



Registered Charity No: 1177931

Herefordshire Heartstart
24 Netherwood Road
Hereford, HR2 6JU.
Tel: 0845 60 60 654

Simple skills save lives

TRUSTEES ANNUAL REPORT AND ACCOUNTS FOR **THE YEAR 2024/2025**

SECTION A: REFERENCE AND ADMIN DETAILS

Herefordshire Heartstart CIO's principal address and registration numbers are as above. The charity is not known by any other name.

Names of the charity trustees who manage the charity:

Trustee name	Office (if any)	Dates acted (if not the whole period)
Mr Frederick Robert Clive Edwards	Chair	
Mr Dave Landey	Finance officer	
Ms Sarah Janes		
Ms Nicky Haines		
Mr Malcolm Madeley		Appointed April 2025

There are no other trustees of Herefordshire Heartstart.

SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT

Description of the charity's trusts

The charity's governing document is its constitution, adopted at the AGM on June 26th 2018. The charity is a charitable incorporated organisation (CIO) and came into being when entered onto the register of charities on 30th September 2018.

Charity trustees, up to a maximum of 12, are appointed by existing charity trustees. Trustees meet once a quarter to discuss and manage the charity.

Meetings take place at the business address of one of our trustees or more recently on the online platform zoom. We would like to thank TRP Sealing Systems for their continuing support of Herefordshire Heartstart.

SECTION C: OBJECTIVES AND ACTIVITIES

Summary of the objects of the charity set out in its governing document

The objects of the CIO are set out in clause 3 of its constitution as being:

The advancement of education and the protection and preservation of life by:

- i. Increasing local public awareness of the need for emergency life support training.



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- ii. Arranging and providing courses and other opportunities for people to learn the essential knowledge, skills and attitudes necessary to help them deal with emergency situations to the best of their ability.
- iii. Encouraging attendance on training courses.
- iv. Ensuring that the conduct and delivery of training of and by the instructors is in accordance with the current guidelines set or accepted by the Resuscitation Council UK or any other guidelines approved by the British Heart Foundation.
- v. Contributing to the wider development of the Heartstart initiative.

We measure and celebrate the success of Herefordshire Heartstart against these five objects.

Summary of the main activities undertaken for the public benefit in relation to these objects

The trustees' vision is such that everyone in the county can react to support a life and alert qualified medical assistance in emergency situations. To ensure that more people survive a heart attack or other life-threatening emergency by providing quality training and imparting the confidence to act.

Numbers trained have gradually increased over this year with more courses booked and volunteers becoming more active.

SECTION D: ACHIEVEMENTS AND PERFORMANCE

In the Community

We are proud to report a continued rise in course participation, reflecting growing community engagement and trust in our services. Our coordinator has worked tirelessly to schedule and manage volunteers, despite the ongoing challenge of operating with a small but exceptionally committed volunteer team.

We remain a trusted training provider for businesses across Herefordshire, many of whom return annually to refresh and upskill their staff—testament to the quality and relevance of our courses.

Last year's strategic goal to reconnect with former partner organisations was a clear success, directly contributing to the increase in course numbers and strengthening our community ties.

In schools and colleges

We continue our annual partnership with Hereford Sixth Form College, delivering training to students who voluntarily attend outside of their regular timetable. Their commitment speaks volumes about the value they place on the life-saving skills we provide.

Volunteers

We currently have a team of 20 volunteers, with 12 actively delivering courses. We're delighted to welcome four new volunteers who are now shadowing experienced team members as they prepare for formal training.

Earlier this year, we hosted a training and engagement event, offering volunteers the opportunity to meet our coordinator and deepen their connection to the charity. A follow-up refresher training session is scheduled later this year to support ongoing development and retention.

Grants / funding

Our work in the community continues to be supported by generous public donations collected during courses. These contributions are vital to sustaining our operations and expanding our reach.

Future Plans



The Trustees remain firmly committed to advancing the mission of Herefordshire Heartstart and ensuring its continued impact across the region. To achieve this, our strategic priorities include:

- **Expanding our volunteer base**, not only among course deliverers but also in essential support roles such as administration, publicity, and social media
- **Broadening the expertise and diversity of our trustee board** to strengthen governance and strategic oversight
- **Raising the charity's profile** through targeted community outreach and promotional efforts

Together, these initiatives will help secure the future of Herefordshire Heartstart and ensure we continue to deliver the life-saving education our community deserves.

SECTION E: FINANCIAL REVIEW

Financial Report	2024/25	2023/24
Opening Balance	13,057.92	15,043.00
Income:		
Donations	3,959	2,849
Other income	205	207
Schools Income	0	264
	4,164	3,320
Expenditure:		
Coordinator	3,000	4,042
Other expenditure	1,301	1,263
	4,301	5,305
Closing Balance	12,921.89	13,057.92

Income – The Charity has continued to receive donations in the sum of £3,359 predominantly from courses and sponsorship from local businesses for literature and educational materials. We are extremely grateful for all those who have supported the Charity so generously this year. Progress continues to be made with CAF Donate in order to provide an easier process for those wishing to donate and who do not carry cash to the course for example.

Expenditure – The main expenditure for the Charity this year was the Co-ordinators remuneration and insurance, alongside materials, literature and certificates.

Closing Funds – The trustees have set aside a reserve of £5,000 to cover running costs if there is a sudden drop in income and this sum is reviewed annually. All funds are held in a bank account with the Charities Aid Foundation, and all payments and withdrawals require two authorised signatures.



SECTION F: DECLARATION

The charity trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the charity trustees:

Signatures

Full names: *Sarah Janes*

Nicola Thorpe

Position: Chair of Charity Trustees

Trustee

Date: 24.09.2025

