

# Cherry Lodge Cancer Care



ANNUAL  
REPORT  
2014

## Mission Statement

**C**herry Lodge Cancer Care (CL) exists to enhance and complement the treatment offered to people living with cancer, their carers, family and friends, within and around the London Borough of Barnet and South Hertfordshire.

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

The service is designed to be person-centred, non-judgemental and available to all in need, on request, completely free of charge for as long as it is required.

## Trustees' Annual Report

*For the period January – December 2014*

### STRUCTURE, GOVERNANCE AND MANAGEMENT

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

#### Composition of Board:

Sarah Armitage (Vice Chairman)  
Roger Bailey  
Dr Margaret Clark (Chairman)  
Dr Katherine Edwards  
Pat Findon  
Catherine Hart  
Adrian Herzmark (sadly died in November 2014)  
Carole Manning (Hon Treasurer)  
Ruth Midgley

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

#### Staff Members:

Carol Coles (Cancer Information and Support Secretary)  
(Lorraine Takaira from September)  
Annys Douglas (Assistant Manager Barnet Shop)  
Daryl Forster (Borehamwood Shop manager)  
Terri Forster (Borehamwood Assistant Shop Manager)  
Fiona Kiddle (Macmillan Cancer Information Nurse)  
Kirsty Mabb (Macmillan Outreach Cancer Information Nurse)  
Carole McCarthy (Fundraising Co-ordinator)  
(Barbara Moody from September)  
Tina Papasavva (Charity Administrator)  
Yvonne Shield (Macmillan Home Visiting and Volunteer Co-ordinator)

Maria Stylianou (Assistant to the Shop Managers).

Nicole White  
(Barnet Shop Manager)

#### Patrons:

Sir Sydney Chapman (sadly died October 2014)  
Janet Doyle-Blunden  
Lady Pamela Kalms OBE  
Dame Helen Mirren  
Aubrey Rose, CBE  
Julia Somerville  
Peter Tether  
The Right Hon. Theresa Villiers MP

#### Medical Patrons:

Mr Muhammed Al-Dubaisi  
Dr Philippa Curran  
Dr Sian Davies  
Dr Rob Glynne-Jones  
Dr Andy Nicol  
Professor Hilary Thomas  
Professor Stephen West  
Dr Robert Winter

Those attending CL are known as members, as opposed to patients, clients or service users.

Macmillan continues to fund welfare benefits advisors. Not all employers are sympathetic or prepared to be flexible and the spectre of unemployment or redundancy looms large. People with cancer have extra expenses, for example, travelling for treatment and the cost of special diets should they be recommended. This extra assistance from welfare benefits advisors can greatly reduce the stress of worrying about financial matters and their professional approach takes away the difficulty of navigating around the complexities of the benefits system when feeling ill.

There are close links with local hospitals, general practices and hospices, as well as several of the teaching and specialist London hospitals.

### **Objectives and Activities:**

In planning activities for the year the Trustees have kept in mind the Charity Commission's guidance on public benefit. 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. 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, as well as the specialist information and support provided by the CL nurses.

### **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, but unfortunately less available in the community due to financial reduction in funding of counselling services in general. Therefore, CL is able to benefit the community by addressing this issue and has recruited extra counsellors.

Hair loss associated with chemotherapy is distressing and CL provides a hairdressing service twice a week with the benefit of one-to-one in a confidential setting. Additionally, Wig and Scarf workshops are put on from time to time.

### **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 network of support within a safe environment. These groups include weekly "drop-ins" on Tuesday morning, attended by 20-30 people each week, concluding with a relaxation session and two evening "drop-ins" per month on Thursdays, where between 10-15 people join. These evening sessions allow people who have returned to work, or wish to bring a partner, the opportunity to be present.

There are two exercise classes, Quigong and Yoga. These are held at St Marks Church Hall, Potters Road, Barnet. 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. Recent guidance for prevention of recurrent cancer emphasises the role of exercise so members are also encouraged to join in local walking groups.

The CL Singing Group, consisting of staff, members and volunteers, under the new leadership of guitar playing Liz Menezes from DaCapo

Music Foundation in Barnet (accompanied by Jean Middlemiss on the keyboard) – continues to be popular. The membership continues to be around 30 and over the year 15-20 people attend regularly. A lot of fun and laughter takes place but, as 2014 was the 100th anniversary of the Great War, several of songs from that era were incorporated in the repertoire. Several public performances have again taken place; at the Summer and Christmas Fairs, the Lights of Love and also in the Courthouse Park, John Lewis and Fenwick's at Brent Cross and Sainsbury's in Hendon. There are well-documented social and health benefits associated with singing in a group. This venture has proved to be enthusiastically supported and enjoyed by the participants.

There are three site-specific cancer support groups. They are for lymphoma (under the umbrella of the Lymphoma Association), ovarian cancer, and a group for men (Men Down Under) with problems resulting from prostate or testicular cancer. All groups are facilitated by one of our Macmillan information nurses, aided and abetted by the members themselves who are quite amazing in their reception of new members.

The Charity, as outlined above, is most certainly striving to serve the various and, often, complex needs of people with cancer, their carers and family members.

### **Fundraising:**

The Barnet and Borehamwood CL charity shops have proved to be a great success. Their situation in the town centres brings CL into close contact with the local community who donate as well as buy goods and are a source of volunteer assistants. The shops are an additional outlet for information leaflets and event flyers thereby reaching more people. The shops are staffed by whole time managers, together with part time assistant managers and supported by many volunteers. 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 for raising money on the charity's behalf, as well as those individuals who organise and run fundraising events.

What has now become an annual event (this year was the 8<sup>th</sup>) is the Summer Soulstice (Barnet's answer to Glastonbury). This is held in memory of Andy Weekes, a young man who died of cancer, although he was never a member of CL. This annual event draws in the local community in huge numbers and raises awareness of cancer and CL's services, and has raised tens of thousands of pounds – this year £31K. This money is sponsoring the CL van (bearing both CL and Summer Soulstice's logos) as well as the Outreach Nurse's salary. A room at CL was dedicated to the memory of Andy Weekes and now sports a very colourful door and a lovely photograph of Andy.

Helpful links have been forged with the John Lewis Partnership, as well as with Sainsbury's supermarket in Hendon and Fenwick's at Brent Cross. Financial support has been obtained as well as goods and their staff, in return, have received cancer information sessions and some therapies. Ladbrokes has nominated CL as their charity for the year.

"Girlies Raising Hope" continue to put on events and produce goody bags of organic body care products which are distributed to both male and female new members when they first see one of our nurses. So, in contrast to the usual meeting with the health care professional, when appointments for possibly unpleasant treatments are made, they are given these presents which will hopefully provide a sense of well-being.

## **Achievement and Performance**

*Summary of main achievements of the Charity during the year 2014.*

### **Macmillan Home Visiting, Befriending and Complementary Therapies.**

Currently there are 25 active befrienders visiting 12 befriendees at home. The purpose of home visits varies from keeping members

company to accompanying them to medical appointments or going for a coffee, for a change of scenery, and giving the carer a break.

Close supervision is given to all volunteers every three (3) months, with the opportunity for continuing training, personal development and to ensure the volunteers are equipped with the necessary skills to deal with often difficult situations and dilemmas.

### **Website ([www.cherrylodgencancercare.org.uk](http://www.cherrylodgencancercare.org.uk)).**

This year has seen the re-birth of the CL website facilitated by webmaster Dan Orchard (Barnet Rotary) with Ruth Midgley (Trustee) as web editor and Freddy Kater as volunteer reporter and photographer. The site not only looks attractive and colourful, but is informative and kept up-to-date with planned and recently held fundraising events.

### **Report on volunteering at CL.**

Cherry Lodge recruits volunteers for various roles and there were three (3) induction days, resulting in a further 32 volunteers joining the team. The current numbers are: 34 therapists; 25 receptionists; three (3) drop-in helpers; four (4) counsellors, three (3) admin assistants; a librarian; a yoga teacher, six (6) van drivers with two (2) assistants; 27 shop volunteers at Barnet, (ten (10) temporary), and 19 at Borehamwood. The shops have benefited from young people on 2-week work experience placements, as well as volunteers provided by the local Jobcentre.

A new project during 2014 was a make-up demonstration to make members look good and feel better.

The generosity of all our volunteers helps to ensure CL is able to offer a wide variety of services to its growing number of members

### **Macmillan Outreach cancer information nurse:**

The Outreach Nurse makes a huge difference to a most deprived area of the Borough of Barnet, which is home to many ethnic minorities, asylum seekers and homeless people.

The Service has continued apace, with 892 people accessing one of the "Health and Wellness" sessions during 2014. These sessions are

provided at a total of 10 different community venues, throughout the borough of Barnet, several of which are threatened with closure, or face a reduction in staff and opening hours.

Of the people seen, 358 were men, and 537 women. There were 190 carer contacts. Interactions include group encounters, one-to-one sessions, follow-ups and telephone contacts.

A total of 166 sessions of Outreach massage and reflexology have been given at three (3) venues: The Anand Centre, Barnet African Caribbean Association and Barnet Asian Older People's Association (BAOPA). Thanks to volunteer Julie Cosgrove, who has provided 30 sessions of Indian head and neck massage. This is an invaluable service, as it has prevented people from having to travel to CL, thus alleviating pressure on the already burgeoning waiting lists for therapy.

The monthly Cancer Carers Support group continues to meet in Barnet Carers Centre. This has a small but regular membership, offering respite, relaxation and a listening ear to the often stressed-out family carer/friend.

Cherry Lodge's link with the monthly Sunflower Cancer Support group in Burnt Oak continues. This group serves the Edgware, Burnt Oak, Colindale, Mill Hill and Hendon areas, providing information, speakers, exercise and therapies to an average monthly attendance of 20 people.

### **Ethnicity Report:**

<i>Asian/Asian British</i>	481
<i>Black African/Caribbean/British</i>	131
<i>White British</i>	118
<i>White Others</i>	162

A final benefit from the outreach service, is the *FREE* offer of a variety of venues for fundraising events-for which we are very grateful.

### **Annual General Meeting:**

This was held on Tuesday 13th May 2014, when 40 people attended. The annual Report and Financial Statements were presented and questions 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 Annual Lecture, entitled Facing the Challenge of Change, was given by Fiona Kiddle. She described how she and Caroline Teehan, from Barnet Hospital, jointly run a post-treatment course, consisting of six (6) half days three (3) times a year. The topics covered are: Coping with your Emotions; Stress Management Skills; Employment and Welfare Benefits; Diet and Nutrition; Exercise and Complementary Therapies. An average of eight (8) people attend: it is much in demand as it is helpful for people adjusting to life after cancer treatment.

### Overall Statistics for the Centre during 2014:

<b>New Members</b>	202
<b>Booked complementary therapy appointments</b>	2,454
<i>Of which acupuncture</i>	988
<i>Drop-in therapies</i>	1,596
<b>Group activities:</b>	
<i>QuiGong (weekly)</i>	206
<i>Yoga (weekly in term time)</i>	162
<i>Singing Group (fortnightly)</i>	600
<i>Lymphoma Group (6-weekly)</i>	70
<i>Men's Group (6-weekly)</i>	64
<i>Ovarian Group (6-weekly)</i>	48
<b>Individual appointments:</b>	
<i>Benefits Officer</i>	21
<i>Nurse appointments</i>	223
<i>Counselling</i>	271
<i>Emotional and Psychological Programme</i>	53
<i>Indian Head and Neck Massage</i>	15

<i>Massage</i>	222
<i>Reflexology</i>	601
<i>Reiki Healing</i>	236
<i>Spiritual Healing</i>	68

On average 150-200 people access the Centre each week. Statistical collection is not perfect but two very reliable volunteers continue painstakingly to enter data onto the computer.

### New Member Cancer Type:

<i>Bladder</i>	3
<i>Brain</i>	6
<i>Breast</i>	75
<i>Cervix/Uterus/Vulva</i>	10
<i>Colon/Rectum</i>	16
<i>Head/Neck</i>	2
<i>Kidney</i>	6
<i>Liver</i>	1
<i>Lung</i>	14
<i>Lymphoma</i>	7
<i>Melanoma</i>	3
<i>Myeloma</i>	1
<i>Unknown Primary</i>	7
<i>Oesophagus</i>	1
<i>Other</i>	13
<i>Ovarian</i>	8
<i>Pancreas</i>	2
<i>Prostate</i>	18
<i>Stomach</i>	6
<b>Ethnicity Report:</b>	
<i>Asian/Asian British</i>	12
<i>Black African/Caribbean/British</i>	8
<i>Chinese</i>	2
<i>Mixed Race</i>	4
<i>White British</i>	123
<i>White Irish</i>	14
<i>White Others</i>	32

### 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, both in-house, in members' homes and community centres. Specific plans include a group for young women with breast cancer and more development of the Outreach, particularly complementary therapies, so as to avoid too much travelling for the members and overcrowding at the Centre.

### 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.

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

Significant grants have been received from:

**NHS and local authority  
London Borough Of Barnet**

**Hadley Trust**

**Macmillan Cancer Support**

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

#### Auditor

George Georgiou, BA Hons, ACA, FCCA  
SPW (UK) LLP  
Gable House  
239 Regents Park Road  
London N3 3LF

#### Solicitors

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

#### Bankers

CAF Bank Ltd  
Kings Hill, West Malling  
Kent ME19 4TA

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

### Cherry Lodge Cancer Care

Howard House, 23 Union Street Barnet Hertfordshire EN5 4HY  
Telephone: 020 8441 7000 Email: info@cherrylodgencancercare.org.uk

Visit us at [www.cherrylodgencancercare.org.uk](http://www.cherrylodgencancercare.org.uk)