



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.

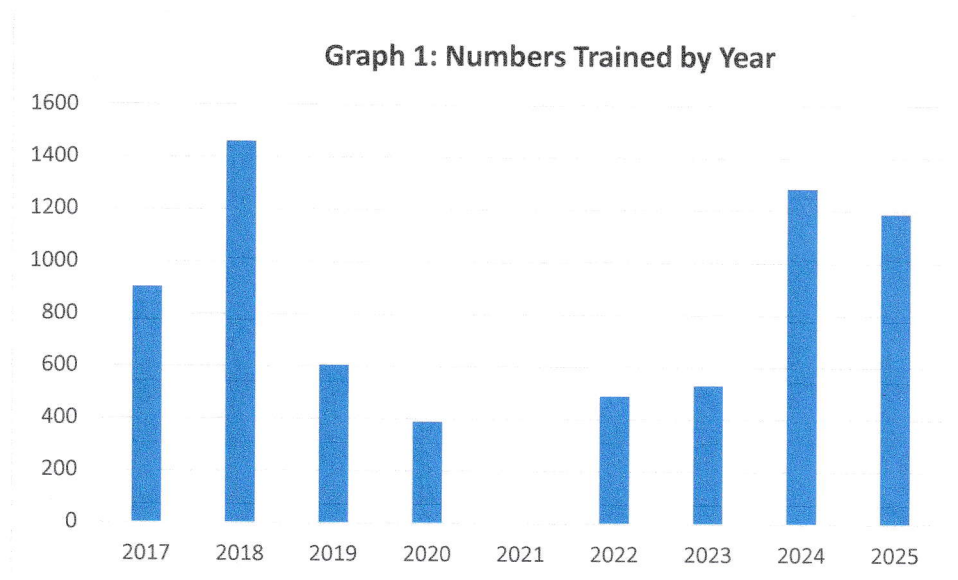
In October 2024, the Resuscitation Council UK published a case study about our work in schools on their website. This was part of their campaign to get resuscitation training into English schools. Being featured on the Resuscitation Council's website was an endorsement of our successful school's programme.

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.

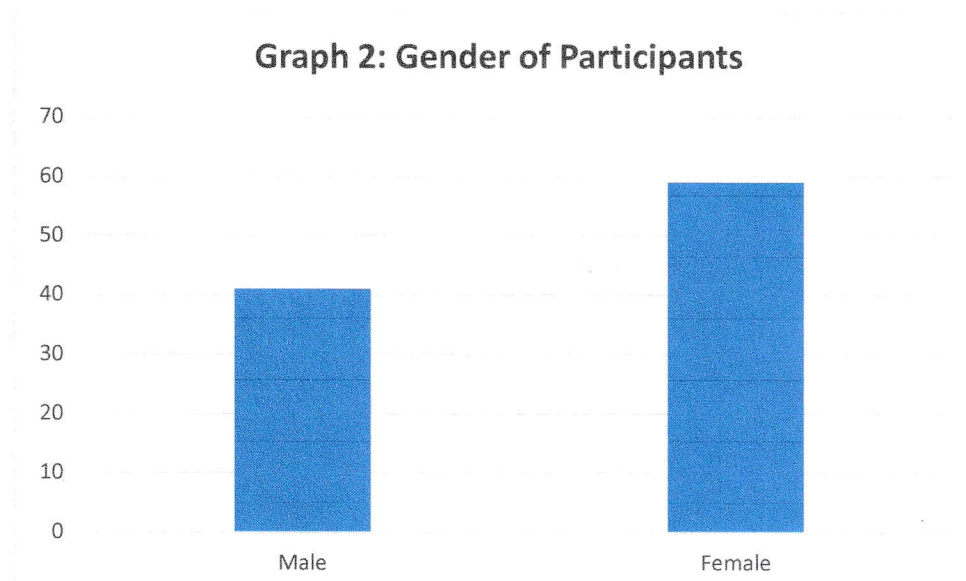
Heartstart Malvern is particularly proud of its work in local schools. The team is now delivering training to whole year groups at Dyson Perrins Academy, The Chase and Hanley Castle High School. During the year we also delivered a training session to a whole year group at The Chantry High School in Martley.

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

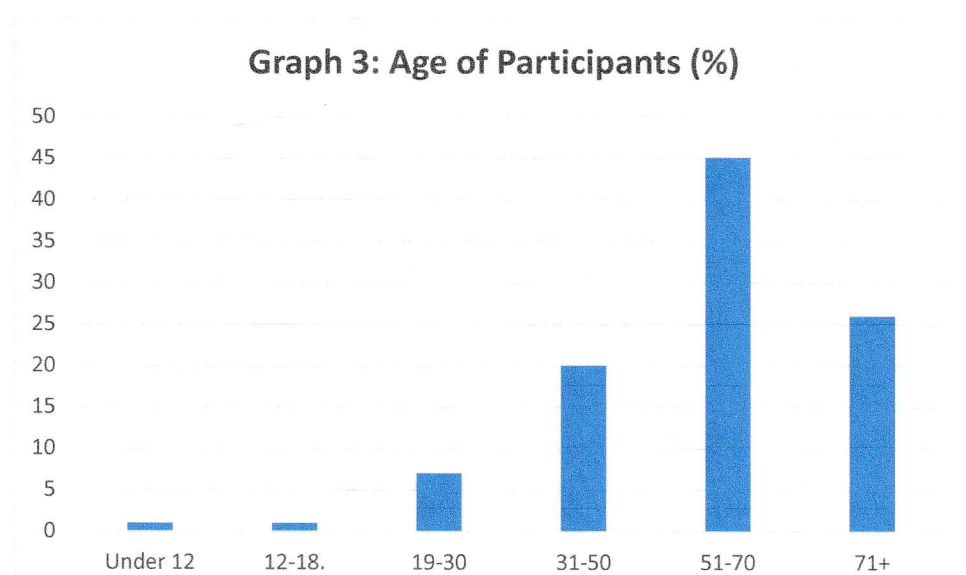
All our training sessions, except schools sessions, are evaluated. The following data is collated from 579 completed evaluations. Heartstart Malvern is planning to evaluate future training activity in schools.

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.

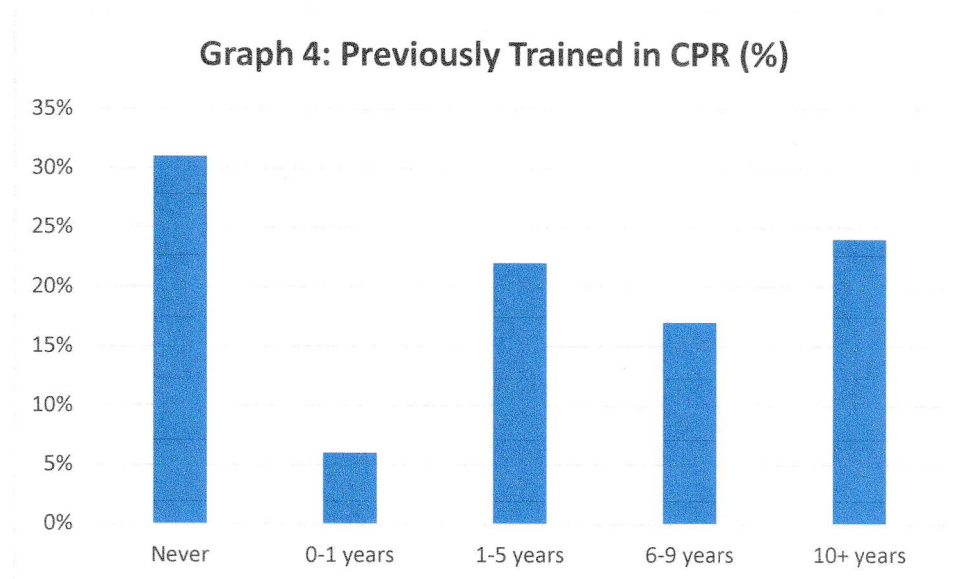


Graph 3 below shows that most people trained (45%), excluding our school sessions, are in the 51-70 age bracket. A further 26% were aged over 71. Therefore, over 71% of people trained at our public sessions or through a training session at a community group, were over 50 years of age. This is the probably 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.

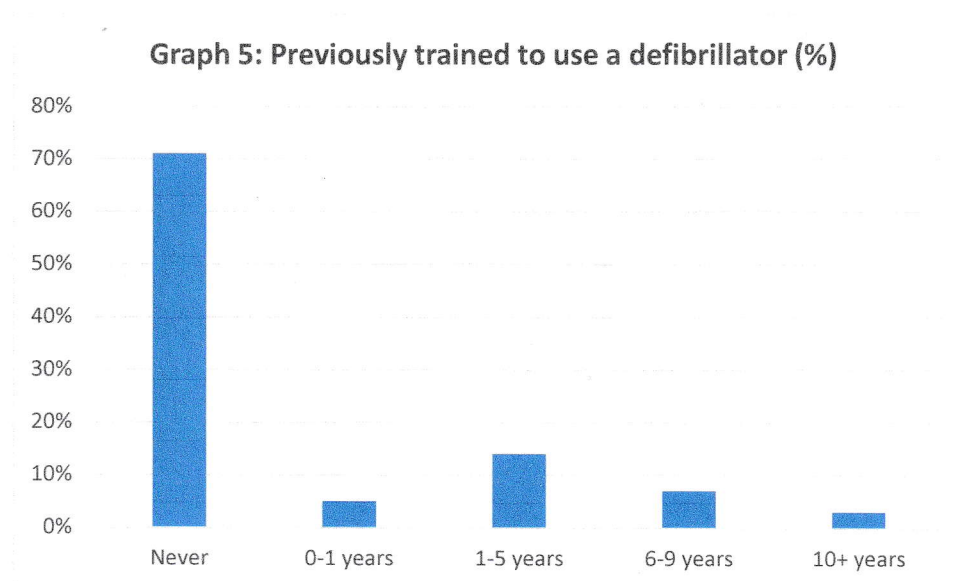
If schools had been included in this sample, it is likely that the 12-18 group would have been significantly higher.



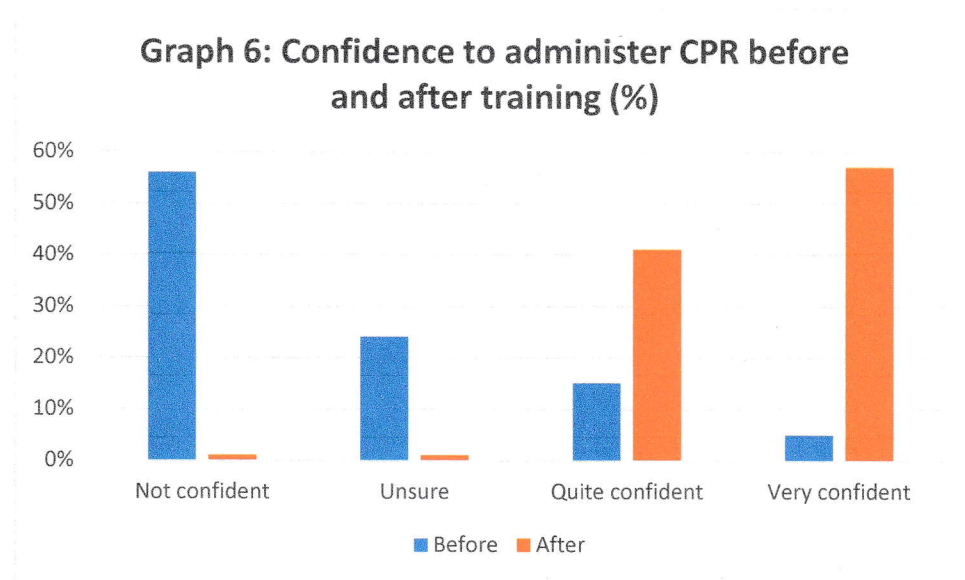
Graph 4 below illustrates that 31% of people attending our training sessions have never been taught CPR before. Based on the sample size of 579, this means that, excluding schools, we have trained approximately 180 people in basic resuscitation techniques who have never been trained before. It was encouraging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



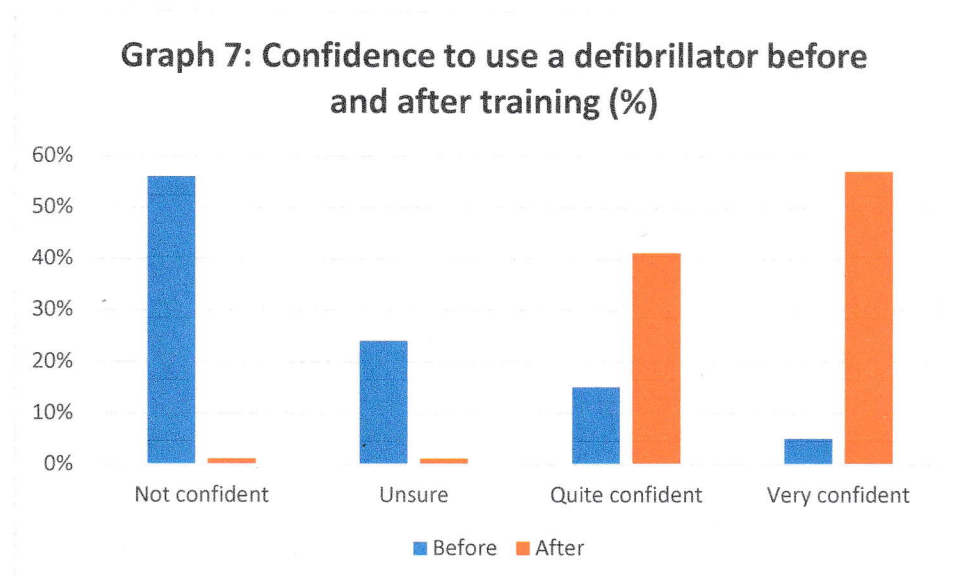
Graph 5 below illustrates that 71% of participants have never been trained to use a defibrillator before. Based on the sample size of 579, this means that, excluding schools, we have trained approximately 410 people how to use a defibrillator, who have never been trained before. Again, it is encouraging 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 (£1,232.50) 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.

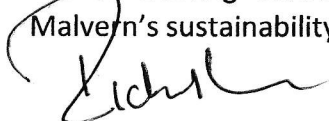
The feedback from our training surveys is very encouraging, with almost all participants leaving their training session confident to undertake CPR and use a defibrillator. It is very difficult to get feedback about when people have used these skills in real life but are aware of three lives potentially 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.



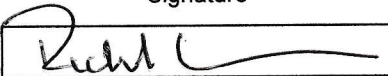

Richard Vakis-Lowe

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))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Current Account 31.08.25	6,933	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		0	-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	36 Defibrillators & Cabinets		54,000	9,000
	Training equipment		10,000	2,500
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		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

Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01/09/2024		31/08/2025

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