

# MARK'S ADVENTURES IN THE BIG SOCIETY

Accompanying notes for Brandon Trust's  
2011 Annual Report DVD



**Brandon Trust**  
Learning disabilities.  
Living a life.

Welcome to 'Mark's Adventures in The Big Society', the 2011 Brandon Trust Annual Report. It looks different to other annual reports; it feels different, it has a different function, you even have to do different things with it. However we *did not* animate our annual report simply to be different. We celebrate difference and diversity but we don't go seeking out constant change because we know change is already an intrinsic part of contemporary life.

What we *did* most definitely set out to do, was to produce an annual report that connects with the people we support and their families. The aim was also to build on last year's report, which introduced Mark, a fictional character, who acts as a representative of the many people with learning disabilities supported by us as a charity.





We also believe that Mark is someone whom other stakeholders may well recognise. For instance, if you are a commissioner, exactly how do you react to someone like Mark? A person with learning disabilities who, crucially, wants to be involved in the world around him, yet often feels confused by the everyday business of 'living a life'. For you it could be said that Mark has a cost implication. I agree. We all do.

**"...we believe in engaging with positive aspirations."**

The title of our report explicitly refers to 'The Big Society', the Prime Minister's concept of British Society in which people are totally supportive of one another, actively engaged in our neighbour's needs. It is easy to be cynical; at Brandon Trust we do not dismiss this concept as wishful thinking, or worse. On the contrary, we believe in engaging with positive aspirations. As a charity, this year we have taken an active part in the 'Campaign for a Fair Society', a non-aligned collective of our peers, who believe that at a time when our economy is under huge pressure, our UK social care policy must reflect the needs of the most vulnerable members of our communities. Genuine renewal must lie at the heart of this.

We hope you will enjoy 'Mark's Adventure's in The Big Society'; we set out to make it fun even though we appreciate the hardship many people are experiencing. I believe Mark's

story conveys both the pathos of supporting people with learning disabilities in the modern day UK, as well as the real determination of the people we support to be included in society; big, fair or otherwise. This is Brandon Trust, checkout our website [www.brandontrust.org](http://www.brandontrust.org), come with us, and join our journey.



**Nigel Sommerville**

Chair of the Board of Trustees

# Financial Review Year Ending March 2011

## Income 2010/2011

Fees for Residential Services

**£21,145,000 (10/11)**

£23,144,000 (09/10)

Sales Income

**£436,000 (10/11)**

£447,000 (09/10)

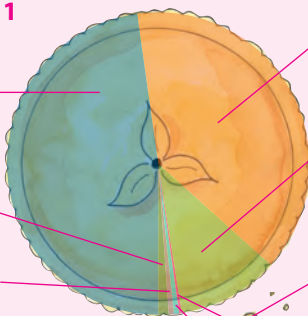
Grants and Donations

**£267,000 (10/11)**

£275,000 (09/10)

**Total: £44,219,000 (10/11)**

**£45,480,000 (09/10)**



Fees for Supported Living Services

**£17,318,000 (10/11)**

£16,276,000 (09/10)

Fees for Work Learning & Leisure

**£4,705,000 (10/11)**

£5,119,000 (09/10)

Meals Income

**£8,000 (10/11)**

£15,000 (09/10)

Investment Income

**£88,000 (10/11)**

£20,000 (09/10)

Other Income

**£252,000 (10/11)**

£184,000 (09/10)

## Expenditure 2010/2011

Residential Services Costs

**£21,627,000 (10/11)**

£23,763,000 (09/10)

Costs of Goods Sold

**£445,000 (10/11)**

£462,000 (09/10)

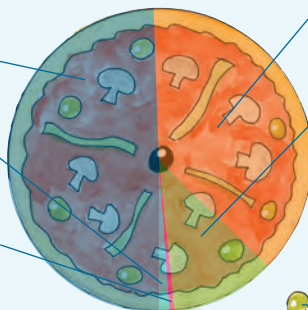
Grants and Donations

**£170,000 (10/11)**

£233,000 (09/10)

**Total: £43,615,000 (10/11)**

**£44,995,000 (09/10)**



Supported Living Services Costs

**£16,435,000 (10/11)**

£15,594,000 (09/10)

Work, Learning & Leisure Costs

**£4,904,000 (10/11)**

£4,922,000 (09/10)

Exceptional Items

**Nil (10/11)**

Nil (09/10)

Governance Costs

**£34,000 (10/11)**

£21,000 (09/10)

The full set of accounts can be found at [www.charity-commission.gov.uk/](http://www.charity-commission.gov.uk/) or at [www.companieshouse.gov.uk/](http://www.companieshouse.gov.uk/)

## Chief Executive

Lucy Hurst-Brown

## Executive Management Team

Hilary Pearce  
Director of Finance

Jon Minall  
Director of Operations

Sarah Bell  
Director of Strategic Business Development

Terry Rogers  
Director of Human Resources

Steve Day  
Director of Communications

Ingrid Vlam  
Area Director (Bristol, South Gloucestershire & North Somerset)

Lynn Toman  
Area Director (Cornwall, Devon & Plymouth)

Paul Bradley-Cong  
Area Director (Gloucestershire, Wiltshire & Banes)

[www.brandontrust.org](http://www.brandontrust.org)  
[info@brandontrust.org](mailto:info@brandontrust.org)

Tel: 0117 907 7200

Brandon Trust,  
Olympus House,  
Britannia Road,  
Patchway, Bristol BS34 5TA

## Chair of Trustees

Nigel Sommerville

## Board of Trustees

Bonnie Dean

Tom de Pass

Brian Hudson

Phil Colley

Fern Urquhart

Sam Whatley

Keren Kane

Mike Wright

Lena Rust

George Lankester

Sara Keetley



INVESTORS  
IN PEOPLE