



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 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.

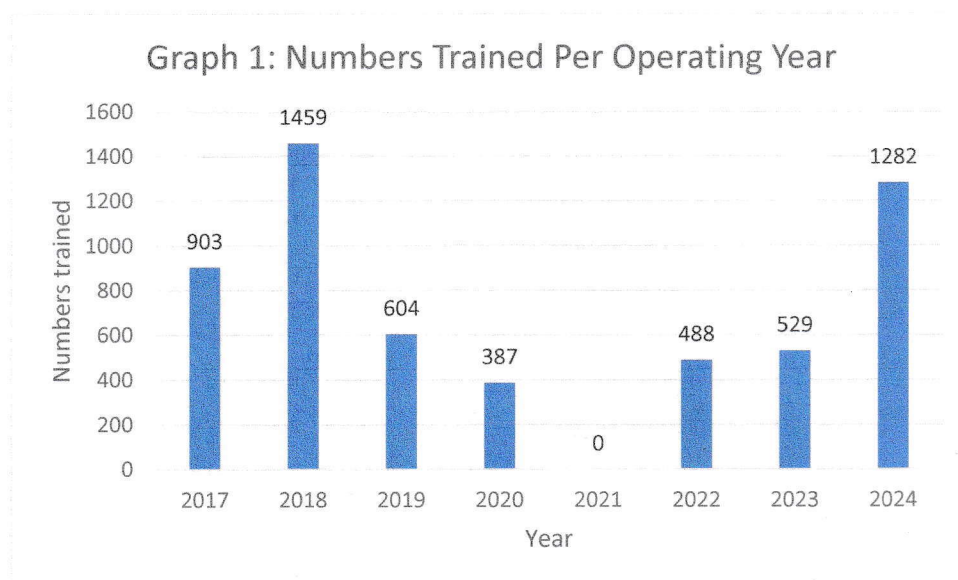
A successful volunteer recruitment campaign managed to attract several new volunteer trainers. These new volunteers settled into their new roles very quickly and have been a tremendous help with maintaining our momentum. There is a need to recruit more trainers over the coming year to reduce the pressure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

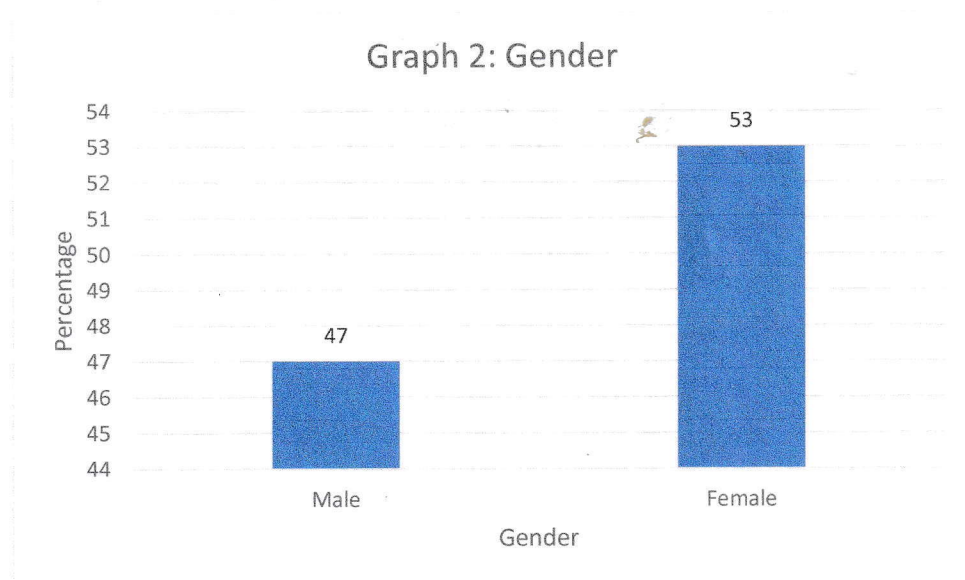


Training has been delivered in a variety of settings including schools, youth groups, community groups and local businesses, as well as open public sessions which individuals can attend.

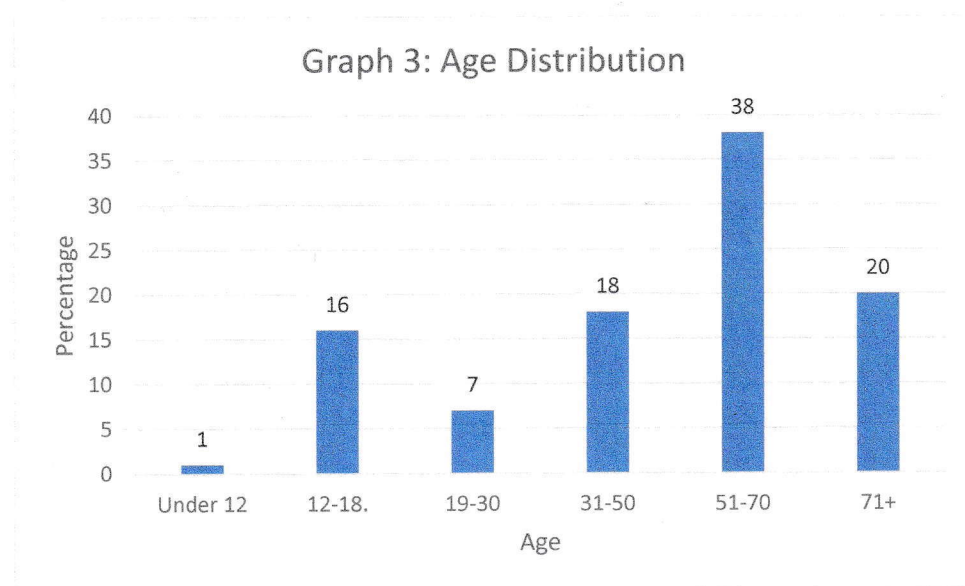
Heartstart Malvern is particularly proud of its work in local schools. The team is now delivering training to whole year groups at Dyson Perrins Academy, The Chase and Hanley Castle High School. Training is also being delivered to Year Six pupils in several local junior schools. Over the next 12 months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

Training Evaluations

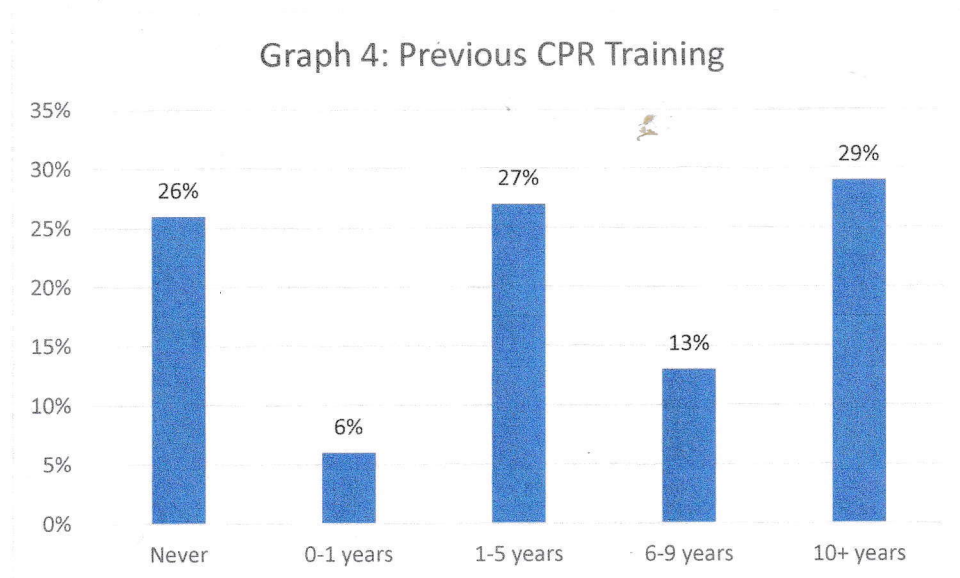
All of our training sessions, except schools sessions, are evaluated. The following data is collated from 533 completed evaluations. Heartstart Malvern is planning to evaluate future training activity in schools.



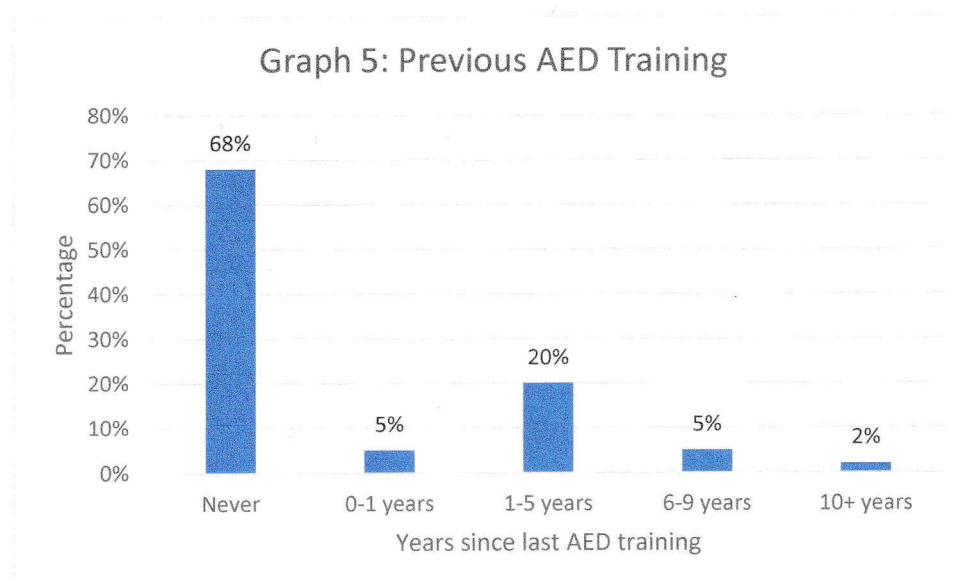
Graph 2 above illustrates a roughly equal split between male and female participants



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.

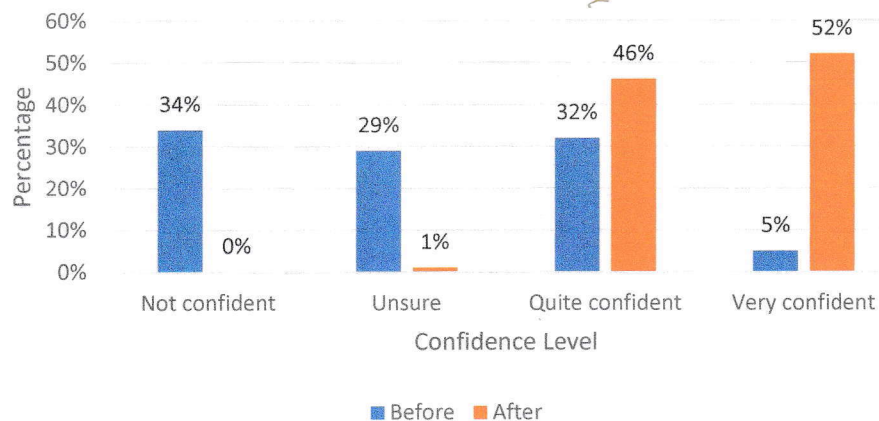


Graph 4 above illustrates that 26% of people attending our training sessions have never been taught CPR before. Based on the sample size of 533, this means that we have trained over 140 people in basic resuscitation techniques who have never been trained before. It was encouraging to see 33% of people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



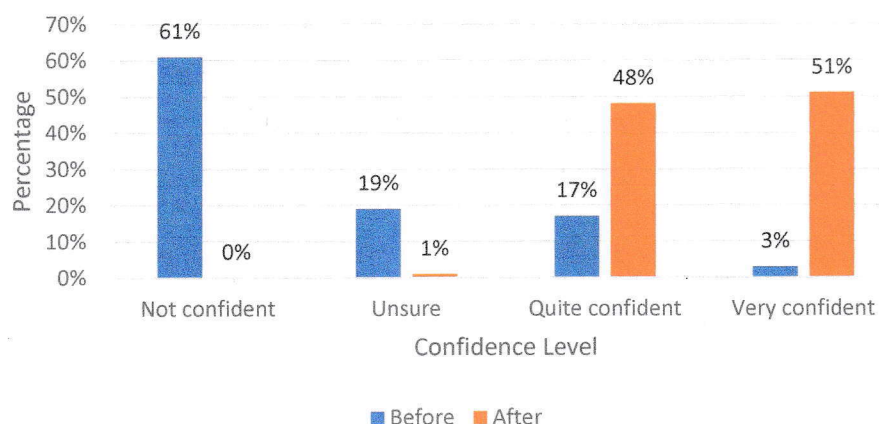
Graph 5 above illustrates that 68% of participants have never been trained to use a defibrillator before. Again, it is encouraging to see that 25% of participants have returned for refresher training.

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

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))				

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

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

[illegible]

	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