**REGISTERED CHARITY NUMBER: 1152647**

**REPORT OF THE TRUSTEES**

**AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE**

**YEAR ENDED 31ST OCTOBER 2017**

**FOR**

**THE JOE HUMPHRIES MEMORIAL TRUST**

**JOE HUMPHRIES MEMORIAL TRUST**

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**JOE HUMPHRIES MEMORIAL TRUST**

**REFERENCE AND ADMINISTRATIVE DETAILS**

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| **Charity Name** | **Joe Humphries Memorial Trust** |
| **Charity Registration Number** | **1152647** |
| **Principle Office** | **11 Halywell Nook** |
|  | **Charnwood Grange**  |
|  | **Rothley** |
|  | **Leicestershire** |
|  | **LE7 7QL** |
| **Trustees**  | **Steve Humphries (Chair)****Lauren Humphries****Andrew Rowell****Mike Ferguson****Simon Taylor****Teresa Dalby****David Hastings****Val Lewis** |
| **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 2017.

**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

Teresa DaIby

David Hastings

Val Lewis

**OBJECTIVES AND 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 focused 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.

Other landmark developments included the platform to address key leaders in the EAST Midlands property and construction industry about how they can play a key part role creating a 'heart safe' communities by including Public Access Defibrillators within the planning stage of projects. The Trust also provided key heart care evidence into a comprehensive independent review into safety and welfare in UK sport led by Baroness Tanni Grey-Thompson. The finalized report is due to be released into the early part of 2017.

The Trust welcomes Val Lewis as a Trustee.

**THE TRUSTEES' REPORT ON THE TRUST'S SIGNIFICANT ACTIVITIES AND ACHIEVEMENTS BETWEEN 1 NOVEMBER 2016 AND 31 OCTOBER 2017**

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 (2017) in helping Joe’s Trust keep up 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 as we are reminded on a daily basis, also across the world.

**Sudden heart deaths aren’t inevitable, they are preventable**

There have been many memorable highlights during the Trust ‘Year 5’ from 1 November 2016 to 31 October 2017 (the 2016/2017 Trust year). The 2016/17 Trust year will be remembered for this collaborative approach making further gains in the drive to create greater awareness and understanding across the city and county of Sudden Arrhythmic Death Syndrome (SADS) and to continue to play a key part in addressing one of the most alarming Public Health issues, that the UK still lags behind other nations in heart health knowledge and having basic CPR skills and understanding of how to use a defibrillator. This disparity has resulted in worrying statistic that of the 60,000 people, including young people, who have suffered a cardiac arrest in the community, only 8% (or about 2500) of these people, will leave hospital alive.

In November 2015 at the start of the Trust’s year, Dr Ffion Davies, the Trust’s medical lead took part in the prestigious British Congenital Cardiac Association's conference, which was held in Nottingham. Dr Davies spoke via internet link about the Trust’s work in getting schoolchildren trained in CPR, getting more defibrillators into public places in Leicester & Leicestershire and collaboration with sports bodies to create a heart safe sporting and community environment at all levels. The conference attracts around 300 medical professionals and specialists from all parts of the UK and overseas.

 The New Year 2017 saw in the official launch of Leicestershire County Cricket Club’s Heart Awareness in Cricket (HAC) scheme in partnership with JHMT and Heartwize. The project aims to raise awareness and teach basic life support skills to cricketers and those involved in the game and by doing so create a heart safe cricketing environment at all levels of the sport across Leicestershire and Rutland.

To mark the launch of the HAC scheme at the Mike Turner Cricket School, 70 x young members of the club’s cricket academy were taught by JHMT and Heartwize trainers how to recognise a cardiac arrest and how to respond by immediately calling for help, starting cardiopulmonary resuscitation (CPR) and ensuring prompt access to an automated external defibrillator (AED). The launch was quickly followed by HAC lifesaving training for all the club’s stewards to have the key lifesaving skills in readiness for the new cricket season 2017/18 .

This ground-breaking work builds on a successful partnership between Leicestershire County Cricket Club (LCCC), the JHMT and HeartWize, allowed more life-saving equipment to be installed at the Fischer County Ground prior to the ICC Women’s World Cup 2017.

LCCC now has seven AEDs at the Fischer County Ground with locations including the Morningside Pharmaceuticals Medical Centre, Charles Palmer Suite, Mike Turner Cricket Centre and the Curzon Road gate. JHMT also provided key funding support for the PAD boxes as part of the scheme.

The partnership with the Joe Humphries Memorial Trust, Heartwize and LCCC helped drive this initiative into local cricket clubs. Premier league clubs Sileby Town CC and Rothley Park CC have onsite AEDs with cohorts of members being trained in basic CPR and defibrillator skills by the Trust. Plans were put in place for the Leicestershire Premier League to become a ‘Heart Safe’ Division, by the start of the 2018/19 season.

HAC also echoes key messages highlighted in the independent Duty of Care in Sport review, commissioned by the government and led by Baroness Tanni Grey-Thompson. The review advocates more training and better awareness of cardiac health to help protect people – especially young people – who play sport.

The review, which was finally released in April 2017, highlighted the need for a greater all-round knowledge about heart conditions and symptoms that could lead to sudden cardiac arrest in sport. The report also calls for more information and awareness about cardiac screening and for more club members to have basic hands-on CPR training and access to a defibrillator. JHMT had been one of the main contributors to the report with regard to heart health during the 12 month consultation period.

The Trust’s Patron Martin Johnson CBE helped put sudden heart deaths in young people firmly on the health agenda by opening the SADS Conference 2017. Martin welcomed delegates working in sports, hospitals and the wider community as they attended the fourth SADS Awareness Conference, held at the King Power Stadium in Leicester on 2 March 2017.

The conference attracted expert speakers from across the country. It also addressed questions such as how do we get more defibrillators and CPR training into our communities? And how can we ensure more victims of cardiac arrest survive because a member of the public took action? How do we spot the warning signs of these conditions?

The conference was organised by the JHMT in conjunction with the University Hospitals of Leicester NHS Trust.

The Trust’s collaborative approach to creating a heart safe sporting and community environment was given a further boost with Leicester City Council who launched their Heart Friendly Parks programme with a two public access defibrillators of its 28 in total so far across all the city’s parks and open spaces. JHMT’s lead trainer Alan Harrison White led and delivered regular monthly free hands-on CPR training and AED familiarisation for 100 x staff, 'friends of' park groups, volunteers and members of the community.

Alan has once again been leading the charge to create a ‘heart safe’ sports environment throughout the 2016/2017 Trust year, reaching a milestone of training people in vital lifesaving skills. He has now taught more than 1,000 people across a diverse range of organizations including youth and voluntary organizations for example. The 1000th person trained was achieved at a training session for the 12/74 Scouts in Mere Road, Leicester. Throughout the year 30 more sports clubs and community organizations were to benefit from the Joe’s Mini Heartstart For Sports Clubs training all led by Alan.

The Trust is also indebted to Charles Poole who, working in a volunteer capacity as the AED advisor, helped provide vital advice and guidance on grant applications, procurement, placement of AED and training which enabled a further 10 x sport clubs and community organisations to place a public access defibrillator in their local community including, including - Quorn JFC, Rothley School, Sileby TCC , Leicestershire County Cricket Club, Rothley Imps JFC, Kirby Muxloe sports Club, Shepshed Bowls Club, LCWFC and GNG Football Clubs and DMU Students Union. In addition Charles handled well over 60 x defibrillator related enquiries from local groups who required further support and guidance.

The Heartwize partnership Leicestershire Secondary Schools lifesaving programme has now managed to train a further 4,000 20,000 year 10 pupils to use an automated defibrillator, along with training on how to put someone in the recovery position. The total figure to date is a fantastic 20,000 up to the end of the 2016/2017 Trust year. The scheme has also provided automated defibrillators 93 x secondary schools across Leicestershire. These have been funded by a number of local charitable organisations including JHMT and Leicester City Foxes Foundation.

The Trust’s event team of willing volunteers managed to deliver the annual calendar of community events including Joe’s Jog 2017- a mile-long family fun run - which attracted a record nearly 250 runners and raised more than £1,000 to support the ongoing work of JHMT. Joe's Jog, now in its fourth year, takes place before the Mattioli Woods Rothley 10k running event in June. The race was opened by LCFC legend Alan Birchenall, who sounded the horn to set the racers off.

The Trust’s annual involvement with the Rothley Park Cricket Club delivered a memorable Party in the Park event to mark the Club’s 200th anniversary. The Trust also held a chocolate evening and its second craft fair. The Trust is indebted to a number of volunteers who step up to take on the BIG challenges to raise awareness of SADS and funds for JHMT.

In 2016/2017, two keen fund-raisers from Leicester Market completed an adrenaline-fuelled zipwire challenge to raise money for the Trust. Rob Manley, a senior markets officer at Leicester Market, and stallholder Michael Gibson, from F Gibson & Son Fishmongers, raised more than £1,000 by taking on ZipWorld, in north Wales – billed as 'the longest zip line in Europe and the fastest in the world'. In addition, a keen club swimmer, Nick White, from Loughborough, decided to take up running and entered the London Marathon for JHMT and raised £1,900 in sponsorship ahead of the event. The Trust was present at a number of community events including an Emergency Services Community Family Day which included representation from Leicestershire Police, Fire and Rescue, EMAS and other key local organizations.

The Trust’s ongoing partnership work with De Montfort Students Union (DMSU) was further enhanced in 2017 when DSU unveiled their first public defibrillator at the heart of campus. The public access defibrillator was donated by JHMT in recognition of the students’ work to raise awareness of SADS and create a safer place for students, staff and the public alike. In 2017, the students once again dedicated their annual women’s and men’s football tournament and shoot the hoops basketball event to help raise awareness and funds for JHMT.

The Trust’s Inspire Awards set up in 2014, to help provide a helping hand to inspiring young people be inspirational, reached the ‘80’ landmark in 2017. A further 30 x young people from the city and county benefited from the support of the Trust’s small grant scheme in 2017. 7 x grants were also handed out to young people who had previously been successful first time round.

And finally, the blue ribbon occasion of the Trust’s annual awareness campaign was the annual SADS Awareness Week (2-6 October 2017) held every October in conjunction with the University Hospitals of Leicester NHS Trust.

Highlights included:

* Monday 2 October - SADS Week 2017 was launched at Woodstock Primary Academy in Leicester. Children took part in a special assembly where they met Ruffle the Rail Dog, the creation of local author Rachel Greaves. Ruffle is the star of Ruffle The Life Saver, a new book and film about CPR training and to mark SADS Week, the JHMT is donated a copy of the book to every city and county primary school.
* There was also a special balloon launch at the school to get SADS Week off to a flying start.
* Wednesday 4 October - De Montfort University, the students' union hosted Leicestershire's 'Restart A Heart Day' as part of SADS Week. 100 x Students and staff learnt CPR and how to use a defibrillator in the students' union building. The event was delivered by East Midlands Ambulance Service, Community First Responders and JHMT.
* On the same day, CPR training took place for students at Stephenson College, in Coalville.
* At De Lisle College, which was Joe's school, the Joe's annual photography competition was launched, which encourages the talents of De Lisle students and is held in memory of Joe and his passion for arts.
* Thursday 5 October, at De Montfort University's Hugh Aston building, another of the week's SADS talks was held. Led by Dr Ffion Davies, consultant in A&E and JHMT's SADS expert, the session examined SADS and its implications for those who participate in physical activities.
* There was also feedback from other local heartsafe initiatives, including Leicester City Council's Heart Friendly Parks scheme and Leicestershire County Cricket Club's Heart Awareness Cricket project, both of which run in conjunction with JHMT. The was open to all students, staff, and members of the community.

SADS Awareness Week provided another truly fitting climax to end the 2016/17 Trust year. A year when JHMT in partnership with many key local partners and agencies joined forces to strengthen the chain of survival in the city and county by equipping more people of all ages with the key lifesaving CPR skills, more public access defibrillators were placed across the communities including sports clubs with ongoing familiarization sessions in how to use a defibrillator. The Trust continues to raise further awareness and knowledge of the undiagnosed heart conditions like SADS which can have life changing and devastating consequences for those families who lose without any warning a dear son or daughter.

Kings County, Seattle, USA is renowned for being one of the safest places in the world for emergency cardiac survival rates of 62% for those who suffer a cardiac arrest. This did not happen overnight as it was 20% in 1970. These changes came about by a joined up approach between the emergency services and the community and lots of hard work proving that cardiac arrest doesn’t have to mean a death sentence for fit and healthy young people like Joe. Sudden cardiac death is preventable if people have the knowledge and understanding on what symptoms to look out for and that the more people who have basic CPR skills, quick access to a defibrillator and know how to use it can be the difference between life and death. It is vitally important that parents, coaches, teachers, athletes are fluent and educated on the conditions and symptoms.

Once again, we are truly thankful for the ‘magnificent’ efforts of everyone who has helped the Trust make a difference in the 2016/2017 Trust year, as demonstrated in this review. We’ve travelled quite a distance over the past 4 to 5 years since the devastating loss of our dear son Joe and the creation and work of his Trust. However, the work goes on as there’s still much to be done in 2018 and beyond to raise awareness and reduce the incidence of sudden, unexpected death in young people, and on doing so, helping to create a heart safe community for all.