

**Recognising
our strengths,
measuring
our success.**

Annual Review 2009

**LIVE
LIFE
SAFE**

**suzy lamplugh
trust**

Chairman's Statement



Over the past 12 months we have achieved a great deal, in particular stabilising the finances of the Trust in a difficult financial environment, creating a new strategy and beginning a number of new projects for children and people with disabilities. In addition, we have been able to get funding for a helpline for stalking victims which we have established with 2 other charities. All of this was achieved whilst our consultants continued with the much-acclaimed training for which we have become so well-known throughout the UK. Our books, alarms and other resources continue to sell well.

None of this would have happened without our small, energetic and invariably happy team of staff. In March 2009 we moved the National Centre for Personal Safety to new premises at 218 Strand, a move which has been very positive and which has given us, at last, the base in central London which has long been our ambition. I took over the Chair

from Lawrie Philpott at our Gala Evening in November 2009. For the 10 years before that Lawrie led us, through both good and difficult times, with his calm unflappability and thoughtful intelligence. We owe him a great debt of gratitude.

We have achieved a great deal in the 24 years since the Suzy Lamplugh Trust was founded, and we have also faced our fair share of the hazards that charities like ours often face. Throughout, we have been blessed with dedicated staff, trustees and supporters who have continued to believe in our mission to reduce violence and aggression in our society.

Paul Infield
Chairman

Joint Acting Chief Executives' Statement



We have once again had a challenging but exciting year at Suzy Lamplugh Trust. We continue to be a stable and efficient organisation, focused on our mission, even during this period of economic downturn. Our social enterprise continues to be of vital importance to us and the personal safety training we deliver in the workplace not only brings in much needed income, but also helps to inform us of what is actually happening on the ground.

Our messages remain relevant and the ability to assess risk is still vital to our approach. If you can assess the risks to your personal safety and then make an informed decision, you are much less likely to become a victim of violence and aggression. Some people are happy to embrace higher levels of risk than others, but it is what is right for each individual that is important.

We formed a number of new partnerships this year, including collaborating with two other organisations to establish a helpline for victims of stalking. We also

continue to work with the Home Office, enabling us to inform government policy and embark on a number of mutually beneficial projects. We partnered with a number of organisations for National Personal Safety Day this year, to broaden the scope of this campaign and reach more people around the UK.

We remain focused on enabling everyone in society to avoid becoming victims of violence and aggression and have many new projects planned for 2010. We hope you will continue to support us and enable us to meet the challenges we know lie ahead.

Ann Elledge & Sarah Haddon
Joint Acting Chief Executives

Jenny Fawson fulfilled the role of Joint Acting Chief Executive for part of this year, covering Sarah's maternity leave.

About this Annual Review



Suzy Lamplugh Trust is the UK's national charity for personal safety, and was founded by Paul and Diana Lamplugh following the disappearance of their daughter Suzy in 1986. Working with a wide range of partners in the public, private and voluntary sectors, we continue to seek out innovative ways to enable everyone to stay safe from violence and aggression.

The purpose of our Annual Review is to provide you with a qualitative and quantitative understanding of the work carried out by Suzy Lamplugh Trust during 2009.

Our strategic review towards the end of 2009 identified five key values that provide a framework within which we deliver our work.

These values provide the structure for this Review:

Empowerment

Collaboration

Remaining practical and realistic

Individual responsibility, individual action

Consideration for all people

Empowerment

Ready, Steady, Safe on National Personal Safety Day



“Transport for London values Suzy Lamplugh Trust’s expertise in personal safety and greatly appreciates working together with the Trust to promote safer travel.”

Jo Field, Head of Campaigns, Transport for London

“The ‘Travelling Safely on Public Transport’ Power Point presentation proved to be an engaging resource to highlight possible dangers to students through a medium they found easy to access.”

Frances Keaveney, Rosebery School

Each year on National Personal Safety Day, Suzy Lamplugh Trust runs a national awareness campaign with a specific personal safety theme. By enabling people to recognise potential risks to their personal safety and providing information about how to avoid them, we can empower individuals to take control of their safety and make safe choices.

In 2009, the ‘Ready, Steady, Safe’ campaign focused on staying safe whilst using public transport and aimed to give the public strategies and confidence to be able to reduce the risks and use public transport without fear of becoming a victim of crime.



The campaign was delivered in partnership with the British Transport Police, Transport for London, the Metropolitan Police Service and the City of London Police and was supported by the Home Office. Through these partnerships, over 45,000 leaflets were distributed and safety advice ‘surgeries’ were held in stations throughout the country on 12 October.

A presentation was made available for use in schools, offering support for lessons or assemblies on the topic of safety on public transport and over 100 schools across the UK told us about their activities to mark National Personal Safety Day. Students at Brentford City Learning Centre created a short film on the subject of using public transport safely, using vehicles at the London Transport Museum as locations for filming. This film was then made available on our website for other young people to watch and for use in schools.

On National Personal Safety Day itself, we supported an event held by Transport for London and the Metropolitan Police at Stratford station in East London. This is a very busy transport hub and also the main transport link to the London 2012 Olympics site. At this event, we were able to distribute leaflets, display campaign posters, show a short film on the subject of travelling safely and offer advice to commuters visiting the ‘safety marquee’.

“Technology is constantly changing and it has been a pleasure working with an organisation that responds to this change and is always looking for new ways of engaging with young people.”

Manager, Brentford City Learning Centre

“The Ready Steady Safe Campaign was a great opportunity for members of the public to gain knowledge and advice on how to stay safe and be aware of any potential dangers around them, be it on public transport or on journeys home.”

Tom Currie, Safer Communities Strategic Manager, Telford & Wrekin Council

“Thank you for providing your excellent slides, you made my job so much easier.”

Stephen Woodley, Community Safety Co-ordinator, London Borough of Hackney



Collaboration

“ Quite simply, Company’s personal safety features and campaigns wouldn’t be the same without Suzy Lamplugh Trust’s contribution! The tips and expert quotes given are always informative and sensitive – helping to create a balance between alerting readers about potential personal safety dangers, without scaremongering them into never going out. ”

Marie-Claire Dorking, Features Editor, **Company Magazine**



NATIONAL
STALKING
HELPLINE

0300 636 0300
stalkinghelpline.org



Working together for victims of stalking or harassment

Having been influential in developing The Protection from Harassment Act in 1997, we are delighted to have formed a collaborative working partnership with two other organisations – Network for Surviving Stalking and Protection Against Stalking – in order to launch the UK’s first dedicated helpline for victims of stalking and harassment.

The collaboration enables all three organisations to bring together their collective expertise and experience in the field in order to provide the best service possible for victims. The helpline will be formally launched in 2010 and is being supported by the Home Office, the Zochonis Trust and a second private Trust. In the meantime, we have been taking calls on an ad hoc basis from people seeking advice on the subject and have been offering guidance over the telephone on the legal and practical steps that victims can take.



Using the media to foster a safer society

The Trust continues to build and maintain strong relationships with local and national media as a key tool to raise awareness of the issue of personal safety and to disseminate free guidance. In 2009 we have contributed to publications such as the House of Commons magazine, *Cosmopolitan*, *Company* magazine, *FHM* and to numerous local and national radio and television programmes.

Over the year, we were asked to write articles for a range of trade and sector press in order to target specific groups with personal safety advice. Statistically, during 2009 we generated 202,552,000 opportunities to see our guidance in the printed press: this represents an impressive 4% increase on 2008.

Contributing to government strategy

We were delighted to be commissioned to deliver a piece of consultancy as part of the government’s ‘Together We Can End Violence Against Women and Girls’ consultation. Pulling together our own experience and expertise, alongside findings from the wider body of research on crime, fear and perceptions of vulnerability, violence and aggression, we delivered a Women’s Personal Safety Strategy Document.

Remaining practical and realistic



“Eye-opening. Great for raising awareness about risks in everyday situations and how to minimise risks in the work place.”

Areas Advisor, **English Heritage**

Delivering high quality social enterprise services and products

Despite difficult market conditions, our social enterprise continues to prosper. In 2009 we trained 16,811 people through our training, totalling over 3,374 hours face-to-face interaction across 392 public, private and voluntary sector work places throughout the UK. Furthermore, we sold 45,081 personal safety booklets on a number of issues and 5,251 personal alarms, meaning we can guarantee we have reached at least 50,000 people with our safety products.

We remain focused on broadening the reach of our social enterprise, not only as a means of generating income for our other work but also as a key route to reaching significant numbers of people across the UK with our safety guidance.

For example, we have introduced two new and more compact personal alarms to our shop and have updated our Tutor Training Programme to a more flexible ‘Train the Trainer’ model, which we are already rolling out across the country.



“This guide is really useful in giving you confidence to do things that make you nervous. When you first start having to walk home alone after dark, particularly in the winter, it can be really scary. Knowing how to protect yourself makes you feel safer”

Sian MacCarty-Cole, **Ranger, Girlguiding UK**



Giving Girl Guides the information they need to stay safe

In January, we teamed up with Girlguiding UK to launch the Guiding's Guide to Street Safety, which teaches girls how to be street savvy and avoid danger when on their own, including advice from carrying trainers in your bag when you're out in heels, to not talking on your mobile, from avoiding shortcuts to never taking unlicensed taxis.

We were consulted on the content following a survey of Guides across the UK, which revealed almost all of the girls polled were worried about walking home alone after dark. The work we carried out on this project recognised that many young people will take some risks with their personal safety; our role is to help them be aware of the potential implications of such risks and to offer practical guidance on the safer choices they can make when they are out and about.

“The seminar surpassed my expectations, answered my questions, made me think and re-evaluate my own and others' personal safety.”

Regional Director, **Prospects**



Relocating the National Centre for Personal Safety

In March, we moved from our offices in Vauxhall to the Strand, in central London – directly opposite the Royal Courts of Justice.

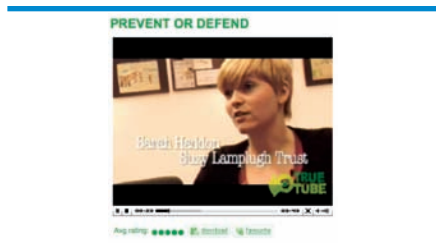
This new office space also enables us to host our events, training courses and workshops on site. This gives us valuable opportunities to make direct contact with stakeholders, to learn from their experiences and to further our relationships with them.

“Considering I thought it was going to be another boring training day, I have thoroughly enjoyed it and hope to take away what I have learnt and put it into practice.”

Assessor, **Tameside College**

Individual responsibility, individual action

Consideration for all people



Reaching tens of thousands of people online with our personal safety tips

Our website continues to be integral to the development our work, in terms of hosting our tips, campaign materials, shop and training information. Demand for these elements remains very high, with 583,099 total page views in 2009 – an increase of 20% on 2008. Our tips pages alone now have over 100,000 page views per year, enabling individuals to take our expert guidance on board and take their own proactive action with their personal safety.

We also created a four minute online video called 'Prevent or Defend' for True Tube, a website aimed at young people. The video offers practical advice on staying safe on a night out, encapsulating our key messages in a format young people can identify with more easily.



Recognising best practice with the National Personal Safety Awards

As well as ensuring that we increase awareness of personal safety, we are also delighted to reward best practice and excellence in the field. The annual National Personal Safety Awards were again presented at the Fundraising Gala in November.

The awards themselves generated even more interest this year, with some excellent entries for the four categories: Safer School, Safer Workplace, Safer Community and Personal Safety Champion. The nomination process documented the hard work being undertaken by the many individuals across the UK who are responsible for keeping people safe in their workplace, communities and schools, which we are delighted to recognise through these awards.



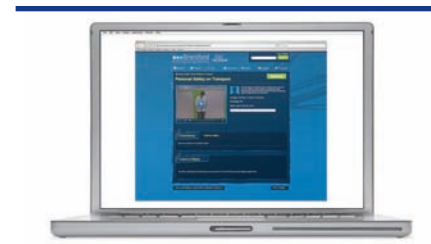
Developing guidance for those with impaired vision

This year we furthered our project with RNIB to investigate the personal safety issues faced by blind and partially sighted people, with the long-term aim of providing bespoke personal safety guidance. An initial focus group was followed by a survey through 1,007 interviews with blind and partially sighted people in Great Britain.

Further focus groups will take place in 2010, to inform the development of guidance in large print, Braille, multimedia and online.

“ Royal Mail has been delighted to work with Suzy Lamplugh Trust over the last two years, helping to promote workplace safety and security. The Trust does excellent work in this area and we are pleased to sponsor the annual award recognising individuals and organisations making progress in tackling these issues. ”

Dr Steve Boorman, Director Corporate Responsibility, **Royal Mail Group**



Using technology for the safety of children and young people

Through our link with Brentford City Learning Centre, one of our training consultants participated in a focus group event with parents and young people from some of the secondary schools in Hounslow to look at issues around technology and safety.

This provided a fascinating insight into the concerns, of both parents and young people, on how to ensure safety when using technology. We aim to build upon this with further research in 2010, in order to help us achieve our goal of reaching more children and young people in an effective way.

Strategy 2010/11

Background –

An organisation-wide strategic review at the end of 2009 resulted in a new interim strategic plan which sets the direction for the organisation's work up to June 2011. Each goal is achievable within our current operations, whilst also stretching the organisation to fulfil its operational and creative potential.

Understand and measure the impact of our work

Reach as many people as possible throughout the UK

Grow and improve our social enterprise

Increase our capacity to deliver services for free

Be relevant to people with disabilities

Reach more children and young people in an effective way

Mission –

Our mission is to enable people to avoid becoming victims of violence and aggression.

Vision –

Our vision is a society in which people are confident and competent in avoiding becoming victims of violence and aggression.

Finance Report

Financial Report for the year ended 30 November 2009

This year our income was slightly over £1,000,000. The diagram below shows on the left where our income came from and how we generated most of our revenue from the charitable activities we provided through training, consultancy and sales of our personal safety products such as alarms, publications and visual aids. The right hand side of the diagram shows how we spent our money in the furtherance of our charitable objectives.

Our General and Designated Funds stood at £227,121 as at 30 November 2009, an increase of £109,274 from 2008; and our Restricted Funds amounted to £108,381, a more modest increase of £2,652.

The above summary is intended to give an understanding of the overall financial position of the Trust for 2009 and has been taken from the full audited accounts for the year ended 30 November 2009, which are available on request.

Risk Statement

The Trustees are, more than ever in the current economic climate, aware of the need to address the risks facing the Suzy Lamplugh Trust. The Risk Statement reviewing the major risks to which the charity is exposed is reviewed annually by the senior management team and the Board of Trustees.

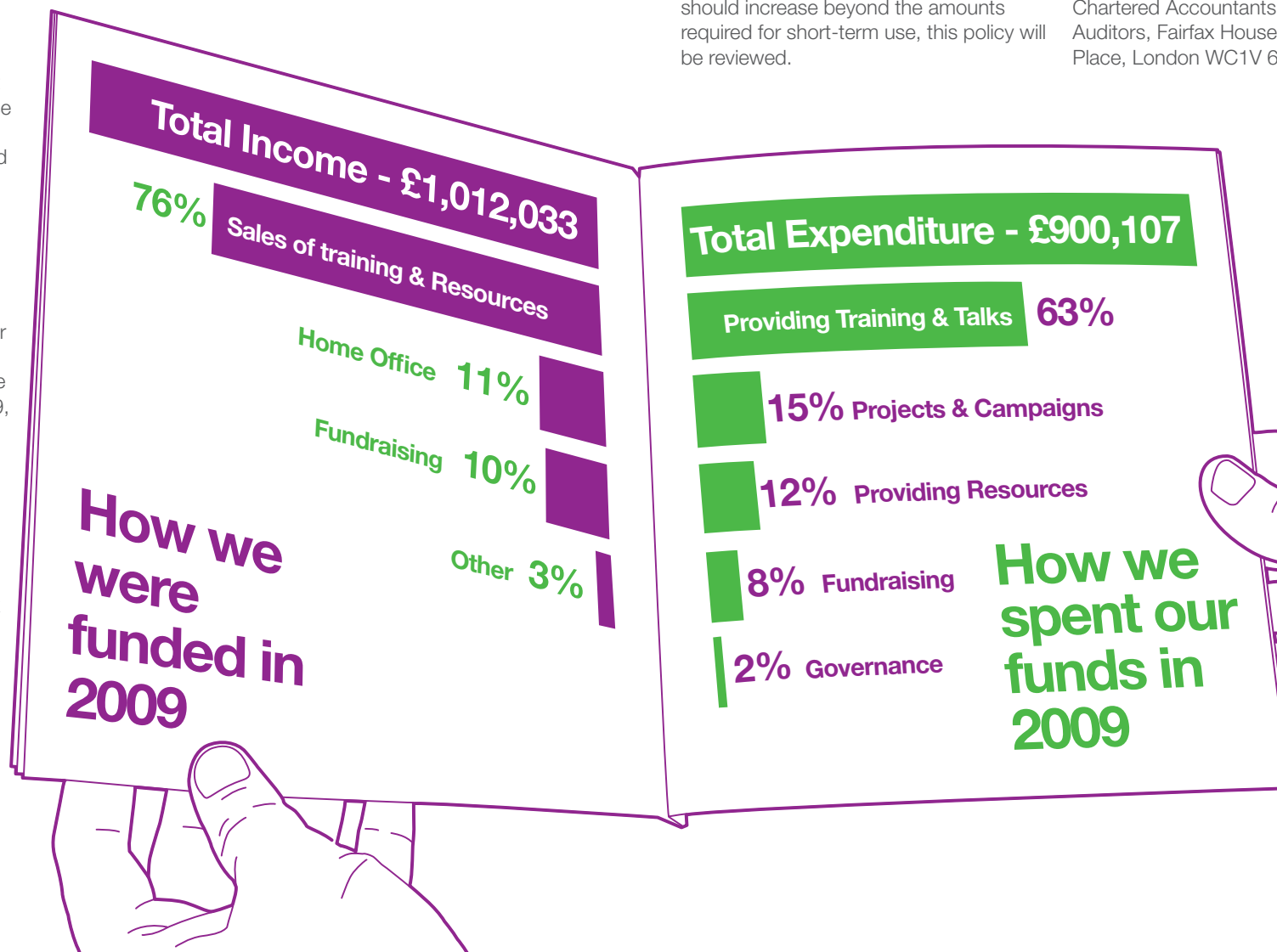
Investment Policy

At the present levels of funds in hand, the Trustees consider that the most appropriate placement of cash, in excess of immediate working capital requirements, should be on interest bearing bank deposit. If funds available should increase beyond the amounts required for short-term use, this policy will be reviewed.

Full Accounts

Full accounts are available on request by calling Suzy Lamplugh Trust on **020 7091 0014** or emailing **info@suzylamplugh.org**

Our auditors are haysmacintyre Chartered Accountants, Registered Auditors, Fairfax House, 15 Fulwood Place, London WC1V 6AY.



Thank you

Our significant achievements in 2009 would not have been possible without the many people and organisations who supported us in many different ways. We are extremely grateful to everyone who supported us throughout the year, but we are unfortunately unable to thank everyone in this space.

However, we are able to recognise the following for their generous donations of £500 and over:

The Sylvia Aitken Charitable Trust
The William Allen Young Charitable Trust
The Ian Askew Charitable Trust
The Balmain Charitable Trust
The Barbour Trust
British Transport Police
The Roger Brooke Charitable Trust
Mrs Anne Cadbury OBE
Cattles plc
The Coultts Charitable Trust
The Ernest Ingham Charitable Trust
Fabric London
The Ginnings Family Trust
Home Office
Mrs F B Laurence Charitable Trust
G M Morrison Charitable Trust
The Roger Raymond Charitable Trust
The Albert Reckitt Charitable Trust
The Sir James Reckitt Charity
The Souter Charitable Trust
Tesco Charity Trust
VT FourS Ltd

We would also like to specifically acknowledge the support of the following for their support for National Personal Safety Day:

British Transport Police
City of London Police
Home Office
Metropolitan Police Service
Transport for London
London Transport Museum

Further thanks go to the following for sponsorship of National Personal Safety Awards:

Ladbrokes
Royal Mail

Thanks go to the following for their help in kind:

Corus
Premier Moves
Reed Smith

And special thanks go to Jo Brand and Susan Kramer for their continued and generous support as Patrons.

Trustees

Paul Infield, Chairman (beginning Dec 09)
Lawrie Philpott, former Chairman (ending Nov 09, also retired as Trustee)
Jill Tombs, Deputy Chair (beginning Dec 09)
Charles Thresh, former Deputy Chairman (ending Nov 09)
Andrew Tappin, Treasurer
Aidan Birkett (retired Nov 09)
Andrew Crawley
Michael Detsiny
Susan Hooper (retired Nov 09)
Harvinder Hunjan
Sir Ian Johnston
Patsy Robertson (retired Nov 09)

Members

Paul Lamplugh, Founding President
Lawrie Philpott
Ken Tomlin
Paul Watkinson
Douglas Williams
Mike Zilka

Vice Presidents

Baroness Mallalieu
Jon Snow

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Charity number: 802567
Company number: 2417823

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