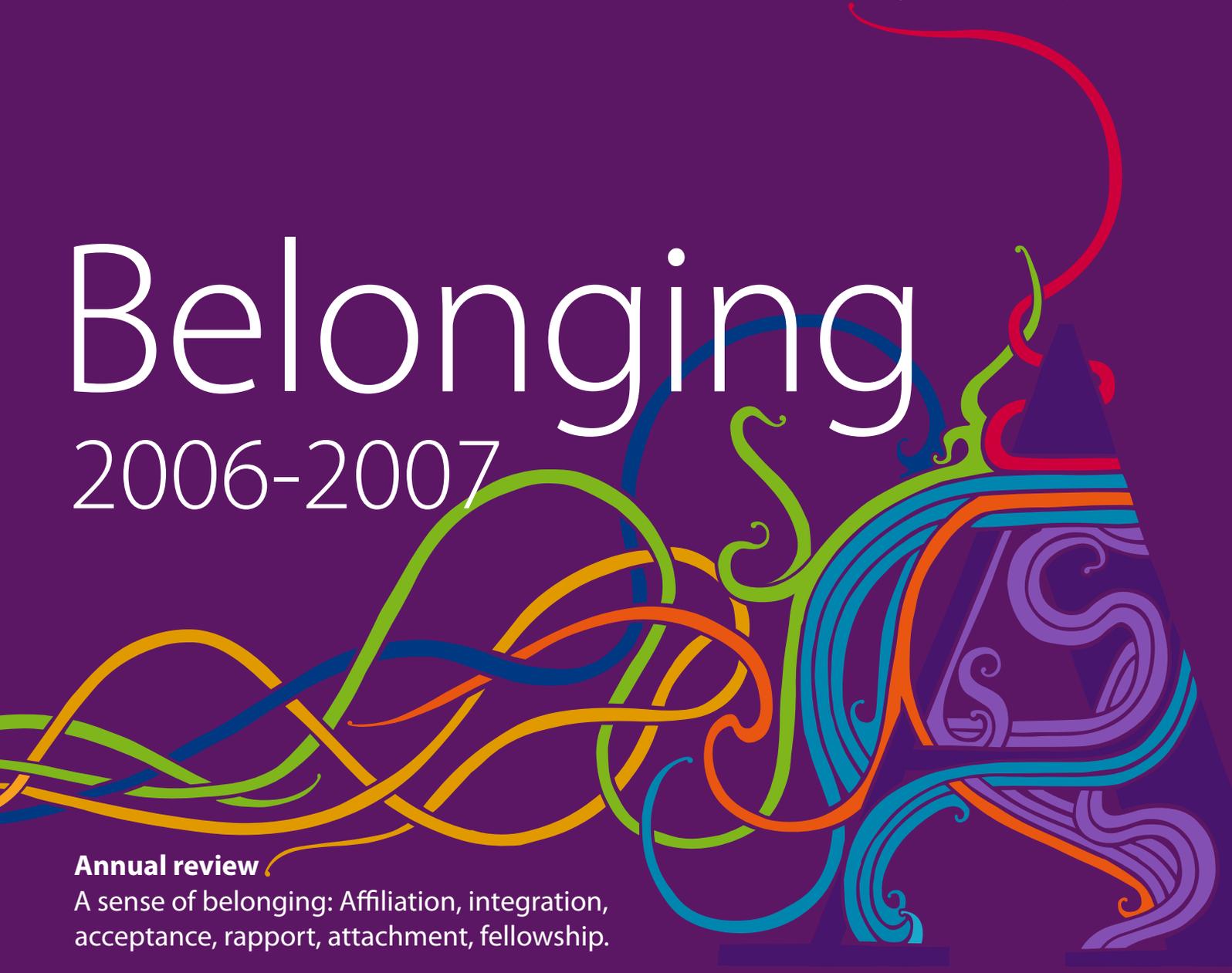


Belonging

2006-2007



Annual review

A sense of belonging: Affiliation, integration, acceptance, rapport, attachment, fellowship.

Message from the Chairman

A sense of belonging

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At the Annual General Meeting last year, David Wood, our Chief Executive, introduced the concept of “belonging”, and I was really struck by his comment on our perceptions of belonging to Attend. He asked, “Is it like being a member of the AA, a security in case of breakdown or is it something much more meaningful to us? For instance, I belong to a local church, I regularly attend, I feel obliged to take part in extra activities, I care about the other people I meet there. All of these to me are vital components of a sense of belonging.”

Throughout this year, we have worked hard to try and encourage that sense of being part of something. We do recognise that local groups affiliate to us for different reasons, and many are just not aware of the breadth of opportunities membership offers them. We have spent the year clarifying our services and there are now a range of leaflets supporting them.

Constantly, as a team we work to get to know people, but inevitably there are changes on both sides of the team. We are endeavouring to build a rapport that extends beyond the individual relationship so like in a relay race, when change occurs the baton is passed on.

One of the issues that we are also working on is to encourage integration between the groups, but also between the groups and host organisations. So often there is tension, and we believe that as an organisation we should be focusing on how we can effectively work together. It is only then that we will genuinely fulfil our mission of service in local communities. We claim to be there to support local communities, but do we really and genuinely engage with them?

I was reading an academic paper recently, and it said “if we truly try and implement a change programme, we have to accept that it will eventually change us.”

My reflection was that some of us are so scared that we might be expected to change that we are not prepared to see any change around us.

I am proud to say that Attend is not an organisation that is scared of change: we want to be a place where everyone feels they belong, and as we seek to do that, we are having to accept that it is changing us as well.

I do so hope you have the sense of adventure that our volunteering brings.

A handwritten signature in black ink that reads "Pamela A. Morton". The signature is written in a cursive style and is underlined.

Pamela Morton
Chairman



Clockwise from top: Spalding Hospitals League of Friends, Up Side Down Sports Club, Chester Childbirth Appeal, Friends of Selby War Memorial Hospital and Moor Arts.



Affiliation

Attend boasts an impressive membership, with 745 member groups and over 31,000 active members serving the NHS community.

Our vision

Supporting volunteering to enhance health and social care for local communities.

Our mission

Supporting Members

Meeting the needs of members and supporting their interests through the provision of services and expertise.

Promoting Membership

Ensuring that membership continues to expand to become more representative of the local, regional and national communities Attend seeks to support.

Developing Volunteering in Health and Social Care

Ensuring that the essential contribution of volunteers in health and social care is recognised and promoted at all levels within the NHS, Government, the media, funding bodies and other appropriate statutory, voluntary and private sector organisations.

Attend is best known for supporting the work of Leagues of Hospital Friends across the UK, it was established to support volunteer groups working in hospitals from the early days of the NHS in the 1940s. Since then, health services have undergone considerable change and the diversity of Attend's membership body is growing to reflect that change.

Many of our members are still based in hospitals but increasing numbers are focused on working in their local communities, providing a wide range of much needed support in health and social care.

Today Attend's members support prisons, courts, hospital radio, doctors' surgeries, community housing, hospices and youth clubs.

More groups which offer mentoring and befriending services have joined in recent years and so have specialist support groups working with AIDS sufferers, rape victims and people who have suffered other abuse.

We have Members that run counselling services run solely by volunteers, members

that work with stroke victims to help them with rehabilitation, arts and music projects working with mental health service users. We have members working with refugees and asylum seekers, black and minority ethnic projects, wheelchair training schemes for children, carers groups, help lines, groups that work with people with eating disorders and with the visually impaired. A number of our members work in health promotion.

This report highlights the diversity of those who are affiliated with Attend today and the importance of the work they do in communities across the UK.

“Volunteering within an arts project such as this is deeply satisfying.”

MK Arts volunteers and events.



Helen Taylor and Gavin Clayton

MK Arts For Health

A shortage of gardeners is not the first problem you might think would face a Department of Health funded arts and health research project. However, Helen Taylor (one of the artists working on the project and company administrator) is on the look out for green fingered volunteers. She is part of a team bringing arts and creative opportunities to the healthcare environments of Milton Keynes and it's General Hospital through the charity MK Arts for Health.

Their most recent achievement has been to transform six of the hospital's internal courtyard gardens with colourful art and striking design features. Helen created an eye-catching snail design, in collaboration with a local school and the Milton Keynes branch of mental health charity, Mind. She says: "The courtyards were really crying out for some help and had been closed to public use for years."

But once the design work was over there was a rather less creative job to do. "I had to do all the weeding myself. We'd really welcome some volunteers next time!" Despite the hard work, Helen is justifiably proud of the difference her work, and that

of the other artists involved, has made to the feel of the hospital.

"I really believe in a role for the arts within hospitals. I think there should be much more of it. It improves people's physical environment, it adds interest and room to relax where boredom and stress are real issues."

Helen first got involved in the project as a visiting artist, but now works with Director Gavin Clayton and a small project management team in their hospital-based office commissioning new art works as well as creating them in response to developments across the hospital site.

MK Arts for Health also develops projects within community based healthcare settings (including mental health services) with music recitals, arts workshops and the placing of poetry collections in GP surgeries across the city.

They also keep a careful eye on one of the largest hospital-based arts collections in the country, with the help of a dedicated volunteer, of course.

Membership of Attend is invaluable, says Helen, when you are small fish in the big world of the arts. "Being part of a big

organisation is very helpful. You have a place to go for assistance and help with things. Especially in the arts where you just don't have the back up of a big industry, sometimes you have got to make a decision and you need someone there to answer your questions."

Helen and Gavin would love to see more volunteers get in on the act; after all, as Helen explains, most volunteers get as much out of a project as the project gets from them. "The sort of people we have volunteering are not always building on skills they already have, some people want to get back into the community and the world of work. This is a way they can put something on their CV that proves they can commit to something."

"We all like to get a return for the energy we put into work and I think this is even more necessary when the work is unpaid. Volunteering within an arts project such as this is deeply satisfying."

Meanwhile Helen is still hoping for gardeners to knock on her door to help out with the maintenance of the courtyards: "We're not looking for artists this time but someone with green fingers would help!"

The Emerton Debate panel.
Clockwise from left: Terry Owens,
Catherine McLoughlin, Jo Webber,
Jo Revill and Phil Partridge.



Integration

Attend has put partnership at the heart of its work, integrating its efforts with other key organisations to promote volunteering in health and social care.

Time for Health Partnership

The Time for Health Partnership, chaired by Catherine McLoughlin of Age Concern England, has taken off this year, with the aim of providing a more unified voice for key volunteering organisations in the NHS. Attend, the WRVS, National Association of Voluntary Services Managers (NAVSM), General Dental Council, Care Services Improvement Partnership, and TimeBank have come together to undertake a number of activities including:

- Health Month in January, which was generously funded by the Volunteering for All initiative.
- Eight hospital road shows at York Hospital, Scarborough Hospital, Darlington Memorial Hospital, Clatterbridge Oncology Centre, St. Helier Hospital, University Hospital Lewisham, Steppinghill Hospital and Newcastle Royal Victoria Infirmary. 1000 questionnaires were completed by patients and hospital staff. Key findings included a clear recognition of the important role that volunteers play in the NHS locally, with befriending on hospital wards as a priority.

- Training for volunteer managers on how to recruit volunteers from hard to reach groups in Manchester, Newcastle upon Tyne, York and London.
- The inaugural Audrey Emerton debate during Volunteers Week this June.
- Launch of Attend and the Time for Health partnership which has received nearly £300,000 from the Office of the Third Sector to support the diversification of volunteering in hospitals.

With its pilot area in South London, the project aims to diversify the volunteer base to include more young people, those with physical and learning disabilities, and those from ethnic populations, all of whom are significantly underrepresented.

Training will be provided for volunteer managers on a variety of issues, including how to manage the feelings and attitudes of existing volunteers, and the potential risks incurred with an influx of new volunteers with potentially different support needs.

The project is headed by new member of staff, Bwalya Treasure.

Elaine Fletcher and Jill Waine

Friends of the Queen's Medical Centre

“People always say when they come in, it doesn't feel like a charity shop. The quality is very high and everything is steamed clean before it goes on sale.”



Top: The shop itself.
Right: A volunteer serves a customer.



Many volunteers would say that the buzz they get from helping others is sufficient reward for giving up their time. But for the lucky team who run the Friends of the Queen's Medical Centre charity shop in Nottingham, lashings of strawberries and ice cream is another welcome side benefit.

Elaine Fletcher and Jill Waine are so pleased with the profit rolling in from the first six months of trading that they are holding a summer tea party for their team of more than 30 volunteers. “I can't stay long,” says former teacher Elaine, “I've got tea for 30 to organise.” But her infectious enthusiasm for the project means that tea will have to wait a little while longer while she tells the tale of how the Friends' first ever high street store came into being.

Elaine and Jill had spent many years raising money for the local Vitalise Skylarks Centre which provides breaks for disabled people. But when Jill's husband, Gordon, became chair of the Queen's Medical Centre branch of the Friends it seemed natural to turn their skills to the benefit of the local hospital. With no available premises in the hospital they scoured the surrounding area for 18 months in search of somewhere to set up a small shop.

“There is a lot to think about when setting up a charitable business,” says Elaine, “and Attend were on hand to guide us through the Charity Commission's requirements.”

She added: “Simon Needham, Attend's Regional Development Manager, has taken a real supportive interest in the shop.”

That done, they found a team of volunteers at the Friends to take on the task of painting and decorating before the shop was ready for its first customer. Six months later they have plenty of reason to roll out the ice cream with all the initial debts, lease and solicitors fees paid off and a handsome £10,000 profit ready to hand over to the hospital. It was their previous experience with Vitalise, says Elaine, which taught them how helpful it can be when raising money if the general public can see exactly where their cash is going.

And it is that local link, she says, which makes their shop so successful. “Many people will come in and say, ‘I owe the Queen's Medical Centre such a lot’ and they donate because they feel that they have been given a second chance.” One local artist who received treatment there makes a regular contribution by keeping the shop fully stocked with hand-

painted cards. Not to mention the regular customers who pop in three or four times a week to see the new stock and those who donate their unwanted furniture, clothes, books and odds and ends.

But the shop is no jumble sale, stresses Elaine. It is careful quality control that keeps standards high and the customers flocking in. “People always say when they come in, it doesn't feel like a charity shop. The quality is very high and everything is steamed clean before it goes on sale.”

Any donations that don't make the grade are sold on to recycling firms for extra cash. But far more important than any other donation is the time given freely by the team who run the shop day to day, says Elaine. “We're absolutely shattered but it gives us all a thrill. Without them we couldn't have done it. They are mostly retired people who like to give something back to the community.”

At 62 she might be looking forward to taking it easy, but like so many volunteers she insists the work keeps her young. “It's been a lot of hard work but it's very uplifting. So long as we've got our health its invigorating.”



Attend Academy VSM Certificate graduates celebrate at the House of Lords.

Acceptance

Attend is working hard to find ways to ensure that volunteer management meets the highest standards, ensuring that volunteers receive a warm welcome in the hospitals and projects where they work.

Attend Academy

The voluntary and community sectors are traditionally impoverished in terms of nationally accredited training and development opportunities. This has resulted in limited professional development for staff who work with volunteers. The Attend Academy aims to address this by making a positive impact on the recruitment and retention of well-qualified staff and improving the quality of volunteer management in the UK.

The Attend Academy seeks to link new and current volunteer management training programmes to nationally recognised accreditation bodies and membership of professional organisations. This includes, for example, the Chartered Institute of Personnel and Development (CIPD) and the Institute of Fundraising.

By liaising with awarding bodies, professional institutes, and the Qualifications and Curriculum Authority (QCA), Attend has designed courses that meet the needs of the voluntary and community sector (VCS) in health and social care, while meeting the requirements of awarding bodies and the QCA.

This year Attend Academy has:

- Been accepted as an approved provider for the delivery of CIPD NVQ4 and NVQ5 qualifications for those managing volunteers. More than 12 CIPD qualified assessors and advisors are currently employed as associates to manage this programme.
- Taken part in the development of the on-line 'Working for a Charity' course designed by the National Council for Voluntary Organisations (NCVO) in partnership with Roehampton University.
- Been involved in the development of an accredited programme to allow those with learning disabilities to support their colleagues and achieve a recognised qualification as learning assistants.
- Been approved by the Institute of Fundraising to deliver their Foundation in Fundraising Management programme internally.

Other successes this year include:

- Extension of the CIPD-accredited volunteer management programmes to 10 VCS organisations, including the British Red Cross, Age Concern, Macmillan, Scope, and St. John.

- Delivery of volunteer recruitment workshops focusing on recruiting volunteers from hard to reach groups, funded by the Cabinet Office through Volunteering for All.
- Work with Volunteer Development Scotland and the Welsh Council for Voluntary Action on the 'modernisation' of volunteering.
- Participation in the national steering group for the review of managing volunteers' National Occupational Standards.

Training for the future:

Attend Academy has several exciting projects for the coming year:

- Delivering Certificate in Personnel Practice programmes tailored to volunteer management, and to begin designing and delivering six separate one-day workshops funded by Volunteering for All to engage with potential volunteers from hard to reach groups.
- Exploring the potential of designing and delivering accredited programmes in finance and retail management tailored to the needs of the VCS.

Dr Tom Balchin

The ARNI Trust

“I’m happy to know that I give them as much of my knowledge as I possibly can so they can use it and hopefully pass it on to other people.”



Top: Dr Tom Balchin (centre) with the volunteer instructors.
Left: Therapy session with a patient.

Struck down by a stroke at the age of 21, Dr Tom Balchin could be forgiven for feeling that life dealt him a pretty tough hand. But Tom believes that it is the mindset that one brings to the situation that determines whether one will ultimately succeed or fail. This is the attitude he tries to transfer to every stroke survivor who contacts him.

Fighting his way back to health, he completed his PhD in Education before the age of 30 and gathered numerous high ranking belts in many styles of martial arts, including taekwondo, hapkido, aikido and karate. Since his own injury, he devised his own unique training programme, which has enabled him to put on five stone of muscle.

Tom is the founder of the ARNI Trust, a charity set up to help stroke survivors get back their movement, balance and strength after injury. During the past six years he and his instructors have worked voluntarily with over 140 stroke survivors of various ages and severity of injury. The group has run specialised one-to-one sessions as well as classes to address the more generic after-effects of stroke.

Through sheer force of will he taught himself to break through the terrible obstacle that a stroke puts between the survivor and those everyday tasks, like gripping a mug, that they once took for granted. “I’m very driven. I have to achieve something every day,” he admits.

Despite his successful return to physical fitness, the 32-year-old university researcher got a glimpse of the wilderness stroke survivors find themselves in once the usual course of physiotherapy is over.

“I realised that there were a lot of people in need. I didn’t need any help, but then again I wasn’t offered any.”

“What I and my instructors are doing is simple stuff – but there is absolutely nobody doing it! It seems extraordinary to me... and I know this because I have people from all over the UK, from specialists to stroke survivors, telling me the same thing!”

What the ARNI Trust teaches stroke survivors is not complicated, but can transform a life. Typical recent ARNI successes include a lady of 38 years old, who had been in a wheelchair for just under three years. She was shown how

to walk unaided and get down and up from the floor in just two hours. She was in tears over her accomplishment and so was her carer. Follow-up sessions have shown that she can now accomplish this feat every time, and she is working on fine motor movements and improving her balance whilst turning. Their successes are the subject of a forthcoming Brunel University Neuro-Rehabilitation Department research study in 2008.

Finding it hard to attract volunteers, Tom decided that researching for, and contacting, appropriate physical instructors in all parts of the UK was the best way forward. The ARNI Trust now runs the ‘Bridging the Gap Initiative,’ which is an educational certification for highly qualified PT instructors around the UK.

All ARNI Trust seminars are free, and they encourage instructors to add a voluntary dimension to their training businesses.

“I’m happy to know that I give them as much of my knowledge as I possibly can so they can use it and hopefully pass it on to other people. But there is always more to be done and more people to help.”



Creative fun with Action Space.

Rapport

Attend seeks to build connections and find rapport with other organisations and people who are sympathetic to the cause of volunteering in health and social care.

The Emerton Debate

During Volunteers' Week in June, the Time for Health partnership launched the first national Audrey Emerton Debate, named after Baroness Emerton. As Chairman of the National Association of Hospital and Community Friends, she was instrumental in laying the foundation that makes Attend the organisation it is today.

The first topic of debate, introduced by Minister Under Secretary of State for Social Care Ivan Lewis asked, "Does the NHS need volunteers to undertake caring roles?" Respondents came from diverse backgrounds and included Jo Webber of the NHS Confederation, Jo Revill, the Observer's Health Editor, Terry Owens, Voluntary Services Manager from Aintree Hospitals NHS Trust and Phil Partridge who is a carer.

The audience, made up of 150 representatives of national and local health organisations, including many NHS Trusts, took active part in the debate and voted firmly in favour of the motion. Feedback has shown that there is strong interest in continuing the discussion in future debates.

Books for Hospitals

Attend worked in partnership with the hugely successful World Book Day for the first time in 2007. Over 500 bookshops across the UK participated in the new Books for Hospitals initiative. Bookshop customers all around the country were encouraged to purchase an additional book during their shop visit around World Book Day in March. These books were donated via the bookshop to a local hospital, hospice or other worthwhile setting. For every ten books from customers, the participating bookshops donate another and delivery is arranged with the help of Attend volunteers.

New Attend initiatives

This year, the Department of Health awarded Attend Section 64 grants to work in partnership with local groups to tackle the crisis in black mental health and to create employment opportunities for people with disabilities.

The Black Majority Churches Consultative Consortium (BMC3) tackles

the crisis in mental health among African Caribbeans in the UK. The African Caribbean community has the highest rate of detention in psychiatric settings of ethnic minority groups. An estimated 75 percent of African Caribbeans attend church regularly, providing the ideal environment in which mental health issues can be raised. The Consortium educates and raises awareness of mental health issues, provides support for people with mental health problems, and involves the church community in this support.

Action Space uses visual arts to develop the personal and life skills of people with learning disabilities. In taking a practical approach to the development of employment-related opportunities, Action Space enables participants to sell their art work through a range of activities including exhibitions and on-line.

The organisation also helps train them to become art workshop assistants and to develop other self-reliance skills.

Like BMC3, Action Space is working with Attend to disseminate learning and practical guidance to organisations across England that work with people with learning disabilities.

Matilda MacAttram

Black Majority Churches Consultative Consortium (BMC3)



The fear and stigma surrounding mental illness can tear lives and families apart. But imagine the terror if you are being diagnosed with an illness you don't suffer from just because of the colour of your skin.

If you are young, black and male some studies have shown that you are more likely to be diagnosed with mental illness and those receiving treatment are more likely to be 'sectioned' and held in hospital against their will.

"Black people are not more mad than white people, but they are getting

misdiagnosed and mistreated when they are ill. Society has effectively turned their back on African Caribbean people with a mental health diagnosis," says Matilda MacAttram.

She first realised the true extent of the problem as a journalist covering the inquiry into the case of David Bennett, a young man. "I was just shocked that something like this was actually happening. Mental health is something that affects us all and we have to be clear about this, there but for the grace of God go I."

So she is now trying to reach out to the Black Minority Ethnic community through a most trusted institution, their local church.

"The reason we are focusing on the church is because it is the largest stakeholder in the Afro-Caribbean community. If you want to access this community on their terms you have to go through the church."

Using the tight network of local churches and embracing the churches traditional pastoral care role, she hopes to get information and support to the community, and raise awareness of the services available.

A key problem, she explains, is making sure people know what is out there for them before they reach crisis point.

"It's an area that people usually only broach when they are in trouble. Who is going to dig out information about mental health when they are well and happy?" Too often, she says, people find themselves engulfed by a system they don't understand just at the moment they are most vulnerable.

Her group, Black Majority Churches Consultative Consortium, is funded by the Department of Health and based at Attend headquarters in London.

Years in the planning, it is still in its embryonic stages in terms of developing the service Matilda hopes to provide, but already barristers, pastors and psychiatrists from within the BME community have been volunteering their time. They all want to address what they see as a growing crisis in mental health in their community.

Matilda explains: "It is not just affecting the individuals and their families any more it is having a wider impact on the whole community."

Steve Procter

4 Youth – Juice Bar, Clitheroe



"When we leased it this was a semi-derelict building and more than 100 young volunteers helped rebuild it from scratch. They learned plastering, plumbing and building along the way."

Steve Procter (centre) with a few of the volunteers.

A buzzing new late night Juice Bar in the centre of Clitheroe is far more than just a warm, safe alternative to hanging out at the local bus stop.

The cafe and social venue gives young people somewhere to meet, learn, get advice, surf the internet, even cut their own record at the in-house recording studio.

It has been open for just a few weeks, serving drinks from 10am until 10pm, but already young customers are flocking to it. On the first day of opening Steve Procter of the 4 Youth voluntary organisation welcomed 100 people through its doors

and as we chat he regularly breaks off to greet a steady stream of young visitors.

The £138,000 project has been funded not only by generous grants from local charities and companies but also by the fundraising efforts of the town's young people.

And their contribution didn't stop at sponsored car washes, explains Steve. "When we leased it this was a semi-derelict building and more than 100 young volunteers helped rebuild it from scratch. They learned plastering, plumbing and building along the way.

They even designed and created the murals on the walls."

The 15- and 16-year-olds from Ribblesdale High Technology College learned their new crafts from local builders who also gave up their time to help the project.

Steve can be found behind the bar most nights at the moment but he plans to train up young volunteers to help run the show, helping them pick-up valuable work experience.



Attachment

The idea of increasing a sense of membership and attachment to Attend has been one of immense importance over the past year.

The regional development team now has primary responsibility for developing our membership package and encouraging members to take full benefit of their membership. All of these components are fundamental to increasing our membership, and essential to building a sense of belonging within our community.

Working Together, November 2006

The Regional Development Working Group (RDWG) was commissioned by the Board to better utilise the shared mission and commitment of Attend. It sought to strengthen communication between the management team and the membership, in an effort to strengthen the regional volunteer base and increase a sense of belonging.

The RDWG met for the first time soon after the Annual General Meeting in 2006, and has met regularly since. The group is made up of senior volunteers and members of the head office staff responsible for regional development and membership services.

'Together We Can!', February 2007

The first major activity of the RDWG was the event 'Together We Can!' (February 2007). It was intended to bring together some of Attend's most experienced and dedicated volunteers, as well as members of the Regional Committees, and other inspiring individuals to debate the role that regional teams play in delivering key organisational objectives. It also allowed for the discussion of how to plan for more effective networking among member groups.

Participants were joined by His Royal Highness, the Duke of York, for a reception at the King's Fund and had the opportunity to present their work and interests.

'Together We Can!' proved highly successful in communicating the vision of the organisation and gaining support for the regional development programme. It has inspired a review of our regional structure and of the roles of both Regional Chairmen and Regional Committees. This review is still under way, as is the work of improving communication about Attend and our united mission.

Supporting Regional and National Conferences

Members of the RDWG and other key members of the national team (including Chairman Pamela Morton) have joined regional teams at conferences across England to help promote enthusiasm and commitment at the regional and local level. In April and July, the team headed north to offer support to the Scottish Committee and to help launch Attend Scotland.

New Regional Chairmen

It has been a busy year, marking the appointments of five new Regional Chairmen: John Vickery to the South West, David Sollis to the East of England, Peter Green to the East Midlands, Alan Griffin to Yorkshire and The Humber and Donald Martin to Scotland. Attend is delighted to welcome them, and is excited to learn of their plans for the development of their region.

League of Friends



Fellowship

Attend is seeking to develop member services around areas of common interest, where our groups will benefit from working together and develop a greater sense of fellowship.

Attend Creative

Attend Creative is an exciting new initiative which offers our members expert design services at highly competitive rates.

The service will be free of charge throughout the coming year while we trial the project to a limited number of groups.

The intense competition our members face to recruit volunteers and find funding creates the need for groups to look as professional as possible – without losing the values they hold as volunteers. Attend Creative aims to help with this.

Attend Creative's services include:

- Logo design
- Stationery design including letterheads, compliment slips and business cards
- Signage and display design
- Magazine and newsletter design
- Brochure and other publication design
- Poster, leaflet and flyer design
- Web design
- Negotiated discounts with suppliers, such as printers and web hosts.

Attend Retail

Attend Retail provides support for groups who carry out retail activities.

We support member groups in their retail activities in several ways. We negotiate with suppliers to provide special discounts on products and services unavailable outside of Attend Retail.

We provide consultation visits to sites and produce written reports with advice for improvement, allowing for specialised and tailored solutions to local retail issues.

We also publish Shop Talk, which is not only packed with retail matters and advice, but also provides a vehicle to promote the successes of local groups. Through our partners Key Lekkerland Ltd. and Palmer & Harvey McLane Ltd., we are also able to coordinate the delivery of wholesale purchases. There are currently 69 outlets who purchase through our partners and this number is growing steadily.

We also provide:

- A free bi-monthly promotional programme, offering the best prices, discounts and offers on a range of

branded groups, with special point-of-sale offers to help maximise members' profits.

- A retail hotline to answer and research queries from Attend's extensive network of retail partners and advisors.
- Training in local regions to educate retail managers on the latest developments in retail and to provide an opportunity to network.

Data from surveys show that groups have launched new shops across the country, and existing shops continue to grow and apply advice given by Attend Retail and its partners for increased profit and service.

Plans for next year:

We plan to develop shop layouts and plannograms for different sized outlets to increase profit, sustainability and service levels to customers.

In partnership with local groups and retail partners, a new project called 'Friends Shop' is being developed for retail outlets. This will increase the visibility of the work of Attend groups across the UK and the professional standing that they achieve through their retail outlets.

How are we funded?

Incoming resources	Year ended 31 March 2007 (£)
Sponsorship	3,691
Donations	18,645
Trading	45,573
Investment	41,817
Statutory grants	829,248
Conferences and events	4,805
Insurance premiums	86,725
Subscriptions	240,965
VAT Refund	19,519
Total incoming resources	1,290,988

Resources expended	Year ended 31 March 2007 (£)
Fundraising	14,559
Governance costs	74,816
Charitable activities inc. membership services	1,334,115
Total resources expended	1,423,490

Breakdown of expenditure on charitable activities	Year ended 31 March 2007 (£)
NVSP Strategy Grant	3,500
Health Month	3,055
Welsh Assembly Youth Project	4,800
DH Secondments	129,628
Mental Health Learning Networks	58,601
Transitional Funding	46,000
Regional Development Officers	330,604
OFV Management	72,605
Year of the Volunteer	7,903
Regional Resource Room	35,506
South West Regional Contract	23,651
Voluntary Service Managers (CIPD Training)	65,509
Insurance Premiums	80,515
OFV Grants	472,238

Rose Reid

League of Friends of Peterhead Hospital, Scotland



Rose speaking to HRH The Duke of York at the 'Together We Can!' conference.

Rose Reid started volunteering on doctors' orders as a way to keep active after some heart trouble; twenty years later she has no intention of slowing down.

She was forced to retire from her nurse career due to ill health at the age of 58 and admits, "I didn't know what to do with myself."

On a recommendation from her doctor the great-grandmother started working at the League of Friends office at Peterhead Hospital in Aberdeenshire and it seems she hasn't stopped since.

Now 78 she struggles to find twenty minutes free in her packed schedule to talk about her work as Vice-President of Attend in Scotland but, she admits, she wouldn't have it any other way.

"I think you've got to keep your mind sharp and your body fit. I've got too active a brain, that's just how you are. In class as a young girl I couldn't keep still."

Even a recent triple heart bypass could not slow her down. "Within three weeks I was off again, working and doing my ballroom and Scottish dancing."

And her work for Attend and the hospital became a comfort when eight years ago her husband, John, died suddenly.

"For a wee while after he died they had to give me a little push to get started again so they gave me a new project and I haven't looked back since."

"I think Attend does a marvellous job, it can offer a lot to small organisations, you can get insurance advice and they are particularly good if you are going into retail, they can get some good deals for you. Voluntary groups need an umbrella organisation."

But it is not just Attend that benefits from Rose's incredible energy. She and the League of Friends work hard raising money in their shop in the hospital and have just bought a new blood machine for £3,000. "I'm a good fundraiser and I make sure every penny is accounted for."

Another project Rose is particularly proud of is the £18,000 refurbishment of the hospital interiors, paid for through League of Friends fundraising.

"It makes it feel like home and that means that people make better recoveries and feel better while they are here. It makes all the difference."

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Solicitors: Russell-Cooke & Co.

Design: Matt Kevan
matt.kevan@attend.org.uk
Volunteer profiles: Laura May
laura.may@pressassociation.co.uk
Printing: PWP FS Print & Design
sales@pwpfs.com

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treasurer) Alistair Barwick (Board member)
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Fletcher (East Regional Chairman) Christina
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Attend

Enhancing Health & Social Care. Locally.



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11-13 Cavendish Square, London, W1G 0AN.

Tel: 0845 4500285 | Email: info@attend.org.uk

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