



Lifeboats



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RNLI ANNUAL REVIEW 2010

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In 2010 ...

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Lifeboat crews saved  
**309 lives**

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Lifeguards attended  
**16,664 incidents**



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Our lifeboat volunteers spent  
**10,758 hours**  
saving lives at sea

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Lifeboat crews launched **107** times into force 7 winds and above

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Lifeboats  
launched  
**3,230**  
times in  
darkness

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Lifeboat  
crews  
launched  
**112** times  
to rescue  
animals

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**45%** of the UK's  
assets for flood rescue are  
provided by the RNLI

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Lifeboat crews rescued  
**8,313** people

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In 2010 ...

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112 volunteer  
lifeguards gave  
3,882 hours

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RNLI shops sold  
over 7M  
RNLI Christmas  
cards and enough  
rock to cover  
131 lengths  
of an Olympic  
swimming pool

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15 launches  
on Christmas Day

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Inshore  
B class  
lifeboats launched  
2,995  
times

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# 17,320

children learned safety messages in the Beach to City education programme

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# Lifeguards carried out 1,958,581 preventative actions

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# We welcomed 670 new operational volunteers

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*'Thank you to everyone who has supported  
our volunteer crews and lifeguards'*

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## ... FROM THE CHAIRMAN

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In 2010 the Royal National Lifeboat Institution experienced one of its most demanding years on record. Our lifeboat crews and lifeguards aided more people than ever, while our fundraisers worked tirelessly to keep the charity afloat in an uncertain economic climate. As you will read in this review, everyone involved in the RNLI showed tremendous commitment to the cause of saving lives at sea – the strong volunteering ethos that underpins the institution's work was once again demonstrated to the full.

Our lifeboats launched 8,713 times from the 235 lifeboat stations around the UK and RoI, rescuing 8,313 people – our busiest ever year in terms of people rescued. And our lifeguards operated at over 150 beaches in England and Wales, attending 16,664 incidents and aiding 18,779 people.

Our lifesavers are all willing to save lives at sea in challenging conditions, but they are not able to do so without training, equipment, support and facilities. These all come at a considerable cost, especially as kit, lifeboats and buildings have to be repaired, maintained and, occasionally, replaced.

That is why I would like to pay tribute to those who helped to

meet the cost of running our sea rescue charity in 2010. Thanks to our fundraisers and supporters, our total income was £153.6M, including legacy income of £90.6M. Our running costs were £145.4M and our capital spend (primarily on new lifeboats and stations) was £37.5M.

For the future, there can be no let up in the pressure to raise the funds that will help us achieve three key aims: to complete the build of our 25-knot all-weather lifeboat fleet, to expand the lifeguard service to all the beaches that need it, and to increase our Coastal Safety activities, preventing more loss of life at sea through advice and education. But we are currently focused on making significant savings in the coming years, by looking at everything we do to improve our efficiency. That way we can continue to operate at the same high standards at less cost; and make our supporters' donations go even further than ever.

To all those who help us save lives at sea: **thank you.**

A handwritten signature in black ink, appearing to read 'Admiral the Lord Boyce'.

Admiral the Lord Boyce GCB OBE DL  
Chairman, Royal National  
Lifeboat Institution

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... FROM THE FUNDRAISER

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*'Thanks to the RNLI, I can help my  
brother's memory live on.'*

*John MacNeil, RNLI Fundraiser*

John MacNeil ran four 10K events in Scotland in memory of his brother, raising over £1,000. He was one of over 5,000 people who signed up to take part in RNLI Reindeer Runs around the UK and RoI in 2010.

The RNLI depends on people like John to give up their own time to take part in fundraising events and organise them. Their generosity, and that of organisations, helped to meet the cost of equipping and training RNLI lifesavers in 2010.

John's fundraising was not for one particular lifeboat station or piece of equipment. So the funds he raised could be used for anything from new lifeguard kit and training materials to lifeboat fuel and repair costs.

Other RNLI events that took place last year included SOS Day, the charity's biggest day of

fundraising. Supporters put on their thinking caps to come up with novel ways of increasing support, and many made use of the SOS acronym: Sizzle Our Sausages, Shed One Stone and Surf Off Scotland were just some of them. SOS raised over £500,000 in 2010.

Crucial funds are also raised by the gift shops based at lifeboat stations. There are 136 RNLI retail outlets in total, all run by enthusiastic volunteers. In all, RNLI Sales (including mail order) made £1.5M net profit for the charity in 2010.

RNLI supporters include organisations as well as individuals – companies and trusts helped keep the charity afloat last year.

To all those who lent their generosity, time and skills to ensure the RNLI can continue to save lives at sea: **thank you.**





John MacNeil lost his brother Angus in 2008. 'Once I got over the shock, I decided to raise money for charity in his name and memory,' says John, who ran 40K in 2010 to mark what would have been Angus's 40th year.

'When I spoke to my family the RNLI was the obvious choice of charity for the fundraising,' says John. 'We were born and bred on the Hebridian island of Barra. We all have some connection with the sea through work. This is just the start of Angus's impact on lifeboat stations around the coast. What the RNLI volunteers do cannot be taken for granted – and I'm a fundraiser for life.'



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... FROM THE LIFEGUARD

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*'I am personally really grateful for the high standard of our equipment and training. It means we can help people more effectively - and it helps us stay safe ourselves.'*

*Emilie Williams, RNLI Lifeguard*

In 2010, Emilie Williams was one of 822 lifeguards patrolling more than 150 beaches in England and Wales. They attended 16,664 incidents, assisted 18,779 people and saved 107 lives. Incidents ranged from jellyfish stings and bodyboard accidents to children blown away on inflatables and swimmers caught in rip currents. Thousands more incidents were prevented thanks to the safety advice that lifeguards give on the beach.

It was the 10th year of RNLI lifeguarding. The service began in 2001 on 22 beaches in the south west of England, and has expanded every year since. In Summer 2011, lifeguards are on hand at 163 beaches, with patrols in Jersey and Northern Ireland for the first time.

Lifeguards have to be trained in rescue and casualty care before

they can patrol, and have strict fitness standards that are re-assessed every month. They also need equipment and facilities, ranging from wetsuits and rescue tubes to inshore rescue boats and buildings.

The RNLI relies on its supporters and fundraisers to help meet the cost of all this training and equipment. Events in 2010 in aid of the lifeguard service included the Summer Sprint series of runs, which raised £13,000. Corporate supporters included the Civil Service Motoring Association (csma) which, in conjunction with LV=Frizzell, funded a four-wheel drive vehicle for lifeguards in Sefton, Merseyside.

To all those who ensured that RNLI lifeguards could continue saving lives at our busiest beaches: **thank you.**







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Derek has been a fisherman since 1987 and is also Marine Safety Officer for the Scottish Fishermen's Federation. In October 2008, a trawl door crushed his arm while at sea. Due to the severity of Derek's injury, and the length of time it took before he could be operated on, he suffered permanent damage to his arm.

Since then, Derek has worked with a group of doctors to revise the current First aid at sea course for fishermen. He has also been campaigning for better safety standards in the industry. And, although he has a lifetime disability, he's still a fisherman. 'The RNLI isn't just there to rescue people – it's an organisation working hard trying to show that there are safer ways of doing things at sea,' says Derek. 'The charity's new fishing safety DVDs, for example, are fantastic training tools. The RNLI does a superb job for the UK fishing Industry for which we are eternally thankful.'

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... FROM THE FISHERMAN

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*'I don't think the RNLI gets enough credit for what it's doing to improve fishermen's safety.'*

*Derek Cardno, Fisherman*

More people are benefiting from lifesaving safety advice provided by the RNLI, whether they use the sea for work or leisure. The charity has a clear Vision: to end preventable loss of life at sea. To realise that Vision, we're committed to preventing sea emergencies, as well as responding to them.

Last year, volunteer lifeboat sea safety officers continued to offer advice to leisureboat users and carried out SEA Checks on their vessels. These are free, informal sessions that give sea users more information on emergency procedures and equipment. In 2010, 883 SEA Checks were delivered.

Young beach users also boosted their safety knowledge thanks to a range of RNLI programmes. More than 17,300

children and young people took part in Beach to City in 2010, meeting RNLI lifeguards in inland city schools and learning about beach hazards in a fun, memorable way. On the coast, lifeguards gave 4,300 children a taste of beach lifesaving in Hit the Surf.

The RNLI's Education presenters also visited schools around the UK and RoI, giving safety messages and raising awareness of the charity. They spoke to nearly 200,000 children.

Those working in the world's most hazardous industry benefited from RNLI safety materials in 2010 too. The RNLI released a new range of fishing safety DVDs, and continued to provide fishermen with advice and demonstrations.

To all those who helped prevent the loss of life at sea in 2010: **thank you.**





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... FROM THE COXSWAIN

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*'We've gone from having a 20-year-old lifeboat and 75-year-old boathouse with no facilities to a 25-knot vessel and a modern lifeboat station. We're so grateful.'*

*Peter Huxtable MBE, Shoreham Harbour Lifeboat Coxswain*

In 2010, the Shoreham Harbour lifeboat crew launched their Tamar class lifeboat for the first time, from a new, well-equipped station. The RNLI is committed to designing, building, maintaining and repairing operational equipment and shorework facilities that help save lives at sea.

For years, the Shoreham volunteers had been getting changed into wet kit in a leaking old boathouse. But, thanks to generous donations, the RNLI was able to build a new station and slipway capable of housing and launching a Tamar class lifeboat. The building also has crew training space, a changing room and proper drying facilities. It was one of 12 major shoreworks projects that updated or replaced lifeboat

station and lifeguard facilities in 2010.

The Shoreham Tamar class was funded with the help of a £1.2M legacy from the late Enid Collett, and is named after her. 'This new boat goes further, she goes faster, she's more manoeuvrable, has more space for survivors and more kit. She's a safer, superb lifeboat,' adds Coxswain Huxtable. Four Tamars were built in 2010 as part of the RNLI's commitment to updating its fleet. Eight Atlantic 85 inshore lifeboats and 14 D class inshore lifeboats were also placed on service.

The RNLI's volunteers need the right equipment and facilities for their difficult and sometimes dangerous task – to those who helped give it to them: [thank you](#).

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... FROM THE SURVIVOR

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*'I would like to sincerely thank the voluntary crew at Arklow for dropping everything in their personal life to save my life and that of my sister.'*

*Brian O'Carroll*

Brian and his sister were two of 8,313 people rescued by the RNLI's lifeboat crews during 2010 – that's more than any other year on record. More than 4,600 volunteers were on call, 24 hours a day, ready to launch from 235 lifeboat stations in the UK and RoI.

Those volunteers gave up their time to prepare for rescues, as well as carry them out in earnest. Training is essential if the RNLI's crew members are to save lives at sea safely, quickly and efficiently, especially as the percentage of those with professional maritime experience is decreasing. When those Arklow lifeboat volunteers launched, pulled Brian and Kate from the sea and gave them immediate medical care, they were putting hours and hours of crew training into practice.

All lifeboat crews hone their skills with regular training sessions at their stations. This training is supported by visits from RNLI mobile training units, distance learning courses and attendance at the RNLI's Lifeboat College in Poole, Dorset. In 2010, 1,321 lifeboat crew members were trained at the College.

The lifeboat crew members aren't the only station volunteers essential to saving lives at sea. More than 3,000 shore helpers and station management were on hand in 2010, running the stations, enabling launches, and ensuring that the lifeboats were recovered and ready for their next service.

To all those who gave up their time to keep our lifeboat service going throughout 2010: **thank you.**





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Brian O'Carroll and his sister Kate were sailing a dinghy off County Wicklow in August 2010 when the weather and conditions changed dramatically and they capsized. Brian got back aboard, but he could not reach his sister, who was still in the water. After repeated capsizes, he decided to try and swim to her. He did not expect either of them to survive. Luckily, someone walking on the cliff top saw the drama and rang the Coast Guard, who alerted Arklow lifeboat crew. Within minutes, the volunteers launched and pulled the extremely cold pair from the water. 'I will never forget their kindness and professionalism in our time of dire need,' says Brian.

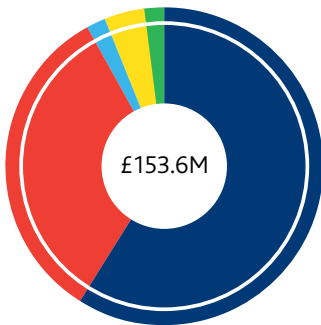
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## 2010 FINANCIAL YEAR

### INCOME

2010 was again a challenging year for the RNLI's fundraising as the UK and RoI's difficult economic conditions continued. Nevertheless, following the excellent work of our fundraisers, raised voluntary income at £51.5M fell just £0.3M short of 2009. Legacies, too, were down on the prior year by £3.1M at £90.6M. Investment income reduced by £1.6M after investment strategy changes into pooled funds, and net merchandising and other trading was down by £1.0M, but lifeguarding and other income was up by £0.4M. Overall, total net income was down by £5.5M on 2010.

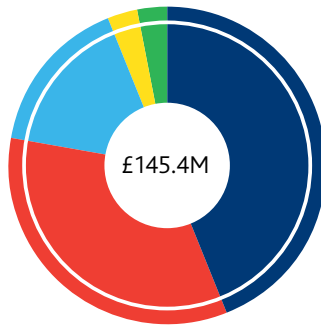


■ Legacies	59%
■ Raised voluntary income	33%
■ Net investment income	2%
■ Net merchandising and other trading	4%
■ Lifeguarding and other income	2%

### REVENUE EXPENDITURE

Overall revenue expenditure at £145.4M was reduced by £2.3M on the prior year, in spite of a small increase of £0.4M in rescue as we continued our expansion of lifeguarding.

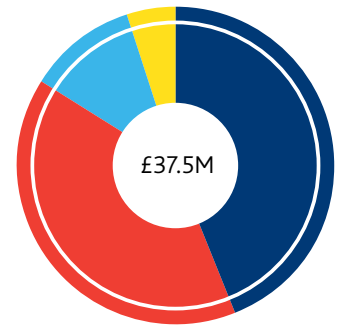
Expenditure was down on 2010 in the cost of generating voluntary income £0.6M, prevention £0.6M, operational maintenance £1.0M and innovation £0.4M, in part following poor weather at the start and end of the year, and also as a result of savings across the board following the launch of the RNLI's Lean programme in May 2010.



■ Rescue	44%
■ Operational maintenance	34%
■ Cost of generating voluntary income	16%
■ Prevention	3%
■ Innovation	3%

### CAPITAL EXPENDITURE

We continued our programme of replacing and improving our lifeboats and lifeboat stations in 2010 with total capital expenditure of £37.5M, down £5.1M from last year's high levels. Our shoreworks programme was held back by difficulties with planning consents, and the adverse weather conditions at both the beginning and end of the year. We also withdrew £11.6M from our investments during the year to fund this work. In all, we added 4 new Tamar all-weather lifeboats, 22 inshore lifeboats and completed 12 major lifeboat station projects.



■ Lifeboat stations	44%
■ Lifeboats and launching equipment	40%
■ Other plant and equipment	11%
■ Other operational property	5%

Income and expenditure is shown net of the cost of merchandising and other trading (£8.7M) and investment fees (£1.2M).

This summary is intended to give an understanding of the overall financial position of the RNLI for 2010 and has been taken from the full audited accounts for the year ended 31 December 2010. Please contact RNLI Headquarters to receive a copy, or download from the website at [rnli.org.uk](http://rnli.org.uk).



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## THANK YOU

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**The RNLI would like to thank the thousands of individual supporters and organisations who made our lifesaving work possible in 2010. Here are just some of them:**

### LEGACIES

The RNLI is grateful for all legacies, whatever their size. These gifts are essential in enabling us to continue saving lives well into the future. In fact, six out of ten lifeboat launches are only possible thanks to gifts left to the RNLI in Wills.

Legacies received in 2010 included that of Mrs Beryl Shone of Kelsall, Cheshire, who was a lifelong supporter. Her bequest of £1,000 is for the institution to use wherever the need is greatest.

Mrs Dorothy Yates of Sheerness, Kent, bequeathed a 3% share of her estate. Her gift of £9,100 is for the general use of the RNLI.

A £500 legacy from Miss Joan Phillips of Cullercoats, Tyne and Wear, was for the benefit of Cullercoats Lifeboat Station. Miss Phillips was from a long line of local fishing families and was a faithful RNLI supporter.

### MEMBERS AND SUPPORTERS

Mr Jimmy Wood, for his generous and continued support of the RNLI.

The Lowrey family, for their generous donation to our lifesaving work.

Mr L Earl, for his generous support of Weymouth Lifeboat Station.

Chantal Carr attempted to swim the English Channel in 2010 to raise money for the Forever by the Sea fund she has set up in memory of her father, Bob Wollett. So far she has raised over £4,200.

Mr P Parkin, for his generous contribution towards running costs at Scarborough Lifeboat Station.

Mrs J Roberts, who has shown generous support for the lifeboat crew at Selsey.

Mrs Sheila Peters, who continues a long family tradition of supporting the RNLI and has generously funded the new D class lifeboat at Calshot.

Dr Jack Kelly for his continuing generous support for the charity.

Miss CM Moore, for her generous support for the RNLI.

Mrs K Hurley MBE, for continuing her support of the RNLI by funding an E class lifeboat to serve on the River Thames.

Mrs I Rawlins, for funding a D class to be stationed at Trearddur Bay.

Mr and Mrs Watson, for funding a future D class lifeboat for the relief fleet.

Mrs P Bird, for her generous support in funding the next Bude inshore lifeboat.

Miss A Wilson, who made a generous donation in memory of her mother Jean Keppie.

Mr RG Daws, for generously providing the funding for the next Torbay inshore lifeboat.

### ORGANISATIONS

All those involved in the Brawn Lifeboat Challenge. They included Ross Brawn, his team and participating company teams from Barclays, Capital International, Charles Russell, Clifford Chance, John Lewis, Lloyd's Register, M&G, Southern Electric and Zurich. They each played a part in raising a total of £360,000, beating the challenge target by £10,000. The team from Zurich raised the most, an impressive £84,000.

The co-operative food staff and customers for smashing the '90 Day Challenge' fundraising target of £90,000 in Scotland, Northern Ireland and the Isle of Man – they raised £190,198.

The Recycling Factory for helping to develop the RNLI Recycling Scheme and helping to raise over £130,000 from the recycling of mobile phones, old toner and inkjet cartridges in only their second year of working with the charity.

Local Community Recycling Services Limited for establishing the RNLI's textile recycling scheme in 2010 and raising over £110,000.

SSE for funding volunteer crew training at Lowestoft, Southwold, Aldeburgh and Harwich Lifeboat Stations for 3 years with a £300,000 donation.

The passengers and crew of Fred. Olsen Cruise Lines for their

continued generosity and support of the RNLI's work. They generated in excess of £79,000 towards RNLI crew training, through various fundraising activities and new travel partnership.

Talisker for their support since 2008 and especially for raising over £75,000 for the RNLI throughout 2010 by producing a limited-edition gift pack and supporting *Offshore* magazine.

Tool Station for the company's and employees' dedication to the partnership with the RNLI Flood Rescue Team.

Southern Water for raising over £70,000 for the RNLI since January 2010 through charity balls and horse-racing days.

Goodyear for their support of the RNLI Beach Safety programme. This included sponsorship of the Beach Safety roadshow.

Foresters Friendly Society for choosing the RNLI as the beneficiary for the High Chief Ranger's Appeal.

Bishop Skinner Marine for their continued support over the last 10 years. In 2010 they raised over £60,000 by offering discounted marine insurance to supporters and donating 2.5% of these policy premiums to the RNLI. They have now raised over £500,000 during the course of the partnership.

New Covent Garden Soup for their support over the first year of partnership with the RNLI.

Lamb's Navy Rum for their support of the RNLI through an on-pack competition on their bottles of rum, raising £25,000.

### TRUSTS AND FOUNDATIONS

The Lloyd's Register Educational Trust, for their very generous ongoing support for sea survival training.

The Laurence Misener Charitable Trust, for funding a relief D class lifeboat.

The Tesco Charity Trust, which donated £15,000 towards a new RNLI lifeguard tower.

The Freemasons' Grand Charity, which donated a further £24,000 towards the costs of probationary crew training.

The Binks Trust, for their generous support.

The Santander Foundation, for fully funding Hit the Surf, a children's safety education programme, in Sunderland.

The City Bridge Trust, for their continued and generous support of lifeboat crews on the Thames.

The Samuel & Freda Parkinson Charitable Trust, for kindly funding the refit of the D class lifeboat at Workington.

The Gay & Peter Hartley's Hillards Charitable Trust, for their continued support for Scarborough, where they have once again funded the station's new D class lifeboat.

The Bill Butlin Charity Trust, for their generous support towards Cowes Lifeboat Station crew changing room.

The Hobson Charity, for their generous support for crew training.

The Hamer Charitable Trust, for their generous support for the RNLI.

The Estate of David Smyth, for their generous support of the refit of the Walmer inshore lifeboat *Duggie Rodbard*.

The Dulverton Trust, for their ongoing generous support for crew training.

The Robert Hall Foundation, for their generous support for the relief D class *Ole Schroder*.

### RNLI HERITAGE TRUST

Renaissance in the North East, which contributed £5,000 to the RNLI Grace Darling Museum, Bamburgh, for a community engagement project. This aimed to boost visitor numbers to Bamburgh and the museum in the low season.

Foresters Friendly Society for sponsoring the RNLI Heritage Trust for 12 months.

### SOS DAY

To all our supporters, for taking part in the RNLI's biggest fundraising day, raising over £500,000 in 2010.

### PAYROLL GIVING

All those who donated to the RNLI through Payroll Giving. Your regular support is greatly appreciated.



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