

Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1st	January	2019		31 st	December	2019

Section A Reference and administration details

Charity name	Tissue Viability Society (TVS)
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 board or members.

	Trustee name	Office (if any)	Dates acted if not for whole year
1.	Linda Primmer	Chair	Since 2018, Chair since May 2019
2.	Ray Samuriwo	Vice Chair	Since 2018, Vice Chair since May 2019
3.	Nikki Stubbs	Treasurer	Since 2018
4.	Frances Spratt	Deputy Treasurer	Since 2018
5.	Una Adderley		Since 2018, resigned May 2019
6.	Tina Chambers	Conference lead & Regional Study Day lead	Since 2018
7.	Ina Farrelly		Since 2019
8.	Sarah Gardner	Co-Vice Chair & Treasurer Legs Matter lead	Since 2018
9.	Jemell Geraghty	Co-Vice Chair & Treasurer Legs Matter lead	Since 2018
10.	David Hibbitt	Industry representative	Since 2018
11.	Rachael Lee		Since 2019
12.	Liang Liu		Since 2019
13.	Heidi Sandoz		Since 2018
14.	Julie Sturges		Since 2018
15.	Joanna Swan		Since 2018
16.	Gill Sykes		Since 2018
17.	Connie Traynor		Since 2018
18.	Pauline Vyse		Since 2018
19.	Katie Williams		Since 2018
20.	Sarah Westcott	Industry representative	Since 2018, resigned April 2019

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (erg. trust deed, constitution)	Constitution
How the charity is constituted (e.g. trust, association, company)	A Council of Trustees
Trustee selection methods (e.g. appointed by, elected by)	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.

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

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.

1. Membership

The TVS's membership numbers have grown well during 2019 and by the end of the year we had 600 members, an increase of over 30% compared to 2018. The membership receives regular e-newsletters to keep them informed of TVS, national and international news.

The TVS recognises that students are the future of tissue viability, wound care and associated specialities and we are constantly encouraging student membership. We offer a reduced membership fee to students that comes with access to all member benefits.

2. Sponsorship

Part of the TVS's strategy continues to be to support our members to develop their knowledge and expertise. We offered a total of 73 Educational Grants and 80 free places to qualified healthcare professionals, researchers, academics, students and postgraduates to attend the TVS's annual conference in 2019 as well as offering 3 sponsored places to attend both the European Wound Management Association (EWMA) 2019 conference in Gothenburg, Sweden and the European Pressure Ulcer Pressure Advisory Panel (EPUAP) 2019 conference in Lyon, France. We also awarded free places to our annual conference as a prize to the Oral and Poster Free Paper winners from our annual conference in 2018.

3. Conference

The TVS's Conference continues to be the key event of the Society's year. In 2019, the highly successful annual conference was held in

Southampton and was attended by 407 delegates, with 51 exhibiting companies and 151 exhibitor/company delegates attending. The number of delegates attending was a record for the TVS and the conference also trended on Twitter, which was a first for the Society. Within the TVS's annual conference the third Wounds Research Network (WReN) Scientific Meeting was held and a further 26 registered WReN-only delegates attended the event. The actual number attending the Scientific Meeting was far higher, however, since TVS registered delegates could attend the Scientific Meeting and many took up the opportunity to do so.

Historically the annual conference has been the TVS's largest source of income. However, the financial contribution of the conference to the Society's income has fallen significantly in recent years from £25,056 in 2017, to £8,000 in 2018, dropping to only £1,700 in 2019. This is due to the Association of British Healthcare Industries (ABHI) and European Medical Technology Industry (MedTech) regulations, which came into full force in January 2019 and which prevent industry sponsoring delegates to attend third party conferences. More than 80% of the delegates to the TVS conference had previously been directly funded by industry. As this is no longer permitted under the new regulations, Trustees decided that the Society should directly fund free places and set up educational grants realising that this was the only way many of our members would be able to attend. This huge increase in the number of free places funded by the TVS resulted in a significant fall in income from the Conference. In total the TVS awarded 80 free places and corporate sponsorship funded 73 educational grants (administered by the TVS's conference organisers) to enable delegates to attend the conference.

Working with the uncertainty of Brexit was also identified as a financial risk by the Society.

With these financial threats in mind in 2019, the TVS revised its strategy and funding model to generate more income from other sources in order to secure a more stable financial footing. A new model of Corporate Sponsorship with three different levels, A, B and C, includes funding to support educational grants for delegates to attend the conference within each price band, as well as a donation to the Society to support its charitable activities.

The three largest contributors to the TVS's revenue in 2019 were our corporate sponsors (approximately £31,4000), the *Journal of Tissue Viability* (approximately £21,339) and member subscriptions (approximately £14,685).

4. Project work/Consultations

The TVS 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:* In 2017 Trustees identified a need for a collaborative project to improve the quality of care relating to lower limbs (legs) and feet. In collaboration with 7 other key UK organisations, the Society decided to set up the Legs Matter campaign to increase awareness of, and interest in improving, the quality of care in preventing and treating lower limb and foot related conditions. The Legs Matter campaign is in line with the

Society's strategic goal for engagement with a wider multidisciplinary team and introduces our membership to the latest research, knowledge and best practice.

In 2018 a Legs Matter website (legsmatter.org) was set up that could be accessed by both patients, family and carers, as well as healthcare professionals. Legs Matter also has its own Twitter, Facebook and LinkedIn accounts and by the end of 2019, legsmatter.org had attracted 179,077 visitors to its site, with 2,542 followers on Twitter, 1,469 on Facebook and 64 on LinkedIn. The Legs Matter campaign's focus for 2019 was on holding a national awareness week in June – 'a Great Big Week for Legs and Feet'. The awareness week was designed to get more people talking about leg and foot health and as part of this people were asked to take on the Legs Matter pledge to check their own legs and feet and nominate others to do so too. The awareness week was well supported by health care Trusts across the UK and generated a huge amount of interest on social media as well as in national and international media. There was great support from industry too and this support reflects a change in funding for Legs Matter during 2019 and it is now primarily funded through partnership with industry.

Legs Matter has developed and supported a multidisciplinary membership within the coalition, recognising the importance of such a collaboration, which includes TVNs, vascular nurses, podiatry and lymphoedema specialists. To ensure that Legs Matter has a clear public benefit, patient partners are also included within the coalition group, contributing equally to the discussions and decision-making. The coalition regularly reviews the content of the website and exhibits at partners' conferences; TVS Trustees always represent Legs Matter at external conferences they attend.

Legs Matter has now been recognised nationally, having been mentioned in various papers including the 'All parliamentary group on vascular and venous disease – Saving limbs, saving lives'. To date there have been a number of clinician and patient blogs and videos on the website to highlight the Legs Matter agenda, and the campaign has also been presented at a number of national conferences, including the TVS's annual conference 2019.

- ❖ Wounds Research Network (WReN): The Society has recognised that there needs to be a greater network of researchers who are engaged in wound management research. This links directly to the TVS's strategic goal for engagement with a wider multidisciplinary team and also introduces our membership to the latest research and knowledge. To this end, the TVS continues to support the Wounds Research Network (WReN) which was launched in 2014. In 2019 the TVS funded Pink Marketing to provide the secretariat function of the network, manage and develop the website, produce e-communications and promotional materials. This also included organising the WReN Scientific Meeting within the TVS's Conference programme for 2019. The cost for Pink's services for WReN is approximately £17,400 for 2019.

- ❖ *NHS England*: NHS England continues to lead a programme of change for the wound care population of England. Several Trustees are key members of the steering committees, work streams and task forces within this programme.

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 has continued to grow in 2019 and the journal now has a spine rather than staples. The number of articles submitted to the journal was 126, up 4.2% August 2018–August 2019. The journal's impact factor has increased to 2.831 in 2019 from 1.925 in 2018 and the score that the journal has for the amount of times that its articles are cited has increased from 2.68 to 2.71 according to Cite Score. The JTV's ranking now stands at 2/120 in the nursing category and 22/66 in the dermatology category. Online active accounts downloaded over 86,637 journal articles via ScienceDirect, plus another 6,955 full-text downloads on Clinical Key.

6. Regional Study Days

The TVS Regional Study Days are organised by a team of 8 Trustees with the support of Pink Marketing and the TVS administrator. In 2019 4 Regional Study Days were arranged and delivered. We are proud of our ability to organise and deliver these informative days. Study Days are free to attendees and are seen as a valuable resource. The TVS funds the speaker fees and expenses, the costs of which are off-set by a small industry exhibition. The number of Regional Study Days held in 2019 was lower than the 6 held in 2018 but there are 3 further study days planned to be delivered by May 2020.

In 2019 the TVS education sub-group reviewed the delivery of Study Days with a view to increasing the number that we deliver and increase the number of people that attend. TVS Trustees decided that they would commit to organising and delivering a minimum of 6 Foundation Study Days in our corporate year (1st June to 31st May) with the option of delivering further Study Days if any request were received. Managerial and governance processes have been developed to support those involved in the delivery of the days.

The Society is currently adapting its education strategy and the TVS's Educational sub-group are developing plans to deliver new Advanced Study Days in 2020, aimed at the specialist practitioner. There are also plans to hold Foundation Study Days in Northern Ireland and Scotland in early 2020, aiming to serve the membership, carers and clinical professionals in these parts of the UK for the first time. The Society has engaged Pink Marketing to professionally promote and manage the administration of this more extensive Study Day offering.

To a large extent Study Days are presented by TVS Trustees however at times we are grateful for external support, often from local TVNs, to help deliver the programme. We would like to thank all those who have helped with Study Days over the last year.

7. Wider public engagement and public benefit

The TVS's website houses a contact us function. This can be used by anyone who visits the TVS's website. During 2019 we received over 100

requests via this function. These requests are triaged by the administrator and fielded to TVS Trustees who respond on a rotational basis. The types of enquiries remain similar year on year and include: the public seeking clinical advice; professionals seeking advice; other organisations seeking collaboration; training enquiries; membership enquiries, media enquiries.

The TVS contract Pink Marketing to support their wider administrative needs including conference organisation, managing the TVS's website and social media, e-communications and marketing literature. In addition, Pink helped to secure 14 Corporate Sponsors at three different levels, (5 Corporate A sponsors, 4 Corporate Bs and 5 Corporate Cs), which provide a combined donation of £31,400 to the TVS during 2019.

There are 3,358 people subscribed to receive the TVS's e-newsletter which is produced by Pink Marketing.

During 2019 TVS Trustees attended 11 external national and international conferences as exhibitors to raise the Society's profile and attract membership from a broader multi professional base.

The TVS's website attracts a lot of traffic and has had 96,038 page views in 2019, of which 30,923 were new users – visitors spent on average of 1 minute 44 seconds per session on our website. The top 5 pages (apart from the home page) were: 2019 Conference; STOP the pressure; clinical guidelines; attend a Study Day; and Events.

Pink also manage the TVS's Twitter and Facebook accounts. By year end, followers of the TVS's Twitter account had increased 31.4% to 4,244. A positive response to our Facebook page saw a 25.1% increase by the end of 2019 to 2,427 followers and LinkedIn followers increased 71.6% to 597. All three of these sites attract high levels of engagement and are used to promote the Society's activity and both national and international news.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

By the end of 2019, the Society had completed its first full year as a Charitable Incorporated Organisation (CIO).

In 2019 the Board of Trustees changed its working strategy to form 4 working subgroups: Strategy, Finance, Relationship with Industry and Education/Conference. Trustees volunteered to be assigned to these groups, with one taking on the role of Trustee lead for the group. Each sub-group is responsible for the development and delivery of projects that fulfil the Society's overall strategy. To date this appears to be a more effective and productive way of managing the Trustees valuable and limited charitable time.

Examples of evolving achievements in 2019 from the sub-groups are:

- the launch of a TVS Just Giving page with the TVS's Chair raising £600 from a walking challenge for the TVS charity;
- an educational Endorsement project where the TVS is aiming to endorse generic education from its partners in industry. The TVS plans to implement the Endorsement project in 2020;
- an increase in corporate sponsorship in 2019 with 5 Corporate A sponsors, 4 Corporate B, and 5 Corporate C;
- developing a new educational Study Day provision;
- Trustees have also been preparing hard for EWMA/TVS 2020 in London.

Many of these achievements also aim to contribute to evolving an alternative form of income generation for the TVS. PINK Marketing have helped extensively with the development of these exciting projects.

With the financial threats of the ABHI change in guidelines for conferences and the uncertainty of Brexit, the Trustees successfully focused on 4 main projects during 2019: delivering The Conference 2019 and planning for EWMA/TVS 2020; developing an educational Endorsement programme; extending our Corporate Sponsorship model; and improving the range of educational Study Days.

The TVS continues to regularly update its risk register to ensure that the Society manages risks appropriately in light of the changes to our funding model as a result of ABHI/MedTech regulations and uncertainties due to Brexit.

TVS Trustees continue to support a number of projects such as the Legs Matter campaign and the Wounds Research Network (WReN) that are consistent with key elements of our strategy. We have also had key roles in supporting NHS England and NHS Improvement wound care quality improvement programmes.

Section E

Financial review

Brief statement of the charity's policy on reserves

The Trustees are committed to maintaining financial reserves equivalent to two years' running costs.

Details of any funds materially in deficit

The Society is not currently in deficit

Section F

Other optional information


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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)	Linda Primmer	
Position (e.g. Secretary, Chair, etc.)	Chair of the Board of Trustees	
Date	12/06/2020	