**REGISTERED CHARITY NUMBER: 1152647**

**REPORT OF THE TRUSTEES**

**AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE**

**YEAR ENDED 31ST OCTOBER 2016**

**FOR**

**THE JOE HUMPHRIES MEMORIAL TRUST**

**JOE HUMPHRIES MEMORIAL TRUST**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Charity Name Joe Humphries Memorial Trust**

**Charity Registration Number 1152647**

**Principal 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**

**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 2016.

**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 Dalby

David Hastings

**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 focused CPR based training package is being delivered across Leicester and Leicestershire known as Leicestershire Schools Heartsafe Programme (Leicester*shire* 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 would also like to place on record a note of thanks to former Trustees’ David Pate and Vicky Wills for giving up their precious time and making a vital contribution between 2013 –2015, towards helping the Trust achieve some of its key annual goals. We also welcome on board David Hastings who takes up his role as the new Trust Treasurer.

**THE TRUSTEES’ REPORT ON THE TRUST’S SIGNIFICANT ACTIVITIES AND ACHIEVEMENTS BETWEEN 1 NOVEMBER 2015 AND 31 OCTOBER 2016**

The Trust 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 in helping Joe’s Trust maintain the ‘momentum’ and make further headway in the ongoing ‘battle’ to raise awareness of sudden, unexpected death in young people (SADS), which is 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.

‘Alone we can do little; together we can do so much’

There have been many memorable highlights during the Trust year 1 November 2015 to 31 October 2016. What stood out throughout the Trust year was the collective efforts of so many people who have stepped forward to help the cause and the forging of new partnerships that have enabled Joe’s Trust to make further ground in its work to create a ‘heart safe ‘community, including the ongoing preventative work to equip people of all ages, in particular young people, with the knowledge and skills on how to save a life by learning CPR, and ensuring the availability of community use Automated External Defibrillators (AEDs)

To kick start the new Trust year in November 2015, the Trust received a massive boost to its awareness and fundraising efforts thanks to the kind hearted team at Gleeds UK and sponsors Wilmott & Dixon, who hosted a rugby legends dinner with Trust Patron Martin Johnson and Tigers and England Rory Underwood. The dinner raised a staggering £35,000, but equally importantly provided a fantastic platform to demonstrate how members of the East Midlands property and construction industry can play their part in creating a heart safe community for all.

To close the 2015 calendar year it was over to the inspirational efforts of young people to showcase their creative talents. The annual Joe’s Photography Competition held at De Lisle College, Loughborough attracted a record 73 entries. Media students in the Lower 6th at Robert Smyth Academy put their energies into helping JHMT raise awareness of Sudden Arrhythmic Death Syndrome #SADS by creating an advertising campaign with the production elements being a storyboard for a TV advert and three magazine-style posters.

The New Year 2016 brought the great news that the Trust’s community liaison officer Alan Harrison White, former cardiac nurse, was most deservedly recognised at the prestigious Leicester Mercury Sports Awards 2016 held at King Power Stadium for all his vital SADS awareness, CPR and work across the community. This includes visits to schools, community groups and driving the Joe’s Mini HeartStart for Sports Clubs programme which is free to all city and county sports clubs to create a heart safe sports environment. Alan was presented with the Community Award.

Alan once again led the charge to create a ‘heart safe’ sports environment throughout 2016 and many clubs (including Leicester City Women’s Football Club, Rothley Park Cricket Club, Humberstone Heights Golf Club, DMU sports clubs) and community organizations have regularly benefitted from the Trust’s ever increasing knowledge bank on how to be better prepared to deal with SADS, the silent killer in young people and people of all ages who may fall victim to sudden cardiac arrest. We are once again indebted to the contribution made by Charles Poole and Alan Harrison White who continue to play vital roles for the Trust in providing guidance and step by step approach in how sports clubs and community groups should be ready and prepared to cope with cardiac emergencies.

The Trust’s work in community sport across Leicestershire has provided evidence for the revised national Duty of Care in Sport Protocols (heart safety) as part of the new UK Sports Strategy which was launched in December 2015. The working group was chaired by Baroness Tanni Grey-Thompson. This vital work, to raise the standards of duty of care in sport at all levels, began in April 2016 and the independent report findings and key recommendations is due to be released in early 2017.

The New Year 2016 also saw the continuation of the rolling programme lifesaving training carried out at Leicestershire Secondary Schools by Heartwize UK. The programme managed to train a further 7,000 year 10 pupils in the use of AEDs, as well as how to put someone in the recovery position. The total figure, of secondary school pupils who have received AED and emergency life saving training up to year ending 30th October 2016, is a fantastic 16,000. The scheme has also provided 93 AEDs to secondary schools across Leicestershire, which have been funded by a number of local charitable organisations including the JHMT and Leicester City Foxes Foundation.

The Trust has made further inroads into creating greater awareness of SADS and the importance of public access AEDs (know as PADs) in the wider community. This has been made possible by working closely with other local partners and stakeholders across the city and county. Examples of this work in 2015/2016 include providing advice and guidance and/or small grants to facilitate the placement of PADs in Thurnby Lodge, Cossington Village, Wigston Magna Methodist Church, Quorn Juniors Football Club, Leicester City Women’s Football Club/ GNG FC and the Midland Co-op Society.

The Trust’s community outreach work has also involved attending community health fairs in the city of Leicester at Evington to encourage more people to learn hands on CPR lifesaving skills and demystify what a defibrillator is and demonstrate how easy it is to use. This key community partnership work has also been further accelerated by Leicester City Council’s commitment to make sure defibrillators are available in city parks and open spaces with a rolling programme of 38 PADS being rolled out in a two year cycle. Defibrillators have already been installed at several locations – Abbey, Braunstone, Evington, Humberstone, Spinney Hill, Watermead and Victoria parks, and at Aylestone Hall Gardens as well as Rushey Fields and Cossington recreation grounds. JHMT have been proving the follow up CPR and AED familirisation training for the friends of parks groups and council staff.

Once again, young people have been at the heart of the Trust’s work to raise awareness and hands on help in numerous ways. In April 2016, to mark what should have been Joe’s landmark 18th birthday, two 19 year old students, Niamh Beange and Beth Russell, who are taking a graphics and e-media foundation degree at Leicester College and De Montfort University, worked with the Trust over a six month period to create the GO18FORJOE campaign to encourage supporters and friends of JHMT to take on a personal challenge, anytime until April 2017.

The Trust’s legacy work with De Montfort Students Union (DMSU) continues to be one of the major highlights of the events calendar as DMU students work to raise awareness of SADS in many innovative and create activities on the campus throughout the academic term. In 2016, the students 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 and inspire young people, reached the landmark in 2016 of its 50th award to young people from the City and County who have benefited from the support of a small grant.  This year, the Trust handed out 23 awards to (13 male & 10 female) young people to help them fulfill their potential.  The total figure of Inspire Awards funding allocated during 2015/16 was £5,690.

Thanks to the wonderful and dedicated support of Joe’s volunteers and supporters 2015-2016 has been another year of memorable events. Highlights include the annual Joe’s Jog family fun run over 1 mile to open the Rothley 10k. The 2016 run attracted a record 133 runners. The Trust’s annual involvement with the Rothley Park Cricket Club delivered a memorable Party in the Park event in the community which meant so much to Joe. The Trust also held a fashion show and craft fair both a first for JHMT. Both events were well received and helped to raise awareness of SADS and the work of the Trust.

The lead up to the showcase annual SADS Awareness Week 2016 in October was enhanced by efforts of friends of JHMT who have been instrumental in making inroads into creating a heart safe cricket environment. Some of the country's up and coming women's cricketers, who attended the national development camp at National Cricket Academy at Loughborough University, were amongst the latest to benefit from JHMT/Heartwize life-saving training including hands-on CPR, how to use an AED and how to put someone in the recovery position. This was followed by Leicestershire County Cricket Club hosting the JHMT/HEARTWIZE Cricket Day during the match against Sussex CCC on 6 September 2016.

This collaborative approach with JHMT and HEARTWIZE LTP, together with Limehurst School, gave foxes fans and staff the opportunity to learn basic CPR and breakdown some of the myths and concerns about what a defibrillator looks like and how these vital pieces of lifesaving equipment operate in practice.

The blue ribbon occasion of the Trust’s annual awareness campaign is the annual SADS Awareness Week (1-8 October 2016) held in conjunction with the University Hospitals of Leicester NHS Trust (UHL). Highlights included:

* Three SADS awareness lectures, to help promote understanding of sudden heart deaths, SADS, took place in Leicester and Loughborough.
* On 5 October, a public lecture called 'Marvelous Medicine' held at Leicester General Hospital attracted a full house and also provided an opportunity for members of the public to learn hands on CPR skills and how to use an AED, and what skills it takes to save a life.
* On 6 October, JHMT’s Dr Ffion Davies and Dr Aidan Bolger delivered a lecture at Loughborough University, examining sudden cardiac death in sport.
* On 7 October there was a talk for health professionals at Leicester Royal Infirmary, to increase their knowledge about SADS. The talk, called ‘the Friday Forum’, asked the question: what have we been missing when it comes to SADS awareness? Speakers alongside Dr Ffion Davies included Dr Doug Skehan from Leicestershire Heartwize Resuscitation Training Programme, plus Drs Pradeep Vasudevan and Riyaz Somani from UHL.
* A new poster campaign, with the taglines 'Don't go breaking your heart' and 'Time to save a life', was launched .The posters include some shocking statistics – that nationally 60,000 cardiac arrests occur in the community every year, with half of these witnessed by someone, often a friend or loved one. The SADS Week posters were distributed to GP surgeries, schools and public venues across the city and county. They were also available to download from jhmt.org.uk/sads-week.
* Players and staff of Leicester City Women's Football Club took part in the Joe's Mini HeartStart for Sports Clubs lifesaving session led by Alan Harrison White.

SADS Awareness Week provided a truly fitting climax to end the 2015/16 Trust year. A year when JHMT made further headway to raise vital awareness and knowledge of the undiagnosed heart conditions like SADS which can have life changing and devastating consequences for those families who, without any warning, lose a dear son or daughter. Sudden cardiac death is preventable if people have the knowledge and understanding of the symptoms to look out for, and if more people who have basic CPR skills, quick access to a defibrillator and know how to use it. It is vitally important that parents, coaches, teachers and athletes are fluent and educated on the conditions and symptoms. As we found out with our precious Joe - If you don't have the information you can't make a choice.

Once again, we are truly thankful for the magnificent efforts of everyone who has helped the Trust make a difference in past year, as demonstrated above in the review of 2015/2016 Trust Year.

The work goes on, and there’s much to be done in 2017 and beyond to raise awareness and reduce the incidence of sudden, unexpected death in young people, and to inspire young people t fulfill their potential.