

# Lifeline annual report 2001/2002

## Chair's Introduction

One of the films which I have most enjoyed this last autumn has been Sam Mendes' "Road to Perdition" – it reminded me a little of Lifeline and its task! I do not mean to imply that the name is appropriate – rather that like the characters in this enthralling film we deal in the murky and often suspect world of moral decisions made against an uncertain canvas.

Lifeline has been in the business of working with people and their drug use since 1971. We have established a reputation for being prickly – radical – uncompromising – and deeply professional. We take risks because they need taking and we push out boundaries that others have either ignored or been unprepared to attack. We do all of this because we believe that the drugs users and their carers with whom we work need the best possible advice, support and advocacy – and that that is best provided by an independent not-for-profit organisation which is not constrained by agendas and targets which may, or may not, owe much to the real needs of drugs users.

Lifeline has grown considerably in recent years – tripled in size in five years of sustained growth. We have been ably led by a passionate and committed Chief Executive who has moulded a dynamic team of managers and staff into a group of people who are able to grasp almost every opportunity for development as it occurs and in the process enhance service delivery to those who most need it. The very process of managing growth has itself been an object lesson to the constituency in which we work.

I wish in this report to pay tribute to all those who work within Lifeline – frontline staff, managers and my colleagues on the Board – for their energy and commitment. I also pay a warm tribute to our many funders and donors – without whom none of the work about which you will read in this report would have been possible.

But I also want to place on record a restatement of vision and philosophy. Lifeline exists because of an uncertain world, where poverty, despair, hopelessness and nihilism drive some to a life of using illicit drugs. It also exists to provide sound and realistic information and advice about drugs to a broader constituency of people who are neither naïve nor stupid and who need advice which may either keep them healthy or simply alive. We will continue to do that, working with all those who will work with us, and seeking new partnerships wherever and whenever they are possible.

Councillor the Reverend Paul Flowers  
Chair of the Board, Lifeline Project Ltd.



## Principal activities

The principal activities of the company are to assist persons and their families and dependants affected by the misuse of drugs and to provide a training and advisory service to persons and organisations who deal with the misuse of drugs and sexually transmitted disease.

## The Lifeline Project Ltd

A Registered Charity No: 515691 &

A company Limited by Guarantee No:1842240

## Registered Office

101-103 Oldham Street

Manchester M4 1LW

## Councillors

The persons listed below have served as members of the Council of Management, which constitutes the Board of Directors for the purposes of the Companies Act 1985.

Rev. P. Flowers	(Chair)
Mr. C. Irvine	
Ms. S. Lee	
Mr. J. Wilbraham	(resigned 14/12/2001)
Mr. J. Pierce	
Ms. Y. Saloojee	(resigned 20/08/2001)
Dr. J. Bayne	
Mr. K. Patel	
Mr. P Hewitt	(appointed 14/12/2001)
Mr. N Ilyas	(appointed 17/04/2002)

## Secretary

Ian Wardle

## Auditors

Mazars Neville Russell  
Chartered Accountants and Registered Auditors  
Regent House, Heaton Lane, Stockport SK4 1BS

## Solicitors

Dent, Raven & Marsden  
Alliance House, 30 Cross Street, Manchester M3 2NW

## Bankers

National Westminster Bank Plc  
115 Deansgate, Manchester M3 2NW

## Chief Executive's Report

It has frequently been observed within the broad substance abuse policy field that illegal drug use has attracted far more resources and far more strategic interest at government level than alcohol abuse. This, despite the fact that alcohol is a very strong, toxic and socially damaging drug.

Over the past twenty years, the sustained focus upon illegal drug use has been constantly stimulated by press reporting and by politicians making exaggerated claims about the threat that illegal drug use poses to British society. The use of illegal drugs has on more than one occasion been described as the greatest single threat to our society.

Hardly surprising, therefore, that drug policy has grown and developed in a hot house atmosphere, nourished and nurtured by successive waves of central funding. Currently such policy is shaped by a national strategy which seems to have any number of different sources in government and is administered by a growing army of local administrators and coordinators at local level.

Extraordinary, therefore, that good things actually happen. And yet they do. The recent creation of the National Treatment Agency has helped enormously in the shaping of coherent and sensible priorities. Lifeline fully supports the harm reduction agenda of the NTA and is keen to support its work in any way we can. Both the NTA and Lifeline have a strong commitment to the development of successful, socially inclusive services.

Lifeline's 'Making Things Equal' projects are a tangible sign of Lifeline's commitment to work in partnership with all our ethnic communities. Commitment, however, even when backed up with considerable investment isn't necessarily enough. Lifeline's mainstream services need to attract more members of ethnic communities. The time is rapidly coming to an end when any process measure can be taken as a sign of success. This is the kind of challenge

where it is quite possible to fail. This must not be allowed to happen.

Over the past year, Lifeline has created a new Human Resources Department. This will enable us to universalize good practice across the organisation and facilitate a properly corporate introduction of quality standards.

Of course, quality is importantly about professional standards. It is also about our ability to listen to and work with drug users. All our services must make customer satisfaction a central objective. We need to know our service users are satisfied with our services because we ask them and ask them regularly. Lifeline is now working very closely with the United Kingdom Harm Reduction Alliance and the Methadone Alliance in the production of materials designed to advance the cause of drug users' rights and responsibilities.

Our publications have been in the news again during the course of the year. Lifeline's publications are hard hitting, very direct and frequently utilise a strong, earthy humour to communicate their point. We understand that they are not to everybody's taste. And of course people have a right to criticise. When criticism comes in waves, however, it isn't necessarily the case that all our friends and supporters will be able to speak up for us in the way that they would wish. All the more important, therefore, that Lifeline, as an organisation, is strong enough to stand up for itself. Thankfully, we are fortunate to have a strong, independent, establishment-free Board of Directors who believe in our independence and our responsibility to tell the truth about drugs.

It is important, however, particularly when our organisation is being criticised, that we don't lose our capacity for self criticism. The British drugs field badly needs its relatively few independent voices. It does not need organisations that believe that they are right by definition and

become, at the first sign of criticism, unresponsive, defensive and inward looking.

Our new Code of Practice has been produced, in part, as a result of some of the more constructive criticisms that have been made of our publications. Our new code is a major step forward for Lifeline. Henceforth, every one of our publications will be informed and underpinned by a Code of Practice which: makes clear what each publication aims to do; defines the audience for whom it is intended; identifies the age range for which it is suitable and provides warnings about all explicit and sensitive content. It is extremely important that all our readers know what they are getting and that all customers who buy our publications in bulk can better gauge their suitability.

Lifeline is a growing company. Our annual turnover exceeds £4 million. Our income is made up of more than fifty separate funding streams. Lifeline is so fortunate to have such an excellent Finance Department. Paul Trafford, Lifeline's Finance Manager for the past eight years has made an outstanding contribution to the growth and sound management of our company. Paul and our unsung colleagues in the Finance Department do a marvellous job, week in week out. They deserve our great thanks.

Ian Wardle  
Chief Executive



## With Thanks

We would like to thank those individuals and organisations who have given donations to Lifeline during the past year, including:

**BARCLAYS**  
**BOYS & GIRLS WELFARE SOCIETY**  
**CRAGG, ROSS & DAWSON LTD**  
**THE FITTON TRUST**  
**GIROBANK**  
**GUARDIAN MEDIA GROUP**  
**IMI PLC**  
**THE LINBURY TRUST**  
**MANCHESTER GUARDIAN SOCIETY**  
**MARSH LTD**  
**MATTHEWS WRIGHTSON TRUST**  
**NORTHERN FOODS PLC**  
**PHILIPS COMPONENTS**  
**PROCTOR & GAMBLE**  
**ROBERT McBRIDE LTD**  
**N.M. ROTHCHILDS & SONS**  
**ROYAL SUN ALLIANCE (FIX 2000)**  
**U.I.A. CHARITABLE FOUNDATION**

The following information is an extract from Lifeline's full Audited Accounts, which are filed with the Registrar of Companies.  
A copy of our Audited Accounts is available on request.

## Statement of financial activities

### Incorporating an income and expenditure account

For the year ended 31 March 2002

	Restricted funds 2002 £	Unrestricted funds 2002 £	Total 2002 £	Total 2001 £
<b>Incoming resources</b>				
Fees receivable	-	3,391,780	3,391,780	2,338,642
Sales income	-	382,701	382,701	303,650
Sundry Income	-	86,183	86,183	33,895
Grants and Donations	226,982	35,908	262,890	253,881
Investments income	-	12,830	12,830	8,463
Transfer from Bradford Alcohol Consortium	-	23,377	23,377	0
<b>Total incoming resources</b>	226,982	3,932,779	4,159,761	2,938,531
<b>Resources expended</b>				
Direct charitable expenditure	239,533	3,414,181	3,653,714	2,710,246
Management & administration of the charity	-	296,619	296,619	208,212
<b>Total resources expended</b>	239,533	3,710,800	3,950,333	2,918,458
<b>Net incoming resources before transfers</b>	(12,551)	221,979	209,428	20,073
Transfers	0	0	-	-
<b>Net incoming resources for the year</b>	(12,551)	221,979	209,428	20,073
Balance brought forward at 1 April	37,531	336,642	374,173	354,100
<b>Balance carried forward at 31 March</b>	<u>24,980</u>	<u>558,621</u>	<u>583,601</u>	<u>374,173</u>

The charity has no recognised gains and losses for the year other than those stated above.

## Balance sheet

**31 March 2002**

### FIXED ASSETS

#### Current assets

Stock	57,137	32,727
Debtors	382,330	404,052
Cash at bank & in hand	738,893	148,886

2002	2001
£	£
218,372	107,133

1,178,360 585,665

#### Creditors:

Amounts falling due within one year	(813,131)	(318,625)
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**Net Current Assets** 365,229 267,040

**NET ASSETS** 583,601 374,173

#### Unrestricted funds

Designated funds	107,178	-
General funds	451,443	336,642

**Restricted funds** 558,621 336,642  
24,980 37,531

583,601 374,173

## Fees receivable

	£
Alcohol Concern	44,454
Blackburn with Darwen Borough Council	48,191
Burnley Borough Council	23,500
Calderdale & Kirklees Health Authority	1,220,049
Calderdale Metropolitan Borough Council	120,779
Calderdale PCT (SRB)	11,556
City of Manchester	322,670
Department of Health	78,990
East Lancashire Health Authority	178,520
European project	17,337
Home Office	78,061
HM Prison Service	650,994
Kirklees Metropolitan Borough Council	231,893
Learning & Skills Council	29,064
Manchester Health Authority	95,500
City of Salford	16,859
Salford & Trafford Health Authority	39,751
Tameside Metropolitan Borough Council	38,661
Youth Justice Board	65,591
West Yorkshire Police Authority	79,360

3,391,780

#### Direct Charitable Expenditure

Counselling services, information & research	3,320,015
Educational publications	333,699

3,653,714

#### Management & administration of the charity

Salaries & office costs	250,522
Legal & professional fees	32,577
Audit fees - statutory audit	7,638
Audit fees - other	5,882

296,619

Approved by the Council and signed on their behalf by:

P. Hewitt  
Director  
24th October 2002

## **Main Contact Details**

### **Lifeline Head Office & Finance**

101-103 Oldham Street, Manchester M4 1LW  
Tel: 0161 834 7160

### **Lifeline Manchester**

101-103 Oldham Street, Manchester M4 1LW  
Tel: 0161 839 2054

### **Lifeline Kirklees**

8 Highfields Road, Huddersfield HD1 5LP  
Tel: 01484 353 301

### **Lifeline East Lancashire + Prison Contracts**

68/70 Darwen Street, Blackburn BB2 2DL  
Tel: 01254 677 493

### **Lifeline Salford**

Youth Offending Team, 10-12 Encombe House,  
Salford M3 6FJ  
Tel: 0161 736 7478

### **Lifeline Calderdale**

9 Ferguson Street, Halifax HX1 2EE  
Tel: 01422 258800

### **Lifeline Bradford**

Auburn House, 8 Upper Piccadilly, Bradford BD1 3NU  
Tel: 01274 735775

### **Lifeline Tameside**

Youth Offending, Francis Thompson Drive, Ashton-under-  
Lyne O16 7AJ  
Tel: 0161 330 3012

### **Lifeline Publications**

39-41 Thomas Street, Manchester M4 1NA  
Tel: 0161 839 2075

### **Lifeline Research**

39-41 Thomas Street, Manchester M4 1NA  
Tel: 0161 214 0913

### **Press enquiries**

Director of Communications  
0161 214 0909

### **web site**

<http://www.lifeline.org.uk>