Around 12,900 people are diagnosed with oesophageal (foodpipe) or stomach cancer in England each year (that’s 35 people per day) and these cancers cause around 10,200 deaths annually.

The North East of England along with West Scotland has the highest incidence of Oesophageal and Gastric Cancer in the UK and the number of those with the disease is growing faster in society as a whole than any other form of cancer.

This does not need to be the case – knowing what to look out for could save lives.

If these cancers are diagnosed at the earliest stage, survival can be as high as 75-87%. At a late stage, it drops to just 20-21%

The Northern Oesophago Gastric Cancer Fund supports the regional campaign – ’Oesophagoose’ - to raise awareness of the early symptoms associated with this disease.

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**National campaign builds on Oesophagoose example**

‘Be Clear on Cancer’ campaigns aim to improve early diagnosis of cancer by raising public awareness of the signs and symptoms and to encourage people to see their GP without delay. The programme is led by Public Health England, working in partnership with the Department of Health and NHS England. Each campaign is tested locally and then regionally, with a view to rolling them out nationally if the campaigns prove to be effective.

Launched on 26th January 2015, the ‘Be Clear On Cancer’ Oesophago-gastric cancer campaign ran across England for four weeks with the aim of raising awareness of the signs and symptoms of oesophageal and stomach cancer. The campaign urged people to tell their doctor if they’ve had heartburn most days for three weeks or more, or if they have difficulty swallowing food. In terms of clinical outcomes, when comparing the campaign period with the same time in the previous year, results showed a 52% increase in urgent GP referrals for suspected upper gastrointestinal cancers compared with a 17% increase in the control areas.

The campaign had initially run as a regional pilot in the North East and North Cumbria from February to March 2014 drawing upon the local ‘Oesophagoose’ awareness campaign developed by upper gastro-intestinal cancer Nurse Specialist, Claire Sedgwick with Professor Mike Griffin, Consultant Surgeon specialising in upper gastrointestinal problems. The Oesophagoose campaign has now been running for more than six years and involves an awareness week using media coverage, bus advertising, and billboards to warn of early symptoms of the disease.

As Claire Sedgwick points out: “The campaign went from a local and regional campaign to a national one with the help of Cancer Research UK and relentless lobbying of Parliament, gaining great support from MPs. Professor Griffin and I attended the Houses of Parliament with a couple of patients as part of the lobbying process. It was amazing!”

Results from the regional pilot in the North East and Cumbria showed a significant uplift in spontaneous awareness of Oesophageal cancer symptoms (ie. heartburn and food sticking) and 63% agreed the advertising had told them something new.

A national panel of experts, including clinicians and patient group representatives reviewed the data and evidence to decide which symptoms to lead with in a national campaign. Bus stop billboards, newspaper coverage, postal mailshots and TV adverts were used to promote the message.

Results from the pilot campaigns indicated that upper gastro-intestinal cancer awareness campaigns can lead to improved disease awareness and understanding, an increase in referrals and increased rates of cancer diagnosis.

Professor Mike Griffin reflected on the results of the local and regional pilot campaigns: “Being aware of possible symptoms of oesophageal and stomach cancers, such as heartburn most days for three weeks or more, is really important. People shouldn’t learn to live with it - they should see their GP. You won’t be wasting your doctor’s time - you will either get reassurance that it isn’t cancer, or if it is, you will have a better chance of successful treatment.”
Support group finds comfort at Maggie's

The Northern Oesophago Gastric Cancer Unit holds a bi-monthly support group for patients held at the Maggies Centre, Freeman Hospital, which is very well attended.

Claire Sedgwick, Upper Gastro-intestinal Cancer Nurse Specialist explains: "We are so grateful to Maggies for allowing us to use their facility for our support group and we really appreciate what is provided in terms of clinical psychology, benefits advice and support in general. The staff are so welcoming. We also have some really inspirational speakers at our bi-monthly meetings, like Gary Tiplady (aka the 'Jaws' double from James Bond) who also made us a fantastic goose sculpture out of wire!"

London to Newcastle 24 hr Cycle Ride for Oesophagoose

On 30th August 2014, David Cairns, a former patient in the Northern Oesophago Gastric cancer unit, set out on a 24 hour cycle ride between London and Newcastle.

David explains: "Fifteen years ago Professor Griffin and his team at the RVI saved my life by repairing my ruptured oesophagus. I had always wanted to raise money for Oesophagoose so I decided to take up the London to Newcastle cycle challenge, aiming to complete the 308 miles in 24 hours. In the end I managed it in just over 22 hours, including stops, which meant nearly 18 hours in the saddle so understandably, I was a bit battered and bruised at the finish!"

David raised a fantastic £2,500 for the Northern Oesophago Gastric Cancer Fund and we can’t thank him enough for his support. Well done to everyone who supported him and donated money to the Fund.
50 ‘Oesophageese’ raise nearly £20,000 in 2014 Great North Run

Fifty patients, relatives, staff and friends took part in the 2014 Great North Run in September in aid of the Northern Oesophago Gastric Cancer Fund raising a wonderful £19,700.

Two Specialist Registrars, Rhys Jones and Barry Dent even ran in goose costumes which they had hand-painted themselves. Astonishingly, patient, Eddie Mulqueen, ran the full distance having only two years previously undergone an Oesophagectomy - a most incredible achievement.

Annual Christmas Coffee Morning raises over £9,000

The Northern Oesophago Gastric Cancer Fund’s annual Christmas Coffee Morning for current and former patients, their families and friends has proved to be an extremely successful fundraiser for the campaign. With the additional surgical cases now performed, the attendance increases year on year and in 2014 alone, a figure of £9,081 was reached, more than double that raised in 2013, through a combination of donated cheques, a tombola, an auction and the sale of merchandise. Thank you to everyone involved.

www.oesophagoose.org
Since its launch in 1978, Charlie Bear for Cancer Care has continued to raise funds for the Northern Centre for Cancer Care at the Freeman Hospital, helping to provide that little bit extra for local people with cancer.

The Sky’s the Limit for Charlie

During this year, cancer patients in our region have started to benefit from the most advanced form of radiotherapy in the country thanks to the generosity of the North East public and the unique collaboration between the Trust, the Newcastle Healthcare Charity, the Sir Bobby Robson Foundation and Charlie Bear for Cancer Care. The revolutionary stereotactic radiotherapy facility is now treating patients at the NCCC, delivering radiation with pin-point accuracy to tumours that are difficult to treat by surgery or conventional radiotherapy.

Charlie Bear donations have also purchased a luminous SkyCeiling for the stereotactic radiotherapy facility - a virtual skylight which gives the illusion of real sky views to alleviate stress and help patients relax. This has been received so positively by patients that Charlie Bear funds will now be used to install similar SkyCeilings in all radiotherapy treatment rooms.

Charlie Bear had another successful year with more than twenty runners taking part in the 2014 Great North Run raising a total of nearly £10,000 for the fund once Gift Aid was included.
Staff at Hays Travel in Wallsend have been raising money for Charlie Bear for Cancer Care since 2013.

The company head office allocates a Community Fund for each branch to spend in their neighbouring communities to help increase awareness of local charities.

Wallsend Branch Manager, Darren Wetherell, explains: “Community Partnership is part of our company ethos and our fundraising was started using part of this corporate Community Fund. We love being involved with local charities that are close to our hearts, so Charlie Bear was a natural choice. We already had connections with the Trust through our Santa’s Sack Appeal for the Great North Children’s Hospital and after reading about the good work that Charlie Bear does, I was inspired to raise funds for local people with cancer.

Our events have gone from strength to strength over the past two years - in fact, we have doubled the amount raised last year. Branch staff have held cake stalls, raffles and organised coach trips all in aid of Charlie Bear for Cancer Care. Together we have raised over £2,000 in 2014.

A big thank you to all our customers, without whom none of this would be possible.”

Presenting the 2014 cheque to Charlie Bear for Cancer Care (L-R, Stephanie Crawford, Hays Travel, Pauline Buglass, Head of Fundraising for Newcastle’s Hospitals, Darren Wetherell, Branch Manager at Hays Travel Wallsend, Nathan Patterson, Hays Travel)

Charlie Bear Retail Manager Michelle Charlton with Volunteer Yvonne Moore

A Sense of Well-Being

Thanks to Charlie Bear and other supporting charities, the NCCC is able to offer complementary therapies alongside normal medical treatments. A team of qualified therapists use gentle touch and relaxation techniques to achieve a sense of well-being which can help patients cope with some of the stresses caused by cancer and its treatment.

Complementary Therapist, Angela Jackson, provides comfort to patients at the NCCC

Charlie’s HQ

The Charlie Bear shop on the main concourse of the NCCC goes from strength to strength under the professional management of Michelle Charlton and her dedicated team of volunteers who also provide help and advice for patients and visitors. During the year, the shop generated nearly £18,000 for the fund.

“I like to think of the shop as Charlie Bear’s HQ,” says Michelle. “We’re just about the first thing visitors see when they come into the NCCC and we like to help them in whatever way we can, especially when they’re often feeling anxious. We’re the face of Charlie Bear really!”

For shop enquiries, contact 0191 213 8616.

The Easter Bear

The Charlie Bear for Cancer Care annual Easter Fair held in March 2015 raised £1,770.60 including a generous personal donation from Charlie Bear Patron, Sir John Hall.

PHOTOS: FROM SOURCE
Charlie Bear Golf Day, Beamish Park Golf Club, Co Durham

For the past three years, Chris Cole, the Golf Pro at Beamish Park Golf Club has successfully hosted a Charlie Bear Golf Day to show his gratitude for the treatment he received whilst a patient at the Northern Centre for Cancer Care under the care of Dr Ashraf Azzabi and his team.

Twenty seven teams took part in this year’s contest, a fourball stableford with the best two scores counting. The coveted first prize went to the team from programme management and construction consultancy, Turner & Townsend with a score of 98 points. Special prizes were given for longest drives, nearest the pin and a putting competition for both men and ladies, with prizes generously donated by local businesses which included fourballs at Hartlepool, Garesfield, Stocksfield, Darlington and Sharpley along with bottles of wine and golfing equipment.

A special mention too for the following individuals, businesses and organisations which sponsored holes on the day:

Turner & Townsend, Women’s Fellowship (White le Head Church), Turner & Budd, D Marshall, Barkers of Northallerton, First Stepsk, Ron Glendinning, Alan Thornton, CAD 21, A Muir and Hay & Kilner.

A total of £7,000 was raised on the day – a magnificent achievement from all those involved and especially from organiser Jim Cockburn and Chris Cole himself who facilitated the day. The ultimate winner as always, however, was Charlie Bear.

Charlie’s Chocolate Orange Challenge

Michelle Charlton, Retail Manager for Charlie Bear for Cancer Care, pictured with some of the chocolate oranges collected by the Department of Work and Pensions here in the North East in memory of Elliot Lamb as part of Elliot’s father Chris’s ‘Chocolate Orange Challenge’.

Chris, who works for the DWP in the North West, challenged his DWP colleagues in the North East to collect chocolate oranges and donate them to a number of local healthcare charities for sharing by staff at Christmas 2014.

Charlie Bear and the Sir Bobby Robson Foundation were the happy recipients.

Thank you - greatly appreciated!

www.justgiving.com/charliebear
Head and neck cancer is one of the lesser known cancers, but if diagnosed and treated early, has one of the best survival rates.

Newcastle upon Tyne Hospitals NHS Charity (reg. 1057213)

The Northern Head and Neck Cancer Fund (HANC), based at the Freeman Hospital, aims to fund head and neck cancer awareness campaigns within the northern region, as well as funding equipment and services to improve the patient and carer experience and aid research and education in the field of head and neck cancer.

Truly reaching new heights for the Northern Head and Neck Cancer Fund!

Gateshead man, Geoff Battla, reached new heights in his fundraising efforts for HANC by successfully trekking through the Himalayas.

Geoff, from Low Fell, Gateshead, has himself recovered from throat cancer and had his final radiotherapy session just two years ago. To say thank you for his successful treatment and to raise awareness and funds for HANC, Geoff embarked upon his epic journey in October 2014 with his good friend, Ian Mavin.

In less than two weeks, the pair trekked around the Annapurna Circuit in Nepal, finally returning to the picturesque little town of Pokhara having climbed over one of the highest passes in the world – the Thorung La. Lying over 5,400 metres above sea level this area was the site of tragedy last year where many trekkers lost their lives in severe blizzards.

On the last day of the ascent Geoff and Ian set off in temperatures below -12°C. They faced a difficult climb to the top of the pass through thick snow, followed by an even steeper and more treacherous descent of 1600m, slipping and sliding most of the way.

Thankfully, Geoff and Ian returned safely having raised over £700 for HANC.

Speaking on his return, Geoff said: “I recognise that I’m really lucky to have recovered from throat cancer and wanted to take the opportunity to help raise awareness and funds for HANC. I am dedicating this trek to those who bravely fought throat cancer but sadly didn’t make it through and to those people undergoing treatment or who are yet to be diagnosed. If in any way we can raise funds to improve the success rate in treating head and neck cancers then together we will have done something really amazing!”

www.northernhanc.org
Zipping above the Tyne for HANC

Lindisfarne’s Billy Mitchell was one of twenty fundraisers who all aimed high for HANC in July 2014 when they zip-wired across the River Tyne from the Baltic Arts Centre in Gateshead to Newcastle’s Quayside.

Other brave “zippers” included Ayako Takemoto who travelled all the way from Tokyo to take part and three members of the same family - Graham Conlon, his daughter Rebecca and brother in law Paul Jackson. Like many others, Rebecca declared on landing that she wanted to do it all over again!

Hollyoaks star supports HANC

‘Hollyoaks’ actor Ross Adams has become a celebrity supporter of the Northern Head and Neck Cancer Fund. Ross, who plays Scott Drinkwell alongside Sinead O’Connor in the Channel 4 soap, is originally from Shotley Bridge. He has previously acted in BBC2’s comedy series ‘Hebburn’ as well as ‘Emmerdale’ and ‘Doctors’ and received a Royal Television Society Award nomination for his role in BBC3’s ‘The Gemma Factor’.

Scott’s grandmother was treated at the Freeman Hospital for oral cancer but sadly died in 2011. Says Scott; “It’s very important for me to use the recognition that comes with being on the telly in a positive way and this charity means a great deal to me as my beloved Gran was treated for squamous cell carcinoma. I’d love her legacy to live on through me and if I can help to raise funds for the charity and awareness against the disease then I’d feel like I was giving something back.”
Enough to make your lips turn blue!

A novel idea to raise public awareness of mouth cancer was tried out by delegates at the Northern Head and Neck Cancer Fund’s conference in November 2014.

The ‘blue-lip selfie’ was initially proposed at the British Dental Association’s conference at the House of Commons in October 2014. Evelyn Weightman from the Northern Head and Neck Cancer Fund and Amanda Dear, Head and Neck Macmillan Nurse Specialist from the NCCC were privileged to be invited to attend the BDA conference and were delighted to be able to promote the idea at their own conference the following November, held to coincide with Mouth Cancer Awareness Month.

It is hoped that initiatives like this will continue to help promote mouth cancer awareness to the general public.

Over 100 delegates attended the Northern HANC event held at St James’ Park. James O’Hara, ENT Consultant at the Freeman Hospital spoke on the symptoms and signs to look for which may indicate mouth cancer.

November is Mouth Cancer Awareness Month

As part of the activities for Mouth Cancer Awareness Month in November, HANC supported mouth screening events in Newcastle organised in partnership with Amanda Dear, Head and Neck Macmillan Nurse Specialist, the Northern Deanery Dental Foundation Programme and Deborah Howe, Oral Health Promotion Lead from the Community Dental Service.

Yellow toothbrushes branded with the HANC logo were given out as an incentive to those taking part in mouth cancer screening during Mouth Cancer Awareness Month.

A busy year for HANC fundraisers!

Clockwise from left:
Hexham market cake stall made over £150
Billy Mitchell helping out at a car boot fair in June which raised £238
A HANC branded cycling vest
The 2014 HANC Christmas card - a big thank you to Tim Hawkes who kindly donated the printing - 1000 cards were sold in total!

www.northernhanc.org
The work of the Integrated Critical Care Unit (ICCU) at the Freeman Hospital is to provide care for adult patients with conditions and severity of illness that require more complex care than can be given in an ordinary ward.

Most patients looked after in ICCU undergo major surgery for life-threatening conditions of the liver, pancreas, gallbladder and main arteries in the chest and abdomen. Other patients cared for include those undergoing major head and neck surgery, bladder surgery and transplantation surgery of the liver, pancreas and kidney as well as patients with bone marrow transplants, severe infections, complex heart and lung conditions and a variety of other major illnesses. Often, patients are referred to the Freeman Hospital for most challenging of specialist treatment understandably not available in most hospitals elsewhere in the Northern region.

The ICCU has its own dedicated charitable fund - the DREAME Fund – which helps patients and their relatives to cope both physically and psychologically with the extreme stresses placed upon them in such circumstances. The DREAME Fund supports the provision of the more holistic elements of patient care, generating a less threatening, more comfortable environment to help lower anxiety levels in situations where great uncertainties exist.

The original fund was founded by the late Dr David Ryan who led the ICCU for 21 years from its inception in 1978. Following David’s sudden death in the summer of 2009, the charity was renamed as the DREAME Fund (David Ryan Equipment and Medical/Nursing Education Fund) to continue David’s legacy.

The Fund is also used for providing equipment to enhance patient rehabilitation and for ongoing education and training of medical and nursing staff enabling high standards of care to be maintained within the ICCU and allowing staff to publicise the unit’s work nationally and internationally, encouraging others to adopt similar practices.

An idea to celebrate a 50th birthday with an old boys reunion turned into a major fundraising event for Richard Milbank and his friends and a £3269.29 boost for the ICCU’s DREAME Fund. Richard and his team of ex-Newcastle Royal Grammar School pupils, including Colin Chater, husband of the Trust’s Assistant Finance Director (R&D), Gill Chater, cycled the 120 mile route along Hadrian’s Cycleway from Silloth on the Solway Firth to Tynemouth in North Shields.

The cycle challenge was timed to coincide with the class of 1983 ‘Old Novos’ all turning 50, including ‘head boy’ Andy Kilner, a critical care consultant who led the ICCU for 12 years (before himself undergoing treatment for a brain tumour).

The school friends, who now live in various parts of the country and the world, aim to come together on a number of occasions to celebrate their landmark birthdays but for the ‘big 50’ Richard felt they should take on a challenge whilst raising money for a local charity.

Presenting the cheque to Dr Joe Cosgrove, Consultant Anaesthetist in peri-operative and critical care, Richard thanked all those who had taken part in the cycle challenge explaining: “I want to express my thanks to everyone, the cyclists, support drivers, sponsors, helpers and motivators. It was a fantastic weekend and completely exceeded all my expectations in all sorts of ways. In places, the coast to coast route was breathtaking - its scenery, history and wilderness. The whole team of cyclists, of varying ability and fitness, gave their all in completing the route and I’m so proud that we were able to raise such a great sum of money for the DREAME Fund. I can’t think of a better way for us to celebrate our half century.”

Old Boys' Coast to Coast Challenge raises over £3,000 for ‘Dreame Fund’

www.justgiving.com/DREAME-fund
The Newcastle Urology Fund supports ‘Newcastle Urology’ based at the Freeman Hospital and aims to improve the care of patients from the North East and North Cumbria, who are suffering with urological conditions including prostate, kidney and bladder cancer. The Fund supports state of the art treatments, including laser treatment of the prostate gland and Da Vinci robotic surgery.

The Fund was boosted this year when the Rotary Club of Tynemouth nominated Newcastle Urology as its chosen charity for 2014/15, raising £1,000 including over £400 collected at Morrisons Superstore at North Shields. Presenting the cheque to Pauline Buglass, Head of Fundraising for the Trust’s charitable funds, President Elect, Archie McGlynn, explained that the Club wished to support anything that would help win the battle against prostate cancer.

The Ward 23 Fund supports the Paediatric Cardiology Service at the Freeman Hospital, caring for children who need both day-case treatment, and those who need longer more complex surgical and medical treatment.

This year the Ward has been delighted to receive support from ‘Puffing Billy’. The replica steam engine, based on the Butlin’s original and lovingly recreated by South Hetton businessman Ian Morrell, took to the road for a Christmas tour in December 2014, travelling from village to village across County Durham, raising money for Ward 23 and delighting the young and old.

Ian’s grandson Caden was just two weeks old when he was treated at the Children’s Heart Unit for a serious heart defect. Having fond memories of Puffing Billy from frequent childhood holidays to Butlin’s, Ian, from South Hetton, not only created a working replica, but has also written a series of children’s books about Billy, with the help of illustrator Swin Tempest. A donation of 50p on the sale of each book is made to the Ward 23 Fund.

www.newcastleurology.org.uk
The Young Adult Kidney Fund (YAKF), administered by the Newcastle upon Tyne Hospitals NHS Charity is a local charitable fund which helps support the Young Adult Kidney Service at the Freeman Hospital. The service supports young people living with kidney disease (aged 16 to 25) and is one of only a handful of its kind in the UK.
A Young Adult Kidney Coordinator, funded by the British Kidney Patient Association, is available to offer practical, social and emotional support to young adults and their families, easing their transition from paediatric to adult kidney services and giving advice on education, employment, finance, housing, childcare and the daily challenges of living with kidney disease.

This is a new service which recognises the specific challenges faced by young adults with chronic illness.

Being a young person and living with kidney problems is particularly challenging as they often find it hard to cope and can easily lose focus when it comes to understanding their condition, its treatment and lifestyle challenges, without appropriate support. Having someone who understands what it’s like can make a real difference and peer support is vitally important in helping a young person to gain confidence and become more independent.

Donations from the public enable the YAKF to keep on providing this valuable service to our young adult kidney patients by subsidising exercise programmes and social events where young adults can all meet up together. Many are low-paid or unemployed due to the chronic nature of their illness so paying for social events can be difficult. The fund also helps to get young adults involved in the Transplant Games in the UK and abroad. This is a great chance to celebrate life, keep fit and have fun socialising with others who have received transplants and those families who have kindly donated the organs of their loved ones to help others.

Through the help of the YAKF, young adult patients are also trained to become peer supporters and a specific ‘moving-on’ group is provided for those who are 25-30 years old.

### Medal Success ‘Down-Under’ for our Young Adult Kidney Patients

Duncan Hall and Alex Crawley (both 27) are kidney patients at the Freeman and were both medallists in the 2014 Australian Transplant Games in Melbourne. Alex from Wardley in Gateshead, has been attending hospital since he was two years old and is awaiting his third kidney transplant having been back on dialysis for the past three years.

Alex won silver medal in the Melbourne Games in archery, shot-put, discus and ball-throw as well as silver in long jump and bronze in archery.

Duncan Hall and Alex Crawley on the right, with their medals, pictured with Kevin Green (Chairman of the Australian Games 2014) in the centre. Also pictured, far left: Gill Childs and Ryan Dobinson. Ryan won gold in the 100m, shot put, discus and ball-throw as well as silver in long jump and bronze in archery.

Melbourne 2014 L-R: Ryan Dobinson, Gill Childs, Alex Crawley, Duncan Hall

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Alex won silver medal in the Melbourne Games in archery, shot-put, discus and ball-throw as well as in petanque pairs, teamed with Duncan. Duncan, who was on dialysis for five years before having a kidney transplant in 2007, won a gold medal in archery and was team leader for the event. He says: “Having the chance to attend the Australian Transplant Games last Summer was fantastic. It was tiring with all the travelling, but well worth it as I made some amazing friends and fulfilled one of my dreams which was to go to Australia and come home with a gold medal!”

Alex further explains: “A lot of people think kidney disease is something older people get, but some people are born with a problem with their kidney or only had one which didn’t work or got injured in some way. People also seem to think that once you’ve had a kidney transplant, it’ll last forever, but that’s a misconception.

Being born with kidney problems means that from day one, you are faced with difficulties, not just to do with your treatment, but with everyday life, like keeping down a job when you’re trying to fit in hospital appointments and having periods of illness, finding somewhere to live, organising finances and having a social life.”

www.justgiving.com/Young-Adults-Kidney-Fund
As ever, the majority of money raised has come from relatively small community and family events, from the thoughtfulness of so many individuals ‘doing their bit,’ and from people marking special occasions and remembering loved ones by making a donation.

The Foundation has also received tremendous support from a host of businesses, including its fantastic partnership with Newcastle Building Society, and there are a number of fundraisers who repeatedly challenge themselves to achieve incredible new goals in aid of the charity.

Lady Elsie says: “Every penny raised is helping us to help other people who are facing this terrible illness and we’re very grateful to all our supporters.

We’re very lucky and meet so many wonderful people through the charity. It’s a pleasure to chat to new fundraisers and see ‘old faces’ alike. Every one of us part of the same team, as it were.

I think it does us all good to know we’re doing something proactive against cancer. It seems to provide a measure of comfort and a sense that you’re not alone in being affected by this cruel disease.

Bob was so positive and determined in every aspect of his life, and he was so keen to see the charity succeed. He’d be very proud, and amazed I think, to see how many people share his vision and to know what we’re achieving together.”
To mark International Clinical Trials Day in May, Lady Elsie joined researchers and patients at the NCCC, to raise awareness of the importance of clinical trials.

The day also celebrated the benefits of charities, Newcastle University and the Newcastle upon Tyne Hospital’s NHS Foundation Trust working together as a team. Together, this partnership is helping develop vital drugs for cancer patients in the North East and Cumbria.

One of the drugs being tested in the Sir Bobby Robson Cancer Trials Research Centre at the NCCC is Rucaparib, which is giving patients with terminal cancer a ‘lifeline.’

It is a type of drug known as a PARP inhibitor (PARP is an enzyme that helps damaged cells to repair themselves) and Rucaparib was initially developed in collaboration between Newcastle University and Cancer Research UK.

PARP inhibitors are targeted treatments that kill cancer cells, while leaving healthy cells relatively unscathed. If PARP is blocked, cancer cells may not be able to repair themselves.

Cancer Research UK-funded researchers here in Newcastle upon Tyne have played a pivotal role in the development of PARP Inhibitors and the first cancer patient in the world to be given this new type of drug was treated in Newcastle in 2003.

Now, 12 years on, work on this drug is continuing with current trials open in ovarian, breast and pancreatic cancer and it is likely other cancer types may also benefit.

Professor Ruth Plummer is a Cancer Research UK clinician at the Northern Institute for Cancer Research in Newcastle. She is also Director of the Sir Bobby Robson Cancer Research Trials Centre and is a Trustee of the Sir Bobby Robson Foundation.

“Bob was so positive and determined in every aspect of his life, and he was so keen to see the charity succeed. He’d be very proud, and amazed, I think, to see how many people share his vision and to know what we’re achieving together.”

Lady Elsie
Professor Plummer explains: “Rucaparib is actually the very first PARP inhibitor to be given to patients and it’s one of an exciting new class of drugs.

It’s the first cancer drug developed by chemists and scientists at Newcastle University which has then been trialled with patients treated in the Sir Bobby Robson Centre at the Northern Centre for Cancer Care.

It’s been a great team effort and patients are benefiting from that partnership.”

The Sir Bobby Robson Centre was equipped by the Foundation and the charity also funds posts of a clinical trials doctor and nurse within it.

Clinical trials of Rucaparib are being followed through with patients who have solid tumours that have grown into surrounding tissue or spread to another part of the body and whose cancer is otherwise untreatable.

Jean Vipond, from Darlington, was diagnosed with ovarian cancer in 2008 and in 2012 she was given the devastating news that her cancer was terminal.

Jean has been receiving treatment at the Sir Bobby Centre since February 2012 and credits the team there, and the drug trial, for extending her life.

Jean explains: “It’s so devastating a diagnosis and you just want to carry on living your life as best you can, for as long as you can. I can still go away on holiday and just try to live life to the full.

Our grandkids come every week for their tea. They’re lovely boys and it means the world seeing them grow up and seeing our own children maturing and enjoying themselves. Every day is extra.”

Cancer Research UK, North of England Children’s Cancer Research Fund, Newcastle University and Newcastle upon Tyne Hospitals NHS Foundation Trust and, since 2013, the Sir Bobby Robson Foundation.

Working in partnership with Newcastle’s other leading cancer organisations helps reduce any duplication of work, meaning charitable funds can go even further.

Professor Plummer explains: “This partnership is an exciting opportunity to bring even closer the NHS Trust, University and local charities, all working together to bring better and innovative treatments for cancer patients.

Effective teamwork was very important to Sir Bobby during his football career and it was something he was equally committed to when he launched his charity too.

Ensuring that teamwork continues for the benefit of cancer patients is vital to us all.

By promoting collaboration between scientists, doctors, nurses and funding organisations, we aim to speed the delivery of new therapies like Rucaparib and improve cancer services in the area.”

Launched in July 2009, the Newcastle Centre at the Northern Institute for Cancer Research (NICR) is a collaboration between Cancer Research UK, North of England Children’s Cancer Research Fund, Newcastle University and Newcastle upon Tyne Hospitals NHS Foundation Trust and, since 2013, the Sir Bobby Robson Foundation.

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Professor Ruth Plummer

Professor Ruth Plummer with Jean Vipond, who is receiving treatment in the Sir Bobby Robson Centre
Purchase of exciting new cancer technology has been made possible thanks to a special collaboration between the Newcastle upon Tyne Hospitals NHS Foundation Trust, Charlie Bear for Cancer Care, Newcastle Healthcare Charity and the Sir Bobby Robson Foundation.

The Foundation made its largest contribution to date, £850,000, to help fund the stereotactic radiotherapy system, which uses detailed scans and computerised 4D treatment planning to treat cancer and deliver radiation with tremendous accuracy.

Small, thin beams of radiation are directed from different angles to meet at the tumour, which receives a high dose of radiation while the surrounding healthy tissues receive a reduced dose.

Lady Elsie visited the completed unit for the first time recently and shared the moment with some of the Foundation fundraisers who helped make it happen.

Dr Ian Pedley, Consultant Clinical Oncologist and Clinical Director for NCCC, helped explain how the technology works and why it is such an important step forward for local cancer patients.

Dr Pedley spoke of how: “Until we had this unit, patients referred to the NCCC travelled to Sheffield, Leeds or London for similar treatments. In fact, this particular combination of technology was only available in London.

The Novalis Truebeam STX alone is a hugely exciting piece of cancer treatment technology and that was funded by the Newcastle upon Tyne Hospitals NHS Foundation Trust.

But we’ve been able to do even more for our patients thanks to the additional charitable funding we’ve received and that’s enhanced the stereotactic radiotherapy unit with additional technology.

All working together, the new system delivers such high doses of radiation to tumour sites that treatment for patients can, in some cases, be reduced from weeks to just one to five days. And effects on nearby organs are minimised.

Having this equipment at the Northern Centre for Cancer Care enables cancer patients from the region to be treated more quickly and effectively than ever before. It’s amazing what the NHS and local hospital charities have achieved together.”

Patients with lung cancer are already receiving stereotactic radiotherapy treatment with scope to extend treatment to other tumour sites in both children and adults.

In addition, prostate cancer patients are now receiving radiotherapy treatment in the unit, which has such sophisticated imaging technology that standard treatment of 37 sessions can now be delivered in 20.

There are plans to reduce this still further, to just five treatment sessions, which will then be delivered with stereotactic radiotherapy.

Clive Sinton, from Blyth, has received treatment for prostate cancer and joined Lady Elsie and fundraisers to share his positive experiences of the new technology.

Clive says: “There’s a tremendous atmosphere when you come here. All the staff are great and you really get to know each other. It’s all first name terms. There’s no better word for it than tremendous.”
Charity runner, Mark ‘Run Geordie Run’ Allison, has already run from John O’Groats to Land’s End, across America and, most recently, across Australia. In spite of everything he has achieved, the thousands of miles covered and hundreds of thousands of pounds raised for charity, he still feels he has one more challenge he needs to complete and, incredibly, he is going to run around the world.

It will take Mark until at least 2024 to finish the challenge, which he will complete in eight segments as family life, work and finances permit. Mark, from Bedlington, Northumberland, will need to cover 20,000 miles, over four continents and it will take him approximately 1 year and 243 days, in total, to complete. His round the world challenge began, although he did not know that at the time, with his John O’Groats to Land’s End 874 mile run in 2007.

Mark has also already ‘ticked off’ the USA (2011) and Australia (2013), 3,100 miles and 2,384 miles respectively, but still has approximately 13,642 miles still to go. The next segment of ‘Run Geordie Run Around the World’ is the European leg, which Mark will undertake in 2016. Mark will begin in Portugal and finish 100 days and 3,400 miles later in Istanbul. His route passes through Portugal, Spain, Andorra, France, Italy, Switzerland, Germany, Austria, Croatia, Serbia, Bulgaria, Greece and Turkey.

Mark says: “As before, my fundraising target for this run is £50,000. If I can achieve that for The Children’s Foundation and the Sir Bobby Robson Foundation, then I’ll feel like all the hard work is worthwhile.”

Auction online for success
Gina Long, from Suffolk, is a long-time supporter of the Foundation and a friend of the Robson family.

Each year, she puts her contacts and event organisational skills to great use raising money for charities that are close to her heart and, thanks to generous support, her three online auctions have now raised more than £700,000 for charities, including the Foundation.

The ‘Sir Bobby’ auctions are run with the help of a very dedicated committee, chaired by Gina, and companies like the Saleroom.com, which give their professional services at no charge.

The global auctions offer access to a range of very special items, often donated by high-profile supporters and many of them ‘money can’t buy.’

This year, more than 2,596 bids were made on 114 lots, raising an incredible £97,642 for the Foundation, Suffolk hospitals’ charities and the East Anglia’s Children’s Hospices.

The top lot in the auction was donated by FIFA, an opportunity for two to attend the FIFA Ballon d’Or Awards in Zurich as VIP guests. A Gary Speed match-worn Sheffield United shirt was also greatly in demand. Sir Bobby described Gary as one of his ‘blue chip’ Newcastle United players.

Gina explains: “A colossal amount of money has been raised for very special charities that make a real difference to so many people thanks to the generosity of everyone who donated a prize or placed bids. I marvel at how the momentum behind our very special online auction has grown and grown. Here’s to the next auction in 2015.”

Every year, Gina has looked to see where she can enhance the auction so that even more people can get involved and this autumn’s ‘Sir Bobby Auction’ will be no different.
The magic of Widnes Vikings

Rugby league club, Widnes Vikings, raised £20,000 by creating a limited edition black and white striped shirt for a special fixture played at St James’ Park.

The stadium hosted the First Utility Super League Magic Weekend for the first time in May this year and thousands of rugby league fans descended on Newcastle.

Supporting the Foundation was the brainchild of Vikings’ Marketing Director, Brian O’Connor, and the initiative was designed to raise money for the charity and engage more local people in rugby league.

Thanks to the Vikings’ principal sponsor, The Parcel Centre, who kindly agreed to vacate their sponsorship space on the front of the playing kit, the striped shirts featured the Sir Bobby Robson Foundation logo front and centre.

The new kit was launched with help from Vikings’ Magic Weekend Ambassador, Peter Beardsley, at Walker Technology College.

Brian O’Connor explains: “At the outset, this initiative was about tying our colours in with the famous black and white stripes of our Magic Weekend hosts, Newcastle United.

Working with the Sir Bobby Robson Foundation has allowed us to do something incredibly special. It has been a privilege to work with a charity that works tirelessly to provide vital services within the North East and Cumbria, and also has an incredible impact on international cancer research.”

The Widnes Vikings’ initiative generated extraordinary interest and the shirt was endorsed by high-profile celebrities including comedians John Bishop and Paddy McGuinness, TV personalities Tim Lovejoy, Simon Rimmer and the cast of Hollyoaks, pop star Melanie C, rugby union player Sam Burgess and footballers Dietmar Hamann, Rob Lee and John Beresford, as well as Foundation Patrons Alan Shearer and Niall Quinn.

100% of the profits from Magic Weekend shirt sales were donated to the Sir Bobby Robson Foundation and the cheque was presented to Sir Bobby’s son, Andrew, in front of the Magic Weekend’s enthusiastic crowd.

Sunderland ‘signing’ for Sir Bobby

For years, the iconic signs on the Sunderland Echo building at Pennywell were, for many Wearside, an indication that they were almost home.

The giant red letters were clearly visible from the A19 and a familiar sight for regular road users.

Now, they have been carefully removed by the building’s new owners, Tecaz, and the bathroom and kitchen retailer auctioned them to raise money for the Foundation.

Susan Coates, 54, from Sunderland is receiving treatment at the Northern Centre for Cancer Care and kindly helped publicise the auction of the sign.

Susan says: “I’ve nothing but admiration and respect for the way I’ve been treated at the Centre. All the doctors, nurses and staff are so professional and caring, and there’s a wonderfully warm and supportive atmosphere.

It’s difficult receiving cancer treatment and it makes such a difference when the people caring for you are so understanding.

It’s made such a difference to me to have a trials centre here in the region and where I can easily get to. I know not all cancer patients have that.”
On 17 July 2014, Malaysia Airways Flight MH17 was brought down, with the loss of everyone on board, in a suspected missile attack over Ukraine.

Liam Sweeney, 28 from Westerhope, and John Alder, 63 from Low Fell, were among the 298 people who tragically lost their lives that day. The two football fans were on their way to watch Newcastle United play in a pre-season friendly in New Zealand.

Money has been raised or donated to a number of charities in their memory, including a collection begun by fans of Sunderland AFC, which raised £33,000 for the Sir Bobby Robson Foundation and Marie Curie Cancer Care.

John Alder was an avid Newcastle fan and missed just one game, home and away, in 40 years. During that time, he amassed an extensive collection of football memorabilia, which his family generously donated to the Foundation.

Thanks to auctioneers Anderson and Garland and with a great deal of help from Newcastle United, the auction of John’s collection raised £26,000.

Thousands of match programmes, tickets and books went under the hammer at St James’ Park, dating from 1920s to the present day, and bidders from across the UK and as far afield as Singapore, Dubai and Vancouver vied for the lots.

A further £5,000 was donated to the Foundation by a friend of John’s, when he took over John’s Platinum Club Bond at St James’ Park. Thanks to this extremely generous gesture, John’s seat at the stadium will remain filled by fellow fans who knew him and attended games alongside him.

Joyce Robbins, John’s sister, says: “The last year has been a roller coaster really.

It’s been very difficult, and extremely painful at times, but we’ve had fantastic support from so many people, from football fans, Newcastle United, and so many strangers, too many to name.

And by helping the Sir Bobby Robson Foundation we feel like we’re doing something positive. It’s been a focus on something good in a bad situation and that’s really made a difference for us all.”

Colleagues and customers at Morrisons’ Killingworth, where Liam Sweeney worked for 12 years, also generously contributed to the Foundation through a year of fundraising in memory of their colleague.

Barry Sweeney, Liam’s dad, and store manager, Adrian Farrage, recently presented £6,150 to the Charity.
Everyone who undertook the 2014 Great North Run for the Foundation had their own, often very personal, reasons to support our work.

One of the Foundation’s runners was Alison Jane from Monkseaton, North Tyneside, who successfully completed the run even though her partner, Craig, was in Intensive Care at the time with an extremely rare cancer related illness, and had been for many months.

Alison raised more than £2,000 for us and was greeted at the finish by her proud parents and Sir Bobby’s family.

Very sadly, Craig passed away earlier this year. Alison is running the Great North Run once again to raise funds for the Foundation in what is sure to be an emotional occasion.

Lady Elsie says: “The Newcastle is very much part of our team effort. They understand what we’re trying to achieve and its importance and we’re most grateful to the Newcastle and its customers for their support.”

Andrew Haigh, Chief Executive of Newcastle Building Society, explains: “Our partnership with the Foundation started around three years ago and it really has been a great success. The enthusiasm for the initiative from our customers that have taken out the Sir Bobby Robson Foundation savings products has been wonderful and has enabled us to provide this support to help the fantastic work the charity is doing in the fight against cancer.”
The Newcastle Healthcare Charity
Despite the United Kingdom being the fastest growing economy in Western Europe in 2014/2015, charities all across the country have continued to suffer declines in their levels of growth. Thankfully this is not a universal truth and in the case of the Newcastle Healthcare Charity our support from donors & benefactors has increased.

During the financial year ending in March 2015 our charitable income increased by 10.5% over the previous financial year, exceeding all expectations, or shall I say almost all expectations. During all of my years as a Trustee, (and Chairman) of the charity I have never been surprised at the sheer generosity of the people of the North East. Year after year they have provided donations, both large and small, on a regular and consistent basis. In the 15 years since I was appointed to the Trustee board of what was then ‘The Special Trustees of the Newcastle University Hospitals’ our donors and benefactors have enabled us to commit over £31 million to NHS projects based in, and around the Newcastle Hospitals that have allowed the charity’s Trustees to support, enhance and improve services for patients, carers, and staff.

Overall income in 2014/15 was £2.3 million, the largest sum received by the charity in the past twenty years. The continued goodwill and generosity shown by the community to our local NHS services never ceases to amaze and continues to provide inspiration and encouragement.

The strategy of the Trustees continues to be one of aligning the charity’s expenditure to the strategic business objectives of our host NHS Foundation Trust. In the last financial year (2014/15), the charitable Trustees made grants and commitments totalling £2.03m. The most significant (in terms of overall spend) include:

- £67.5k to help advance the work of orthopaedic surgeon Professor David Deehan. Professor Deehan’s team is working extremely hard to improve recovery outcomes for patients requiring new joint implantation.
- £418k contribution to provide a Siemens Force CT Scanner at the Royal Victoria Infirmary.
- £167k contribution from the Charlie Crowe ‘Scanner Appeal’ toward the provision of a ‘state of the art’ MRI scanner to be located at the Newcastle Magnetic Resonance Centre at the Campus for Ageing & Vitality.
- £65k to purchase enhanced ultra-sound equipment to further assist in the early diagnosis of Breast Cancer.
- £467k to ‘pump prime’ pioneering research projects aimed at improving care and treatment for future patients.

Finally I welcome this opportunity to convey the gratitude of the Trustees to everyone who has supported the Newcastle Healthcare Charity in the 2014/15 financial year. It is only through this unselfish and generous support that we are able to continue to help and enhance the care and treatment of patients in our community and local hospitals.

Ken Grey
Chairman of the Newcastle Healthcare Charity

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A selection of Supporting Charities for the Newcastle upon Tyne Hospitals NHS Foundation Trust
Stars open a new home from home for heart patients

Helen Rae
Health Reporter
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Alan Shearer joined Ant and Dec to open a new home for families of children receiving heart treatment in the North East.

The trio unveiled Scott House, the latest addition to the Freeman Hospital, Newcastle, which will help support the families of patients in the hospital’s Children’s Heart Unit.

The unit, which is a world leader in transplant surgery and innovative treatment, is one of only two of its kind in the country.

The £1.9 million project was funded through The Sick Children’s Trust and Children’s Heart Unit Fund (Chuf) and

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includes 18 en-suite bedrooms and a transplant flat.
Chuf patron Dec, 39, said: “We could not be prouder of the North East today and want to thank everyone who has helped or donated in any way from the bottom of our hearts.

“As patrons of Chuf, we are honoured to officially open Scott House to the families of the heart patients at Freeman Hospital, Newcastle, who continue to save lives on a daily basis whilst offering world-class care.

“There is a demand for the new Home from Home service and the fundraising has been so worthwhile to get to this point.”

The name Scott House was chosen to recognise the achievements of Anne Scott, whose tireless fundraising on behalf of her two daughters led to the founding of the Chuf charity to support the children’s heart unit.

It provides both emotional and practical support for families and contains en-suite bedrooms and a transplant flat to help patients prepare to go home, as well as communal living areas including kitchen and dining rooms, lounges, playrooms and laundry facilities.

Each private family bedroom has a direct telephone line to the ward so that parents can be contacted day or night should their child’s situation change.

The money for the facility has come from the Children’s Heart Unit Fund and the Sick Children’s Trust.

Newcastle United legend Shearer said: “Some of the children are on the children’s heart ward and Paediatric Intensive Care Unit for a very long time, especially if they are waiting for a transplant or recovering from complex surgery.

“Being separated from their parents - and parents being separated from their children - is tremendously stressful and it has never been more important for us to support them on their difficult journey.

“The Home from Home family accommodation is of an incredible standard, with every detail considered. It is a magnificent building. It is great to play a small part in raising the near £2m. We still need to continue to raise the money; I mean, within a few days the accommodation was full, so that shows you how busy the hospital is.”

Dr Richard Kirk, consultant paediatric cardiologist and transplant physician at the Freeman Hospital said: “Giving the families of the heart babies, children and teenagers a place where they can call home, while their loved ones undergo treatment at the heart unit at Freeman Hospital has been in our sights for a long time.

“Seeing it come to fruition and to be so comfortable, well designed and homely is tremendously exciting. With a direct line straight to the ward, this will allow the families to try and maintain as normal a lifestyle as possible, while they endure one of the most difficult and stressful times of their lives.

“We have families on the unit from across the UK and Ireland as well as the North East who will benefit.”

The opening of Scott House, a new home from home for parents of sick children at the Freeman Hospital

Simon Greener

The Journal
A selection of Supporting Charities for The Newcastle upon Tyne Hospitals NHS Foundation Trust

**The Sick Children’s Trust** provides free, high-quality ‘Home from Home’ accommodation, as well as emotional and practical support, for families with seriously ill children in hospital in Newcastle. The charity has two houses supporting families from across the North East and beyond: Scott House at Freeman Hospital and Crawford House at the RVI.

Each house has comfortable bedrooms with direct phone lines to the wards, which mean families can get a good night’s sleep knowing they can be contacted directly if anything changes with their child’s situation. Spacious living areas also allow families to maintain a sense of normality, with kitchens where they can prepare a home-cooked meal and comfy lounges where they can relax in front of the TV after a long day on the ward.

Playrooms, quiet rooms, bathroom and laundry facilities also help ensure the houses become a place of welcome respite for the families they support. The accommodation is free of charge and is run on a needs basis to enable families to be there for their seriously ill child while they are receiving treatment.

Over the last year, the houses supported 887 families with critically ill children – these are families who had nowhere else to stay. This was a 46% increase on last year, thanks to the opening of Scott House in October 2014.

Scott House, the result of a £1.9m fundraising partnership with the Children’s Heart Unit Fund, is a state-of-the-art ‘Home from Home’ for families with children receiving treatment on Freeman Hospital’s Children’s Heart Unit.

The houses make a life-changing difference to the families of children like Ammia Storey. Ammia was born with a defect in her abdominal wall which meant her organs were in a sac outside of the body. In her first year, she underwent 13 lifesaving procedures at Newcastle’s RVI, where the family stayed for 324 days at Crawford House.

Mum Melanie Belcher says: “After a few weeks we settled down to a routine of shopping, cooking a proper meal in the kitchen, doing our laundry – all those important “normal” things that are made possible by staying in Crawford House. One of the most important things for us was to have somewhere private to go, away from the ward where everything was overwhelming.”

After going home for a year, Ammia needed final surgery at Freeman Hospital’s Children’s Heart Unit. The family once again stayed with The Sick Children’s Trust, this time staying at the newly-opened Scott House for two weeks before spending a further two weeks in Crawford.

Melanie adds: “It is hard to put in to words what the support of The Sick Children’s Trust means to us – my partner Jonathan says there really are no words. We simply could not have coped without them, and knowing that as Ammia faces further treatment we will have a ‘Home from Home’ to return to makes it all so much easier to face. We will always be grateful.”
The Teenage Cancer Unit is located on Ward 4 of the RVI and offers young people a place to receive treatment where they can feel a bit more at home. Since the £1.4 million unit opened in 2010, approximately 280 young people aged 13 to 18 from the surrounding area have received treatment.

The Ward has a separate six bedded area dedicated to teenagers and young people with three en-suite cubicles and a three-bedded bay, all with facilities for a family member to stay. There are an additional three cubicles with a similar design to the unit that are available for teenagers within the Ward 4 environment and have access to the same facilities.

All bedrooms are equipped with soft furnishings, bespoke furniture, TV, DVD and gaming facilities, and there is dedicated Teenage Cancer Trust wifi with laptops provided.

The unit replaced the former base at the RVI, which was opened in October 1997 and was the 3rd Teenage Cancer Trust unit to open in the UK, transferring within the Great North Children’s Hospital in 2000.

To mark its fifth year of supporting young cancer patients from across the North East, singer Ella Henderson from TV’s ‘The X Factor’ made a surprise visit to the unit, joining current and former patients to cut the birthday cake and officially start the party.

Ella was clearly moved by the visit: “It was amazing to be able to speak to the young people with cancer there about their experiences,” she said. “I was struck by their overwhelming bravery and positivity… The unit was so warm and welcoming, like a home from home, with lots of activities going on that young people could take part in together.”

Vicki Lockey, Teenage Cancer Trust clinical nurse specialist at the Newcastle upon Tyne Hospitals NHS Foundation Trust, said: “Today, we celebrate a five year milestone of having transferred from the original unit into this fantastic space.

We look forward to continuing our care and support for young people working in partnership with Teenage Cancer Trust. We will continue to put the young person at the centre of our care and provide facilities to make our patients’ stay as comfortable as possible. We have a fantastic team who are all very passionate and dedicated to ensuring the young people receive the best treatment in the best environment we can offer.”

Louise Miles, Teenage Cancer Trust fundraising manager for the North East and Cumbria, said: “Over the past five years, we have seen the unit make a huge difference to young people’s lives. There is, however, still much more to do and for every young person we help, there is another we can’t. We rely on donations to maintain the unit, fund our specialist staff and support the work of our free cancer awareness sessions in schools, colleges and universities across the North East and Cumbria. That’s why we need the local community to continue supporting us.”

The Teenage Cancer Trust works alongside the Newcastle upon Tyne Hospitals NHS Foundation Trust and funds a Clinical Nurse Specialist and a Youth Support Co-ordinator at the RVI.

A social support group is held monthly, funded by the Trust’s Ward 4 Children’s Cancer Fund, and over the past year the group has gone to the cinema, laser quest and the beach, taken part in pizza making and sausage making, played crazy golf and enjoyed many meals out. This is an opportunity for the young people to meet others who have had similar experiences to themselves away from the clinical setting and share stories, pass on tips, develop friendships and give each other peer support.

Find Your Sense of Tumour

The Teenage Cancer Trust hosts a conference entitled ‘Find Your Sense of Tumour’ which provides young people with the opportunity to meet and share experiences with other young people who know what it’s like to be diagnosed with cancer. The conference provides a mix of inspirational presentations, fabulous therapies and great social activities in one weekend! There are 2 conferences - one for under 18s and one for over 18s.

We also have the odd celebrity visitor, the most recent being singer-songwriter and TV presenter, Olly Murs.
Seth Lane has SCID, a life-threatening disease that means he has no immune system. Treating SCID involves having a bone-marrow transplant – a difficult procedure with no guarantee the transplant will work. Seth, who is five years old, was scheduled to receive a second transplant after the first one he had as a baby failed.

When Seth received his first bone marrow transplant in 2010, Seth’s parents asked friends and family to show their support by wearing yellow, since yellow symbolizes strong immunity and is also his favourite colour! So when he needed to receive a second transplant, Seth’s parents decided to do it again.

So they filmed Seth from his hospital bed with a number of cards telling people how they could #wearyellowforseth.

The family never meant to start any sort of campaign, and only expected friends and family to join in. Then, as social media has a tendency it do, it snowballed!

The campaign went viral extremely fast. Celebrities like Ashton Kutcher shared the campaign to their networks, and Snapchat offered their services as a partner to help spread the word. At the one week mark, Cosmopolitan and Buzzfeed posted articles about the campaign on Facebook. That was the moment we all realised that this was “Big”.

In the course of just a few days, over 97,590 posts poured in from around the world on every social network, generating 188.2 million social impressions.

For Seth, seeing the posts really boosted his morale and he asked his mum if that was more than 20!

For The Bubble Foundation, which supports Seth and other children born with SCID at the Great North Children’s Hospital, the scale of the campaign was more than we could have dreamed of. This was a huge thing for us because the charity is very small, run by a part-time fundraising manager and we knew that huge charities pay a lot of money for this kind of exposure.

Fortunately one of our trustees, Dan Clark (who had started volunteering for the Foundation when he was 16 setting up social media profiles and now working as a graphic designer) saw the campaign going viral and reacted quickly. He managed to set up a microsite with thousands of posts from all over the world including celebrities Ashton Kutcher, Philip Schofield and many more. The scale was overwhelming.

... and the great news is that Seth had a successful second transplant and has recently been discharged to a halfway house.

For more information https://ourlittlehero.wordpress.com and www.bubblefoundation.org.uk

This is the story of a how one boy, his parents and a small charity with no full-time employees, can capture global attention.

“A‘ always had such fond memories of the Clown Doctors. More recently, during his relapse treatment he was so excited to see them again. Even when “A’ was on the most intensive chemo, total body irradiation and during his bone marrow transplant, remarkably the Clown Doctors still managed to make him smile. From a parent’s point of view, after seeing their sick child lethargic and miserable, it was amazing to see him spark into life again. The Clown Doctors lifted everyone’s spirits!”

Quote from a mum
Bright Red is a regional blood cancer charity focused on improving the lives and treatment of those in the north who are dealing with blood cancer.

Our investment in patient care, staff development and blood cancer research has helped establish the north east as one of the best regions for haematology treatment in the UK.

The majority of our work is focused around the region’s main centre for blood cancer treatment, the Northern Centre for Cancer Care. We also support research work at Newcastle University, which has a reputation as an international centre of excellence.

During 2014/15 Bright Red surpassed £1,000,000 in grant giving. Examples of our investments during this financial year include;

- £4,000 of educational grants for nurses across the region
- £20,000 given to patients suffering from financial hardships through our Lee Robson Patient Care Grants
- Over £30,000 was given to Newcastle University to fund a NanoString technician
- £2,000 was given to fund the 2014 Annual Nursing Conference
- £17,000 was given to researchers at the Centre for Life to enable the group to study the genetics of leukaemia patients.

In 2015 we celebrate our 5th Anniversary. We hope that our next 5 years will bring even more success for the charity, and in turn we will be able to help even more patients across our region.

www.brightred.org.uk
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from March 2015
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Dr Lilaj K Malik  
Dr Fiona E McDonald  
Dr Rhona M McMenemin  
Dr Paula M Mulvenna  
Dr Ian D Pedley  
Dr Kenneth Rankin  
from October 2014
Dr Ghasa Shaikh  
Dr Timothy P Simmons  
Dr Sandeep Singhal  
Dr Wendy B Taylor  
Dr Helen E Turnbull  
Dr Kathryn L Wright  

MEDICAL ONCOLOGY:  
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Dr Fareeda Y Coxon  
Dr Nicola Cresti  
Dr Yvette Drew  
Dr Jill Gardner  
Dr Alastair P N Greystoke  
Dr Andy H Hughes  
Dr Christopher Jones  
Dr Nore R B M Harris  
Professor E Ruth Plummer  
Dr Kate A Sumpter  
Dr A Radina Todd  
Dr Mark W Verrell  

PALLIATIVE MEDICINE:  
Dr Anne-Marie Bourke  
from December 2015
Dr Philip J Casey  
Dr Alexa Clark  
Dr Mary C Cornish  
Dr Kathryn A Mannis  
Dr Maria McKenna  
Dr Anne Pelham  
Dr Rachel M Quibell  
Dr Kalyani Snell  
from August 2015

CARDIOHAEMATOLOGY SERVICES:  
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Clinical Director Adult and Paediatric Cardio-Renal Medicine  
Dr Simon R Haynes  
Clinical Director  
from April 2014

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Dr Alan J Bagnall  
Dr Christian M Bayle  
Dr John P Bourke  
Dr Jennifer G Crilly  
Dr Melody J Das  
from September 2015
Dr Rajiv Das  
Dr Richard J Edwards  
Dr Mohamed Enger  
Dr Rhi U Haq  
Dr S Tim Irvine  
Dr M Antoinette Kenny  
Dr Vijay Kunadian  
Dr Stephen J Walker  
Dr Guy A MacGowan  
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Dr Abdul Naser  
Dr Chris J Plummer  
Dr Ian F Purcell  
Dr Ewen J Shepherd  
Dr Jane S Skinner  
Professor Kim Spyridopoulos  
Professor Azar G Zaman  

CARDIOTHORACIC ANAESTHESIA AND INTENSIVE CARE:  
Dr Sameena T Ahmed  
Dr Kevin J Bremner  
Dr Francesca Calandrucci  
from September 2015
Dr Teresa Chia  
Dr Lee P Ferguson  
Dr Anthony G George  
Dr Margarita Gullan Ortega  
Dr Simon R Haynes  
Dr Ramesh Kumar  
Dr Judith Llevadas Jane  
from November 2014
Dr Alan J McCreery  
Dr Jo McClintock  
Dr Tim W G Murphy  
resigned June 2014
Dr Asha M Naik  
Dr Denis O’Leary  
Dr Leena Pardeshi  
Dr Henning Paul  
Dr Hazel Powell  
Dr Mahesh R Prabhu  
Dr Chandrika Royam  
Dr Abraham Samuel  
Dr Orathai P Saray  
Dr Chris P Spall  
Transferred to Peri-Operative & Critical Care Services June 2014

TRANPLANTATION MEDICINE:  
Dr Zdenka Rajnhart  
Dr Stephen R Whitaker  

PAEDIATRIC CARDIOLOGY:  
Dr Milind P Chaudhari  
resigned August 2014
Dr David S Crossland  
Dr C Richard Kirk  
Dr Angela H McBrien  
Dr John J O’Sullivan  
Dr Zdenka Rajnhart  
Dr Graham G Dark  

PAEDIATRIC ENDOCRINOLOGY AND DIABETES:  
Dr Rana A Bilar  
from April 2014
Dr Su K Bunn  
Dr Stephen Hodges  
Mr Faruk Oezalp  
Dr Simon J M Ledingham  
Mr Ifti U Haq  
Dr Rajiv Das  
Dr Richard J Edwards  
Dr Mohamed Enger  
Dr Rhi U Haq  
Dr S Tim Irvine  
Dr M Antoinette Kenny  
Dr Vijay Kunadian  
Dr Stephen J Walker  
Dr Guy A MacGowan  
Dr Janet M McComb  
Dr Elizabeth McLelland  
Dr Stephen Murray  
Dr Abdul Naser  
Dr Chris J Plummer  
Dr Ian F Purcell  
Dr Ewen J Shepherd  
Dr Jane S Skinner  
Professor Kim Spyridopoulos  
Professor Azar G Zaman  

PAEDIATRIC GASTROENTEROLOGY:  
Dr Professor A John Simpson  
Dr Ann C Ward  
Dr Sophie D West  

PAEDIATRIC IMMUNOLOGY & INFECTIOUS DISEASES:  
Dr Mario Albinoni  
Dr Tim D Cheetham  
Dr Tara Reddery  
Dr Aasif Hasan  
Dr Jonathan Cardwell  
Dr Katherine E Rollison  

PAEDIATRIC NEPHROLOGY:  
Dr Malcolm G Coulthard  
Dr Ramesh Kumar  
Dr Matthew P Collin  
Dr Paula M Drummond  
Dr Caroline Grayson  
Dr V Ann M Griffiths  
Dr Alison L Guadagno  
Dr Catherine J Wiley  
Dr Naomi L Jones  

PAEDIATRIC ONCOLOGY:  
Dr Dr Patrick J L Kesteven  
Dr Bryan C Dobson  
Dr Alexander G Bradshaw  
from April 2015
Dr Tony N Branson  
Mr Ian D Pedley  
Dr Daniel J Schenk  
Dr Patrick J L Kesteven  
Dr Bryan C Dobson  
Dr Alexander G Bradshaw  
from April 2015
Dr Tony N Branson  
Mr Ian D Pedley  
Dr Daniel J Schenk  
Dr Patrick J L Kesteven  
Dr Bryan C Dobson  
Dr Alexander G Bradshaw  
from April 2015
Dr Tony N Branson
MUSCULOSKELETAL SERVICES

Mr Nigel T Brevett
Clinical Director

Mr Philip Powell
Directorate Manager

METABOLIC BONE DISEASE:
Dr Terry J Aspy
Dr Martin A Lee
Dr Ben Thompson

ORTHOPAEDIC & TRAUMA SURGERY:
Mr Stephen E Aldridge
Mr John R Andrews
Mr Thomas B Beckingham
Mr William H Bliss
Mr Andrew J Bovey from August 2015
Mr Nigel T Brevett
Mr Peter J Briggs
Mr Antoine G de Gheidierne
Professor David J Deehan
Mr Paul V Fearon
Mr David Fender
Mr Rajkumar Gangadharan
Mr Craig H Gerrand
Mr Mike J Gibson
Mr Andrew C Gray
Mr Munawar A Hashemi
Mr Philip D Herrman
Mr Jim P Holland
Mr Alister A Irvin from May 2015
Mr Richard J Montgomery
Miss Shona A Murray
Mr Omar A A Sabri
Mr Paul S Sanderson
Mr Malik S Siddique
Mr Paul R Stuart
Mr Paolo S D S Torres
Mr David J Weir
Mr John R Williams
Mr Peter Worlock
Mr Guy A Wynne-Jones

RHEUMATOLOGY:
Dr Rachel Duncan
Professor Helen E Foster
Mark J Freewell
Dr Bridget Griffths
Professor John D Isaacs
Dr Shamima Jankal
Dr Leslie J Kay
Dr C Elizabeth Kidd from June 2015
Dr Alice R Lorenzo
Dr Fiona E McElraine
Dr W Fai Ng
Dr Pamela Peterson
Dr Arthur G Pratt
Dr Richard J Reece
Dr Martin P Ryrie
Dr David J Walker

NEUROSURGERY
Dr John E Crossman
Dr Damian Hoffmann
Dr Alister A Jenkins
Mr Anant S Kamat
Professor A David Mendelow
Mr Patrick Mitchell
Miss Claire L Nicholson
Mr Justin J Janssen
Mr Nicholas Ross
Mr Surahab Safiri

OCCUPATIONAL HEALTH
Dr Elizabeth Murphy
Dr Hamish R Paterson from April 2015

OTOLARYNGOLOGY, HEAD & NECK SURGERY
Dr Philip D Yates
Clinical Director
Mrs Jean Applethorpe
Directorate Manager
Mr Sean Carrie
Mr Mohamed A E M R Elbadawi
Dr Alina E Enache
Dr Helen E Foote from June 2015
Dr Carol Gray
Dr John Hill
Mr Wolfgang Ising
Mr Ian M J Johnson

MRI CLINICAL SERVICES

Professor Patrick F Chinmery
Dr Paul J Dorman
Dr Martin E Duddy
Dr K Shan A Elhawela from February 2015
Dr Paul Goldsmith
Dr Guaneen Gannan
Dr Laura A Graham
Professor Timothy D Griffiths
Dr Joe V Guadagni
Dr Yvonne M Hart
Dr Rita H Honavath
Dr Margaret J Jackson from March 2015
Dr Richard E Jones
Dr A Duncan Mitchell from July 2014
Professor Helen Rodgers
Dr Andrew M Schafer
Professor Douglas M Turnbull
Dr Tim J Walls
Dr Naomi M Warren
Dr Tim L Williams

NEUROPHYSIOLOGY
Dr Mark A Baker
Dr H Ming Lia
Dr Ian S Schofield
Professor Philip M White

PERI-OFIGERATIVE & CRITICAL CARE SERVICES

FREEMAN,
Dr Karen J Beacham
Clinical Director
until April 2015
Dr Ahmad E Chisti
Clinical Director
from April 2015
Dr Andrew Watson
Directorate Manager
Dr Vicky J Addison
Dr Heather Allen
Dr Ian J Baxter
Dr Phil J M Bayly
Dr Karen J Beacham
Dr Geoff Bedford
Dr W Sam Bumsne
from September 2015
Dr Alister W Cain
Dr Ahmad E Chisti
Dr Joe F Coogrove
Dr David M Cresey
Dr John Davidson
Dr Neeraji R K Oddie
Dr Matthew C Ould from August 2014
Dr Thomas H Haigh from February 2015
Dr Nick M Heggie
Dr Nicola Hirschauer
Dr Jenny J Holland
Dr Harry M Hussain
Dr Martin J Sones
Dr Andy J Kolder retired October 2014
Dr Karuna C Katur
Dr Caroline Medford
from November 2015
Dr Joanne McCheryne
Dr Iain J McCullagh
Dr Gillian D McIntosh
Dr Ian D E Nesbitt
Dr Suzanne L O’Neill
Dr James M Prentis
Dr D R Digby Roberts
Dr Jennifer Sainsbury from June 2015
Dr Mario S Sammut
Dr Sharon A Scully
Dr Rita D Singh
resigned August 2015
Dr Chris P Snowden
Dr Genna M Timms
Dr Hugo L L Velasquez
Dr S Linda Waddilove
Dr Jon Walton
Dr Michael K Weaver

Mrs Claire M McLannon from August 2014
Mr David Meikle
Mr James T O’Hara from November 2014
Mr Vinith Paleri
Mr Steven Powell
Mr Gerry P S Tosi
Dr Andrea Uhlma
Mr Umesh R Ullal
Dr Jay Viswanathan
Dr I Frances Watson from October 2014
Mr Andrej R Welsh
Professor Janet A Wilson
Mr Philip D Yates

Dr Oliver G W Weldon
retired May 2015
Dr Harriet J Wood
Dr Stephen E Wright

ROYAL VICTORIA INFIRMARY:
Dr Will J Wright
Clinical Director
Dr Andrew Watson
Directorate Manager
Dr Samira Ahmed
Dr Rahul Bajekal
Dr Phil M Barrow
Dr Miriam R Baruch
Dr Anna M Batchelor
Dr Simon V Baudouin
Dr Kathryn R Bell
Dr Sarah J Bell
Dr Eric B Bullcock
Dr Val E Bythell
retired April 2014
Dr G Claire Campbell
Dr Kaye L Cantley
Dr Neil Cardno
Dr Ian C Clement
Dr Mary E Clement
Dr David C Crawford
Dr Steven G H Cruickshank
Dr Ian M Cummings from March 2015
Dr Lisa S Daniels
Dr Elizabeth C Davis
Dr Henrietta J Davis
Dr Kate E Duffy
Dr Zoe S Eke
Dr Gary R Enver
Dr Jerry A Evans
Dr Ian R Fletcher
retired May 2015
Dr Monica Gandhi
Dr Alister D Gascoigne
Dr Rupert N Gauntlett
Dr Conor T Gillan
Dr John Halshaw
Dr Rachel S Hawes
Dr Isle H Herrema
Dr David G Hughes
retired December 2014
Dr Jeremy B Hyams
Dr Nicholas D Ireland
Dr Susan E Jackson
Dr Iain S J Jones
Dr Harshesh Krishnamurthy
Dr Phil G Lax
Dr Nicola S Ledingham
Dr Robert J D Marr
resigned November 2014
Dr Helen A May
Dr Hau D S McConnell
Dr P Ben Messer
Dr Sarah E Metcalf
Dr Saleh K Mishra
Dr Julia Murch-Siddall
Dr Daniel Morland from May 2014
Dr Karen J Naru
Dr Rikshar Parvez
Dr Barry Paul
Dr Sarah E Platt
Dr Kamla D Raingro
Dr Sachin Rastogi
Dr Nancy Redfern
Dr Victoria A Robson
Dr David Saunders
Dr Alison Schofield
Dr Sridhar Muniramaiah Ramaiah
Dr Martin P Ward-Platt

OBSTETRICS:
Dr T Paul Ayuk
Dr Andrew J Cairns
Miss K Suzanne Jackson
Dr Malcolm W J MacDougall
Dr Philippa J Marsden
Dr Marie C Smith
Dr Susan E Tweedie
Dr Jason J S Waugh

REPRODUCTIVE MEDICINE/ GYNAECOLOGY:
Dr Meenakshi K Choudhary
Mr Kevin R McLenny
Dr Alyson M Moony
Professor Alison P Murdoch
Dr Jane A Stewart

OTHER SENIOR PROFESSIONAL STAFF:
Miss Clare Abley
Nurse Consultant (Vulnerable Older Adults)
Mr Paul Anderson
Patient Relations Manager
Mrs Sandra Bessford
Assistant to Chief Executive and Chairman
Ms Frances Blackburn
Head of Nursing (FH)
Mrs Debbie Carrick-Sen
Head of Nursing & Midwifery Research
resigned November 2014
Ms Isabel Charlton
Team Manager - Social Services (CAV/RVI)
Mrs Chris Eddy
Head of Patient Services
Mrs Dee Fawcett
Director of HR
Mrs Liz Harris
Head of Nursing (RVI)
Ms Anna Hayston
Team Manager - Social Services (FH)
from August 2015
Mr David Hume
Supplies and Procurement Director
Mr Andy Jardine
Director of Information Technology
Mrs Dot Kyle
Patient Services Manager
Mrs Suzanne Medows
Practice Development Specialist Nurse
Ms Christine McG Scoire
Acting Team Manager - Social Services (CAV/RVI)
Mrs Angela O’Brien
Director of Quality & Effectiveness
Mr Steven Reed
Trust Secretary
Mr David Reynolds
Deputy Finance Director
Mrs Kate Simpson
Deputy Director of Business & Development
Mrs Margaret Tench
Designated Nurse Safeguarding
resigned March 2015
Ms Linda Thirkeld
Team Manager - Social Services (FH)
Mr Doug Ward
Director of Estates and Facilities
Mr Neil Watson
Director of Pharmacy
Mrs Stella Wilson
Head of Therapy Services

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