by other organisations	4,167	-	-	4,167	-
Miscellaneous income	1,126	-	-	1,126	2,240
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	11,097	-	-	11,097	7,382
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	11,097	-	-	11,097	7,382
A3 Payments					
Training consumables (incl printing)	3,134	-	-	3,134	3,223
Training equipment	1,625	-	-	1,625	-
Defibrillator Consumables	2,162	-	-	2,162	1,437
Defibrillator installations	450	-	-	450	-
Charity overheads (website, insurance etc)	1,152	-	-	1,152	1,186
Miscellaneous expenditure	757	-	-	757	441
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	9,280	-	-	9,280	6,287
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	9,280	-	-	9,280	6,287
Net of receipts/(payments)	1,817	-	-	1,817	1,095
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	1,817	-	-	1,817	1,095

HEARTSTART MALVERN

England & Wales - Charity number 1170697

Accounts



Heartstart Malvern
Trustees' Annual Report and Accounts
1 September 2023 to 31 August 2024

Charity Registration Number: 1170697

Introduction

Heartstart Malvern was founded in 2016. Our aim is to increase the chance of survival for people suffering from a cardiac arrest in Malvern and the surrounding area.

The survival rate from cardiac arrest in the United Kingdom is approximately 10%, and in other European countries it is about 25%. There are some situations in the United Kingdom (e.g., gymnasiums and airports) where the survival rate has been reported to be as high as 70%. This is because of people being trained and starting cardio-pulmonary resuscitation (CPR) immediately after the patient has collapsed, and then using a public access defibrillator to restart the patient's heart.

Heartstart Malvern is trying to increase the survival rate from cardiac arrest in the Malvern area by providing free resuscitation training and installing public access defibrillators. The resuscitation training includes basic cardio-pulmonary resuscitation and how to use a defibrillator. This training is delivered in a variety of settings including schools, community groups and at places of work.

All Heartstart Malvern's activities are delivered by volunteers, including 22 trainers and 5 Trustees. This ensures that every single penny donated to Heartstart Malvern will be spent on its charitable objectives rather than staff costs. The contributions made by volunteers are an integral part of Heartstart Malvern's success.

This Trustee's Report provides an overview of Heartstart Malvern's activities for the period 1 September 2023 to 31 August 2024.

Chairman's Report

This has been an incredibly busy and successful year. In January 2024, we passed a significant milestone of providing our training to our 5,000th person. Although Heartstart Malvern was launched in 2017, we had three years during the pandemic of delivering very restricted or no training at all, which makes this milestone evermore remarkable. By the end of the reporting period, 5,652 have been trained by our small, but very dedicated team of volunteers.

Although we are a small charity, during the year we received messages of thanks and support from local Councils, the Chief Executive of West Midlands Ambulance Service NHSFT and Dame Harriet Baldwin MP. The Head of Community Services at Malvern Hills District Council described our achievements as 'impressive.' During the Spring, Dame Harriet Baldwin nominated Heartstart Malvern for an NHS Parliamentary Volunteer Award. Although we did not reach the final round, the nomination was another endorsement of our work.

In April 2024, we were selected as one of two charities who will be supported by the Malvern Town Councils Mayor. It was encouraging to see that the contribution being made to the town is recognised by the Mayor and Town Council. Being one of the Mayors charities will help benefit Heartstart Malvern both financially, and by raising our profile.

During the year two national reports were published about health inequalities in Resuscitation. Both reports identified that people who are most likely to need to undertake resuscitation are those least likely to access training. This is due to a number of factors including socio-economic background. Before these reports were published, Heartstart Malvern had started to deliver training at Malvern Town Football Club and Morrisons Supermarket, to address some local health inequalities. We will need to refocus our efforts on addressing local health inequalities over the coming year.

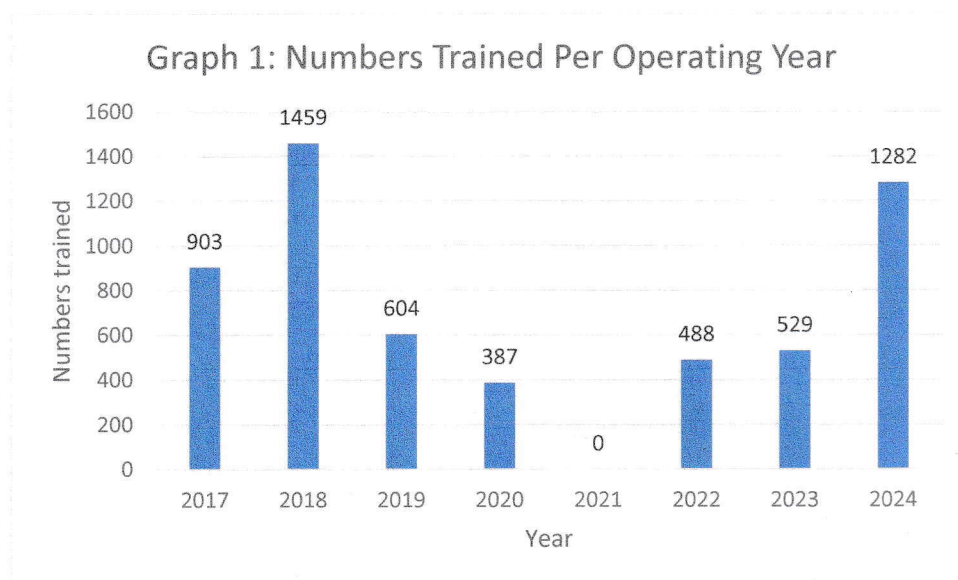
A successful volunteer recruitment campaign managed to attract several new volunteer trainers. These new volunteers settled into their new roles very quickly and have been a tremendous help with maintaining our momentum. There is a need to recruit more trainers over the coming year to reduce the pressure on our training team.

During the year we have received a few anecdotal reports of people using the skills learnt on a Heartstart Malvern session. Sadly, on two occasions, the patient did not survive. However, this does demonstrate how people trained by Heartstart Malvern have the confidence to use their skills. We have received feedback about how someone trained by Heartstart Malvern was part of a small group of people who successfully resuscitated a person. There are likely to be several other situations where people have used their skills but have not informed us of this.

This has been a very successful year and has put us in a good position of trying to achieve our aim of training at least 10,000 people and installing 50 public access defibrillators by our 10th anniversary in 2027. Our successes over the last 12 months, would not have been possible without the support of our wonderful volunteers.

Training Activity

This has been an incredibly busy year for our team of volunteer trainers. During this year, the team provided free training to 1,282 people at 73 training sessions. The graph below illustrates how this has been one of Heartstart Malvern's busiest year for training activity since it was founded. Only 2018 has been slightly busier. The total number of people trained by Heartstart Malvern is now 5,652. This number would have significantly higher but the pandemic restricted our training activities between our reporting years between 2020 and 2023.

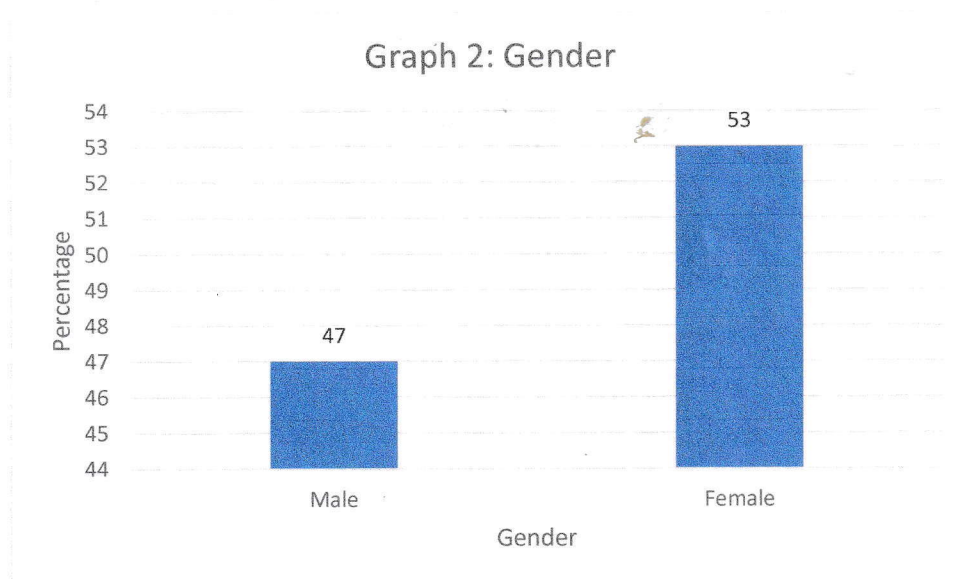


Training has been delivered in a variety of settings including schools, youth groups, community groups and local businesses, as well as open public sessions which individuals can attend.

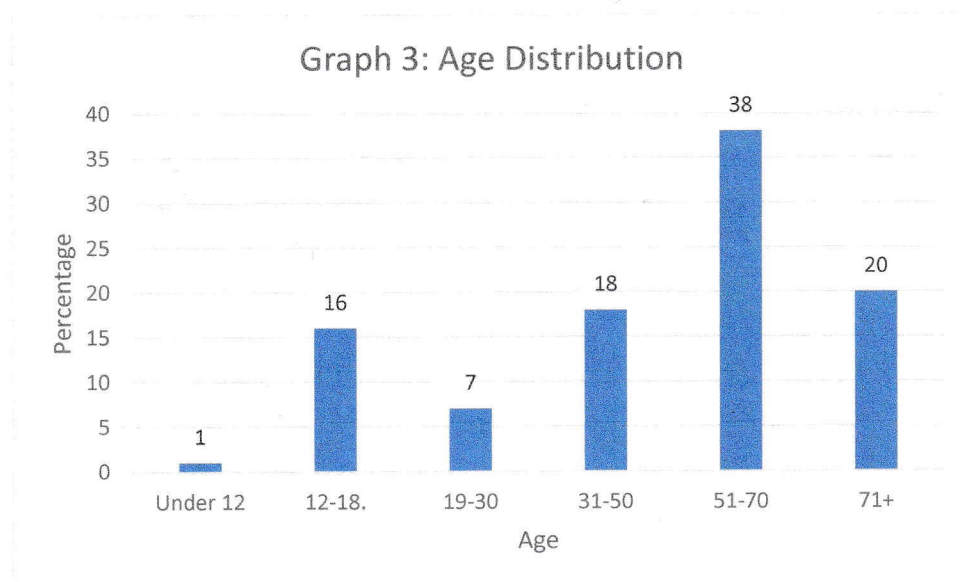
Heartstart Malvern is particularly proud of its work in local schools. The team is now delivering training to whole year groups at Dyson Perrins Academy, The Chase and Hanley Castle High School. Training is also being delivered to Year Six pupils in several local junior schools. Over the next 12 months we will be trying to increase the number of junior schools where we are delivering our training.

Training Evaluations

All of our training sessions, except schools sessions, are evaluated. The following data is collated from 533 completed evaluations. Heartstart Malvern is planning to evaluate future training activity in schools.

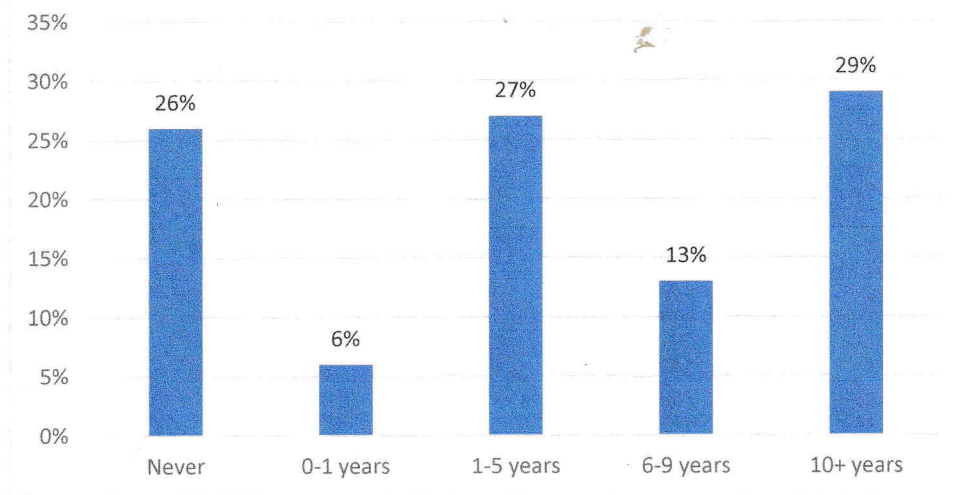


Graph 2 above illustrates a roughly equal split between male and female participants



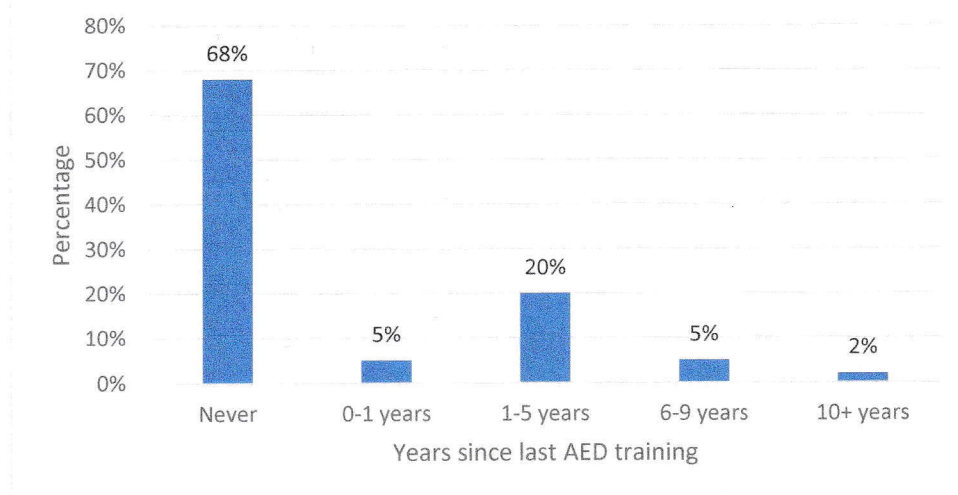
Graph 3 above shows that a majority of people trained, excluding our school sessions, are in the 51-70 age bracket. If schools had been included in this sample, it is likely that the 12-18 group would have been the largest group. With 80% of all cardiac arrests happening at home, there may be a need to target more training at groups which traditionally attract members over the age of 71 years.

Graph 4: Previous CPR Training



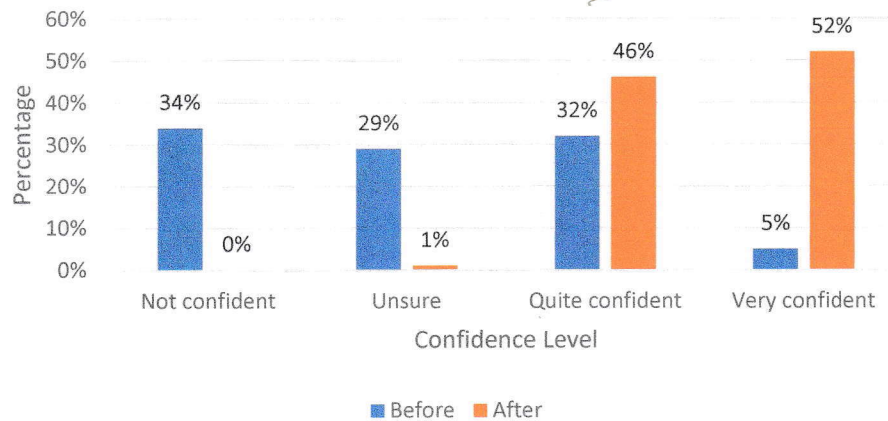
Graph 4 above illustrates that 26% of people attending our training sessions have never been taught CPR before. Based on the sample size of 533, this means that we have trained over 140 people in basic resuscitation techniques who have never been trained before. It was encouraging to see 33% of people receiving refresher training within 5 years.

Graph 5: Previous AED Training



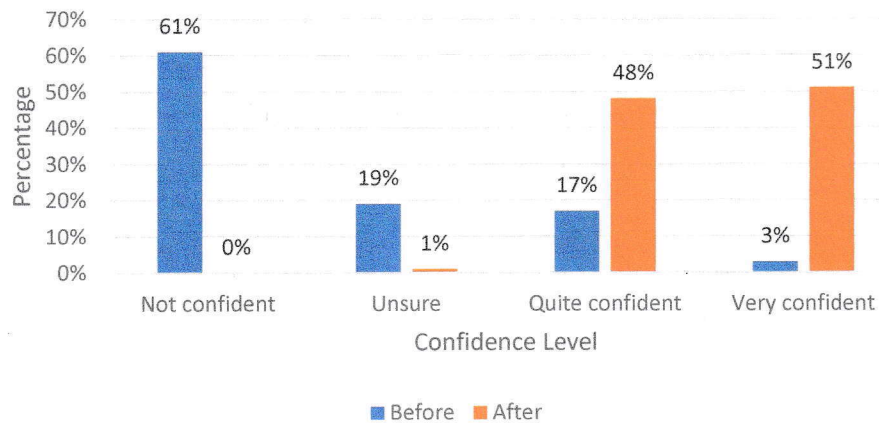
Graph 5 above illustrates that 68% of participants have never been trained to use a defibrillator before. Again, it is encouraging to see that 25% of participants have returned for refresher training.

Graph 6: CPR Confidence Levels Before and After Training



Graph 6 above illustrates a significant shift in respondents confidence to undertake CPR before their training session (37% confident) compared to after their training (98% confident)

Graph 7: Defibrillator Confidence Levels Before and After Training



Graph 7 above shows a significant shift in respondents confidence to use a defibrillator before their training session (20% confident) compared to after their training (99% confident).

Other data collected from this evaluation indicates that:

- 99.6% of respondents would recommend Heartstart Malvern's training to their friends and family
- 83% of respondents were from our target area which of Malvern and the surrounding villages. 9% were from Worcester and the remainder were from Hereford, Bromsgrove, Birmingham, Coventry, Gloucester and Northampton.

Public Access Defibrillators

During the reporting period, one public access defibrillator, kindly donated by QinetiQ, was installed, bringing the total number of defibrillators installed by Heartstart Malvern to 34.

Heartstart Malvern continued maintaining our existing defibrillators. Every defibrillator is checked weekly to ensure it is ready to be used in an emergency, by one of our volunteers. The defibrillators always must be checked after we have been notified by the ambulance service that they may have been used. Where necessary, we replace any defibrillation pads which have been used or have expired. Batteries are also replaced every five years. Maintaining and replacing defibrillators will be a significant ongoing cost which the charity will need to plan for.

One of our biggest challenges remains identifying suitable locations in residential areas to locate public access defibrillators. With 80% of all cardiac arrests happening at home, it is important for Heartstart Malvern to continue to locate defibrillators in residential areas, where they are most likely to be used.

Until recently, most of our defibrillators have been fixed to public buildings such as shops, pubs and churches. We now need to look at installing defibrillator cabinets on poles next to lampposts, so the cabinet can be wired into an electrical supply. We are working with Worcestershire County Council for permission to do this. Once we have this permission, Heartstart Malvern will be making applications to a few local charitable trusts to seek funding for more another 15 defibrillators to help us reach our original target which was set during our launch of 50 defibrillators for Malvern.

Financial Review

Balance Sheet for the years 1 September 2023 – 31 August 2024

Income		Expenditure	
Donations from training	2,641.99	Training Consumables	2,622.43
Benefact Group	1,000.00	AED consumables	1,436.64
Turner Charitable Trust	1,000.00	Insurance	717.62
Cllr M Victory	750.00	Polo and Sweat Shirts	425.04
Malv. Hills Com. Foundat.	500.00	Just Giving Subs	216.00
Cleeve House Fete	467.70	Room Hire	175.50
Warners Retail	379.63	Website	156.30
Miscellaneous	642.20	DBS	96.00
		Miscellaneous	441.00
Total Income	7,381.52	Total Expenditure	6,286.53
		Excess income (profit)	1,094.99
	7,381.52		7,381.52

Opening bal. (01.09.23)	4,019.47
Excess Income (Profit)	1,094.99
Closing balance (31.08.23)	5,114.46

This was a good year financially, with our total income being £7,381.52 and expenditure being £6,286.53. This resulted in a surplus of £1,094.99. This represents a much better financial position than the previous two years where deficits were reported for both years. A deficit of £2,587.23 was recorded for the previous reporting period. Both income and expenditure were higher than the previous year.

It was encouraging to see that income through the Just Giving platform has increased to £2,641.99. Most of this income will be donations made from public training sessions. This roughly covers the £2,622.43 cost of training consumables.

During the year, we received a few large donations which helped support our training and other charitable activities. These donations were received from:

- Benefact Group £1,000
- Turner Charitable Trust £1,000
- Cllr M Victory £750
- Malvern Hills Community Foundation £500
- Cleeve House Nursing Home £467.70
- Warners Retail £379.63

During the year we delivered two days training to QinetiQ . Following the training they kindly donated a defibrillator and cabinet to Heartstart Malvern. This donation in kind was for £1,484.40.

Heartstart Malvern would like to thank these organisations for their donations which has helped to allow us to continue to offer our training free of charge.

Our main expenditure this year was on training consumables (£2,622.43) and consumables for the Public Access Defibrillators (£1,436.64) which we maintain.

Heartstart Malvern aims to maintain a reserve of £5,000 which has previously been our running costs for a 12-month period. Our closing balance for this year was £5,114.60. With last years running costs totalling £6,286.53, the Trustees will now need to review what our reserve should be and possibly increase it, particularly as we know some of our original Public Access Defibrillators will need to be replaced in about 3 years.

Our greatest financial challenge remains trying to secure regular monthly income. This will become increasingly important as we anticipating increasing the number of Public Access Defibrillators.

Overall, the Trustees believe that our expenditure is well controlled and we are pleased that we have managed to return a surplus for the year despite our expenditure increasing. The charity is in reasonable financial health and this needs to be maintained for the next 12 months.

Structure, Governance and Management

Heartstart Malvern is a Charitable Incorporated Organisation and its work is guided by a Constitution. Volunteers are asked to become a Trustee as and when a vacancy arises. Applications are then considered at a Trustees Meeting and formally approved at the next Annual General Meeting. Trustees generally meet once a quarter.

There were 5 Trustees during this reporting period:

- Richard Vakis-Lowe (Chair)
- Catherine Millar (Secretary)
- Jean Williams (Trainer)
- David Bijl (Treasurer)
- Bob Lillis (Training Co-ordinator)

Bob Lillis resigned as a Trustee and Training Coordinator on 31 August 2024. Heartstart Malvern would like to record its appreciation to Bob for all his work as a Trustee and Training Coordinator. He stepped into both roles just after the pandemic and has made an enormous contribution to our recovery.

We are starting the new operating year with 4 Trustees. We would like to increase this number to between 6 and 8 over the coming year. There is a need to try and recruit Trustees who could support the charity with improving our Governance, develop our work in local schools, and to help with marketing and fundraising.

Summary

This has been an incredibly successful year, particularly with the number of people we have trained and our financial position significantly improving. Our success can only be contributed to the amount of time and energy given to the charity by our volunteers. Without the support from all our volunteers, the Charity would not exist.

The anecdotal feedback which we are receiving about people using our defibrillators and their skills is encouraging. We believe there are problems with how defibrillators are being dispatched by the ambulance service. We anticipate that progress will be made over the coming 12 months with these issues, which will without a doubt lead to more lives being saved.

Our greatest challenges over the coming 12 months will be to keep our momentum going with training, increasing our regular monthly income and overcoming the issue of locating public access defibrillators next to lampposts.

Last year the Trustees set some very ambitious targets of training at least 10,000 people and installing 50 public access defibrillators by our tenth anniversary in 2027. We have made good progress over the last 12 months and are well on track to achieving this.

What Heartstart Malvern is doing in Malvern is very unique. There are very few other charities who are training such large numbers and installing public access defibrillators. Trying to improve the survival rates from cardiac arrests is very much a marathon and not a sprint. We have made significant progress with our marathon and it will not be long before we will be able to report more lives being saved every year.

The Heartstart Malvern Trustees would like to express their deepest gratitude to all of the charity's volunteers, many of whom have given up an enormous amount of their own time to deliver training sessions, maintain our defibrillators and helping to ensure Heartstart Malvern's sustainability.

Richard Vakis-Lowe

Chairman Heartstart Malvern

7 October 2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Heartstart Malvern

No (if any)
1170697

Receipts and payments accounts

CC16a

For the period from	Period start date 01/09/2023	To	Period end date 31/08/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations from training activity	2,642	-	-	2,642	635
Grants from charitable Trusts	2,500	-	-	2,500	2,000
Miscellaneous donations	2,240	-	-	2,240	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	7,382	-	-	7,382	2,635
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	7,382	-	-	7,382	2,635
A3 Payments					
Training consumables (incl printing)	2,622	-	-	2,622	-
Defibrillator consumables	1,437	-	-	1,437	3,379
Insurance	718	-	-	718	989
Polo and sweatshirts	425	-	-	425	401
Just Giving Subs	216	-	-	216	216
Room Hire	176	-	-	176	-
Website	156	-	-	156	-
DBS	96	-	-	96	127
Miscellaneous	441	-	-	441	110
Sub total	6,287	-	-	6,287	5,222
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	6,287	-	-	6,287	5,222
Net of receipts/(payments)	1,095	-	-	1,095	- 2,587
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	1,095	-	-	1,095	- 2,587

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Surplus for reporting period	1,095	-	-
		-	-	-
		-	-	-
	Total cash funds	1,095	-	-
	(agree balances with receipts and payments account(s))			

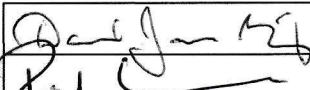
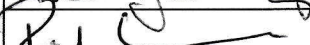
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Current account balance 31.08.24	5,114	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	N/A		-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	34 defibrillators & Cabinets		51,000	8,000
	Training equipment		10,000	2,500
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	N/A		-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	David Bijl (Treasurer)	07.10.24
	Richard Vakis-Lowe (Chairman)	07.10.24

HEARTSTART MALVERN

England & Wales - Charity number 1170697

Accounts



Heartstart Malvern
Trustees' Annual Report and Accounts
1 September 2022 to 31 August 2023

Charity Registration Number: 1170697

Introduction

Heartstart Malvern was founded in 2016. Its aim is to increase the chance of survival for people suffering from a cardiac arrest in Malvern and the surrounding area.

The survival rate from cardiac arrest in the United Kingdom is about 10%, and in other European countries it is about 25%. There are some situations in the United Kingdom (e.g., gymnasiums and airports) where the survival rate has been reported to be as high as 70%, because of people being trained and starting cardio-pulmonary resuscitation (CPR) immediately after the patient has collapsed, and then using a public access defibrillator to try and restart the patient's heart.

Heartstart Malvern is trying to increase the survival rate from cardiac arrest in the Malvern area by providing free resuscitation training and installing public access defibrillators. The resuscitation training includes basic cardio-pulmonary resuscitation and how to use a defibrillator. This training is delivered in a variety of settings including schools, community groups and at places of work.

All of Heartstart Malvern's activities are delivered by volunteers, including 15 trainers and 5 Trustees. This ensures that every single penny donated to Heartstart Malvern will be spent on its charitable objectives rather than staff costs. The contributions made by volunteers are an integral part of Heartstart Malvern's success.

Although the amount of COVID in the community had reduced quite significantly at the start of the reporting period, the pandemic was still impacting on Heartstart Malvern's activities. At the start of the period our group sizes were still quite limited as we continued to train in a 'COVID Safe Way'. With the charity's local profile being much lower during the two years of the pandemic, it took considerable time and effort to start raising our profile again to attract people to come forward for training.

The pandemic also had a significant impact on our income. During the pandemic all of our fundraising activities ceased, and we did not receive any income from the many different local organisations and groups who have so kindly supported Heartstart Malvern in the past.

This Trustee's Report provides an overview of Heartstart Malvern's activities for the period 1 September 2022 to 31 August 2023.

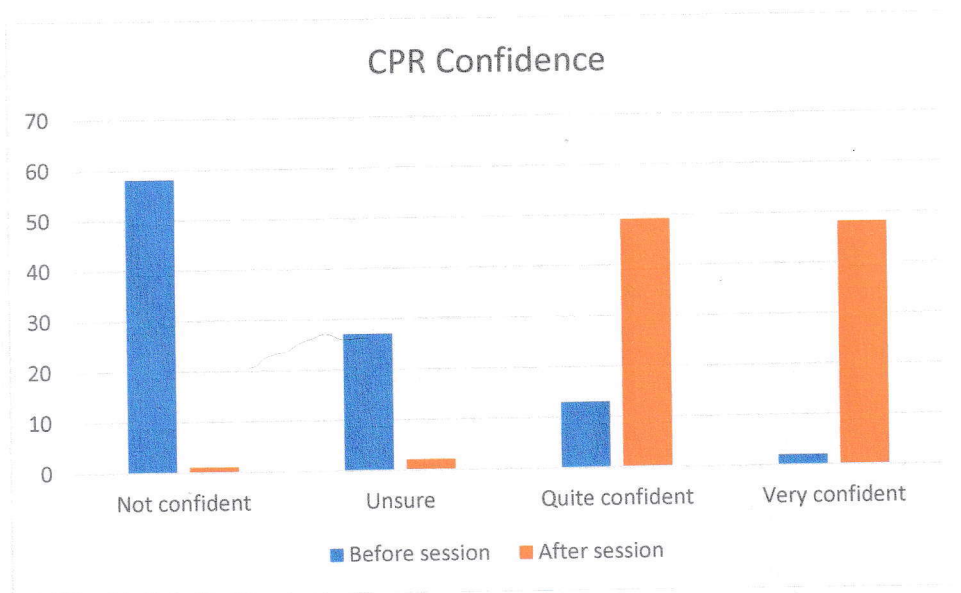
Training Activity

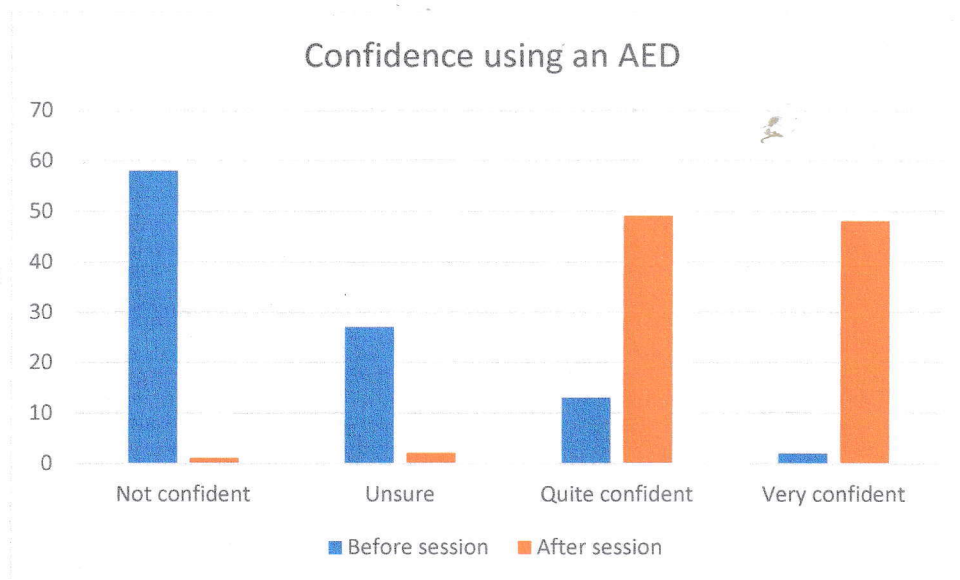
Before the pandemic, Heartstart Malvern was delivering training to almost 1,000 people a year. During this reporting period Heartstart Malvern delivered 43 training sessions, which provided free life-saving training to 529 members of the local community including schoolchildren. This figure is slightly less than the 698 people trained in the previous year but it does bring the overall number of people trained by Heartstart Malvern since its launch to 4370.

At the end of our training sessions (excluding schools), participants are encouraged to complete a short evaluation. 204 out of 289 adult participants completed the evaluation, giving a response rate of 71%. Some of the key findings from the evaluation are:

- 58% of participants were female and 42% male
- 31% of participants had never been trained in CPR before the session
- 70% of participants had never been trained to use a defibrillator before
- 77% of participants were from Malvern, 5% from villages surrounding Malvern, 6% from Colwall, 6% from Worcester and 6% from other areas
- 99.5% would recommend Heartstart Malvern training to other people

The increase in confidence to perform Cardio- Pulmonary Resuscitation (CPR) and to use an Automated External Defibrillator (AED) after a Heartstart Malvern training session can be seen in the following two graphs:





Public Access Defibrillators

During the reporting period, one public access defibrillator was installed, bringing the total number of defibrillators installed by Heartstart Malvern to 33. The impact of the pandemic on reducing income during the previous period significantly reduced the amount of funds available to purchase more defibrillators.

Heartstart Malvern continued maintaining our existing defibrillators. A manufacturer's recall resulted in 13 defibrillator batteries having to be replaced at a cost of £2,080. A further £978 was spent on replacing defibrillator pads. Maintaining and replacing defibrillators will be a significant ongoing cost which the charity will need to plan for.

Heartstart Malvern launched an appeal for 50 public access defibrillators in 2016. Although we are now over halfway towards this target, there is still a long way to go. There are still many areas in Malvern which do not have a public access defibrillator available.

One of our biggest challenges remains identifying suitable locations in residential areas to locate public access defibrillators. With 80% of all cardiac arrests happening at home, it is important for Heartstart Malvern to continue to identify suitable locations in residential areas to install public access defibrillators.

Structure, Governance and Management

Heartstart Malvern is a Charitable Incorporated Organisation and its work is guided by a Constitution. Volunteers are asked to become a Trustee as and when a vacancy arises. Applications are then considered at a Trustees Meeting and formally approved at the next Annual General Meeting. Trustees generally meet once a quarter.

There were 5 Trustees during this reporting period:

- Richard Vakis-Lowe (Chair)
- Catherine Millar (Secretary)
- Jean Williams (Trainer)
- David Bijl (Treasurer)
- Bob Lillis (Training Co-ordinator)

It is likely that Heartstart Malvern will recruit two new Trustees during the new reporting period to support the charity with Fundraising and Marketing.

Financial Review

The following Receipts and Payments Accounts shows that Heartstart Malvern's Income for the period was £2,364.89 and the expenditure was £5,222.12. The majority of our income was from a very generous donation of £2,000 from the CT Trust. Most of the expenditure (£3,058.78) was used to replace defibrillator consumables. The excess of expenditure over income (loss) for the period was £2,587.33.

Heartstart Malvern aims to keep a reserve balance of £5,000 which is thought to be sufficient to cover all running costs (e.g. training and defibrillator consumables) for a 12 month period. The closing balance on our current account was £4,019.47, which is below our usual reserve. Although this does not present an immediate risk to the sustainability of Heartstart Malvern, there will need to be a focus on increasing income over the forthcoming year.

Going forward, the Trustees acknowledge the need for a greater focus on fundraising and in particular, the need to identify sources of sustainable income.

Summary

Despite the lasting effects of the pandemic, this has been another good year for Heartstart Malvern, with another 529 people being trained to save a life, and an additional Public Access Defibrillator being installed in Malvern.

Heartstart Malvern has now provided free training to over 4,370 people and has installed 33 Public Access Defibrillators. Although many other organisations are either fundraising for defibrillators or providing training, Heartstart Malvern is still quite unique in providing both training and installing Public Access Defibrillators.

Over the next 12 months, Heartstart Malvern will focus on increasing the number of people being trained by making the training more accessible, and increasing the charity's income.

The Heartstart Malvern Trustees would like to express their deepest gratitude to all of the charity's volunteers, many of whom have given up an enormous amount of their own time to deliver training sessions, helping to ensure Heartstart Malvern's sustainability.

Richard Vakis-Lowe

Chairman Heartstart Malvern

13 November 2023



CHARITY COMMISSION
FOR ENGLAND AND WALES

Heartstart Malvern

No (if any)
1170697

CC16a

Receipts and payments accounts

For the period from	Period start date 01/09/2022	To	Period end date 31/08/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
General donations from the public	550	-	-	550	1,130
Online donations	85	-	-	85	576
Grant from Co-op Community Fund	-	-	-	-	8,611
Donations from Trusts	2,000	-	-	2,000	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	2,635	-	-	2,635	10,317
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	2,635	-	-	2,635	10,317
A3 Payments					
Website hosting	127	-	-	127	127
Just Giving Fee	216	-	-	216	216
Defibrillator installation	320	-	-	320	410
Training Consumables	-	-	-	-	295
Uniform and printing	401	-	-	401	1,731
Miscellaneous	110	-	-	110	78
Insurance	989	-	-	989	976
Defibrillator consumables	3,059	-	-	3,059	2,543
Equipment (Manikins & Defibrillators)	-	-	-	-	10,325
Sub total	5,222	-	-	5,222	16,701
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	5,222	-	-	5,222	16,701
Net of receipts/(payments)	- 2,587	-	-	- 2,587	- 6,384
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 2,587	-	-	- 2,587	- 6,384

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Deficit for reporting period	- 2,587	-	-
		-	-	-
		-	-	-
	Total cash funds	- 2,587	-	-
(agree balances with receipts and payments account(s))				
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Current Account balance	4,019	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	N/A		-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	33 Public Access Defibrillators and cabinets		49,500	8,000
	Training equipment		10,000	5,000
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	None		-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Richard Vakis-Lowe (Chairman)	13.11.23
	David Bijl (Treasurer)	13.11.23

HEARTSTART MALVERN

England & Wales - Charity number 1170697

Accounts



**Heartstart Malvern
Trustees' Annual Report
and Accounts**

1 September 2021 to 31 August 2022

Charity Registration Number: 1170697

Introduction

Heartstart Malvern was founded in 2016. Its aim is to increase the chance of survival for people suffering from a cardiac arrest in Malvern and the surrounding area.

The survival rate from cardiac arrest in the United Kingdom is about 10%, and in other European countries it is about 25%. There are some situations in the United Kingdom (e.g., gymnasiums and airports) where the survival rate has been reported to be as high as 50%, as a result of people being trained and starting cardio-pulmonary resuscitation (CPR) immediately after the patient has collapsed and then using a public access defibrillator to try and restart the patient's heart.

Heartstart Malvern is trying to increase the survival rate from cardiac arrest in the Malvern area by providing free resuscitation training and installing public access defibrillators. The resuscitation training includes basic cardio-pulmonary resuscitation and how to use a defibrillator. This training is delivered in a variety of settings including schools, community groups and at places of work.

All of Heartstart Malvern's activities are delivered by volunteers, including 14 trainers and 6 Trustees. This ensures that every single penny donated to Heartstart Malvern will be spent on its charitable objectives. The contributions made by volunteers are an integral part of Heartstart Malvern's success. The Trustees of Heartstart Malvern would like to acknowledge and thank all of its volunteers for the enormous amount of time which they have given freely to the charity over the last 12 months.

During the year we were pleased to welcome Mrs Lucy Chevevix-Trench as our Patron. Lucy is the eldest daughter of Lady Morrison who was our first Patron. The Trustees were delighted that Lucy accepted our invitation to become our Patron.

This Trustee's Report provides an overview of Heartstart Malvern's activities for the period 1 September 2021 to 31 August 2022.

The Impact of COVID

The pandemic had a significant impact on Heartstart Malvern's activities for the second consecutive year, resulting in a significant reduction in the number of people being trained and fundraising activities. A couple of trainers sadly decided not to continue with Heartstart Malvern after the pandemic due to health-related issues.

Despite the pandemic, the Trustees continued to meet remotely during this period. The main focus of these meetings was to review the COVID situation and to make preparations to deliver 'COVID safe' training for once the restrictions were lifted. Much of this work was led by Angela Kirton (Training Co-ordinator).

Training Activity

Our COVID safe training commenced in May 2022. This training was based on guidelines and advice issued by the UK Resuscitation Council. COVID Safe training involved adhering to a number of new infection control measures, working with smaller groups and adapting our training so that rescue breaths were not taught. Although there was a degree of apprehension about restarting training, all of our trainers adapted to the format extremely quickly.

Before the pandemic, Heartstart Malvern was delivering training to almost 1,000 people a year. Despite being unable to deliver training between September 2021 and May 2022, Heartstart Malvern was still able to deliver **32 training sessions** to **488** people during this reporting period. This is quite an achievement for a group of 14 trainers. Unfortunately, a local school cancelled three days of training in July 2022 due to the excessive heat. This could have increased our numbers by another 200 people trained during the period.

The evaluation of our training sessions continues to be extremely positive with 98% of participants saying they would recommend us to family and friends. One of the most important observations from our evaluations continues to be participants confidence levels to undertake CPR and to use a defibrillator after their training. Before training confidence levels for undertaking CPR are noted as 42% and for using an defibrillator as 21%. Post training, this increases to 99% for CPR and 100% for using a defibrillator.

During the reporting period, Heartstart Malvern was able to replace all of our training equipment and to purchase a significant amount of additional training equipment, thanks to a very generous donation of £11,572.08 from the Co-op Community Fund. The additional equipment included training manikins which light up to give a visual indication of how effective rescue breaths and chest compressions are. The balance of the grant was used to meet some of the other ongoing training costs including insurance and general consumables.

As the restrictions around COVID continued to relax towards the end of this reporting period, Heartstart Malvern was in a strong position to resume training at previous levels. There was still a need to deliver training in a COVID Safe way at the end of this period. The additional equipment provided by the Co-op Community Fund was invaluable in supporting COVID Safe training, particularly with large groups such as schools.

Despite the COVID restrictions, this was another successful year for our training. A considerable amount of work was undertaken by Angela Kirton during lockdown to prepare the team to deliver training in a COVID Safe way. Unfortunately, Angela relocated in the early summer and stepped down as a trainer, training co-ordinator and trustee. As one of our first volunteer trainers and a very active Trustee, Angela will be sadly missed. Angela has been replaced by Bob Lillis as our new Training Co-ordinator. Bob has settled into his new role extremely quickly.

Public Access Defibrillators

During the reporting period, three more public access defibrillators were installed, bringing the total number of defibrillators installed by Heartstart Malvern to 32. COVID restrictions

during the period significantly reduced the amount of income and funds available to purchase defibrillators.

In addition to purchasing three new defibrillators and cabinets, we had to continue maintaining our existing defibrillators. The biggest cost for this at the moment is replacing the defibrillator pads which need replacing every two years at a cost of £40 for a set of pads. It is likely that batteries will need replacing at five years and the whole defibrillator at ten years. These will be significant costs which the charity will need to plan for.

Heartstart Malvern launched an appeal for 50 public access defibrillators in 2016. Although we are now over halfway towards this target, there is still a long way to go. There are still many areas in Malvern which do not have a public access defibrillator available. One of our biggest challenges remains identifying suitable locations in residential areas to locate public access defibrillators. With 80% of all cardiac arrests happening at home, it is important for Heartstart Malvern to continue to identify suitable locations in residential areas to install public access defibrillators.

Structure, Governance and Management

Heartstart Malvern is a Charitable Incorporated Organisation and its work is guided by a Constitution. Volunteers are asked to become a Trustee as and when a vacancy arises. Applications are then considered at a Trustees Meeting and formally approved at the next Annual General Meeting. Trustees generally meet once a quarter.

There were 6 Trustees during this reporting period:

- Richard Vakis-Lowe (Chair)
- Catherine Millar (Secretary)
- Melanie Baker (Treasurer)
- Jean Williams (Trainer)
- David Bijl (Trainer)
- Angela Kirton (Training Co-ordinator until resigning in June 2022)

Financial Review

The pandemic had a significant effect income for this reporting period. Heartstart Malvern was fortunate to receive the second and final instalment from the Co-op Community Fund (£8,610.56) in November 2021. As previously reported, this enabled Heartstart Malvern to replace all of its existing training equipment and ongoing training costs.

Heartstart Malvern aims to keep a reserve balance of £5,000 which is thought to be sufficient to cover all running costs (e.g. training and defibrillator consumables) for a 12 month period. The reserve figure was much higher at the end of the previous financial year and this financial year due to uncertainties around COVID.

At the end of the reporting period, Heartstart Malvern had a current account balance of £6,606.70. Although this is a comfortable position for the charity to be in, the Trustees are

mindful that we are currently not being supported by any third-party organisations (e.g., local fundraising groups and other organisations). Third party organisations have provided a significant amount of Heartstart Malvern's income in previous years.

Going forward, the Trustees acknowledge the need for a greater focus on fundraising and in particular, the need to identify sources of sustainable income.

Richard Vakis-Lowe
Chairman Heartstart Malvern
February 2023



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Heartstart Malvern	No (if any) 1170697
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CC16a

Receipts and payments accounts

For the period from	01/09/2021	To	31/08/2022
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
General donations from public	1,130	-	-	1,130	10,595
Donations through Just Giving	576	-	-	576	-
Grant from Co-op Community Fund	8,611	-	-	8,611	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	10,317	-	-	10,317	10,595
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	10,317	-	-	10,317	10,595
A3 Payments					
Internet	127	-	-	127	-
Just Giving	216	-	-	216	-
Electrician	410	-	-	410	-
Consumables	295	-	-	295	-
Uniform and printing	1,731	-	-	1,731	-
Trustee expenses	78	-	-	78	-
Insurance	976	-	-	976	2,090
Defibulator consumables	2,543	-	-	2,543	1,115
Equipment (Manikins and Defibrillators)	10,325	-	-	10,325	-
Sub total	16,701	-	-	16,701	3,205
A4 Asset and investment purchases, (see table)					
Defibrillator	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	16,701	-	-	16,701	3,205
Net of receipts/(payments)	- 6,384	-	-	- 6,384	7,390
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	12,991	-	-	12,991	-
Cash funds this year end	6,607	-	-	6,607	7,390

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current Account Funds	6,607	-	-
		-	-	-
		-	-	-
	Total cash funds	6,607	-	-
	(agree balances with receipts and payments account(s))			

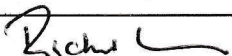

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	N/A	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	N/A		-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	32 defibrillators and cabinets		48,000	12,000
	Training equipment		10,000	7,500
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	None		-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Richard Vakis-Lowe	22.02.23
	Robert Lillis	22.02.23

HEARTSTART MALVERN

England & Wales - Charity number 1170697

Accounts



Trustees' Annual Report for the period

From 1 September 2020 (Period start date) To 31 August 2021 (Period end date)

Charity name: Heartstart Malvern

Charity registration number: 1170697

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To increase the survival rate from cardiac arrest in Malvern and the surrounding villages by providing free resuscitation training and increasing the number of public access defibrillators.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Heartstart Malvern's activities have been severely restricted during the reporting period due to the COVID pandemic. As a consequence of the restrictions which were in place during the pandemic, Heartstart Malvern was unable to deliver any training during the reporting period. However, the trustees held a number of virtual meetings during this period to review and update lesson plans so training could resume in a COVID safe way once restrictions are lifted. Two public access defibrillators were installed during the reporting period. Since its launch in January 2017, Heartstart Malvern has provided free training to over 3,000 people and has installed 29 Public Access Defibrillators
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees give regard to the guidance issued by the Charity Commission on public benefit. All of Heartstart Malvern's charitable activities are of benefit to local residents and visitors. The trustees will minimise public risk in decision making and receive no personal benefit from the charity.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Heartstart Malvern is not a grant making organisation.

Policy on social investment including program related investment	Para 1.38	Heartstart Malvern does not have a Social Investment Policy and does not invest funds.
Contribution made by volunteers	Para 1.38	Heartstart Malvern is a volunteer-led and volunteer-run charity. There are no paid staff. Using volunteers enables Heartstart Malvern to be completely sustainable, keep our running cost to a minimum and to provide all of our training completely free of charge. The use of volunteers also ensures that all funds donated to Heartstart Malvern are used to fulfil our objectives.
Other		The success of Heartstart Malvern is due to its volunteers and the support of the local community. The trustees would like to acknowledge and thank all of Heartstart Malvern's volunteers for their enormous contribution to the success of the charity. The trustees would also like to thank the local community for coming forward for training and supporting the charity through various fundraising activities.

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Due to the restrictions placed on Heartstart Malvern during the pandemic, its achievements during this reporting period are very limited.</p> <p>Some of our achievements during this period include:</p> <ul style="list-style-type: none"> • Ensuring the financial stability of the charity during the pandemic • Installing a further two public access defibrillators • Maintaining the existing 27 public access defibrillators so they were ready for use during an emergency • Reviewing our lesson plans and preparing to deliver training in a COVID safe way • Replacing some of our old training equipment

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Since its formation on January 2017, Heartstart Malvern has provided free training to over 3,000 people and has installed 29 public access defibrillators.
Performance of fundraising activities against objectives set	Para 1.41	No fundraising objectives are set. Despite the COVID pandemic, income was up during this period by just over £3K, largely due to a number of grants.
Investment performance against objectives	Para 1.41	No funds are invested by Heartstart Malvern.
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity was in a strong financial position at the end of the reporting period with a closing balance of almost £13K. During the reporting period, the trustees made a decision to maintain a larger reserve than normal due to the uncertainty around the duration of the pandemic and its impact on our income.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Heartstart Malvern normally holds sufficient reserves to cover its operational costs for a 12 month period. This is estimated to be approximately £5,000. A significantly higher reserve has been held during the COVID pandemic due to financial uncertainties created by the pandemic.
Amount of reserves held	Para 1.22	The charity does not hold a separate account for its reserves. Instead, it maintains a balance of at least £5k in its current account.
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no uncertainties about Heartstart Malvern continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Heartstart Malvern is funded entirely by charitable donations from individuals and other organisations.
Investment policy and objectives including any social investment policy adopted	Para 1.46	Heartstart Malvern does not invest funds and has no Investment Policy.
A description of the principal risks facing the charity	Para 1.46	Heartstart Malvern is completely reliant on adhoc charitable donations and has no regular income stream.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Volunteers are asked to become a trustee as and when a vacancy arises. Applications are then considered at a trustees meeting and formally approved at the next AGM.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Heartstart Malvern is a small charity and does not have a formal induction process for new trustees. Instead, any new trustee is supported by other trustees.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Heartstart Malvern is a small charity and has a flat organisational structure. The charities work is overseen by the trustees. Heartstart Malvern is not affiliated to any other organisation.
Relationship with any related parties	Para 1.51	N/A
Other		N/A

Reference and Administrative details

Charity name	Heartstart Malvern
Other name the charity uses	N/A
Registered charity number	1170697
Charity's principal address	St Gabriel's Worcester Road Hanley Swan Near Malvern Worcestershire WR8 0EA

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
N/A		

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

N/A

Exemptions from disclosure

Reason for non-disclosure of key personnel details

N/A



Other optional information

Heartstart Malvern's website is www.heartstartmalvern.org.uk

Declarations

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Rebecca Jarvis-Lowe	JEAN WILLIAMS
Position (eg Secretary, Chair, etc)	Chairman	TRUSTEE
Date	25 th May 2022	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Heartstart Malvern 1170697

Receipts and payments accounts

CC16a

For the period from	Period start date 01-Sep-20	To	Period end date 31-Aug-21
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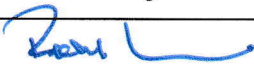

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations (General)	1,356	-	-	1,356	7,266
Donation (Mayors Charity)	3,514	-	-	3,514	-
COVID Grants	2,500	-	-	2,500	-
Co-op Grant	2,962	-	-	2,962	-
Inmemorial donation	263	-	-	263	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	10,595	-	-	10,595	7,266
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	10,595	-	-	10,595	7,266
A3 Payments					
Defibrillators, cabinets & consumables	1,015	-	-	1,015	1,428
Overheads (incl printing and insurance)	2,090	-	-	2,090	3,587
Event costs	-	-	-	-	72
Miscellaneous	100	-	-	100	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	3,205	-	-	3,205	5,087
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	3,205	-	-	3,205	5,087
Net of receipts/(payments)	7,390	-	-	7,390	2,179
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	7,390	-	-	7,390	2,179

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	To current account	7,390	-	-
		-	-	-
		-	-	-
	Total cash funds	7,390	-	-
	(agree balances with receipts and payments account(s))			
B2 Other monetary assets	Details	to nearest £	to nearest £	to nearest £
	N/A	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	N/A		-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	29 Defibrillators and cabinets		43,500	20,000
	Training equipment		3,000	500
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	None		-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Richard Vakis-Lowe	25.05.22
	Sarah Williams	25.05.22