



# Impact Newsletter

Summer 2024



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# Foreword

**I'm incredibly proud of the progress you've helped us make over the last 12 months and am delighted to share its impact.**

Thanks to your invaluable support we have, for the first time ever, raised over £10m in fundraising income, making it the most successful year in our charity's history.

We've also continued to increase our impact, deploying, over the last two years, more than £13m back into our three hospital sites. This has put us in an even stronger position to allow our incredible colleagues across our Trust to continue delivering world-class care, above and beyond NHS standards.

The difference we're making every day is transformational and this is all thanks to you and your unwavering dedication and generosity.

In the last 12 months, building work has completed on Woodland House, our Women's Hospital's standalone bereavement centre.

Entirely charitably funded, thanks to you we've set a new national standard in pregnancy and baby loss bereavement care, offering a unique haven where families can spend time in a setting which recognises and honours their loss.

The first of its kind in the UK, Woodland House has helped break the taboo surrounding pregnancy and baby loss, changing bereavement experiences for thousands of families at our hospital.

Over at our Children's Hospital, we hit target on our £1.5m iMRI Appeal to bring a state-of-the-art

intraoperative MRI scanner to assist our neurosurgeons during brain tumour and epilepsy surgery.

As the only major paediatric hospital in the UK without one, we were delighted to reach our goal within just 12 months. This appeal was also the first project spearheaded by our high-value giving club, Changemakers, who delivered over £500,000 of the final total.

Our iMRI scanner will be in use by spring 2025 and housed inside the new Elective Care Hub, currently being built alongside the Emergency Department.

At our inpatient mental health clinic, Parkview, we secured a £200,000 grant from NHS Charities Together, thanks to its 'Greener Communities Fund' with environmental charity Hubbub, funded by proceeds from Starbucks' five pence cup charge.

With this money we repurposed 10,000 square metres of unused garden space into an area which has been designed to become an integral component of a patient's clinical care.

Therapy sessions now take place outside, which has been shown to increase connectivity and overall engagement. Patients are also being taught and encouraged to use the space as a coping mechanism for anxiety, depression and other sensory needs.

As we look ahead, we're determined this coming year will be another

record-breaking one, as our ambition is to raise more money than ever before. Starting with our £3m It Starts Here Appeal to transform the front entrance of our Children's Hospital.

Last updated nearly three decades ago, the existing entrance is cramped and unwelcoming and doesn't reflect the world-class care that takes place beyond it. Our Children's Hospital should feel magical and no child should feel intimidated about walking through the front door.

Thanks to initial gifts and pledges, we've launched the appeal with £1.4m already committed, meaning there's just £1.6m left to raise to make it a reality. With your continued support we're confident we will reach this milestone by next summer.

Your friendship helps us do more every day and we couldn't deliver such incredible impact without you. We're so grateful, thank you.



A handwritten signature in black ink, which appears to be 'Mark Brider'.

**Mark Brider**  
CEO of Birmingham Women's and Children's Hospital Charity

# Our Areas of Impact


Our hospital sites are world-class, specialist institutions. To ensure this remains true, we focus our charitable spending across four priority areas.



**1**

### Patient and Family Experience

Life in our hospitals revolves around our patients and families and it's our responsibility to ensure they have the best experience while with us. That's why we fund vital distractions to keep our patients calm and relaxed during medical procedures, as well as important experiences outside of the hospital so our young people can spend valuable time with peers living with the same condition.



**2**

### Enabling Technology and Equipment Advances


It's our mission to provide the best possible equipment and treatment for our patients. With technological advances moving quickly, our hospitals rely on charitable funding to help them lead the way. We have some of the best clinicians in the country working at our hospitals and it's important they have the best tools and kit to work with.



**3**

### Developing Hospital Environments

We want to ensure every patient and family walking into our hospitals feels welcomed, comfortable and reassured about what lies ahead. That's why our charity funds everything from the refurbishment of waiting areas to the creation of new dedicated buildings – so our hospital environments reflect the world-class care patients receive.



**4**

### Research, Learning and Innovation

It's our job to encourage the next great idea, so we can contribute towards eliminating diseases and finding kinder treatments. Our funding helps researchers to continue enhancing outcomes for our patients today, as well as those who will need us in the future.

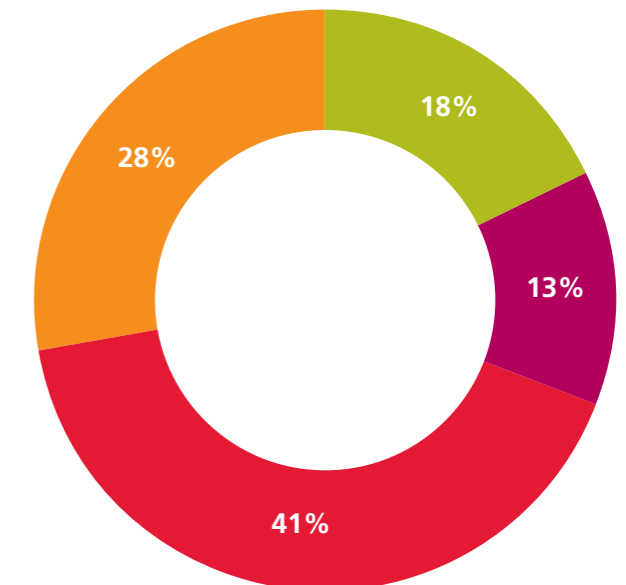
# 2023/24 in Numbers

The incredible generosity of our supporters allowed us to raise an unprecedented £10,309,000 last year. This money will allow our outstanding staff to continue their amazing work, giving our brave patients the experience they deserve.

## Impact in 2023/24:

Patient and Family Experience	£1,542,000
Enabling Technology and Equipment Advances	£1,134,000
Developing Hospital Environments	£3,550,509
Research, Learning and Innovation	£2,382,000

## Impact Split:



Figures may vary from final published accounts.



We're delighted to share the impact of your donations over the coming pages.

Without your unwavering generosity, love and support we wouldn't have been able to deliver some truly transformative projects this last year. Our patients, families and staff will be forever grateful. Thank you.

# Patient and Family Experience

We strive to ensure our patients and families have the best possible experience while they're with us. This allows them to make memories at the bedside, support their emotional and physical wellbeing and enhance their recovery.



## Stuff2Help Kitbags For Young People In Need

Our charity has helped to fund special kitbags for young people arriving at our Children's Hospital's Emergency Department (ED) who've been sleeping rough, are experiencing a breakdown in foster care or have been involved in an accident.

The idea for the kitbags was created by Dr Vicki Currie, one of our locum consultants in paediatric emergency medicine, after she came to the aid of a patient who'd arrived without any belongings and was waiting for an emergency foster care placement.

Realising their potential, Vicki felt it would be invaluable to have pre-prepared bags available for other young people attending ED in a similar situation.

The Stuff2Help kitbag is a rucksack of toiletries, snacks, clothes, entertainment and health resources.

The bags are given to young people who are in a difficult position and find themselves, through no fault of their own, without basic provisions in a time of need.

After a pilot in ED last year, supported by the West Midlands Violence Prevention Unit, Umbrella and Redthread, our charity has continued to fund these bags for our patients.



## Citizens Advice

Families at our hospitals often experience huge upheaval when looking after a sick child or baby. They face reduced income, relationship strain, housing problems, transport issues and the need to adapt to new situations.

Many parents tell us they're simply unable to leave the hospital to find local advice agencies, because of the long wait times and need to keep returning which impacts on time with their child or baby.

To better support these families, our charity provided funding so Citizens Advice could be on site at both our Women's and Children's Hospitals, for two days a week each.

In its first few months, over 200 people were supported, helping patients and families to receive over £150,000 worth of previously unclaimed welfare benefits.

We know health is much more than the care we provide, which is why we have supported this invaluable initiative.



## Neurosurgery Family Support Worker

Our Children's Hospital's neurosurgery and neuroscience teams care for and treat children and young people with a host of illnesses, from craniofacial conditions to brain and spinal tumours as well as trauma patients who require emergency surgery.

As the leading regional service, some of our families can be up to 100 miles away from home.

As a result, the need for a neurosurgery family support worker was identified, to work alongside clinical colleagues to provide comprehensive assistance and guidance to those patients and families.

Funded by our charity, the family support worker helps families access information and make informed choices, which enables and empowers them to maintain their independence.

The family support worker is there to advocate for the families, signpost them and make timely referrals to charities, agencies and organisations.

They are the family's lead contact, who they deal with on a long-term basis. This allows them to build trust and rapport, which provides families with comfort and emotional support, especially during difficult times.



## Psychosis

Our Early Intervention Psychosis team supports young people experiencing their first episode of psychosis with their psychological, pharmacological, social and occupational recovery.

We know those who have psychosis can experience significant difficulties in redeveloping and maintaining their social network, which, more often than not, was already small to begin with.

That's why we've provided just under £20,000 to support a social rehabilitation programme for these young people in the community.

Patients who are identified as at risk of poor social recovery will typically be referred to social inclusion workers who aim to engage, increase and sustain the time patients spend in meaningful activity, in both one-to-one and group settings.

Our funding enables an estimated 200 patients a year to access a variety of psychosocial activities with a focus on the arts, exercise, self-care and independent living skills development.

The young people themselves have been given the opportunity to help select the chosen activities, aligned to their interests, thereby giving them a voice in their therapy. This has seen requests for Zumba, trampolining and rock climbing, plus food preparation classes, henna, nail art and jewellery making.

The programme provides young people with structure as well as a safe and supportive environment to try new, age-appropriate activities, psychosocial development and a means to increase skills such as leadership and decision making.

It also promotes resilience, as engagement in structured leisure activities has been shown to increase self-esteem, endorse optimism for the future and create a positive identity, including feelings of self-worth – all resilience factors for recovery from mental illness.

## Helping Our Staff To Thrive

We know if we want to provide unbeatable care for our patients, our colleagues across the Trust must be at their best too.

Many have crucial roles, directly or indirectly caring for patients and families, which can take a toll on them personally. That's why we place a huge emphasis on staff wellbeing.

Our Trust's Thrive Staff Support Service, funded by our charity, is a specialist service, led by psychologists, to improve staff wellbeing. It provides access to trained professionals who understand that working in the NHS presents enormous challenges.

The focus of the service is to embed psychological wellbeing skills across the whole organisation, with support including:

- An advice and guidance helpline – providing signposting so colleagues feel confident about how to access support
- Nurturing compassionate leaders – building confidence in leading with compassion by supporting those who support others through coaching, group supervision, teaching and training
- Team workshops – to build a strong sense of shared purpose, improve teamwork and support psychological flexibility
- Trauma and grief support pathway – to build compassionate practices as standard, bringing consistency of approach and a wellbeing lens.



## Staff Wellbeing Hub

We've opened a dedicated staff wellbeing hub at our Children's Hospital.

This new hub was only made possible thanks to charitable funding and a number of internal teams who worked together to design and deliver an environment which can be used 24/7 by any member of staff to rest and recharge.

The hub follows in the footsteps of similar spaces created at our Women's Hospital and Parkview mental health clinic, offering an environment away from patients and families, which is intentionally and purposefully designed to help staff stay safe and healthy.

Unlike staffroom areas, the wellbeing hub offers a neutral and restorative space which is open to everyone, regardless of where they work. The kitchen has been designed to be inclusive to all, which means there's a height adjustable sink and counter space, as well as accessible entry doors and space to move about.

Abigail, who shared her lived experience with us to help shape the space, said: *"The hub has given those of us at the Children's Hospital with a disability an amazing place to go, so we can care for our own wellbeing. It feels great knowing those of us who need a little extra support have been considered in the design of the space."*

Information and advice to support all aspects of wellbeing, including details of support services and partners can be found in the hub. Colleagues can also find a community pantry, offering food items to those who need them and a lending library.

Since its launch, the space has been used by colleagues across different parts of the site and in different teams to connect over a drink and a chat, supporting one another through things that may be impacting their wellbeing and helping them to be the best they can.

## Written Medicine

When our pharmacy team is dispensing medication, it's important they are confident patients and parents understand the treatment pathway ahead of them and can administer the medication correctly.

Birmingham is one of the most multicultural cities in the country, meaning for many of our patients English is not their primary language.

Our charity has provided funding for intelligent Written Medication software, so our pharmacy team can provide medication information, including prescription labels, in a patient's first language.

Using this software has greatly improved the quality of service for families, as it can translate instructions into 13 different languages, ensuring medication is taken correctly and wrong dosages aren't given to patients due to mistranslation or lack of understanding. This in turn also reduces hospital readmissions due to errors.

According to Written Medicine, translated labels increase a patient's understanding of medical instructions by 89% and increases independence from 23% to 75%.



Dr Fiona Reynolds cuts the ribbon on the staff wellbeing hub with our charity chief executive, Mark Bridger



# Impact in Action: Parkview's Outdoor Transformation

Earlier this year, we cut the ribbon on a new outdoor area at Parkview, which inpatients at our mental health unit are now enjoying.

Over 10,000 square metres of unused space was transformed thanks to a phenomenal £200,000 'Greener Communities' grant from NHS Charities Together, which was funded by environmental charity Hubbub and Starbucks. A further £75,000 was provided by our charity, along with a £25,000 gift in kind from our Trust's Vital Services team.

The unit's critically ill adolescents and young people had asked for a better outdoor area, as the previous space was limited, unsafe and largely inaccessible.

The new gardens are now an integral component of a patient's clinical care, where they can engage in recreational, educational and physical activities. The space includes a sensory garden and features which help to combat stress and anxiety, as well as a grassed area, a walkway through woodland, and spaces for outside therapy.

Patients and families including, for the first-time, family pets, can now meet outdoors for more normalised family interactions.

Dan O'Mara, head of nursing at Parkview, said: "It's been wonderful to see the outdoor area at Parkview transformed.

*"As an inpatient facility, many of our young people are with us because their condition can affect their safety. Sometimes, that can unfortunately come with losing some of their normal freedoms, which can have an adverse effect on their mental health; the opposite of what we want.*

*"Having the outdoor space gives us the opportunity to limit the restrictions placed on them. Patients can step away from the confines of their ward and feel the fresh air on their face. They can now also meet with their families in a non-clinical setting.*

*"The design of the outdoor area gives our patients privacy and dignity to walk outdoors, with our staff, away from the eyes of others. We can also help them practise returning to the outside world by including our outdoor area in their treatment plans, to assess how they cope.*

*"The end result is fantastic and would not have been possible without charity funding."*

Describing the space, Zeze, an ex-service user at Parkview who helped to cut the ribbon, said: "Hearing the birds, the wind and being in an environment where there's lots of green, is really restorative.

*"Before, there wasn't an outdoor space you could go to, other than the car park. Being outdoors, it's not clinical, it's not somewhere where there's lots of lights and locked doors. It's open and that has such a big impact on someone's recovery and their motivation to want to get better."*

Nicole Hermans, head of philanthropy and strategic projects at our charity, said: "We're incredibly grateful to NHS Charities Together, Starbucks and Hubbub for supporting our inpatient mental health unit.

*"Thanks to the Greener Communities Fund, we've totally transformed the clinic's, previously inaccessible, outdoor garden, turning it into a much-needed therapeutic green space, which is now an integral component of a patient's clinical care.*

*"Many of our patients are often with us for long periods of time. They can now attend therapy sessions outside of the clinical walls, which has been shown to increase connectivity and overall engagement in care.*

*"Patients will also be taught and encouraged to use nature and green spaces as coping mechanisms to deal with anxiety, depression and a variety of sensory needs."*



Trust CEO Matt Boazman, Kirsty Alexander from Hubbub, past-patient Zeze Sohawon, Director for Sustainability and Social Impact at Starbucks Jacqui Wetherley, CEO of NHS Charities Together Ellie Orton and our charity CEO Mark Brider cut the ribbon on Parkview's new green space



During the transformation, over 400 volunteers from our local community helped us to overhaul the space, which saw them collectively bed over 600 plants and over 60 pear, apple and plum trees, which, when matured, will become an established orchard.

We're so thankful to NHS Charities Together, Hubbub, and Starbucks for this transformational gift, as well as our dedicated volunteers.



Hundreds of volunteers helped to overhaul the space

# Developing Hospital Environments

The spaces our patients and families spend time in can impact their experience. This is why it's important our environments match the world-class care being given.

## Sensory Room At Lavendar House

Our clinical genetics team, based at Lavendar House at our Women's Hospital, now has a brand-new sensory room.

The team, which sees a number of children with autism, sensory processing issues, developmental delay, intellectual disabilities or learning difficulties, received feedback from families requesting a sensory space within the clinic to keep their little ones occupied and entertained. This distraction then allows them to have important conversations with consultants on the meaning of their child's genetic condition.

Thanks to charitable funding, the team has converted one of its counselling rooms into the new sensory room, complete with games consoles and screens to cover a range of ages.

The room also has soft play flooring, foam blocks, fibreoptic lighting, a sensory wall, a sensory trolley, ceiling art and a ball pool.

Sensory mirrors have also been installed in the phlebotomy room to support patients who would otherwise find blood tests and minor procedures distressing.

## Distraction Through Play In Our Emergency Department

The Emergency Department (ED) at our Children's Hospital sees around 60,000 patients every year – several hundred every day – making it one of the busiest EDs in the UK.

With high footfall often comes extended waiting times, which can lead to increased stress and boredom for both patients and their families.

Thanks to a grant of £20,000 from our charity, the ED team has purchased a number of games, toys, sensory equipment and artwork to provide places to play and things for patients to view while they wait.

New additions include interactive play walls, informative and child-friendly artwork, five android tablets, bead tables and a bespoke ED activity leaflet – designed and generously funded by one of our corporate supporters, Barrett Corp & Harrington – which is full of games and quizzes to keep little minds busy.



## New Murals in Dental

The walls of our Children's Hospital's dental department are now adorned with some fantastic new pieces of artwork, courtesy of our friend Mr Murals.

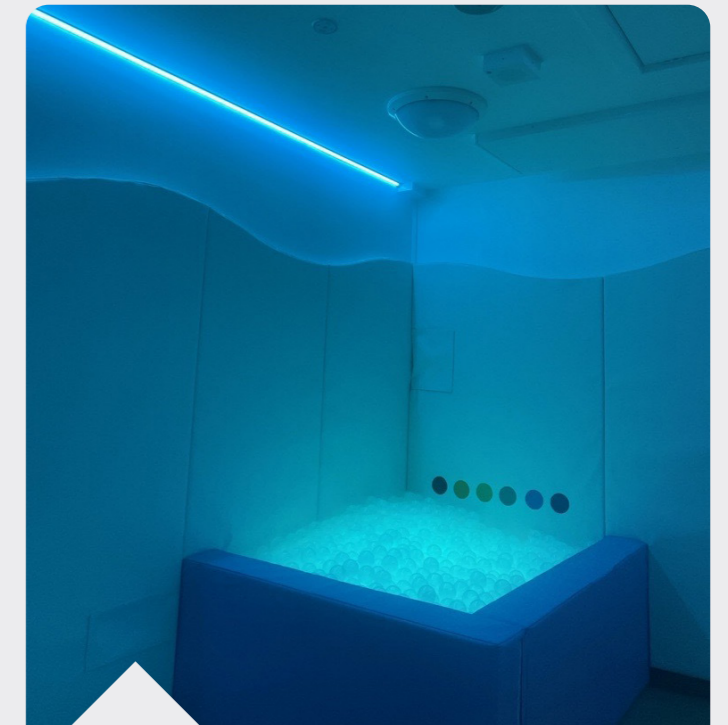
Research, particularly within paediatric dentistry, has found an inviting environment can reduce anxiety and stress for patients attending appointments, making treatment easier and smoother.

Typically, patients who attend our hospital for dental treatment have complex and additional needs, so charitable money has been used to update the waiting areas and consultation rooms to support their sensory requirements.

Patient feedback was sought ahead of the makeover. This saw a series of scenes including safari, the arctic and underwater brought to life by the charitably-funded artist.

As well as being visually stunning, the area is now much calmer, welcoming and child-friendly. The artwork also offers additional distraction. A 'spot the ice cubes' game in the arctic scene invites patients to find 11 ice cubes dotted around the piece while they wait to be seen.

The artwork also offers an opportunity for clinicians to build rapport with their patients, helping to establish trust and let the child know they're in safe hands.



## Therapeutic Sensory Room At Parkview

A grant of £70,000 has funded sensory rooms on both the Ashfield and Heathlands Wards at Parkview, our inpatient mental health facility.

Ashfield has eight beds and Heathlands has 14, both caring for patients aged 11 to 18 year olds who need assessment and treatment for a range of mental health conditions.

As sensory sensitivities are typically heightened in people with mental health conditions, research has shown sensory rooms serve as a valuable therapeutic space to promote emotional self-regulation and reduce distress and disruptive behaviours. They can help a patient avert a crisis, distract from trauma and promote a sense of calm and self-soothing, supporting wellbeing and recovery.

To enable the young people to access the new sensory rooms with minimal or no supervision, the rooms have been built with padded walls to prevent self-injury and include a range of items to calm and regulate the senses, including LED strip lights, an interactive, colour changing ball pool, an infinity tunnel and a touch pad.

Charitable funding has also allowed for the purchase of additional sensory accessories such as aromatherapy supplies, fidget toys, balance cushions, massagers and weighted items. This ensures each patient can self-soothe according to their own individual needs and preferences.



# Impact in Action: Magical Journeys



There is overwhelming evidence arts, music and creative projects have a positive impact on the wellbeing of patients, families and staff, which is why we proudly fund EnjoyArt, a Trust-wide arts programme benefitting all three of our hospital sites.

Recognised for easing anxiety and stress, research shows engaging with creativity and culture improves mental health and wellbeing as well as the treatment, management and recovery of physical conditions.

Our acclaimed programme of EnjoyArt activities and events as well as site-specific commissioned pieces of artwork reflect the diversity of all our visitors and staff.

Every week, we provide a number of live experiences for patients and families to engage with including visual artists, performers, dancers, musicians, storytellers, writers, and other creative fields including Ex Cathedra's Singing Medicine, Giggle Doctors, B'Opera (baby opera), Oily Cart theatre productions, Rhythm Time, Music Therapy and magicians.

In addition, skilled artists and cultural partners work alongside our children, young people, women, families and staff to transform hospital spaces into therapeutic environments. Carefully developing bespoke artworks to support the complexities and individual needs of the hospital's surroundings.

Colourful, bold and interesting environments are known to increase

communication between patients and carers, delivering inviting, relaxing and less clinical areas which help patients feel more comfortable and less afraid.

One recently completed example is the Waterfall House entrance at our Children's Hospital, where patients are now benefitting from an improved environment and navigation thanks to a fully charitably-funded project, called Magical Journeys.

The co-designed project, between patients, families and staff, has created a magical journey for patients and families coming into the hospital, with the aim of using artwork to reduce stress, aid distraction and create a holistic environment.

Janette Vyse, art programme lead at our Trust, said: "When Waterfall House was first built we were delighted to have a new space delivering fantastic services, but it was very clinical with lots of sterile white walls.

"Its wards and departments are used by a wide range of inpatients as well as outpatients, from toddlers to teenagers, so we wanted to create an environment which was suitable, interesting and engaging for both."



Freddie holding his design for the windows

Stella Corral, from Lucentia Design, who worked with Janette on the project said: "Spending time with the patients in their clinical setting was vital to capture the diversity of their needs.

"We worked hard to engage with as many children and young people as possible, seeking their opinions, exploring their interests and fascinations, allowing their imaginations to come to life. This led to the exciting new design we now have in place, which has something for everyone including giant pet snails and axolotls.

"Every design purposefully has layers of interest which adds distraction and creates conversation points, so when families are on the ward or in an outpatient department they can look at the environment around them and feel safe and secure – and smile."

Directional signs have introduced a fun and friendly pencil design, which uses different colours for each of the different floors. This then mirrors the colours on the wards themselves so families can instantly recognise they're in the correct place.



On the wards, we've added distinctive artwork which flows from the lift foyer area through each floor, into the cubicles and across the play areas, tied into the department's pencil colour, to create imaginary worlds and

adventures, inspired by the children and young people themselves. A lot of thought even went into the cubicle curtains, which are now used as a way to distract patients when clinical colleagues are doing procedures or preparing a young person for theatre, encouraging them to look for images within the designs.

We've also redesigned the outdoor courtyard area to create a natural, neutral useable space where patients, families and staff can come and spend time in an outdoor environment.

Janette added: "The feedback has been absolutely amazing. It's created a bit of magic in each of the wards and departments. Without charity funding this project wouldn't have been possible. You can really see the difference it's made."

Mark Brider, our charity chief executive, said: "We're extremely proud to fund our Trust's innovative EnjoyArt programme, which connects patients, families and staff to arts and creative projects to help enhance hospital experiences.

"From championing local artists who create new and relaxing spaces to artistic performances and creative pursuits, our charity strives to make our hospitals warm and welcoming, creating calm and soothing spaces where our patients and families can feel safe and our staff proud to work."



# Enabling Technology and Equipment Advances

Access to the latest and most innovative equipment allows our incredible staff to deliver more effective and efficient treatments.



Dr Max Pachl (pictured here and top right) is a pioneer in the use of ICG dye in paediatric surgery

## Maternal And Neonatal Care Training Simulation Suite

Clinical learning, training and personal development is vital for upholding our hospitals' standards and thanks to a phenomenal £1million donation from high street fashion entrepreneur, George Davies, our Women's Hospital will soon be home to the leading simulation suite for maternal and neonatal health in the UK.



Simulation is one of the most successfully recognised education enablers as it engages learners with hands-on experience of what they are expected to do, act upon, escalate and, in some cases, inform decision-making as a practitioner.

A simulation strategy is in place at our Women's Hospital but with limited space and facilities, our colleagues have had to either complete their training in a meeting room which doesn't provide a life-like experience, in bedspaces which may need to be used, or rely on external simulation sites which are often expensive, difficult to book and do not meet the specific needs of our maternity and neonatal teams. This off-site solution also takes colleagues away from their wards for longer periods which can cause difficulty with staffing cover.

Thanks to Mr Davies' pioneering donation which was gifted through the George Davies Charitable Trust, the new dedicated, on-site simulation training space will include a theatre, home birth set-up, delivery suite/ward and Neonatal Intensive Care Unit (NICU) cot space.

The new suite will give colleagues the chance to learn in a risk-free environment with an opportunity to move from theory to practice and learn through immersion, reflection and feedback, without the potential risk to patient safety or care.

Having a practitioner with the right knowledge, skills, competency, confidence and expertise to complete a safe, effective, caring, responsive and well-led baby delivery will have a positive impact upon a patient's experience and safety.

## Upgrading Equipment To Expand Near Infrared Procedures

Thanks to our charity, £95,000 has been used to replace and upgrade outdated equipment for our Children's Hospital's Paediatric Surgery and Urology teams.

The new equipment, which includes a mobile laparoscopic stack with a special camera, is the key to expanding the range of procedures which can now be carried out under Near Infrared (NIR) using Indocyanine Green (ICG) dye. This makes surgery easier, better and safer, providing more confidence and better outcomes for our clinicians, such as Dr Max Pachl, a world-leader in paediatric keyhole surgery in children with cancer.

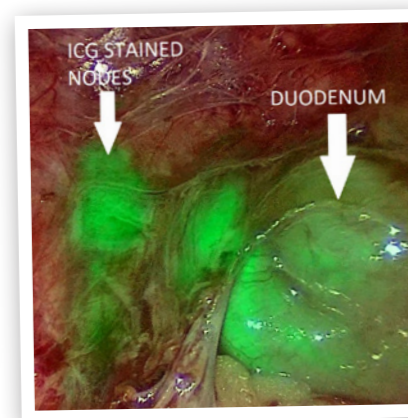
The ICG dye is used during surgery and fluoresces under NIR light, which appears bright green through the camera. It's also used in all suitable operations involving kidney tumours and can allow surgeons to clearly differentiate tumours from healthy tissue.



In oncology surgery this difference can change outcomes. If too little tissue is taken, leaving cancer cells behind, the patient's subsequent chemotherapy needs to be more intense and they may also require further radiotherapy or a stem cell transplant. This is because there is an increased chance of recurrent disease.

If too much tissue is taken, the child or young person can be left with long term morbidity and need for complex reconstructive surgery or lifelong medical input. The ICG and NIR equipment can also show our surgeons how accessible a tumour is during surgery and can help them to navigate other structures in greater contrast thanks to the dye.

We've already seen great success using existing ICG/NIR equipment, thanks to our friends at The Azaylia Foundation who enabled the purchase of an open field exoscope, which is a digital camera providing a high-definition 3D view of the operating area, and two additional laparoscopes. This means thanks to new, additional funding even more of our brave patients can benefit from this game-changing kit.



### Quicker Testing For Pre-eclampsia

Pre-eclampsia is a condition which can occur during pregnancy and after labour. If not treated, it can be serious.

An estimated 10% of pregnancies display symptoms of pre-eclampsia, such as high blood pressure, headaches and protein in urine, but only half of these cases actually have the condition. That's why it's important to determine quickly which patients need treatment and who can be sent home to avoid an unnecessary hospital stay.

Thanks to our charity, £133,000 has been used to purchase Placental Growth Factor (PLGF) testing equipment at our Women's Hospital, as well as fund a laboratory technician to process the results.

Currently, women who visit triage with symptoms typical of pre-eclampsia are admitted to our antenatal ward as a precaution for observations, blood tests and urine analysis, but it can take up to 36 hours to confirm a diagnosis.

This valuable time could be the difference between a patient not receiving the urgent treatment they need resulting in a devastating outcome for mother and baby, or a patient who does not have pre-eclampsia spending unnecessary time on the busy ward, away from family or off work with heightened worry for the health of their baby.

With this new PLGF kit, as well as dedicated technician, the time taken to reach a diagnosis has been reduced by 64% and admissions reduced from 800 to 100 women a year.

### Helping Families Feel Close

When babies are born early, poorly or in need of extra help, they'll often be cared for in our Women's Hospital's Neonatal Intensive Care Unit (NICU).

Sadly it's not always possible for parents to stay with their baby around the clock. A lack of space on the ward, suitable facilities for parents, a parent's work and the need to care for other children can result in separation for prolonged periods of time.

Thanks to £23,100 of charitable funding, NICU has introduced a new service using vCreate technology, which allows parents to receive secure video messages from their baby, recorded by the nursing staff caring for them.

This allows them to 'see' their baby and feel close and involved in their care even when separated.

The introduction of this new technology has the potential to reduce post-natal depression in new mothers and reduce anxiety. Seeing their baby in this way also helps breastfeeding mums with milk supply and expression.

vCreate is also introducing a translation service which will instantly translate any attached messages to a family's language of choice.

The technology can be used to improve neonatal neurodevelopment once the baby is discharged, by enabling parents to share educational videos with a neurodevelopmental physiotherapist, who is then able to make a more accurate assessment and provide invaluable advice to parents.

The vCreate tool is also available for babies on our Children's Hospital's neonatal surgical and cardiology wards, as well as on our Paediatric Intensive Care Unit, for babies whose care has been transferred to the Children's from our Women's Hospital.



Secure video messages help parents feel close to their baby when separated



Oncology patient Ella using the PBM machine to prevent mouth ulcers

### Red Light Therapy Reduces Chemotherapy Side Effects

Thanks to one of our brilliant supporters, Carter the Brave, patients on our oncology ward at our Children's Hospital are now benefitting from a Photobiomodulation (PBM) machine.



The £36,920 machine uses intense red-light therapy to prevent mucositis, an inflammation of the mucosal lining in the body, which can be caused by chemotherapy. Often mucositis can manifest itself as incredibly painful mouth ulcers, which can result in our young patients not being able to eat or drink.

The PBM machine can be used daily to prevent mucositis and mouth ulcers or even used to treat them if they occur.

Use of this treatment has had an incredible impact, with patients either showing no symptoms of mucositis at all, or minimal discomfort.

The benefit of this type of therapy means our brave cancer patients are able to continue eating and drinking as normal. They can also manage discomfort from less severe mouth ulcers at home, thereby spending less time in hospital for unnecessary side-effects of their treatment.

Carter the Brave is a fundraising group set up in support of patient Carter Chatting, who was diagnosed with acute lymphoblastic leukaemia, a type of cancer which affects the white blood cells, when he was just four years old.

Carter is no stranger to the side effects of harsh cancer treatments which is why the purchase of the PBM machine was so important to him and the group and we're very grateful to them for their wonderful donation.

Scan to see the PBM machine in action and hear from oncology patient Ella



# Impact in Action: Transformation Courtesy of Former Goodyear Factory Workers



The simulation mannequin will be used to train doctors and nurses

On behalf of the former Goodyear factory workers in Wolverhampton, the 5/344 Transport and General Workers Union Benevolent Fund gifted an incredible £109,737 to our Children's Hospital, enabling our clinicians to take part in cutting-edge research, care and training.

This generous donation has allowed the purchase of key pieces of equipment across our oncology, surgery, speech and language therapy, neurophysiology and paediatric intensive care departments.

We were nominated to receive the money by member Kevin Jackson, whose grandson Teddy is a patient at our hospital. The donation was the first time the Wolverhampton and Black Country fund has supported a Birmingham-based charity.

One of the purchases was a high-fidelity newborn simulation mannequin to aid training of our own Paediatric Intensive Care Unit (PICU) staff as well as PICU staff from other hospitals across the region.

The mannequin, named Teddy after Kevin's grandson, is programmed to simulate complex scenarios and respond to interventions from the medical team with unparalleled realism.

With tracking and recording software, the mannequin allows for real-time learning along with the ability to play scenarios back, to review activities and improve skills.

Funds also purchased four highly specialised laparoscopes, which will be used by surgeons during keyhole surgery, including by Dr Max Pachl. Dr Pachl is a pioneer in the use of Indocyanine Green (ICG) dye to improve surgical outcomes for young patients with cancer.

The gift by the ex-Goodyear workers has also had a significant impact on children born with cleft palates. Funds were used to purchase a

glidescope – a special instrument used to help manage difficult airways during surgery, as well as a portable ultrasound machine.

The innovative use of ultrasound as part of speech and language therapy for children born with cleft palates allows therapists to show patients how their tongue is moving in real time, by placing the machine under their chin and helping the child to see and practice making sounds in different ways.

Holly Peryer, advanced specialist speech and language therapist, said: *"The ability to add this new tool to our service has transformed outcomes for so many of our children. We're thrilled to now have this equipment and to be able to take part in the research to evaluate this innovative technique in speech therapy."*

The final gift from the ex-Goodyear workers went to our neurophysiology service, where our team is pioneering new technology to transform care and surgical outcomes for patients with epilepsy and brain tumours.

Over the past several years, charitable donations have enabled the team to install and upgrade a groundbreaking piece of neurophysiology equipment called a navigated Transcranial Magnetic Stimulation (nTMS) system and a dense array electroencephalography (daEEG) system.

TMS is a completely safe, non-invasive and pain-free technology which lets our neuroscientists electronically stimulate the patient's brain to map critical areas of brain function, such as movement, language and sensory



functions. The vital information obtained is then used to help determine if surgery is a viable option for the child and, if it is, allows our surgeons to plan a procedure to protect brain function as much as possible.

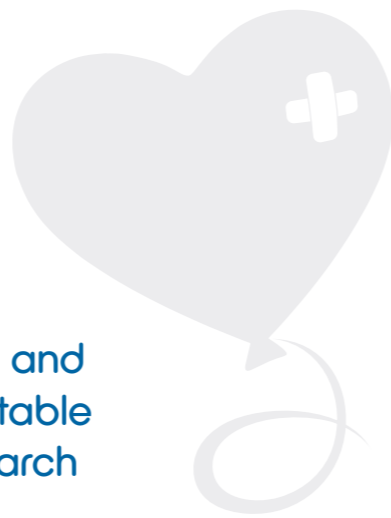
Funds from the ex-Goodyear workers purchased a new piece of software for this system to help transcribe the data that is collected onto MRI images of the patient's brain, making the data more clinically useful when developing surgery plans. The ability to use this technology is truly life-changing.

Peter Bill, head of our neurophysiology department, said: *"We are incredibly grateful to the ex-Goodyear workers and all of the other donors who have made this work possible. Our innovation and research in this area is helping to inform practice across the hospital as well as the region and is making epilepsy surgery safer and more effective for children."*

Scan to learn more about the newborn simulation mannequin and see it in action



# Research, Learning and Innovation



Research allows our hospitals to pioneer life-changing and life-saving care and treatments. In the past year, charitable funding has supported a number of breakthrough research projects to better the future for generations to come.

## Investing In The Future Of Our Children's Healthcare

Throughout the history of our Trust, research has played a critical role in being a catalyst for clinicians to transform patient care.

Healthcare research is vital not only in giving our patients access to new and better treatments, but data shows hospitals which are research-active achieve better outcomes for their patients and retain their staff longer.

To recognise and champion our Trust's research ambitions, we've launched a brand new £1million research fund, which will be available every year, to

support high-quality research into women's and children's health and disease, as well as mental health.

The £1million – the largest annual amount our charity has ever invested in research – will be awarded to support our researchers within Birmingham Health Partners and the West Midlands Clinical Research Network, as well as welcoming applications for projects from internal members of staff.

Proposals can include clinical trials, laboratory and clinical experimental medicine, hypothesis-driven data collection, tissue banking and qualitative studies.

## New Roles For The Study Into The Imaging Of Tumours

Thanks to our charity, £113,500 has funded two specialised medicine roles within our Children's Hospital's Oncology Department for the ongoing Imaging of Tumours Study. A study which has been adding the translation of new imaging methods into clinical practice for nearly 20 years.

In partnership with the Children's Cancer and Leukaemia Group and sponsored by the University of Birmingham, the team has formed a world-leading consortium of imaging centres and experts, allowing the collection and analysis of medical

imaging from children and young people from across the country.

The study has provided a platform for developing, evaluating and integrating new imaging methods into clinical practice and has generated numerous publications on diagnosis, prognosis and improved understanding of children's tumours, as well as being associated with national and international prizes.

It's also had major input into national and international guidelines for the use of imaging which has helped improve the care and survival rates of many children with cancer.

To help continue this study's important work, the two new roles – a part-time study coordinator, who is already in post, and a full-time data manager, who is currently under recruitment – will help oversee the day-to-day management of the study, prepare reports, amendments and support researchers involved in the study.

The data manager will also be responsible for uploading scans to the study database and provide admin and data support to the PhD students fulfilling the projects.

## Study Into Exposure to Second-Hand Smoke

Thanks to our charity, £72,000 is helping look at the effects of passive smoking in children.

Exposure to environmental tobacco smoke, also known as 'passive smoking', harms children, especially those which are medically vulnerable. It increases their risk of conditions, ranging from ear infections to meningitis, makes existing illnesses worse, such as asthma, and adds increased risk of complications from some medical procedures.

Although research into what can be done to help families with smokers at home is already underway, there

has not been the same focus on how to support families at the point when they have contact with a hospital, or how that contact might be an opportunity to trigger a change in family smoking behaviours.

A new PhD project will review the current evidence, talk to families and healthcare professionals and use this learning to inform the development of a novel intervention model which can be used in a hospital setting to help protect children from second-hand smoke.

## Research Into Additional Nutrition Sources For PKU Patients

Children with phenylketonuria (PKU), a rare, inherited disorder which causes an amino acid called phenylalanine to build up in the body, require a special diet supplemented with a synthetic protein based on amino acids.

This protein has a poor taste and is inefficiently utilised, making it harder for patients to manage their illness.

Tests on a different type of protein supplement, called glycomacropeptide, are currently underway. This synthetic protein tastes better but requires the addition of extra amino acids which may worsen its absorption properties compared with the traditional version.

A £50,000 study is completing a three-part trial in healthy adult volunteers to compare the two synthetic proteins with casein, a 'normal protein', to examine their absorption properties.

The results of these tests will add to existing safety and efficiency data surrounding the use of glycomacropeptide, enhancing knowledge about metabolism differences and providing a potential, more appealing nutritional source to manage PKU.

## Two New Candidates For The Azaylia Childhood Cancer PhD Fund

In collaboration with The Azaylia Foundation, we're committed to advancing early diagnosis and new treatments for children with cancer in the UK.

As one of the founding partners of the foundation's groundbreaking new programme – The Azaylia Childhood Cancer PhD Fund – we're delighted, along with the University of Birmingham, to have co-funded a further two clinical research posts, bringing our total number of committed roles to four.

Our unique partnership has enabled us to attract the next generation of cancer research scientists, who can now take their insights and ideas into the laboratory and back into clinical practice to help develop early diagnosis and new treatments for our young oncology patients.

This much-needed investment provides expert clinicians the opportunity to pursue groundbreaking research into the early diagnosis of childhood cancer and new and gentler treatments to improve survival rates.



Katie is one of four Azaylia PhD scholars working at our hospital and with University of Birmingham. Scan to watch what Katie hopes to achieve with her research



# Our Latest Appeals and Campaigns



## It Starts **HERE**

To find out more about It Starts Here and watch our appeal video scan below or visit [bch.org.uk/it-starts-here](http://bch.org.uk/it-starts-here)



### The Transformation of our Children's Hospital... It Starts Here

We've launched a £3million appeal, It Starts Here, to transform the front entrance of our Children's Hospital into the child-friendly space our patients deserve.

Last updated nearly three decades ago, our hospital's current main entrance is cramped, dull and unwelcoming and doesn't reflect the world-class care that takes place beyond it. Feedback from our families has told us they find the existing entryway stressful to navigate with pushchairs, wheelchairs and medical equipment and it doesn't put them or their children at ease.

The It Starts Here Appeal will change this, overhauling the entire 'first impression' of our hospital. The new entrance will totally transform the experience of every single patient and family member who visits our hospital.

It will create a new magical entrance where patient fear and anxiety gives way to excitement and the journey towards recovery feels more like an adventure.

Plans include creating natural light to provide a sense of space, somewhere to eat, sit and relax before, during or after appointments and space to wait and 'handover' to a partner before heading to work or returning home to care for siblings. There will also be entertainment and distraction for kids such as an internal play area, as well as green spaces to bring the outside in and a welcome desk and clear signage to direct them around the hospital.

We need £3m for the transformation, but thanks to £1.4m in gifts and pledges received from philanthropic individuals and organisations, there is just £1.6m left to raise.

Daljit Athwal, our hospital's Chief Nursing and Midwifery Officer, said: *"We know 54%\* of children are afraid of going into hospital. This fear and anxiety can impact their overall hospital experience, leading to missed appointments or extended wait times as our doctors and nurses struggle to perform simple procedures such as taking bloods."*

*"No child should feel intimidated about walking through our front door. By transforming our entrance, we hope to inspire families and remove any anxiety, making repeat visits calmer and more relaxed, and align their experience of visiting the hospital with the excellent care they receive inside."*

Building work will begin on the new entrance in spring 2025, with completion anticipated by the end of the same year.



Our iMRI Appeal was closed with the help of consultant neurosurgeon Mr William Lo, patient Jak and his parents, plus hospital CEO Matt Boazman and Mark Bridger

### iMRI Appeal Closure

Almost a year to the day after launching, we officially closed our £1.5m iMRI Appeal to bring an intraoperative MRI scanner to our Children's Hospital to transform brain surgery.

Our hospital is home to one of the largest paediatric neurosurgical centres in the UK, but it is the only one without an iMRI scanner. We can now bring this state-of-the-art technology to patients for the first time.

Currently, the hospital's expert neurosurgeons rely on pre-operative images to plan an operation. However, during surgery, the brain, which is soft, will change shape. This means, very quickly, the information becomes outdated, making it less reliable.

By making an MRI intraoperative this means the MRI scanner is moved directly to the patient on an operating table, or the patient to the scanner, to ensure surgeons can obtain 'live' information about the position of the tumour right when they need it the most.

Thanks to our incredible supporters and donors, including our fantastic Changemakers who raised over £500k for the appeal, we hit target in record time.

Work is currently ongoing on a brand-new Elective Care Hub at our hospital, which will house two new theatres and our new iMRI in an adjacent room.

Building is expected to be complete, and the iMRI in clinical use, in spring 2025.

### Improving Outcomes for Our Most Vulnerable Cardiac Patients

Earlier this year, we launched our £50,000 Help A Heart Appeal to fund a quality research role on our Paediatric Intensive Care Unit (PICU) to help lower the chance of heart patients going into cardiac arrest.

Of all the heart patients on PICU, around 25% are deemed at high risk of suffering cardiac arrest, a rare but critical complication where the heartbeat becomes weak or stops.

Research has shown only 54% of all patients who suffer a cardiac arrest in hospital survive. Those that do are often subjected to additional health complications, which can impact their life expectancy and quality. They're also significantly more likely to require extended use of both the NHS and social resources throughout their lives.

To help improve these outcomes, a new quality research nurse – Sue Burlton – was appointed for an initial 18 months to introduce new procedures to ensure the risk of cardiac arrest is as low as possible, over and above what the team has already been able to do.

Since she's been in post, she's introduced a bedside 'high risk precaution' document so everyone on the ward is aware of a patient's risk level and can implement preventative measures to lessen the opportunity of an arrest happening.

A lot of Sue's role also involves educating the team, so if a child was to present with the signs of going into cardiac arrest, they'd be able to react in a safe and efficient way.

This important project was piloted across 15 hospitals in America and was found to reduce cardiac arrests in adults by 33%.

We're the first paediatric hospital in the UK to implement a similar role and, thanks to charitable funding, we've been able to ensure its continuation.

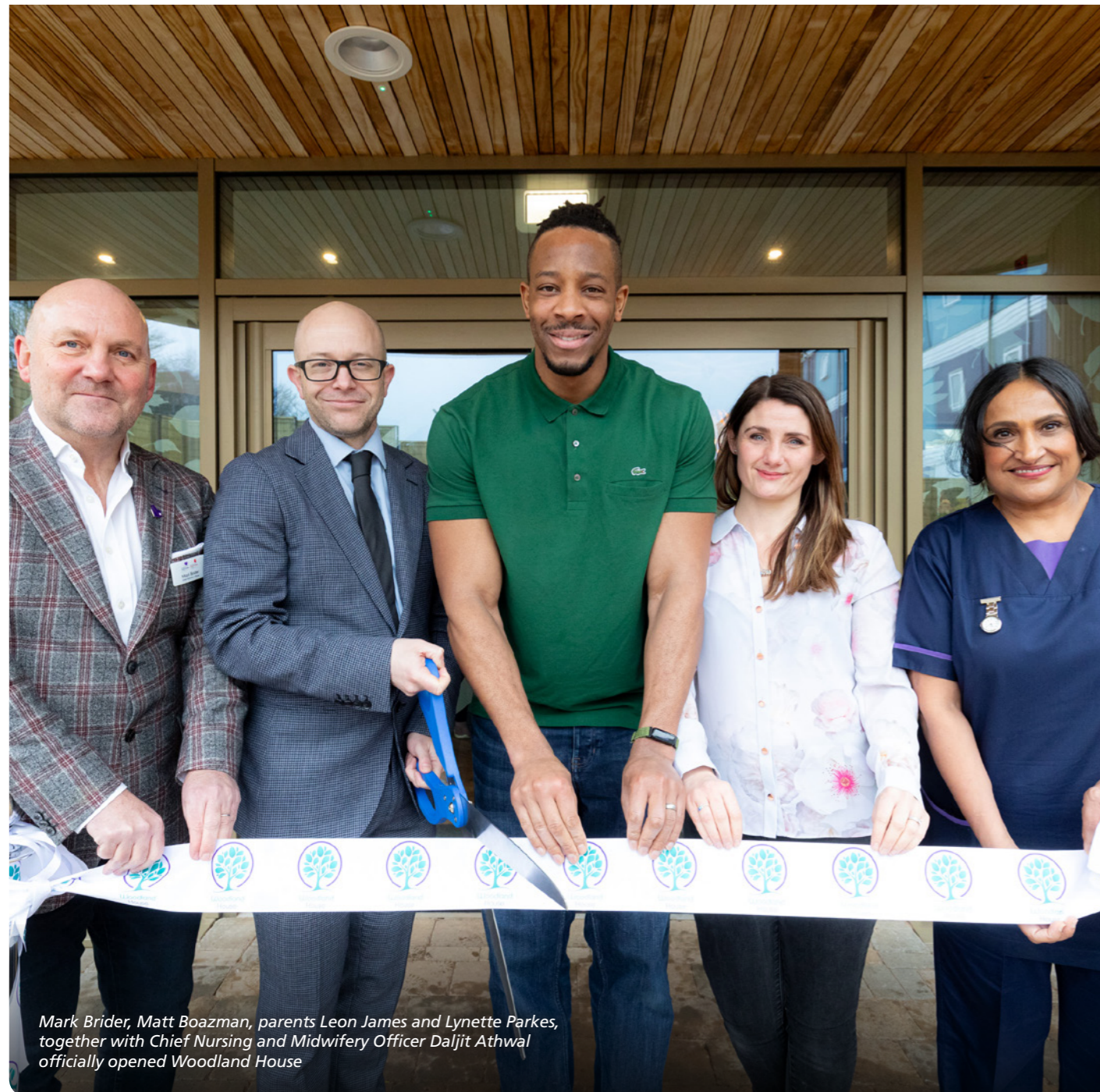


Our new quality research nurse Sue Burlton

# Impact in Action: Woodland House Opens to Families



In February we were delighted to be joined by a number of families to celebrate the opening of Woodland House, our dedicated baby and pregnancy loss bereavement centre at our Women's Hospital.



Mark Brider, Matt Boazman, parents Leon James and Lynette Parkes, together with Chief Nursing and Midwifery Officer Daljit Athwal officially opened Woodland House

The first of its kind in the UK, Woodland House has totally transformed the care our Women's Hospital offers to bereaved families, providing a safe-haven where heartbreaking conversations can take place and families can grieve in private, in an appropriate setting that recognises and honours their loss.

Entirely charitably funded, our £3million Woodland House Appeal closed in May 2022 with building work taking just 18 months to make it a reality.

Located at the side of the hospital, the new centre has direct access from the hospital's Maternity Ward and Neonatal Intensive Care Unit, as well as a separate entrance for when families return.

It features counselling rooms, a private garden, a large communal lounge area for support groups and religious rituals as well as a family room with its own private access and garden, all offering the opportunity for families to spend time with their loved ones in comfort and serenity. It also includes a private and sensitive nursing care room for staff looking after a baby.

Returning to see Woodland House open its doors were Leon James and Lynette Parkes, two parents who shared their heartbreaking experiences of baby loss with us and the media, when we first launched the appeal five years ago.

Leon's son, Ezra, was born prematurely at 23 weeks, and died in his parents' arms just three hours later. Leon said: "Ezra was born, lived and died in the same room. I remember wanting to escape but having nowhere to go. I would have really benefitted from having somewhere like Woodland House – where we could just be together – without the worry of running into families leaving hospital with their babies. It was hard to see people happy, when inside all I had was sorrow and grief."

*"To see Woodland House open is amazing. I think about the families it will help. It fills me with so much pride knowing we played a part in making this change."*

*"I am thankful for all the parents involved in this project and the wonderful legacy made for our babies gone too soon."*

Lynette was seven months pregnant, when she was told her baby boy, James, had died. The news came as a total shock.

*"James was tiny, but absolutely beautiful, and looked like any other newborn", she said. "However all we could hear were the healthy cries of other people's babies. It was so hard to be in a place that was so geared up for new life. We left the hospital by the back entrance to avoid seeing other mums and dads with their babies."*

*"Having Woodland House will mean so much to families facing the unbearable pain of losing a child. I'm so proud of what we've achieved. Woodland House symbolises so much. It'll give hope to families in the future who have to go through what my husband and I did. It will allow them the opportunity to create memories and spend precious time with their baby, while they can."*

Our charity chief executive, Mark Brider, said: "The opening of Woodland House was a momentous day for our hospital and charity"

*and we are eternally grateful to everyone who donated and allowed us to make our vision for Woodland House a reality.*

*"One of the key pillars of our charity is to improve the experiences of all patients who walk through our doors, and Woodland House will do just that. We are the first hospital in the NHS recognising and honouring loss in this way and are helping to break the taboo that still surrounds talking about pregnancy and baby loss."*

Daljit Athwal, our Trust's chief nursing and midwifery officer, added: "We're committed to doing better for our families and are so proud the opening of Woodland House will change the heartbreaking experience of loss at our hospital. Woodland House sets a new standard of pregnancy and baby loss bereavement aftercare, one we hope will now be replicated at hospitals up and down the country."

Approximately 2,000 women experience loss at our Women's Hospital every year, so it was a big day for our charity to see Woodland House open its doors. A huge thank you, again, to everyone who donated. Together we have transformed the experience for thousands of devastated families.



# Impact In Action: Arthur's Lasting Impact On Children With Cancer

Arthur Smith, from Halesowen, left our Children's Hospital a gift in his Will to support our Oncology Department after his friend's grandson James was diagnosed with acute lymphoblastic leukaemia in November 2014.

Born with Down Syndrome, James's family knew there was an increased risk of him developing leukaemia, but his diagnosis was still a shock.

After initial treatment, including chemotherapy, James was cancer-free for 15 months until, devastatingly, the cancer returned. He repeated a course of chemotherapy but after it came back for a third time, this medication was no longer a viable option.

His Down Syndrome meant he wasn't eligible for stem cell treatment, so James received cutting-edge CAR T-cell treatment in London. This six-week-long, highly complex therapy proved to be a success and James is now doing well. He is off all medication, but still visits our hospital every month for an infusion of haemoglobin, which he will need indefinitely.

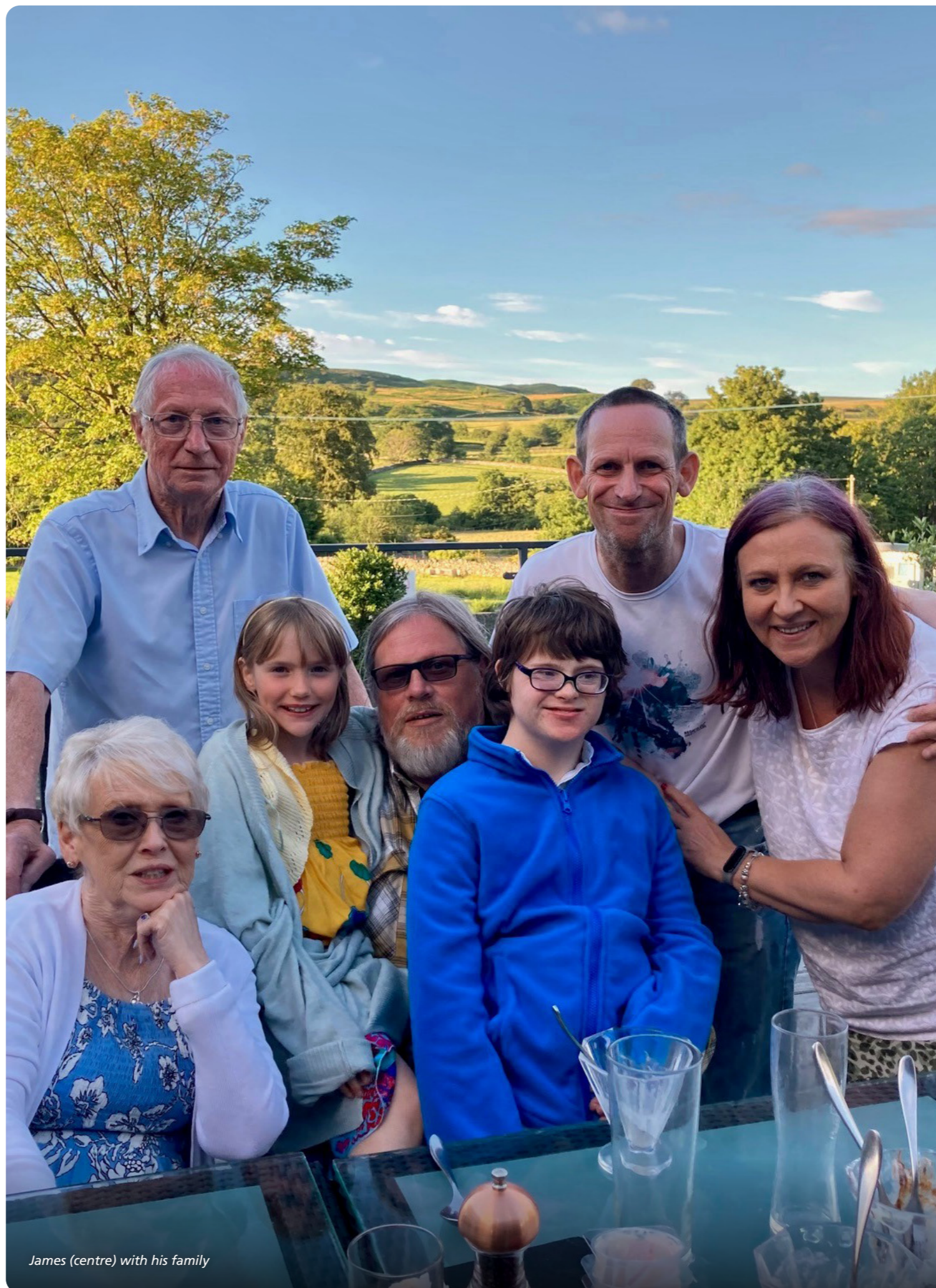
**Every year, we receive legacy gifts, both large and small, from kind-hearted individuals who have chosen to invest in the future of our hospitals. This generosity is vital in allowing us to improve experiences for patients and families for decades to come.**

Arthur followed James's journey closely and, wanting to make a difference to children going through a similar thing, he made the decision to leave our Children's Hospital a gift in his Will.

His generosity and passion meant our oncology department was able to purchase CADD Infusion Pumps to support chemotherapy treatment at home.

These pumps are revolutionary for oncology clinical practice, removing the need for children and families to travel to the hospital for treatment. Vastly improving the chemotherapy experience, eligible patients are now able to remain in the comfort of their own home.

James's family worked with us to ensure Arthur's gift had a lasting impact on children with cancer. He will be remembered for years to come as the benefactor of this special and priceless gift.



James (centre) with his family

We would like to thank the following visionary supporters who left us a gift in their will in 2023/24



- Roger Bennett
- Leslie John Bentley
- Katherine Board
- Helena Chapman
- Joyce Alice Mary Cheadle
- Terence Paul Clowes
- Philip Edward Ewington
- Maureen Philomena Fletcher
- Doreen Hardy
- Carol Jane Hill
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- Ann Male
- Maureen Lily Padgett
- Patricia Ann Partridge
- Keith Rose
- Margaret and Martin Ryan
- Marjorie Jennifer Simpson
- Donald Timmins
- Pauline Valeria
- Carol Ann Ward



# Our Donors and Supporters

We've only been able to achieve everything we have in the last financial year thanks to you, our incredible donors, supporters and fundraisers.

These names recognise those of you who have gone above and beyond raising over £7,000 for our charities.

We also extend an enormous amount of gratitude to everyone who donated anything at all to support our fantastic hospitals.



# Thank you



- The 5/344 Transport and General Workers Union Benevolent Fund - Ex Goodyear Workers
- ADI Group
- AFH Wealth Management
- Amazon - Coventry
- Amber River
- Amtico Flooring
- Armac Martin
- Natascha Aston
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- British Allied Trades Federation (BATF)
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Hospital Charity:**

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✉ fundraising@bwh.org.uk  
🌐 [bwh.org.uk](http://bwh.org.uk)

**Birmingham Children's  
Hospital Charity:**

☎ 0121 333 8506  
✉ fundraising@bch.org.uk  
🌐 [bch.org.uk](http://bch.org.uk)

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A registered charity in England and Wales

Registered Charity Number 1160875

