



Mary Wainwright



Bradbury Fields

Local services for blind
and partially sighted people

2017 ANNUAL
REPORT

160
YEARS

BUILDING ON OUR PAST TO SEE A BRIGHTER FUTURE

Board of Trustees

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Mike Scanlan*

Sue Turnham*

Chief Executive

Philip Longworth*

Auditors

Gibson-Schofield Limited

Solicitors

Quinn-Barrow

*VISUALLY IMPAIRED MEMBERS

This report is also available in CD, large print and Braille.

A Welcome from the Chairman

At a service level, I am delighted to report that our services have received positive feedback and are clearly valued by those people living with sight loss.

Key services at the point of diagnosis, support and training include:

- Eye Clinic Liaison Officers - support individuals at the point of diagnosis at the hospital and then help build the bridge from the hospital to community services;
- A Specialist team of Rehabilitation Officers - They assess and deliver a range of services including dual sensory loss, those living with strokes, low vision assessment and training and individually tailored support for the BME community living with sight loss;
- Rehabilitation Services In Knowsley for Adults and Children
- Provision of awareness Training across a variety of agencies;

Within the community we deliver a day service through our Active Vision Clubs which offers a safe environment for blind and partially sighted people to socialise and undertake many activities. Additionally our Be Active services offers tandem riding, art, music, walking and swimming, which is supported by an ever-increasing army of Be Active volunteers.

As always, we are facing the inevitable challenges in trying to provide our services in the context of significant funding reductions. Fundraising has also proven to be even more difficult this year as a result of the adverse media coverage appertaining to the fundraising approaches of some of the large national charities.

In an effort to stimulate new income streams for the organisation, four years ago, the charity loaned some money across to our new trading company to establish our Garden Suite Venue. Whilst the Garden Suite and Bistro are proving popular and being used, it is clear that we will never realistically be able to have the loan repaid and therefore, as Trustees, we have decided to write-off this loan and take a heavy hit this year in order that our accounts more accurately reflect performance in this area.

I am delighted and pleased that our staff have yet again risen magnificently to the challenge. I applaud and thank them all for their dedication and professionalism. There are many people on Merseyside who can bare testimony to the excellent service that Bradbury Fields' staff provide. Well done everyone!

I don't want this opportunity to pass without saying a big "thank you" to my fellow Trustees. They are a great support to our organisation. I am so fortunate to be their Chairman.

My final comments are for Phil Longworth, our Chief Executive. His experience and know-how enable him to steer us through the right course. Thank you, Phil, for your hard work which sets a fine example to our excellent staff.



Frank McFarlane
Bradbury Fields
Chairman



A Message from the Chief Executive

As Chief Executive of Bradbury Fields I can safely say that 2016/17 has again proved to be a busy and rewarding year. We were delighted to be awarded a grant from the Steve Morgan Foundation to support the development of our Be Active service and I am delighted to report that more people benefitted from this service in the first year than we had envisaged might do. This funding will continue for two more years and the impact will be enhanced further as we move into the next years by seeking external evaluation to help demonstrate the health and wellbeing benefits. We hope the evidence will help us sustain the service beyond the current funding input.

This year also saw us commence preparatory work for our 160th Anniversary celebrations which began in February 2017. We were delighted to learn that through Liverpool City Council, we are to receive Freedom of the City recognition for our contribution to the community during these years.

We launched our first impact report at our Annual Public Meeting in September 2016 which summarised our activities and demonstrated the impact of our work. We have received tremendous feedback from funders with regard to the report as it was a short read that succinctly summarised what we do.

Our staff awayday focused upon what Bradbury Fields would need to look like in 5 years' time and two key strands emerged; understanding and offering support around digital devices, and the need to try and support those people living with sight loss into the world of employment. The employment rate of people eligible for work has dropped to only 20%.

We have continued to be challenged by the delays experienced through attempts to commission a single sensory contract across the City Region, which has not materialised and as the year end approached we were advised that Knowsley were proceeding on their own to commission an integrated sensory service.

Our Eye Clinic Liaison Officers, Rehab Officers/Assistants and benefits team have done a sterling job in supporting many people at various stages of sight loss. Our Active Vision Clubs offer a safe environment for those people who are often isolated within the community because they

can't get out and about and they constantly praise the friendships that are developed as a result of attending the clubs and engaging in a range of activities.

We have continued to promote our Bistro which is going from strength to strength and whilst the bookings for the Garden Suite have stabilised, we hope they will increase as we move forward.

We have also recognized that the cost of running the centre is now increasing given that more people now use the site and that significant items are beginning to be maintained more frequently or replaced completely. This will be a challenge as we move forward and we have started to try and plan for a phased way in which this work can be undertaken, but for a charity of our size these costs are significant and are beginning to eat into our reserves.

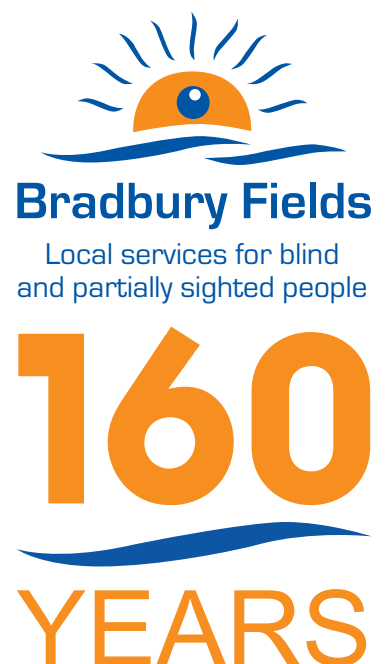
The support that we received from the Board of Trustees has been invaluable and as we start work on our next strategic plan, we can rest assured that we have a range of expertise on the Board that will help ensure that we continue to make robust informed decisions that help us sustain the organisation and continue to provide such a fantastic range of services delivered by some fantastic staff and volunteers.

We will see changes over forthcoming months as we focus the organisation to adopt a more prominent fundraising position.

As always, your help is and will continue to be appreciated. Please ask your family and friends to remember us in their wills. We can support you with a free will writing service if you commit to making a donation to the charity when it is drafted.



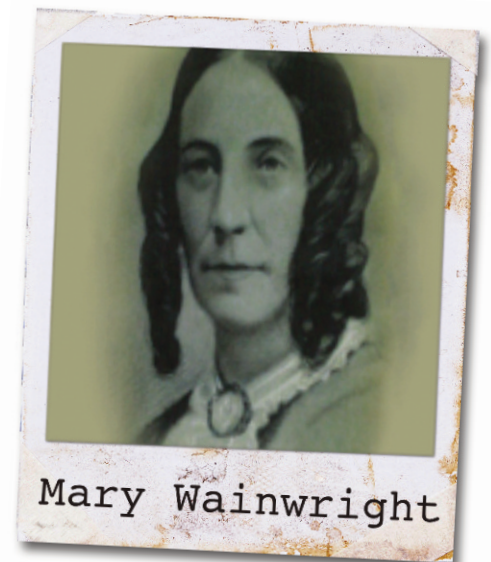
Philip Longworth
Bradbury Fields
Chief Executive



Bradbury Fields - where we started

Bradbury Fields was founded 160 years ago - in 1857 - by a committee of 14 women, headed by an Evangelical Protestant from a wealthy family, Mary Wainwright.

It was then called "The Society For Supplying Home Teachers And Books In Moon's Systems Or Embossed Type To Enable The Blind To Read" – a really snappy title! The main objective was to teach blind people to read scripture and the Bible.

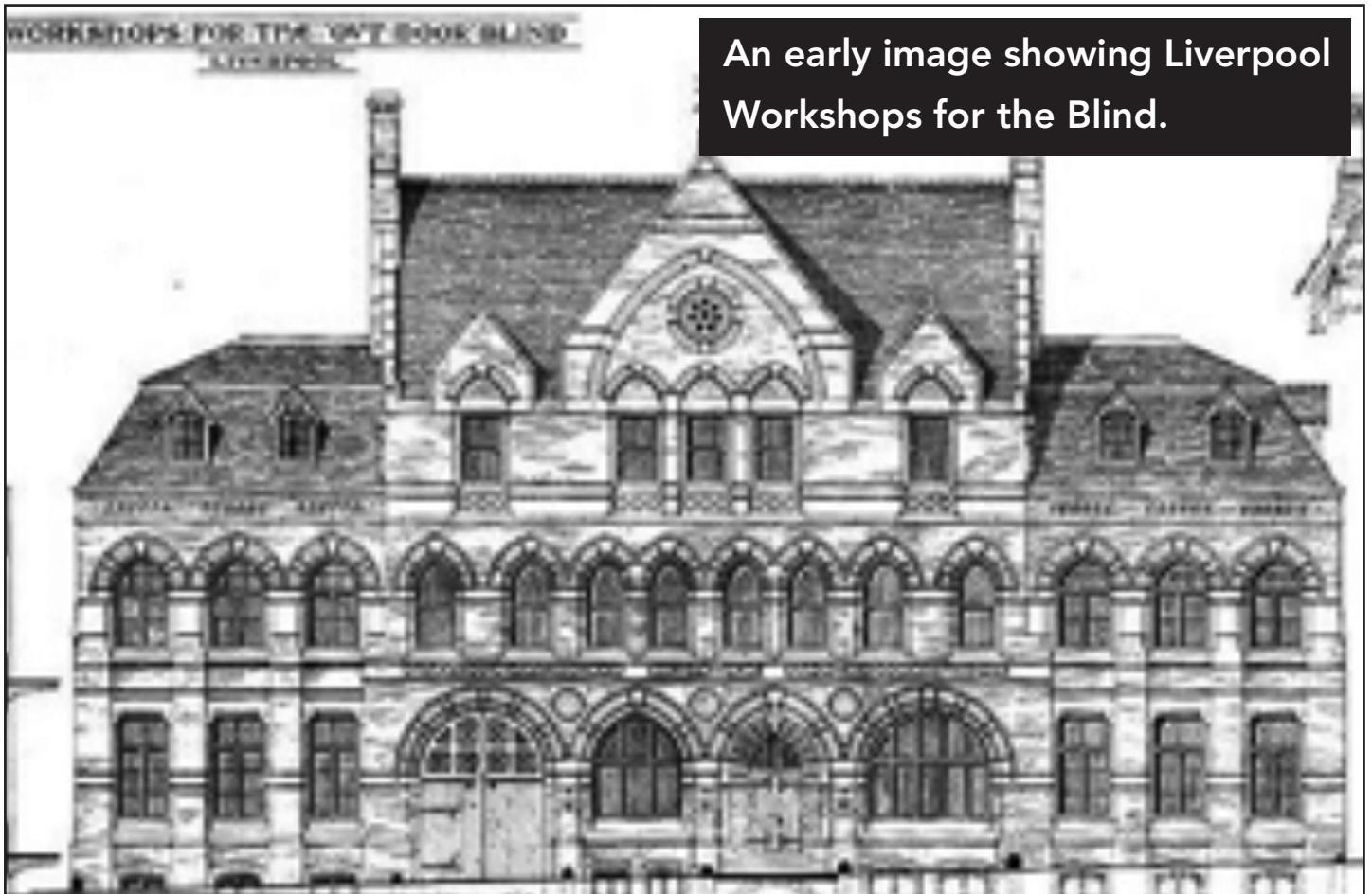


Mary Wainwright

In 1861, it merged with Liverpool Workshops for the Blind, which was then based in Liverpool's Bold Street, and was renamed "The Liverpool Society for Promoting the Welfare of the Outdoor Blind"; its aim developed to include providing employment and vocational training to blind people and by 1870 built a new workshop in Cornwallis Street, with classrooms, offices and a shop.

WORKSHOPS FOR THE OUTDOOR BLIND
LIVERPOOL

An early image showing Liverpool Workshops for the Blind.



Bradbury Fields prides itself on the fact that we aim to make a genuine difference in the lives of those people living with sight loss and achieve a positive impact upon the quality of people's lives.

How we became Bradbury Fields

After going under a number of other names, including "Liverpool Workshops and Home Teaching Society for the Outdoor Blind", the organisation became "Liverpool Voluntary Society for the Blind" (LVSB) in 1970. The problem with that name was that our work isn't just in Liverpool; it isn't voluntary – we employ 23 staff, although we do have more than a 100 fantastic volunteers for the social activities; it's not a society; and it's not simply for blind people, but for all those who are visually impaired.

The Bradbury Centre



And so, in recognition of the Bradbury Foundation (which is Hsu charitable trust) helping us in a big way to purchase the building where we work in Knotty Ash, we renamed the building 'The Bradbury Centre' and the Society itself 'Bradbury Fields – services for blind and partially sighted people'.

Mission and Vision

Our mission is to promote independence for blind and partially sighted people within the community, to promote the prevention of blindness agenda and to value and embrace diversity in everything that we do.

Our vision is that Blind and Partially Sighted people will live in a world which does not discriminate against them, and which enables them to achieve their potential by being able to contribute to the social and economic fabric of their local communities

Services we provide living with sight loss

Through our contracts with health and local authorities, we employ Eye Clinic Liaison Officers who work from the eye units of two local hospitals to provide a link between health and social care services following diagnosis: we employ a number of rehabilitation officers and assistants who are qualified to carry out assessments of needs followed by a rehabilitation service for those with non-correctable sight loss, and Information and Benefit advisors who help ensure our service users get the benefits to which they are entitled.

We also provide Visual Impairment Awareness training and a transcription service to outside agencies.



Knowsley Council



Be Active Service

Our Be Active service focuses upon finding a volunteer companion to support blind or partially sighted people to undertake a range of activities. This might be something completely new in their lives or to re-engage in an activity which they did prior to their sight loss. People may simply just want to get out of the house or join a local walking group, get to the shops on the bus, enjoy going to a football match or visiting a place of interest.

Such support helps those people living with sight loss to regain confidence, not feel worthless and helps them to play an active part in their local community.

The health and wellbeing benefits for both the blind or partially sighted person and the volunteers are immeasurable and enhance people's quality of life.

Our Volunteers don't get paid....

“ not because
they're worthless,
but because
they're priceless!”

Volunteering is at the heart of Bradbury Fields and without the phenomenal support given by an average of 160 active volunteers giving 23,424 hours of their time each year much of our work would simply not be possible. If we were to pay the minimum wage for this contribution the cost would be £156,940.

Bradbury Fields has many volunteering opportunities, from assisting in our daily Active Vision Clubs. baking delicious cakes with those using our services, escorting on the minibuses, piloting tandem bikes, gardening, administration, transcription services, helping at fund raising events such as bag packs, music nights, Christmas Fair.... the possibilities are endless.

With the development and growth of our Be Active service, this clearly demonstrates how, without the support of volunteers, we could not continue to deliver our services to meet the individual needs and aspirations of blind and partially sighted people.

For some of our volunteers they gain a benefit by undertaking training in such things as NVQs In Health and Social Care, food hygiene, first aid, visual equality training, practice In sign language or deaf-blind manual, Bikeright cycling proficiency and leadership, and cycle maintenance courses.

We are always looking to recruit new volunteers.

If you would like to discuss ways In which you can get involved with us, just call Jamal Abdullah on 0151221 0888 ext 214.

Active Vision Clubs

Bradbury Fields offers an increasingly diverse range of opportunities to help blind and partially sighted people break isolation and enjoy their leisure time.

The Clubs which are at held at The Bradbury Centre provide a vital link for those who often live alone, are isolated, and need to come together for mutual support and encouragement in order that they can remain living independently within the community.

Our mini buses provide transport for more than twenty-five people each day, Monday to Thursday, and cover all areas within the Liverpool and Knowsley boundaries.

A wide range of activities are organised on a weekly basis including keep fit. health information from a variety of guest speakers from Health and Social Care agencies entertainment, issues around low vision and rehabilitation, and the opportunity for service users to have direct support on a weekly basis from specialist staff at Bradbury Fields.

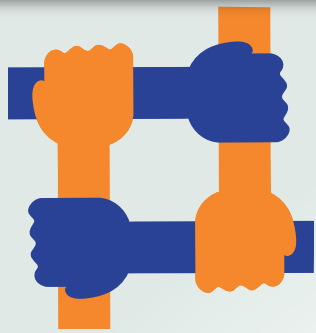
By far the most important aspect of this service is the ability for people to meet and talk through the different issues each person faces on a daily basis.

The clubs can also cater for individuals having dual sensory impairment who meet on a Monday as part of the ordinary Club activities. These individuals gain information on a weekly basis through specialist manual sign language communication which can sometimes be the only interaction that they have.



591 documents have been transcribed into Braille, large print or audio CD this year.





3,772

patients supported emotionally and practically through our Eye Clinic Liaison Services



554

people have attended our social activities.

26,750



newsletters have been produced and distributed this year.

43



children with sight problems, their families and schools have been assisted, in Knowsley.

1,193



Pieces of equipment have been issued to make life easier for blind and partially sighted people in Liverpool and Knowsley.

Our Active Vision Clubs have provided 2,094 sessions helping break isolation and reduce the sense of loneliness for those who attend.

2,154

sessions



Our “**Be Active**” service responded to requests for support to undertake a diverse range of activities.



69

requests

The Impact of Our Work 2017

131 individuals received support from our Welfare Benefits Team and **£325,499** has been secured.



Deaf-blind people have been supported to enable them to engage and communicate with the wider community.

x59



591



documents have been transcribed into Braille, large print or audio CD this year.



21,750 hours of time was given up freely by **145** volunteers to support blind and partially sighted people.

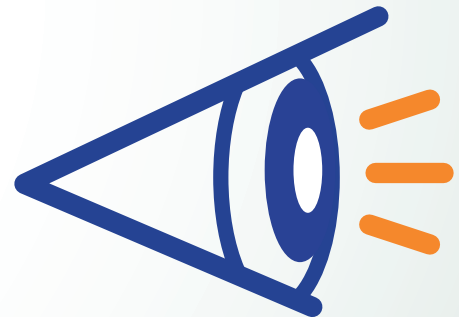


1,223

people have been supported by our Rehabilitation Teams to learn new skills and regain confidence.

97.62%

of people attending our Visual Awareness Training rated it as “**very good**” or “**excellent**”.



Approximately

5,500

meals have been provided by our catering team and they catered for 17 external events in 2016/17.



Who's Who at Bradbury Fields

Telephone 0151 221 0888

Chief Executive

Philip Longworth MBA ■ ●

Contact via reception

Deputy Chief Executive & Services Development Manager

Nicky Barnett LLB ◆ ●

Contact via reception

Fundraising and Marketing Manager

Amanda Davidson MAAT ●

Extension 202

PA to the Chief Executive & Volunteer Administrator

Maria Schofield ●

Extension 203

Finance Officer

Linda Deery ●

Extension 207

Funding Officer

Glen Flatley ■ ●

Contact via reception

Activities & Social Media Coordinator

Louise Cannon ■ ● ◆

Extension 226

Facilities Assistant

Wally Eyres ●

Hospitalities Assistant

Chris Moore ● ◆

Extension 325

Receptionist

Lorraine Edwards ● ◆

Extension 201

Be Active Co-ordinator & Rehabilitation Officer

Jamal Abdullah ●

Extension 214

Catering Supervisor/Chef

Vincent Cragg ●

Extension 325

- Visually impaired
- Qualification in Visual Impairment
- ◆ Qualification in British Sign Language

Hospital Advice Services

**St Paul's Eye Unit, Royal
Liverpool University Hospital
Eye Clinic Liaison Officer**

Corinna Swift ● ■

Telephone 0151 706 3995

**Aintree University Hospitals
Eye Clinic Liaison Officer**

Hilary Butter ●

Telephone 0151 529 0183

Liverpool Rehabilitation Services

Contact via reception 0151 221 0888

Rehabilitation Officers

Carol Byrne ● ◆

Judith Leech ■ ●

Dawn Scott ■ ●

Welfare Benefits & Advocacy Worker

Paul White MBA ● ◆

Rehabilitation Assistant

Pat Dwyer ●

Welfare Benefits Assistant/ Rehabilitation Assistant

Curtis Miller ● ◆

Registration & Equipment Officer

Viv Middleton ●

Extension 206

Registration & Equipment Officer

Nita Canning ● (left August 2017)

Knowsley Rehabilitation Services

Telephone 0151 244 4094

Senior Rehabilitation Officer (Adults and Children)

Marie Messin BA (Hons), MA, ● ◆

Rehabilitation Assistant

Joanne Carine ● ◆

Rehabilitation Officer

Josie Lynch ● ◆

Clerical Assistant

Amy Greenwood ●

- Visually impaired
- Qualification in Visual Impairment
- ◆ Qualification in British Sign Language

Bradbury Fields working in partnership to improve the lives of blind and partially sighted people in Merseyside

Bradbury Fields aims to promote independence through rehabilitation training, support services and opportunities for social activities. To ensure a high quality service using well trained and motivated staff to provide assistance and maintain high levels of service delivery.

Bradbury Fields welcomes suggestions on how our services can be improved.



Contact Details

Bradbury Fields
The Bradbury Centre
Youens Way
Liverpool
L14 2EP



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Fax: 0151 221 0889

Email: info@bradburyfields.org.uk

Website: www.bradburyfields.org.uk

Company limited by guarantee registered In England & Wales.

Company number: 654873

Registered charity number: 222798

Acknowledgements

Designed and Printed by
KCA Print Solutions

kcaprintsolutions.co.uk | 07921481260 | keith@kcaprintsolutions.co.uk

With Thanks to
Bradbury Fields Staff,
Volunteers
and Service Users.

Financial Review

The financial reports this year show a very disappointing deficit of £225,585 (which includes the writing off of the intercompany debt with Bradbury Fields Trading Limited of £175,384) in comparison to the surplus of £19,544 shown for last year. Despite bringing in significant donations and grants our costs have risen significantly. The write off of the loan referred to is in respect of the intercompany support provided by the Charity for its subsidiary trading company over the last few years.

The Board has taken the decision to write off this debt this year as there is no realistic expectation of its being repaid by the trading subsidiary due to the poor financial results of that company and no significant improvement is expected in the future.

The local government contracts have been stable during the last year pending the new tender process which is still a work in progress, so at least we have not had to endure the same level of cuts that we suffered in the previous years.

Our trading arm in the Garden Suite has produced more income in the last year than in earlier years and is showing very encouraging signs for increasing income on a year on year basis but insufficient to enable it to repay the support it has received from the Charity. It is good to report that the Garden Suite and the Bistro are being used more and more by third parties as well as by our service users.

Some key figures for you are shown below and compare the year ended 31st March 2017 with those figures from the previous year to 31st March 2016.

	2017	2016
	£	£
Total Income	788,869	795,377
Total Expenditure	1,014,454	776,751
Surplus / (Deficit)	(225,585)	19,544
Cash & Investments/reserves	177,881	171,741
Balance sheet total	996,961	1,222,546

As always our main sources of income have been from Liverpool City Council, Knowsley Council and Sefton Council, with contributions made by the Royal and Aintree hospitals towards the cost of our Eye Clinic Liaison services. These are boosted by the many events and efforts carried out by our entire team at Bradbury Fields, our Service Users and our Volunteers as well as the legacies, donations, grants and collection boxes that we have received during the year.

The entire team within the organisation deserves a great deal of thanks and appreciation for the hard work put in by everybody.

Full copies of the accounts are available upon request.

Legacies

Leaving a legacy to Bradbury Fields enables the organisation to continue its voluntary activities. Many of the activities we provide are funded through donations and the generosity of our supporters.

Remembering us in your Will allows us to continue our activities and helps us to develop new ones. Every penny donated will remain in our area, and will go towards ensuring a brighter future for blind and partially sighted people.

We can recommend a number of specialist Will writers. In some cases they will make home visits. There may also be funding available to cover the cost of writing your Will and Bradbury Fields will receive a donation for every Will that is written.

If you would like any further information on writing your Will, please do not hesitate to contact us on 0151 221 0888.

1,223 people have been supported by our Rehabilitation Teams to learn new skills and regain confidence.



FUNDRAISING

Let's Get Fundraising



Every year Bradbury Fields relies on fundraising, donations and legacies to raise the money to enable it to carry on its charitable services and meet its aims and objectives.

From our 'Brad' collecting boxes to Gala Balls we are always looking for new ways to fundraise and people to support us in our fundraising.

What can you do to help???

Ask for a fundraising pack ...Pick your ideaAnd **DO** it.

We are always happy to help with promotion & health and safety questions.



WE PUT THE
FUN FUN FUN
INTO FUNDRAISING

*Looking For a Venue with Good Food and
Drink Run by a Friendly Team?
Then Look no further than the....*



Telephone: 0151 221 0888

info@bradburyfields.org.uk

The Bradbury Centre
Youens Way
Liverpool L14 2EP.

**CHRISTENINGS • WEDDINGS • FUNERALS • BIRTHDAYS
ANNIVERSARIES • FUNDRAISING NIGHTS
CORPORATE EVENTS • CONFERENCES • RACE/QUIZ NIGHTS**

