

	Page
Company Information	1
Mission Statement	1
Government Support for Injury Prevention	2
Local Strategic Support	2
Patrons	2
Management Board	3
Member Organisation Board	4
Supporting Organisations	4
Chair's Report – Review of the Year	5
Volunteer Guides	5
Children's Programme	5
Lifeskills for Independent Living	6
Older People	6
Police Initiatives	7
Member Organisations	7
Evaluation	7
Centre Development	8
Fundraising and Finance	8
Publicity and Media Coverage	8
Legal/Financial/Risk Management Responsibilities	8
Acknowledgements and Appreciation	8
Report of the Directors/Management Board	10
Objects of the Charity	10
Organisation	11
Related Parties	11
Financial Performance	12
Future Strategy	12
Reserves Policy	13
Risk Review	13
Responsibilities of the Management Board	13

## COMPANY INFORMATION

### Articles of Association

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  
Clifton Down House  
Beaufort Buildings  
Bristol BS8 4AN

**Bankers** The Co-operative Bank  
PO Box 250  
Delf House  
Skelmersdale  
WN8 6WT

**Secretariat** Ovalesec Limited  
2 Temple Back East  
Temple Quay  
Bristol  
BS1 6EG

## 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*

*Tel: 0117 9224511*

*Fax: 0117 9224544*

*E-mail: [centre.manager@lifeskills-bristol.org.uk](mailto:centre.manager@lifeskills-bristol.org.uk)*

*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.

- Preventing Accidental Injury – Priorities for Action: a report to the Chief Medical Officer from the Accidental Injury Task Force
- Tomorrow’s Roads: Safer for Everyone 2000
- The National Service Framework for Older People
- Valuing People: A new strategy for Learning Disability for the 21<sup>st</sup> Century

## **LOCAL STRATEGIC SUPPORT**

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

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

## **LIFESKILLS PATRONS**

### **TERRY CLEVERLEY**

Alderman, Bristol City Council

### **JANE CORKE, JP**

Chair, North Somerset Primary Care Trust

### **DON FOSTER**

MP Bath

### **DR JOHN HOOPER**

former Chief Executive, RoSPA

### **JOHN HOWARD, OBE**

Chief Executive, RoSPA

### **CHRISTIAN OAKLAND**

Accident & Emergency Consultant,  
North Bristol NHS Trust

### **KATRINA PHILLIPS**

Chief Executive, Child Accident  
Prevention Trust

### **DAWN PRIMAROLO**

MP Bristol South & Cabinet Minister

### **JAY TIDMARSH, MBE**

Lord Lieutenant of Bristol

## LIFESKILLS MANAGEMENT BOARD

**Directors:** The Directors of the Charitable Company (“the charity”) are its Trustees 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)**  
Trustee, Child Accident Prevention Trust

**Vice-Chair: Maggie Sims (Director)**  
Senior Health Promotion Specialist, South Gloucestershire PCT

**Treasurer: Colin Whiteside (Director)**  
Management Consultant

**Helen Arnoldi (Director)**  
Smoking Education Team, Bath & NE Somerset PCT

**Rosalie Brown (Director)**  
Councillor, Bristol City Council

**Sue Walker (Director)**  
LEA Health and Well-being Coordinator,  
North Somerset Council

**Geoff Britton**  
Volunteer Guide Representative

**Violet Delmas**  
Volunteer Guide Representative

**Sue Green**  
Health Development Officer, Bath &  
North East Somerset Council

**Monica Harris**  
Schools Liaison Officer, Avon &  
Somerset Constabulary

**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>
--------------------------------------------------------------------------------------------------------------------------------

Centre Manager: **Andrew Townsend**

Office Manager: **Angela Jeal**

Lifeskills for Independent Living Programme Manager: **Louise Salter**

Lifeskills for Independent Living Administrative Assistant: **Lucy Coombes**

## **MEMBER ORGANISATION BOARD**

During the year, the Member Organisations combined with the Quality Monitoring Group to form a new **Member Organisation Board**. This Board, with a revised Terms of Reference, meets twice a year. Its main function is to ensure that the programme content and delivery is current, and appropriate at Lifeskills.

The following organisations pledged their financial and resource support:

**Alvis Brothers**  
**Avon Ambulance NHS Trust**  
**Avon & Somerset Constabulary**  
**Avon Fire Brigade**  
**Bath & North East Somerset Council**  
**Bath and North East Somerset Primary Care Trust**  
**Bristol City Council**  
**Bristol North Primary Care Trust**  
**Bristol South and West Primary Care Trust**  
**British Telecom Nuisance Call Bureaux**  
**British Transport Police**  
**Ernest Ireland**  
**First Great Western**  
**Network Rail**  
**North Somerset Council**  
**North Somerset Primary Care Trust**  
**RoSPA**  
**Somerfield**  
**South Gloucestershire Council**  
**South Gloucestershire Primary Care Trust**  
**Transco**  
**Western Power Distribution**

## **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.

# **CHAIR'S REPORT REVIEW OF THE YEAR**

I am delighted to have this opportunity to share with you some of the key achievements of the year. Where better to start than with our Volunteer Guides.

## **Volunteer Guides**

Once again, the recruitment, training and retention of Volunteer Guides has been a priority throughout the year.

We have welcomed another 18 Guides as well as a number of student nurses and police recruits who have worked at Lifeskills as part of their initial training. We ended the year with 80 fully trained Guides of whom 19 are Trainer Guides. In addition, a further 5 Guides are undergoing training.

Jane Leatt and Julia Wilson have now completed an eighteen month project that explored a diverse range of recruitment opportunities. The outcome of this project was that a number of Guides were recruited from a variety of backgrounds. Their work will now be included in the Lifeskills Operational Plan. Recruitment opportunities were also taken at Open Days held at the Centre and also at outside venues e.g. Volunteer Fair held at Bristol University and also the Women's Institute Annual Convention held at the Winter Gardens in Weston super Mare.

Training - we continued our Guide training programme which was extremely well attended and my thanks go to our Member Organisations for their support and time given in working with us. We have also revised our Volunteer Guide Handbook together with our Working with Children Policy.

Our Volunteer Guides are the backbone of the Organisation and without them we could not operate. My sincere thanks go to them all once again this year. The inclusion of Violet Delmas and Geoff Britton representing our Volunteer Guides on the Management Board has been an outstanding success and I am delighted that they have been re-elected for another term of office.

We have all enjoyed reading Violet's regular newsletter "Volunteer Voice" which provides an effective method of communication between the Management Board and the Volunteer Guides.

## **Children's Programme**

During the year 8,880 Year 6 Primary School children visited the Centre bringing our overall total to 28,355.

I am pleased to say that the attendance from schools in the four Unitary Authorities has been consistent around 65%, a total of 90% having attended since our opening in January 2000. Our Children's Programme is highly valued by schools. In many cases it is included in the Schools Improvement Plan and has been recognised in some OFSTED inspections as an example of good practice.

## **Lifeskills for Independent Living**

During the year we concluded the DTI Modernisation funded project and embarked on a 3-year National Lottery Community funded programme. During the year 213 adults with learning difficulties visited and 62 professionals were trained to work with them.

The DTI project achieved a number of significant outcomes that included the World Premiere of the photostories and video "It Could Happen to Anyone"; a national Conference held at Lifeskills to disseminate the findings of the project and presentations at other national events. A teaching pack was produced to support the video which has been distributed free to professionals locally and sold to those who request copies from out of our area. A detailed evaluation was produced and a summary is included in this Report. The programme will continue to be evaluated. We are using accessible forms with Widget symbols to help us in this process.

It has been a challenge to find accessible resources and teaching materials for people with learning difficulties. We were therefore delighted that Avon and Somerset Constabulary agreed to fund the printing of 1,500 copies of the booklet "Stay Safe – An Easy Guide" that will be officially launched at Lifeskills on 17 June 2004.

The opportunities presented by the Community Fund grant resulted in a new Steering Group being set up with representatives from different Primary Care Trusts and other professionals including for the first time, a school teacher. Following a consultation day in January we started to develop a programme for young people aged 11-19 attending Special Schools. We were delighted that some of the actors in our video wanted to train to be Guides and have already started to work with pupils from Ravenswood School. My thanks go to Louise Salter, the Programme Manager, Lucy Coombes who provides administrative support for the work and members of the Steering Group. So much has been achieved and we look forward to the further development of this innovative work next year.

## **Older People**

The Older Peoples programme is growing in popularity with 210 older people visiting during the year. We have trained six more Guides to deliver this programme, including two Guides who have relevant qualifications to deliver the exercise section of the session. The Centre continues to be adapted to meet the needs of older people, for example a shower seat will be fitted in the bathroom.

We continue to liaise with and gain support from professionals in the field of falls prevention, such as community nurses, to ensure that they are familiar with the facilities and programmes that we offer at the Centre. Successful fundraising has again enabled groups to attend Lifeskills free of charge with transport provided.

As well as our home safety programme, Older Peoples crime prevention awareness days are run by Avon and Somerset Constabulary.

## **Police Initiatives**

The other key Police initiative "Operation Taboo" held here at Lifeskills continued throughout the year. Members of the public who have been caught speeding in excess of 35 mph in built-up areas have to pay a fine of £60 and have the option of either 3 penalty points on their driving licence or attending a speed rectification session here at the Centre. These sessions are held on Saturdays and have proved to be most successful for those attending. A percentage of revenue raised is re-invested into safety education at Lifeskills.

## **Member Organisation Board** (formerly known as the Quality Monitoring Group)

We revised the Management Structure of the Centre during the year, merging Member Organisations with the Quality Monitoring Group. The newly created Member Organisation Board meets twice a year and comprises professionals representing organisations with an interest in each of our scenarios. Valuable input is given to keep our scenarios reflecting current and appropriate practice and standards. Members continue to update Lifeskills resource information and are very important to the foundations for our service delivery.

## **Evaluation**

The two-year research project undertaken by Oxford and Oxford Brookes Universities ended last year. The results were released at the RoSPA Congress on 11 November 2003 followed by a national dissemination Conference held at Lifeskills the following week. The full report is available on the HSE website [www.hse.gov.uk/research/publish.htmNo187](http://www.hse.gov.uk/research/publish.htmNo187) and a summary document is included with this Report. The Evaluation focussed on the impact that our Year 6 Programme has on children's ability to notice the presence of hazards and their knowledge about preventative measures, including their skill and self-confidence in dealing with emergencies.

This was a very worthwhile study to be involved with and overall we were pleased with the results.. In their conclusion to the report the Oxford Team say:

"Taken as a whole the results of the current evaluation strongly suggest that, although there are areas in need of review, the Lifeskills programme is succeeding admirably in improving children's knowledge and, more strikingly, their self-confidence and capacity to put what they know into effect. The results imply that Lifeskills' own interactive safety skills programme can achieve Lifeskills' stated aim of bridging the gap between knowledge and performance. They perhaps also imply that other programmes that use vivid and realistic sets as a backdrop for similar interactive small group teaching methods may be able to enjoy equal success."

We have reviewed the recommendations made in the report and are currently revising some of the scenarios accordingly. There has been considerable interest in this research even as far afield as Australia, and we are delighted to have been given the opportunity to present the findings at the South West Public Health Scientific Conference and the World Conference on Injury Prevention and Safety Promotion in Vienna.

## **Centre Development**

During the year numerous maintenance improvements and additional features have been added. In particular, cupboards and shelving have been provided in the meeting room together with rail systems to accommodate flip charts and display boards. Further office accommodation has been built by reducing the overall size of the building site. This has provided much needed space as our office and training requirements expand. Building improvements have been made between the garage and the smoke room, together with the inclusion of more storage/racking.

## **Fundraising and Finance**

Fundraising continues to be a challenge. Our fundraising is based on a strategy produced during the year which identifies the following approaches for our core funding –

- Member Organisations
- Entry charges
- Grant giving bodies and charitable trusts
- General

Lifeskills continues to be dependant on contributions from all these sources and I would like to thank all our funders for their generosity and support.

## **Publicity and Media Coverage**

Again this year numerous opportunities were taken to promote Lifeskills on radio, television and in the local press. Most notably Child Safety Week was launched at the Centre with the Safety Camera Partnership. We were proud when Andy, Mark, Claire and Gary ran the Bristol Half Marathon raising over £1,500 for the Centre.

In response to many requests from organisations around the Country for guidelines on how to develop a Centre like ours, we have introduced a formal "Fact Finding" seminar for which we make a small charge. We currently hold seminars twice a year.

## **Meeting our Legal/Financial/Risk Management Responsibilities**

Lifeskills ensures that it meets all requirements of both Company Law and the Charity Commission together with other relevant Legal/Financial obligations. Key achievements were the production and implementation of a "Health and Safety" Policy, for which my thanks go to Martyn Price for his time and valuable development work, and secondly, a "Working with Children" Policy which has been produced, for which my thanks go to Monica Harris.

## **Acknowledgements and Appreciation**

It takes many people and organisations to ensure the progress that I have described. I believe that Lifeskills is an excellent example of partnership working and I would like to thank everyone who has made a contribution in any way, in particular, our **Patrons, Management Board** and **Member Organisations** for their support towards Lifeskills during the year.

I cannot close my Report without making reference to our Lifeskills Office Team. Andy, Angela, Louise and Lucy demonstrate a thoroughly professional and

conscientious attitude in all they do. Their enthusiasm and commitment resounds throughout the Centre and is infectious to all those who make contact or visit us. They are indeed the “shop window” of the Centre and have generated and sustained the respect that Lifeskills has gained over many years. I would personally like to thank them for their dedication and friendly support. We truly are a team proven to be both efficient and effective.

What a great year we have had!

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

## **REPORT FROM THE DIRECTORS/MANAGEMENT BOARD for the YEAR ENDED 31 MARCH 2004**

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 2004.

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, dark alley, 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 to 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 professionals who work with adults with learning difficulties to become familiar with the operation of the Centre in order to deliver appropriate training
- offers the opportunity to all those schools/groups with learning difficulties under the age of eighteen years to book and visit
- offers the opportunity for adults with learning difficulties to visit the Centre in order to develop their independent living skills
- offers the opportunity to work with older people (60+) to book visits and experience education and training programmes

- operates the Centre by the use of trained Volunteer Guides who facilitate many of the diverse education and training programmes
- evaluates all training programmes delivered at the Centre
- 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 number of Patrons (9), a Management Board (12) of which 6 are Directors. The Board meets six-weekly to administer the Charity. There are sub-groups who support the Lifeskills Operational Plan, that focuses on activity programmes, e.g. Volunteer Guide Recruitment and Training, Programme Development (Children), People with Learning Difficulties, Older People, Police Initiatives, Member Organisations, Evaluation, Centre Development, Fundraising, Finance, Publicity, Management of Staff, Legal and Financial Arrangements, Risk Management and Contingency Arrangements. 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. The Independent Living Programme is managed by two members of staff, one full-time and one part-time, and is funded by a three-year grant received from the National Lottery Community Fund (July 2003-June 2006).

The following Directors held office throughout the year unless otherwise stated:

- John Sleight, MBE, resigned - AGM June 2003; re-appointed - AGM June 2003
- Maggie Sims, resigned - AGM 2003; re-appointed AGM 2003
- Colin Whiteside
- Helen Arnoldi
- Rosalie Brown
- Sue Walker

### **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 five Primary Care Trusts, 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 wishes to acknowledge the major financial support from both the Department of Health and the Health and Safety Executive who have supported a research evaluation study of the Year 6 children's programme. The study reported in November 2003, was carried out jointly by Oxford and Oxford Brookes Universities. A summary of their findings is included at the back of this document.

## **Financial Performance**

For the year ended 31<sup>st</sup> March 2004 the Charity had an inflow of resources of £200,180 made up from donations, grants, training, gifts in kind, school fees, investment income and sale of merchandise. Our expenditure was £230,676.

Previous grant funding from the Department of Health ("DOH") was no longer available, therefore a charge was made to schools for their entry fees whilst their transport was subsidised from the remaining DOH funds.

The Directors are aware of the difference between income and expenditure for the year which identifies a deficit towards the expenditure. Priority will be given in the forthcoming year to general fundraising. Restricted funds are critical to fundraising efforts i.e. potential funders find it more tangible to support identified activities rather than fund Lifeskills in a more general manner. Lifeskills had 6 restricted funds operating, all capably funded from generated income. One exception was the Co-ordinator fundraising project which had an over spend of £365 which was balanced and subsidised from Lifeskills general funds. The recruitment of volunteer guides is essential to the operations of and activities carried out at Lifeskills. This transfer of funds was therefore fully supported by the Directors.

In line with general inflation/cost of living the Directors have agreed to increase the entry cost to Lifeskills from £4 a head to £5 for the year 2004-2005. This will generate an approximate further funding of £41,000. Staff salaries were also increased by 3%. The Independent Living Programme was able to continue with an award of £133,525 from the National Lottery Community Fund. This will enable the programme to develop and deliver for a further 3 year period.

Taken overall Lifeskills has managed its financial affairs in a manner approved by the Directors. Lifeskills will endeavour to continue to sustain and increase its level of reserves held in the high interest account.

## **Future Strategy**

The Charity plans to continue the activities outlined within the Chair's report in the forthcoming years, subject to satisfactory funding arrangements. The Charity has a Strategic Development Plan titled "Lifeskills Operational Plan" which forms the foundation of the work undertaken. An eighteen month funded project that involved two of our Volunteer Guides in a Volunteer Guide Recruitment Programme has been completed. Lifeskills began a programme of research and development into the production of training resources and professionals to work with those with learning difficulties. This is a three-year programme (July 2003 – June 2006) funded by the National Lottery Community Fund.

## **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 6 and 12 months of the resources expended, which equates to approximately £75,000 to £150,000 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 £119,204, are within the range as stated.

## **Risk Review**

The Management Board has conducted its own review of major risks, both management and operational, to which the Charity is exposed and systems have been established to mitigate those risks. These are identified in the Lifeskills Operational Plan. In this regard a fundraising strategy has been developed which will allow for the diversification of fundraising and activities. The Chair invites Member Organisations to attend Member Organisation Board meetings. This brings our major supporters, both financial and resource providers, around the table and allows 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: 18 June 2004**