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# COMPANY INFORMATION

## Constitution

Lifeskills – Learning for Living is a Company limited by Guarantee and a Registered Charity governed by its Memorandum and Articles of Association.

Company No: 3944179. Charity No: 1080747

**Registered Office**            The Create Centre, Smeaton Road, Bristol, BS1 6XN

**Auditors**            Mazars Neville Russell  
Clifton Down House  
Beaufort Buildings  
Bristol BS8 4AN

**Bankers**            The Co-operative Bank  
Olympic House  
6 Olympic Court  
Montford Street  
Salford M5 2QP

**Secretariat** Osborne Clarke OWA  
50 Queen Charlotte Street  
Clifton  
Bristol  
BS1 4HE

## MISSION STATEMENT

To strive to establish Lifeskills – Learning for Living as a Centre of Excellence dedicated to improving the safety of the community.

The Centre aims to reduce unintentional injuries by influencing attitudes and changing behaviour.

*Lifeskills – Learning for Living  
The Create Centre  
Smeaton Road  
Bristol BS1 6XN*

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*Website: [www.lifeskills-bristol.org.uk](http://www.lifeskills-bristol.org.uk)*

# **GOVERNMENT SUPPORT FOR INJURY PREVENTION**

“Saving Lives: Our Healthier Nation” (1999) the government public health strategy, sets the target to reduce accidents by at least 20% by the year 2010.

The strategy encourages local communities and individuals to join in partnership to improve health. The Lifeskills Centre encompasses the recommended approaches by enabling people to understand risks and learn how to deal with them.

To support the “Saving Lives” target there are many government policies that aim to have an impact on injury reduction e.g.

- Tomorrow’s Roads: Safer for Everyone 2000
- The National Service Framework for Older People

An accidental injury task force has been set up by the Government to consider the way forward in addressing the “Our healthier Nation” targets. Lifeskills was represented at a consultation event organised by the Department of Health in March 2000 and again at a Consultation Seminar in October 2001.

## **LOCAL STRATEGIC SUPPORT**

Lifeskills has been included within local strategies for health improvement, notably:

- Avonsafe Injury Prevention Alliance Strategy 2001-2006
- Health Improvement Programmes
- Community Safety Strategies
- Primary Care Groups/Trusts
- Local Authority Joint Strategic Groups for Injury Reduction
- Member Organisation Plans

# **LIFESKILLS PATRONS**

The Patrons who have pledged support to Lifeskills are:

**TERRY CLEVERLEY**  
Alderman, Bristol City Council

**JANE CORKE**  
Chair, North Somerset Primary Care Trust

**DON FOSTER**  
MP Bath

**DR JOHN HOOPER**  
Chief Executive, RoSPA

**CHRISTIAN OAKLAND**  
Accident & Emergency Consultant, North Bristol NHS Trust

**KATRINA PHILLIPS**  
Director, Child Accident Prevention Trust

**DAWN PRIMAROLO**  
MP Bristol South & Cabinet Minister

**JAY TIDMARSH**  
Lord Lieutenant of Bristol

# LIFESKILLS MANAGEMENT BOARD

**Directors:** The Directors of the Charitable Company (“the charity”) are its Directors for the purpose of charity law and throughout this report are collectively referred to as the Directors. As set out in the Articles of Association the Chair of Directors is nominated by the Board who will also nominate a further four Directors – thus making a minimum total of five Directors. At every AGM, one third of the Directors (two) who are subject to retirement by rotation shall retire from office and if desired, offer themselves for re-election.

**Chair: John Sleight, MBE (Director)**

Divisional Officer, Avon Fire Brigade

**Vice-Chair: Maggie Sims (Director)**

Senior Health Promotion Specialist, Health Promotion Service Avon

**Treasurer: Colin Whiteside (Director)**

Management Consultant

**Helen Arnoldi**

Health Promotion Officer, Bath & NE Somerset Council

**Violet Delmas**

Volunteer Guide Representative

**Tom Edwards**

Volunteer Guide Representative

**Jeremy Furber (Director)**

Business Consultant

**Monica Harris**

Schools Officer, Avon & Somerset Constabulary

**Julian Hemming (Director)**

Legal Consultant, Partner, Osborne Clarke OWA Solicitors

**Fiona O’Driscoll**

Health Promotion Officer, South Gloucestershire Council

**John Rhoden**

Home Safety Officer, Bristol City Council

<p>The Board would be pleased to hear from anyone who may be able to contribute to the on-going development of the Centre.</p>
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Centre Manager: **Andrew Townsend**

Office Manager: **Angela Jeal**

# **LIFESKILLS MEMBER ORGANISATIONS**

Currently, the following organisations have pledged their financial and resource support on a recurring basis. Representatives of these organisations attend Management Board Meetings and contribute to the development of the Centre.

- **Avon Ambulance NHS Trust**
- **Avon Health Authority**
- **Avon & Somerset Constabulary**
- **Avon Fire Brigade**
- **Bath & North East Somerset**
- **Bristol City Council**
- **North Somerset Council**
- **South Gloucestershire Council**

## **SUPPORTING ORGANISATIONS**

To achieve its objectives, Lifeskills is also supported by a large number of organisations from both the statutory and voluntary sectors. A list of supporters is displayed in the Lifeskills foyer.

# **REPORT FROM THE DIRECTORS/MANAGEMENT BOARD for the YEAR ENDED 31 MARCH 2002**

The Directors/Management Board are pleased to present their report together with the financial statement of accounts of the charity for the year ended 31 March 2002.

Legal and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the statements of recommended practice (SORP) – accounting and reporting by charities.

## **OBJECTS OF THE CHARITY**

Lifeskills – Learning for Living is a permanent regional safety education and training Centre based in Bristol. It covers an area of 10,000 sq ft of floor space on the fourth floor of the CREATE Centre in Smeaton Road, Ashton. Lifeskills resembles a “village” where a number of realistic “sets” have been built that include a supermarket, two houses, a garage, road with two vehicles, a building site, playground, electricity sub-station, railway line, countryside and farm, a garden and a river.

Every year some 30,000 youngsters in the former Avon area alone require hospital treatment for injuries – many of which could have been prevented through education and training. Throughout the UK road and home accidents now account for around 20 deaths per day.

The objectives of Lifeskills are to help children and other sectors of the community learn about safety in a practical way. Its aim is to bridge the gap that often exists between knowledge and behaviour. Lifeskills aims to make a significant contribution in reducing the number of deaths and injuries sustained by children and young people, those with learning difficulties and older people which are caused either in the home, on the road or during their leisure time. These aims are consistent with Government targets in particular, the White Paper “Saving Lives, Our Healthier Nation”. To achieve this, Lifeskills:

- offers the opportunity to all Primary Schools in the former Avon area (and beyond with a suggested one hour travel distance by coach) to book a Year 6 (10/11 years of age) class visit
- offers the opportunity to all those schools/groups with learning difficulties under the age of eighteen years to book and visit
- offers the opportunity to train professionals who work with adults with learning difficulties to bring their clients to the Centre.

- offers the opportunity to work with and pilot sessions with older people (60+) with a view to running future formal education and training programmes
- operates the Centre by the use of trained Volunteer Guides who facilitate many of the diverse education and training programmes
- encourages partnerships with the business and commercial sectors
- encourages partnerships with the statutory and voluntary sectors
- makes full use of the media
- encourages the public to see the Centre for themselves, holding both Open Days and Evenings

## **ORGANISATION**

Lifeskills has a Management Board of eleven members, five of which are Directors i.e. Chair, Vice Chair, Treasurer, Legal Consultant and Business Consultant. The Board meets six-weekly to administer the Charity. There are Sub-Groups who support the Lifeskills Development Plan, which focuses on activity programmes, finance, fundraising, quality monitoring, Volunteer Guide activities, Centre development, evaluation, publicity, and staff management. The Centre Manager and Office Manager who are full-time employees of the Charity manage the day-to-day operations of Lifeskills. They are responsible to the Management Board.

## **RELATED PARTIES**

Lifeskills has the full support of a wide number of statutory and voluntary organisations. In this regard a core number are represented on the Member Organisation Board. These include the Avon Health Authority, the three Emergency Services and four Unitary Authorities. These members support Lifeskills through recurring funding and resources. Lifeskills finances are included within the Financial Accounts section of this Annual Report. Lifeskills would like to acknowledge the major financial support from both the Department of Health and the Health and Safety Executive who have recognised the quality education and training provided at the Centre.

## **REVIEW OF THE ACTIVITIES AND FUTURE DEVELOPMENTS THE CHAIR'S REPORT**

Can I welcome all of you to this year's Annual General Meeting of Lifeskills – Learning for Living. It really doesn't seem a year ago that we last met here – in fact it wasn't, because last year's Annual General Meeting was in September!

So much has happened over the last year that I can confidently say that Lifeskills has achieved its mission statement, that of being recognised not only locally but also nationally as a Safety Centre of Excellence. I hope that I will demonstrate this fact in my Report. I am delighted to tell you that Maggie Sims has been asked to give a presentation at this year's RoSPA National Congress in November about multi-agency partnerships which brought Lifeskills about. Should anyone ever ask for proof that multi-agency alliance partnerships work, please just bring them along to the Lifeskills Centre and simply let them see for themselves.

There is no doubt that any success which Lifeskills has achieved is due in no small way to the commitment and sheer hard work of our Centre Manager, Andy Townsend equally well supported by our Office Manager, Angela Jeal.

I thought that I would present this Report in a way that highlights the diverse range of activities undertaken here at the Centre. I would like to identify the key areas of work that are incorporated within our Development Plan, all of which are responsibilities of specific Sub-Groups. I am going to start with our

### **Volunteer Guides**

The training and recruitment of Volunteer Guides has of course, been a key priority throughout the year. We have reviewed and revised the Guides Briefing Notes, introduced a system of Trainer Guides who supervise and monitor the training of all new Guides. We have provided opportunities for our Volunteer Guides to take part in drama training and provided first aid training. We highly value our Volunteer Guides and were delighted that so many attended social activities throughout the year. The "Street Party" was a huge success – not a red sweatshirt in sight! Recruitment of Volunteer Guides is ongoing and the recent appointment of Jane Leatt and Julia Wilson as Project Workers will I am sure, increase the current number of Volunteer Guides currently on line.

Early in the year, Lifeskills reviewed its committee structure and felt that a change was necessary so as to include all interests around one table. One benefit of this change has been the election and subsequent appointment of Volunteer Guide representatives on the Management Board, and they have contributed towards Lifeskills issues. Thank you, Violet, Tom and Geoff for your support and a special "thank you" to Violet for producing the excellent and informative "Volunteers Voice" newsletter. We are actively pursuing opportunities to appoint a Volunteer Guide Co-ordinator who will be able to manage the whole process of Volunteer Guide recruitment, training, co-ordination etc.

Many opportunities have been taken throughout the year to recruit Volunteer Guides with full use being made of the media, television, radio and the local press, all achieving levels of success. Any ideas welcomed!

## **Childrens Programme**

I am delighted to say that on Tuesday, 26 February 2002 we welcomed our 10,000<sup>th</sup> Year 6 child to Lifeskills. Remember that we opened on 14 January 2000 and our first school visit took place on 28 February. Our expectation for the first year was 3,000 children, 5,000 for the second year and 10,000 for the third year. To have reached this milestone of 10,000 after only 2 years is a significant achievement, in fact, outstanding. This number includes many young children with learning difficulties. Funding received from the Department of Health for free school visits together with transport for two years certainly helped to enable this to happen. This partnership expires in July 2003 but we will hope to encourage even further funding from them if at all possible. Taking into account the individual families for these children, I am sure the Lifeskills experience has reached well over 10,000 homes – perhaps more than 50,000 people. By the end of 2002 we will exceed our target of reaching 75% of Primary Schools from our four unitary authority areas.

“Better than the Dome” one child said. What a great comment to make from one so young. I know that we are all looking forward to hearing from Ronald Walker a little later on about a child’s experience of Lifeskills safety education and training.

## **Evaluation**

As many of you will know, Lifeskills has been recognised nationally by the Department of Health and the Health and Safety Executive who have awarded Lifeskills funding for a two-year evaluation study that began during September 2001. Oxford University together with Oxford Brookes University have been commissioned to carry out this work. You will hear more about this research project a little later from Gill Cowburn from Oxford University.

Did you know that we have received a letter from one of our young children who proudly told us of how she saved the lives of her family from a house fire because she took the right action following her visit to Lifeskills?

Maggie Sims represents Lifeskills on a Department of Health funded evaluation project called LASER (Learning about safety by experiencing risk). It is due to report its findings during the forthcoming year.

## **Teenagers**

We are looking at ways to include safety education and training for teenagers. This is an area of work that will require specific research and development.

## **Learning Difficulties**

Tremendous strides have been made in this most vital area of work. The secondment of Joyce Howarth from Health Promotion Service Avon for one day a week from December 2001 to March 2002 was testimony to the dedication and intense commitment to Lifeskills by Joyce who has supported and worked with us from the beginning in developing a training programme for adults with learning disabilities. I am absolutely delighted to tell you that Lifeskills recently was awarded £50,000 from an application made to the DTI through their modernisation fund programme. The next year will be both exciting and challenging. We will soon be increasing our team to accommodate this extra work.

Throughout the year, 108 professionals were trained to work with clients of whom 145 have visited the Centre. We will hear a little later from the students from City of Bristol College about their visit to Lifeskills.

## **Older People**

Our work with Older People continues. A series of pilot sessions have been held addressing both home and fire safety issues and we are keen to carry out Volunteer Guide training and begin a programme of courses. I am pleased to tell you that we have a short presentation a little later from Beryl Bags who will tell us how Lifeskills influences our older people. My thanks must also go to the Avon and Somerset Police for running very successful training courses (which have been screened on local television) dealing with home security and fear of crime.

## **Centre Development**

We were all excited when the Centre came even more to life with the addition of the sound effect of the car on our roadway. Very dramatic and already a big hit with our visitors who are left in no doubt about taking risks when crossing the road. Our thanks go to Curve Audio for their sheer professional approach to incorporating such dramatic and realistic sound effects throughout the Centre. Thanks to Andy Allan – you're a star! The painting of the scenarios has now reached a temporary conclusion. What can I say about the attention to detail and artistic talent that Janet Margrie has provided? All I can say is don't go away just yet please Janet! We now want a bus stop. We aim to develop the Meeting Room into a resource and information centre, complete with new furniture. We will, of course, make every effort to improve and refurbish where necessary the Lifeskills scenarios to maintain the high quality service that we provide to all our visitors.

## **Quality monitoring**

A major development was the setting up of our Quality Monitoring Group that meets twice a year to ensure that the messages that we deliver to our visitors are both accurate and current. Providing resources, either literature or audio/visual, information for our developing web-site – thank you Roger Cave for your initial help

and work in that area – also offering training opportunities for our Trainer Guides and giving us professional advice and guidance.

## **Fundraising and Finance**

You will see from the Accounts information contained within this Annual Report how we have progressed since last year. Without the generosity of so many supporters we could not operate at all, let alone be so successful. I understand how tight budgets are these days and am delighted and encouraged by the generosity of so many, some I know, are here with us today. I sincerely thank you all.

## **Publicity and Media Coverage**

Lifeskills has taken every opportunity to promote itself through the media. We will remember the launch of Child Safety Week on Monday, 18 June 2001 when from 6 am until 9 am the morning Radio Bristol show “Morning West” with Roger Bennett was broadcast live from here. Three hours of interviews and comments from school children who had risen so early that day to be here, no doubt encouraged by the thought of breakfast of cereals, toast and squash. That morning proved that safety education is fun.

## **Acknowledgements and Appreciation**

Where do I begin to acknowledge all those who have supported us throughout the year? I’ll try. Our **Patrons** who I know spread the word of Lifeskills whilst we, in turn take full opportunity to use either their name or organisation as we consolidate and develop our diverse range of activities. Our **Member Organisations**, without whose support Lifeskills could not be planning long-term strategies and plans. The **Management Board** whose expertise, time and patience are invaluable to Lifeskills. The Team have stayed together since the beginning of Junior Lifeskills education and training some ten years ago. We have shared laughter and tears but never any doubts – challenges not problems. We have developed a deep friendship and trust, perhaps unique in this area of work. Our **Centre and Office Managers** who give so much commitment, enthusiasm and professionalism to the running of the Centre. To our **Volunteer Guides** whose sheer presence “lights up” the Centre. For their commitment, skill, understanding and enthusiasm in carrying out what is such a responsible role. They are true volunteers. To all of you – we could not and would not be able to operate without you. To our **Supporters** – thank you for your friendship and loyalty throughout the year, we need you. I must thank Mazars Neville Russell for funding the wonderful buffet, this for the second year.

To conclude, I keep saying “Well, we can’t top that”, and then we do. How much more can we achieve? We must all feel proud of the last year and look forward with excitement to the next.

Thank you.  
**JOHN SLEIGHT**  
**Chair**

## **FUTURE STRATEGY**

The Charity plans continuing the activities outlined within the Chair's report in the forthcoming years, subject to satisfactory funding arrangements. The Charity has a Strategic Development Plan which forms the foundation of the work undertaken. A programme is currently being developed to train professionals to work with adults with learning difficulties as a result of a one year funding grant received from the Department of Trade and Industry. Lifeskills also is actually seeking funding to appoint a Volunteer Guide Development Officer to manage the recruitment, training, monitoring and retention of Lifeskills Volunteer Guides.

## **RESERVES POLICY**

The Management Board have established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets ("the free reserves") held by the Charity should be between 3 and 6 months of the resources expended, which equates to £16,000 to £32,000 in general funds. At this level the Management Board feel that they would be able to continue the current activities of the Charity in the event of a significant drop in funding. It would obviously be necessary to consider how the funding would be replaced or activities changed. At present the free reserves which amount to £77,673 reach and exceed this target level.

## **RISK REVIEW**

The Management Board has conducted its own review of major risks to which the Charity is exposed and systems have been established to mitigate those risks. In this regard a fundraising strategy is being developed which will allow for the diversification of fundraising and activities. The inclusion of Member Organisations to Management Board meetings was a significant move to bring those major financial/resource providers around the table and allow them to have a voice in operational matters. Internal risks are minimised by the implementation of procedures for authorisation of all transactions and projects and to ensure consistent quality of delivery for all operational aspects of the Charity. These procedures are periodically reviewed to ensure that they still meet the needs of the Charity.

## **RESPONSIBILITIES OF THE MANAGEMENT BOARD**

Company Law requires the Management Board to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charitable Company as at the balance sheet date. It also states its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements the Management Board should follow best practice and:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue on that basis.

The Management Board is responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charitable Company. They will enable them to ensure that the financial statements comply with the Companies Act 1985. The Management Board is also responsible for safeguarding the assets of the Charitable Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Approved by the Management Board and signed on their behalf by:**

.....  
**JOHN SLEIGHT, MBE**  
**Chair**

**Dated:** 17 June 2002