

Trustees' Annual Report for the period

From January 2022 to January 2023

Charity name: Mary Seacole Trust

Charity registration number: 1103862

1. Background

The Mary Seacole Trust ("MST") originated as the Mary Seacole Memorial Statue Appeal, established in 2004. The charity was set up to educate the public on the life, work and achievements of Crimean War nurse Mary Seacole, including erecting a statue capturing her spirit, whilst also emphasising the importance of the nursing profession.

1.1 Vision

To promote Mary Seacole as a source of inspiration for a fair, diverse and inclusive society, never again to be hidden from history.

1.2 Mission

It has never been more important to recognise people from ethnic communities who have made important contributions to our society over centuries. Like many others, Mary Seacole was hidden from history for 100 years. But thanks to a determined public fundraising campaign, a statue of Mary, the first bronze statue to a named black woman in the UK, was erected in London in June 2016. The Mary Seacole Trust is here to maintain this beautiful memorial.

But our work does not end there.

As well as being the guardians of sculptor Martin Jennings' magnificent statue, we want the public - young people in particular - to benefit from Mary's legacy and to understand why her story is our story: her message is timeless.

As someone who nursed and who overcame racism within the establishment to go to the Crimean War battlefields under her own steam in her 50s, Mary represents compassion, bravery, entrepreneurialism and sheer determination. Those fine qualities speak for themselves. What was true for Mary in the Victorian era is equally true today: racial and social inequality must always be challenged at every level in society.

For people from ethnic communities who encounter inequality and racism on a daily basis, Mary is a role model and an inspiration. We at MST will highlight such discrimination and work with others to find solutions.

We value everyone's contribution, believing that Mary's values apply across society. We take every opportunity to promote them, whether that is through our educational work with younger people or encouraging diversity in leadership.

We recognise that we are part of a wider movement across the UK of people who want to see a fairer, more equal society. Mary's statue stands as a symbol of the world we need to build for ourselves and future generations.

1.3 Objectives of the Mary Seacole Trust

- To educate and inform the public about the life, work and achievements of Mary Seacole, the Jamaican-born nurse who overcame racism and injustice and nursed soldiers during the Crimean war.
- To ensure the maintenance of the permanent public memorial to Mary Seacole in the garden of St Thomas' Hospital.
- To promote Mary Seacole as a role model, supporting those involved in tackling social challenges or inequality, with a focus on young people and the promotion of good citizenship, entrepreneurship and achievement.
- To build on the legacy of Mary Seacole and campaign for fairness and equality, promoting diverse leadership in private and public service including, although not limited to, the NHS in the UK.

2.0 Achievements and Objectives for the period

Following the launch of the Mary Seacole Trust in November 2016, a grant enabled the Charity to implement two programmes (1) an education programme; and (2) a diversity in leadership programme. Since 2016, these programmes have evolved and expanded.

An overview of the past and ongoing activities for each initiative is set out below, together with the objectives for the next 12 months.

2.1 Diversity and Leadership

These initiatives focus on promoting a more diverse leadership mainly but not exclusively within the NHS and related organisations, so that those in senior positions are truly reflective in terms of gender, race and ethnicity of the staff they lead, that whatever their own gender, race or ethnicity they see it as integral to their role to challenge stigma and root out discrimination. We know this will help the NHS to become better equipped to provide services that are sensitive to the needs of diverse populations. We also seek to promote the positive contribution and impact of diverse staff on health and social care services, whether born in the UK or overseas. We see Mary Seacole as a role model for our diverse workforce.

2.1.1 Achievements and Performance

Literature review

MST embarked on an ambitious programme of work to 'move the needle' on the diversity in leadership agenda. This commenced with the commissioning of a review, carried out on a (then) independent and voluntary basis by healthcare researcher Dr Habib Naqvi. Dr Naqvi drew together findings from some of the many recent high-

profile reports on race equality and inclusion in the workplace. The report was published on the MST's website and a roundtable was held in November 2019, where discussions on the findings were considered by private and public organisations.

Caring for the Nation

Welcome to this celebration of the contribution that nurses and midwives from minority ethnic backgrounds have made to the NHS. When the World Health Organization designated 2020 the International Year of the Nurse and the Midwife, no one could have predicted just how much the world would demand of all its nurses and midwives as we confronted the terrible impact of a global pandemic.

MST worked in partnership with a project funded by NHS England to produce a digital, online product, that celebrates the Year of the Nurse and the Midwife by telling the stories of those from the nursing and midwifery professions from ethnic communities.

The product called CARING FOR THE NATION: THE MINORITY ETHNIC CONTRIBUTION TO NURSING AND MIDWIFERY was launched in May 2021 and is hosted on a page of the MST website, to serve as a platform for interviews in the form of articles, videos and podcasts. The interviews provide views and discussions from those who have just qualified up to the most senior in the profession, including historical content and a snapshot to capture the impact of the significant events in the year 2020.

Mary Seacole Leadership Awards/Programme

The Mary Seacole Awards were first set up in 1994 by the Department for Health and were named after Mary Seacole in recognition of the work she undertook during the Crimean war.

Health Education England (HEE) fund the programme, which was previously delivered in collaboration with Unison, Unite Union, Royal College of Nursing (RCN) and Royal College of Midwives (RCSM). HEE planned to review and refresh the awards and therefore put out a tender for a new partner.

MST became aware of the plans and involved the Florence Nightingale Foundation ("FNF") to form a partnership and put forward a bid in January 2021. MST and FNF were successful in their bid and have delivered the programme from 2021.

The refreshed programme consists of a leadership development programme for 20 nurses / midwives / health visitors twice each year. It involves a 4.5-day 4-module programme delivered over 6 months, mentorship from a senior manager and includes a celebration day. The programme is open to nurses, midwives and health visitors who are working in NHS or NHS commissioned services in England. This programme is designed for those up to and including the Clinical Matron level who are working to improve health inequalities, particularly for people from ethnic communities.

The first group is currently completing the programme and MST's Vice-Chair is both a mentor and on the selection panel for the programme. MST are also currently

working on bids in partnership with the FNF to run the programme for the next 3 years.

MST receives a small amount of funding for their involvement in the awards programme which we use to help maintain the statue.

Talks and Presentations

Trustees are often approached to give talks and presentations to both private and public organisations. They will deliver these both in person and remotely, as suited to needs. MST delivered an estimated 35 talks in 2021.

2.1.2 Benefits to society:

MST's work on Diversity & Leadership aims to share ideas and solutions in both the private and public sectors so that there is an improvement in the representation of staff from diverse groups in senior, executive and board positions. MST believes that if diversity across leadership roles in all sectors can be improved, this will demonstrate and encourage not just equality of opportunities but equality of outcomes. This is important work that MST hopes will support, encourage and inspire people from diverse groups to progress in their chosen career.

2.1.3 Objectives for 2022

- Broaden scope of work outside the NHS.
- MST intends to consider further promotion of the literature review and actions taken since its publication, linking this to the just published report on health inequalities in minority ethnic communities by the NHS Race and Health Observatory.
- Looking at appropriate journals to approach for publication of the review over the next 12 months.
- Continuing the partnership with FNF to deliver the Mary Seacole Awards and broadening the scope of this.
- A legacy product to follow the Caring for the Nation launch.
- NHS England and MST are working together in partnership on a new initiative, seeking to increase the profile of internationally recruited nurses and midwives whilst also recruiting a network of storytellers to promote Mary's story. The final details of this initiative are being finalised but the intention is for this to be launched in 2022. This will be funded by NHS England.

2.2 Inspiring Young People

This initiative was previously known as the 'Education Programme', however it has expanded its reach to not just educating young people about Mary but also inspiring them using her story and values.

2.2.1 Achievements and Performance

Youth Advisory Committee

The Youth Advisory Committee (“YACs”) is a group of young people between the ages of 14 and 17, who are advisors to the MST across our initiatives. They inform MST regarding the impact of world events, particularly those involving diversity and equality, on young people, and ensure that MST’s messaging and tone is appropriate.

MST also provides a platform for the voices of the YACs to express their views, using digital resources, such as the website and social media channels.

The YACs are involved in Board meetings, committees, projects and events, which expose them to those in senior positions across various industries. MST offers them the opportunity to develop their skills within a professional environment.

City Hall Partnership

MST has been working in partnership with City Hall’s Young Londoners’ Programme and their Peer Outreach team in particular. Some of the YACs attend monthly meetings and are actively involved in Young Londoners’ projects.

Young Seacole Ambassador competition

The Young Seacole Ambassadors competition was launched at the opening of the Mary Seacole exhibit at the Florence Nightingale Museum on 28 October 2017 and began in January 2018.

The competition is for local school pupils, where the key objective is to show that Mary’s contribution is still relevant today. Children were tasked with identifying Mary’s qualities in themselves and others, in order to develop a greater connection to this historical figure.

The inaugural competition concluded with a ceremony held in the House of Lords in June 2018. The second competition, which ran in 2019, was opened up to more schools and concluded with an awards ceremony at City Hall in January 2020.

The first two competitions were funded by the original legacy grant from Guy’s and St Thomas’ Charity.

Whilst originally confined to Lambeth and Southwark, then opening up to London schools, MST wants to now look at perhaps rolling out the competition nationally and involving those from Pupil Referral Units and Outreach programmes through City Hall. MST needs to consider the scalability of the competition format, submission and judging process. Due to the disruption of the education system caused by the pandemic, it was agreed that the competition would not take place in 2020 or 2021.

Duke of Edinburgh Award

MST has supported members of the YACs who are involved in the Duke of Edinburgh Award programme. Their involvement in MST satisfies a component of the award,

which MST intends to actively encourage with future members of the YACs going forwards.

Talks and Presentations

Trustees are often approached to deliver talks and presentations to schools and will always aim to give these wherever possible. These primarily take place during Black History Month (October) and provides Marys' story to a mass of students, teachers and educational staff of all ages, in a seamless way. During 2021, our talks reached circa 2,000 students.

2.2.2 Benefits to Society

The young people we engage with, including our YACs, are represented by diverse backgrounds. Our work provides a platform and foundation for younger audiences to discuss, engage and tackle social issues which impact upon them. We have a retaining focus on good citizenship, entrepreneurship and individual, cohesive achievements. We hope our YACs and the other young people we engage with, are inspired, empowered and entrusted to be the best they can be, irrespective of their social background or protected characteristic.

2.2.3 Objectives for 2022

- The YACs are volunteers and the joining process has largely been informal to date. MST will consider a more formal application process to join the YACs over the next 12 months. In addition, MST will offer the YACs their own dedicated website page as a platform for future content, to include blogs, videos and bios. The application form would be hosted on the website.
- MST wants to continue their partnerships to ensure the YACs are provided with plentiful opportunities to become involved in exciting projects in the community, City Hall, arts and creative industry and beyond. We aim to build new partnerships to enrich young peoples' lives and to build on the existing partnerships we have.
- YSA: In addition, MST has had conversations with the Mary Seacole Foundation in Jamaica to discuss holding a parallel competition across schools in Jamaica. MST aims to ultimately hold dual competitions across both the UK and Jamaica, to inspire children with Mary's story across both countries.
- Duke of Edinburgh: To consider a more formal award scheme to be delivered through MST.

2.3 Memorials

The Mary Seacole Memorial Statue Appeal "MSMSA" was established in 2004 to facilitate a campaign for the Mary Seacole statue. The objective of the MSMSA was to erect a public memorial of Mary Seacole. Following the unveiling of the statue in 2016, the MSMSA was

reconstituted and renamed the Mary Seacole Trust. MST unveiled a further memorial at St Thomas's hospital in 2017, commemorating healthcare workers. MST also work in partnership with The Mary Seacole Association supporting their endeavours to maintain Mary Seacole's grave.

2.3.1 Achievements and Performance

Statue

The statue of Mary Seacole, sited at St Thomas' Hospital directly across the Thames from Big Ben, was unveiled by Baroness Floella Benjamin OBE on 30 June 2016 in front of over 300 guests. It is the first bronze statue of a named black woman in the United Kingdom.

The statue was funded through donations from thousands of individual supporters, as well as from a small number of larger donors. The Chancellor of the Exchequer also provided a grant from LIBOR banking fines towards the installation of the statue.

The statue is important in symbolising Mary Seacole's contribution, particularly as a nurse, and ethnic communities to British society.

Unfortunately, there was no fund secured for the maintenance of the statue going forward.

There are annual maintenance, insurance and cleaning costs, together with stone repairs that need to be surveyed and funded.

MST has secured funding for statue maintenance through corporate sponsorship from Frenkel Topping for a period of 3 years.

Memorial Plaque

A plaque commemorating healthcare workers who have put themselves at risk to care for people caught up in conflict and natural disasters was unveiled by Sir Hugh Taylor, Chair of Guy's and St Thomas' NHS Foundation Trust, on Friday 8th December 2018.

The plaque reads:

"This plaque is to honour those healthcare workers who have dedicated themselves to aiding others in times of war, conflict and catastrophe throughout history."

Following the pandemic, the plaque is now perhaps even more poignant and relevant.

Grave

The Mary Seacole Memorial Association is responsible for the maintenance of Mary's grave. They currently hold an annual commemoration at St Marys' Roman Catholic Cemetery, Kensal Green, which representatives of MST attend. However, the grave has fallen into disrepair.

Mary Seacole Portrait

Through our positive social media engagement, we were approached by City & Dockland Group, as they had commissioned a life size portrait of Mary Seacole. Due to our strong partnership with GSTT, the portrait is temporarily housed at Guy's Hospital, supplementing the legacy of the statue of Mary Seacole at St Thomas Hospital. By 2023, the portrait will be on a new regeneration development adjacent to Mary Seacole Gardens near to where she is buried.

2.3.2 Benefits to society

The memorials acknowledge and restore Mary Seacole's place in history and symbolise her values. They also recognise and inspire the wider movement across the UK of people who want to see a fairer, more equal society

2.3.3 Objectives for 2022

- MST wants to enhance the experience of visitors to the statue and is exploring digital options, such as augmented reality.
- MST is conscious that the plaque is not actively promoted in the same way that the statue is and will therefore enhance the plaque's profile on MST's website to encourage more visitors.
- MST want to support the Mary Seacole Memorial Association in fundraising for the repair of the grave and to discuss succession planning with them, should they be unable to continue fulfilling their objectives as a charity.
- Mary Seacole Portrait: As the portrait is only temporarily housed at Guy's Hospital, there may be a need to source a replacement in the near future. If this becomes necessary, MST will support Guy's Hospital in sourcing a replacement, ensuring it continues the legacy for ethnic communities within their walls.

2.4 Communications

Communication is the backbone of the charity, ensuring that the great work the charity is doing is broadcast publicly through various channels such as the website and social media. All initiatives and projects require support with communication, including advice on messaging and tone to ensure MST's integrity is maintained, input on promotion and strategy and content creation.

2.4.1 Achievements and Performance

Website development

The website is a gateway for people of all ages to access information about Mary's life and legacy, browse relevant news articles and keep up to date with activities

associated with MST's projects. The website also supports the Trust's work by offering a platform for its initiatives.

Social media engagement

MST has a strong presence on both Twitter and Facebook, with a growing presence on Instagram and LinkedIn. There is regular social media activity and good engagement. These social media platforms are used to share news articles, updates on initiatives and relevant stories based on MST's values.

MST has considered a social media strategy for each of these channels, based on the relevant audience, which has been implemented.

Campaigns and lobbying

Whilst MST is politically neutral, events over the past few years, including the Windrush Scandal, the murder of George Floyd and the Black Lives Matter movement, have made it inappropriate for MST to remain silent.

MST has therefore provided position statements and has gone to media on these issues, which has involved careful consideration to remain objective.

General

MST is often asked to assist organisations, charities and projects in contributing to their literature or content. MST will offer support to those that it considers align with its values, including most recently an approach by Leicester University to assist with story boards for the launch of their Mary Seacole Building within their Innovation Hub in their School of Business.

2.4.2 Benefits to society

Communication plays a vital role in the Mary Seacole Trust. It not only helps to facilitate the sharing of information regarding the great work that the charity is doing, but also helps people to develop an understanding of the social inequalities facing people of all ages from diverse backgrounds.

2.4.2 Objectives for 2022

- Work has already commenced on the re-design, structure and navigation of the MST website. MST intend to continue the development of the website, with a view to launching a new and improved tool, which aims to be more interactive and include content more relevant to younger generations.
- There is often a need to respond promptly for comment when these issues arise and MST is to therefore consider a communications strategy going forwards. MST regularly considers the need for comment in the monthly board meetings.
- MST to grow social media following on Twitter, Instagram, Facebook and LinkedIn.

Public benefit statement: *The Trustees confirm that they have had regard to the guidance issued by the Charity Commission on public benefit.*

3.0 Financial Review

3.1 Overview:

From the financial period 1 April 2020 to 31 March 2021, the Charity received £15,393 in income and spent £7,637.

As of 31 December 2021, the Trust currently holds £25,845.86 in reserves.

These reserves are held for future initiatives, including website development, statue maintenance and insurance and investment in merchandise. There is no set policy for any reserves held, however the Trust's expenditure is reviewed every month in the Trustee meetings, where a Treasurer's report is circulated.

No Trustees receive any remuneration, payments of benefits from the charity and there are a number of volunteers involved to assist with the delivery of the initiatives.

3.2 Funding and Income streams:

The Trust received a grant of £50,000 from Guy's and St Thomas' Charity that enabled MST to implement the original programmes.

MST has identified and established a number of funding streams:-

- Donations by members of the public.
- Sales from the
- Fundraising dinners and events, which are on hold due to the pandemic but will be revisited once it is appropriate to do so.
- During Black History Month in October 2020, profits from sales of 'The Black Farmer' products were shared between Black Cultural Archives, the home of Black British History, and MST.
- On the 5th anniversary of the unveiling of the statue (30th June 2021), financial services firm, Frenkel Topping Group, agreed to fund maintenance of the memorial for the next three years at a cost of £5,000.
- MST has also been able to secure funding and grants for individual projects within the initiatives, for example the Mary Seacole Awards through Health Education England.

MST recognises the need to develop a more sustainable funding stream for the initiatives and the ongoing statue maintenance in particular. In addition, MST will also need to consider applying for additional grants to fund future projects, where appropriate.

Enquiries into these more sustainable funding streams and grants are ongoing, to include merchandising and further partnerships with government and corporate bodies.

3.3 Funding Objectives:

To achieve sustainable funding so as to ensure the maintenance of the Mary Seacole Memorials, through sponsorship and/or other means.

To increase donations in order to facilitate the various MST programmes and/or establish partnerships with funding streams for individual projects.

4.0 Structure, Governance and Management

The MARY SEACOLE MEMORIAL STATUE APPEAL was established on 2 February 2004 by way of a Declaration of Trust.

Following the successful installation and unveiling of the statue in June 2016, the charity changed its name to the MARY SEACOLE TRUST.

The Mary Seacole Trust is an unincorporated association.

The Trustees convene for a meeting of the Board monthly and invite volunteers and guests to attend these meetings where appropriate. The minutes for all meetings are recorded and held within the Trust's online Google Drive.

The Trust appointed a Chair and Vice-Chair who have conduct of meetings, where the majority of high level planning and decision-making takes place. Committees involving both Trustees and volunteers are then formed to discuss, plan and deliver various projects and initiatives.

Trustees are selected following application, through a vetting process undertaken by the Board of trustees. The process ensures all potential trustees are aligned with MST's aims, objectives and values.

The Trust is actively considering succession planning for the future. Thought will be given to online applications for volunteers and YACs.

5.0 Reference and Administrative details

Charity Name: The Mary Seacole Trust

Registered charity number: 1103862

Charity's principal address: 2 The Green, Richmond, London TW9 1PL

5.1 Trustees

	Trustee name	Role	Dates acted if not for whole year
1	Dawn Hill CBE	President	
2	Trevor Sterling	Chair	2 March 2016 – Date
3	Lisa Rodrigues CBE	Vice Chair	2 March 2016 to Date
4	Jean Gray		12 April 2017 – Date
5	Jermaine Sterling		11 January 2017 to Date
6	Colonel David Bates		21 October 2015 to Date
7	Mark Douglas		9 May 2018 to Date
8	Dr Habib Naqvi MBE		
9	Raf Alam	Treasurer and Secretary	14 June 2017 to Date

5.2 Patrons and Ambassadors

The Trust has two life Patrons; Lord Clive Soley and Professor Dame Elizabeth Anionwu DBE CBE FRCN. The Trust also has an Ambassador, Martin Griffiths.



5.3 Volunteers

The Trust has around 5 to 10 active volunteers who assist in the delivery of the initiatives.

6.0 Declarations

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Trevor Sterling	Lisa Rodrigues
Position (eg Secretary, Chair, etc)	Chair	Vice Chair
Date	13 th July 2022	