




# Annual Report 2019/20

Making a positive difference to lives **affected by cancer** in **Shropshire, Telford & Wrekin and Mid Wales**





# Welcome

As I write this, after almost four years as Chair of this amazing local charity, I continue to be absolutely overwhelmed by the incredible support we receive from our local communities whose generosity enables us to continue to provide diagnostic and treatment equipment, along with support services, for people with cancer across Shropshire, Telford & Wrekin and Mid Wales.

In June 2019, on the 40th anniversary of the formation of the charity, we achieved our Ruby Appeal target 3 weeks early - having raised £1.25 million through the generosity of our supporters and the wider community. The Ruby Appeal focused on three key areas of work: supporting people throughout their experience of cancer and our appeal themes of Improving Cancer Prevention, and Early Detection. This has meant, in the last financial year we have been able to allocate nearly £390,000 to key projects which help those affected by cancer.

This Annual Report shows how we continue to reinvest in local cancer services, including at the Lingen Davies Cancer Centre at the Royal Shrewsbury Hospital, as well as through the community projects that we fund through other local charities. We are proud of the innovative projects that we have been able to fund and the difference that they have made to many people across our community.

The Trustees agreed, following a strategic review in late 2019, that we would invest in recruiting some new members of staff to enable us to launch an ambitious appeal seeking to provide a new CT Scanner for the Radiotherapy Department, as well as funding the conversion of a disused courtyard within the Lingen Davies Cancer Centre to create three new treatment rooms. Our aspiration is to grow to meet the needs of the increasing number of people with cancer in our region. The Trustees recognised that we needed to further develop and diversify our income streams and seek new fundraising opportunities in order to meet this shared vision for the charity.

Of course, we could not have predicted the onset of the global pandemic and how its impact would be felt throughout our communities. The impact on the delivery of cancer services has been profound and means that it will be even more important that we ensure that our local cancer services are fit for purpose and offer, wherever possible, local diagnosis and treatment for the majority of people.

The Trustees also wanted to invest in cancer prevention services to build on the excellent series of cancer education talks delivered over several years by our former and recently retired Trustee Dr Bruce Eden. We will launch our Health Engagement project once the current pandemic situation is over with a dedicated health prevention officer working across Shropshire, Telford & Wrekin and Mid-Wales.

I need to pay tribute to those Trustees who have retired over the past year; Dr Bruce Eden and Nigel Pursey, and to the amazing band of Trustees who provide such excellent support to the charity. We are fortunate to have a dedicated staff team led by our CEO, Naomi Atkin and I want to thank them all for all their hard work.

The Trustees strongly believe that the ambition that our founders had over 41 years ago for the charity is even more important in the current environment. We will all strive to work with our supporters and our communities to ensure that we can continue to fund the essential work of supporting people throughout their cancer journey.

Mandy Thorn MBE DL  
Chair of Trustees



# Our Team



Lady Jane Heber-Percy  
Patron

We are supported by our team of wonderful volunteers, who work alongside us in the office, at events and on stalls in the community. Many of our volunteers also organise their own fundraising events.

## TRUSTEES The trustees are all volunteers.

They are responsible for making sure the charity is run legally and in the best interests of its beneficiaries and supporters.



Mandy Thorn MBE  
Chair of Trustees



Andrew Killey  
Vice Chairman



Helen Thomas  
Treasurer



Aurona Kenny



Tim Cooper



Val Edwards



Jo Beaver



Jeremy Johnson



Dr Srihari



Gill Eatough



David Jackson



Francesca Hutcheson



Chris Leake

## STAFF TEAM Our staff team is small but mighty!

The staff make sure the charity operates effectively day-to-day on behalf of the Trustees.



Naomi Atkin  
Chief Executive Officer



Louise Dawson  
Fundraising Manager (0.8FTE)



Helen Knight  
Development Manager (0.8FTE)



Lizzy Coleman  
Events and Fundraising Officer



Joy Marston  
Fundraising Administrator (0.3FTE)



Jane Trudgill  
Fundraising Officer (0.6FTE)\*



Toni Veron  
Charity Administrator



Miranda Ashwell  
Health Engagement Officer (0.2FTE)

\*FTE = Full-time equivalent

## Future Ambitions

In late 2019 we took the strategic decision to invest in our core staff team, with a specific focus on pro-active fundraising, looking at new income streams and high value giving. As a result, we have employed a new Development Manager, and a Charity Administrator to support the increased levels of activity.

We have ambitions to increase our financial turnover to £1m per year, by 2025. With increased capacity and focus on new activities, we believe this is achievable and will allow us to support more essential projects that make a positive difference to lives affected by cancer in our region. We have launched our 2020/21 appeal.

### An extension to the clinic rooms at the Lingen Davies Cancer Centre

This project will create three new clinic rooms within the cancer centre, in order to build capacity to service the increasing number of people being diagnosed with cancer and receiving treatment locally. The additional space is also needed to facilitate new forms of treatment, for example immunotherapy, which is increasingly being used in place of chemotherapy for some cancers. Immunotherapy works by using the body's own immune system to fight cancer, and treatment is often more long-term, requiring more appointments and therefore more intensive use of clinic space

### A new CT Scanner for the Radiotherapy department

The CT Scanner is a key piece of equipment in the planning of accurate radiotherapy treatment. The current CT Scanner is reaching the end of its life and we want to replace it with a significantly upgraded machine. The new scanner will provide an opportunity to improve treatment options and, potentially outcomes for patients, as well as more individualised and complex treatments. It will also help to improve the accuracy of treatments, limiting the radiation doses required and reducing damage to healthy cells.

Fulfilling our visions from 2018/19, we remain increasingly focused on our health promotion work, working to become a credible and effective partner in cancer prevention and awareness work across Shropshire, Telford & Wrekin, and Mid Wales. In spring 2019 we employed a Health Engagement Officer, who will be focusing on the development and delivery of cancer prevention and symptom awareness programmes.

Our **Live Well Project** will be ready to launch in 2021, delayed slightly due to the pandemic. We are delighted to be in a position to develop on our health promotion work.

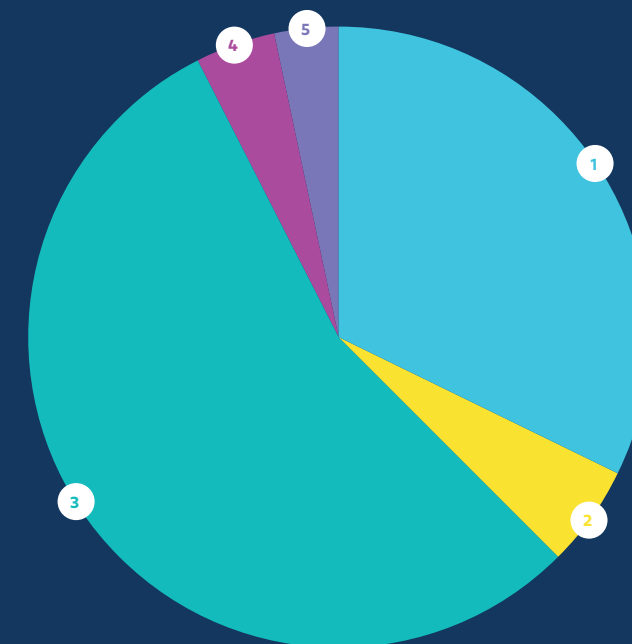
Our strategic themes remain unchanged, as we will continue to focus our resources on:

- Cancer prevention and early diagnosis
- Excellent treatment, delivered locally
- Living well with, and beyond, cancer

## The Numbers

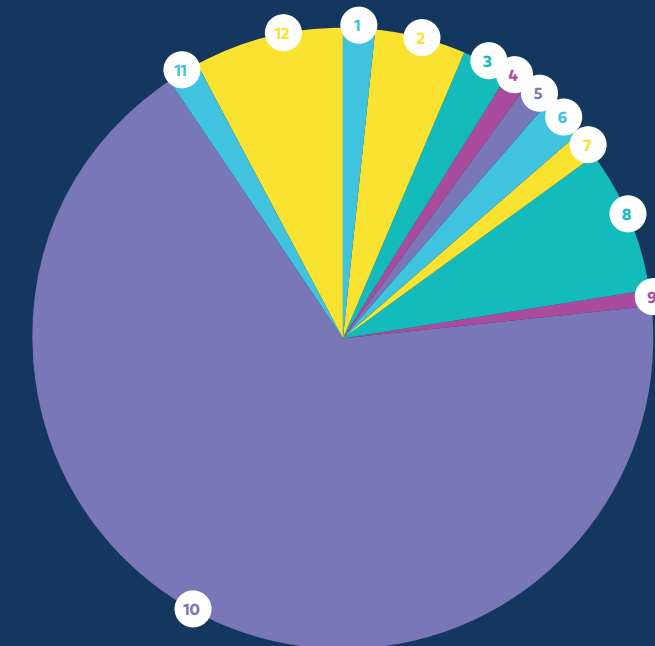
### EXPENSES

1	Direct Fundraising Costs .....	£76,816
2	Marketing & Communications .....	£12,053
3	Governance & Management .....	£131,772
4	Administration .....	£8,899
5	General Overheads .....	£6,748



### Breakdown of Types of Fundraising

- Challenges/Sponsored £91,765 • Coffee Mornings/Bake Sales £10,592
- Table Top Sales/Craft Fairs £2,676 • Concerts/Shows/Balls £56,432
- Collections £2,436 • Birthdays/Anniversaries/Weddings £15,783
- In Memory £77,506 • Collection Cans/Buckets £5,654



### INCOME

1	Draws.....	£7,563
2	Gift Aid.....	£27,650
3	Regular Donations.....	£11,803
4	Grants.....	£5,000
5	Interest.....	£6,795
6	Merchandise.....	£11,851
7	Pennies from Heaven.....	£6,188
8	Major Events.....	£42,617
9	Lottery.....	£1,470
10	Community Fundraising.....	£403,286
11	Corporate.....	£8,356
12	Legacies .....	£84,800



## Fundraising Events

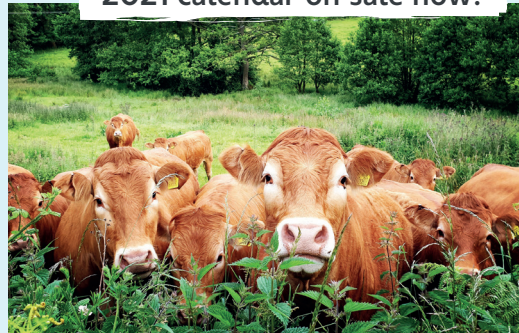
### Photography Competition

Our annual Photography Competition saw some brilliant entries representing this year's theme of 'Animal Life'. We asked supporters to share their photos taken in Shropshire, Telford & Wrekin or Mid Wales, for a donation of £5.

Our judges then chose the top 13 photos to feature in our 2020 calendar which is sold in aid of the charity. If you're a keen photographer, look out for our annual competition!

Check out the winning photo here.

2021 calendar on sale now!



### Charmina Festival

After their first event in 2017, organisers of Charmina Festival held their second fundraiser, in aid of Lingen Davies and two other charities, in July 2019.

The festival saw nearly 1000 people enjoy music from local bands, delicious street food, and a high-value raffle.

The event raised £7910.68 for us, bringing the total they had raised for the charity to £15,927.21!



## How we have spent our supporters money



### Kick Cancer by Shrewsbury Town in the Community £12,500

Shrewsbury Town in the Community's 'Kick Cancer' programme is supported by Lingen Davies Cancer Fund. This 10-week multi-sport programme runs 4 times a year across two Shropshire hubs: Shrewsbury and Ludlow. The program is aimed at anyone with cancer, or in remission from cancer, helps participants to be more physically active, improve their mental health and, well-being and increase their confidence.

Geoff attended Kick Cancer - read his story on page 10.

### Complementary Therapy by Severn Hospice £11,100

We continue to support our friends and colleagues at Severn Hospice who offer Holistic Therapies to patients. This funding allows a therapist to work with patients in our area for 1.5 days a week.

Complementary therapy, such as massage, reflexology and aromatherapy, can support medical intervention.

### Lingen Davies Nurses £157,838

These three specialist staff roles provide support for patients who are receiving treatment for cancer. They are based at the Shrewsbury and Telford Hospitals Trust and provide advice about non-acute side effects of treatment, as well as supporting patients to manage the psychological and emotional impact of cancer, and signposting them to further support and information services. The nurses were appointed in Autumn 2018, and funding for the roles will continue for two years, after which time they will be funded by the Shrewsbury and Telford Hospital Trust.

Sarah Perry is one of our Lingen Davies Nurses. Sarah says,


*"My patients are like family, I strive to look after them like they are my own. This year has been such a difficult year for everyone, however my patients have stayed resilient and strong. My patients know that as their Key Worker I can be contacted for support, signposting or general information. This role means they have the support a person who can be objective and who can also support them and their family during these very difficult times especially this year of unprecedented times. I love my role and value my patients, colleagues and the friendships I have made in this job. I have been nursing for over 20 years and, to date, this is my favourite position as it's unique to be part of someone's life during these pivotal moments."*



### The Oswestry Round

The Oswestry Round Challenge has taken place every year since 2016, and challenges participants to walk either 17.5 or 33 miles, combining Offa's Dyke Path and the Montgomery & Llangollen canals - it's some mean feat! This year saw a record number of participants including our own Events and Fundraising Officer, Lizzy. The event has been inspired by Lingen Davies supporter, Dave Andrews', book describing the route, and is organised by Dave, his wife Jane (Fundraising Officer at Lingen Davies), and a team of volunteers. 2019 saw them raise a further £2,300, taking the amount raised for our charity from this event to an amazing £11,427.00!





Christmas Pub Quiz Series

We know everyone loves a quiz... especially at Christmas... so we organised a Christmas Pub Quiz series that saw 6 venues from across our region, host a Lingen Davies Quiz Night. It was great to see so many people come out to support us, and we raised a brilliant £1,203.90! Thank you to all the venues that participated.

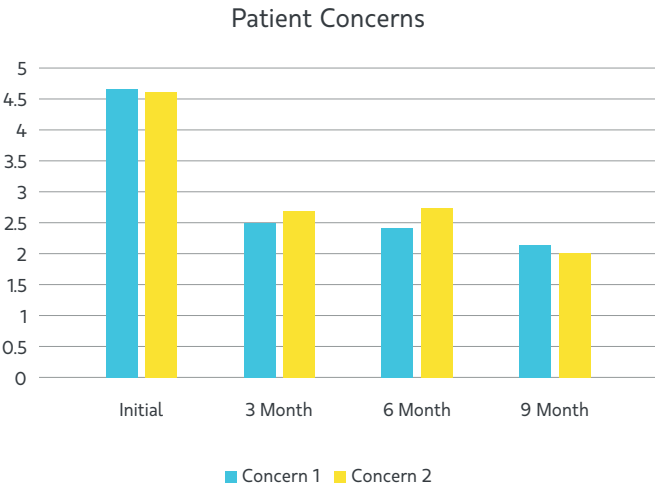


Get Active Feel Good £80,033

We have been funding the Get Active Feel Good (GAFG) project since 2018, and are delighted to see this service so well used and well received by cancer patients. We are aware how physical activity can make a positive difference to people living with and beyond cancer.

The team at GAFG have shared with us some statistics on how people feel after taking part in the programme...

The most commonly occurring concerns among patients are: Fatigue, Exercise, Weight Gain, Weight Loss, Mental Health, Leg Strength, Side effects of treatment, Breathlessness, Sleep. Using the 0 – 6 MYCAW (Measure yourself concerns and well-being scale, patients were asked to rate their concerns in the initial appointment and subsequent follow ups. The average score of both Concern 1 & Concern 2 in the initial appointment was 4.6, this dropped to an average of 2.4 and 2.5 respectively, for the subsequent 9 months.



Varian Visual Coaching Device £10,750

This is a device that helps people undergoing radiotherapy, using the breath-hold technique to hold their breath at the appropriate level during treatment. This technique is used for people who have lung or left-sided breast cancer, as filling the lungs with air helps to protect the heart from radiation during the treatment. The VCD is able to monitor the patient’s breathing and shows them, on a screen, when they have the right amount of air in their lungs. Limiting damage to the heart helps to reduce long-term side effects of treatment.

Lingen Davies Centre Sign £474

The new sign at the Cancer Centre, features our logo and makes it easier for new patients to find the centre on the Royal Shrewsbury Hospital site.



Endobronchial Ultrasound Scopes £105,677

Allow physicians to perform trans-bronchial needle aspirations to obtain tissue or fluid samples without conventional surgery. This improves the quality of the patient experience by providing a less-invasive procedure. EBUS scopes are already being used at the Royal Shrewsbury Hospital but capacity had reached critical levels. The new scopes will increase capacity and also enable patients in Telford & Wrekin to access the procedure closer to home.

Increased capacity cuts patient waiting times for diagnosis, meaning that treatment can be accessed more quickly, Endobronchial ultrasound has become an increasingly important tool in the diagnosis of patients undergoing cancer investigations. It is primarily used in the investigation of patients suspected of having lung cancer, but also in assessing mediastinal lymph node disease in patients with other cancers, including lymphoma. Shrewsbury and Telford Hospitals currently diagnose around 350 people with lung cancer every year.

<https://youtu.be/SvH8iTM090Y>

Sunscreen Awareness £752.27

Skin cancer, particularly melanoma, is one of the easiest cancers to prevent. Our skin cancer prevention campaign delivers a clear message with instant, practical support just when it is needed. We engage with the public at popular spring and summer-time events such as carnivals and shows. By providing colourful, informative postcards with clear advice, along with charity-branded sachets of sunscreen for immediate use, we spread the word and reduce the risk: ‘Stay safe in the sunshine!’



Holistic Therapies at the Hamar Centre £3,000

Cancer patients from Shropshire, Telford & Wrekin and Mid Wales. Receive complementary therapies at the Hamar Centre. Complementary Therapies play an important role in supporting patients, aiding relaxation and giving a sense of comfort and pleasure. Therapies can help with:

- Improving relaxation – feeling soothed and comforted
- Reducing anxiety or feelings of depression
- Reducing feelings of fatigue
- Reducing nausea and vomiting
- Reducing pain
- Improving sleep patterns

Therapies provide physical, as well as emotional, support which helps to improve quality of life and gives a real sense of well-being, comfort and security. Throughout the year, the service has seen 72 patients for therapy. The lovely quotes we have received from service users include:

*“The therapies have helped me back to normal, I feel like me again.”*

*“Having reflexology before my radiotherapy made it easier to cope with - thank you.”*

*“It’s been a little bit of heaven after some dark days - thank you.”*

# Geoffrey Milne Cancer Story

In 2010 I first had some water works problems. I went to the doctor who immediately decided to do a PSA test which came back as raised levels, so I was sent for a biopsy, within a matter of weeks. This didn't show anything, but they did say that the prostate was enlarged, and I was prescribed medication at that stage to reduce it. I had a PSA test every six months up to 2017 when the PSA levels started to rise again.

I had another biopsy and MRI scan; the MRI showed something suspicious but the biopsy was clear, so again I was relieved. At the beginning of 2018, the urologists were not happy with that and referred me to Walsall for a more detailed biopsy under general anaesthetic. This showed that there was cancer in the prostate, and a high Gleason score of 5 and 4 (Typical Gleason Scores range from 6-10. The higher the Gleason Score, the more likely that the cancer will grow and spread quickly). I was told that the Lingen Davies Cancer Centre (LDCC) were getting a 'Guided Prostate Biopsy Machine' later in 2018 but that it would have taken them several months to get up to speed with equipment. If I'd had that equipment available to me 12 months earlier, it might have caught the cancer earlier and would have benefited me. The fact we now have it in Shropshire, I'm sure is a benefit to many other people.

I had 3 years of hormone therapy and 4 weeks of daily radiotherapy which was quite an experience in itself. I met the same people quite often and we had a chat and a laugh. I live in Shrewsbury, so it was handy not having to travel far for my treatment.

It takes about 2 hours to go through the preliminary work. The actual treatment is a matter of minutes, but the preparation takes longer. I was then also prescribed hormone therapy every 3 months, over a 3-year period and this is due to end January in 2021. To my relief the PSA has remained undetectable since the radiotherapy. Hopefully it will stay low, otherwise we take it 6 months at a time, between the PSA tests.

I've coped with the radiotherapy very well and didn't have immediate side effects during or after my treatment besides a bit of skin irritation, and hormone therapy has given me some hot

flushes. Everyone at the LDCC was very helpful. The care they took over measuring for the radiotherapy was extremely good and gave me confidence they were targeting the right area.

I've remained fairly active during this time. Just before lockdown, I'd started doing an iCan course at Shrewsbury Football Club, run by the 'Get Active Feel Good' staff. When the course closed, Kim from GAFG contacted me ask if I would like to be put forward for Kick Cancer and I said yes without hesitation. All services have been a great support, especially during lockdown. Kick Cancer adapted their programme to be online, so we could all join from home. Having got more tired.

I was provided with a bag of weights and bands to do the exercises and Kate, the course leader, has posted videos online of what she does, so I've been able to continue doing exercises on a regular basis.

I knew Lingen Davies Cancer Fund existed, and over the years it has raised money for the Cancer Centre, but I didn't know any more detail and I hadn't had any personal experience of the services that had been supported and financed by LDCF. Certainly, since my experience, and the treatment I had, I have felt very keen to support the charity.



# Financial Summary 2019-20

Lingen Davies Cancer Fund CIO.

Statement of financial activities, including income and expenditure account for the year ending 31 March 2020.

Income from:	Unrestricted Income	Restricted Income	Total 2020	Total 2019
Donations and legacies	£332,408	£278,177	£610,585	£641,288
Investments	£4,041	£2,754	£6,795	£5,441
<b>Total income</b>	£336,449	£280,931	£617,380	£646,729
<b>Expenditure on:</b>				
Raising funds	£124,650	£72,202	£196,852	£178,141
Charitable activities	£157,435	£263,647	£421,082	£404,304
<b>Net resources expanded</b>	£282,085	£335,849	£617,934	£582,445
<b>Net incoming resources before transfer</b>	£54,364	£-54,918	£-554.00	£64,284
Gross transfer between funds	£11,376	£-11,376	£0	£0
<b>Net (expenditure) income for the year/Net movement in funds</b>	£65,740	£-66,294	£-554.00	£64,284
Fund balances at 1st April 2019	£571,479	£360,059	£931,538	£867,253
<b>Fund balances at 31st March 2020</b>	£637,219	£293,765	£930,984	£931,537

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

We are...



Honest and  
Resourceful

Proud to be  
part of our  
Amazing  
Community

Friendly and  
Supportive

Ambitious and  
Committed

Experienced and  
Progressive

Lingen Davies Cancer Fund CIO, Fundraising Office, Hamar Centre,  
Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury SY3 8XQ

01743 492396 • [hello@lingendavies.co.uk](mailto:hello@lingendavies.co.uk)

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