

Trustees' Annual Report for the period						
From	Period start date			To	Period end date	
	1st	January	2021		31 st	December 2021

Section A Reference and administration details

Charity name

Tissue Viability Society (TVS)
known as Society of Tissue Viability

Registered charity number

1180844

Charity's principal address

c/o The Clinical Trials Research Unit, University of Leeds,
Leeds LS2 9JT

Names of the charity trustees who manage the charity. Trustees are elected by the council or members.

	Trustee name	Office (if any)	Dates acted if not for whole year
1.	Jeannie Donnelly	Chair	Since 2020, Chair since July 2021
2.	Linda Primmer	Vice Chair	Since 2018
3.	Frances Spratt	Treasurer from July	Since 2018
4.	Rachael Lee	Treasurer up to July	Since 2019, resigned July 2021
5.	Tina Chambers	Conference lead & Regional Study Day lead	Since 2018, resigned July 2021
6.	Ina Farrelly		Since 2019
7.	Sarah Gardner	Vice Treasurer, Legs Matter lead	Since 2018
8.	Jemell Geraghty		Since 2018, resigned July 2021
9.	Clare Greenwood		Since 2021
10.	David Hibbitt	Industry representative	Since 2018
11.	Natasha Levy		Since 2020
12.	Liang Liu		Since 2019
13.	Victoria Murray	Industry representative	Since 2021
14.	Sharon Neill		Since 2020
15.	Jane Nixon		Since October 2020, re-elected July 2021
16.	Nikki Stubbs		Since 2018, resigned July 2021
17.	Joanna Swan		Since 2018
18.	Gill Sykes		Since 2018
19.	Connie Traynor		Since 2018
20.	Samantha Wharton		Since 2021
21.	Kate Williams		Since 2018

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document	Constitution
How the charity is constituted	A Council of Trustees
Trustee selection methods	Appointed by Council or elected by membership depending upon number of available places and number of applicants.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The objectives for which the Society is established are to promote learning and advance public education in the study of tissue viability and do all such things as may be conducive to improve standards in tissue viability as a multi-professional activity.

All Trustees are aware of the public benefit guidance issued by the Charity Commission and have had regard to this when making decisions to undertake activities.

Summary of the main activities undertaken for the public benefit in relation to these objects

For the Society, the start of 2021 had a familiar ring to it, with another lock down announced and NHS Trusts going back into emergency measures. This time however, Trustees were now also involved with rolling out the Government's mass vaccination programme. With tougher restrictions for Scotland, the annual conference due to take place in Glasgow seemed to be in jeopardy. The Society's reformed Crisis Group quickly recommended to the Council that a face-to-face conference be postponed until 2022 and that the 2021 conference be transformed into an online event for the very first time. As an indication that such a conference was viable, newly instituted virtual study days had already shown that an online conference could prove extremely popular and may attract an audience from around the world.

The re-formed Crisis Group again met weekly to manage the Society's core aims and activities until April 2021, when responsibility was handed back to the full Council and its working groups. One key project for 2021 was a radical overhaul of how the Society presented itself, with a refreshed brand placing the emphasis on the word 'Society' reinforcing the idea that wound care relies on the combined activity of a wide group of professionals. This was in part prompted by a perception that the charity's original name, Tissue Viability Society (TVS), led many to believe it was an organisation for Tissue Viability Nurses only and not representative of the team of professionals that effective wound care requires. The rebranding process had begun in 2020 and continued throughout 2021, with our new brand and working name, Society of Tissue Viability, being launched in February 2022.

All the Society's activities are designed to encourage the collaborative thinking and action needed to solve wound and skin challenges. This is evidenced by the Society's fantastic Journal, its annual conference, a range of educational events and webinars as well as support for the Wounds Research Network (WReN), the new Skin Care Champions programme, and ground-breaking campaigns such as Legs Matter and Stop the Pressure. The Society supports like-minded national and international organisations and during 2021 the Society was proud to sign a memorandum of support with the International Skin Tear Advisory Panel and also develop a closer association with the Canadian organisation for Nurses Specialized in Wound, Ostomy and Continence.

To help with the increasing amount of work involved in keeping projects on track, the Society appointed Heidi Sandoz to formally lead the Skin Care Champions programme, designed to support, develop and improve skin and wound care practice within care homes and home care agencies. In addition, Sarah Gardner was appointed to facilitate the Society's programme of education, working closely with the Society's Education Group to plan the scientific programme of our conference, our education events and future collaborative work.

In 2021, the Society continued to work closely with its Industry partners, whose valuable sponsorship helps the Society to invest in its aims and work. It is a true partnership, with the Society's initiative to formally endorse high-quality independent education from our industry partners, as well as not-for-profit organizations. The education the Society approves must meet strict quality standards, be evidence based, be free from product bias or promotion and be accessible to the general wound care community.

Finally, in 2021 the Society put in place a plan to help retain the wealth of knowledge and experience of Trustees at the end of their terms of office. The Society set up a new group, our Alumni, which is open to all Trustees after they stand down. In 2022, this idea expanded into the Associate Forum, where our Alumni can meet with and offer advice and support to Trustees as well as active members of the Society who wish to get hands on experience of the Society's work.

Below is a short summary providing further detail of the activities the Society has undertaken in 2021 in support of its strategic objectives.

1. Membership

One of the Society's prime strategic aims is to encourage all professionals working in skin health and wound healing to become members of the Society and to ensure that members engage in a diverse range of Society activities. Due to the pandemic, the Society was forced to change its main way of working, with all educational events, including the conference, moving on-line. This move, however, did prove popular with our membership since it made our events more accessible to time-poor professionals. Overall membership numbers rose from around 560 at the end of 2020 to 624 at the end of 2021. Also popular with members are the Society's regular updates through its e-newsletters and social media posts which are specifically tailored to support health care professionals and the NHS.

2. Conference

In 2021 the Society's annual conference went virtual and whilst Trustees, speakers, industry partners and delegates had to brave an unfamiliar computer-generated conference hall and exhibition space, the outcome was very successful. The week-long event was an opportunity to provide a broader programme with more subjects and themes and a mixture of sessions, such as bitesize sessions, themed days, international speakers and company sponsored symposia. The outcome of this is a library of on-demand assets for members future use which we believe will be invaluable. Membership sign-ups increased in the run up to the conference and the Society's social media following saw a dramatic increase too. Over 2,300 people registered for the conference, many of whom were actively connecting with the Society for the first time. Of those that registered, 1194 became site members and signed up for the full functionality of the conference website. Of those site members, 60% (716 people) watched on the live stream. Over the week, unique visitors went from over 800 on the Monday, to around 300 on the Friday. Site sessions went from 1600 on Monday to around 500 on Friday and 1,270 delegates gave permission for their data to be shared with exhibiting companies. Another first for the 2021 conference was the introduction of sponsored scientific symposia, something that the Society had previously been reluctant to do. Financially very successful, these sessions required careful management and stewardship to ensure they complied with the Society's long-held views on impartiality.

3. Study Days

The way we all work has changed dramatically over the past two years including the way the Society delivers its education. Members can now get the latest skin health and wound healing knowledge from the comfort and convenience of their own laptop. The Society turned its face-to-face Foundation study days into virtual events, introducing an industry showcase feature using virtual breakout rooms. Feedback for the new online format from both delegates and industry representatives has been excellent.

In 2021, the Society's Fundamental study day programme was modernised further by including separate sessions on lower limb ulceration. Nine virtual Fundamental study days were held, with 6 companies per event and 642 delegates attending. The Society also explored running a study day specifically for industry members (a request received via the Crisis Group) with the aim of enhancing knowledge to support practice.

Also in 2021 our new online Advanced study days were implemented, with full-day sessions on the Lower Limb and Foot Care, Wound Care for Children, and Infection and Surgical Wounds. Again there were 6 companies per event and 473 delegates attending.

To help the Society achieve its expanded education offering we advertised for an experienced clinical educator to facilitate, deliver and monitor our education and training programmes across the UK; in November 2021 current Trustee Sarah Gardner took up the post of Scientific and Education Programme facilitator.

Webinars

The Society also produced a series of highly evaluated webinars in 2021. Eight webinars were held over the year, four of which were as part of STOP the Pressure week. Two webinars were sponsored by our industry partners: Smith & Nephew sponsored the webinar Service Redesign: Real-world evidence and partnership working; while Waterless Bathing: Benefits & Implementation Challenges was held in association with GAMA Healthcare. All webinars were viewable over Zoom, Facebook Live, the Society's website and YouTube channel. Over 1,500 people viewed these events on the various channels and they are continuing to get views on the Society's YouTube channel.

Skin Care Champions

The pandemic highlighted the essential role that carers play in the healthcare system and it also showed just how important it is that social care workers have the training and support they need to deliver good care. The Society created the Skin Care Champions programme to provide people working in care homes and home care agencies with trusted, cost-effective and easily accessible education that supports skin health and wound healing.

After winning the prestigious Urgo Foundation Award, in 2021 the Society launched its Skin Care Champions programme and network by running a pilot with 12 organisations taking part initially. The ambition was to create and empower a Skin Care Champion for every care home or agency that joined the programme – someone who can help to make sure that excellent care is provided to their clients and residents and be seen a source of information and knowledge for their peers.

Training is delivered online, making it convenient for participants and cost-effective for care homes and agencies. All the educational material is evidence based, free of any product bias or promotion, and of the highest quality. To run the programme, the Society employed Heidi Sandoz to be our Skin Care Champions Educator and members of the Programme get access to our educator's clinical expertise, thoughts and ideas.

Out of the original pilot scheme, only one Champion went on to complete the course and was invited to talk about their experience at our 2022 conference in Glasgow. A second cohort of up to 50 organisations, some of which had been part of the pilot scheme, was launched in April 2022.

Education Endorsement

A core part of the Society's mission is to make sure that the best new thinking and practice in skin health and wound healing reaches the people it needs to. Our offering of Education Endorsement is a part of fulfilling this. We are proud to work with our industry partners and other not-for-profit organisations to help bring more high-quality, independent education to people with an interest in skin health and wound healing. Over the last year we have endorsed over 20 educational modules, for 5 organisations with more in the pipeline for 2022.

4. Project work / consultations

The Society is regularly approached by external organisations nationally to offer opinion or consultation on work they may be doing. Largely this kind of work is undertaken without consulting the membership, but we are always mindful that we represent our membership when we respond. Project work and consultations this year have included:

- ❖ *Legs Matter Campaign:* Launched in 2018, the Legs Matter Campaign has continued to actively raise awareness of lower limb and foot health, gaining an increased level of interest from both patients and the public, as well as healthcare professionals.
- ❖ A Legs Matter awareness week in October 2021 focused predominantly on giving patients the power to demand the best care for their lower limb and foot conditions and to make lifestyle decisions to prevent conditions occurring or from becoming complex. 2021 was the most successful awareness week yet with the virtual-based format yet again being an effective way of reaching people. A virtual programme of 35 educational events provided a learning platform for both patients and health care professionals and these continue to be accessed via the Society's catch-up YouTube channel.
- ❖ PR and media coverage of Legs Matter has been far-reaching over the past year, with the campaign securing press releases and articles in national newspapers and magazines. It reached an online readership of over 33 million with over 664 thousand views and Legs Matter has also been involved in both local and national radio discussions.
- ❖ The Legs Matter website continues to be central to the campaign. The website currently has had 1.2 million users with 1.7 million pages viewed and it consistently receives up to 2,000 viewings a day. Reassuringly, the most popular pages visited are those aimed at patients and family with people viewing information about specific lower limb signs and symptoms. The campaign coalition is confident that this information is the trigger to seek advice about a potential underlying condition, preventing this from becoming a future problem.
- ❖ Social media continues to play an important role in communicating the key messages of the campaign with Legs Matter maintaining a good following on all the key social media platforms.
- ❖ The Legs Matter coalition produced a document '*Making Legs Matter: a case for system change and transformation in lower-limb management*' which was published at the end of 2021 in partnership with the *Journal of Wound Care*. This is a hard-hitting document that challenges providers and commissioners of lower limb services and raises the need for an all-system approach to change if improvements for patients are to be made. This document continues to be promoted through the various communication channels the coalition uses.
- ❖ Legs Matter continues to get excellent support from Industry through sponsorship and their contribution to the educational programme. Legs Matter is fortunate to have this financial support as, without it, the campaign would not be able to continue. At the end of 2021, the Legs Matter campaign was in a strong financial position.

- ❖ *STOP the Pressure*: In 2021 the Society joined forces with the National Wound Care Strategy Programme, industry and media partners to increase awareness and understanding among the public and healthcare professionals. During Stop the Pressure week, 15–19 November 2021, the Society, with industry partners, hosted a week of webinars with a clear set of activities over 4 key areas – skin assessment for dark skin tones, focus on friction/shearing forces, increased moisture, and nutrition and hydration. In addition, the Society provided resources for healthcare professionals, such as take the #LoveGreatSkin pledge, create your own posters, Stop the Pressure training presentation and encouraged all to join the social conversation.
- ❖ *Wounds Research Network (WReN)*: The 6th annual scientific meeting of WReN was held as part of the 2021 virtual conference and delegates can still access the virtual research community to listen to the lectures, interviews and discussions as all the assets are available to watch on demand.
- ❖ WReN’s scientific committee continued to grow the NIHR portfolio on the website, highlighting programmes that are set up, actively recruiting, in follow up or completed. The Society confirmed its financial support for WReN and its scientific meeting for another two years.
- ❖ *NHS England*: NHS England continues to lead a programme of change for the wound care population of England. The Society has engaged with NHS Supply Chain, using the proper channels, to raise clinicians concerns around sourcing specialist products.
- ❖ *Nurses Specialized in Wound, Ostomy and Continence Canada (NSWOCC)*: In 2020 the Society commenced collaborative working with NSWOCC and a working group was set up with a view to producing a joint document around best practice in relation to sharp debridement. Both organisations have also received reciprocal invitations to each organisation’s conference.
- ❖ *International Skin Tear Advisory Panel (ISTAP)*: In 2021 the Society signed a memorandum of understanding with the International Skin Tear Advisory Panel to form a partnership to raise awareness about the prevention and management of skin tears and skin breakdown.

5. Journal of Tissue Viability

The Society’s journal, the *Journal of Tissue Viability* (JTV), is a high quality, peer reviewed journal that has an international readership. It is free to members and available to purchase by non-subscribers.

The JTV again experienced an upward trend in submissions during 2021. The number of articles submitted to the journal was 248, a 12.5.% on 2020. This is a significant increase as it continued to build on the surge in submissions seen the previous year. As in 2020, this significant increase was most likely attributable to the pandemic that saw the focus among academics shift away from laboratory or clinical projects, to manuscript preparation and writing. Submissions in 2021 also showed a significant shift away from Europe to Asia and while the journal is dominated by submissions from Europe and Asia, its readership remains international and diverse with the journal being disseminated very broadly.

The journal's impact factor for 2020 (reported in 2021) was 2.932 with its CiteScore dropping back slightly to 3.1. CiteScore counts the citations received in a 4-year period to articles, reviews, conference papers, book chapters and data papers published in the same period and divides this by the number of publications published in those 4 years.

In 2021 the JTV's ranking stood at 15/122 (Quartile 1) in the Nursing Category and 34/69 (Quartile 2) in the Dermatology Category. Online active accounts downloaded/viewed over 167,866 journal articles via ScienceDirect, plus another 9,162 full-text downloads on Clinical Key.

In July 2021 Professor Dan Bader informed the Trustees of his intention to step down as Editor in Chief of the JTV. The search for a new Editor began, with a call for interest being sent out towards the end of the year.

7. Wider public engagement and public benefit

The Society contracts Pink Marketing to support its wider administrative needs including conference organisation, involvement in strategy and projects and managing our digital presence. In 2021, Pink Marketing helped the number of corporate sponsors the Society can count on for financial support to grow to 21 industry partners.

Pink manage the Society's social media accounts. By year end, followers of the Society's Twitter account had increased to 5,988 (up by 14.5%) Facebook to 4,355 followers (up by 40.5%) and LinkedIn to 1,553 (up by 48.5%). The Society also had 187 followers on Instagram by the year end. In addition, at the end of 2021 there were over 3,300 people subscribed to receive the Society's informative e-newsletter.

During 2020 the COVID-19 pandemic provided an additional challenge to the already arduous task of wound care. As a matter of urgency, the Society created specific COVID-19 wound care area on its website to provide help and resources for clinicians and patients during the pandemic. The webpage was a true collaboration with the resources being constructed with permission from other associations and from partners in industry. For this and for the Society's part in bringing together a group of industry and healthcare professionals in support of Stop the Pressure, the Society was recognised for its contribution to nursing and wound care in a pandemic and in February 2021 was presented with a special award by the Journal of Wound Care / World Union for Exceptional Services to Wound Care during a Pandemic.

Summary of the main achievements of the charity during the year

Highlights of the Society's achievements in 2021:

- The **Crisis Group**, comprising a small number of Trustees, the Pink Marketing team and the Society's administrator, was reformed and tasked with carrying forward the Society's prioritised objectives during the continuing pandemic. The Crisis Group operated until April 2021.
- **Virtual conference:** quickly realising that a face-to-face conference would not be viable in 2021, the Society embraced planning a week-long virtual conference in September, with a broader programme, a mixture of sessions and an international audience.
- **Review of brand:** initial research conducted in 2020 had shown that the Tissue Viability Society was thought of as an organisation for TVNs only and so in 2021 the decision was made to change the Society's working name to Society of Tissue Viability, develop a new logo and brand and build a new website with increased functionality. The enormous amount of work behind this was carried out during 2021, eventually being launched in early 2022.
- **Alumni:** to help retain the huge wealth of knowledge built up by experienced Trustees, the Alumni initiative was set up. Trustees standing down at the end of their term of office are able to join the Alumni group and continue to share their knowledge and skills with current Trustees as well as active members.
- **Study days:** converting the Society's Foundation study days to virtual format was successfully accomplished in 2021 as was the introduction of new Advanced study days on topics such as paediatric wound care and leg ulcer management.
- **Webinars:** a programme of webinars was put together by the Education Group on topics such as waterless bathing and skin assessment.
- **Education Programme Facilitator:** the Education Group recommended the recruitment of a Scientific and Education Programme Facilitator to oversee the Society's education offering; Sarah Gardner was appointed to the position in November 2021.
- **Skin Care Champions:** a pilot project to support and provide first rate tissue viability education to carers in domiciliary and care home settings across the UK got off the ground in 2021 with the help of the Urgo Foundation Award. The Society recruited Heidi Sandoz as Skin Care Champions educator to run the project.
- **Education Endorsement:** in 2021 the Industry Group launched its Education Endorsement service, which aimed to review generic educational materials provided by our industry partners to ensure quality for users across the UK.
- **Legs Matter:** October's awareness week focused on giving patients the power to demand the best care for their lower limb and foot conditions. The coalition published '*Making Legs Matter: a case for system change and transformation in lower-limb management*', a hard-hitting document calling for an all-system approach to change if improvements for patients are to be made.
- **STOP the Pressure:** for 2021 the Society's focus changed from action centred on one day (the 3rd Thursday in November) to a

Section D

Achievements and performance

week-long programme of webinars. The week of lunchtime webinars was run in collaboration with the National Wound Care Strategy Programme and our industry and media partners.

- **Wounds Research Network (WReN):** a new contract secured the Society's financing for the network for another two years.
- **International Skin Tear Advisory Panel (ISTAP):** new for 2021, the Society formed a partnership with ISTAP to raise awareness about the prevention and management of skin tears and skin breakdown.
- **Journal of Tissue Viability:** 2021 saw a continuing marked upward trend in submissions first seen in 2020 and attributed to changing work patterns during the pandemic. The JTV also saw a rise in its Impact Factor and towards the end of the year the search for a new Editor-in-Chief was begun.

Credit and thanks must go to the Society's dedicated Trustees and all those associated with our Council including Pink Marketing (Sue Simmonds, Kerry Wiles and Dawn Rush) and administrator Charlotte Hurdman, all of whom work consistently hard and passionately for the charity. Not forgetting our enthusiastic members, partners in industry and *Journal of Tissue Viability* without whom the Society would not be what it is today. The Council of Trustees and Society of Tissue Viability is comprised of people united in their passion for wound care and skin health and drive to help solve the challenges of wound care as part of an inter-disciplinary community.

Section E

Financial review

Brief statement of the charity's policy on reserves

The Trustees are committed to maintaining financial reserves equivalent to one year's running costs.

Details of any funds materially in deficit

The Society is not currently in deficit

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)	Elizabeth Jean Donnelly	
Position (e.g. Secretary, Chair, etc.)	Chair of the Council of Trustees	
Date	23/08/2021	