



the brain injury association

**Trustees' report
and summarised financial statements
for the year ended
31 December 2017**

Statement on the summarised annual accounts to 31 December 2017

The financial information set out in this report is a summarised version of the Charity's statutory accounts for the year ending 31 December 2017. The full accounts, the unqualified auditor's report on those accounts and the Trustees' report can be obtained from: Headway – the brain injury association, Bradbury House, 190 Bagnall Road, Old Basford, Nottingham NG6 8SF. Statutory accounts for the year ended 31 December 2017 were approved by the Trustees on 19 April 2018 and will be delivered to the Registrar of Companies and the Charity Commission following the AGM.

Reference and administrative details

Headway – the brain injury association is registered with the Charity Commission for England and Wales (Charity No. 1025852) and the Office of the Scottish Charity Regulator (Charity No. SC 039992). Headway – the brain injury association is a company limited by guarantee registered in England (No. 2346893). The Directors of the Company are its Trustees for the purpose of charity law.

Trustees who have served during the relevant period:

Elected Trustees

Andrew Green MBE (Chair)
Evelyn Vincent (Deputy Chair)
Dr Colin Reeves CBE (Treasurer)
Allistair Renton (Company Secretary)
Julie Bridgewater
Dr June Gilchrist
Jane Hales
Andrew Harding
Rev Abraham Lawrence
Brendan McKeever
Dr Colin Shieff
Dr Andy Tyerman

Co-opted Trustees

Jane Allberry CBE
Denzil Lush

Key management personnel

Peter McCabe – Chief Executive
Sue Greenhill – Director of Finance and
Administration
Luke Griggs – Director of Communications
Jo Plant – Director of Fundraising
Dawn Wright – Acting Director of Services

Principal and Registered Office

Bradbury House
190 Bagnall Road
Old Basford
Nottingham
NG6 8SF

Reference and administrative details**(continued)**

Auditor Saffery Champness LLP
Unex House
Bourges Boulevard
Peterborough, PE1 1NG

Bankers Lloyds Bank Plc
Old Market Square
Nottingham
NG1 6FD

**Registered in England
Company Number** 2346893

Charity Commission Number 1025852

**Office of the Scottish Charity
Regulator Number** SC039992

Committees

Trustees who have served on other committees during the year are as follows:

Executive Committee Andrew Green MBE (Chair)
Dr Colin Reeves CBE (Treasurer)
Allistair Renton (Company Secretary)
Evelyn Vincent (Deputy Chair)

Audit Committee Allistair Renton (Chair)
Jane Allberry CBE
Dr June Gilchrist
Rev Abraham Lawrence
Brendan McKeever
Dr Colin Reeves CBE

Membership Committee Evelyn Vincent (Chair)
Andrew Harding
Denzil Lush
Brendan McKeever
Allistair Renton

Remuneration Committee Andrew Green MBE (Chair)
Dr Colin Reeves CBE (Treasurer)
Allistair Renton (Company Secretary)

The Trustees are pleased to present their annual report together with the consolidated financial statements of the charity and its subsidiaries for the year ending 31 December 2017.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102) and the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006.

Strategic report

Objectives and activities

The charity's mission is to promote understanding of all aspects of brain injury and provide information, support and services to survivors, their families and carers. In addition, Headway will campaign to reduce the incidence of brain injury.

Headway's objectives are:

- To increase awareness and understanding of brain injury and its consequences.
- To initiate activities and campaigns that will reduce the incidence of brain injury.
- To provide information and support for people with brain injuries, their relatives, carers and concerned professional people.
- To promote improved approaches to brain injury screening, acute care, assessment, rehabilitation and community reintegration.
- To assist people with brain injuries to return to community living, including access to appropriate accommodation, social outlets and productive activity.
- To support and help to establish Headway groups throughout the UK in furtherance of the charity's mission statement and encourage them to address the needs of all sections of the community.

The Trustees believe that by achieving these objectives the charity will achieve the legal purposes for which it was established namely: to promote understanding of all aspects of brain injury and provide information, support and services to survivors, their families and carers.

Headway exists to support people affected by brain injury to ensure that no one has to feel like they are alone in trying to cope with the challenges it can bring – both in the short and long term. Our aim is to help people rebuild their lives, relearn lost skills, and regain as much independence as possible.

The charity achieves these aims through the delivery of a number of frontline services that provide crucial support to individuals and families affected by brain injury.

These services include, but are not limited to:

- a freephone nurse-led helpline providing confidential support and information to anyone affected by brain injury as well as professionals working in health or social care settings;
- a free-to-access award-winning range of publications designed to help people understand and cope with the effects of brain injury;
- a comprehensive and award-winning website providing information and support on all aspects of acquired brain injury;
- Headway Acute Trauma Support (HATS) nurses supporting families whose loved ones are in the acute stage of care following brain injury;
- an Emergency Fund to assist people with the financial implications of sudden, acute brain injury;
- the Justice Project, incorporating the Headway Brain Injury Identity Card, which provides assistance to survivors of a brain injury who get caught up in the criminal justice system; and
- support and guidance to a network of 127 groups and branches providing local services across the UK.

How do we measure success?

We measure success by accurate monitoring of all our activities. For example, we know how many people we have helped through our frontline services (see Achievements and Performance). We are pleased to report record numbers of people using our website, helpline, publications, Emergency Fund and HATS service. The assessment of our publications and website by the British Medical Association (BMA) provides an independent and external validation of the quality of these resources.

The use of volunteers

Headway makes extensive use of volunteers where appropriate and is extremely grateful for the contribution they make to the work of the charity. The number of volunteers fluctuates but is conservatively estimated to be approximately 1,200 operating in our charity shops and assisting with fundraising and with other administrative tasks, as well as with projects such as the Emergency Fund and the Justice Project. A large team of volunteers supports the work of our branches within their local communities and this work could not continue without the invaluable contribution of these volunteers.

Public benefit

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims, objectives and operations. They are of the opinion that the provision of the range of services (listed in the paragraph above) enables Headway to meet its obligation to provide public benefit.

Achievements and performance

The aim of Headway is to improve life after brain injury through the provision of support and services to survivors, and their families and carers, while raising awareness and understanding and campaigning to reduce its prevalence.

Each year, around 350,000 people are admitted to hospital in the UK with a brain injury diagnosis. With the majority of these people likely to need some form of short or long-term support or rehabilitation, demand for Headway services is ever increasing.

It is a demand, however, that the charity continued to meet in 2017, increasing its service provision and helping more survivors of a brain injury than ever before.

Support services

Many people turn to Headway at a time of crisis. We all think 'it will never happen to me', but every 90 seconds someone in the UK sustains an acquired brain injury (ABI).

Whether it is support from the freephone helpline, intervention from one of its acute trauma support nurses, or a grant from the charity's Emergency Fund, Headway reached out to thousands of families struggling to cope with the sudden impact of brain injury in 2017.

In July, His Royal Highness Prince Harry officially launched the **Headway Brain Injury Identity Card**, helping to raise awareness of a scheme that is changing the lives of thousands of brain injury survivors across the UK.

Personalised cards issued to individuals with verified brain injuries enable police officers and others working in the criminal justice system to more easily identify survivors and ensure that they receive an appropriate response and support, while providing card holders with added confidence in everyday social scenarios.

Speaking to brain injury survivors and ID card holders at the launch event, Prince Harry labelled the card as "a life-changing moment for people with a brain injury."

The Trustees would also like to extend their thanks to Michael Matheson MSP, Cabinet Secretary for Justice in the Scottish Government, for presiding over the official launch in Scotland later in the year.

Last year the charity reported that the **Emergency Fund** distributed a then-record total of £50,459 to families in crisis. In 2017 that figure increased by 7.3%, with grants totalling £54,159 easing the burden of 260 families at a time of considerable stress and worry.

Since its launch, the fund has distributed almost £300,000 to around 1,400 families. In addition, the charity has also been able to assist many more families by negotiating for free or discounted travel or hospital parking to be provided.

Headway remains extremely grateful to all those who supported this vital scheme in 2017, most notably the Stewarts Law Foundation.

2017 was also a record year for the nurse-led **helpline**, which answered 10,824 enquiries – an increase of 9.6% over 2016. This is the first time the helpline has answered more than 10,000 enquiries, demonstrating the ever-growing demand for the service.

A total of 8,610 (79.5%) of the enquiries answered in 2017 were from people directly affected by brain injury, that is survivors and their families, friends and carers.

Direct support was also provided by **Headway Acute Trauma Support (HATS)** nurses to more than 2,000 family members.

HATS nurses provide emotional and practical support, information and advice to family members and carers of people in the early stages following an acquired brain injury, especially those in critical care or high-dependency units.

This crucial service, which is supported by the Big Lottery Fund, was further developed in 2017 with the addition of two new HATS nurses, based in major trauma centres in Hull and Middlesbrough.

The nurses play a crucial role in supporting families at an incredibly challenging time, providing guidance on care pathways and procedures being administered, and offering a listening ear and source of support.

This is support that clinical teams often struggle to provide, with 80% of medical teams in hospitals where HATS nurses operate stating that they did not have enough time to spend with families.

Freely-accessible information

The charity expanded its award-winning and free-to-access library of booklets and factsheets in 2017, with 11 new titles launched. These included *Brain injury: A guide for partners*, *Depression after brain injury*, and *Waiting for rehabilitation after brain injury*.

Two publications – *Lack of insight after brain injury* and *Supporting children after brain injury* – received Highly Commended status in the 2017 BMA Patient Information Awards. The charity has received 24 BMA awards since 2009.

There was a 16.8% increase in the number of booklets and factsheets downloaded in 2017 compared to the previous year, with a total of 95,812 titles accessed. This is partly a result of a decision made in June 2016 to make all Headway publications available to freely download from the website in order to ensure more people affected by brain injury have access to these vital resources. In addition, a further 9,334 publications were distributed by the helpline team.

It is also driven by an increase in visits to the website (www.headway.org.uk), which remains the first port of call for many people seeking brain injury support or information. In 2017, visits to the site increased by 24.4%, with 969,412 visits during the course of the year.

The charity continues to invest in this important resource to ensure it remains one of the most comprehensive and easily-accessible brain injury resources available. This includes remodelling the site and launching new mini-sites, such as a new home for personal testimonies and a series of short awareness-raising films (www.braininjuryandme.org.uk).

In addition, another new website was launched by the charity in 2017. Headway's *In Memory* site (www.headwayinmemory.org.uk) offers those who have lost loved ones to brain injury a way to share precious memories with family and friends in a safe, secure and private online space.

Campaigns and awareness

Headway continues to be the voice of authority in the national press on issues associated with brain injury.

Charity representatives took part in dozens of broadcast interviews on national and regional television channels and radio stations, appearing on Newsnight, BBC Radio 4, Sky News, and BBC News, with regular comment appearing in all the national newspapers.

The excellent press coverage secured throughout the course of the year was multifaceted, focusing not only on raising awareness of the often hidden effects, but also calling for improved services to be provided to survivors and families, and campaigning to reduce the incidence of brain injury.

Action for Brain Injury Week 2017 was a hugely successful campaign that saw unprecedented engagement on social media. Entitled *A New Me*, the campaign's hashtag (#ANewMe) reached 625,000 people during the week, with 27,000 visits to the website – an increase of 65% on the previous year's campaign.

The most popular aspect of the campaign was a short film called *Things not to say to someone with a brain injury*. The film highlights the challenges of living with a hidden disability by showing survivors' natural and immediate reactions to some of the sometimes hurtful phrases they hear on a daily basis, such as 'I know what you mean...I've got a terrible memory too!'

Things not to say to someone with a brain injury was part of a series of short awareness-raising films created by the charity in 2017. They include four social scenario films, all featuring brain injury survivors depicting the everyday challenges they face, along with five emotive personal testimonies from across the UK.

Fundraising

The charity's passionate and hard-working team of fundraisers continues to generate income from a variety of sources in accordance with Headway's stated fundraising principles, which are published on the charity's website.

The charity has adopted a fundraising strategy to develop a variety of income streams to avoid the risk of becoming over dependent on particular sources of income. This strategy is reviewed at regular intervals by the Trustees.

Future plans

In accordance with the charity's long-term strategy, Headway will continue to:

- develop its information provision through the production and revision of high-quality booklets and factsheets, consulting with service users to identify topics for new publications, and seeking the voluntary support of third-party experts in the drafting of materials;
- develop its digital and online resources, for example with the introduction of a new section of the website and a promotional film to raise awareness of brain injury;
- support families in crisis through its HATS nurse project, completing an independent evaluation of the project with the intention of providing the evidence required to convince potential funders of the need to expand the service;

- support families in crisis through its Emergency Fund;
- develop the Justice Project in order to raise awareness of brain injury throughout the criminal justice system and improve brain injury identification, working with Liaison and Diversion, Police Custody Staff, the Crown Prosecution service and other partners;
- publically launch the Brain Injury Identity Card in Wales and Northern Ireland and continue to promote the scheme in order to ensure more brain injury survivors are provided with personalised cards;
- initiate campaigns to increase awareness and understanding of acquired brain injury and improve service provision for those affected;
- strengthen its political engagement in order to campaign for better support and rehabilitation services for people affected by brain injury;
- identify appropriate opportunities to increase the number of retail units that not only generate vital income to support the charity's activities, but also act as information hubs for the general public;
- support its network of groups and branches in the delivery of local support and rehabilitation services;
- support as many people as possible via its freephone nurse-led helpline, including professionals as well as brain injury survivors, carers and families.
- fundraise in accordance with its fundraising principles, at the heart of which is respect for donors, in order to achieve the charity's objectives; and
- maintain and develop links with international organisations with the intention of contributing to and learning from organisations with similar objectives to Headway.

Financial review

The statement of financial affairs on pages 10 to 11 provides a detailed picture of the financial performance of the charity for 2017. It has been another good year for the charity in which we have helped more survivors of a brain injury and their families. Last year we reported that it had been an exceptional year in which we had generated record levels of income as a result of substantial legacies received, which was unlikely to be repeated in future years. This has proved to be an accurate prediction and income has reverted to the level anticipated. However the overall trend by comparison to 2015 is healthy growth keeping Headway UK in a strong financial position.

Our 2017 financial reports and accounts have been prepared under the conditions set out by the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

The Trustees' report

Consolidated statement of financial activities (incorporating consolidated income and expenditure) for the year ended 31 December 2017

	Unrestricted funds £	Restricted funds £	Branch funds 122,723	Total 2017 £	Total 2016 £
Income from:					
Donations and Legacies					
- Donations	903,349	2,620	216,374	1,122,343	1,094,149
- Grants	3,161	654,928	11,375	669,464	574,411
- Legacies	164,735	-	-	164,735	1,073,430
<i>Charitable activities:</i>					
- Training	48,407	-	-	48,407	46,893
- Services to groups and branches	192,845	-	-	192,845	108,762
- Publications and awareness	283,005	-	421	283,426	334,377
<i>Other trading activities:</i>					
- Sale of donated goods	2,024,277	-	-	2,024,277	1,791,715
- Events and conferences	314,245	-	-	314,245	291,201
Investment income	12,873	-	293	13,166	6,823
Total income	3,946,897	657,548	228,463	4,832,908	5,321,761
Expenditure on:					
<i>Raising funds:</i>					
Fundraising	475,825	-	-	475,825	450,630
Retail activities	1,685,706	-	-	1,685,706	1,577,327
Events and conferences	48,967	-	-	48,967	75,945
<i>Charitable activities:</i>					
- Services provided	1,220,304	506,844	156,969	1,884,117	1,797,079
- Grants distributed	-	54,159	4,363	58,522	122,903
- Publications & awareness	539,308	-	-	539,308	526,638
Total expenditure	3,970,110	561,003	161,332	4,692,445	4,550,522
Net gains/(losses) on investments	62,859			62,859	23,954
Net income / (expenditure) before recognised gains	39,646	96,545	67,131	203,322	795,193
Other recognised gains/(losses):	-	-	-	-	-
Net income / (expenditure) after other gains /(losses)	39,646	96,545	67,131	203,322	795,193
Fund balances brought forward at 1 January 2017	3,002,183	185,908	485,329	3,673,420	2,878,227
Fund balances at 31 December 2017	3,041,829	282,453	552,460	3,876,742	3,673,420

General purpose funds and designated funds are both unrestricted funds. The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance sheet
As at 31 December 2017

	Group		Charity	
	2017	2016	2017	2016
	£	£	£	£
Fixed assets				
Tangible assets	763,045	808,426	122,723	163,847
Investments	729,532	37,724	1,413,532	721,724
	<u>1,492,577</u>	<u>846,150</u>	<u>1,536,255</u>	<u>885,571</u>
Current assets				
Stock	90,520	93,354	90,520	93,354
Debtors	795,580	1,489,006	799,612	1,493,794
Cash at bank and in hand	2,111,755	1,802,865	2,107,722	1,798,077
	<u>2,997,855</u>	<u>3,385,225</u>	<u>2,997,854</u>	<u>3,385,225</u>
Creditors: amounts falling due within one year	<u>(585,242)</u>	<u>(526,063)</u>	<u>(585,242)</u>	<u>(526,063)</u>
Net current assets	2,412,613	2,859,162	2,412,612	2,859,162
Pension provision falling due after one year	(28,448)	(31,892)	(28,448)	(31,892)
Net assets	<u>3,876,742</u>	<u>3,673,420</u>	<u>3,920,419</u>	<u>3,712,841</u>
Funds				
Unrestricted funds				
Property fund	-	724,000	-	724,000
Other designated	1,875,180	729,180	1,875,180	729,180
General funds	1,166,649	1,549,004	1,210,326	1,588,424
Restricted funds				
Branches	552,460	485,328	552,460	485,329
Other	282,453	185,908	282,453	185,908
Total funds	<u>3,876,742</u>	<u>3,673,420</u>	<u>3,920,419</u>	<u>3,712,841</u>

Approved by the Board of Trustees on 19 April 2018
and signed on its behalf by:



Andrew Green MBE
Chair
Company Registration N 2346893 (England and Wales)



the brain injury association

Improving life after brain injury

Headway – the brain injury association is registered with the Charity Commission for England and Wales (Charity no. 1025852) and the Office of the Scottish Regulator (Charity no. SC 039992). Headway is a company limited by guarantee, registered in England no. 2346893.