Wowee! It has not taken long for our 20th anniversary Forwards Appeal to start making a difference.

We were absolutely bowled over to take delivery of a £30,894 piece of kit to benefit women undergoing gynaecological brachytherapy.

Advanced brachytherapy - a form of high-dose rate radiotherapy - has been routine here at the hospital for a number of years, successfully treating larger gynaecological tumours and other conditions.

Now, thanks to our brand new Venezia Applicator, that treatment has just got even better. The newly-developed equipment allows those tumours which extend more laterally to be successfully treated. Previously, our equipment only allowed the treatment to be delivered within a limited distance from the patient’s cervix so that some women with more advanced cervical cancers had either to be referred to Mount Vernon Hospital in north London or be treated here with alternative but less effective means. In a recent study, cervical cancer patients who received brachytherapy as a boost after external beam radiotherapy had a 12 per cent better four-year survival rate than those who did not. And 3-D image-guided brachytherapy was found to be beneficial for patients with locally advanced cervical cancer.

James Green, Head of Radiotherapy, revealed Southend is the first trust in the country to use the Venezia Applicator for gynaecological cancer.

“This Appeal money has bought us the very latest type of applicator for gynaecological cancer, that is a far more effective treatment, and which will be a huge benefit to around 20 patients a year. These are patients who previously would not have been able to receive brachytherapy treatment because the implant needles exit at an angle, which allows us to reach cancer which has spread away from the cervix, and which would have previously been inaccessible.

“One of the things I find personally gratifying about this kind of treatment is that, after each time we do a scan on following days, we can see that the tumour has shrunk, and that’s quite a privilege as normally you see them getting better over a period of months and years. You can see the tumour responding before your very eyes.”

So, how did we manage to amass the funding so speedily?

As always, our supporters turned up trumps - with cash coming in from all quarters. Rayleigh Lions chipped in £3k, New Leaf Distribution added another £5, the Pickering family raised £6.4k and the COPES gynaecological support group pitched in with £16.5k. Totally inspirational - thanks to everyone who contributed in any way.

Wendy Davies, from COPES, one of the groups who helped raise money for the new equipment, said: “This will make a huge difference, particularly to younger women who are diagnosed, in terms of more effective and more comfortable treatment.”
Dear Supporters

If ever there were proof of the legendary generosity of our hospital supporters, our 20th anniversary Forwards Appeal has already forcefully provided it. It seems that, no sooner had we announced it, than you all got stuck in with all your customary energy and enthusiasm.

As you will see on our front page, your efforts are already making a difference to our patients. The £30k+ Venezia Applicator - funded by the Forwards Appeal - is up and running in our radiotherapy department, making one huge difference for those women with advanced cervical cancers. So a massive thank you to all who have got involved in this and, of course, all our other projects.

Your privacy is very important to us and on 25 May new General Data Protection Regulations come into force. Please do take time to read about them on page 4. If at any time you would like to change how we communicate with you, please don’t hesitate to get in touch.

While I am writing this, we are in the grip of the ‘Beast from the East’ so it is a pleasure to read on pages 8 and 9 some of the events we have got lined up for when the weather turns a bit - hopefully a lot! - more clement. Quite frankly, a walk down the pier in these icy blasts is not something to contemplate today but, come the Great Pier Walk early May, all memories of frosty February should be banished from our minds. There is a wide array of challenges for our sporty supporters to choose from. But, if your preferred method of fundraising is something more sedentary, like knitting comforting twiddlemuffs for our dementia patients or hosting a tea party, your support is equally appreciated.

As you will see from page 15, we are also hoping to recruit more hospital ambassadors to promote all the fabulous work which goes on in the various departments day in, day out. And we can never have too many stewards and marshalls at our big organised events like the Tower Abseil or the Walk for Wards. These days are always a great deal of fun so please contact our fundraising team if you would like to get involved.

It is going to be a really special year. Not only is Southend Hospital Charitable Foundation celebrating its 20th anniversary, but 2018 marks the 70th birthday of the NHS (see page 14 for more details).

We are looking forward to marking these two special dates and hope you will enjoy getting involved too. We know for a fact that you will delight, surprise and humble us with your stories. You have never let us down and we cannot tell you how much it means to have you all ‘batting on our side’. Thank you all.

— Director of Fundraising and Community Engagement

Obituary

We are sad to announce the death of dedicated hospital supporter, Ron Kennedy, 85.

A former Chairman of the Charitable Trust, he also served as a Non-Executive Director and governor of the hospital as well as a number of other prestigious positions in public life.

Ron’s passion for healthcare stemmed from his childhood when his Mum was diagnosed with diabetes back in 1940. With his Dad away in the war, seven-year-old Ron had to help look after his younger brother and sister.

Hospital chairman, Alan Tobias, said: “Ron gave many valuable years of care and guidance to our hospital. He was heavily involved with the fundraising campaign for the hospital’s leukaemia unit between 1998 and 2000.”

Ron, who received a lifetime achievement award from the hospital, was a ‘true gentleman and a genuinely nice man’, added Mr Tobias. “He will be much missed but his legacy continues.”

Ron, who lived in Eastwood, is survived by his wife Marlene, two daughters and his grandsons.

Customers get down to the knitty-gritty

Now here’s a yarn for you. When staff at Nationwide’s Canvey Island branch decided to get knitting to help the hospital, they didn’t expect quite so many helpers to end up in stitches.

After putting up posters asking customers to knit items for our premature baby unit, they produced free patterns which made their way to the ‘knit and natter’ group in the local library - producing two boxes of cot blankets.

Canvey branch manager, Vicky Mallinson-Belsham, said: “Customers really took to the idea. As we shared our stories on our intranet site, other local branches got involved as well so now customers are going in to Leigh, Grays, Rayleigh, Southend, Wickford and Basildon branches to drop their items off to send to us as well.” See p6 for some more knitted goodies.
Local businesses put their love into our anniversary appeal

Eight popular leisure venues lost no time in lining up to back our latest Appeal - to mark the hospital Charitable Foundation’s 20th year by raising £500,000 for 20 special anniversary projects.

Sealife Adventure, Adventure Island, Three Shells café, Clarence Yard fish and chip bar, Feelgoods Diner, Sands by the Sea and Radio Essex - all part of the Stockvale Group - have each pledged to raise £1,000 over the course of this year. They follow Genting Casino, Westcliff - pictured here (John Harland, PR and Marketing Manager, Sara Vera, Hospitality Manager and General Manager, Simon Woodford).

Our loyal friends at RBS have also come on board and we are appealing for other local companies to sign up to the challenge of raising £1,000 to speed us on the way to our Forwards Appeal target.

Jonathan Humphrys, Sealife Adventure manager, who is helping to spearhead the fundraising bonanza, said: “All areas of the Stockvale group are represented so it is really exciting. The Appeal is such a good cause.

“The hospital staff do such a cracking job - it will be a privilege to be part of the fundraising effort.”

Sealife Adventure have already boosted the Appeal by contributing proceeds from their Christmas Santa’s grotto (see p 11).

Right now, exactly how the new funds will be raised is still in the planning stage - although collection tins have already sprouted around the various premises.

Jonathan said: “We have thought of a few ideas like an auction but still need to finalise our plans. I don’t think anyone finds the £1,000 target too daunting - it is a reasonably achievable amount to raise.

“Everyone is very excited and gearing up.”

If your business or organisation would like to take up the £1k challenge, please call the fundraising team on 01702 385337 or email fundraising@southend.nhs.uk

Giant cheque for a giant sum

What a lot we got when our friends at New Leaf Distribution Ltd staggered in with this monster cheque. Their 11-grand donation gave our ForWards Appeal for the new high dependency unit a hugely appreciated boost.
Where there’s a will . . .

We have been overwhelmed to receive funds to buy six new dialysis machines for our renal patients - thanks to magnanimous bequests in supporters’ wills. These invaluable pieces of kit - with a combined value of £60,000 - are in addition to the one bought by the continued efforts of the Searle family (see below).

Associate Director of Fundraising, Lucy Thomas-Clayton, said: “We are touched that people have chosen to remember Southend Hospital Charity in their will. We have a very generous community in Southend, and these legacies go a long way to helping us improve services and enhance the environment for our patients. The hospital was, in fact, founded on a series of gifts and legacies from local people. We work very hard to ensure all legacies are used for the purposes for which they were intended.

“You don’t have to be wealthy to leave a worthwhile gift. Any bequest, however modest, can make a real difference to patient care.”

Recent legacies have helped to fund or contribute towards the purchase of the following:

- £54,945 from the estate of C. Curds for the purchase of a Delta 4 Phantom for the radiotherapy department (see below)
- £6,000 from the estate of D. Meddle for an ophthalmic cryotherapy machine
- £4,000 from the estates of G. Hiscock and M. St Clair for equipment for the respiratory department
- £10,000 from the estate of J. Cook towards an ultrasound machine for the emergency department in addition to £20,000 from the proceeds of Southend Hospital Charity shop in Leigh

If you are interested in leaving a legacy to Southend Hospital Charity, please contact the team on 01702 385337.

Delta 4 Phantom brings huge boost

As you will see from the list of legacies, we have been fortunate enough to fund a Delta 4 Phantom for our radiotherapy department. This advanced piece of kit is able to measure the complete patient treatment and electronically compare it with the planned treatment - verifying the accuracy, suitability and safety of the dose to be delivered before the patient is treated.

Here at Southend, we are proud to provide a highly-regarded radiotherapy service to the population of South and Mid Essex. We have been at the forefront of offering advanced volumetric modulated arc radiotherapy (VMAT) to patients, increasing the accuracy of treatment, and simultaneously reducing side effects.

James Green, Head of Radiotherapy, said: “We were simultaneously humbled and elated to receive such a generous legacy which has enabled us to add to our resources and ensure we stay at the forefront of the latest treatment options.”

The Searles just keep on giving

Once again, huge thanks to Dave and Chris Searle for their continued support of our renal unit, where Chris is a patient. Their unstinting efforts have funded one of our invaluable new dialysis machines for our kidney patients (in addition to the six bought with legacies - see above).

Important changes to General Data Protection Regulations 25 May 2018

We love to keep you up to date by post about our associated charities and what you are helping us to achieve. However, your privacy is important to us. We will never pass your details on to a third party for their marketing purposes. You can see our privacy statement, which explains what you can expect from us and how we collect and manage information about you, on www.southendhospitalcharity.co.uk

From 25 May 2018 changes are being implemented to the General Data Protection Regulations which mean we will not be able to make contact with you for marketing purposes by email, phone or text message unless you have given us your specific permission to do so.

If you would like us to keep in touch with you on occasion through any of these methods, please let us know.

You can change the way you communicate with us at any time by writing to us at Department of Fundraising, The Lodge, Southend Hospital, Prittlewell Chase, Westcliff on Sea, Essex SS0 0RY emailing fundraising@southend.nhs.uk or by calling 01702 385337.

Thank you for your continued support
It has been a long, relentless winter for the hard-pressed staff in our A&E department. So it was a treat to know their commitment and effort were appreciated when the Kindness Exchange (Southend) came in on Valentine’s Day with cards and a wad of £5 Costa vouchers to give them a well-earned caffeine fix.

Tara - in loving memory

Tragically, cancer patient Tara Downs died just six months after getting married to her beloved Chris, aged just 30. After being diagnosed with cervical cancer some time ago and undergoing gruelling treatment, she was delighted to get the all clear. But, then a routine scan revealed it had spread to her kidneys and shoulder blades and was advancing aggressively.

Knowing she was going to die, the vivacious and tenacious Tara, a trained lifeguard who worked as a customer services manager in Rayleigh Asda, was determined to leave a lasting legacy.

Her sister-in-law, Heather Gordon, said: “It was one of her end-of-life wishes that no one wasted money on funeral flowers which were also going to die. She actively encouraged her family and friends to give money in lieu.”

Inspired by her selflessness, others from her vast circle of friends undertook their own fundraising - some completing the Colourthon, others giving up half their wages for a week. Altogether they raised £3,343 for Elizabeth Loury and Kitty Hubbard wards. Staff on both plan to buy TVs and iPads to provide welcome distraction for patients and their visitors at a stressful time.

And to make sure Tara’s name is never forgotten, her loved ones have funded a leaf in her memory on our main corridor Tree of Life.

Way above par

Ron and Eileen Wilkes showed their gratitude to the urology department by raising £2,000 from a charity golf day at Orsett Golf Club. Ron has been a patient in the unit and consultant Peter Acher was delighted to renew his acquaintance with the couple in such happy circumstances when he collected the monster cheque. Thanks to everyone who supported the event.

On the march for less mobile patients

This band of intrepid volunteers braved the wrath of Storm Brian, which battered the UK coast, to walk from Uncle Tom’s Cabin to the Pier and back to raise funds to improve the Hospital’s Rheumatology services.

Alongside doctors, nurses, HCAs and pharmacists were patients, their relatives, hospital supporters, children and assorted dogs.

Fiona Coath, Rheumatology Research Fellow, said: “The diversity of support was really touching and we have raised over £1,000.

“Arthritis and rheumatic disease can affect all ages and walks of life and have a significant impact, both physically and psychologically.

“As the money is to be used to enhance the experience of our patients, we are seeking their views on how best to spend the money.”
Fundraising for wards and departments

Mayor conjures up some kit without using a magic wand

If Southend Mayor, Fay Evans, were a fairy godmother, she says she would wave her magic wand to help families affected by cancer. But, as she cannot grant herself that wish, she has done the next best thing by raising money through her Mayor’s charity to support patients with prostate and breast cancer here at the hospital.

She came along to present an £8,000 piece of kit which will prevent an arduous trip to London for prostate cancer patients who have previously had bilateral hip replacements.

These patients need an MRI scan for the Southend clinical team to plan the necessary high-dose rate (HDR) prostate brachytherapy. Until now the treatment template used for the implant is not MRI-compatible and patients have needed to travel to Mount Vernon Hospital in London.

The new prostate template, funded by the Mayor’s charity, will enable men to have the MRI at Southend, which provides a highly accurate brachytherapy service to the population of Essex. Approximately 150 men are treated each year at Southend Hospital, which has provided the HDR service since 2011.

Coun Evans said: “Far too many families are affected by cancer. If I could wave a magic wand as Mayor I would - but the next best thing is to raise money through my charity to support those living through prostate and breast cancer.”

The hospital’s Head of Radiotherapy, James Green, said: “We would like to thank the Mayor and everyone who has generously supported her charity. It will make a real difference to the lives of prostate cancer patients.”

The Mayor, pictured with James Green, is now forging ahead with her next fundraising project to fund sky ceiling artwork for the breast unit, to provide a more diverting and relaxing environment for women undergoing breast cancer treatment.

Making a splash for the breast unit

Sarah and Suzie, owners of s2s SwimSchool, surfaced in the breast unit with a welcome £712.60 cheque - proceeds from a cake sale and raffle supported by families and friends of their little swimming champs. Inspirational Sarah is herself undergoing treatment for breast cancer and wanted to show her gratitude for her care.

More dedicated ‘needlers’

Another group of dedicated ‘needlers’, who have been busy conjuring up comforting twiddlemuffs for dementia patients, have moved on to twiddle bags - sometimes producing one each a day.

Fundraiser Lucy Lock said: “Princess Anne and Windsor wards were very excited to receive the bags - they give patients somewhere to put their special treasures. They are perfect for mobile phones and staff can pop in biscuits and other treats to help from a nutritional point of view.”

Patterns are available from the fundraising team.

Still in ‘knitting corner’ huge thanks to the dextrous ladies of Hullbridge U3A (including Marion, Chris and Beryl, pictured left) for their continued enthusiasm and industry in producing these fabulous items.
Every little helps, as our good friends at Tesco keep telling us. But they gave us a massive helping hand by financing a makeover of our parents’ room on Neptune children’s unit - and doing the hard graft themselves. Here is Sarah Macneill from the A127 store creating a tranquil forest scene on one of the walls.

Neptune housekeeper, Sam Christie, explained how the transformation came about:

“Our parents’ room was the only place to escape and relax but was a bit gloomy, hot and depressing. I wanted to make a difference so I contacted Tesco and spoke to Sharon Turner, one of their community champions. She said they would be absolutely delighted and wanted to get involved herself and make it her personal project.”

With the £500 they gave towards the project, Sam did a supermarket sweep - buying furniture, crockery, cutlery, a clock, fully-stocked bookcase - the list goes on. Tesco also gave a wall-mounted TV and some extra cash to keep the parents well stocked with reviving tea and coffee.

Sam said: “It is the little things which make so much difference at such a stressful time for parents. Sharon really is my guardian angel.”

Sharon said: “Some staff who have had children in hospital told us the parents’ room was a little bit drab. The company thought it would be a good idea to do it up and gave me some extra money.

“We don’t mind getting our hands dirty and really loved doing it. There are always people here who will volunteer to do stuff for the hospital - it is where we all go when we are not well.”

We are flying sky-high after receiving a chunk of money from Southend Airport and Easyjet. Our friends down the road had raised £10,000 to divvy up between five local charities - including Elizabeth Loury Ward and Neptune Children’s Unit.

Last December, airport staff played host to their own Santa with his sleigh and reindeer. They spent two days raising funds for charity and giving more than 160 children and their families a chance to take a flight with the jovial old chap.

The children’s unit received the lion’s share - £7,000 - which will buy an Iris shower chair for patients.

Neptune unit housekeeper, Sam Christie, said: “We care for children from birth to 16 years of age. Charitable donations like this allow us to buy all the additional extras that make such a difference. We are so thankful for all the time and effort that went into raising this money - another example of how the hospital is supported so generously by local businesses and the local community.”

Elizabeth Loury ward received £1,000 which will go on new furniture and maintain the patients’ garden.

Glyn Jones, chief executive officer of Stobart Aviation that owns London Southend Airport, said: “I am proud that we can play our part in helping these local projects.

“The festive Santa Flights are a truly magical day out and I’d like to thank all the staff from the airport and Easyjet who donated their time and worked tirelessly to make them happen.”
It’s time to CELEBRATE - go for it!

A 70th birthday deserves a bit of a celebration - and maybe a bit more effort than blowing out all those candles? To mark this milestone for the NHS, we have a few challenges for you to consider. As you will see, they don’t all involve wriggling into special clothing and footwear. If you prefer to test your grey matter rather than your stamina, we have a suggestion here. And if your answer veers towards ‘neither of the above’, how about just sitting back with a nice brew and a bit of that birthday cake?

Tackle the Tower Abseil

Sponsored by PACE Property Lettings and Management Ltd
Beneficiary: Ward/Department/Appeal of choice
At Southend Hospital tower block, £40 entry fee, minimum sponsorship £100

Quiz Night

Beneficiary: For Wards Appeal
7.30pm Freight House, £6pp, teams of 8

Big 7Tea

To celebrate 70 years of the NHS
Beneficiary: For Wards Appeal
3pm, Afternoon Tea at the Roslin Beach Hotel, £10.95pp

Great Pier Walk

Hosted by the Rotary Club of Leigh-on-Sea
Beneficiary: For Wards Appeal
10am - 4pm, The Pier, Southend-on-Sea

Inflatable 5K

Beneficiary: Ward/Department/Appeal of choice
Chelmsford City Racecourse, £30 entry plus min sponsorship £50

The Colourthon

Hosted by Southend Round Table
Beneficiary: Ward/Department/Appeal of choice
At Chalkwell Park Moonlight or Twilight walks

- go for it!
Hosted by the Rotary Club of Thorpe Bay
Beneficiary: Ward/Department/Appeal of choice
At Thorpe Esplanade, 10am

Prudential RideLondon 100
Beneficiary: Ward/Department/Appeal of choice
Course: Surrey to London
£50 entry fee, minimum sponsorship £500

Foulness Island Bike Ride
Hosted by the Rotary Club of Thorpe Bay
Beneficiary: Ward/Department/Appeal of choice

London to Paris Bike Ride
Beneficiary: Ward/Department/Appeal of choice
12 - 16 September
£1,699 Minimum sponsorship Self-payment option

Walk for Wards
Beneficiary: Ward/Department/Appeal of choice
7km Seafront Stroll.
Free entry. Minimum sponsorship: £20

Tandem Skydive
10,000 free fall parachute jump
Beneficiary: Ward/Department/Appeal of choice
At Sibson Airfield, Peterborough
Minimum sponsorship £395
Other dates available throughout the year

Leigh-on-Sea Striders
Anniversary 10k/20k Road Race
Beneficiary: Ward/Department/Appeal of choice
Leigh-on-Sea

Southend Raft Race
Hosted by the Rotary Club of Thorpe Bay
Beneficiary: Ward/Department/Appeal of choice
At Thorpe Esplanade, 10am

Multi-media quiz
Beneficiary: For Wards Appeal
6.45pm, Saxon Hall, £11pp,
teams of 8-10 (includes
Chicken and Chips supper)

For further information on any of our
events and challenges, contact the
Fundraising team on 01702 385337
or fundraising@southend.nhs.uk

Follow us:
Facebook.com/southendhospitalcharity
@SouthendNHSCh
Christmas crackers...

Last Christmas really was a festival of giving with bountiful donations of gifts and cash coming from all directions. Here are just some examples of your generosity - but we do thank everyone for their kindness which meant so much to our patients.

Southend United Football Club’s first team all turned out to bring smiles to young faces in our Neptune unit.

Heart Essex staff and listeners who showed that they are - well all Heart by accumulating all these brilliant gifts via The Giving Tree at Freeport Braintree.

Our friends at Leigh fire station who raised £1,000 for Neptune ward by holding their ever-popular Christmas fun day.

The Yellow Advertiser, who held a toy drive for Neptune ward, collecting all of these exciting gifts.

Our waggy pedigree chum PAT dogs whose canine capers do so much to cheer up our patients. Here they are with their owners - Buddy and Sylvia, Buddy (popular name for a lab), Lily with Sylvia and Rolo with Claire.

Kelly Hunt from K’s First Aid Training for collecting presents for our young A&E patients.

Patient Elizabeth Kaye who selflessly raised money to buy Christmas gifts for those being treated in the chemotherapy unit and Elizabeth Loury ward.

Loyal volunteers from the Royal Bank of Scotland’s Thanet Grange offices who once again weaved their Christmas magic to transform Neptune ward into a Christmas extravaganza. As if that weren’t enough, they also brought along two brand-new i-Pads which are already a big hit with young patients.

Patient Elizabeth Kaye who selflessly raised money to buy Christmas gifts for those being treated in the chemotherapy unit and Elizabeth Loury ward.
Duty free shoppers at Southend Airport including hospital volunteer Diana Burrage and her airport colleagues Kayleigh Tejero and John Miles, who each donated £5.99 for a bear to delight poorly children and babies on Neonatal Unit. Pictured are (l to r) play specialist Emma Fox, Diana, play specialists Ava Gregory and Clair Gentry with store manager John, customer service leader Kayleigh and fundraiser Lucy Lock (crouched).

Lee Pankhurst, one of our dementia befrienders, whose festive tunes put us all in a jolly mood. He is pictured here, with, l-r, staff nurse Ruth Pilkington, Windsor ward deputy ward manager Lucy Hollings, fellow volunteer Tamzin Dyer, and staff nurse Kudzayi Mabhundu,

Pace Plc Property Sales who came to cheer up elderly patients too poorly to spend the holiday in their own home and ensure they received a Christmas present.

The Danny Green Fund who dropped off a haul of toys and books for patients in our Paediatric Outpatients Department, with a separate special delivery to Neptune Ward.

Sealife Adventure who created a magical Christmas grotto to raise £730 for our For Wards Appeal.

Sam Keeling and her band of industrious elves from the social networking group, 8-out-of-10 mums, turned seasonal fairy godmothers to present two massive carloads of pressies - funded from their giving tree - for our young patients.

Grand Prize Draw 2017

Our array of fabulous prizes attracted a great response to our Grand Prize Draw last year. Huge thanks to everyone who bought tickets and to Olympus Keymed and the other local businesses which kindly donated prizes. The draw raised £7,600 for various wards and departments.

And, of course, warm congratulations to our winners:

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<th>Prize</th>
<th>Description</th>
<th>Winner</th>
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<tr>
<td>1st Prize</td>
<td>£1000.00 cash</td>
<td>Mrs C Potter</td>
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<tr>
<td>2nd Prize</td>
<td>Afternoon Tea Voucher</td>
<td>Pauline Evans</td>
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<td>3rd Prize</td>
<td>Luxury Hamper</td>
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<td>4th Prize</td>
<td>Sealife Adventure Family Ticket</td>
<td>Mr L Beehag</td>
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<td>5th Prize</td>
<td>£25 M &amp; S Voucher</td>
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Leigh-based brothers Ben and Toby Jordan - aka Bavard. The talented duo, who compose and perform their own material, did a busking session in Southend High Street and then at our Neptune Unit’s Christmas party - getting both patients and staff boogying on down. And thanks to Waitrose for providing the food.

See more of their latest endeavours on page 3.
Fundraising for wards and departments

Shirley’s last waltz

Thank you so much to the family and friends of the late Shirley Haywood, who raised £1,147 via donations in lieu of funeral flowers.

Shirley died following a long battle with cancer aged just 72. A keen Latin and ballroom dancer - and a massive BBC Strictly Come Dancing fan, the mother-of-two was also an enthusiastic outdoor bowler. More than 160 people attended her funeral, including members of Rayleigh Sports and Social Club, and Wickford Memorial Park Bowls club, as well as members of Wickford Community Association.

Pictured here are Shirley's husband, Colin, 74, and daughter Teresa, 53, both from Rayleigh, with a slew of cheques.

The money raised will go towards buying extra equipment for our new laparoscopic theatre, which opened earlier this month.

Ahoy there - there be murals on them there walls

Mural painter extraordinaire, Richard Ashton, has been wielding his brush again to create a magical land of pirates, buried treasure, divers, a UFO and a rescue helicopter in our pediatrics outpatients department.

Richard, 63, from Rayleigh, hit the pages of Fundraising News last year with his stunning depiction of Southend in the sixties which he created in the Day Assessment Unit. Not bad for an art school drop-out.

His new creation, which covers three walls and is designed to appeal to both litt'l'uns and teenagers, was painted over ten weekends and is already making a trip to hospital a far more pleasant experience for some of our younger patients.

- Next on Richard's To Do list: our dementia wards.

Landing in time for kick-off

When Ray Johnstone steps off the top of the tower block on May 12, he knows what to expect - it is his fifth time.

The 63-year-old HCA on Shopland ward was first to return his application form so he can get an early slot and be back down to earth in time for kick-off at Roots Hall.

The fervent Blues supporter explained: “There is a chance they may make it into the play-offs and I don’t want to miss it.”

He is hoping to raise £300 for Shopland ward, bringing his grand total to date to £1500.

See pages 8 and 9 for details of how to enrol for our Tackle the Tower challenge.
Our hospital walls are just getting brighter and brighter. What with Richard Ashton’s stunning murals (see previous page), we are also fortunate enough to have the photographic skills of Emergency Department Assistant Chris Eastty at our disposal.

Chris has generously donated some of his stunning images of local scenes to help brighten up wards and departments for our elderly patients. They are places that are easily recognised, helping to spark memories and conversations for those with dementia.

Chris, pictured here with a sunset image of Leigh-on-Sea alongside Princess Anne Ward Manager Helen Cullen and Clinical Development Nurse for medicine, Claire Buckell, said: “It’s an honour to help cheer patients up and give them something different to look at rather than plain walls. It’s great to see the pieces of work up and patients and visitors taking time to look at them and talk about them.”

Claire said the photographs were already having a hugely positive effect on patients and went far beyond giving them something nice to look at.

“These are places that people know and the great thing is that it is really helping to spark, not just conversations, but fond memories in many of our elderly patients, many who are suffering dementia. So it is a wonderful way to help bring back some of that person. We really can’t thank Chris enough.”

Chris’s pictures are on display on Windsor, Princess Anne and Eleanor Hobbs wards, as well as the Emergency Department.

See more of Chris’s work at: www.christophereasttyphotography.co.uk/
NHS 70th Anniversary

Three score and ten - our NHS prepares to celebrate

Thursday, July 5 this year will be a very special day - one for celebration, thanksgiving, reflection and no doubt a bit of crystal ball gazing.

It was on that day in 1948 that the then health secretary Aneurin Bevan launched the NHS in Manchester. It was a massively ambitious innovation designed to provide good health care to the nation and brought hospitals, doctors, nurses, pharmacists, opticians and dentists together into one organisation which would provide services free at the point of delivery. Financed by taxation, it meant people paid into the scheme according to their means.

Since then, the NHS has played its part in eradicating diseases like polio and diphtheria and pioneered new treatments including performing the first liver, heart and lung transplants.

Today it is the UK’s largest employer with 1.5m staff from all parts of the world.

We all know that our beloved NHS is now facing huge challenges and coming under intense scrutiny. For staff who work at the ‘coalface’ and sometimes take the flak, it can be soul-destroying. So, as this auspicious date approaches, let us show our appreciation of all the good and precious advantages the NHS has brought and celebrate all the incredible advances and achievements of the last 70 years . . . .

Big7Tea

And for the grown-ups - a nice brew. We are hoping that on July 5 the whole of Southend and district will resound to the chink of teacups and the contented sighs our traditional beverage can bring. Community groups, clubs, families and individuals are being encouraged to put the kettle on, get out the bone china - or the favourite mugs, rustle up some cake, buns, scones or teabread - and host their own tea party for our Appeal. Here in the fundraising office, we have some packs to help with your preparations so please feel free to give us a call.

And, still in celebration mode . . .

. . . many happy returns of the day to our Hamlet Court Road charity shop on reaching its fifth birthday. Thanks to all the volunteers who do such a fabulous job in sorting and sifting, displaying and selling. Pictured here with Mick Thwaites, chairman of Southend Hospital Charitable Foundation, are shop manager Debbie Mann, trustee and volunteer Malachy O’Sullivan and volunteers Eve Henton and Sylvia Holland.

Schools Challenge

As part of our 70th Anniversary challenge here at the hospital, we are encouraging all local primary and pre-schools to take part in a special ‘birthday bash’ and turn up in class on July 5 dressed as a doctor, nurse, physiotherapist or other healthcare professional – or however else they interpret the NHS. What better way to celebrate the legacy of the last 70 years than by encouraging the younger generation to think of all that health workers do. The idea is that the kids ditch their uniform or usual school attire for a day and make a contribution to our Forwards Appeal.
As promoters of our hospital go, they don’t come much more passionate than Nigel Folkard. Nigel, from Southend, became one of our pioneering band of ambassadors when the role was first introduced and is loving every minute of his mission.

As a former senior college lecturer in tourism and hospitality, he is tailor-made for giving short talks on the hospital’s work when he attends community functions.

The grandfather-of-eight said: “I wanted to volunteer for the hospital because it has such a fantastic reputation. But, rather than a regular shift, I wanted something flexible and this is a perfect fit.”

Ambassadors are called upon to accept cheques, give short overview talks, help with street collections, marshal fundraising events - the variety is what makes it so fulfilling.

He says: “I get so much job satisfaction from it and learn so much about different conditions and areas of the hospital.”

One incident which has stuck in his mind was when he was helping with our Dementia Appeal. He heard of one elderly patient who was constantly tapping her fingers. Staff discovered she had been a coder at Bletchley Park and encouraged her to share her experiences.

Nigel said: “I learned that, while we expect dementia patients to engage in our world, we have to somehow get into theirs. It feels so good to be part of a big movement of volunteers who all want to help in any way they can.”

If you would like to become a hospital ambassador or volunteer at fundraising events, please call 01702 385337 or email fundraising@southend.nhs.uk for more details.

Supporting Southend Hospital

make a donation . . .

Without imposing any trust it is my wish to give £ to the following:

☐ Dementia Appeal Fund  ☐ For Wards Appeal Fund  ☐ Ward/Department (please indicate) 

Donation details

☐ I would like to make a regular donation and request a standing order form

☐ I enclose a cheque/postal order/CAF voucher (please make cheques payable to Southend Hospital Charity)

☐ Please charge my credit card/debit card/Switch/Maestro:

Card no: _______ _______ _______ _______ _______ Issue no: _______ Security no: _______ Start date: _______/______ Expiry date: _______/______

Your details

Title: _______ First name: ____________________________ Surname: ____________________________

Home address: ____________________________________________________________________________ Postcode: ____________________________

The law regarding General Data Protection Regulations is changing in May and we would like to keep you updated. We will not be able to contact you by email, phone or text message unless you have given us your specific permission to do so. Please indicate you’re happy to stay in touch by:

☐ By email (tick here) (state email) __________________________________________________________

☐ By text (tick here) (give number) _________________________________________________________

☐ By phone (tick here) (give number) _______________________________________________________

We will only use your personal details for administration purposes and to further our charitable aims. We will not pass your details to any other organisation.

Gift Aid

If you are a UK taxpayer, under the Government’s Gift Aid scheme Southend Hospital Charity can reclaim the tax you have already paid on your donation. This means that we can claim back 25p for every £1 that you donate - at no extra cost to you.

I would like Southend Hospital Charity to claim gift aid on my above donation and any donations I make in the future or have made in the past 4 years. I am a UK tax payer and understand that, if I pay less Tax and/or capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. (Please tick the box).

*It doesn’t matter what rate of tax you pay as long as you pay an amount of income or capital gains tax equal to the tax we reclaim on your donations in that financial year. Please remember to inform us of any changes in your tax status.

Signature: ____________________________ Date: ____________________________

Please return this donation form to: The Department of Fundraising, The Lodge, Southend University Hospital, Prittlewell Chase, Westcliff-on-Sea, Essex SS0 0RY
Dates for your diaries

**April 26**  COPES Dinner Dance  
**Beneficiary:** COPES (Essex Gynaec Cancer Support)  
6.30pm – midnight, Roslin Beach Hotel, £30pp  
Further details: 07768 619495 or 07711 887410

**May 6**  Great Pier Walk  
**Hosted by the Rotary Club of Leigh-on-Sea**  
**Beneficiary:** For Wards Appeal  
10am - 4pm, The Pier, Southend-on-Sea  
PRE-REGISTRATION VITAL - call 01702 385337 to sign up

**May 12**  Tackle the Tower Abseil  
**Sponsored by PACE Property Lettings and Management Ltd**  
**Beneficiary:** Ward/Department/Appeal of choice  
Southend Hospital tower block, £40 entry fee, min sponsorship £100  
To register: 01702 385337 or fundraising@southend.nhs.uk

**June 2**  Pink Summer Ball  
**Beneficiary:** Breast Unit  
7.30pm, Thorpe Hall Golf Club. £50 per person.  
Further info: Nikki Drabble on 01702 529620 or 07815 848839

**June 22**  Quiz Night  
**Beneficiary:** For Wards Appeal  
7.30pm, Freight House, Rochford  
To book: 01702 385337 or fundraising@southend.nhs.uk

**July 5**  Big7Tea  
**Beneficiary:** For Wards Appeal  
3pm-5pm, Roslin Beach Hotel, £19.95pp  
To book: 01702 385337 or fundraising@southend.nhs.uk

**July 7**  The Colourthon  
**Hosted by Southend Round Table**  
**Beneficiary:** Ward/Department/Appeal of choice  
Moonlight or Twilight, Chalkwell Park  
Further info: www.colourthon.org

**July 13**  Grand Quiz (multi-media)  
**Beneficiary:** For Wards Appeal  
Saxon Hall, Aviation Way, Southend-on-Sea.  
6.45pm for a 7pm start  Tickets: £11pp / Teams of 8-10 required (Includes Chicken and Chips supper)

**July 29**  Southend Raft Race  
**Hosted by the Rotary Club of Thorpe Bay**  
**Beneficiary:** Ward/Department/Appeal of choice  
10am, Thorpe Esplanade.  
Further info: www.thorpebayrotaryevents.co.uk/raftrace.

**July 29**  RideLondon 100  
**Beneficiary:** Ward/Department/Appeal of choice  
Surrey to London, £50 entry fee, min sponsorship £500  
To sign up: 01702 385337 or fundraising@southend.nhs.uk

**Sept 9**  Foulness Island Bike Ride  
**Hosted by the Rotary Club of Thorpe Bay**  
**Beneficiary:** Ward/Department/Appeal of choice  
Great Wakering Primary School  
More info: 01702 525514 or www.thorpebayrotaryevents.co.uk

**Sept 16**  Walk for Wards  
**Beneficiary:** Ward/Department/Appeal of choice  
10am, Uncle Tom’s Cabin, Shoebury  
7km Seafront Stroll. Free entry, minimum sponsorship: £20  
To register: 01702 385337 or fundraising@southend.nhs.uk

**Sept 30**  Tandem Skydive  
10,000 free fall parachute jump  
**Beneficiary:** Ward/Department/Appeal of choice  
Sibson Airfield, Peterborough, min sponsorship £395.  
To book: 01702 385337 or fundraising@southend.nhs.uk

**Oct 21**  Leigh-on-Sea Striders Anniversary  
10K/20K Road Race  
**Beneficiary:** For Wards Appeal

For details of any of our events please call 01702 385337 or email fundraising@southend.nhs.uk  
Website: www.southendhospitalcharity.co.uk