

Trustees' Annual Report for the period						
From	Period start date			T o	Period end date	
	11 th	Sept	2020		31 st	March 2021

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Kemp House

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Katz Kiely	Chair	8 th Sept 2020	The Board of Trustees of Frontline Live
2	Mwangala Lishomwa	Trustee	8 th Sept 2020	
3	Mary Alice Inman	Trustee	8 th Sept 2020	
4	Christopher Paul Swan	Trustee	8 th Sept 2020	
5	Dr David Joseph Nicholl	Trustee	29 th March 2021	
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Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Advisory Board	Catriona Lindsay	17 Cowper Road, London, W3 6PZ
Advisory Board	James Bebbington	36 Heath Drive, Brookwood, Woking, GU24 0HQ
Advisory Board	Katharina Wittgens	2 Lichfield Road, London, NW2 2RE
Advisory Board	Mark Higham	79 Bouverie Road, London, N16 0AD

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

N/A

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution of Charitable Incorporated Organisation
How the charity is constituted (eg. trust, association, company)	As a charitable foundation
Trustee selection methods (eg. appointed by, elected by)	Appointed by the Board of Trustees by way of a resolution at a properly constituted meeting of the trustees for a term of three years

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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

From Governing Document: THE OBJECTS OF THE CHARITY ARE, FOR THE PUBLIC BENEFIT, ANYWHERE IN THE WORLD, THE ADVANCEMENT OF HEALTH AND THE RELIEF OF NEED BY SUPPORTING HEALTHCARE AND FRONTLINE WORKERS IN PARTICULAR BUT NOT EXCLUSIVELY BY THE PROVISION AND MAINTENANCE OF DIGITAL TECHNOLOGY TO MATCH NEED AND SUPPLY FOR PERSONAL PROTECTIVE EQUIPMENT AND TO COLLECT AND ANALYSE INFORMATION TO PROMOTE PERSONAL SAFETY (THE OBJECTS). IN THESE OBJECTS, THE EXPRESSION '*HEALTHCARE AND FRONTLINE WORKERS*' SHALL MEAN ANYONE WHO WORKS OR VOLUNTEERS TO DELIVER CARE AND SERVICES TO SUPPORT HEALTH, SAVE LIVES OR RELIEVE NEED. NOTHING IN THIS CONSTITUTION SHALL AUTHORISE AN APPLICATION OF THE PROPERTY OF THE CIO FOR THE PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH [SECTION 7 OF THE CHARITIES AND TRUSTEE INVESTMENT (SCOTLAND) ACT 2005 AND SECTION 2 OF THE CHARITIES ACT (NORTHERN IRELAND) 2008.

Frontline Live has created a digital platform (see Frontline.live) to match the PPE needs of frontline healthcare workers with suppliers of PPE during the COVID-19 pandemic in the UK. Frontline Live is exploring with partners how this model, platform and playbook can be deployed for other emergencies, especially ones that require urgent needs matched by crowdsourced humanitarian supply

Our vision, mission and values centre on trust, **human kindness, connection and collaboration**. We aim to **empower** and **enable action** through **transparency, decentralisation** and **co-creation** in order to unlock the power of kindness and connection.

Our open-source Platform (comms, tech, people and process) will power flexible preparedness and rapid response by:

- Building a collaborative network of currently disconnected partners, from multiple sectors, to unleash the collective wisdom, energy, expertise and experience of distributed communities to drive measurable impact.
- Harnessing the power of open data mapping and data-informed multi-channel communications to raise awareness, empower a growing community of activists and fuel focused action.
- Providing a robust open-source technology that Aid Organisations across the world can replicate and adapt to respond quickly to their own emerging needs. We will aggregate their learnings into a continuously improving engine of change

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

To understand the context of the activity undertaken in the six months covered by this report, in **Section F** we outline activity undertaken in the first 6-months (to 30th Sept 2020) when Frontline.Live was launched and in operation, but had not yet achieved charitable status.

In the time from when we gained charitable status until the period end (11th Sept 2020 – 31st March 2021) we undertook the following:

Two main challenges, which had surfaced during the first 6 months were addressed in this period:

- **Data traffic:** We were no longer getting the volume of data requests we wanted to see (we knew there were more out there as the 2nd spike began); and
- **The tech platform** required some updates to make it more user-friendly, and truly open-source.

Data traffic

We negotiated a partnership with MyHermes, Healthcareworkers Foundation (HWF) and Medsupplydrive. This allowed us to leverage an existing group of volunteers (MedSupplyDrive) who were receiving requests for PPE whilst partnering with HWF, who had storage resource (e.g warehousing). We developed a partnership with MyHermes to get the PPE requested to the places it was needed within 48-hour hours. This logistics service was provided free of charge.

During this time, we also partnered with others working in a similar space (e.g. Healthcare or technology) to leverage digital opportunities. One of these was a partnership with Creation.co who monitor and analyse HCW conversations on social media. This helped us to identify HCW influencers - who could help us to target all communications efforts in the most targeted, efficient way possible. We subsequently won a gold award for the best use of big data for health innovation for this partnership.

Tech Platform (Our Digital map)

At this stage, making any content amends was difficult as the entire platform was hard coded. We required more flexibility (e.g. a Content Management System) to enable this. To address this, we negotiated an in-kind partnership with Microsoft and signed up more volunteer developers. This set firm foundations for more efficient frictionless usage and further development

Where we were at 31st March 2021

- The Site was robust, replicable and ready for further development
- We submitted an Innovate UK bid with 3D Crowd (partnering with British Red Cross)
- We submitted Funding funding requests to provider resource for a 3-month sprint to start in Summer 2021 – to work collaboratively with charities and international organisations to identify appropriate use cases for our platform. We are aware that many innovative digital solutions like ours spring up in times of crisis. However, they come and go. They don't achieve their full potential because the right partnerships are not in place. Our future development will be done WITH the people who spend all day, every day trying to fix the symptoms of a broken system in their area of expertise.

This period prior to receiving funding (on which we are reporting) relied on wholly voluntary and gift in kind input and yet still focused on frontline needs. This held public benefit as a high priority in the application of these voluntary resources.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D Achievements and performance

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Summary of the main achievements of the charity during the year

Over half a million items of PPE were delivered to the front line in our first year.

We achieved this through a combination of galvanising volunteers and through negotiating in kind partnerships e.g. with MyHermes, Healthcareworkers Foundation (HWF) and Medsupplydrive.

Our Digital Crowdmapping platform was designed, developed, launched and firm foundations were prepared for our next case studies.

We submitted multiple funding requests and started to develop firm partnerships across the third sectors and private sectors

A Social Media and PR campaign generated assets that reached an audience of millions in the UK. Some examples are:

- [The Sun article](#)
- [Podcast](#)

Section E Financial review

Brief statement of the charity's policy on reserves

The reporting period was before receiving funds and so a reserve policy was not needed. However the Development Plan that we have subsequently produced (Dec 2021) envisaged the building of a 3 month operational reserve over time.

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

No funding was available in this first reporting period. Everything was achieved through volunteer time and in kind partnership/sponsorship

Section F Other optional information

Intro to Frontline Live (March 2020 – Sept 2020)

Why we started

As the Covid-19 pandemic began in March 2020, we realised, through anecdotal evidence, that centralised procurement and supply chain models were failing people on the front line. We were also hearing about citizen activists and innovators, and businesses pivoting their capabilities to make visors and scrubs.

So, there was a real need and people wanting to help, which was the catalyst for frontline Live being born. Within just four weeks, Frontline.Live was born, with about 40 volunteers coming forward to make it happen.

How we started

During this first 6-month wave of the pandemic, a campaign was launched, encouraging people to start reporting on Twitter when they were running short of PPE. We asked people to tweet the postcode, so we could use the postcode to check if it really was a healthcare building, before pinning the need on our digital map.

We also put out the call out for non-traditional suppliers who had the PPE they needed – the groups of people sewing to make scrubs and masks, and organisations making PPE for the first time in response to the pandemic.

Showing the live data on the digital map meant EVERYONE could see the full extent of the challenge as it happened. And it proved the point that if you can see a problem, people will rally around to find ways of solving it. That's what we humans are built for and love to do.

Our mission was to be the voice of front line health care workers. To make sure bureaucracy and politics didn't get in the way of keeping them safe. And to empower people who wanted to come forward to help.

What we found

Then we found health care workers, especially those at lower pay grades, were not comfortable to speak out loud. We actually heard they were being told not to use Frontline.Live. Leaders of organisations don't like to admit they have a problem. Politicians prefer to ensure their messaging gives the impression they have everything under control.

So we added forms to our website so people could report their needs anonymously, and leave comments about how the shortages were being dealt with and made them feel.

Over 70% of people chose to report anonymously – which backed up the hypothesis that people were not confident to speak out. They also left comments that were heartbreaking about their situation and how they felt. We could use the live data to explore what was running short and where

Communication was essential to break through the noise to let people know we were there. So, we partnered with media agencies, Snapchat and The Times, The Sun to get the word out. We partnered with organisations like Nurses United and Unite the Union to reach the right people. We partnered with charities who raised money to buy PPE; others who had storage and My Hermes, who could get the PPE to where it was needed within four hours of it being reported.

Over half a million items of PPE were delivered to the front line in that first year. And not a single penny changed hands.

Frontline.Live is very much about the little Ships of Dunkirk idea — lots of small actions combining to make a big impact. PPE is no longer a problem but we're looking into the future. Which brings us to today — we are plotting a course for Frontline.Live to help address other areas of need across the UK and the wider world.

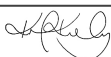
Many innovative digital solutions like ours spring up in times of crisis. However, they come and go. They don't achieve their full potential because the right partnerships are not in place. Our future development will be done WITH the people who spend all day every day trying to fix the symptoms of a broken system

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Katz Kiely

Position (eg Secretary, Chair,
etc)

Chair

Date

20st March 2022