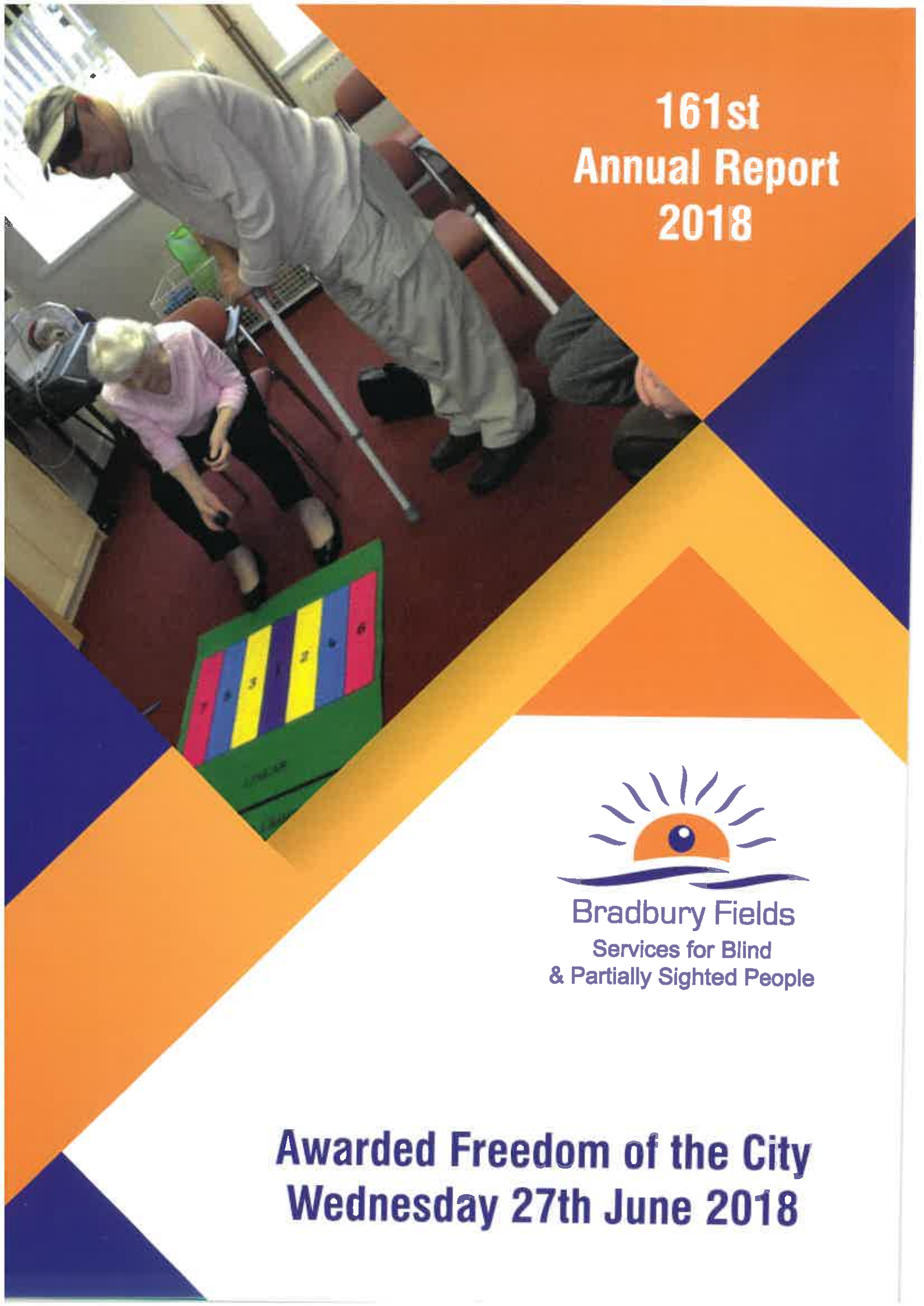


161st Annual Report 2018



Bradbury Fields
Services for Blind
& Partially Sighted People

**Awarded Freedom of the City
Wednesday 27th June 2018**



Our Chairman writes:

We are delighted to report that 2017/18 has been an important year for the organisation as we have celebrated our 160th anniversary with many events.

In recognition of the tremendous work that has been done over the 160 years, Bradbury Fields has been successful in its nomination to be awarded Freedom of the City. The ceremony took place in June 2018.

We have learned through the review of our history, that Bradbury Fields has reinvented itself in many ways over the 160 years. This has continued to be the case this year following our success in securing the Sensory Services contract tendered for by Knowsley MBC. This is a four-year contract which is led by Bradbury Fields with sub-contracted services to Christopher Grange Rehabilitation Centre, Guide Dogs and St Helens Deafness Resource Centre.

At a service level, we continue to receive excellent feedback and are clearly valued by those people who are Blind or Partially Sighted who are using our services.

Key services providing specialist assessment and training together with support services 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;

We facilitate an integrated sensory service within Knowsley that provides rehabilitation services for visually impaired adults and children and equipment assessment and installation for the deaf and hard of hearing community;

Information and Advice - provides a range of support completing a range of forms including benefit assessment applications;

Delivering a day service through our Active Vision Clubs which offer a safe environment for Blind and Partially Sighted people to socialise and undertake many activities.

Within the community we offer a range of social activities including tandem riding, art, fishing, music, walking, swimming etc., 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. This has been compounded further during this past year by significant capital costs being required to replace our fire alarm system, boilers and significant maintenance requirements to the reception roof. Fundraising has also proved 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.



As we try to develop new income streams for the organisation, this year has seen a restructuring of senior management roles which has resulted in specific time being allocated to community fundraising and marketing and dedicated time around the promotion of events through our Garden Suite and increased usage of our Bistro facility.

We are fortunate in the support of those people who use our services in their efforts to fundraise on our behalf. An example of this is the way that our own Active Vision Club service users got involved with several fundraising activities to help raise funds towards our new minibus. Within the year we raised £10,000.

Our Charitable and Contracted services/activities focus on addressing the advancement of health and the relief of those in need, by reason of disability. We aim to improve the lives of blind and partially sighted people, their families and carers by providing a wide range of specialist advice, training and education, specialised equipment and various social activities. Through the services we provide, we have built an important basis of social inclusion, empowerment and opportunity for those who are blind and partially sighted. Our activities have, and continue to, contribute towards individuals gaining autonomy, self-determination, self-respect and successful social integration.

We are indebted to all of the groups and individuals who provide monies to help us do our work. We are particularly grateful to the Steve Morgan Foundation for its support of our Be Active service and help to purchase our new minibus, the Henry Smith Charitable Trust who have just completed a three-year contribution of funding towards the cost of our Active Vision Clubs and West Derby Wastelands for both an individual and organisational grant during the year.

As always, we are delighted and pleased that our staff have yet again risen magnificently to the challenges. 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.

Whilst the Trustees are volunteers, we could not deliver the range of services that we offer without the magnificent contribution of our 140 plus strong volunteer force. Many thanks to everyone from all of us at Bradbury Fields.

My final comments are for Philip 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
Chairman



Our Chief Executive writes:

Another superb year and whilst we are proud to have been in existence for 160 years, it is important that we continue to reflect upon the needs of those people we serve and ensure that we put in place the services that best meet their identified needs for the future.

In November 2017, the Board and Leadership Team joined forces for a Strategic Planning Day. In addition to our current portfolio of services, there was the recognition that digital technologies and the need to raise the profile of employment capabilities of blind and partially sighted people are essential moving forward. The need for specialist support for those people who are deaf-blind has also been affirmed as an important service to be protected and developed in the future.

Our strategic aims for 2018/21 are: -

Aim 1: Income generation

To maximise income generation/fundraising opportunities to broaden our income base to sustain and develop services and reduce our dependency on statutory funding.



Aim 2: Raising our profile

We will seek to make our organisation the charity of first choice for people living with sensory loss, their families and carers. We will seek to engage other like minded organisations and individuals to work with us.

Aim 3: Working in local communities

We will involve and engage people living with sensory loss in developing a diverse range of activities which promote positive health and wellbeing, tackles disadvantage and creates safe, inclusive, sustainable communities in which individuals feel valued.

Aim 4: Delivering quality services

We will continue to deliver high quality services and where possible develop additional quality, effective and efficient services that are person-centred, give choice, promote independence, well-being and enhance quality of life

Aim 5: Campaigning and influencing

We will campaign and lobby for change on the issues that matter to people living with sensory loss.

Engaging people who are Blind or Partially Sighted in all aspects of the design, development, monitoring and review of services is central to our aspirations so that we can truly describe ourselves as a user-led organisation. Likewise, in the current climate, partnerships continue to be essential for us and we will continue to work with existing partners and develop new and imaginative approaches to collectively deliver quality services and make best use of all of our resources.

Philip Longworth
Chief Executive



During this year our main activities and the outcomes and impacts of these activities are reflected in the summary of the performance detailed below and presented in our impact chart:

3,980



patients supported emotionally and practically through our Eye Clinic Liaison Services.

1,793



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



460

people have attended our social activities.

2,294



sessions provided by our Active Vision Clubs helping break isolation and reduce the sense of loneliness for those who attend.

20,000



newsletters have been produced and distributed this year.

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

50

children and their families have access to habilitation support when needed.

124
requests



117

individuals received support from our Welfare Benefits Team and **£727,129** has been secured.



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

x67



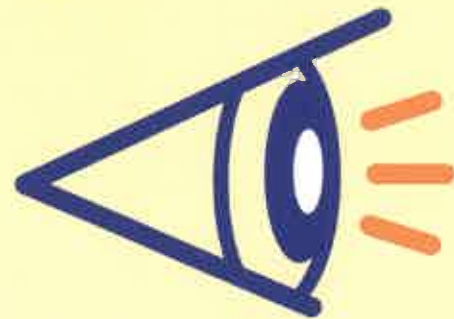
2,772



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

93.8%

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



650

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



21,480

hours of time was given up freely by **142** volunteers to support blind and partially sighted people.



Approximately

5,000

meals have been provided by our catering team and they catered for **25** external events in 2015/16.



Financial review

There was a significantly reduced deficit this year of £21,757.

Income for the year at £814,449 was £25,880 higher compared to last year. This increase was mainly due to higher income from local authorities (Liverpool and Knowsley) and trading activities (particularly fundraising) partly offset by lower donations & legacies and investment income.

Within trading activities, there was a pleasing increase in the level of fundraising to £108,836 (previous year £76,926). During the year a review of fundraising strategy and income generation opportunities was undertaken. This together with hard work by the whole team is showing an impact. However, it is vital that this trend continues to enable the organisation to implement full strategic objectives.

Expenditure for the year at £836,206 was £2,864 lower than last year. This was a reflection of measures taken to control costs during the year.

The key figures are shown below comparing the year ended 31st March 2018 with those figures from the previous year to 31st March 2017.

	2018	2017
	£	£
Total Income	814,449	788,869
Total Expenditure	836,206	1,014,454
Surplus/(Deficit)	(21,757)	(225,585)
Cash & Investments/Reserves	124,971	177,881
Balance Sheet Total	975,204	996,961

During the year the organisation had to incur fixed asset expenditure of £55,550 to replace and upgrade our heating and fire alarm systems. This expenditure was funded internally from reserves.

Our Volunteers continue to make a massive contribution and impact upon our work and we are always keen to recognise the contribution. Based upon 152 volunteers working an average of 4 Hrs per week this equates to 31,616 hours of time given in the year. If we link this notionally to the Living Wage rate of £7.85 per hour the actual financial contribution in kind is £248,186. Without this support it would be impossible to provide the high quality of services that we aim to provide.

In addition, the entire team within the organisation deserve many thanks for their continuing hard work and dedication on behalf of Bradbury Fields and Blind and Partially Sighted People.

John Dawson Hon. Treasurer



VOLUNTEERS NEEDED



Have you got a few hours to spare? ✓

Would you like to help blind and partially sighted people? ✓

Volunteering for Bradbury Fields offers an opportunity for you to make a huge difference to someone's life in your local community.

Some of the activities available included:

Active Vision Clubs

**Drivers • Minibus or Own Vehicle
Bistro • Fundraising - Gardening**

Be Active Clubs

Tandem • Walking • Gym • Swimming • Fishing and more.

Visit places of interest such as:

Football Matches • Theatre • Concerts • Shopping etc.

Visit places of worship.

**‘Alone we do so little,
together we do so much.’**

Contact Jamal on 0151 221 0888

0151 221 0888 • info@bradburyfields.org.uk • www.bradburyfields.org.uk

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 Ball's we are always looking for news way to fundraise and people to support us in our fundraising.

What can you do to help???

Ask for a fundraising pack...

Pick your idea...

And **DO** it.

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



WE PUT THE
FUNFUNFUN
IN FUNDRAISING

The Bradbury Bistro



The Bistro is fully accessible and is a great place to hold a quick business meeting in an informal setting and equally a great space for community groups to meet for a Knit and Natter.

It serves a range of homecooked food including Soup and a Daily Special. You can create your own Salad Bowl from a choice of delicious ingredients, or choose a freshly prepared sandwich. We serve Coffee, Frothy Latte, Hot Chocolate and a range of speciality teas.

OPEN: Mon-Fri 10am-2pm



CONFERENCE AND TRAINING ROOMS FOR HIRE

For a larger more formal meeting or training session why not book one of our Conference and Training Rooms?



Bradbury Fields

Local services for blind and partially sighted people

**Telephone Gill
on
0151
221 0888**



Who's Who at Bradbury Fields

Chief Executive

Philip Longworth MBA * +

Contact via reception

Deputy Chief Executive & Services Development Manager

Nicky Barnett LLB + #

Contact via reception

Business Development Manager

Gill Dottle +

Extension 217

Fundraising and Marketing Manager

Amanda Davidson MAAT +

Contact via reception

PA to the Chief Executive & Volunteer Administrator

Marla Schofield +

Extension 203

Finance Manager

Linda Deery +

Extension 207

Liverpool Rehabilitation Services

Contact via reception

Rehabilitation Officers

Jamal Abdullah +

Carol Byrne + #

Judith Leech * +

Dawn Scott * +

Rehabilitation Assistant

Pat Marteau +

Welfare Benefits & Advocacy Worker

Paul White MBA +

Welfare Benefits Assistant/ Rehabilitation Assistant

Curtis Miller + #

Knowsley Rehabilitation Services

Telephone: 0151 244 4094

Rehabilitation Officer

Josie Lynch + #

Rehabilitation Officer (Adults and Children)

Marle Messin + #

Rehabilitation Assistant

Amy Greenwood +

Clerical Assistant

Emma Birchall +

* 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

Funding Officer

Glen Flatley * +

Contact via reception

Function Manager

Kim Eyres +

Contact via reception

Facilities Assistant

Wally Eyres

Building Security

Vic Birch

Catering Supervisor/Chef

Vincent Cragg

Extension 325

Activities & Social Media Coordinator

Louise Miller * + #

Extension 226

Receptionist

Lorraine Edwards + #

Extension 201

Maintenance Manager

Jesse Bowle

Hospitalities Assistant

Chris Moore

Extension 325

Be Active Coordinator and Rehabilitation Officer

Jamal Abdullah +

Extension 214

Our Trustees

Mrs G Bounds (Deputy Chair)*

Mrs J Collins

Mrs M Guppy*

Mr M Scanlan

Mrs N Ditchfield*

Mr P Barrow

(Resigned 20 November 2017)

Mr R Phillips

Mrs S Turnham*

Mr T Roberts

Mr F McFarlane (Chairperson)*

Mr E Robinson

Mr J Dawson (Treasurer)

(Appointed 23 August 2017)

Mr M Hughes-Paton

(Appointed 23 August 2017)

* Visually impaired

+ Qualification in Visual Impairment

Qualification in British Sign Language



*Looking For a Venue with Good Food and
Drink Run by a Friendly Team?*

Then Look no further than the....



Telephone: 0151 221 0888

g.dottie@bradburyfields.org.uk

The Bradbury Centre
Youens Way
Liverpool L14 2EP.

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

