



Headway

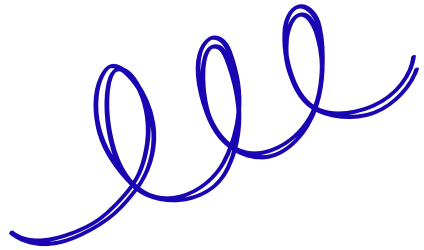
PLYMOUTH

Improving life after brain injury

Annual Report 2025



2025 in review



Our Details

Company Number: 8101252

Charity's Registered Number: 1150786

Charity's Registered Office: Headway Plymouth
Headway House
Devonport
Plymouth
PL1 4RJ

The Charity's Incorporation was finalised with effect from 17 April 2013.

The Charity's governing document is the Articles of Association.

Our Vision

...is for all individuals, their families and carers affected by acquired brain injury to have access to all the support they need to maximise their potential.

Our Mission

...is to enable those with an acquired brain injury and their families and carers to live independent lives.

Chair's Statement

I was reflecting on last year's statement when I indicated we had had an exceptionally busy year. Perhaps this is the norm!

Whilst we continue to operate in challenging times, the Team have really stood up to the challenge. Having launched the Hospital Liaison Project, this has gone from strength to strength. We've been able to provide invaluable support and guidance through this project, clearly demonstrating the ongoing need.

Craig and the Team have worked incredibly hard fostering further relationships within both the third sector and business community.

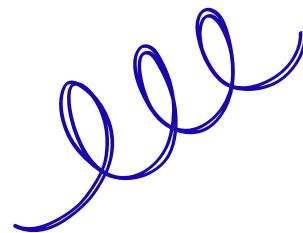
Another outcome of the hard work put in is that we have had some phenomenal 'wins' from grant applications which has allowed us to really enhance our building and grounds further and, subsequently, the offering to our service users. As you will see within the report, our hub looks absolutely fantastic.

I want to take this opportunity of once again thanking our wonderful team (Craig, Jo, Pete, Amy, Jonathan, Daniel and Andy) plus the plethora of volunteers we have had in the centre. Their hard work and dedication is really paying off. Exciting times!!



Robert Antrobus – Chair

2025 in review



Our Trustees

There was no change to the Charity's Trustees during financial year ending December 2025.

The trustees (the majority of whom have lived experience of ABI within their immediate families) again invested their time in reviewing the charity's strategy and three year business plan at the beginning of 2025.

We established our new mission statement, vision and values having sought the views of our clients on what they saw as the most important values we should demonstrate to them.

We appointed Daniel Campbell as a casual centre based team member after he proved to be an exceptional Adult Social Care placement student.

Naomi Hulford expanded her role from hospital liaison lead to clinical lead and offered additional support within the centre.

We also restructured the team and advanced Jo Bentley to a new Care Manager role – dividing the responsibility for “people’ and “place”.

Trustees

Robert Antrobus – Chair
Hilary Dicks – Vice Chair
Karen Walker – Treasurer
Allice Hocking – Trustee
Anita Pascoe – Trustee

Staff

Craig Butler – CEO
Peter Olver – Operations Manager
Joanne Bentley – Care Manager
Jonathan Self – Centre Team
Amy Edwards – Centre Team
Daniel Campbell – Centre Team
Andy Cornish – Community Team
Naomi Hulford – Clinical Lead

2025



in review



Our Accountants Solicitors and Bankers

The Charity's Accountants remained as Dawe Hawken and Dodd, Chartered Certified Accountants of 52 Fore St, Callington, Cornwall, PL17 7AJ.

The Charity banks with NatWest Bank of 12-16 Old Town Street Plymouth PL1 1DG

The Charity's Solicitors remained as Wolferstans of Deptford Chambers, 60-66 North Hill, Plymouth, PL4 8EP.

The Charity is a Real Living Wage Employer and is regulated by the Fundraising Regulator

Spring Highlights

With the benefit of a government VCSE Energy efficiency grant we completed a green energy overhaul of the centre with solar power, solar batteries, LED lighting and split system air conditioning – allowing us to switch off our gas supply.

Summer Highlights

In partnership with Plymouth and South Devon Community Forest we held a fantastic community day where we planted 20 trees around our centre which we now tend and care for as part of the redevelopment and expansion of our outdoor space.

Autumn Highlights

Thanks to wonderful funding from the B&Q and Clothworkers Foundations we designed and built a new disability accessible kitchen – which swiftly became a centre piece for re-enablement activities around all aspects of food budgeting, nutrition, preparation and storage.

Winter Highlights

We became a Warm and Welcome Space thanks to funding from Plymouth City Council – allowing us to open our centre to deprived members of our community for more hours on more days of the week. A safe place to socialise, stay warm and access our food larder.



Headway
PLYMOUTH

2025

485

...individual clients supported and added to our new client database

54

...placements hosted across 10 subjects and 5 institutions

153

...center based activity sessions

Projects

Details

Outcome

Management

To restructure our team to give talented individuals more responsibility around certain key areas of the charity

- Operations manager – responsible for place
- Care Manager – responsible for people
- Clinical Lead – responsible for client assessment and goal planning

Partnerships

To reach out and forge new partnerships in our community

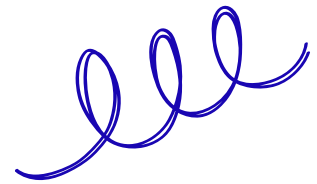
- Active member of Plymouth VCFSE community and a Warm Welcome Space
- Collaboration with Well Connected – on placements and ABI Education events

Funding

To diversify our funding streams away from exclusive reliance on statutory funding

- Carried out a full independent strategic fundraising review
- Developed fundraising platforms around regular giving and challenges
- Significant growth in grant foundation income.

Our Services



We successfully moved the Charity away from a traditional day-centre model and significantly raised our profile locally and regionally to cement our reputation for specialist ABI rehabilitation. Now embedded at the regional centres of excellence for ABI rehabilitation and re-enablement, we reached a reputational high point where we had secured a place as part of the rehabilitation pathway from hospital into the community.

There was success in bringing new clients into the Charity – either with longstanding (but unsupported) ABI or those who had recently suffered an ABI. Our private income increased as we were able to offer day centre and community support to those being referred via case managed litigation, private nursing facilities or by managed direct payment.

The centre based operations switched focus away from clients attending for full/multiple days per week – to the use of the centre as a social hub and a base for various client centred re-enablement activities, education and awareness. We connected with new activity partners like Plymouth Neurophysio and Plymouth City Council's Green Communities team.

Our peer support groups and education program developed as we added additional peer support groups for those living with Functional Neurological Disorder (FND) and, crucially, a new family and carer's group to support those who, more often than not, bear the brunt of the effects of long term ABI.

Our education program expanded with the support of Penny Weekes who led additional, online, "lunch and learn" education and awareness sessions for our VCFSE, student and healthcare partners and collaborators.

We continued to embed ourselves into the heart of the huge community of other Charities, Voluntary, Community, Faith and Social Enterprise Organisations in and around Plymouth. In partnership with Plymouth City Council we became a Warm and Welcome Space in Devonport – expanding our opening days and hours to allow the most deprived members of our community access to the centre to mitigate against isolation, save on fuel and food bills and to offer free advice, internet access and signposting to those who needed it the most.

Headway PLYMOUTH
Improving life after brain injury

Registered Charity: 1130708
Company Limited by Guarantee: 4011282

Hospital Liaison Service

Headway Plymouth offers a range of support, education, advice, signposting and rehabilitation services to the survivors of brain injury as well as their families and carers.

- during in-patient rehabilitation
- during discharge to your home and the community
- during the short, medium and longer term life with an acquired brain injury

Services include:

- enablement and outreach support in the home and community
- centre and community based activities in groups or on a 1:1 basis
- peer group support

We can offer signposting for:

- mental health support
- family support
- substance and alcohol abuse
- benefits advice
- debt advice
- housing support

- legal advice
- employment advice and return to work support
- advocacy on decisions about health or social care
- Headway UK emergency fund
- brain injury identity card

Headway Plymouth Hospital Liaison
Naomi Hulford
support@headwayplymouth.org.uk

Headway PLYMOUTH
Contact the centre:
01752 550559
07561 478075
enquiries@headwayplymouth.org.uk

COMMUNITY FUND

Headway www.headway.org.uk

Headway PLYMOUTH
Improving life after brain injury

FREE FAMILY AND CARERS SUPPORT GROUP

2025 dates:
27th August
29th October
17th December
all 1400-1530
at Headway House,
Devonport Park
PL1 4RJ

Our family and carers support group offers you the space to learn, express your feelings and share your experiences.

Sessions will be lead by Penny Weekes, offering discussion, support and education around all aspects of acquired brain injury

Free refreshments available

CONNECT WITH US
01752 550559
enquiries@headwayplymouth.org.uk
headwayplymouth.org.uk

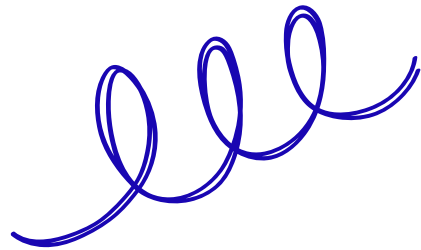
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SCHEDULE OF ACTIVITIES MAY 2025

TUE 6 TH MAY	JO'S QUIZ OF THE WEEK
WED 7 TH MAY	CHARITY UPDATE WITH CRAIG
FRI 9 TH MAY	FITNESS WITH MEGAN
WED 14 TH MAY	WELLBEING WITH KELLY
THU 15 TH MAY	FND FRIENDS PEER GROUP
FRI 16 TH MAY	FITNESS WITH MEGAN
TUE 20 TH MAY	YOGA WITH BECKY
WED 21 ST MAY	STITCH AND SPOUDGE WITH LOUISE
THU 22 ND MAY	CHRONIC PAIN CAFE
FRI 23 RD MAY	MOUNT EDGEcombe TRIP WITH PSNMP
TUE 27 TH MAY	MINDFUL ART CLUB WITH EMMA
WED 28 TH MAY	ABI AWARENESS WITH PENNY
THU 29 TH MAY	HEAD FIRST MEN'S PEER GROUP
FRI 30 TH MAY	STORYTELLING WITH NATASHA

COME AND JOIN US THIS MONTH AT HEADWAY HOUSE

Our Funding



We secured ongoing commissioned work in both Day Opportunities and Community Enablement with Plymouth City and Devon and Cornwall County Councils. Our commissioning agreement with Plymouth City Council being extended to October 2027.

The board commissioned Fresh Fundraising to carry out an independent review of the charity's fundraising history, capability and strategy. A plan was developed to initially build a fundraising platform (champions/volunteers, comms strategy and donor base – then focussing on corporate partnerships, grant making foundations, challenges, regular donation, legacy and “in memorium” giving.

We secured funding from the government's VCSE Energy Efficiency Scheme that allowed us to carry out extensive energy efficient improvements to our centre (see Our Space). Further grant income to develop our space came from Plymouth and South Devon Community Forest, B&Q Foundation, and the Clothworkers Foundation. Repeat activity funding came from The Clare Milne Trust and the hospital liaison program was supported by grants from The Hospital Saturday Fund, Wesleyan and Heart of England.

Our two year sponsorship agreement with Enable Law and Wolferstans Solicitors continued. This amazing funding supports our hospital liaison project and our ability to offer short term 1:1 community enablement to a number of clients as they await Care Act assessment. We were also delighted when Westcountry Case Management also joined our list of corporate sponsors of our hospital liaison project.

We also received significantly greater income from challenges and events – with our chair of trustees running the 2025 London Marathon and our Operations Manager parachuting out of a plane on the same day (!) – all to raise vital funds for the charity.

We remain fully accredited with The Fundraising Regulator.



Our Team



Craig retained his CEO role – responsible for the strategic development of the Charity, profile and reputation building, partnership work, new client development, diversification of service delivery and exploring new income streams.

Pete retained his role as Operations Manager to oversee the day to day functions of the Charity with new focus on facilities, projects, partnerships and finance.

Jo demonstrated exceptional skills with clients and team members alike and took on the role of Care Manager to support colleagues, clients and families – as well as volunteers and placements.

Naomi continued to lead our hospital liaison project, offering vast clinical experience as a career long occupational therapist. She expanded her role as clinical lead with a greater and more regular presence at the centre – supporting clients and families in group and 1:1 settings.

Our work with local education expanded exponentially with us working with new schools and colleges including City College (Pathway for Progression/T Level health) Marjon (sports rehabilitation) Peninsula Medical School (student doctors) and the University of Plymouth (adult social care, psychology, paramedicine)

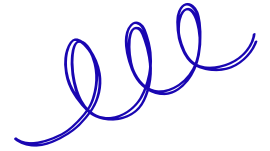
One of our Adult Social care placements impressed to the extent that Daniel joined us as a casual centre based support worker – providing essential cover for holidays and sickness. We were delighted to be joined by four psychology masters students as volunteers and thrilled to be joined by client, Alex, as a fundraising and education volunteer – who had inspired hundreds of students by sharing his lived experience with them at the University of Plymouth.

We still believe in paying our team a fair wage. We remain accredited Living Wage Employers and, in April 2025, our lowest hourly rate was again fixed at 50 pence per hour above the “*real living wage*”.

Just a few of our amazing volunteers



Our Space



We continued the renovation of the centre.

We secured funding under the government's VCSE Energy Efficiency Scheme to radically improve the building's efficiency credentials as we added 32 square metres of solar panels, two solar batteries, LED lighting throughout, heat panels, electric water heaters and split system air conditioning. Our natural gas supply was, in effect, discontinued as we moved to full, self generated, electricity only – which we can export back to the grid!

With funding from South Devon Community Forest we hosted a community tree planting day and with a number of local groups, we planted 20 new trees on and adjacent to our land. This would provide for additional carbon sequestration and mitigate again the flooding that regularly affects access to the centre.

The funding we received allowed us to work with YGS Landscapes to design a new garden space and seating area in front of and to the side of the centre – extending across into the wider park to create a sensory pathway to a large activity and mindfulness area with community picnic tables and benches. The first phase of this was completed in the spring of 2026.

We were also able, after 27 years, to replace our jaded kitchen space with a brand new disability accessible kitchen – funded jointly with the B&Q and Clothworkers Foundation. The new kitchen became a busy hub for food based re-enabling activity from budgeting, to menu planning, nutrition, food and kitchen safety, preparation, cooking, storage – and, most importantly, a beautiful new space for us to socialise and eat together.

Our clients have remained at the centre of what we do and have played an important role by adding their thoughts, views and idea around both what the space should look like and offer clients and families. Discussion forums and polls of clients has informed what they might want from a garden and kitchen space and plans were developed with client wishes as a starting point in every case.

All change at our space



Our Partners

Statutory – We have continued to engage with our health and social care funders. Reputation wise, we are in our strongest ever position. Our clinical lead is now embedded within the local centres of excellence for ABI rehabilitation and is viewed as an essential part of their teams and Headway Plymouth a first choice partner for onward community support.

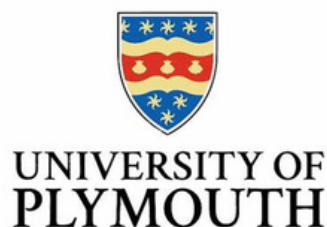
There is still much work to do around statutory referrals and the vital funding needed to sustain that work. There will be many more conversations with our social care and ICB partners around how we can support the NHS 10 year plan and Integrated Neighbourhood Teams with early intervention and prevention work

Corporate – We are working with new corporate partners to establish new and mutually beneficial relationships. New incomes streams are being delivered by a number of valued collaborators and companies are proving keen to work with us on their own CSR and ESG policies – offering valuable time and services from volunteers and teams with spare capacity. We aim to expand our education program to offer “brain friendly” education, awareness and accreditation to our corporate and VCFSE partners

Education – We continue to work with the University of Plymouth, Marjon , Exeter University Business School, City College Plymouth and the Peninsula Medical School to place students and volunteers. We have added to this list the “Well Connected” community placement group and the Peninsula Dental School. We are also supporting more research projects led by the university across a range of issues affecting ABI survivors and families – including gender stereotypes in carers, and grief after ABI.

Charity and VCSE – We continue working with environmental, mental health, drug and alcohol, homelessness and domestic violence collaboratives and food distribution charities. We have joined the Plymouth and Devon Chamber Charity Sub-Group. We are collaborating with FND FriENDs to host their monthly Plymouth based peer support groups.

Membership/Affiliates – We are members of a number of partner organisations (including UKABIF and BABICM) that ensure our good governance, fair pay, ethical fundraising and shared best practices in the charity sector.



Our Clients



In 2025 we did more than ever to invest in our clients (and their families) and improve the care and support we strive to provide.

As we now support our clients across their entire brain injury “journey” from injury or diagnosis to longer term support, we have been able to better understand their needs and flex and adapt our services to support new and changing needs.

We have introduced a range of new client group activities (both in the centre and in the community) using experienced external leaders, which are designed to optimise physical, cognitive, behavioural and emotional rehabilitation and re-enablement.

Working with Plymouth Neurophysio, we launched our adaptive movement sessions – adding workshops to support cooking, drama therapy and art and design.

We did far more to get our client out of the centre and into the community in groups. We worked with Nature Plymouth to explore our green spaces, Plymouth Sound National Marine Park to explore our beautiful blue spaces and The Box Museum to explore art and culture.

Listening to our clients, we added new ABI specific peer support groups for men, women and, crucially, families and carers. We hope to expand peer support and education services to add digital/online opportunities many more who are living with across the wider peninsula.

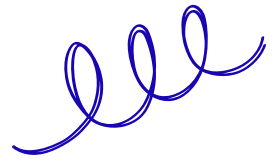
We have worked harder around criminality and justice with the issuing of many more Brain Injury Identity Cards to clients.

Clients are now, of course, supported in hospital and across discharge allowing us to continue to assess the needs of clients and respond to cries for help.

Green and blue spaces



Our Impact



We have remained keen to improve how we collect data and evidence our impact and are committed to developing this going forward.

We are now working with clients and families at the very start of their ABI journey. We are supporting, advising, educating and signposting in an effort to reduce readmissions, reduce statutory costs, support relationships and families. We facilitate discussion around return to work or volunteering.

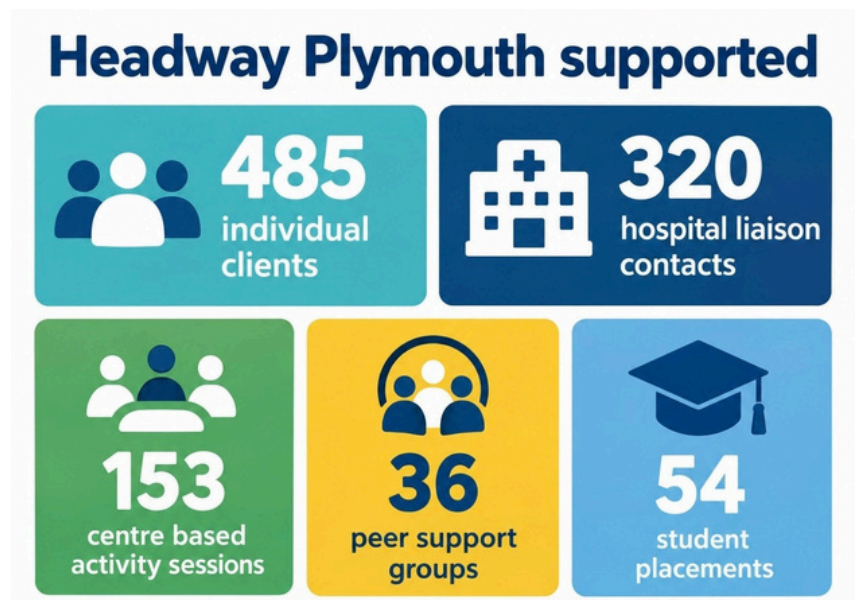
This early intervention serves to significantly reduce or divert the crises that typically affect an ABI survivor – like family breakdown, unemployment, debt, mental health issues, substance abuse, criminality and suicidal ideation.

We introduced “OneTouch” – our new CRM and service delivery software that will allow us to simply, but accurately, record where our clients come from, how many clients and families we support, how we support them and how well we succeed in improving lives after brain injury.

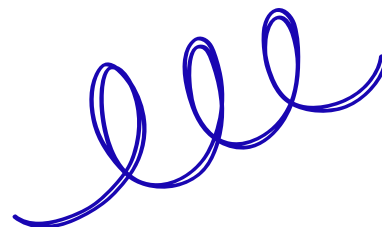
Our client’s needs and goals (and their progress along their rehabilitation journey) are now recorded in “My Brain Star” – an new Outcome Star bespoke to ABI rehabilitation and re-enablement..

In 2025 Plymouth University published their report into the need for and efficacy of our Hospital Liaison Service.

We have transformed our environment impact through our VCSE energy efficiency project and are moving to a position where we are carbon negative – completely removing reliance on fossil fuels, generating our own electricity and exporting back to the National Grid.



Our 2025 Finances



2025 saw a vast changes in the way we promoted the charity worked in partnership with others, devised and delivered a new range of services,. Most importantly, we were able to shore up the financial stability of the charity, create a platform for future growth and development and, crucially, enable us to support more clients and a families in new, better and more varied ways.

We continued to diversify our income and fundraising streams though successful grant bid writing and corporate sponsorship – as well as increases in regular donations and “challenged based” fundraising enhanced by gift aid payments on these donations.

Income (from all sources) in 2025 was increased by £55,000 (30%). There was increased expenditure in line with budgeted recruitment and development work on the building. However, we were delighted to end the year with a surplus of £15,471.

Our focus remained on seeking out new commissioned income linked to our expanding outreach and enablement work. That has proved difficult due to a combination of local authority budgetary constraints and long delays in securing Care Act assessment and funding

We were able to return to existing grant foundations and seek further funding – having demonstrated our ability to carefully manage existing funds in line with budgets and with proven outcomes.

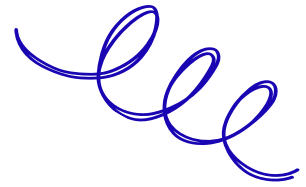
We are delighted to work with fantastic corporate legal sponsors who provide essential funding for our hospital liaison project – together with equipment and volunteers.

Our fundraising strategy is in place. We have started to develop more traditional forms of fundraising (events, challenges, individual donation and legacies) but limited time, resources and staffing meant that our fundraising focus across 2025 continued to be around commissioned, grant and corporate sponsorship income.

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Our Future



The centre is now a bright and vivid, energy efficient social hub. A place for our ABI clients to be themselves and offer respite to their carers. It is a hive of activities and education. It is a learning base for students.

Growth in clients will lead us to further expand our hours of operation as we move to host more activities, peer support and education groups in our centre.

Our hospital liaison service is thriving and has been immensely well received by patients, families and, of course, overstretched healthcare teams. We will grow and train our team to offer broader coverage at the city's hospitals and support more clients and families either face to face, virtually and by telephone after discharge.

It is hoped that the local ICB will, through our research, see the value of commissioning this vital service for the long term.

Our systems will continue to develop so that we can better assess, plan and monitor client progress towards their goals and report better on our outcomes and achievements. Our website will be further developed to offer an engaging and interactive source of information, education, referral and fundraising.

We will continue to develop all our relationships with our local charity, voluntary, community and social enterprise partners so that we can support these other groups, steer new clients and families to our support and generate much needed fundraising income to support our ongoing growth.

New projects will include Justice (working with police, prison and probation officers). We also envisage a neuro-toxic ABI service supporting the most challenging of clients in new and diverse ways.

Our environmental focus will continue as we develop our outside space, creating a bio-diverse, mindful, space that will improve carbon sequestration and mitigate against flooding.



Finances

CURRENT ASSETS

Total

£135,458

LIABILITIES

Total

£3,855

ANALYSIS

	2024	2025
<u>Income</u>		
Service Income	£94,265	£95,469
Sponsorship	£23,196	£40,350
Grants	£60,595	£91,911
Fundraising	£5,682	£7,514
<u>Total</u>	<u>£187,738</u>	<u>£242,244</u>
<u>Total</u>		
<u>Expenditure</u>	<u>£142,929</u>	<u>£226,773</u>
<u>Surplus</u>	£40,809	£15,471

Financial Summary y/e 2025

£242,244

Income

£226,773

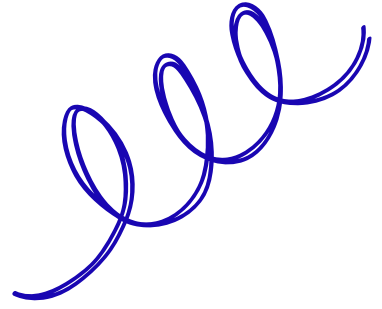
Expenditure

£15,471

Surplus



Statement and Reserves Policy



The charity's Trustees have complied with their duty to have due regard to the Guidance on Public Benefit published by the Charity Commission in exercising their powers or duties.

The charity's policy on reserves is to allocate a sum equivalent to approximately 6 months operating costs – or approximately £90,000.00 for this purpose. See full reserves policy.

The Trustees (who are also the directors of Headway Plymouth for the purpose of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions of Section 419(2) of the Companies Act 2006 relating to small companies.



We'd like to thank all our partners and donors for their generous support



Plymouth and South Devon
Community Forest



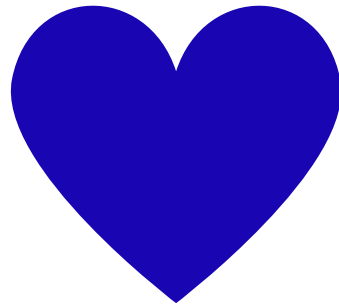
WESLEYAN
we are all about you

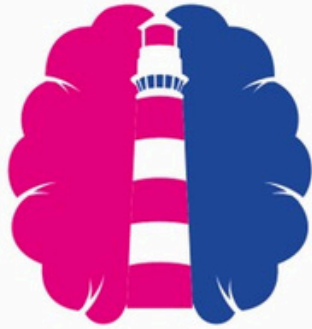


Westcountry
CASE MANAGEMENT



Everyone
deserves
a place to
feel safe





Headway

PLYMOUTH

Improving life after brain injury



ceo@headwayplymouth.org.uk



www.headwayplymouth.org.uk



01752 550559



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