



Secretary Report 2019

Membership and Communication

Little Hiccups continues to grow and has a professional reputation with the families. We've done very little advertising so the growth is mainly through professional recommendations (physios, nurses, etc) word-of-mouth and our reputation. Social media seems to be an important method of communication for the families and the Private Group of Facebook has certainly seen this with families seeking advice or passing on goods through there.

Little Hiccups continues to offer a variety of services: The Family Fun Days (with events selling out in days or even hours!), Outreach, Stay n Play and Hydrotherapy are popular.

Contact details through registration forms are still being in the continual process of being updated and recorded and we ask families to update their details annually to ensure that we have up-to-date details. Due to the new GDPR regulations the Membership form has had an overhaul as has the storage of all Little Hiccups information. Our aim to be rid of paper based forms and incorporate into the website. Families will need to sign up to Little Hiccups before they can access services (ensures eligibility is checked).

Membership Numbers can be found in Appendix 1

Family Fun Days can be found in Appendix 2



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Registered Charity No: 1170147 Company Limited by Guarantee No: 9692276

New Direction / Expansion

This year is Little Hiccups' 10th Birthday. We've got a fabulous new temporary logo and leaflets for the occasion courtesy of a contact of Sarah Stewart - a marketing company called ACS. They spent a lot of time and effort helping us create a Fundraising Pack. We've also done a push on fundraising which is not as successful as I'd hoped but we have had some amazing families do amazing things and I'm looking forward to celebrating them at the Ball this year. We've got money coming in from several sources (Text Donate, Facebook, EveryClick, Bank Transfers, Cash) and it's going to take a while to add up but we will!

This year has also been about bringing to life our Visions. We've finalised the plans for the All Terrain Buggies, the Mobile Changing Unit, the Counselling and the 10th Anniversary and brought them to life. We've loaned out the Buggy twice and used the Mobile Changing Unit twice. The process is running smoothly and successfully at the moment if not a little bit quietly although I have had to turn away a couple of Buggy requests as they were from unregistered families. Some are now registered and will most likely be asking for use of the Buggy in the future. I also expect this to increase as the reputation and word of mouth spreads. The Counselling is running more successfully and we are obviously fulfilling a demand. The process is still being honed as feedback is a little bit more delicate due to the nature of the programme.

The holiday is yet to come but we have 10 families booked on to experience a few days away. If successful this is something that we would like to continue. Even if its every few years rather than every year.

We've continued to run very successful and popular Hydrotherapy course with one or two blips that we iron out and use to improve the next set of sessions. We had problems with coverage and registration as the forms were bulky and repetitive. Consequently, we've changed some procedures and updated and merged the forms. It's still not quite as smooth a process as I'd like yet so this is ongoing. The Children In Need Grant will continue for another two more years.

We're currently trialling Music Therapy in Stay n Play and this is working very well. This is something that could be continued and explored along with other activities.

Little Hiccups had also started working very closely with other Leeds Charities for children with additional needs and was part of Leeds CANN. This has itself expanded and is now West Yorkshire CANN so the expansion of networking continues. The group shares information, events and provides support to each other where needed.

We also had a free Marketing Review from Opportunity Marketing and it has highlighted areas of weaknesses that we need to work on. I'll be working through recommendations at each Committee Meeting.

This year has also seen some of our first challenges and incidents. But as we grow larger and reach more people this will become more widespread and common. Each challenge is an opportunity to learn and to improve our services and communication and to ensure that our processes are compliant and fair.

Incident Report Updates can be found in Appendix 3

Next year we'll continue to expand our current services and we will launch the new website, look at moving registration online and set up our E-Commerce page. We'll be feeding back on how the Holiday went and whether we will be continuing the process. I'm also looking at increasing our Sports offers with the introduction of Accessible Yoga. This is also currently being worked out.

Miriam Watson-Pratt

Secretary

Appendix 1
Membership numbers (counted 3/07/2019)

Attending Members	2014	2015	% inc	2016	%inc	2017	%inc	2018	%inc	2019	%inc
Completed Registration Forms	35	98	+64%	122	+20%	187	+35%	311	+66%		
Families on Contact Form	69	127	+46%	155	+22%	190	+18%	262	+38%	302	+13%

Social Media	2014	2015	% inc	2016	%inc	2017	%inc	2018	%inc	2019	%inc
Facebook	382	553	+31%	734	+25%	864	+15%	995	+15%	1216	+18%
Facebook Group	-	-	-	46	-	102	+55%	205	+101%	310	+34%
Twitter	168	262	+36%	374	+30%	462	+19%	552	+19%	610	+9.5%
Google+	27	42	+36%	47	+89%	49	+4%	49	0%	Closed	0%
Instagram	26	Closed	-	-	-	-	-	43 reopened account	0%	138	+69%
Blogger	6 posts 1120 views	11 posts 1420 views	+45% posts +21% views	28 posts 4248 views	+61% posts +67% views	46 posts 9,646 views	+39% posts +56% views	60 posts 15,936 views	+30% posts +65% views	82 posts 19,675 views	+27% posts +19% views
YouTube	1	1	0%	1	0%	2!	+50%	2	0%	2	0%
Mailing List	150	204	+26%	247	+17%	338	+27%	429	+27%	632	+32%

Appendix 2 – Breakdown of Family Fun Day events.

These figures represent the amount booked not attended.

	2014	2015	2016	2017	2018
May	Showcase Cinema Adults: 33 Children: 37 <i>Total: 70</i>	Disability Rocks Standard ticket: 26 Under 5's: 5 <i>Total: 31</i>	Purple Party at Blacksmith Arms Pub Adults 21 Children: 17 <i>Total 38</i>	Sensory Space Leeds Adults 15 Children: 15 <i>Total 30</i>	-
June	Disability Rocks Adults: 27 Children: 27 <i>Total: 54</i>	Chill Factor – skiing Stand up skier: 38 Sit down: 8 <i>Total: 46</i>	Lazer Zone Adult: 21 Children: 12 <i>Total: 33</i>	Boss Baby @ Showcase Cinema Adult: 38 Children: 43 <i>Total: 81</i>	Soft Play at KidZone Adult: 37 Children: 39 <i>Total: 76</i>
July	Dino Jaws Adults: 51 Children: 54 <i>Total: 105</i> Farsley Library Adults: 13~ Children: 14 <i>Total: 27</i>	Shabang Adult: 31 Children: 24 <i>Total: 55</i>	Mimika Theatre Adult: 32 Children: 28 <i>Total: 60</i>	Shebang Adult: 64 Children: 59 <i>Total: 123</i> Watersports at Yeadon Tarn Adult: 14 Children: 18 <i>Total: 32</i>	Creepy Crawly Adult: 71 Children: 79 <i>Total: 150</i>
August	Wildlife Park Adults: 24 Children: 22 <i>Total: 46</i>	Skelton Grange Adults: 11 Children: 20 <i>Total: 31</i>	Sensory Fun Bus Adults: 15 Children: 10 <i>Total: 25</i>	Children's Tea Party @ Iveridge Hall Adults: 35 Children: 26 <i>Total: 61</i>	Children's Tea Party at Iveridge Hall Adult: 47 Children: 41 <i>Total: 88</i>
September	Sports Day Adults: 10 Children: 8 <i>Total: 18</i>	Cannon Hall Farm Adults: 30 Children: 28 <i>Total: 58</i>	Indoor Sky Diving Adults: 23 Children: 35 <i>Total: 58</i>		Bowling at Bansley Bowl Adult: 20 Children: 29 <i>Total: 49</i>

October	Nell Bank Adults: 20 Children: 29 <i>Total: 49</i>	Rainbow Factory Adults: 17 Children: 20 <i>Total: 37</i>	The Works Adults: 23 Children: 8 <i>Total: 31</i>	Skiing with Disability Sports Adults: 32 Children: 45 <i>Total: 77</i> A Spooky Visit to the Donkey Sanctuary Adults: 22 Children: 28 <i>Total: 50</i>	Canal Boating with the Safe Anchor Trust Adult: 37 Children: 33 <i>Total: 70</i>
November	Cinema Adults: 29 Children: 33 <i>Total: 62</i>	Showcase cinema Adults: 19 Children: 17 <i>Total: 36</i>	Trolls at The Showcase Cinema Adults: 58 Children: 58 <i>Total: 119</i>	Paddington 2 at The Showcase Cinema Adults: 48 Children: 62 <i>Total: 110</i>	Smallfoot at the Showcase Cinema Adult: 48 Children: 66 <i>Total: 114</i>
December	Sundown Adventureland Adults: 72 Children: 65 <i>Total: 137</i> Christmas Party Adults: 43 Children: 46 <i>Total: 89</i>	Sundown Adventureland Adults: 37 Children: 33 <i>Total: 70</i> Christmas Party Adults: 68 Children: 66 <i>Total: 134</i>	Sundown Adventureland Adults: 59 Children: 59 <i>Total: 118</i> Christmas Party Adults: 88 Children: 85 <i>Total: 173</i>	Sundown Adventureland Adults: 104 Children: 96 <i>Total: 200</i> Christmas Party Adults: 93 Children: 100 <i>Total: 193</i>	Sundown Adventureland Adult: 140 Children: 144 <i>Total: 284</i> <i>Also Sundown run one this year</i> Christmas Party: Adult: 106 Children: 108 <i>Total: 214</i>
	2015	2016	2017	2018	
January	Xscape Soft Play and Glow in the Dark Golf <i>Children: 41</i>	Wall Climbing at Leeds Wall Normal Hoist: 29 Special Chair Hoist: 8	Storytelling at the Rainbow Factory Adults: 28 Children: 33		Adventures at Clip n Climb: Adult: 69 Children: 86

		<i>Total: 37</i>	<i>Total: 61</i>		<i>Total: 155</i>
February	Family Photoshoot <i>Families: 12</i>	Photoshoot at Leeds City Museum <i>Families: 15</i>	Oxygen Freejumping Adults: 58 Children: 64 <i>Total: 122</i>	The Deep in Hull Adults: 58 Children: 63 <i>Total: 121</i>	Soft Play at Kidzone Adult: 41 Children: 49 <i>Total: 90</i>
March	Music Sessions and Sensory Leeds <i>Families: 10</i>	Harrogate Town Football Club Adults: 18 Children: 13 <i>Total: 31</i>	Family Photoshoot March 12 th : 12 families March 19 th : 11 families <i>Total: 23</i>	Family Photoshoot April 15 th (rearranged) and March 22 nd : 18 families	Family Photoshoot: 10 th and 17 th March: 18 families
April	Stockheld Park Easter Adventure Adults: 27 Children: 26 <i>Total: 53</i>	Harrogate Town Football Club Adults: 18 Children: 13 <i>Total: 31</i> Music Sessions at Sensory Leeds Adults: 15 Children: 14 <i>Total: 29</i>	Yorkshire Wildlife Park Adults: 68 Children: 72 <i>Total: 140</i>	Indoor Skydiving at Airkix Adults: 40 Children: 39 <i>Total: 79</i>	Relaxed Session at Lush Adult: 22 Children: 18 <i>Total: 40</i>
May				Ponderosa Rural Therapeutic Park Adults: 56 Children: 52 <i>Total: 108</i>	Cannon Hall Farm Adult: 51 Children: 49 <i>Total: 100</i>
June					Forest School Adult: 35 Children: 48 <i>Total: 83</i>

**Appendix 3
Incident Report Updates**

	Exclusions	Hate Incidents	Health & Safety	Complaints/Grievances	Data incidents/breaches
2018-2019	1	0	1	1	0
Comments	Exclusion - Non Payment. Procedure followed. H&S - Allergy Risk at Stay n Play. RA updated and new processes in place Complaints - ongoing				