



**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.

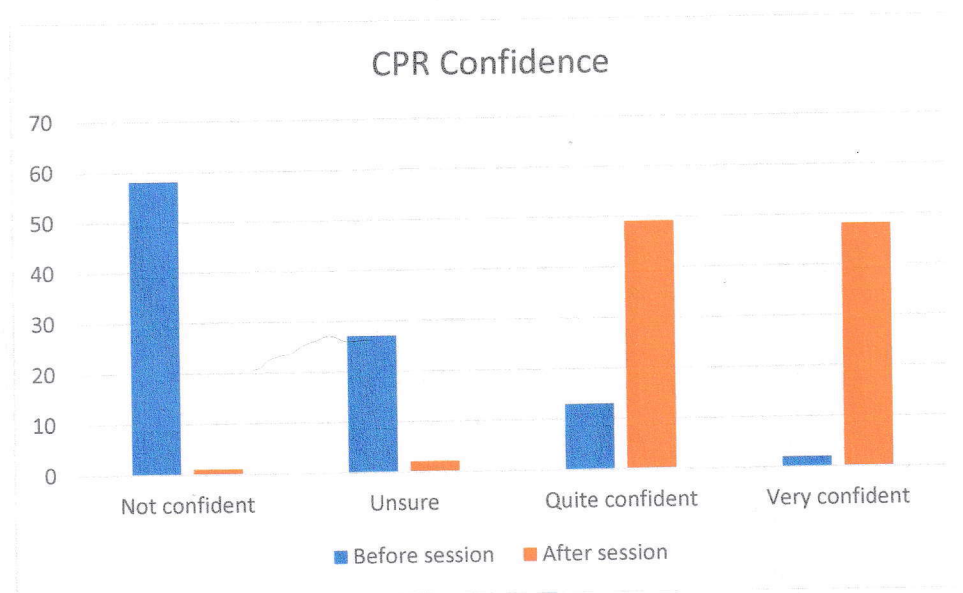
## Training Activity

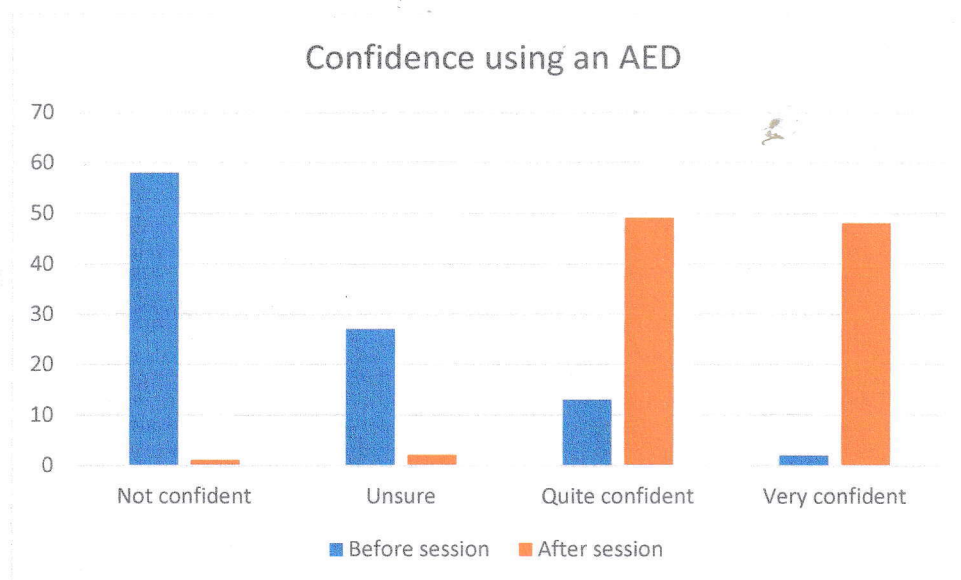
Before the pandemic, Heartstart Malvern was delivering training to almost 1,000 people a year. During this reporting period Heartstart Malvern delivered 43 training sessions, which provided free life-saving training to 529 members of the local community including schoolchildren. This figure is slightly 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

## Receipts and payments accounts

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For the period from	Period start date	To	Period end date
	01/09/2022		31/08/2023

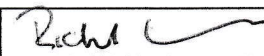
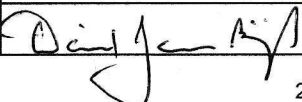
### Section A Receipts and payments

	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 £
<b>A1 Receipts</b>					
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	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>2,635</b>	<b>-</b>	<b>-</b>	<b>2,635</b>	<b>10,317</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>2,635</b>	<b>-</b>	<b>-</b>	<b>2,635</b>	<b>10,317</b>
<b>A3 Payments</b>					
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
<b>Sub total</b>	<b>5,222</b>	<b>-</b>	<b>-</b>	<b>5,222</b>	<b>16,701</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>5,222</b>	<b>-</b>	<b>-</b>	<b>5,222</b>	<b>16,701</b>
<b>Net of receipts/(payments)</b>	<b>- 2,587</b>	<b>-</b>	<b>-</b>	<b>- 2,587</b>	<b>- 6,384</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>- 2,587</b>	<b>-</b>	<b>-</b>	<b>- 2,587</b>	<b>- 6,384</b>

## 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 £
<b>B1 Cash funds</b>	Deficit for reporting period	- 2,587	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	- 2,587	-	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>	Current Account balance	4,019	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	N/A			
<b>B4 Assets retained for the charity's own use</b>	33 Public Access Defibrillators and cabinets		49,500	8,000
	Training equipment		10,000	5,000
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	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