

ANNUAL REPORT

2023 - 2024

**HEADWAY SUSSEX LTD
COMPANY LIMITED BY GUARANTEE
UNAUDITED FINANCIAL
STATEMENTS
31ST MARCH 2024**

Registered charity name: Headway Sussex Ltd
Charity registration number: 1084715
Company registration number: 04027768

VISION AND MISSION

VISION

Headway Sussex envisions a world where individuals living with brain injuries have access to the support and resources they need to lead fulfilling lives.

We aim to create inclusive, empowered communities where everyone can thrive, regardless of the challenges they face.

MISSION

Our mission is to provide compassionate, tailored care and rehabilitation services to individuals living with brain injuries.

We support their recovery, independence, and overall well-being through personalised programmes, community partnerships, and advocacy, ensuring they have the tools and confidence to rebuild their lives.

ANNUAL REPORT

Year Ended 31st March 2024

The financial statements have been prepared in compliance with the Charity's Memorandum and Articles of Association, FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Charities Act 2011.

Chairman's Report

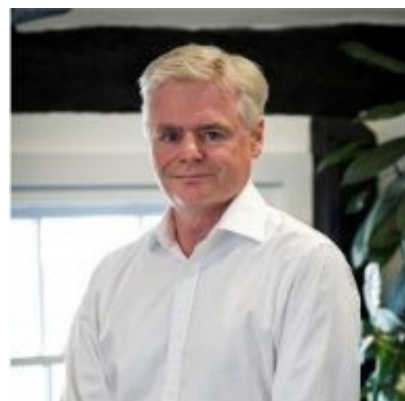
This has been a year of growth and progress at Headway Sussex and we have laid strong foundations for our future service delivery. We have helped more people, provided more opportunities, introduced new activities and developed closer links to our clients, our staff and wide range of stakeholders in the community. My heartfelt thanks goes to all the Trustees, Management, Staff and Volunteers for their work during this year.

Extending our reach into West Sussex is one of our key priorities in the years ahead and with a growing level of interest we will deliver services to match the areas where the greatest interest is from.

Sadly, the need for our charity continues and enquiries remain at a very high level reflecting changes in social care and the growing awareness of the valuable help and assistance we can provide. Our hospital liaison and counselling services provide essential help at an early stage for clients.

We are always thankful for the grants and support we have received from all quarters, especially from East Sussex County Council, Brighton & Hove Council and The Charity Bank. Whilst we finished the year with a loss of **£49,903**, we remain in a strong financial position due to the ownership of our property in Newick and the ongoing support from Charity Bank. Our increasing efforts and focus on fundraising and community support will be vital in the coming years to strengthen our financial base so that we can provide services for many years ahead.

My thanks go to all our Trustees, Staff and Volunteers who have contributed their time and efforts to the charity this year.



Headway Sussex LTD

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Vision & Mission

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Trustees' Annual Report
(incorporating the Director's report)

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31st March 2024.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name: Headway Sussex Ltd

Charity registration number: 1084715

Company registration number: 04027768

Principal office and registered: Headway House , Jackies Lane, Newick, East Sussex BN8 4QX

Independent examiner: Kim Lo FCA

**PRB Accountants LLP, Kingfisher House Hurstwood Grange Hurstwood Lane Haywards Heath
West Sussex RH17 7QX**

REVIEW FROM THE CEO



IAN FOSTER

CEO

Another year of recovery and optimism

2023-2024 was another period of consolidation and renewed determination to get back on track to return to normal services following the emergence from the Covid lockdown.

We continued to welcome back clients in person whilst some were still apprehensive and continued to attend our support groups online.

We continued our commitment to extend services into West Sussex against a growing waiting list of referrals. We looked at where to focus the delivery of our services in West Sussex, based around the location of clients on our waiting list.

The strength and guidance of the experienced Headway Board of Trustees continued to be invaluable in helping us get back on track and refocus on our strategy. We had staff changes during the year with the resignation Andy Crosby. This gave us the chance to make a cost saving so we did not reappoint the post.

Headway Sussex wishes to thank him for the energy and dedication he gave to the role. We were also supported by Occupational Therapy students from Brighton University throughout the year who proved very popular with clients.

With funding coming in from trusts and grants, clients were able to benefit from new activities (art, gardening, pottery and Just Bowls).

We managed to secure partnership funding from Field Fisher to launch our Response and Callback Service. This has proved invaluable in improving our response to calls and email enquiries for support and general information about Acquired Brain Injury.

Through our Digital Marketing and Fundraising lead we increased our social media presence significantly and entered talks with local organisations for fundraising and sponsorship initiatives. Community fundraisers ran, walked and crafted for us.

The Counselling Partnership proved invaluable to the 29 clients and carers who accessed the service. These sessions were delivered both in person and online.



ANNUAL REPORT

Financial Review of the Year

The main aim across the year was to sustain the viability of the charity and to proactively manage the financial impact and other consequences that were still evident due to the pandemic. As reported in the 2020-2021 Annual report Headway suffered a loss of around 35% of income. In May 2021, Trustees took action to secure a Bounce Back Loan of £50k to ensure continuation of charitable activities and availability of adequate cashflow. This was additional to a Charity Bank loan facility. These loans are still in place and being repaid monthly

We are now in the third and final year of our National Lottery Reaching Communities Fund Grant. The Grant was to cover a three-year period to support the charity through the process of change to become a more locally based community-facing organisation. This is being achieved through delivery of a Headway Living Well Programme with the focus on setting up new accessible support services in more town-based venues across East Sussex and Brighton and Hove. The grant ran until the end of September 2023.

We continued to deliver the National Lottery Living Well Programme serving town communities through our three Hubs at Newick, Brighton and Eastbourne.

Headway's plan to reach and support people living with brain injury across town communities remains integral to all changes and decisions. Our key objective continues to deliver reablement and the wellbeing support people need closer to their home.

We have continued the use of the Newick Annex building as a suitable delivery venue for our clients. It is now open for group work with our clients on a Wednesday and Friday. In June 2023 we transferred our day services in Brighton from Possibility House to Wayfield Ave. Hove. Although this move was undertaken at short notice it was a very smooth transition.

All the clients adjusted well to the quieter, more client friendly location. The hub based day activities ran in Hove all day on a Tuesday and in Eastbourne the hub continued to be held at Faraday House on a Monday morning. As the number of referrals continues to increase, we are planning to explore the possibility of increasing the number of days we operate out of these three hubs. This coincides with our strategic aim to increase our service provision in various community venues.

ANNUAL REPORT

Financial Review of the Year...

The new client database system (ECPLISE) was launched and went live in October 2022. We soon recognised that this database was difficult to operate and did not meet our needs. It was also a significant drain on our annual budget of more than £10,000 /year. We therefore terminated the contract and have returned to using Microsoft 365 SharePoint to store our data securely.

As reported in last year's annual report, following lockdown we have now fully returned to seeing clients face to face in both one-to-one and group work sessions. Staff were encouraged by observing clients within groups gaining confidence and that our support could help reduce worry, anxiety and social isolation, still evident because of the impact of the Covid restrictions.

Throughout the year we developed and reenergised our Living Well Support Group service provision in five locations - Brighton and Hove, Eastbourne, Crawley, Bognor Regis and Worthing. In addition to these we have continued to grow our on-line options for this service. These meetings give the opportunity for everyone living with an ABI, to meet other people in similar situations. They give people a chance to exchange information and get advice from the facilitators, speakers, and each other in an understanding and supportive setting. New friendships are often formed, providing an ongoing source of help and support. Mutual support and expertise through lived experience are central to the running of groups which are attended by brain injury survivors, family carers and friends.



COMMITMENT TO WEST SUSSEX

Commitment to cover West Sussex

It is now more than 3 years since we amalgamated with West Sussex Headway to become Headway Sussex.

Our strategy and aims have continue reflect this geographical enlargement of our services and to provide services spanning the whole of East and West Sussex, Brighton and Hove.

In addition to the support groups that run in Eastbourne and Brighton we have support groups in Worthing, Crawley and Bognor Regis. Much valued volunteers have also continued to offer their time and expertise in providing support to the facilitators of the Support Groups.

We have also secured partnership funding through George Ide to appoint a Living Well Hospital Liaison Facilitator to St. Richards hospital in Chichester.



DIGITAL TRANSFORMATION

Information Technology

We continue to purchase our external IT support from ABCOM. Our experience of their service has been extremely positive as they continue to provide our digital security and timely system support when required.

Digital Transformation

Our Digital Marketing and Fundraising Programme Lead has updated our website, which now plays a pivotal role in raising Headway's profile and enabling digital service delivery. This has accelerated the development of online services, raised our profile and increased Headway's opportunity of increasing our income through fundraising. We have also increased our social media posts which has increased awareness of our services in addition to publicly thanking fundraisers.



Some of the major outcomes from this transition have been:

- Continued to hold many of our Headway meetings online eliminating time, cost and stress of travel
- Staff digital skills markedly improved as Headway devoted time to induct people in using online conferencing for Support Group meetings and other communications including access to webinars
- Greater efficiency and improved online messaging and publicity to reach more people
- Delivering virtual Support Groups broke down barriers for some clients and carers experiencing difficulties in accessing support through technology
- One to one support for clients, family members and carers in using smart phones and tablets to join activities, promoting wellbeing through digital inclusion
- Long-term loan of tablets where there was no alternative
- Virtual groups enabled clients to return to the safe environment of groups and allowed new and isolated clients to join for the first time, increasing connections and links to services and opportunities
- Increasing zoom groups gradually allowed old friends and new to meet and catch up on how they were coping with all the changes encountered

LIVING WELL PROGRAMME

The Living Well Programme

The third year Living Well Programme Lottery funding was allocated to cover the following: -

- Extra day and evening Living Well Support Groups and workshops
- Appointment of a member of staff to initiate and develop the Response and Call Back service
- Low-cost specialist counselling, affordable by and accessible to those who need it most
- Vital additional capacity for the development of our Hospital Liaison at Royal Sussex County Hospital, Brighton and Princess Royal Hospital, Haywards Heath



Our two part-time Programme Lead roles continued to develop and support the team of Wellbeing Support Workers who deliver our services.

We continued to coordinate a vibrant Programme of group support activities and extend our Living Well Support Group Programme workshops for clients offered out in our community venues, in client's own homes, outside settings and online. The aim is to continue working collaboratively through partnerships.

In summary the overall aim of all our service provision is to deliver a locally based approach, promote and offer greater choice and control, personal wellbeing, rehabilitation and reablement, independence, improved quality of life, social interaction and inclusion. Also, to work through individual Headway staff and volunteers to be more efficient with a common purpose to fully embrace and increase use of social media and digital communication.

SUPPORT & WELLBEING ACTIVITY DELIVERED

Support Groups

- 32 Support Groups were held in **Brighton and Hove & East Sussex** with 260 attendances
- 20 **Online** support groups covering all Sussex and B&H with 132 attendances
- 35 Support Groups were held in **West Sussex** with 358 attendances
- 49 **Future Groups** for 441 attendances continued across the year for clients with moderate support needs focusing on achieving optimum independence, reintegrating into communities or returning to work.
- **Young Persons** Group started in Nov 23 – 5 meetings, 24 attendances.

Hubs

- 352 Activity Groups based in our three Centre based hubs were held across Brighton & Hove and East Sussex for 4338 attendances.

Outreach

- 4815 client support hours were delivered via individual Community Outreach

Counsellors

- Our 5 Counsellors saw 29 clients. They offered a total of 348 hours of Counselling, this means that our clients had on average 12 hours of counselling each.

Helpline & Counselling

- Headway Sussex received 1090 calls to the charity, 584 of these were for our Helpline Service. (This is an average of 49 calls a month and a range between 21 to 80 calls.)

CONNECTIONS

Headway connects with VCSE, NHS, adult social care and community partner organisations to raise awareness and to leverage additional free and low-cost specialist information and resources across these sectors to benefit clients, carers and staff. Examples have been -

Public Sector

- NHS Critical Care Nursing - experiences in ICU
- Brighton and Hove City Council - training and development courses and Healthy Lifestyles Team
- DWP - awareness raising for work coaches advising on benefits and PIP
- Brighton and Sussex University Hospital - expert speakers
- NHS ICB and Continuing Healthcare colleagues - links and Support Plan
- Hospital Liaison Service Lead - membership of UK and Sussex Brain Injury Forum
- University of Brighton - BSC and MSC OT and Social Work student placements
- Sussex Trauma Network - participation alongside NHS and other specialist providers
- Hospital Liaison Service staff - liaison with rehabilitation practitioners (ward-level, other specialists)

Voluntary and Community Sector

- MIND - liaison on mental health and access to services
- St Lukes and Money Advice Plus / Possability People - welfare benefits and PIP
- Media Trust - digital training via Charity Spring School
- Membership and information - through VCSE organisations Brighton and Hove, East and West Sussex
- Headway UK regional meetings - including regular briefings.
- Carer Services organisations - liaison and referrals

Business

- Developing partnerships with Cardinal, Field Fisher and George Ide and other businesses to fund specific posts
- Independent practitioners and Counsellors - Headway Counselling Partnership set up and actively counselled 37 clients amounting to 308 hours.

Headway Connection

Headway Sussex has long maintained a close relationship with Headway UK, working in collaboration to improve the lives of individuals affected by brain injury. This partnership has grown even stronger with the appointment of Luke Griggs as the new CEO of Headway UK. His fresh vision and commitment to fostering unity across the regional branches have made an immediate impact.

Luke's appointment has reaffirmed the importance of maintaining strong charity partnerships, which are essential to sustaining and expanding the vital services offered to brain injury survivors and their families.

By working closely with national and regional organisations like Headway UK, Headway Sussex can amplify its voice, share resources, and tap into a broader network of support. This collaboration ensures that regional branches not only benefit from shared expertise but also contribute to shaping national strategies and raising awareness.

VOLUNTEERING AND FUNDRAISING

It was another year of wonderful community support through fundraising, volunteering and donations. We would not be able to operate without the support of our wonderful network of donors. On behalf of clients and carers, the Trustees and Headway Team are sincerely grateful and thank everyone who supported us.

Our Digital Fundraising & Digital Marketing Lead successfully took over the management of community fundraisers so our Trust & Grants Lead could concentrate on larger projects. We were in awe of local fundraiser, Judy Tilbury, who continued to be a powerhouse of making and selling masks and intricate beaded Christmas decorations for us. It also became apparent that it was a time-consuming task to find and manage community fundraisers. The Fundraising & Marketing Committee took the decision to support those that came to us with fundraising plans in place, rather than securing places in expensive events and looking for participants to take part.

We continue to value our team of volunteers who welcome visitors and assist our Support groups across the county. Volunteers also help to maintain the grounds at Newick, delivering produce to the office from the Walled Garden. The National Trust (Sheffield Park) sent a team of volunteers to help clear the orchard area of brambles. This has been a fantastic partnership in which we have also taken our clients to visit and advise the development of their sensory garden. This is a continuing positive relationship. We are still trying to recruit Trustees to the Board from a broad background to create greater diversity and expertise in order to guide Headway in the future.

We maintain our commitment to work with a combined team of staff and volunteers as valued members of the Headway team. Headway Sussex aims to remain a charity and voluntary organisation strengthened through an equal partnership with expert volunteers.



VOLUNTEERING AND FUNDRAISING

Important acknowledgements for the year include: -

- Judy Tilbury – a dedicated and generous supporter of Headway Sussex who has worked tirelessly making and selling many items including facemasks and intricate beaded Christmas decorations all of which raised funds for us.
- Sheffield Park (National Trust) volunteers who helped with our ground maintenance.
- Judy Tilbury was nominated and won a prestigious Headway UK award for Fundraiser of the year.
- Sally Hylands who is a carer for her ABI husband was nominated and won a prestigious Headway UK award for Carer of the Year.
- MP Mims Davies
- The Brighton District Nursing Association Trust
- Ernest Kleinwort
- Percy Bilton
- Field Fisher
- George Ide
- Cardinal
- National Lottery
- CO-OP Local Community Fund
- A F Blakemore
- Ladbrokes Coral
- The Grace Trust
- Frankel Topping
- Crawley Borough Council
- Lawley CT
- Shanly Foundation



GOVERNANCE & MANAGEMENT



The organisation is a charitable company limited by guarantee.

The company was established under a Memorandum of Association which sets out the objects and powers of the charitable company and is governed under its Articles of Association.

The objects of the charity are the rehabilitation and care of people who suffer brain injuries and who reside in East and West Sussex and adjoining counties and the provision of such services and facilities as are required from time to time by such persons.

The Patron of the Charity is Baroness Julia Cumberledge.

We continued to actively seek Trustees through a digital campaign across our social media channels and web site. Trustees were sought from West Sussex, and we are very keen to widen the gender balance and diversity of the board.

Board Governance

Board Governance Committees are Finance, Fundraising and Marketing, Standards and Compliance and Site Development. All Committees met regularly across the year.

Audits and Inspections

There were no audits or inspections during this period.

Related Parties

The Charity is affiliated to Headway UK, the national brain injury Charity.

GOVERNANCE & MANAGEMENT

Trustees

The Trustees, who are also Directors for the purpose of company law and, who served during the year were:

Trustee	Profession	Board Role
Henrik Bjorn	Retired Banker	Finance Committee
Michael Gaughan	Non-Executive Director	Chair of Trustees & Finance Committee
Mark O'Hara	Chartered Accountant	Chair of Finance Committee
Lucy Moorewood	Marketing Manager	Fundraising & Marketing Committee
Michele Fleming	Retired Occupational Therapist Former CEO	Fundraising & Marketing Committee Lottery Committee
Dr John Norris	Retired Consultant Neurosurgeon	NHS engagement
Jonathan Clement	Senior Partner in law firm specialising in personal injury	Standards & Compliance Committee
Claire Glasgow	Senior Associate in the Personal Injury team of a law firm	Counselling Feedback Coordinator, Standards and Compliance Committee Member
Tara Lacey	Programme management for the NHS	Standards & Compliance Committee Member



FUTURE OF HEADWAY SUSSEX

In 2020/2021 financial year the Board agreed a new draft Strategy for 2021-2024. This will be updated in 2024/2025. The following summarises key points from the Strategy: -

Vision

Headway's vision is to remain a trusted specialist provider organisation so that people with brain injury right across Sussex are supported to rebuild lives and to live well.

Values

- the best interest of each client and family Carer is the focus of all decisions
- always providing caring, safe support to promote wellbeing, independence and quality of life
- fully engaging clients and carers in shaping their own support and our wider services
- a warm, welcoming, listening charity: efficient, affordable and reliable.
- embracing difference and diversity in all we do
- welcoming expert volunteers as valued members of a combined workforce



FUTURE OF HEADWAY SUSSEX...

Partners and Supporters

The views of people who use our services, staff, partners, supporters and stakeholders will help shape delivery and we will strengthen engagement, gathering feedback and opinion in a range of different ways.

Headway Sussex will work proactively alongside the community, social care and the NHS partners.

However, the right funding must be in place to reflect the complex and often hidden needs of the people we support. We will foster a clear understanding and stronger working partnership approach to sustain Headway's specialist support role for the Sussex community.

Headway Sussex has relied on fundraising income in the region of £100,000 per year and is indebted to the generosity of donors and supporters. We will continue to value the significant added contribution which comes from the expertise and time given by volunteers and Trustees and in fundraising.



The Living Well Programme managed to stand alone at the end of the grant funding in October 2023 due to natural staff movement. We are keen to work within collaboratives and social enterprise. We continue to draw on best practice from the larger Headway network and organisations of excellence.

There is strong client voice in favour of far greater NHS liaison, and we need to extend our staffing in this critical area. We will therefore lobby hard to secure health and social care funding investment at the earliest point.

Reserves and Investment Policy

The Charity still benefits from the £50k Bounce Back Loan and the £150K Charity Bank Loan. These loans ensure that we have adequate cash flow. No financial investments were made during this accounting period.

The main asset of the Charity remains the freehold property Headway House, Jackies Lane, Newick. During 2023/2024 the Board continued to develop a plan for the future of the Newick site to underpin Headway's financial security.

FUTURE OF HEADWAY SUSSEX...

Trustees' responsibilities statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees' annual report and the strategic report were approved on 28/11/2024 and signed on behalf of the board of trustees by:

Michael Gaughan (Chair of Trustees)

Michael J Gaughan



CORPORATE SOCIAL RESPONSIBILITY



Corporate Social Responsibility at Headway Sussex

At Headway Sussex, we recognise the importance of corporate social responsibility (CSR) in contributing positively to the environment and the communities we serve. We actively implement environmentally friendly practices to support sustainability and promote well-being. One of our key initiatives involves repurposing recycled wood for woodwork projects. Our clients participate in creating bird and bat boxes from this material, which we then donate to our charity partner, the National Trust at Sheffield Park. This initiative not only supports wildlife conservation but also encourages our clients to engage in meaningful, hands-on activities that benefit the environment.

In addition to our woodworking projects, we adopt eco-conscious practices across our operations, including:

- Minimising waste through recycling programmes.
- Reducing our carbon footprint by encouraging remote participation in our services, including our young persons' support group, which meets online.
- Promoting energy efficiency in our offices by using energy-saving appliances and responsible power usage policies.

Our commitment to environmental stewardship aligns with our broader mission to foster inclusive, sustainable communities while improving the lives of individuals living with brain injuries.

CLIENT FEEDBACK

**"Oh my words have been understood"
-JM-**

**"Well it gives you purpose and then
having people to lean on ready.
Well i feel you need confidence, you
gave me that." -TH-**

**"The strength I have found from talking about
my problems with everyone in the Headway
groups and putting into practice their advice
from their experiences with similar issues was
eye opening." -GM-**

**"Headway Brighton group meetings and counselling has
been monumental in my development since having a
Traumatic Brain Injury. Since having access to Headways
services I have been able to accept my brain injury and
progress with this new stage of my life." -SF-**



Headway Sussex Recap 2023-2024



**Woodworking:
National Trust Sheffield Park
Partnership**



Fundraising



**MP Mimms Davies
Christmas Competition**

"Since having access to Headways services, I have been able to accept my brain injury and progress with this new stage of my life."



Art Therapy

"Headway Sussex has helped me to leave my flat whenever I feel like it and in doing so, I have regained a huge amount of my confidence & strength back."



Pantomime



"I felt nervous coming to Headway Sussex. I needed help from Stroke. I started to come along in June 2023. You helped me to find my confidence. Thank you a whole heaps."



The Flying Seagulls



Carer of the Year 2023

**Winner
Sally Hylands**



**Outstanding Contribution
2023**

**Winner
Judy Tilbury**