

2026

# OPERATION FLORENCE ANNUAL REPORT – YEAR END MAY 15, 2024



Keith Jeffs

OPERATION FLORENCE EMR CIO

Operation Florence  
Charity Number 1196409  
Financial Year End  
May 15, 2025

Annual Report

**Charity Name**                      Operation Florence

**Charity Number**                  1196409

**Registered Address**            257 Thorney Leys, Witney, Oxfordshire, OX28 5PH

**Trustee Committee**

Laird Keith Robert Jeffs Esq (Ex Officio)                      Chief Officer

Mr Neil Thompson

Miss Lisa Roberts    Chair

Mrs Sarah Thompson

Mr Owen Deli

**Senior Management Team**

Laird Keith Robert Jeffs Esq    Chief Officer

Mr Damian Deverson    Deputy Chief Officer

Miss Lisa Roberts    Assistant Chief Officer

**Legal Advisors**

Dobson and James Law

**Banking**

Metro Bank

## **Aims and Objectives**

The charities aims and objectives, as laid out in our Charity Constitution are;

1. **WATER AND TECHNICAL SEARCH AND RESCUE.** For the public benefit, provide first response search and rescue services to those in need of rescue following accident or disaster involving bodies of water, flooding or otherwise entrapped throughout the United Kingdom.
2. **MEDICAL FIRST RESPONSE** For the public benefit, provide first response medical care and life saving first response medical intervention to those experiencing a medical emergency following an accident or disaster or otherwise in need of assistance throughout the United Kingdom.
3. **COMMUNITY CARE FOR ADULTS WITH ADDITIONAL NEEDS** For the public benefit, provide residential and day care services for adults with additional needs, including but in no way restricted to those dealing with mental and psychological reduced capacity.
4. **YOUTH FIRST AID AND FIRST RESPONSE TRAINING** For the public benefit, provide First Aid and First Responder training to Youth Groups, inclusive of Schools and Activity Groups throughout the United Kingdom.
5. **TRAINING AND TRAINING BURSARIES SPECIFIC TO LIFE SAVING SKILLS** For the public benefit, provide Training to those serving with, or wishing to serve with the emergency services throughout the United Kingdom of Great Britain and Northern Ireland, either in an employed or voluntary capacity. Training shall include, but not be restricted to, emergency response driver training, specialist driver training and pre hospital emergency medical training. For the public benefit, provide Training Bursaries and funded apprenticeships to those training to save lives, inclusive of those training to be First Responders, Ambulance Technicians, Paramedics, Nurses and Midwives,
6. **FURTHERING FIRST RESPONSE LIFE SAVING INTERVENTION** To advance such charitable purposes (according to the law of England and Wales) as the trustees see fit from time to time in particular but not limited to the advancement of life saving activities throughout the United Kingdom, including but not restricted to specialist and emergency response driving and pre hospital emergency medical care.

Our Aims and Objectives are reviewed each year in consultation with National Resilience and Statutory Service Partners to ensure that we are meeting the needs of the General Public.

## **Activity Overview**

Having recently obtained Charity Registration (England and Wales) focus has returned to planning and preparation for construction to obtain Operational Status (OS).

During this period effort has been made to consult with National Resilience Officers (NROs) and community engagement organisations, including the Oxfordshire Community Volunteer Association and other advisory bodies.

Effort has been given to review our objectives inline with research, seeing the removal of Emergency Medical Transport as this is now well serviced by private enterprises, and the addition of Community Care for Adults with Additional Needs at the request of advisory bodies.

Additional effort has been given to register with OSCR as it is envisaged that we will see cross border operations.

We have seen the demise of our Private Supporting Organisation (PSO) United Kingdom Emergency Response Training (UKERT) CIC, however, we were able to benefit from Assets received via Asset Lock procedures, plans are now in place to accommodate services offered by them 'in house'.

Research has shown that we must aim for a Three Stage development plan, initial estimates for Stage One construct are now £4.9M with a Retained Volunteer Requirement (RVR) of Sixty Eight Crew Members with additional Support Officers.

During this time period, our Operational Activity has been restricted to the delivery of First Aid Training to Youth Groups to enable concentrated efforts on Operational Construction, which has been delayed due to funding constraints unforeseen and caused by the current financial climate and allowances given to the Chief Officer due to personal circumstances.

We have now enlisted the assistance of a Professional Bid Writer to assist with grant and funding applications and have been nominated as chosen charity for a Norse Pagan Organisation, The UK Chapter or The Brotherhood of Odin Clan, Midgard, who have begun fundraising for us and are indeed looking to assist with professional skill sets.

With the difficulties being faced with fundraising, we are moving to a more direct plan, working to obtain grants and approach funders directly.

In order to achieve Operational Construction we must ensure that all aspects receive equal attention, inclusive of Risk Management.

## **Future Plans**

For the period 2026/2027 Operation Florence will continue to construct, growing Public Benefit Engagements in a step by step, structured manner to ensure total Risk Management as we progress.

With the initial legal frameworks, policies and procedures in place, our primary focus now is fundraising, with a new website coming online we will be driving forward to obtain the funding we need to construct and deploy the much needed assets for our communities.

Current Progress has been hampered by the worldwide financial climate, more so the political and financial climate in the UK, however, we have made some progress and are seeing movement, especially considering our new partnership with the Brotherhood of Odin Clan, UK Chapter (religious organisation) who are working to

support us and aid our fundraising efforts while we, in exchange, work through their community providing spiritual and mental health guidance.

This partnership has garnered new found support and aided our progress, meaning that we are now in receipt of regular, small donations, the funds of which are enabling us to prepare professional funding proposals to seek the much needed larger figures.

### **Financial Report**

#### **Financial Report for the year ending May 15, 2025**

<b>Total Income</b>	<b>£497</b>
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<b>Total Expenditure</b>	<b>£0</b>
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**All activities have been executed under volunteer/Pro Bono provision.  
Additional web hosting costs covered by Chief Officer as voluntary donations.**