

REGISTERED CHARITY NUMBER: 1152647

**REPORT OF THE TRUSTEES
FOR THE
YEAR ENDED 31ST OCTOBER 2015
FOR
THE JOE HUMPHRIES MEMORIAL TRUST**

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CONTENTS

	Page
Reference and Administrative Details	3
Report of the Trustees	4 - 6

JOE HUMPHRIES MEMORIAL TRUST

REFERENCE AND ADMINISTRATIVE DETAILS

Charity Name	Joe Humphries Memorial Trust
Charity Registration Number	1152647
Principal Office	c/o Dave Pate 11 Halywell Nook Charnwood Grange Rothley Leicestershire LE7 7QL
Trustees	Steve Humphries (Chair) Lauren Humphries Andrew Rowell Mike Ferguson Simon Taylor Victoria Wills Teresa Dalby Dave Pate
Bankers	Barclays Bank PLC 2 Bishop Meadow Road Loughborough, Leicestershire LE11 5RE

JOE HUMPHRIES MEMORIAL TRUST

TRUSTEES' REPORT

The Trustees have pleasure in presenting their report and the audited financial statements of the Charity for the year ended 31st October 2015.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Joe Humphries Memorial Trust was established, as a legal entity, on the 12th October 2012 and became a Registered Charity (No 1152647) with the Charities Commission on the 1st July 2013.

THE TRUSTEES

The Trustees of the Trust are as follows:

Steve Humphries (Chair)

Lauren Humphries

Andrew Rowell

Mike Ferguson

Simon Taylor

Victoria Wills

Teresa Dalby

Dave Pate

OBJECTIVES AND THE ORIGINS OF THE TRUST

The Trust was established and is registered by the Charity Commission for the following purposes:

The advancement of health and the saving of lives by the provision of training, in particular but not limited to, cardiopulmonary resuscitation and emergency life support skills, and the advancement of education into the causes of sudden unexpected death in young people by whatever means the Trustees think fit;

To help young people, especially but not exclusively, through leisure time activities, so as to develop their capabilities that they may grow to full maturity as individuals and members of society.

The Trust was set up in October 2012 following the tragic sudden death of 14 year old Joe Humphries whilst out running near his home in Rothley on 4 October 2012. Within hours of the tragic loss of his son on, Steve Humphries was surfing the Internet to find out more about this dreaded occurrence and to his horror he found it difficult to discover relevant information about the

condition that Joe had suffered, known as SADS (Sudden Arrhythmic Death Syndrome). As a result he felt an urge to extend both his own knowledge and also to look further into what actions may help to reduce the loss of life of other young people in similar circumstances. It became immediately apparent that there was work to be done and the Trust was formed in October 2012, gaining recognition from the Charity Commission in June 2013, the aim being to help transform the lives of other young people.

The Trust was officially launched at Joe's school, De Lisle College in March 2013, followed by a 'local launch' in Rothley Parish Church in April 2013. The response was overwhelming from so many different perspectives. The need for a cultural change is gaining momentum and our dream is that Leicestershire and Rutland will become a beacon for other areas to follow in relation to awareness of SADS and emergency life saving skills for young people and the wider community, and that one day defibrillators will be seen as equal to the need for fire extinguishers!

It soon became apparent that an area that needed our focus was to implement CPR (cardiopulmonary resuscitation) training in schools and sports organizations, coupled with promoting the placement of defibrillators where young people are most at risk.

A multi-agency approach including sign-up from head teachers within both the City and County secondary schools and the Trust's collaboration with the East Midlands Pacemaker Fund (EMPF), the University Hospitals of Leicester NHS Trust (UHL), the University of Leicester, the British Heart Foundation (BHF), East Midlands Ambulance Service (EMAS) and Resuscitation Council (UK), ensured a new focussed CPR based training package is being delivered across Leicester and Leicestershire known as Leicestershire Schools Heartsafe Programme (Leicestershire Heartsafe).

In addition a pioneering scheme, Joe's Mini Heart Start, is being rolled out across community sports clubs in Leicestershire that is also teaching people vital life saving skills.

2014 also saw the launch of the Inspire Awards to promote the trust's second object.

THE TRUSTEES' REPORT ON THE TRUST'S SIGNIFICANT ACTIVITIES AND ACHIEVEMENTS BETWEEN 1 NOVEMBER 2014 AND 31 OCTOBER 2015

The JHMT would like to take this opportunity to 'thank' all our supporters and army of selfless volunteers who have again played their part during the past year (November 2014 to October 2015) in helping Joe's Trust build the 'momentum' and gain further ground in the ongoing 'battle' to raise awareness of sudden unexpected death in young people SADS – responsible for the loss of at least 12 precious young people (12 – 35 years old) every week in the UK and also across the world.

To coincide with England hosting the Rugby World Cup 2015 and the year of Rugby, the Trust's SADS awareness campaign 2015 beHEARTsafe sports provided the opportunity to reach out beyond the school gates accelerate awareness across sports groups and clubs.

AFC Andrews, a junior football club based in Leicester led by example back in December 2014 with driving the Joe's MiniHeartStart for Sports (JMHS4S) lifesaving programme and the placement of an community accessible defibrillator in a cabinet on the external wall of the Club's facilities to also

create a safer community environment for those who use the surrounding outdoor facilities for jogging, walking the dog and general use of the space twenty four/seven days a week.

Thanks to the dedication and efforts of the Trust's Community Liaison officer, Alan Harrison White, 25 x community sports clubs (700 people) have benefited from the JMHS4S programme and are now taking initial steps to be better prepared and equipped if anyone should suffer a sudden cardiac arrest.

This vital work with the sports community complimented the fantastic lifesaving training work being carried out by the Leicestershire Heartsafe Secondary Schools programme across both the city and county. Within its first full academic year 9,000 year ten students were trained in CPR to use an automated defibrillator, along with how to put someone in the recovery position. The programme has provided automated defibrillators to 93 x secondary schools across Leicestershire. These have been funded by a number of local charitable organisations including the Joe Humphries Memorial Trust and Leicester City Foxes Foundation.

Alongside the links with the Leicester and Leicestershire Schools Heartsafe Scheme, which has installed Automated External Defibrillators (AEDs) in 93 secondary schools in the city and county, the Trust has continued to recognise the importance of AEDs being placed in Sports Clubs and other publicly accessible locations. To facilitate this process, the Trust has provided support and guidance to organisations, both in identifying potential funding sources and also in providing links to the most cost effective procurement arrangements. During the year the Trust also recognised the potential benefits available to the wider community by converting AEDs into Community Public Access Defibrillators (CPADS) by placing AEDs in Cabinets which can be accessed 24/7 by members of the public in conjunction with a call to the Ambulance Service. To further promote this arrangement, the Trust agreed a policy of providing financial support for the purchase of such Cabinets.

In one or more of the ways identified above, during the year the Trust was closely engaged with the provision of an AED at Knighton Park Table Tennis Club, a CPAD at AFC Andrews on Aylestone Park, a CPAD installed in Quorn village centre and a CPAD covering principally a number of nearby sports clubs at and around Leicester Forest Rugby Football Club.

The Trust's SADS awareness campaign was also to reach far and wide across the global community thanks to Leicester Tigers Rugby Club's support and communications reach. JHMT was chosen as one of the club's charity partners for season 2014/15.

Without doubt, the heart beat of Joe's Trust is the many inspirational young people who once again have been the driving force on many levels to raise awareness and who have throw themselves into raising vital funds for JHMT. Two fantastic examples of include the fantastic efforts of both Christian Smaditch and Ellie Allen. Christian having won the inaugural Lord Lieutenant's Young People – Artist of the Year Award in 2014 – The Joe Humphries Memorial Award, set to work organizing and arranging a musical concert at Leicester Cathedral to open SADS Week 2015/ Festival of Rugby Week in October. Whilst Ellie went the extra miles and climbed Kilimanjaro during the school half term Autumn break.

The Trust has developed many partnerships and relations and none more so important than De Montfort Students Union (DMSU). DMSU support many local causes and have been at the heart of

raising awareness of SADS in many innovative and create activities on the campus throughout the academic year. In 2015, the students dedicated the annual Rag Week to help raise awareness and funds for JHMT.

Young people have also been creative in the class room. In particular, students at Robert Smyth Academy in Market Harborough, who put together media and advertising campaigns about the work of JHMT at part of their A level media studies course work.

The first ever NHS Health For Teens website created especially to support young people with their mental and physical health and wellbeing now also includes a page dedicated to explaining more about sudden arrhythmic death syndrome (SADS). If this new website helps even just one young person spot the signs and avoid becoming a statistic by going to see their doctor, we'll be delighted.

The Trust's Inspire Awards, set up in 2014 to provide a helping hand to young people, has been inspirational and has grown in popularity with 30 x young people having benefited from the support of a small grant during the 2014/2015 year. Once again, the scheme is indebted to the support of Gateley UK who sponsored the first anniversary dinner held in June 2015 to celebrate the positive impact of the award scheme on young people's lives.

Thanks to the wonderful and dedicated support of Joe's growing army of volunteers and the generosity of local groups and individuals who have taken the Trust's cause to their heart, the annual fundraising calendar of events has seen another memorable and productive year. Some of the highlights include:

- Liz Donaghy's determination to run the London Marathon for JHMT having missed the 2014 race due to a training injury at the last minute.
- The APPLAUSE group dedicating a musical event to JHMT which was held during the annual Comedy Festival programme.
- The Century Bike Ride group raising awareness of JHMT Work and funds as part of the 100 mile bike ride challenge from Leicester to Norfolk.

There were too many fundraising events to list them all in this report, but all have contributed towards helping the Trust continue its programme of work to fulfil its objects by raising awareness of sudden heart deaths, providing defibrillators and emergency life saving training, and helping to fund young people to reach their goals through the Trust's Inspire Awards scheme.

JHMT in collaboration with UHL NHS Trust has now hosted three SADS Awareness Conferences during the annual SADS Awareness Week across Leicestershire for medical practitioners. This year's conference coincided with Rugby World Cup 2015 week in Leicester, and the theme was safety in sport (Play Safe), highlighting the need to be better prepared for the worst case scenario should someone suffer a cardiac arrest, awareness of SADS and what symptoms to look out for, the importance of having a defibrillator and how to use it, and placement of the equipment for maximum community impact. The Conference also included a delegate participation session on the pros and cons of screening young people for undiagnosed heart conditions (SADS). Delegates came from far and wide across the sports community, not confined to Leicester/Leicestershire sport but across the East Midlands and the UK, including other sports agencies, governing bodies of sport, PE Teachers, coaches, sports clubs.

The SADS Awareness Week 2015 was once again action packed with a full week of supporting events to raise awareness and funds to support the work of JHMT.

Highlights included:

- A fund-raising musical concert at Leicester Cathedral.
- Joe's Mini HeartStart for Sports CPR training for local sports clubs: Warriors Basketball Club, CKI Martial Arts Club, Leicester Coritanian Athletics Club and DMSU sports teams.
- De Lisle Academy launched the annual Joe's Photography competition for students.
- Leicester Forest East Rugby Football Club unveiled their new on site defibrillator which is also accessible to the community 24/7.
- Charnwood Tennis Club staged a women's tennis tournament, De Lisle Academy held a purple and green own clothes day and the week closed with the annual Rothley to Rutland Water bike ride.

The Trust has over the past three year accumulated a vast amount of knowledge and experience around sudden cardiac death as we fight to raise awareness and reduce the incidence of young people dying from undiagnosed heart conditions. We have a diverse team of very talented volunteers who are experienced in medical, training including CPR and defibrillation, events, marketing and PR and all pulling together to create a safer sporting and community environment for all.

Once again, we are truly thankful for the magnificent efforts of everyone who has helped the Trust make a difference, as demonstrated above in the review of the Trust year 2014/2015. The work goes on and there's much to be done in 2016 to raise awareness and reduce the incidence of sudden, unexpected death in young people.

[For further details of some of the highlights of the Trust's activities during 2014/2015 see <http://jhmt.org.uk/highlights-2015> link on the Trust's website.](http://jhmt.org.uk/highlights-2015)

AIMS FOR 2016 AND BEYOND

- In collaboration with other partner agencies in Leicester/shire Secondary Schools *Heartsafe Programme:
 - Ensure a quality assured programme of CPR training is maintained in all Leicester, Leicestershire and Rutland Secondary Schools.
 - Support the inclusion of basic CPR into the school curriculum for young people in Leicester, Leicestershire and Rutland, which will give each young person a lifelong skill to equip them to be able to improve the outcome for those who collapse from heart conditions.
- Increase the number of sports clubs that adopt CPR training and train a greater number of their personnel to be capable of performing CPR whenever training, playing league matches or hosting events, tournaments and camps.
- In addition to, and as a vital part of CPR training, facilitate the purchase of a suitable AED within every sporting facility and academic institution. Wherever possible AEDs should be

accessible at all times – they could therefore be better described as Public Access Defibrillators (PADs).

- Organise 3 x SADS Medical Lectures near to, 4 October (anniversary of Joe's death). These meetings will be open to all professionals where SADS may impinge, as well as those coaching or caring for younger athletes at all levels of expertise.
- Continue to encourage events that raise public awareness of SADS. These events should be targeted towards schools and sports facilities, ensuring easy access to all parents and young people.
- Continue to support the development of a targeted educational and awareness programme.
- Encourage the co-ordination between the Clinical Commissioning Groups (CCG), the University Hospitals of Leicester NHS Trust (UHL) and Public Health (PH). This campaign should also include all those who deal with young people (e.g. school nurses, ambulance staff and sports facilities first aid staff).
- Work in partnership with University Hospitals of Leicester (UHL) to support the creation and adoption of UHL clinics for investigation of SADS affected families as well as clinics to investigate those at risk of SADS-related and congenital cardiac disorders.
- Raise the understanding of targeted heart screening for young people in Leicester and Leicestershire who engage in active sport to check for otherwise undetected heart conditions.
- Working with UHL to improve the support currently provided to families following a sudden cardiac death (SADS – related) of teenagers and young adults.
- Support any opportunities into research into SADS, initially by disseminating any findings.
- Continue to inspire young people to fulfill their potential through the Inspire Awards Scheme.

[*this name has changed since June 2016]

