

friends connect

Hospital & Community Friends 'Caring in Partnership'

Issue 8

Autumn 2004

Palliative Care issue

Stories from member groups

Friends Week 2004

The countdown begins!

Friends Update

Stories from around the UK

Shop Talk

Increase your cold drink sales

Festival celebrates the voices of people living with terminal illness



Far left: Glassine Green encouraged by Rosetta Life.

Left: Meredith Monk conducting a Rosetta Life workshop with hospice users.

'WHEN faced with a terminal diagnosis people may surrender their careers and lose their sense of purpose,' says Lucinda Jarrett, from Rosetta Life, an NAHCF member organisation that enables those living with a life threatening illness to tell their stories through art.

Since 1996 the organisation has grown from two part-time artists to a team of twenty-five working at fifteen hospices and hospitals around the country.

'We believe that those living with a life threatening illness are often disenfranchised in our society', she continues. That is where the 'Rosetta Live!' Festival came in. Working on the premise that people can discover a new sense of purpose through creative activity, the festival was a unique opportunity to challenge the taboos surrounding death and dying in our community by enabling those facing death to take centre stage and express themselves to a wide audience.

During 2003/2004 hospice users from across the UK worked with professional artists to produce the

first national festival of the arts in palliative care, Rosetta Live! This week long festival of film, performance and visual arts took place from 30 June - 7 July 2004 at one of London's flagship cultural centres, Riverside Studios.

Artwork ranged from a photomontage, a video, a dance, or a book, to a song, a poem or a website page.

The Rosetta Live! festival represented the culmination of eight years work in hospices, hospitals and palliative care centres across the UK, and was designed to celebrate the collective voice of hospice users in Britain today. To help raise the profile of the event, internationally acclaimed artists were invited to collaborate with hospice users to make work of the highest quality. Highlights included The



Hospice users making a film at Greenwich and Bexley Cottage Hospice.

About Friends

Over 43,000 volunteer Friends raise around £45 million every year for health and social care in the UK.

They also support by running hundreds of shops, cafes, social groups, transport and visiting services.

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Impermanence Project, a musical composition by the American composer, singer and dancer Meredith Monk, Breath, a dance piece by British dancer Miranda Tufnell and Rosetta Movies, a remarkable series of films by hospice users and two specially commissioned shorts from BAFTA-award winning directors Emily Young and Asif Kapadia.

Continued on page 3...



FriendsWeek '04 18-24 October

What are your Friends up to?

Find out at specially organised events across the country.

www.friendsweek.org.uk

Welcome to new NAHCF Members

On behalf of the current Friends Groups we would like to welcome the following new members all of whom have joined the association since Spring 2004. We look forward to caring in partnership with you:

Friends of Bronzefield, London

Samm South East, London

The League of Friends of Royal George Road Day Centre, South East

Cynthia Spencer Hospice Appeal, East Midlands

Bromley Family Link, South East

Friends of Castle Hill House, South West

Newark Breast Cancer Support Group, East Midlands

HOPE, East Midlands

Leicestershire AIDS Support Services, East Midlands

Friends of Bolsover Hospital, East Midlands

reMEMber (the Chronic Fatigue Society), South East

Rosetta Life, London

Communicator Magazine, East

We would also like to thank the following companies who have supported the Friends Groups by joining our Corporate Membership Scheme:

United Biscuits

Cadburys TreborBassets

GlaxoSmithKline

Danone

Justthepeople.com

Kevan Design

If you are a charity/business that would like to know more about the benefits of our Membership Schemes please call head office on 0207 3072570 or email info@hc-friends.org.uk



Newark Breast Cancer Support Group balloon race fundraiser.

Help for Breast Cancer sufferers in Newark

A recent addition to the NAHCF family is the Newark Breast Cancer Support Group.

The group, which has been in existence since 1997, offers support to anyone in the Newark area affected by breast cancer. Breast cancer patients and friends, family members or partners of breast cancer patients, are all welcome to attend the support group, which meets once a month.

'When dealing with breast cancer, sometimes family members aren't always the people you want to talk to, or the people you want to come to your appointments with you. That's where we come in, offering both emotional and practical support' says group member Joyce Bennett. She went on to say that about 8-12 people attend the group each month. 'Some are there every month- in fact one lady has been attending ever since the group started. When they stop coming back, we know we've done our job!'

Newark Breast Cancer Support Group is currently involved in several community projects, including a campaign to encourage GPs to hand out information leaflets on breast cancer to their patients. This campaign is supported by Newark's MP, Patrick Mercer.

Although Newark Breast Cancer Support Group only joined NAHCF a few months ago, already they have seen the benefits. Joyce said 'NAHCF was an enormous help in providing public liability insurance for our recent balloon race fundraiser.'

Sign up to the new 'Friend Through Membership' scheme

You can now support the work of the National Association of Hospital & Community Friends by joining our new 'Friend Through Membership' scheme.

The NAHCF is a membership organisation formed in 1949 which cares in partnership with around 800 UK charities working to enhance the quality of life for people suffering ill health, disability or social disadvantage. Through this partnership we aim to promote and support the work of our

members through professional Regional Development Officers, grants, information and guidance on best practice, a high rate deposit scheme, comprehensive low cost insurance, conferences, publications, negotiated discounts with suppliers, merchandise and support materials for fundraising.

We also take an active interest in lobbying government and other health and social care agencies to make effective policy. If you believe in our work and would like to support us, please consider becoming a 'Friend Through Membership'.

As a member, you will then receive:

- an exclusive 'Friend Through Membership' lapel badge
- subscription to the quarterly 'Friends Connect' magazine that will keep you up-to-date with all the great work being done by the Friends charities all over the UK – and also all the latest news from the NAHCF
- a personal invite to the Annual General Meeting regional and national conferences.

I would like to become a 'Friend Through Membership' of the NAHCF

Paying by Direct Debit
Making your donation by Direct Debit allows us to plan financially.
To obtain a Direct Debit Instruction Form please call 0845 4500285 or tick this box and complete and return the form to the address below.

Paying by Cheque
 I enclose a cheque for £ _____ (suggested minimum donation £20, made payable to NAHCF)

giftaid it
Add nearly 30% to the value of your gift simply by ticking this box – we'll do the rest.
Note: to qualify, you must pay an amount of income tax and/or capital gains tax at least equal to the amount NAHCF will reclaim.

Please print your contact details here:

Title: _____

Surname: _____ Forename: _____

Address: _____

Postcode: _____

Telephone (inc. area code): _____

Mobile No: _____ Email: _____

Feel free to photocopy this form for your friends

Please return this form to: Friend Through Membership, NAHCF, 11-13 Cavendish Square, London, W1G 0AN

Awards

The NAHCF congratulates the following Friends who have received awards recently:

Queens Birthday Honours

Mrs Pat Lewis, ex-Friends of St Anne's Hospice Chairman, was made an MBE for charitable services in South East Wales.

Ann Caffyn was made an MBE for services to the community in Eastbourne, and is President to the Friends of Eastbourne Hospitals.

Dr Jean Macheath was made a MBE for services to the community in Suffolk.

Order of Mercy

Roy Pool, Friends of Nightingale Macmillan Hospice

Pam Wildgoose, Friends of Matlock Hospital

Ingle Dawson, Friends of University Queens Medical Hospital

Tony Brereton, Friends of the Queen Alexandra Hospital

Elsie Halsey, Poole Friends

Christina Cameron, Friends of Raigmore Hospital

Wiera Lourie, Friends of Royal Free

Tessa Potts, Rye Friends

Jod Arnold, Crawley Hospital LOF

Mavis Sommerset, Pembury Friends.

For details of how to nominate Friends next year visit www.leagueofmercy.org.uk

Get your nominations in



The Queens Award for Voluntary Service 2005

Now in its third year, this prestigious annual award gives well deserved recognition to the unsung heroes of our communities – the hundreds of thousands of voluntary groups that play such an essential role in our daily lives. In the past Friends groups in Birmingham have been among the winners.

In 2005, your group could be the winner and attend a reception hosted by the Queen. If you would like to nominate a group, or know someone who would like to nominate your group, then forms are available from www.queensawardvoluntary.gov.uk or call 0845 000 2002. The deadline for nominations is September 30 2004 so get your skates on!

The Beacon Prize

The Beacon Fellowship is asking the public to nominate a person they feel has made a significant contribution to charity, whether through resources, time or specialist skills. The winner will receive £20,000 to donate to the charity of their choice. This year, as well as the main prize, there will be regional shortlists to honour the most inspiring givers from Scotland, Wales, Northern Ireland and England. Nomination forms need to be received by 1 October 2004 and can be obtained by visiting www.beaconfellowship.org.uk, emailing enquiries@beaconfellowship.org.uk or calling 020 7849 6550.

Rosetta Life – Continued from cover...

The festival was launched with a speech by the Right Honorable Estelle Morris MP.

Rosetta Live! also included a unique education programme for health care professionals, purposefully designed to pioneer new ways of working with the arts in palliative care and enabling participants to resource new skills. 35 different sessions were run, including a master class from renowned director Mike Figgis, Rosetta Life workshops from digital artists, filmmakers, writers, animators and dancers, and talks about the role of new technology as a tool for arts in health.

'When I first attended the hospice I've never laughed so much' says Barbara Eyre, a 54-year-old poet. 'I think Rosetta Life is a very good name for the organisation, it is about life not about dying, and a hospice helps you to love your life, not to die.'

Barbara met Rosetta Life artist-in-residence Heidi Morstang at St Luke's Hospice in Basildon, Essex. 'When I met Heidi I was going through a dry period. I had lost my best friend to cancer after a five-year struggle, and one year after that I was diagnosed with advanced cancer as well.

I had a breakdown and stopped writing. But Heidi was very encouraging, she suggested I stand up in front of an audience and share my poetry at the festival, which was something I had always wanted to do. As soon as she planted that idea in my head I went home and started writing again. I might have cancer but I haven't lost my sense of humour and I want to share my humour with other people. The festival is of great value to the public because people need to know that hospices are not sad places.'

Glassine Green, 54, was introduced to Rosetta Life at the Marie Curie Centre, Edenhall in North London. She worked with three other hospice users and Rosetta Life artists to inspire and develop a piece of musical theatre about the intertwined journey of four women whose lives are lived with illness. Life Stories was performed as a work in progress at the Rosetta Live! festival, and Glassine played herself on stage. 'During the weeks preparing for it, I felt totally removed from my illness and my well-being improved all round. It was a healing process, a bit like morphine without the toxicity. I normally hold stuff back but the performance enabled me to express myself. It was a chance for my friends and family to hear what my fears are and to respond to those

NAHCF Staff profiles

Peter and Gina. 'The voice' of office services at NAHCF. For those of you who regularly phone the head office in London, you may have noticed the increasingly youthful voices at the other end of the telephone.



Peter



Gina

Peter Lewis joined us ten months ago as Office Services Manager after completing a degree in Chemical Engineering at Imperial College, London. The Office Services Department may not look much like a lab, but Peter's ability to concoct a perfect working environment mixing ingredients like hard work and a calm telephone manner have not gone unnoticed.

Far from being a nerdy scientist, Peter spends his spare time playing guitar in a rock band called 'The Mighty Nev'. Peter is also no stranger to volunteering. He was his universities' Welfare Officer, he has volunteered as a waiter at a church coffee house and helped at local kids club's – even once acting the part of a pirate!

The beautiful Georgina Lilley (Gina) came straight to NAHCF from nannying. Gina has spent time

looking after small children across the pond in Chicago and New York where she trained as a Behavioural Therapist and led a team affiliated to Wisconsin Early Autism Project (WEAP).

Gina's volunteering has seen her direct a musical with Brightonlingsea Youth Amateur Dramatics and perform peer lead sex education as a sixth former in association with North East Essex Health Promotion Scheme. Gina has been given the nickname 'jolly lady' by one of the children, because she's always smiling. She is currently finishing a BA with the Open University.

So, whether it's faxing, posting, organising events or arranging your paperwork, this team of two is now in place and already doing a sterling job.

They both look forward to speaking to you very soon...

fears in a way that is easy to deal with. This project opened up a brand new area to me that I never thought was possible, it enlightened me. I was apprehensive about going on stage but I was also excited and I forgot about my illness. I only hope we can show it worldwide!'

Glassine told our NAHCF international intern, Kelly, that she was touched when Rosetta Life asked her to participate in the project two years ago.

'I thought – you're asking me to participate in something two years from now? I might not be around then. But now that you've asked me – well now I'll make sure that I'm around.' Glassine went on to say that working on Life Stories became her 'lifeline' by giving her something to concentrate on other than her illness.

The Rosetta Live! festival will tour hospices in the south west and south east regions in 2005, and may travel further afield. Updates are available on their website www.rosettelife.org



Demelza House's Multi-Sensory room.

words about, 'Adding life to days when days cannot be added to life.'

One of their most impressive utilities is a sensory room. Utilised by all the children and young people that come to the hospice, it can easily be adapted from a place of relaxation to a disco hall!

Cushioning surrounds the room and the equipment protects even the most challenging of children. The wide variety of 'toys' on offer include plasma globes, infinity tunnels, and a projector which allows a child to project images of their artistic work anywhere in the room, by using special discs.

This promotes an enormous sense of achievement for the children, who are able to see their work enlarged and shown so vividly.

Demelza House relies on volunteers to support its work. People give up their free time to work in one of Demelza House's six charity shops. Others help in, catering, housekeeping, administration, gardening, driving, giving talks, promotion work etc. Janet, a reception volunteer said 'I really enjoy volunteering at Demelza House, the atmosphere is welcoming and friendly. I feel it is an extremely worthwhile cause and am happy to give my time to help.'

Volunteering Magic at NAHCF member hospice Demelza House

Palliative care doesn't just concern adults. One of the biggest challenges a family can face is discovering that their baby or child has a life-limiting condition.

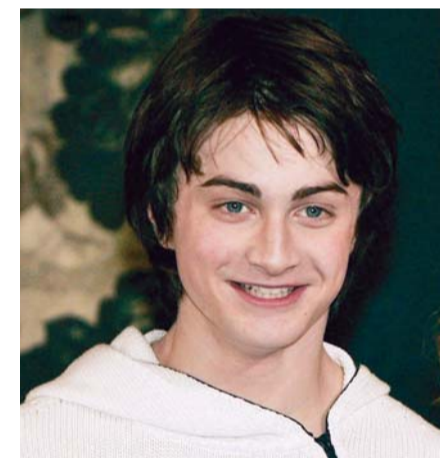
Whether they become aware of the problem before the baby is born, or a few years along the line, the level of care and support they need will be enormous. NAHCF member Demelza House is a children's hospice based in Sittingbourne, Kent, and cares for families and children who need looking after. Parents and carers can bring their children to a fun, safe environment, where help is on hand to give the adults a break. Children end up not wanting to leave at the end of the day! A ringing endorsement indeed.

Shortly celebrating its sixth anniversary, Demelza House has received some impressive media coverage already.

The hospice understands the importance of keeping its profile high in the community. In the past year it has had airtime from the BBC, Meridian Television and GMTV. National newspapers the Sunday People and The Sun have also given them page space, with everyone's favourite boy wizard, Harry Potter, (aka Daniel Radcliffe) has endorsed their work by asking his fans to donate to the hospice instead of sending him gifts on his birthday. Dan states on danradcliffe.co.uk, '...Demelza House, a fantastic children's hospice ...that I support, which does amazing work for terminally ill children and their families. The focus of the hospice is in their

'adding life to days when days cannot be added to life'

space, with everyone's favourite boy wizard, Harry Potter, (aka Daniel Radcliffe) has endorsed their work by asking his fans to donate to the hospice instead of sending him gifts on his birthday. Dan states on danradcliffe.co.uk, '...Demelza House, a fantastic children's hospice ...that I support, which does amazing work for terminally ill children and their families. The focus of the hospice is in their



Daniel Radcliffe asks fans to donate to the hospice instead of sending him gifts on his birthday.

Volunteering is crucial to the hospice movement in the UK

Every year hospices benefit from the commitment and skills of around 100,000 volunteers.

These volunteers undertake a wide range of activities – such as running a reception, as trustees, providing art and craft opportunities for day care patients, bereavement support, providing complementary therapies, gardening, running support groups for carers, driving patients to day care and hospital appointments, and providing listening and befriending skills to patients and carers in their own homes.

Volunteers bring something unique and distinctive to the hospice movement – a sense of community and fellowship, at a difficult and vulnerable time in people's lives, and a special mix of skills and experiences. They also make a significant economic contribution (see The Economics of Hospice Volunteering, Katharine Gaskin (2003))

Jennie McDowall, Major Projects Support Officer, at Help the Hospices said, 'As the national charity for the hospice movement, Help the Hospices (HtH) supports over 200 local hospices in their vital work caring for people who face the end of life. We also give a voice to the views and concerns of the independent charities that provide the majority of care – at home, in the community and in hospices. HtH is keen to work with other volunteer-involving organisations, such as NAHCF, to champion a wider awareness of, and support for, the contribution that volunteers can make to people's lives at a uniquely challenging time.'

HtH, the national charity for the hospice movement in the UK is committed to supporting hospice

volunteers and volunteering, and has set up a Volunteer Advisory Panel to inform a programme of work which includes practical support for volunteers as well as more strategic support for volunteering. Examples of HtH's support include a recruitment campaign, organized in partnership with Time Bank, aimed at attracting 18-30 year olds to volunteer www.timebank.org.uk/13days; and a Grants Programme enabling volunteers to undertake new projects to improve the quality of care for patients and their families, and training to enhance their skills.



Volunteer Don Deeks Go Yellow for St. Ann's Hospice, Manchester.

For more information about Help the Hospices, please contact Jennie McDowall j.mcdowall@helpthehospices.org.uk, 0207 520 8220.

Help the Hospices online: www.helpthehospices.org.uk

The value of the volunteer

Located in Cambridge, NAHCF member Arthur Rank House (ARH) has been providing palliative care for terminally ill patients and support for their family, friends and partners since 1981.

The Hospice offers a wide range of services from a 16-bed specialist Palliative Care Unit to a Day Care Centre, which would not be as accessible without the help of ARH's 200 volunteers. Volunteers help to staff ARH's day care service, tea bar, and charity shop, and also do odd jobs such as gardening, baking cakes, and

making sympathy cards for bereaved families. They also facilitate in driving patients and their families to and from the day care hospice, a service which is free to ARH clients. Pat Dalrymple, Fundraising Coordinator for Arthur Rank Hospice Charity said 'It certainly would be a different place without our volunteers. They are completely accepted, and work right alongside our staff in a multidisciplinary way. There is practically no distinction between our paid staff and volunteers.'

Support is provided for volunteers who range from 17 to 75 by the Voluntary Services Manager, and continued training is given following an introductory course about the work of the hospice according to the volunteers work. This NAHCF member is showing all Friends Groups how to encourage more volunteers. They recognise the power of encouraging

people to develop their gifts and interests through volunteering while also benefiting others.

Volunteering does not have to be seen as the completion of mundane tasks that paid staff just don't have time to do. Arthur Rank lifts the value of the volunteer by actively seeking people with skills such as photography, craft, secretarial and qualified complimentary therapists to give time from two hours a fortnight to one day per week. All these complimentary tasks, amongst others, enhance the atmosphere of caring and concern for patients, their relatives and friends.

Volunteering at Arthur Rank House.



HIV/AIDS Support



In our continuing endeavour to support the needs of health and social care charities in an increasingly diverse society, the NAHCF has recently been able to extend its services to Leicestershire AIDS Support Services (LASS).

LASS offers a wide range of free services to anyone in the Leicestershire and Rutland areas affected by HIV and AIDS, including patients, family, friends and partners.

Gordon Warren, Training and Development officer at LASS, estimates that the group receives about 11 new clients a month. He said, 'Some months we receive clients from countries that are plagued with AIDS cases, such as Zimbabwe. Other times they are more local. It depends on what is going on socially and politically in Britain at the time.'

Around 58 volunteers help LASS with fundraising, and with offering emotional and practical support to service users. Many people volunteer because they have an interest in HIV/AIDS, or because they have friends or family members who have been affected by it.

The panels shown were initiated in response to a need felt by volunteers of LASS to visibly commemorate and

remember the people they loved who have died with HIV/AIDS.

Gordon said 'Without our support, a lot of people affected by AIDS wouldn't have some very practical things sorted.'

Beyond offering support, LASS also stays active in educating the local community by offering one-day courses on HIV/AIDS, sexually transmitted diseases (STDs), and other issues in sexual health. NAHCF is happy to have such an active community group on board.



www.buy.at/leagueoffriends

Online shopping brought to you by the National Association of Hospital & Community Friends

Friends update

Welsh wonder



L-R David Rogers MBE, Life President of LOF. Margaret Price Chairman NHS Trust, Delia Evans Chairman LOF, Peter Evans Policy Officer LOF.

FRIENDS made sure their hospital in Wales was the first to acquire a new non-invasive cardio vascular monitor. Over £130,000 has been recently donated to the West Wales General Hospital by their Friends group. The monitor, for which the Friends gave £50,000, will help patients in cardio-respiratory failure. Their biggest single donation, £56,000, was contributed towards the cost of a CT scanner and support system, while £28,000 enabled the purchase of a video-urodynamic machine.

Green fingers & golden hearts



Members of the Bridgend & District Hospitals LOF with staff and officers of Bro Morgannwg NHS Trust.

A GARDEN shed was the most unusual piece of equipment Bridgend Friends donated to one of their hospitals recently. The shed was part of a £40,000 donation the Friends raised, and will house garden tools used by mental health patients on their allotment. Other equipment included computer software to help children with co-ordination and sensory problems, sit and stand aids for stroke and disabled patients and monitors for use in the A&E department.

Mayor & wheely good sport



Nigel Green and Friends Chair Barbara Thompson. Photo: Tameside Reporter.

MAYORAL hands were put to good use when Tameside League of Friends had a visit from their Mayor Margaret Downs recently. The Mayor pushed a trolley round the wards and visited the Ladysmith Snack Bar, which is run by the Friends group. Trolley wheels are not the only ones being pushed to support the Friends. Local bike shop owner Nigel Green cycled the 60 mile journey from Manchester to Blackpool to raise money for the Friends.

Royal fan has her own moment of glory



Maggie Parsons meets the Queen.

CHAIRMAN of The League of Friends of Horsham Hospital, Maggie Parsons, was surprised and delighted when an x-ray room in Horsham Hospital was recently named after her. Mrs Parsons, who met the Queen last year during a Royal visit to the area, had been instrumental in the Friends raising £170,000 for the x-ray department.

Fifty years and still smiling

CONGRATULATIONS to the Chalfonts and Gerrards Cross Hospital Friends who celebrate their golden anniversary this year. During their 50 years, they have spent more than £1.5 million on the hospital in Chalfont St Peter. Since being established in 1954 the Friends both built and renovated an outpatients department, enlarged the existing car park, installed new IT equipment, digitised the x-ray system and much more.

All hands on deck

FRIENDS of Shipston-on-Stour Hospitals stepped in when the Ellen Badger Community Hospital needed to upgrade, refurbish and extend their premises, encroaching onto the existing garden. Friends raised over £48,000 to help the hospital buy some decking, which was decorated with flower pots and built with disabled access in mind.

Golden AGM

FRIENDS of Durham Hospitals held their fiftieth Annual General Meeting recently, celebrating over £1 million worth of gifts made. Over eight thousand pounds is already committed to other requests.

One recent acquisition was for the St John's Ambulance 'Wheels for Life' appeal. Four orthopaedic stretchers and four ventilation respiratory machines were donated at the cost of £5,400.

Fun & fundraising in the sun



Middle: Margaret Dove, Volunteer Secretary for The Friends of Yeovil Hospital.

A RECENT hot and sunny afternoon in July saw six delightful gardens (with six rather nervous owners) open to visitors for the first time.

Around 200 people supported the event which was organised to raise funds for The Flying Colours Appeal, set up to enhance the healing environment of Yeovil Hospital and for The Friends of Yeovil Hospital. The grand total raised was over £1,500.

Healthy ideas

A COOK book is one way the NAHCF group Elmbridge Community Link (ECL) used to develop new and existing skills for people with learning difficulties. The project officer Pier has devised the simple healthy eating recipes to develop their cooking skills. ECL members even designed the front cover of the book – now there's a tasty idea!

A lot of bottle



Lion President Bill Andrews, New Forest PCT CSRT Team Leader Caroline Hatcher, and Chairman of Fordingbridge Town Council Jean Willis, launch the Lions 'Message in a Bottle' Scheme at Fordingbridge Hospital.

NIMBLE fingered Friends gave a helping hand when members of Ringwood & Fordingbridge Lions Club were faced with the task of preparing 2,500 plastic containers for the launch of their 'Message in a Bottle' scheme. This scheme provides vulnerable people with the means of storing vital personal and medical details which could be needed in an emergency situation. A sticker is placed in the front door to show the occupant is a participant in the scheme.

Long time Friend retires



David Crosthwaite with retiring gift.

DAVID CROSTHWAITE, chair of the League of Friends of Dorset County Hospital recently retired after 48 years of dedicated service. Over these years he has helped in the development of a Friends' Café and Shop but he also volunteered there as well. Anne Reason Friends Secretary said; 'David has been such a loyal supporter of the Friends in his quiet gentle way and he is going to be sorely missed.'

Volunteers to go to prison

FRIENDS of Bronzefield chairwoman Chris Douglas was delighted recently after an appeal for volunteers to man the new visitors centre at the new modern prison. A local paper in Ashford ran a small article on the need and this generated 14 new volunteers and 20 general enquiries.

Four days of explosive celebrations

WILLIAM Harvey Hospital Kent, recently celebrated its 25th birthday and the Friends Group together with East Kent Hospitals NHS Trust joined together to send off the occasion in style. Specially organised events such as a Jazz concert, NHS & Friends Information Day, a big party for children of hospital staff, buffet dance, thanksgiving service, volunteers afternoon tea and an official plaque unveiling. This was all capped off with an explosive firework display.

Marathon feat



A wet Lesley crosses finish line in the great time of 5hrs 32mins.

Delegates at the South East England Regional Conference sponsored Lesley Marginson Chair of the League of Friends of Crawley Hospital to run the London Marathon. Lesley successfully completed the 26.2 miles and has to date raised £4,839 for the two charities St. Catherine's Hospice and the Crawley Friends.

Grass is greener



Geoff Hoon MP, Friends and patients enjoy new garden.

GEOFF HOON, MP for Ashfield and Honorary President of the Friends of Ashfield Community Hospital (FACH), recently opened the newly developed Byron & Shelley Ward gardens. FACH provided £15,000 to re-design the two gardens making them more accessible and attractive for patients, visitors and staff. The new designs incorporate suggestions from staff including raised beds, low-maintenance planting and many other patient-friendly features.

Let us know what your Friends Group has been up to. Send your stories and photos to newsdesk@hc-friends.org.uk, or to the address on the inside back cover. Please supply original photographs – not photocopies or print-outs. If you would like them returned, write your address on the back of each one.

Please get your articles to us before Friday 15 October 04, for inclusion in the next issue. Thank you!

Making the most of your cold drink sales opportunity with GlaxoSmithKline

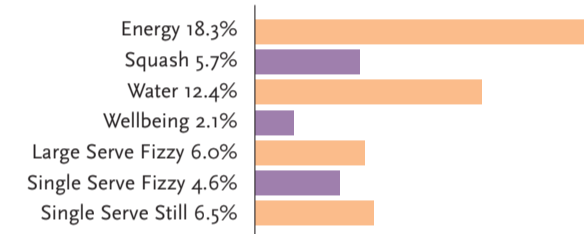
Cold Drinks can be one of the most important and successful impulse products for Friends Shops. By ensuring you stock the right range of cold drinks and equipment, together with good merchandising, Friends Shops can profit from increasing sales.

Market update

Cold Drinks traditionally out-perform other impulse categories such as crisps and snacks.*

The best performing and the two fastest selling types of cold drinks are energy drinks and water, growing at 18.3% and 12.4% respectively* Friends Shops should look to capitalise on these market trends.

Cold drink growth sectors



AC Nielsen – Retail Tracking – Value Growth – Total Impulse – MAT to 12 June 04

Availability – the key to success

Did you know...?

- Customers spend less than 20 seconds deciding whether to make a purchase so ensure good visibility of BIG brands such as Ribena
- no. 1 cause of lost sales is lack of availability
- 90% of availability issues would be resolved by more frequent replenishment
- 32% of sales can be lost over a weekend due to poor replenishment
- 50% of cold drinks are consumed between 10am and 2pm, be especially prepared for this time
- whether a drink is chilled or not comes first in the consumer's decision making process – before flavour, price etc.

Simple steps to maximising sales

Following the right merchandising advice, Friends shops can optimise their cold drinks sales:

- stack drinks together which are in the same category (ie all energy drinks together) helping consumers find what they want and give great visual impact
- a minimum of two facings per product eg: two bottles of Lucozade Energy Orange placed together
- face products forward and ensure they are chilled
- allocate space according to sales – focus on fast-selling lines.

Free on Loan equipment



Research has shown that 85% of shoppers who interact with a chilled cold drinks fixture will actually make a purchase.*

GlaxoSmithKline recommends branded coolers and vending machines which help create a visual display generating impulse sales.

Branded coolers should be placed adjacent to other impulse categories eg. Chocolates to encourage link purchasing.

GlaxoSmithKline research indicates cold drinks are often impulse purchases, if consumers can see brands easily they're more likely to buy them.

Convenience is the key to extra sales, make sure your cooler is in an area of high footfall.

GlaxoSmithKline offers a range of Free on Loan coolers and vending machines.

Recommended core range for every shop



Coca Cola	No. 1 Cola brand
Fanta	No. 1 Flavoured Carbonate brand
Ribena	No. 1 One Shot Still Juice drink
Lucozade Energy	No. 1 Energy drink
Lucozade Sport	No. 1 Sports drink
Red Bull	No. 1 Social Energy brand
Volvic	No. 1 Water brand
Tropicana	No. 1 Pure Juice brand
Innocent	No. 1 Dairy brand

Promotions

GlaxoSmithKline recommends that Friends shops always stock big brands benefiting from consumer promotions to boost sales. 47.5% of consumers who bought into the 2003 Lucozade Sport 'score Tours to Oz' promotion for example were new to the sports drink category.*

For further information on how to boost your cold drink sales, please call Keeley Simpson, Key Account Manager on 07810 815327

Friends Connect Magazine

Friends Connect is published by the National Association of Hospital & Community Friends (NAHCF). NAHCF works in partnership with around 800 UK charities to provide volunteering in support of health and social care. We provide member charities with comprehensive advice and services. Membership is by subscription.

Friends Connect is available in alternative formats please contact us for details.

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* AC Nielsen 2004/GSK Research/ Journal of Sports Sciences (1995) 13: 283-290
Ribena, Lucozade, Lucozade Energy, Lucozade Sport and Hydro Active are trade marks of the GlaxoSmithKline group of companies.

FriendsWeek '04

18–24 October



What are your Friends up to?

Find out at specially organised events across the country during Friends Week

www.friendsweek.org.uk

The countdown is on for Friends Week 2004!

However it's not too late to organise, submit and publicise your event joining in with over 750 Friends Groups across the UK.

Friends Week is an unprecedented opportunity at a local level that will have a national impact in raising awareness of volunteering, fundraising and practical support that Friends give to those affected by ill health, disability or social disadvantage in their communities.

Tips for publicising your event:

- Contact your local newspaper. If you can set up fun photo opportunity they are more likely to respond. Also invite them to take photos on the day. If they cover your event, thank them as this will build a strong relationship for the future.
- Try local radio – they may be interested in doing an interview before the day. They may also send someone along to capture sounds of the event. Local BBC Radio stations run help lines that can promote events and opportunities to their listeners, you'll find their number in the phone book.
- Check www.friendsweek.org.uk for latest updates and resources. We will shortly be posting sample media releases, photos and quotes about Friends Week for you to download and adapt for your event.

- Don't forget to submit your event on the Friends Week website or by using the form below.
- Make your event as welcoming as possible in order to attract new supporters from outside of your usual group.
- Please send any photos and media releases/ coverage before and after your event to us at Friends Connect – newsdesk@hc-friends.org.uk or by post to the usual address.

Don't worry if your event falls outside of Friends Week by a couple of weeks, you can still submit it for inclusion. In fact if it is on Saturday 30th October you can also register it with our partners CSV Make A Difference Day. Let's tell the UK what the Friends are up to!



"CSV Make a Difference Day gives you the opportunity to make a real difference to your community using just a few hours of your time. Like me, you may struggle to find the time to volunteer for the causes that matter to you. I put aside what time I can to volunteer for the NSPCC and Focus Counselling. What can you achieve in a day?"
– Davina McCall, TV presenter

Another opportunity to celebrate Friends work and get more volunteers!



CSV Make a Difference Day
Saturday 30 October 2004

Friends Week is working in partnership with CSV* Make a Difference Day. If your Friends Week event falls on Saturday 30 October 2004 why not join with an estimated 100,000 volunteers across the UK and register it as a CSV Make a Difference Day event as well. Last year's activities for CSV Make a Difference Day included hosting a hospital coffee morning, collecting books and toys to donate, and launching a new Day Hospice Service.

They are actively seeking member groups who can organise and partake in activities. It's your choice as to what your group decides to do! Just think of an idea, let CSV Make a Difference Day know, and they'll send you a free Action Pack containing a T-Shirt, posters, pin badges, thank you certificates, a media kit and more.

To register or to find out more information please call the CSV Make a Difference Day freephone number on 0800 284 533 or visit www.csv.org.uk/difference. In addition, please be sure to register your event with Friends Week. In partnership we can make a difference!

*CSV - Community Service Volunteers

Let us know what you're up to!

Firstname: _____
Surname: _____
Position: _____
Friends Group: _____
Telephone (day): _____
Email: _____
Group website: _____

Title of activity/event: _____
Description: _____

Start and end date: _____
Start and end time: _____

Venue: _____
Address: _____

County: _____
Postcode: _____
Membership ref. no: _____

Please return this form to: NAHCF Friends Week, 11-13 Cavendish Square, London, W1G 0AN