

HCCN the Charity – Annual Report 2018

Registered Charity No. 1163051
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HCCN the Charity – Trustees Report 2018

1. Introduction and executive summary

HCCN the Charity operates as a fully constituted membership charity registered with the Charities commission. This past year has been one of continued consolidation and a focus on raising funds.

HCCN comprises of the Hunts Community Cancer Nursing team working in partnership with the HCCN the charity, providing community-based care for people in the Hunts area who are living with or recovering from cancer.

Karen Moseley has built up her team of community cancer nurses to full strength. The nursing service is now fully operational with a total of nine team members, receiving record numbers of referrals. These referrals are for the whole spectrum of cancer types, requiring nursing input, psychological support and individuals looking to access the charity's activities.

The charity has reached financial stability to fund our current objectives, with a healthy balance sheet and strong reserves. Our operating budget is in the region of £50,000 per annum, funded mainly through donations from a wide range of people and fundraising.

The four Trustees, all unpaid volunteers, have a good mix of skills and are well supported by a growing band of enthusiastic volunteers. Their 'gift of time' makes a significant contribution to the impact that HCCN achieves - delivering a clear programme of activities focused on health, emotional wellbeing and education, that deliver evidence based impact.

The benefits of the Community Cancer Service have been recognised nationally and the Clinical Commissioning Group (CCG) has re-commissioned the service. The Huntingdon model is shortly to roll out across the entire Cambs & Peterborough TP. We aim to be in a position to support this further expansion of the service.

2. Objectives

HCCN is a local charity run by volunteers supporting the Hunts Community Cancer Nursing team based out of Hinchingsbrooke Hospital. We work together with the nurses, who provide a home-based service that aims to help people who are recovering from, or living with, cancer in the Huntingdonshire area take back their lives and play an active part in managing their health. This results in a reduced use of hospital-based services.

The charity funds specialist nurse training and equipment, innovative exercise equipment and technology, and evidence-based supportive activities such as health and wellbeing services, rehabilitation classes and nutritional advice. Through our *Get Active* programme, we support people to remain active during and after cancer treatment. Current research points to the importance of people with a cancer diagnosis returning to exercise whilst still

undergoing treatment and then to maintain the exercise habit as they live with or recover from cancer.

While the NHS funds the nursing service through CCG funding [Clinical Commissioning Groups which replaced Primary Care Trusts], every other aspect of the support we offer to people is provided through the HCCN charity free of charge. Everyone involved in running the charity volunteers their time freely. To continue this work we need funds constantly available to assist people - and ensure that people who are in need, receive the vital help and support they deserve.

Our goal is to encourage a more objective view of cancer and to help people understand the trajectory of cancer is ever changing. Increasingly cancer can be lived with in the same way as other long-term conditions such as heart disease, diabetes and asthma, particularly when individuals are actively involved in managing their health.

- There are 2 million people in England with a diagnosis of cancer. This number is likely to grow by more than 3% per year, reflecting the increasing incidence of cancer and better survival rates.
- By 2030 there are likely to be around 4 million cancer survivors in UK.
- Evidence shows that the current model of cancer follow-up is not meeting people's needs and will not cope if the number of people living with cancer increases at the expected rate.

We are committed to providing evidenced based information to help people move from being victims of cancer to accepting their diagnosis and understanding how they can help themselves. There is for example a growing body of evidence of the positive role that exercise plays in cancer care. Increasingly, the partnership approach adopted by HCCN is being seen as pioneering.

3. **2017/8 Achievements**

3.1 Educational Conferences

We held two bi-annual patient conferences offering 80 free places and bringing together a variety of speakers. In November '17 we included talks on improving diagnosis of cancer, fatigue, complementary therapies and ended the day with a taster Tai Chi lesson. In April '18, we addressed female health and wellbeing, dying 'well', and nutrition for health and wellness. We also introduced a new style of learning by offering small break-out groups, to learn more with a practical approach. Four nurse-led groups, each with a different topic, aimed to enhance understanding of living with and beyond a cancer diagnosis. Participants value the venue we continue to use at Huntingdon Racecourse with the support of The Jockey Club. Our investment in improved audio and visual facilities has greatly improved the experience. The regular conference raffle raises around £250.

3.2 Nurse learning and development

The nursing team continued their additional professional training with the support of the charity:

- Karen and Harriet successfully completed a residential acupuncture course with the British Medical Acupuncture Society in London. Acupuncture can help with a range of symptoms. In January '18 they set up a new acupuncture clinic and have a waiting list patients.
- Amy passed her Foundations in Cancer Practice, at the UEA with a First
- Sandra awaits the exam results of her Non-Medical Nurse Prescribing course, involving six months of study and day release
- Amanda secured a place at college to continue with her counselling training and after two years will have a Diploma in Counselling, allowing her to practice professionally
- Andrea Lines has trained in the HEARTS method of complementary therapy
- All the nurses received personal training for 'Understanding Blood Results' which is imperative as they are the first people to see pre-clinic and pre-treatment bloods

Without the ongoing support from the charity, the events that the nursing team can directly offer patients will remain limited. The service is growing but we would like to expand the charity and provide many more services to support patients both with activity and emotionally, to include carers and family members who may also need support.

3.3 Programmes

The charity funds and delivers a wide range of courses and activities that help people as they seek to take back control of their lives and reduce the impact (physically and emotionally) of their cancer. Everything we do is underpinned by a proven evidence base and a desire to support people back to independence, whether recovering from or living with cancer. All new initiatives have clear aims and objectives, and are piloted and evaluated before being offered to people.

3.3.1 Exercise

Our *Get Active* programme has been in place for over a year now. It is designed to help people to start safely exercising as close to having been diagnosed as possible. The clinical evidence for being active before, during and after treatment is clear, compelling and well accepted, but is not implemented by the NHS as part of the care pathway or mandated by NICE. However, getting a person newly diagnosed with cancer, or who is in treatment and may be physically and emotionally at their lowest ebb, to re-engage in being active is a huge challenge. This is one of the most significant contributions our volunteers make through emotional encouragement, motivation and mentoring.

Efforts to grow and consolidate our *Get Active* programme resulted in several achievements. It is aimed not only at helping people return to activity but also to stay with it forever. We therefore try to tailor a package to match the individual. People must be referred to this

programme by their nurse. We can now offer individuals expert support as they regain their confidence, encouraging them to manage their own routines and monitor their own health.

Circuits form a key element in our *Get Active* programme, where we work in partnership with Aseptika and the Huntingdon Leisure Centre with specially created class for our people and appropriately trained PTs.

We now offer three regular seated *Yoga* classes - on Friday mornings at the Holiday Inn, Brampton; another in Ramsay; and chair based yoga in St Ives, every Wednesday. Concurrent with the Brampton yoga sessions is the opportunity to 'Drop In' for a coffee and chat with a nurse or another patient who understands what people are going through. We are about to launch a more advanced yoga class for those ready to move to a more active, standing plan.

We launched *Tai Chi* in Huntingdon, following our successful pilot at the end of last year. There is a beginners class, which is free of charge for six weeks, and can to link those ready for a developers class into a private class, with the same trainer.

3.3.2 Emotional Wellbeing

The *Colour Analysis Course* runs during the summer months when the light is better. The impact this event has on people who need a confidence boost makes it very worthwhile. Feeling good about yourself is much more than simply wearing the right colours but your outward appearance is often a reflection of how you feel inside and knowing you look good is a positive boost.

We know that the emotional impact of cancer can be long lasting. People sometimes get stuck emotionally and find that they can't move forward in the way they would like to, to create a new life after a diagnosis of cancer. We have therefore designed a new programme – *From Patient to Person* - specifically to help anyone who feels stuck emotionally regardless of where they are in relation to their cancer diagnosis, facilitated by an experienced coach and counsellor. We piloted this programme in May '18.

3.4 Nutrition

We continue to value our partnership with Professor Robert Thomas, Consultant Oncologist at Bedford and Addenbrooke's Cambridge University NHS Trusts, and author of the book "Lifestyle and Cancer". This book remains a valuable source of reliable information to ensure people can make the right lifestyle choices after cancer, and he speaks at our conferences on a regular basis.

Reliable research and advice on self help with diet and nutrition when living with cancer remain areas where we wish more was available. We have started a relationship with the World Cancer Research Fund – a charity which champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet,

weight and physical activity. They delivered an impactful session at conference, and we aim to explore synergies more.

3.5 Raising our profile

An important part of running the charity is going out into the community to talk about the nursing service and charity. We do that so that people know what help we can offer them and to hopefully be in their minds when thinking of a charity to support. We have focused on raising our profile in the Hunts area, to make sure that everyone who could benefit from the nursing teams support know we exist, and that we can encourage more people to support us financially.

- We featured on Local Radio programmes to help local people understand who we are, what we stand for, how we fit with the nursing service and how we are funded.
- We now have one logo that both the nursing service and charity use. We have HCCN pins of the same design, in silver, which are a good way of advertising our services.
- We created a single page glossy sheet for putting up in shops and a more impactful 'thank you' poster for businesses who have our collection pots
- We have featured articles for local free magazines and give talks to local groups.
- Our use of Facebook and Twitter has increased, with the nursing team regularly updating to make our page more useful and informative.
- We have reprinted our Nurse introduction leaflet with a new group photograph, and provided a new poster to all the GP surgeries that the team covers.
- Our booklet of services can be found in the Woodlands Centre.

4. Impact and value

Current research points to the importance of people with a cancer diagnosis returning to exercise whilst still undergoing treatment and then maintaining the exercise habit as they live with or recover from cancer. It is important that this work is independently validated. HCCN the charity was nominated to two different bodies, primarily for our work on the *Get Active* programme:

- We were delighted to win first place in the 3rd Sector Care Awards. These awards celebrate and showcase the innovation and care excellence of the not-for-profit care and support sector. Aseptika nominated us.
- We were finalists in the Patients as Partners awards, launched by AbbVie as a way to recognise, celebrate and share exceptional examples of improvements and innovation that demonstrate clear benefit to the lives of patients, but lost to an excellent national charity. The Eastern Academic Health and Science Network (EAHSN) nominated us.

We also secured a grant from EAHSN to help us extend the programme to more people, including those who have returned to work. EAHSN approved our business case and funded

£20,550 to support the development of the cancer rehabilitation classes, through the automation of data and expansion of the programme for up to 250 participants. We were also enabled to start a loan programme of Kindle Fires for *Get Active* participants unable to run the App. EAHSN also produced a video and a handbook on how to launch such a programme so that others can adopt our approach.

5. Fundraising

At our last Annual General Meeting, the Trustees recognised the importance of establishing a strategy for fundraising. We raise funds through a wide range of people and activities, from individual donations, sponsored events, corporate gifting, 'in memoriam' donations and legacies. It is fundamentally important to be able to predict annual income levels in the same way that we can predict our expenditure.

While local individuals continue their generosity in donating to us from dances, cake sales, sponsored events, and sadly funerals, we have developed an annual fundraising plan, with the target of raising £10,000 in 2018/19. We have established a fundraising team tasked to work against an income target to bring in one third of our income requirements and to attempt to raise the rest through grants. The fundraising volunteer team we have is amazingly creative, energetic and successful.

Supporting local fetes enables us both to fundraise and to educate people about the services we provide. In 2017/18 we had a very successful year with our events, raising in the region of £4,000 towards our target:

- We initiated our first annual HCCN charity walk around Houghton Mill, a National Trust property.
- Ongoing fundraising activities include a raffle at conference, an annual virtual balloon race and a cake sale at the Huntingdon Riverside Gala.
- We set up an HCCN eBay account, generating in excess of £1,500.
- We registered with "Give as You Live" for online shoppers. The money comes from traders who give a small percentage of their profit back to us.
- Our 100 Club generated in the region of £2,400.
- Approaches to local businesses resulted in significant raffle prizes.

As a result of our profile-raising efforts:

- We have been chosen as Charity of the Year by the Brampton Park Golf Club. Working with the Golf Captains on their respective Golf Days is rewarding and provides opportunities for further activities during the year to raise funds in support of HCCN.
- We have joined the local BNI Chapter, a local business networking group, and have received amazing support from them as they are a group of local business people keen to support each other's interests as effectively as their own.

- We have also been chosen by Matt Giggs of Giggs & Company as their Charity of the Year and they are keen to support us practically and have already helped us to rework our logo.
- We have approached the local large supermarkets to be featured in their 'token schemes'.

Our members and supporters have been very encouraging in donating things for us to sell, and to raffle. We are keen to find an annual HCCN event which people come to recognise and can easily support across the county.

Securing grant income remains a challenge. We have started bidding for funds with mixed results:

- Although we did not get to the finals in the Aviva community fund - reaching over 4,000 people through Facebook - we were awarded £300 for our efforts.
- Through the Cambridgeshire Community Foundation we secured a grant from the Ridgeon Family Charity Fund of £2,000 to run 5 series of workshops each supporting up to 10 people diagnosed with cancer. This workshop, 'From Patient to Person', began piloting in May.

While we focus our energies on fundraising and grants, the Trustees have agreed to draw on our current account bank balance to bridge the shortfall between income and expenditure.

6. **Volunteers**

HCCN is run entirely by volunteers and always welcomes help as additional hands-on support at the many events. We are gradually growing our team of regular volunteers and received support from new volunteers both to help us fundraise and to become part of the charity management team. Annie Thantrey, who runs Colour Analysis, has had an impressive career in cancer support and agreed to come out of retirement to become our programme co-ordinator.

We were delighted to receive the generous donation of sabbatical time to raise the number of our volunteering opportunities and the number of volunteer hours. Sallie Crawley, RSPB Volunteering Development Consultant, worked with us over a period of three weeks to both develop our volunteering strategy and processes, as well as to create a number of rewarding and impactful volunteering roles. These are advertised through the HCCN website, public volunteering sites such as Reach and Do-It, and display boards at the events we support throughout the year.

7. **Ambition and medium term strategies**

Above all we seek to assure our continued close partnership with the Hunts Community Cancer Nursing Service – Karen and her team – to understand how we can best work with the team to ensure the best possible care and activity for their patients.

In response to the future challenges of this partnership, the charity aims to focus efforts on:

- Raising our profile in the Hunts area
- Creating sustainable fundraising processes
- Developing our programme of activities and conferences in response to research, supported by a growing number of volunteers
- Continuing to expand our *Get Active* programme

An analysis of our expenditure highlights the cost of suitable accommodation for our wide range of activities across the region. We are committed to minimising this and are exploring options for renting/acquiring our own premises.

Participation in HCCN funded activities 2017/18

PROGRAMME	NUMBER OF ATTENDEES 2016/17	NUMBER OF ATTENDEES 2017/18
Conference – November & April	150	150
Get Active	60pa	20 people per month
Yoga	20 people per week / 46 weeks	35 per week New locations are now growing as the numbers attending increase
Relaxalot (pilot)	6	No longer offered
From Patient to Person - piloted May 2018	-	Pilot - 2
Colour Analysis	24	28
Counselling	29	27
Tai Chi – launched Nov 2017	-	24 free class 7 developers
Brampton Drop in		15 per week min