

Cherry Lodge Cancer Care



ANNUAL
REPORT
2010

Mission Statement

Cherry Lodge Cancer Care (CL) exists to enhance and complement the support offered to people living with cancer, their carers, family and friends, within North London and the surrounding area.

There is no catchment area.

The charity was established by a group of health care professionals and others with personal experience of cancer. The objective is to provide a care and support service for those on a cancer journey by providing easy access to specialist information, support, comfort and complementary therapies. The aim is to improve a person's quality of life, provide well-being and encourage a stronger resolve for self-help.

The service is designed to be person-centred, non-judgemental and available to all in need, completely free of charge.

Trustees' Annual Report

For the period January – December 2010

STRUCTURE, GOVERNANCE AND MANAGEMENT

The governing document, the constitution, was adopted on 9th March 1992.

Composition of Board:

Sarah Armitage

Dr Margaret Clark (Chairman)

Dr Katherine Edwards

Graham Fillingham

Pat Findon (Vice Chairman)

Adrian Herzmark

Carole Manning
(replaced Colin Moor, who
resigned in January 2010)

Ruth Midgley

Atul Kariya (Hon Treasurer)

Staff Members:

Theresa Bowman
(Head of Fundraising)

Michelle Christie
(Cancer Information and
Support Secretary)

Fiona Kiddle
(Macmillan Cancer
Information Nurse)

Kirsty Mabb
(Macmillan Outreach Cancer
Information Nurse)

Tina Papasavva
(Charity Administrator)

Sue Rose (Macmillan Home
Visiting Manager).

Lorraine Glenn
and Kate Murphy
(Job share Shop Managers
from August 2009)

Patrons:

Sir Sydney Chapman
Janet Doyle

Lady Pamela Kalms OBE

Dame Helen Mirren

Aubrey Rose, CBE

Julia Somerville

Peter Tether

The Right Hon. Theresa Villiers
MP (from July 2010)

Dr Kulsum Winship

Medical Patrons:

Dr Philippa Curran

Dr Sian Davies

Dr Rob Glynne-Jones

Dr Andy Nicol

Professor Hilary Thomas

Professor Stephen West

Dr Robert Winter

Since January 2009 Macmillan Cancer Support has funded the Outreach Cancer Information Nurse and in 2010 increased its funding so that Kirsty Mabb is now able to work for 28 hours per week as cancer is unfortunately increasing – its incidence has doubled in the last 30 years and no let-up is predicted. The post of Cancer Information Support Secretary (30 hrs per week) was created to assist the nurses with administration, such as organising appointments for the members (those people attending CL are known as members, as opposed to patients, clients or users of the Service), providing the monthly programme and updating of the website which is now done in-house by Michelle Christie and Tina Papasavva. In addition they are responsible for maintaining the social networking site Face book. The nurses are thus able to make the best use of their time by seeing new people and their families and providing telephone support when necessary.

There are close links with local hospitals, general practices and hospices, as well as several of the teaching and specialist London hospitals. Partnership in some fundraising activities has long been established with North London Hospice and more recently the children's hospice Noah's Ark (now also based in Barnet) has come on board.

All Trustees give their time voluntarily and receive no remuneration or other benefits from the charity.

Objectives and Activities:

As outlined in the Mission Statement, the provision of support and information complementing the treatment and care received from the NHS and other agencies is the major objective. Fortunately, CL is also able to offer support services to the carers and families of people on their cancer journeys as they have their own special needs. In planning activities for the year the Trustees kept in mind the

Charity Commission's guidance on public benefit. Accordingly the major focus is to supplement and support people with cancer whenever they require this. Time is a resource which can be readily offered and because of the unpleasant nature of many cancer treatments, the Charity has been able to improve patients' compliance in attending their hospital appointments, treatments and investigations by helping to minimise side effects, by providing access to, for example, acupuncture, and reflexology.

Additional Details of Objectives and Activities:

The diagnosis of cancer is often devastating and many people, frequently in positions of responsibility and authority, lose confidence in themselves which in turn has an adverse effect on their employer, work colleagues and family. CL offers counselling programmes involving emotional and psychological support: those receiving this service have spoken of great benefit being obtained. This is an area highlighted by the Department of Health as an important, and often unfulfilled, need. CL thus benefits the community by addressing this issue.

Volunteers:

An enormous contribution to the smooth running of CL is made by volunteers who take on a variety of roles, such as reception, attending "drop-in sessions", assisting with financial monitoring, IT, statistics, home visiting and fundraising. Most of those providing complementary therapies at the various drop-ins are volunteers, though some therapists offering long sessions are remunerated. All are qualified and insured.

Groups:

These provide an opportunity for people with cancer, their carers and families, to meet others in a similar position, exchanging experiences and developing a net-

work of support within a safe environment. These groups include weekly "drop-ins" on Tuesday morning, concluding with a relaxation session and two evening "drop-ins" per month on Thursdays. The latter allows people who have returned to work, or wish to bring a partner, the opportunity to attend.

There are also various exercise classes, such as Quigong, Yoga and Pilates. Many people become depressed at being ill and are thus unable to join in physical activities. These classes are a way of regaining not only fitness, but also confidence and gently prepare those attending for their journey back into ordinary life. Lots of people have subsequently participated in running events, climbing, water skiing and skydiving. It has given them great satisfaction to obtain sponsorship and raise funds for the Charity.

There are three site-specific cancer support groups facilitated by the Macmillan Cancer Information Nurse. They are for lymphoma and ovarian cancers, and, new this year, is a group for men with problems as a result of prostate or testicular cancer. It was set up by Fiona Kiddle, aided and abetted by one of our members and with additional support from a local Consultant Urologist. After much soul searching this group was named "Men Down Under".

The benefits outlined above confirm that the Charity serves the various needs of people with cancer, their carers and family members.

Howard House, 23 Union Street:

23 Union Street is now established as Howard House in fond memory of Kirk and Beryl Howard whose bequest enabled the acquisition of the house. They wanted CL "to go on and on" and would, undoubtedly, be delighted with what has happened. The members, trustees and staff now feel that the future of CL is much more secure.

Fundraising:

By 2010 the recession was affecting everyone and charities, especially, lost out because grant-giving Trusts rely on the interest on their invested capital for donating funds, as well as individuals and organisations having less money available to give to charities.

The CL charity shop has proved to be a great success and is generating an average income of £5,000 per month. Its situation in the centre of Barnet brings CL into close contact with the local community who donate as well as buy goods and are a source of volunteer assistants. This is an additional outlet for our information leaflets to be displayed, thereby reaching more people. The shop is staffed by two managers on a job-share basis, assisted by many volunteers, with Theresa Bowman, Head of Fundraising being in overall charge.

Meanwhile fundraising efforts include staging events, sponsorship of athletic endeavours, donations in response to the Chairman's annual appeal and, increasingly, contributions directly to the charity in lieu of Christmas cards, flowers at funerals, birthday and anniversary presents. CL is indebted to organisations, Sports and Rotary Clubs for raising money on the Charity's behalf, as well as those individuals who organise and run fundraising events for us. A special mention should be made of a football tournament in May each year, run by one of our supporters who works in the oil industry and whose colleagues pay handsomely for the privilege of playing on the hallowed turf at Chelsea football ground. This has raised many thousands of pounds. The past four summers have seen Barnet's answer to Glastonbury in the form of a "Summer Soulstice", held in memory of a young man who died of cancer. This annual event draws in the local community in huge numbers and raises awareness of cancer and CL's services, as well as many thousands of pounds.

Helpful links have been forged with the John Lewis Partnership, as well as with Sainsbury and Waitrose supermarkets. Financial support has been obtained as well as goods, such as providing crockery etc. for Kirsty Mabb's outreach drop-in centre and in return they have received cancer information sessions and some therapies.

Achievement and Performance

Summary of main achievements of the Charity during the year 2010.

Home Visiting: continues to assist people by providing trained volunteers, who befriend people with cancer, under the guidance and supervision of the Macmillan Home Visiting Manager. Loneliness and isolation are often associated with illness and this branch of the service helps people regain confidence to, once again, play their part in the wider community.

One to one support is given to people living with cancer, whether in their own home, in hospital or hospice. Volunteers can help in the following ways: accompanying people to hospital appointments; by giving a carer some respite; by providing companionship; sharing interests; talking about personal concerns and helping to regain confidence – for an average of an hour or so a week, depending on need.

From January to December 2010, 284 such contacts took place, varying from telephone support to a 2-4 hour visit on a weekly or fortnightly basis. Currently there are 20 active volunteers and Sue Rose, the Home Visiting Manager, is responsible for assessments, volunteer selection and supervision. Together with Fiona Kiddle they devise and run the CL Volunteer Induction and Listening and Responding courses.

Macmillan Outreach cancer information nurse: Kirsty Mabb, the person in post, makes a huge difference in the most deprived area

of the Borough of Barnet, which is home to many ethnic minorities, asylum seekers and homeless people. She holds "healthy living" surgeries at nine different community venues. The benefits to this section of the community have been marked, especially through encouraging the uptake of screening tests and appointments. Simple health checks, such as blood pressure measurements and dietary advice help forge links with an improved rapport amongst the more marginalised members of the local community. Better lifestyle and general health result from these interventions.

The outreach work continues apace, with 814 people able to access specialist information and support: 226 of these were seen for the first time at the various sites during 2010, with 588 being follow-up visits. Stalls at the Multicultural day held at West Hendon, and a health information day at Sangam, Burnt Oak, generated further enquiries. Talks on the work of CL and cancer awareness have also been given in the Borough, leading to several new members joining CL. Now that her hours of work have been increased, Kirsty Mabb has been able to visit old people's day centres and carry out valuable cancer prevention information sessions. With the help of an enthusiastic member, a new outreach support group (Sunflower Group) meets monthly on a Tuesday evening in Burnt Oak, in the Borough of Barnet. The ever-popular massage sessions continue to take place at some of the Outreach venues and those benefiting, to show their appreciation, have undertaken their own fundraising to help pay for this service.

Annual General Meeting:

This was held on Tuesday 18th May 2010 when 31 people attended. The annual Report and Financial Statements were presented and questions were taken from the floor. Staff, Trustees and Volunteers were

all thanked for their hard work and commitment throughout the year. Following on from the business part of the meeting the guest speaker Linda Nixon, Macmillan Development Manager LASER Region was introduced by Fiona Kiddle. The very detailed presentation concentrated on cancer survivorship. The initiative aims to improve the ongoing services and support for those living with and beyond cancer – currently 2 million people in the UK. This number is predicted to grow by over 3% per annum, reflecting the increasing incidence of cancer, together with improved survival rates. The aim is, by 2012, to have taken the necessary steps to ensure survivors get the care and support they need to lead as active and healthy a life for as long as possible. This is a partnership between the Department of Health and Macmillan Cancer Support and is co-chaired by the National Cancer Director Professor Mike Richards and the Chief Executive of Macmillan, Ciaran Devane.

Statistics for 2010:

The number of new people who visited CL was 245, a 13% increase on 2009. The total number of people attending the weekly morning drop-ins and the bi-monthly evening drop-ins was

1,634. A total of 1,691 people received complementary therapies. There was a cancellation rate of 17%, reflecting interruptions by hospital appointments, sickness and the very severe weather conditions in November/December 2010.

Services:

Below is a list of services offered and the number of people attending booked therapies:

Acupuncture 529; Counselling 118; Emotional and Psychological Programme 162; Homoeopathy 63; Indian Head and Neck Massage 31; Back Massage 117; Reflexology 449; Reiki healing 150.

Short sessions at drop-in were as follows:

Acupuncture 298; Indian Head and Neck Massage 192; Manicure 50; Back Massage 206; Reflexology 263, Reiki healing 250; Spiritual Healing 191; Nurse consultations 52, with 132 people attending for purely social reasons.

The Future:

As far back as December 2007 the Department of Health Cancer Reform Strategy stressed that the problem of long-term survival

of people with cancer needs to be addressed. CL has always had the policy that “once a member always a member”, in other words people from diagnosis through and beyond their treatment are and remain welcome. The benefit to the rest of the community is obvious: it is a huge boost for a newly diagnosed person to meet someone who has lived many years following their initial diagnosis and is, to all intents and purposes, leading a normal, active life.

CL will continue to develop services, extending especially into the community. Some therapies already take place in people’s homes and it is hoped to develop policies and procedures so that this work can expand further into the community in a safe and appropriate manner.

Declaration:

The Trustees declare that they have approved the Annual Report

Signed on behalf of Trustees

NAME

SIGNATURE

POSITION

DATE

These summarised Accounts may not contain sufficient information for a full understanding of the financial affairs of the charity. A full set of the audited Accounts is available from Cherry Lodge. The Accounts have been given an unqualified audit report.



Hadley Trust

Macmillan Cancer Support

Cherry Lodge is grateful to those who have provided financial support during the year.

Significant grants have been received from:

The charity is largely reliant on its own resources to generate the necessary funds.

Auditors Yianni Neil & Co
Everlast House
1 Cranbrook Lane
New Southgate
London N11 1PF

Solicitors Curry Popeck
380 Kenton Road
Kenton, Harrow
Middlesex HA3 8DP

Bankers CAF Bank Ltd
Kings Hill
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Cherry Lodge Cancer Care Ltd is a charitable company limited by guarantee.
Registered charity number 1011629 Company registration number 2700192

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