

# friends connect

Enhancing Health and Social Care. Locally.

**Issue 13 Summer 2006**

**Friends update**

News from groups across the UK

**Shop talk**

Retail scheme warms up  
Top tips at London Retail Forum

**Membership services**

New insurance services for members

**Friends Week '06**

All the latest news and information



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Andrew Andrews



Audrey Barbour



Alistair Barwick



Judith Corcho



Maureen Dickson



Chris Heitzmann



Pam Morton



Gordon Paterson



Margaret Walker



David Wood



Hannah Arbeid



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## Chairman's welcome

## Compassion and commitment



Welcome to the first Friends Connect produced by Attend! I hope you will agree that the contents and presentation are a superb advertisement for the work you all do and the way in which Attend strives to support you.

During my short time as Chairman, I have been struck by the sheer diversity of the work undertaken by local volunteers. In a recent visit to York, hosted by Pamela Morton, I met with over 20 groups

who clearly enjoyed meeting each other as well as sharing their passion and commitment in supporting people in their communities.

Thanks to the firm foundations so ably set by my predecessor, Baroness Emerton, Attend is in a good position to maintain and improve the support for local Leagues not least because of the excellent, but very small, staff group. Their creativity and industriousness are the envy of many organisations.

I look forward to meeting many more of you in the coming months.

Sue Norman, Chairman

## New developments

## Making a difference in health



Attend Chairman Sue Norman with representatives from the other signatories

We are volunteering in a fast changing world, and it is increasingly important that we have effective partnerships with other organisations.

On 7th June, we were pleased to sign an agreement with the Care Services Improvement Partnership (CSIP), the General Dental Council, NAVSM, Timebank and WRVS. Its vision is 'to support volunteers from local communities and enable their maximum contribution to the NHS.'

It aims to focus on three areas:

- To ensure clear communication on volunteering initiatives so that their effectiveness is maximised
- To consider joint initiatives to promote volunteering into new areas
- To campaign jointly to remove barriers and promote best practice in volunteering in the NHS.

Catherine McLoughlin has agreed to be the independent chair of this new partnership. After a distinguished career in health, which culminated in being Deputy Chief Nursing Officer for England, Catherine has held a number of positions including General Manager at Haringey Health Authority, Chairman of Bromley Health Authority, St. George's Healthcare NHS Trust, and the NHS Confederation. At present Catherine is Chair of Age Concern England, Chair of National Inquiry into Self-Harm among young people, Chair of the National Network for Arts in Health, and Chair of the Nurses' Welfare Service. ■

# Attend



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## Learning &amp; networking

## Mental health learning networks



Attend's regional mental health learning networks are being developed throughout the country to bring together both statutory and voluntary sector managers of mental health volunteers to share good practice, learn together and raise the profile of mental health, whilst helping to shape future policy.

Network meetings have been held in all but the North East and West and these are due to take place shortly. In some regions, second and third network meetings are already being planned.

This opportunity has been well received throughout the country with over 400 contacts from both community and statutory services signing up to join the networks in their own regions. Over 90 people have attended regional meetings so far with an ever growing database of organisations and voluntary service managers joining the network.

This is also proving to be an ideal consultation platform having recently been used for a document entitled 'Service Users as Volunteers', written by Voluntary Service Managers in Mental Health. ■

● Visit the Mental Health learning Network blog for the latest dates, news, updates and comments at [www.attend.org.uk/resources/network](http://www.attend.org.uk/resources/network).

## In brief...

## Regional committee update – South

The England South regional committee is now fully operational with Regional Chair, Treasurer, Secretary and Fund-raiser as well as Area Chairmen across each county.

Following grants from a variety of sources, the committee has set up a sub-group to plan a South East Conference in the Spring. They are also discussing funding and delivery of projects through a 'Way Forward' sub group which is planning to meet in the Summer.

The South West region is also under discussion and it is hoped people will be invited to become involved with this regional committee over the next few months.

## Learning &amp; networking

## Volunteer management training in Wales



After being approached by the Welsh Assembly, Attend, working in partnership with WRVS recently ran a series of high-quality training workshops across Wales for people who manage volunteers in the health and social care sector.

The workshops were held in Bridgend for South Wales and Betws-y-Coed for North Wales. Over 40 delegates, both paid staff and volunteers, attended from across Wales, and together represented a wide range of organisations. These organisations included: Friends Groups, WRVS, several NHS Trusts, Scope, Age Concern, British Red Cross, Bethlehem Church Life Centre, Mental Health Matters, Rape & Sexual

Abuse Support Centre (North Wales), Cruse Bereavement Care North Wales, the Stroke Association, The MS Society and Barnardo's.

The course was adapted from Attend's recently rolled-out volunteer management training programme, accredited by the Chartered Institute of Personnel and Development (CIPD).

Designed to be as interactive as possible, a large part of the workshops were devoted to encouraging delegates to work together and find their own solutions to common problems. This approach was supported by key learning material and best practice guidance. Complete write-ups of the sessions were given to all delegates – including those who were unable to attend – the following week. Networking was also an important aspect of the course and a contact list was put together for those wishing to keep in touch with each other.

Delegates found the workshops a very useful opportunity to learn, gain new ideas, support one another and grow in their challenging roles.

There was a great deal of positive feedback from delegates:

'A most informative and thoroughly enjoyable day. I can easily say it was one of the best training days I have ever attended in terms of the delivery and facilitation – and I have been to many during my HR and volunteer management career so far. I came away very enthusiastic and fired up: I have 19 volunteers coming for interview this week and both they and I will benefit from my attendance on Friday. I made some very useful contacts as well.'

'I was impressed with the library of reading material made available to us on the day and the speed at which the day's feedback was received afterwards.'

Attend is meeting with the Welsh Assembly to explore further opportunities to work together, and it is hoped that these workshops were a taste of bigger things to come. ■

### Honours and awards

## Recognising the work of Friends

### MBEs

Congratulations to the Friends who were awarded MBEs recently. They are:

- Stella Jenkin, for services to Newquay Hospital League of Friends and to the community in Newquay, Cornwall.
- Chris Heitzmann, for services to the community in Berkshire.
- Valerie Richardson, Chair, Friends of Durham Hospitals, for services to health care.
- We have an Honours and Awards Committee, which considers and supports nominations for outstanding volunteers. Contact us on 0845 450 0285.

### The Queen's Award

Congratulations also to the Friends Groups who were awarded the prestigious Queen's Award for volunteering. They are:

- HEAL. A self-help and support service for adult survivors of childhood abuse.
- Friends of the Royal Shrewsbury Hospital. The Friends relieve patients of the hospital who are sick, disabled, infirm or in need of assistance and generally support the work of the hospital.
- Beverley Community Lift. They provide a transport service to increase the independence of old or disabled people, helping to combat loneliness and isolation.

Do you know a group of volunteers who make a difference in your community who devote their time to helping others?

- Get your nominations in for the 2007 Queen's Award by 30th September. For more information visit [www.queensawardvoluntary.gov.uk](http://www.queensawardvoluntary.gov.uk) or phone 0845 000 2002.

### GlaxoSmithKline IMPACT Awards 2007

Are you a health related charity setting an outstanding example in the UK? Would you like to receive an award of up to £30,000 of unrestricted funding, plus high-level recognition of your work?

We encourage all Friends Groups to apply for this excellent award, designed to recognise and reward charities in the UK who are doing excellent work to improve people's health.

- For more information, visit [www.kingsfund.org.uk/gskimpactawards](http://www.kingsfund.org.uk/gskimpactawards)

### News

## Anglo-Australian meet-up



On the 6th June, Attend received two visitors from Australia with the intention of showcasing our work and the work of Friends groups.

The guests were Kathy Arandt, Executive Director of Mental Health, Queensland Health, and Keryn Fenton, Nursing Director, Queensland Health.

The plan for the visit was to have a two-day stop over in London, before travelling to the International Initiative for Mental Health Leadership (IIMHL) conference in Edinburgh.

After a presentation on Capital Volunteering by Clare Helman, two Friends groups gave presentations. The first was Monique Klang-Voves of Kensington and Chelsea Mental Health Carers Forum, and the second was Clare Ward Thornton from Islington Music Forum.

The innovation and creativity of volunteers, combined with their contribution to the well being of local communities was a pleasure to discover.

Afterwards, we received a thank you note from the Department of Health which said: "They were very impressed by everything they heard and saw at the meeting hosted at the Kings Fund, and particularly the friendly and approachable style of everyone they met." ■

### News

## Pepper Pot's 25th Anniversary



Pepper Pot's 25th Anniversary on 9th June 2006 was honoured by a visit from Her Majesty Queen Elizabeth, giving the highest official recognition of its widely acknowledged status within the community.

Friends of Pepper Pot was officially inaugurated in 2001, when Michael Portillo, then Member of Parliament for Kensington, spoke at a lively meeting of Friends, Members, Staff and Trustees of Pepper Pot Day Centre. However many friends had worked at the Centre on a voluntary basis long before that date, since its inception in 1981. This influx of outside



help allowed it to maximise its work of caring for elderly and disabled members of the African and Caribbean communities and others in North Kensington, which is recognised to be a deprived inner city area with specific social needs.

Pepper Pot must now expand, to meet the growing and changing needs of its members, allowing them to continue to live independently in their own homes.

The Friends of Pepper Pot intend to help the Centre to meet that challenge. ■

### New services for members

## Attend website – [www.attend.org.uk](http://www.attend.org.uk)

Over the past year, we have been working with the goal of making all of our information available to Friends Groups wherever and whenever they need it. Our website is the result of this, and hopefully Friends Groups will find it immediately useful. We are continually adding to and updating the site, so check back regularly.

Here is a quick rundown of what you can expect to find:



### News and updates

Read the latest news from Attend and updates from your Regional Development Manager in the 'In your region' section.

### Project showcase

Read about the projects of Friends Groups across the UK, or submit your own. By submitting a showcase, you will gain wide publicity for your group's projects and possibly be featured in up coming Attend publications.

### Friends Week

Discover what Friends Week events are happening near you or add your own and gain wider publicity for your event. You will also find lots of Friends Week related resources and information, and the full details of this year's photo competition. Remember, only events registered on the website can be called official Friends Week events.

### Friends Connect

Read and download back issues of Friends Connect magazine.

### Publications

Download all of Attend's publications, including the 'Introducing Attend' launch publication and the recent 'Celebration of Volunteering' showcase calendar.

### Guides and information – for Attend members only

These are downloadable guides on many different subjects, from public relations, to charity law, to volunteer issues. If there is a subject you would like to see covered, please let us know.

### Resource library catalogue – for Attend members only

We have a comprehensive resource library based at the head office which all members are welcome to use. You can search the catalogue on the website to find the information you need.

### VSM training resources – for Attend members only

Designed to be used by delegates on our VSM training courses, but open to all Attend members, this section is one of the biggest collections of VSM training material on the internet.

### Mental Health Learning Network blog

Read the latest news, updates and comments from Terry Bishop and the Mental Health Learning Network.

### How can I get access?

If your group is a member of Attend and you would like access to the members-only content, send us an email to [info@attend.org.uk](mailto:info@attend.org.uk) with your name, address and the name of your group, and we will create an account for you. Alternatively you can call us on 0845 4500285.

### Comments and suggestions

Do you have any comments or suggestions about the site? Is there anything else which you would like to see on the site? If so, we'd like to hear from you. Send an email to [info@attend.org.uk](mailto:info@attend.org.uk), or phone 0845 4500285. ■

### Obituaries

## Margaret Woodhouse

A nurse by profession, Margaret faithfully served the Friends at a regional and national level for many years. She was initially a South West regional constituency member, and later rose to the position of South West regional chairman. She also served as a trustee and board member of the National Association, and was a member of several working parties.

Her successful regional conferences were always to be remembered, not only for content, but for the organisation and energy she put into them. Margaret was a great advocate for the National Association, for the South West region and her local community.

'She was not afraid to challenge and to speak her mind, but was always willing to listen to alternative views and ideas, always with the interest of the Association in mind. Despite the health problems of her husband George, she always tried to make him feel part of her National Association life, showing to him the same dedication and care as she did to her work with the Friends.' – Peter Green. ■

## J Aubrey Roberts

Aubrey was educated at Bangor Normal College, North Wales leaving to take up an Army posting in 1947. In 1949 he started his teaching career, retiring as head teacher of the St. Peters School, Rosset in 1983.

He easily translated his enthusiasm for teaching into the voluntary sector by joining the Wrexham Hospital Friends. Aubrey was an active member for a number of years and held a number of posts before becoming Chairman in 1991 – a post he held until becoming Vice President in 2001.

Aubrey was the former elected Constituency Member for North East Wales and held a seat on the National Association Council for six years. He became National Vice President Wales, until the 2004 National AGM, whereupon he was made an Honorary Life Member.

Aubrey's ability to demonstrate clear leadership and dedication whilst retaining a sense of humility means he is held in high esteem by all who have worked alongside him.

He died after a short illness on 3 June 2006 leaving his wife Nerus, son Andrew and daughter Philippa, plus three grandchildren. ■

# Meet Attend's new leadership team

On the 1st of April this year, the national organisation changed its name and Identity and announced a new Chairman and Board. Here are the people who will be leading Attend through the challenges ahead:

## Sue Norman – Chairman



Originally trained as a 'Nightingale Nurse' at St. Thomas' Hospital, Sue held a number of hospital based posts where she first came into contact with Friends. Sue has worked at

the Department of Health, and as the Chief Executive of the UK statutory regulatory body for Nurses, Midwives and Health Visitors (UKCC).

Currently, Sue has a number of roles including Visiting Professor of Nursing Policy and Development at London South Bank University, a Trustee of the Burdett Trust for Nursing and an elected member of the Nightingale Fellowship Council. Sue is also co-editing a major text, 'Nursing Practice and Health care'.

Sue has wide experience of governance in the voluntary sector, particularly as a Board Member of Hyde South Bank Homes and Chair of In Touch Support, a new supported housing subsidiary of Hyde Housing Association.

## Stuart Welling – Treasurer



Stuart spent his early career in various finance posts in the NHS, eventually becoming the Director of Finance & Deputy Regional General Manager of

South East Thames Regional Health Authority. He then moved to become Chief Executive of the hospitals in Brighton for the next 13 years.

More recently Stuart has acted as a consultant in health, education and the voluntary sector.

Stuart has an active interest in the voluntary sector. He is a Non-Executive Director of Sussex Housing and Care and is the Honorary Treasurer and Trustee of Attend.

## Audrey Barbour



Audrey has contributed to the voluntary sector for over 40 years, focusing her activities on health care and the criminal justice system.

Appointed a Justice of the Peace in 1977, Audrey was an active member of Bristol Bench for 23 years, becoming Deputy Chairman in 1988.

Audrey joined the Bristol General Hospital League of Friends in 1996, and has since become Chair of the Avon Association and the South West Chairman for Attend.

Audrey is very committed to the work of Attend, and in her role on the Executive Committee, she has travelled extensively throughout the UK meeting local Friends.

## Andrew Andrews



Andrew has a proven track record in health; he has held positions as both the President of the Institute of Health Records and Information Management,

and as Vice President of the Community Practitioners and Health Visitors Association. He has also been Director of Dartford and Gravesham NHS Trust.

As a lawyer, Andrew travels across the UK offering both advice and training. His particular interest is working safely with vulnerable adults and children. Despite a demanding and challenging career, Andrew is a senior volunteer at St. John's Ambulance, and can usually be found at their headquarters a few days a week.

## Alistair Barwick



Alistair spent his early career in teaching and in various posts including the Head teacher of an inclusive provision for pupils with severe or profound

and multiple learning difficulties. Currently Alistair is the lead Manager for Kent Council Education & Libraries Special School Implementation project.

Alistair first volunteered with the Friends as a student, and has been the Chair of The Friends for Mental Health (East Kent) for twelve years. His particular passion is for inclusion and partnership working.

## Judith Corcho



Judith is a Race and Diversity Consultant, working for clients including the Home Office and is a member of the NHS Confederation Diversity Steering Group. She is a non

Executive Director of Brighton and Hove City Primary Care Trust, and is particularly interested in audit, risk management and financial accountability.

Judith is a Justice of the Peace for England and Wales, and she has also been an independent member of Sussex Police Authority.

Judith combines her love of life with volunteering. Judith chairs the South East Multi Ethnic Development Agency, and has been a Director of Impact Initiatives, which are 21 Community Projects for Sussex.

Judith has been co-opted to the Board for a number of years, and is pleased to be able to offer continuity as we move forward.

### Maureen Dickson



Maureen has a strong background in finance, having been a Finance Director and VAT Consultant. Maureen was diagnosed with Multiple Sclerosis in 1975 and since

then has volunteered with the MS Society. She has carried out a number of roles, eventually becoming National Treasurer from 1997 to 2005. In this role, Maureen has enthusiastically fulfilled many duties to ensure sound governance and financial probity.

Maureen is also a Trustee of The Nationwide Foundation. Two key aspects of the Trust are supporting volunteering programmes throughout the UK and rural regeneration. With clear vision at a national level, Maureen understands local volunteering and speaks warmly of her time as Chairman and Assistant Branch Welfare Officer in Northumberland where she lives.

### Chris Heitzmann



Chris has a strong background in finance, having worked for Barclays Bank for 29 years. It was through the bank that he became involved with Friends Groups.

On his first day as Assistant Manager at Windsor Branch he was told that part of his job was to be Treasurer of Windsor Hospital League of Friends. That was 23 years ago, and he still enjoys being part of the group.

About 10 years ago he became Regional Officer for Berkshire and Buckinghamshire. After taking early retirement, he was elected Regional Chairman for the South and became a Trustee and Board Member of the National Association. During the reorganisation of Regions two years ago Chris took over the role of Regional Chairman for London.

As Regional Chairman, he has been active in visiting local groups, finding new members and running a series of regional conferences and training days.

Chris enjoys his work with his local group and is very happy to act as an ambassador for the Friends across the UK.

### Pam Morton



Pam has spent her career in Education in the North of England, culminating in a role as a head teacher.

Volunteering has always run through

Pam's life, and she first learned to knit making squares for blankets for Jewish refugees at the age of five.

Pam first started volunteering for the Friends 14 years ago in York, and is well known locally for the fund-raising and social events she organises.

Pam has been Chair of the Yorkshire and the Humber region for three years and has provided temporary cover in the North East for almost a year.

Pam is a keen supporter of Attend, and has sat on a number of committees, including the Education and Training Committee.

### Gordon Paterson



Gordon is a well known face in the health care sector in Scotland, having worked in a variety of roles and reaching the position of Director of Public Health,

Health Development and Acute Services Commissioning for the Grampian Health Board in Aberdeen.

Gordon continues his interest in health through his volunteering. While holding some appointments that are specific to

Scotland, Gordon also has a number of UK and international roles, including Chairman of the Defence Medical Welfare Service, Trustee of Bowel Cancer UK and Deputy Chairman of the UK National Screening Committee. He has also been Chief Medical Advisor to the British Red Cross.

While particularly interested in Scotland and Scottish Issues, Gordon regularly travels to London due to the variety of voluntary roles that he has with a range of organisations.

### Margaret Walker



Margaret is the Chairman of The Friends of Whitstable Hospital & Healthcare, one of the first friends groups in the country to extend their role of support

to all primary care services, including GP practices, in the community.

Margaret has been involved in organising a number of very successful health information events bringing together the expertise of more than thirty nursing, specialist and voluntary groups to give advice and information to patients and members of the public.

In addition to her interest in health-related matters, she also held positions of responsibility in a number of other fields including sports organisations at local, national and international levels.

Having been involved for many years with Friends and other voluntary activities she have gained experience in a variety of roles including recruiting, training and supporting volunteers and also initiating and developing several projects. She is currently is a CPPIH Forum member and also a member of one of the National Reference Groups. ■

Attend volunteer management training

# Volunteer managers ‘a feisty bunch’



NEW Attend initiative

Over recent years, the government and the voluntary sector have been working much more closely with one another. This has led to the recognition that there is a real need to provide support and development to people who manage volunteers, as well as strengthening the infrastructure around the volunteer management profession as a whole.

The joint government and voluntary sector working party (July 2003 – Recruiting and Supporting Volunteers, Home Office) came to the conclusion that:

- The promotion of excellence in volunteer management is a key strategy
- The professional standing of volunteer managers needs to be developed
- Existing proven human resources tools and support mechanisms could be adapted to this end.

To meet these challenges, Attend put together a group of National volunteering organisations to create a professional training programme for volunteer management. Attend also approached the Chartered Institute of Personnel and Development (CIPD), who were keen to support this ground-breaking initiative.

The CIPD is the UK’s leading body in people management training, and by adapting their

Certificate in Personnel Practice course, nationally recognised qualifications became available for the first time.

A pilot programme of nine courses – one in each English government region – was funded by the Department of Health and the Home Office, resulting in over 140 delegates attending. The participating organisations included Friends Groups, WRVS, CSV, NAVSM (National Association of Volunteer Services Managers) and NIMHE (National Institute of Mental Health England).

The benefits of the pilot programme were hoped to be:

- An increased profile of volunteer managers within their host organisation from obtaining the same qualification as their HR colleagues.
- An increased profile of the volunteer management profession, thus developing its attractiveness to the labour market and increasing the likelihood of attracting new talent into the profession.

The feedback from the delegates supported these aspirations. The CIPD national publication ‘People Management’ reports:

‘Although obviously keen to gain the qualification, most students had enrolled to learn how to improve their daily practice

rather than for professional development ends, and they made it clear from the outset that they were looking for applicability and practicality on the course. Anything not directly applicable to their experience was given short shrift. The cohort was not your usual group for the CPP – a foundation level course usually studied by those starting careers in HR. These students were older and had significant experience of their roles, in some cases more than 30 years. Volunteer managers are a feisty bunch – the nature of the job makes you confident, resourceful and an independent thinker. Given the varied roles and philosophies among the groups, there were genuinely constructive disagreements and lively discussions. Overseeing group dynamics was both challenging and stimulating.’

As a result of the success of the pilot programme, the Department of Health has agreed to fund Attend to develop further CIPD volunteer management professional development programmes.

Age Concern and Macmillan have already joined the group, and discussions are taking place with several other leading health and social care volunteering organisations. Funding (provisionally for three years at £150,000 per year) has been awarded to design and roll out a nationally CIPD accredited post-graduate course for volunteer services managers and to run two further certificate course per year.

The key Department of Health priorities that Attend will be focusing on include:

### Partnership working

- Developing an increasing understanding of volunteering in health between the VCS and statutory organisation.

### Learning & development

- Developing a credible professional development strategy for the traditionally impoverished discipline of volunteer management
- Provide VSMs with the skills and attributes to develop the range and quantity of volunteering opportunities in NHS Trusts

### Profile of volunteering

- Increase the effectiveness of volunteer programmes and hence enhance the client/patient experience in a range of settings. ■





Partnership opportunity

## Music in Hospitals

# The joys and benefits of live music

Founded in 1948, Music in Hospitals' aim is to improve the quality of life of adults and children in hospitals, hospices, nursing and residential homes, day care centres and special needs schools.

They achieve this through the therapeutic benefits and happiness brought by high quality live music.

Each year Music in Hospitals put on more than 4,000 live concerts throughout the UK. The concerts are performed by small groups of professional musicians who have been carefully auditioned for their high standard of musicianship, communication skills and breadth of repertoire. This enables them to relate to each member of the audience whatever their age, illness or disability.

Patients are encouraged by the musicians to express themselves through the music, and the concerts can stimulate or soothe, invigorate or relax, bringing comfort to mind, body and spirit. The concerts are not just rewarding to the patients – the musicians find they get a lot out of it too:

'One girl with learning disabilities had been extremely poorly, upset and miserable. Her parents were delighted that for the first time in a week she smiled, lay down on the bed and was calm and relaxed.'

– Musician at Royal Devon & Exeter Hospital.

'A lady who had no speech 'eyed' thank you on a special little machine – it was a lovely moment.'

– Musician at Lansdowne Hospital, Cardiff.

Instead of a normal concert, where performers on a stage may play to an audience seated in rows, Music in Hospitals musicians walk around wards, day rooms and residents' lounges. They stand at patients' bedsides making eye contact, holding hands, exchanging anecdotes and describing their instruments. All of the time they encourage each member of the audience to join in the performance.

Recent research has provided evidence that live music can assist the healing process and reduce anxiety, pain and depression. This research is showing that Music in Hospitals concerts are able to support the

vital work of the health care centres our musicians visit. During concerts patients visibly blossom and come alive.

Music in Hospitals charges health care centres £104 plus VAT for a concert lasting up to one and a quarter hours – which is only half the actual cost to the charity, making up the shortfall through charitable sources. The charity also endeavours to raise funds to cover the full cost of concerts so that health care centres with limited funds are able to benefit from a concert completely free of charge or at a substantially reduced fee.

Music in Hospitals welcomes the opportunity of visiting old and new friends in health care centres across the UK. No venue is too small or too large for a Music in Hospitals concert. ■

● For further information:

Website: [www.music-in-hospitals.org.uk](http://www.music-in-hospitals.org.uk)

Email: [info@music-in-hospitals.org.uk](mailto:info@music-in-hospitals.org.uk)

Telephone: 01932 252809

# Friends update

## Oscar nominees



Jo Fisher, founder of the Fibromyalgia Support Group for Surrey & Sussex, was one of 45 finalists of thousands of people nominated for the Year of the Volunteer Awards run by CSV and was selected to take part in the Volunteer Oscars in late January. Jo was diagnosed with Fibromyalgia but found no local support for those suffering from the condition. She started the group in early 2003 and has spent the last few years helping to raise awareness of the condition. She runs a help line, organises therapy and pain management meetings, sets up yoga and swimming classes, and produces a magazine. Pauline Spratt from Burton Hospitals League of Friends was also a finalist at the Volunteer Oscars.

## Celebrating five



The Friends of Moorfields recently celebrated the five year anniversary of their chairman, Tony Willoughby, with a tea party and musical entertainment. People were asked for a minimum of £5 (or any amount as long as it had a five in it) for a ticket or donation. The tea party included musical entertainment from five performers, and a children's group from Moreland Primary School in Islington. The afternoon was hosted by the five paid employees of the Friends. The undoubted highlight of the afternoon was the Moreland children's rendition of their specially-composed song 'Moorfields Eye Hospital' – complete with choreographed hand movements! The event raised over £2,200 for the Family Accommodation unit in the new International Children's Eye Centre.

## Mongolian horse riding trek



*Mary Deasy climbing the steppe*

Mary Deasy set out to complete a 120 mile trek in Ulaanbaatar, Mongolia for 12 days at an altitude of 1900 feet. Although the days were sunny, the cold nights forced her to wear two layers of clothes and three pairs of socks to keep warm in the tents.

Mary raised £400 for The League of Friends Nelson Hospital and plans to go on another trip to Gobi, Mongolia in the near future.

## Multi-sensory room bubbling over



The League of Friends of St. John's Twickenham recently celebrated the official opening of a Multi-Sensory room at St. John's House, providing a therapeutic environment for older people with dementia, depression or other mental health issues. Over £3000 was contributed by the League to equip the room with bubble tubes, fibre optic light sprays, relaxation tapes, aromatherapy diffusers, tactile artwork, materials and a rocking chair. All of the equipment is designed to stimulate or soothe the senses according to the prescriptions of the medical teams.

The Deputy Mayor of the London borough of Richmond-upon-Thames, Councillor Claire Head, the Member of Parliament for Twickenham, Vincent Cable and Nursing Team Leader, Hermione Musee, cut the ribbon to the new room.

## Exeter Leukaemia Fund



Temperatures of minus 25 degrees centigrade awaited the nine participants in the Second ELF Arctic Challenge as they spent a week surviving in the Tundra of Northern Sweden in January. The intrepid travellers faced a programme of building shelters, fishing, and driving husky sleds and snow mobiles. Peter Wallace, ELF fundraising officer, said, 'It really is a physical challenge but thoroughly enjoyable. The scenery is fantastic too.' Each member raised a minimum of £2,500 for Exeter Leukaemia Fund in order to take part.

## League of Friends of Tameside Hospital

Emily Faulkner, Hilda Schofield, Margaret Stewart, and Hilda Jones, volunteers at the League of Friends of Tameside, each recently received a ten years long service certificate for their dedicated service.

They were presented with the certificates by Tameside Civic Mayor, Jackie Lane, and League of Friends chairman, Barbara Thompson, at the League's annual 'thank you' lunch for volunteers.

## Friends of King's College Hospital

The Friends of King's College Hospital were very grateful and proud to have had a new ward named after them. It is called the 'Friends Stroke Unit' and was officially opened by Gerda Thomas, Friends chairman. The opening was well attended by executive personnel and staff of the Unit. Michael Parker, Chairman of the Trust, said how grateful he was for the dedicated support of the Friends. The specialised Unit offers patients and relatives total care and support from the acute stage of stroke through rehabilitation. Everybody was impressed by the facilities and standard of care offered by the staff and was pleased that the £30,000 raised by the Friends was used for such a worthy undertaking.

## The League of Friends of the Bridgwater Hospital and Community

Friends Chairman, Judith Allen, a well known face in the local hospital community, recently received the 'Individual Unsung Hero Award' presented by the Dorset and Somerset NHS Awards 2005. The awards were originally created in 2003 to encourage and recognize excellence and innovation within the local health and social care community. Ms Allen has been a tireless member of the Friends for the last forty years as well as the Chairman since 1991.

## The Whitstable and Tankerton Hospital League of Friends

The Whitstable Tankerton Hospital was recently presented with a patio set in the Friends Ward by the grieving friends and family of Mr John Gowing. Mr Gowing's family asked for donations in his memory in lieu of flowers at his funeral. His widow, June, also attended the official hand over which was organised by the Friends of the Hospital, who are now arranging for a memorial plaque to be mounted there. In addition, the Friends donated some new physiotherapy equipment to the hospital, largely paid for by Alan Turner, who cycled 470 miles to raise over £2,000. The standing and walking aid will improve patient's mobility as well as self-confidence.

## Thanks a million!



Founder member and vice president, Nancy Shaw, cutting the cake.

Harrogate Hospital and Community Friends recently had cause for a double celebration. On the 19th March, the Friends celebrated their 40th birthday and a 40 year total of donations that has recently exceeded £1 million. Friends chairman, Amy Wilkinson, and the Trust chief executive, John Lawlor, were among the guests.

## Cirencester Hospital League of Friends



Friends Chairman, Norman Wherat, giving a special vehicle to the hospital.

The Friends of Cirencester Hospital have been very busy this year. So far, they have donated a vehicle for the occupational therapy department, a portable Naso-Pharynx & Laryngoscope and 18 electrically operated beds and mattresses plus 12 overhead poles for the beds. The cost of all these items came to £54,000, all of which the Friends raised this year.

## Swaffham Community Hospital League of Friends



David Gulliver with staff from the hospital

David Gulliver, chairman of the Friends, has become the first person to receive a prestigious award from the Swaffham Rotary Club. David said, 'I went along to give a presentation on the Friends, followed by questions and answers – but then the speaker, Mike Lucas, went on to talk about this special award being presented to me. It was a real honour, and I feel very humbled to be the first in Swaffham to receive it.' In David's 10 years as chairman, the Friends have raised over £226,000 for Swaffham hospital.

## 'People power' saves hospital



Friends Chairman, Margaret Hiles, handing 10,000 name petition to MP Owen Paterson.

Campaigners who fought hard to save Whitchurch Hospital from closure have hailed 'people power' as the catalyst for success. The proposals to close the hospital caused the biggest political rally the town has ever witnessed, when 2,000 residents marched through the town centre. A 10,000 name petition was also handed to health chiefs to hammer home the message that the hospital is important to Whitchurch. Margaret Hiles, Friends chairman said, 'I am so thrilled. I couldn't believe it when I heard the good news.'

'We have all worked so hard, and no one knows how hard some people have been working to keep the hospital open. We never gave up hope and people knew they would have to fight to save the hospital and that is what they did.'

## Llandudno Hospital League of Friends

Since its formation in 1979, the Friends have raised over £500,000 by running street collections, raffles, donations and the annual Summer fair. In the last few years the Friends have provided £48,000 towards the cost of new equipment in a refurbished ward, an echocardiograph costing £25,000 and much more. There has always been a vast amount of local support for the hospital – not surprising since it was built by public subscription in the 1930s and many people view it as 'our hospital.' ■

Let us know what your Friends Group has been doing. Send your stories and photos to [newsdesk@attend.org.uk](mailto:newsdesk@attend.org.uk), or to the address on the inside front cover.

Please send your stories to reach us before 1 October for inclusion in the next issue. Thank you!

# Shop talk

Friends exclusive

## It's good to talk...



Attend is pleased to introduce Speakeasy Telecom as its preferred supplier for phone cards and mobile phone top-ups. We have negotiated great rates and credit terms for all our members:

- 30% profit on all phone card sales, e.g. £20 sold, £6 profit to your group
- No initial outlay, credit terms offered
- Sale or return, only pay for what you have sold
- Free point of sale A3 & A4 posters
- No shelf space required
- Full product support & advice, over 10 years experience
- All the phone cards are covered by a money-back guarantee.

'Call Me Baby' phone cards can be used from any phone – landlines, payphones and mobiles to provide great rates for calls to the UK and anywhere in the world. The 0800 FreePhone access number allows customers to use payphones without the need for any coins and at more competitive rates than BT!

Speakeasy's Mobile top-up terminal provides all the mobile networks at competitive rates. With 32 million people spending a total of around £4 billion a year on Pay As You Go top-ups there is never a shortage of customers! Retailers that offer top-ups benefit from increased footfall and repeat business from customers who initially come in to top up their mobile and then also buy other goods.

Speakeasy Telecom can also offer free chip and pin credit and debit card facilities on all top-up terminals. Please call for more information. The products are very popular and are a great way to increase sales without the need for any shelf space. ■

● To receive your free information pack or for free advice please call 0845 223 5885 stating you are an Attend member or alternatively email [attend@speakeasytelecom.com](mailto:attend@speakeasytelecom.com).

New developments

## Attend retail scheme warms up



Since the beginning of 2006 we at Attend have been working hard to develop a new retail scheme.

The new scheme, due to launch at the AGM in November, will aim to realise and harness the collective buying power of over 300 Attend member retail outlets across the UK. We have already recruited many leading brand suppliers and wholesalers, and have negotiated special terms and agreements to increase your retail operations profitability. We also aim to provide help for those who wish to develop the services that their outlet provides to customers at your host venue.

We will all need to work together for the scheme to succeed. This will include increased communication between outlets

and Attend, and working with suppliers to help grow your businesses.

We will shortly be sending out a retail survey to all member groups with a retail outlet. Retail outlets can be a trolley round, kiosk, walk in shop, café, tea bar, coffee shop, vending machine, flower shop, charity shop or other. It is important that we gain as much information from this survey as possible, as the results will further the benefits attributed to member outlets across the UK. There will be a prize draw for those surveys returned.

Please do make sure that the person(s) responsible for retail within your group gives us their correct contact details. Together we aim to improve our retail opportunities to aid and extend the services your charity provides. ■

Stay in touch with us

## Are you on the mailing list?



Attend has developed a mailing list for those who have responsibility for retail in their Friends Group. Members of the list, which can be more than one person from each group, currently receive the following:

- A copy of the Shop Talk newsletter, which is packed full of retail news and offers
- A copy of Friends Connect magazine

- Access to a dedicated member of Attend staff to help with retail issues
- Invites to conferences and retail forums in your area and across the UK
- Special offers from suppliers
- Opportunities to trial new products, receiving free stock and more profit in the process
- Advice on merchandising to increase customer purchases
- Access to the members only areas of the Attend website
- Email updates on retail issues. ■

Please make sure your retail reps and managers are on the list. Call David Elcock on 0207 307 2570 or send an email to [david.elcock@attend.org.uk](mailto:david.elcock@attend.org.uk).

## Attend shop manager training

## Top tips at London retail forum



The first London retail forum took place this June. This event was organised due to demand after the success of Attend's pilot project in the South East during October 2005. All member groups from across London were invited to take part in the day. Workshops were led by some of Attend's retail corporate partners. Palmer & Harvey showed the advantages of using wholesale deliveries to increase time efficiency and aid your retail operation.

Masterfoods challenged retail managers to ensure they are stocking the top sellers in each category and demonstrated how easy it can be to use branded equipment to improve display principles and thus increase sales.

GlaxoSmithKline and Danone Waters tackled maximising profit from your soft drinks sales. They demonstrated how providing the right choice of soft drinks from across the leading brands in each category can ensure that customers make their purchases within your outlet and not elsewhere. There was also time for delegates to voice concerns and success stories from their retail operations. Positive comments on the benefits of the day have already been received and we urge groups to take up the opportunity to attend these days as they visit your region. ■

## In brief...

## Mobility equipment

Raise funds for your charity by doing nothing! Simply display website address in prominent positions. Visit [www.easyaids.co.uk/attend](http://www.easyaids.co.uk/attend) for more info.

## Christmas cards

Don't forget the Attend Christmas card scheme. Customised quality Christmas cards at bargain prices. Please call Nicola Daniels at Impress Publishing on 01227 811611 for more details, quoting 'Attend'.

## Dates for your diary

November 8, 2006 – AGM & Attend Retail Scheme Launch for all retail reps.

## Merchandise

## New merchandise for Friends

Attend will be launching a new range of merchandise in the next month. Members will be able to choose from a range of new designs that can be used to promote the work of the Friends and Attend.

Earlier this year we sent a merchandise survey to the retail outlets that were registered on our shop mailing list. Due to a successful response we were able to hear what groups would and wouldn't like to order from Attend. We would like to thank all those who returned the survey.

Using this information we have put together a brochure for the supplies you can receive from Attend. We have kept the inventory limited at present but will increase what is available if demand is high.

Pin badges, name badges, flag-day stickers, tabards, and collecting boxes will be just some of the items available. Look out for the new brochure in the post; if you have any orders before this time, contact the London office on 0207 307 2575.



'Hospital Friends' collecting box label

Membership services update



Dear Friends,

You may have noticed that a large amount has changed in Membership Services since April; a new name, new insurers, new lawyers, new merchandise and even a new calendar! This has allowed us to improve some of our schemes and has prompted important questions from the membership – the most frequent being that of an age limit of 85 for insurance.

We have clarified with Stackhouse Poland that there is no specific age limit for the main policies. However the Personal Accident scheme has no pay out for anyone over 85. This shouldn't preclude them from taking part in any activities as the public and employer's liability cover protects them against any expenses caused through harm to themselves or others. Personal Accident can be considered as a 'bonus' for the inconvenience of suffering caused. The more pertinent question here is 'is this person becoming a danger to themselves or others in their current role?' If the answer is yes then you must change the role.

Friends Week is coming round again and I encourage you to register your activities and events on our website [www.attend.org.uk/friendsweek](http://www.attend.org.uk/friendsweek) to help build on previous successful years. Remember to enter the photo competition to give your charity the chance to win a high-quality digital camera. Friends Week takes place 23rd to 29th October.

Peter Lewis, Membership Services Manager

● If you have any questions that you would like answered in our magazine please contact me on 0207 307 2574 or [peter.lewis@attend.org.uk](mailto:peter.lewis@attend.org.uk)

Don't forget

## Dates for your diary 2006-7

**Submission deadline for Friends Connect** – 1 October

Send us your stories, news and photos for inclusion in the next issue

**West Midlands mental health network meeting** – 5th October

Visit [www.attend.org.uk/resources/network](http://www.attend.org.uk/resources/network) for more information.

**Friends Week '06** – 23rd to 29th October 2006

**South West mental health network meeting** – 27th October

Visit [www.attend.org.uk/resources/network](http://www.attend.org.uk/resources/network) for more information.

**Attend Annual General Meeting** – 8th November 2006

**Attend retail scheme launch** – 8th November 2006

**Eastern regional mental health network meeting**

– 29th November. Visit [www.attend.org.uk/resources/network](http://www.attend.org.uk/resources/network) for more information.

**Health Month '07** – January 2007

Visit [www.healthmonth.org](http://www.healthmonth.org) for more information.

Attend insurance scheme

## Improved service, better value



Since 2000 they have focused on three key business areas; corporate, charity and private clients.

Attend and its members are looked after by Paul Williams, the charity team account director. He has over 24 years experience working with major clients and is supported by Hannah Fry who will be dealing with queries day to day.

Stackhouse Poland arranged our insurance through Royal & SunAlliance and in so doing have managed to reduce the premium for all members. They have created an 'additional benefits' cover for groups that, for example, own buildings, run a shop or have radio equipment. Responding to the needs of members, Stackhouse have also recently put in place an 'enhanced money cover' scheme to give greater protection to shops. ■

Earlier this year, after careful consideration, Attend moved its insurance scheme for Friends Groups to the brokers Stackhouse Poland. This change allows us to offer our members a greatly improved service at a much better value.

Stackhouse Poland is an insurance broker to 400 UK charities including the National Childbirth Trust, Arthritis Research and Deaf Blind UK. They were established in 1974 and are based in Guildford, Surrey.

● If you have any queries regarding your insurance please call Hannah Fry on 01483 407474.

Legal advice

## New charity law experts for Friends



Attend's legal services both for itself and for its members have been recently refreshed and improved, and are now provided by the solicitors Russell-Cooke.

Russell-Cooke are a medium sized law firm employing some 290 solicitors and support staff. They have an unusually broad range of specialist departments and are leaders in a number of areas of law. As well as

offering a full range of services for private individuals, the firm has many company and commercial teams. They work for a variety of organisations ranging from major companies, public bodies and regulatory institutions to smaller companies and professional and creative partnerships.

Russell-Cooke also undertakes a substantial amount of work for charities and voluntary organisations. The charity team, lead by James Sinclair Taylor, work with over 600 charities throughout the UK. The team has been recognised as a leader in the field of charity law and is listed as one of the top three legal advisors in the RCM Top 3000 Charities 2006. They are also listed as sector leaders in the Legal 500, and the Chambers Guide to the Legal Profession describes the team as 'a fantastic practice'.

The charity team was formed following a merger between Russell-Cooke and charity law specialists Sinclair Taylor and Martin.

Since then, the team has grown and has been able to strengthen the breadth of its service offering by calling on expertise in other departments including commercial and property litigation.

Within the team are specialists in employment, property and intellectual property law as well as solicitors who specialise in constitution and governance, contracts and strategic issues for charities. The department's eleven partners and solicitors have an impressive combined experience of charity law and many have worked in-house for charities in the past. In addition, most of the team volunteer as trustees for charities in their own time. ■

● Russell-Cooke are very happy to assist Attend members. If there is anything they can help you with, please contact James Sinclair Taylor. Telephone 020 8394 6480, or email [taylorj@russell-cooke.co.uk](mailto:taylorj@russell-cooke.co.uk)

Introducing...

## Meet our new team members

### Cheryl Morgan and Christine Nardiello

For the last two years, accounting services have been sub-contracted to CSV. We are very grateful to Chris Snelling and his team for all their help. Particular thanks goes to Methusela Amanuel, who has dealt with our book-keeping on a day-to-day basis.

From 13th July, Attend will be bringing the services in-house, and you may come across two new names.

Christine Nardiello is a qualified accountant who has worked as a senior manager in the private sector, and now provides financial support to other voluntary sector organisations. Christine will only be working a couple days per month, preparing the management accounts and supporting the budgeting process.

Cheryl Morgan will be managing the book-keeping on a part-time basis. She has worked for many years in professional practice. ■

### Janet Simpson

I joined the organisation five months ago as PA to the Chairman and Chief Executive of Attend. Having previously worked for a software retail distribution company and within education, the Charity and volunteering sector has proved to be enjoyable but challenging. I have worked in administration for over 15 years and it is an area of work I thoroughly enjoy. Not only that, I've found over the years it has given me the opportunity to learn many new things.

During what leisure time I have, I divide between my family abroad and socialising with friends that I have kept in touch with since leaving full-time education. I do like art, and when I can, I love to help my elderly neighbours with gardening.

### Jon Boot-Handford

Hello my name is Jon. I am 21 years old and I recently started work as the new Office Administrator. I enjoy learning new tasks and being set new objectives, as I think this helps to strengthen me and improves how I undertake my role.

I feel privileged to have been accepted by Attend, and I look forward to working with the team. In my spare time I love to surf the Internet, whether that's looking at cars, cheap holidays or downloading the latest songs. I love my car, and you can usually find me on a Saturday morning cleaning and polishing my pride and joy.

### Claire Kenny

My name is Clare Kenny and I am 22 years old. I've been working at Attend as a temporary project worker for a few months now, and I am enjoying it very much. After graduating from Manchester University with a BSc in Psychology, I spent a year working in the human resources department of the BBC.

Outside of work, I enjoy swimming, cycling and going out with my friends. I am also a keen artist and spend a lot of my spare time going to art galleries and exhibitions. I am currently trying to decide whether I want to be a journalist or work in marketing, so as well as working for Attend, I am gaining work experience at a variety of different places to see what is right for me.



# FriendsWeek '06

October 23-29 is Friends Week, a chance to celebrate the work of the Friends across the UK. Last year we had 105 events registered, and this year we would like to build on this success. If your group will be holding an event, activity or meeting – we want to hear about it. Register it at [www.attend.org.uk/friendsweek](http://www.attend.org.uk/friendsweek).

## Photo competition

Thanks to those kind people at Olympus we once again have three state-of-the-art digital cameras to give away as prizes.

We are looking for photos that best capture the 'essence' volunteering in your Friends Group. There is no limit to the number of entries you can submit, so get snapping and send them in.

More details will be available at [www.attend.org.uk/friendsweek](http://www.attend.org.uk/friendsweek) closer to the event.



Win a digital camera worth over £550!