

BRITISH LUNG FOUNDATION

ANNUAL REVIEW 2002-2003



This past year has seen the British Lung Foundation make a significant change of direction under the excellent leadership of Dame Helena. It was very appropriate and a natural progression for us to become a more patient centered organisation. A generous Community Fund grant has allowed us to provide more support for the Regions and the Breathe Easy groups thus strengthening the Foundation as a whole.

Campaigning has become an increasingly important focus for the organisation. The series of lung marches throughout the UK during Breathe Easy Week, culminating in the London Lung March and petition presentation to 10 Downing Street sealed an extremely successful year for the BLF. The hard work by both the BLF and Breathe Easy members and the marches resulted in the Department of Health announcing changes to oxygen provision which will allow access to ambulatory oxygen. This will significantly improve the quality of life for so many people who are dependent on oxygen and we are working towards the implementation of these changes in 2005.

Cannabis: A Smoking Gun? also put the BLF firmly into the political arena and the launch of the report in November not only gained world wide media coverage but increased awareness of the BLF, as well as the charity's knowledge on a new area effecting respiratory health.

I was delighted to welcome Dame Judi Dench as our first BLF Special Supporter. We hope that many more celebrities will wish to join her in this role. Dame Judi has already made a significant contribution to the charity, both through a generous donation and hosting a private screening of Die Another Day, for which we are extremely grateful. We look forward to a long and successful relationship with her.

The biggest project of this year was to find a new base for Head Office – after seven years at the offices in Hatton Garden, the building is being redeveloped and we therefore had to move. After some discussion and much searching, we decided to purchase a newly built empty shell in Clerkenwell, which is being fitted out to create offices to our own specification. By the time you read this, the BLF should be well and truly installed in their new home.

Given the adverse financial climate, it has been a successful year for the BLF. I extend my gratitude to my fellow trustees for all their support, as well as thanking Dame Helena, all her staff, our volunteers, Breathe Easy members and all supporters around the country. We will be working hard and with the changes that we have been able to implement, I have every confidence that we will improve on this success in the forthcoming year.

Dr Mark Britton MD MSc FRCP
Consultant Respiratory Physician
Chairman, British Lung Foundation



It has been a difficult but stimulating year. Difficult because the economic climate has meant that all charities are having to work even harder to maintain their income streams and stimulating because of all the different and varied activities that have occurred during the period.

On reading the report it will be seen that many achievements have been made throughout the UK by all parts of the organisation. Fundraising efforts by Head Office, Regional/National offices and Breathe Easy have resulted in us raising as much money as last year in most categories and more in some. The main difference is on legacies. We received last year a substantial legacy in June which enabled us to top the £3 million mark for the first time. Such legacies are wonderful to have but do affect the overall income of the organisation quite a lot and are not necessarily repeatable each year. The fundraising team are starting to deliver the sort of results we are all expecting. We plan to increase our income stream to £5 million within 3 years and the first months of next year are looking promising.



We continue to raise our profile and to provide more information to meet the constantly increasing needs of members of the public. With over 2 million hits on the website and over 256,000 leaflets sent out, up 66% in 2002/3, it can be seen that this is a growth area for the future.

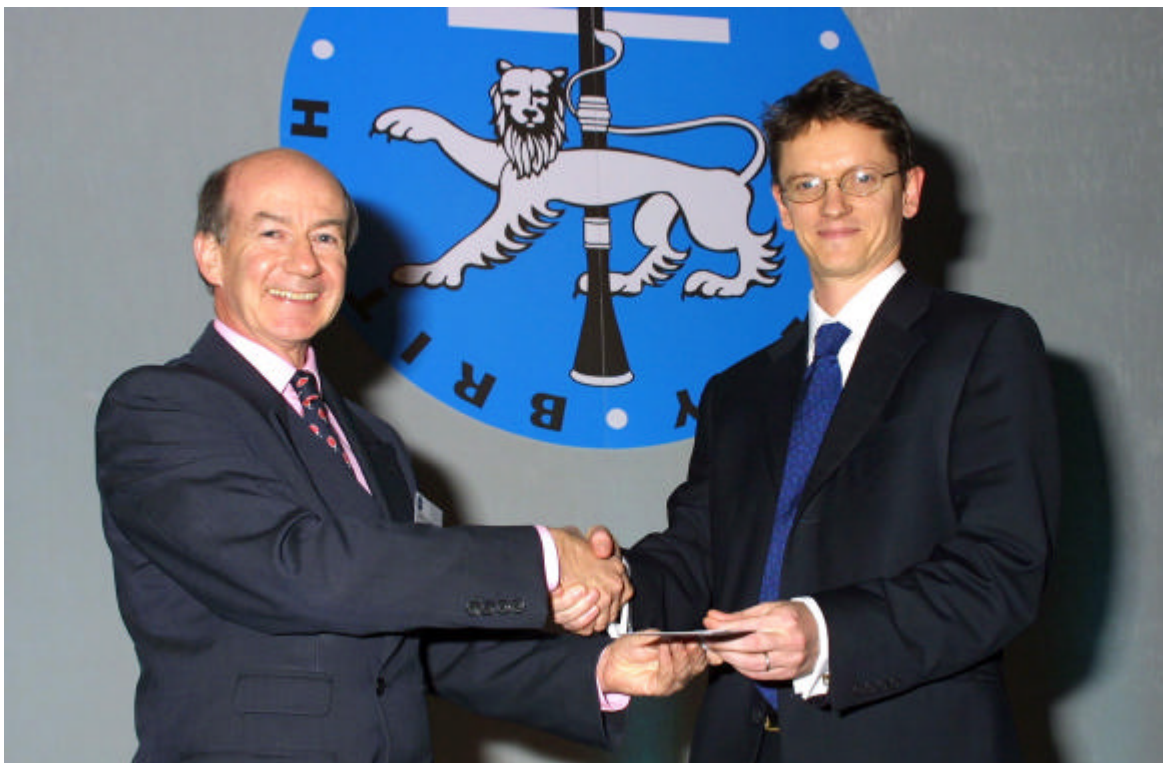
Breathe Easy continues to grow and the delivery of the expansion and consolidation programme began at the end of the year with the recruitment of the 7 new posts. We need to be committed and vigilant in our efforts to deliver real benefits worked out in partnership with the Breathe Easy Group members to ensure that the grant is spent well and to real effect.

Things are really starting to move at the BLF. We have good ideas of how to develop in future namely through a telephone helpline, the development of Baby Breathe Easy and the creation of the BLF nurse in PCTs. It is important that all the time that we expand and tackle new areas of work we also deliver well on our core tasks.

Our profile is higher, we are raising more money and we have a well planned approach to growth. We have the support and dedication of both the Trustees and staff. It feels like a heady mixture to me and one that I look forward to reporting on next year after what I hope will be a further successful year.

Dame Helena Shovelton

Chief Executive



Presentation of the BLF Young Investigator of the Year award to Dr Sam Janes by Dr John Moore-Gillon.

The BLF, in its effort to fund world-class research into the prevention, diagnosis, treatment and cure of all lung diseases, has spent £929,704 on research this year. In order to be more responsive to the actual needs of people living with lung disease, we consulted our Breathe Easy members when deciding which Trevor Clay Memorial Grants to award. This set a popular precedent which the BLF hopes to build on.

Trevor Clay Memorial Grants are for research that should be of immediate benefit for people living with lung disease today.

Which patients will benefit most from a novel treatment for lung cancer?

Dr Kenneth O'Byrne, Leicester Royal Infirmary (£14,950)

Non-small cell lung cancer accounts for 80% of all lung cancers diagnosed each year (the other type being small-cell lung cancer which is often smoking related). Despite intensive research the overall survival of people with this type of cancer is very low, with only about 10% of sufferers surviving 5 years. Progress in treatment is

likely to rely on new agents based on the abnormal cellular processes occurring in this form of cancer.

The aim of this study is to investigate the role played by a particular cellular receptor involved in cell growth. This has been found to be present in 50-70% of all tumours and drugs aimed at blocking this receptor have recently been developed. However, they are not necessarily beneficial to all patients who might develop side effects including itchy skin, rashes, diarrhoea and nausea. The researchers hope to develop a method to detect the presence of this cellular receptor in tumours so that those individuals can be identified who might benefit most from this type of anti-cancer drug.

Does taping the mouth at night have an effect on asthma control?

Mrs Susan Cooper, Prof. Anne Tattersfield and Dr Timothy Harrison, City University, Nottingham (£14,527)

Exercise therapy following hospital admission with COPD

Prof. John Moxham, King's College London (£10,830)

The diagnosis and staging of lung cancer using endoscopic ultrasound and fine needle aspiration

Dr Stephen Pereira, Dr Jeremy George and Mr Martin Hayward, Middlesex Hospital, London (£15,000)

To assess the role of the anti-inflammatory molecule alpha1-antitrypsin in pulmonary fibrosis

Dr Helen Parfrey, Prof. David Lomas and Dr Athol Wells, University of Cambridge (£5,000)

Project Grants are for larger-scale clinical, laboratory or epidemiological research.

Interactions between specialised lung cells promoting the survival of lung cancer cells

Dr Tariq Sethi and Dr Sarah Howie, University of Edinburgh (£109,025)

Mechanisms underlying the regulation of inflammatory cell activation in COPD, acute respiratory distress syndrome and bronchiectasis

Prof. Edwin Chilvers, Dr Karen Cadwallader and Dr Andres Floto, University of Cambridge (£99,933)

Long term macrolide therapy for people living with COPD

Prof. Jadwiga Wedzicha, Dr Terence Seemungal and Dr Gavin Donaldson, St Bartholomew's Hospital and the London Medical School (£96,231)

Role of blood clotting factors in pulmonary fibrosis, acute respiratory distress syndrome and chronic lung disease of prematurity

Dr Rachel Chambers, University College London (£111,067)

The role of a new asthma gene (ADAM33) in baby lungs

Dr Hans Michael Haitchi, Prof. Stephen Holgate and Dr Donna Davies, Southampton General Hospital (£107,000)

Understanding pulmonary fibrosis and potential for new treatments

Dr Robin McAnulty and Dr Stephen Hart, University College London (£48,685)

Outcomes of air travel in people living with respiratory disease

This is a joint award with the British Thoracic Society to Dr Robina Coker, Dr R Shiner and Prof. Martyn Partridge, Imperial College London and Hammersmith Hospital (£29,466)

A total of 40 Travel Fellowships sponsored by either Boehringer Ingelheim or Allen & Hanburys were awarded to young researchers to attend the British, European and American Thoracic Society Conferences where they presented their work and were able to exchange their views with world experts. The awards to the British Thoracic Society conference were given jointly with the Association of Respiratory Nurse Specialists.

The BLF held a symposium on 'Why do we need to invest in more research' at the BTS Winter conference during which guest speakers Prof. Stephen Spiro (UCL Clinical Trials Centre), Prof. Duncan Geddes (Royal Brompton Hospital) and Dr Tariq Sethi (University of Edinburgh Medical School) outlined the importance of the research they had been able to carry out in their respective fields, partly through BLF grants. Respiratory disease does not receive the level of funding for research that would adequately reflect the number of deaths it causes and a concerted effort needs to be made to move lung disease up the Government agenda.





Breathe Easy supporters demonstrate outside the Department of Health at the Lung March in Breathe Easy Week 2003

This has been an exciting year as the foundations were set for Breathe Easy's future growth and development. The BLF's success in securing funding from the Community Fund has allowed us to begin this development. Also, our campaigning succeeded with the Government and health organisations bowing to pressure from Breathe Easy supporters who have been raising awareness and demonstrating across the UK.

Breathe Easy has continued to grow steadily with more patients and health professionals joining their local Breathe Easy groups, receiving the Breathe Easy magazine, the range of leaflets, fact sheets and publications. The pen-pal scheme has proved successful for hundreds of people who otherwise would have no means of support.

Breathe Easy Development

The BLF is planning to develop the Breathe Easy network substantially by increasing the number of groups it has in Wales and Northern Ireland and to establish a regional office in these areas. In January 2003 the BLF learned its application to the Community Fund was successful and would receive a grant for £294,886 to help strengthen and develop the existing patient support network of over 100 Breathe Easy groups. This will help the BLF employ seven Recruitment Officers throughout the UK whose task it is to find volunteer group coordinators for all the Breathe Easy groups.

Each group volunteer coordinator will provide support and assistance to one group and relieve some of the pressure and workload from the group's members. Many members live with a chronic illness and the help that the coordinators will bring will provide a valuable lifeline to them and their groups. It is also envisaged that this support will allow groups to continue to develop. This project will last for 18 months.

UK Breathe Easy Conference

The seventh Breathe Easy conference, supported by Zochonis Charitable Trust and Allen & Hanburys, was held at the Radisson SAS Hotel Manchester on 9 & 10 May with over 200 delegates attending, including group members and health professionals. The main focus of the conference was how the Community Fund project would help strengthen the Breathe Easy group network and how it would benefit group members. The conference programme reflected this and looked at how the groups should prepare for this change and what it would mean to them.

Delegates were treated to a range of different speakers and presentations on topics such as BLF funded lung research, the role of CHI in delivering patient care throughout the NHS, the BLF's campaigning work, the upcoming Lung Marches, information on the BTS/SIGN asthma guidelines and a patient talk on living with a lung condition.



The conference also celebrated the achievements of all involved with Breathe Easy and the BLF over the past year, by awarding the Breath of Fresh Air Awards for outstanding work.

Campaigning & Awareness

Campaigning by Breathe Easy supporters paid off this year. Supporters had been lobbying for improvements in oxygen provision and pulmonary rehabilitation throughout the year, culminating in 10 Lung March demonstrations across the UK during Breathe Easy Awareness Week. Supporters took to the streets for the BLF where petitions signed by thousands of people were handed over to local MPs, MSPs, AM's and MLAs in Liverpool, Teesside, Cannock, Chester, Malvern, Sheffield, Leicester, Edinburgh, and Northern Ireland. In Central London over 18,000 signatures were handed over to 10 Downing Street.

Prior to Breathe Easy Awareness Week, many Breathe Easy groups had taken up the challenge for World COPD Day on 20 November by presenting their elected member with a copy of the European Patient Manifesto for COPD. This set out a challenge to healthcare professionals and policy makers to work with patients to improve the lives of all Europeans living with COPD. This cam-

paign was a success, with many groups persuading their elected member to support the manifesto.

This campaign and the Lung Marches across the UK had a huge impact on the Government by reinforcing what services people with lung conditions really wanted. Days before the Lung March in London took place the Department of Health announced that ambulatory oxygen would be made freely available to all lung patients who required it. It would take some time to put the arrangements in place but the new service would start in early 2005. This was a great success for the BLF and its supporters. The Scottish Executive had already announced in January that it too would provide ambulatory oxygen to all patients who required it. Tireless campaigning by Scottish Breathe Easy groups made this possible.

Breathe Easy supporters also campaigned to improve the provision of pulmonary rehabilitation throughout the UK. Supporters wrote to and visited their MPs and PCTs encouraging them to improve these services. Hospitals and Primary Care Trust have responded to this pressure as more rehabilitation programmes have been established. The Pulmonary Rehabilitation survey produced by the BLF and British Thoracic Society in June showed this increase in provision but also highlighted the current provisions inadequacy in providing a real service to the thousands of patients who would benefit from it.

Volunteers

The Breathe Easy team was very lucky to receive volunteer assistance from Breathe Easy members, people on Government placement schemes and retired people who wanted to help out. These volunteers have helped to produce newsletters, sent supplies to Breathe Easy clubs and helped keep the database updated. Volunteers also helped make the Lung March a huge success by assisting the Breathe Easy team to co-ordinate information, make placards and ensure the logistics for such a huge event were correct.



Proud Breathe Easy Group Members receive certificates at The Breath of Fresh Air Awards

President

Dr John Moore-Gillon MA MD FRCP

Past Presidents

Sir John Batten KCVO MD FRCP
 Professor Malcolm Green DM FRCP
 FMedSci

Chairman

Dr Mark Britton MD MSc FRCP

Vice Presidents

Sir Christian Bonington CBE
 Sir Richard Doll OBE FRS DM MD FRCP
 DSc
 Sir Terence English KBE FRCS FRCP
 Richard V Giordano KBE
 Sir Richard Sykes DSc FRS
 Jeffrey Tate CBE
 Lord Tugendhat
 Professor Lord Leslie Turnberg PRCP
 FRCP
 Professor Dame Margaret Turner-
 Warwick DM PhD FRCP
 Professor Sir John Vane DPhil DSc FRS

Advisory Council

Dr John Moore-Gillon MA MD FRCP,
 (Chairman)
 Dr Mark Britton MD MSc FRCP (Chairman
 of Board of Trustees)
 Richard Reid FCA (resigned post of Hon
 Treasurer Dec 02)
 Ian Hudson FCA (appointed Sept 02, Hon
 Treasurer from Dec 02)
 Greta Barnes MBE
 Jamie Borwick
 Professor Edwin Chilvers PhD FRCPE
 FRCP
 Professor Paul Corris FRCP
 Professor Tim Evans BSc MD PhD DSc
 FRCP FRCA EDICM FMedSci
 Anthony Fry (to Oct 02)
 Dr Jonathan Goldman MD FRCP
 Professor Chris Haslett BSc MBChB
 FRCP
 Dr William Holmes MRCP FRCGP
 Dr Mike Morgan MD FRCP
 Dr Fiona Moss MD FRCP
 Dr James Paton MBChB MD MRCP
 Professor Robert Stockley MD DSc FRCP
 Dr Anne Thomson MD FRCP FRCPCH

The 2002 – 2003 financial year showed a decrease in total income as legacy income returned to normal levels after last year’s exceptional £500,000 increase.

Income was £2,798,184 (2002: £3,239,829), a decrease of £441,645 (14%) from last year. Income headings with significant differences in the year were legacies down £499,350, trusts down £105,995 and companies up £85,500.

Research Grants expenditure was £929,707, a decrease of £94,769.

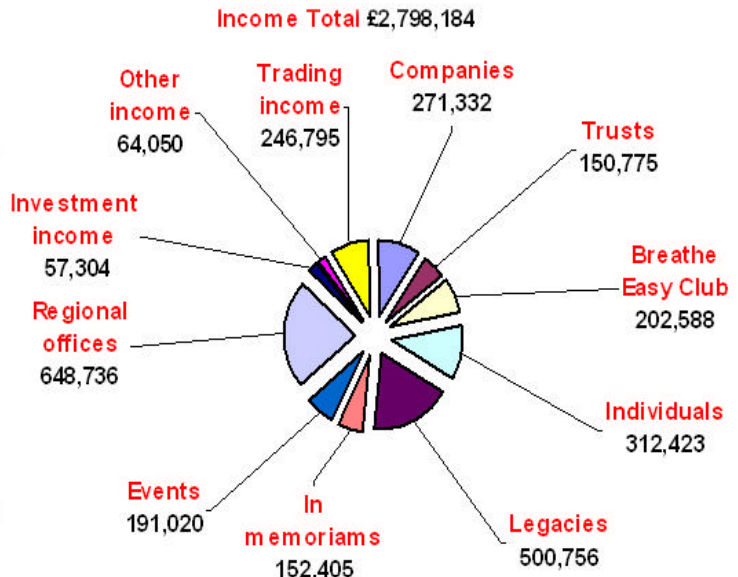
In total the Direct Charitable expenditure was £2,305,754 (2002: £1,994,377), an increase of £311,377 (16%). The definition of Direct Charitable Expenditure includes expenditure of the Breathe Easy Club, and the salaries and expenditure of staff directly involved in delivering the charitable objectives.

Fundraising expenditure has decreased to £623,952 (2002: £807,527), a decrease of £183,575 (23%). This has been due to a refocusing of fundraising strategy and expenditure, and a more accurate allocation of overheads to departments delivering the charitable objectives.

Total expenditure exceeded total income by £278,247 as it included the distribution of £195,117 income brought forward from last year.

Our aim is to continue refining our fundraising strategy to increase our income while maintaining a tight control on expenditure, in order to maximize our expenditure on our charitable activities.

Total Income from Breathe Easy supporters across all income categories amounted to £176,481 – 7% of all income.





Income

The Glaxo Chair

This was held by Professor J Lamb at Edinburgh University, but is currently vacant. The Chair will be awarded again in the next year. The investments in this permanent endowment fund are under the administration of JP Morgan.

Management Fee

This represents money charged to the Foundation's trading company, BLF Trading Ltd, for the use of staff and premises paid for by the charity.

Expenditure

Research Grants

Most grants are awarded for 2-3 years. The full amount of each grant awarded in the year is included, with payment made evenly over the life of the grant.

Publicity, Education and Patient Literature

This relates to information leaflets and literature on issues concerning lung health sent to health professionals, people with lung disease and other individuals.

Breathe Easy

Salary and office costs of Breathe Easy support staff and all of the 120 Breathe Easy groups.

This summarised information has been extracted from the audited financial statements. These financial highlights may not contain sufficient information to allow a full understanding of the financial affairs of the charity. For further information, the full accounts, the auditor's report on those accounts and the Report of the Council should be considered. Copies of these will be available from the registered office once approved by Council in December 2003.

Professor Neil Thomson MD FRCP (Glasg & Lond) (to Sept 02)

Adrian Vickers

Professor Moira Whyte PhD FRCP (from Sept 02)

Board of Trustees

Dr Mark Britton MD MSc FRCP (Chairman)

Richard Reid FCA (Hon Treasurer)(to Dec 02)

Ian Hudson FCA (appointed Sept 02, Hon Treasurer from Dec 02)

Anthony Fry (Vice Chairman)(to Oct 02)

Jamie Borwick (from Sept 02)

Dr Noemi Eiser MD FRCP

Christine Fehrenbach RCN

Dr Brian Harrison MA MB FRCP

(Lond) FRCP (Edin) FCCP

Dr Warren Lenney MD FRCP FRCPCH DCH

Gregor Michie CA LI.B

Dr Mike Morgan MD FRCP

Phyllida Pyper MA (Oxford)

Dr Louise Restrict MD FRCP

Professor Monica Spiteri PhD FRCP

Max van der Schalk

Dr Robert Winter MD FRCP (to Sept 02)

Scientific Committee

Professor Neil Thomson MD FRCP (Glasg & Lond), (Chairman)

Mr Michael Bowker BSc MEd MRSC CChem

Professor John Britton MD MSc FRCP

Dr Rachel Chambers PhD

Dr Ratko Djukanovic MD DM FRCP

Dr Mark Elliott MA MD FRCP

Dr Richard Hubbard BSc MBBS MRCP DM MSc

Professor David Lomas BMedSci

BMBS PhD FRCP FMedSci

Dr Robert Miller MIBiol FRCP

Dr Duncan Rogers PhD MIBiol

Mrs Jane Scullion SRN

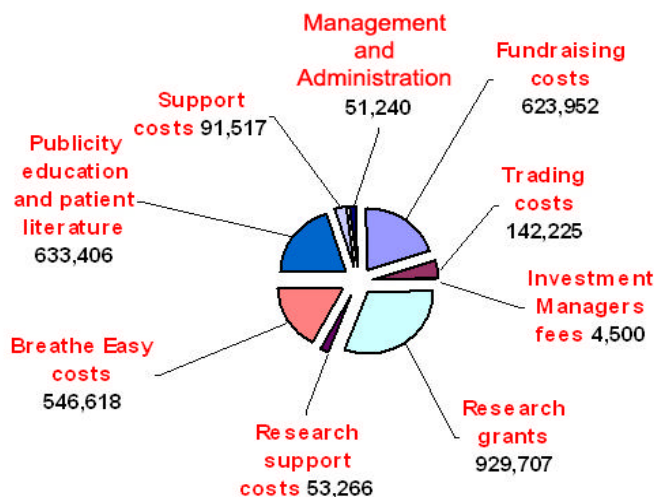
Dr Tariq Sethi BSc ME

Professor Rosalind Smyth MA MBBS FRCPCh MD

Dr Athol Wells MBChB FRACP MD

Professor Moira Whyte PhD FRCP (Vice Chair)

Expenditure Total £3,076,431
Total direct charitable expenditure £2,305,754



Scottish Committee

Dr Ken Anderson – Chairman
Mark Mulholland - Treasurer
Dr Christine Bucknall
Jim Lapsley
Dr Charles McSharry
Dr Douglas Morrison
Professor Ken Donaldson
Robin Hagman
Allan Hogarth
Dr Alastair Innes
Dr James Paton
Dr Soong Tan
Dr George Morris

Campaigning

Campaigning this year culminated with the Lung March attended by around 100 members representing every Scottish Breathe Easy group. The marchers handed in the petition of 3,687 signatures to Michael MacMahon MSP (Convenor, Public Petitions Committee) calling for the provision of ambulatory oxygen and pulmonary rehabilitation. The march attracted interest from MSPs, television, print media and radio. As a result, BLF Scotland gave evidence to the Parliamentary Petitions Committee and received an assurance from the Minister for Health that ambulatory oxygen “would be available on GP prescription by the end of the summer”(2003). The BLF is working hard to ensure that this provision is the best possible system for people requiring oxygen in Scotland.

Raising Funds

Towards the end of the year BLF Scotland began to develop relationships with a range of trust, corporate and statutory funding bodies to ensure long term sustainable income. The team were delighted to receive funding late in 2002/3 for British Lung Foundation Scotland branded notice boards in respiratory clinics across Scotland. Already available in England and Wales, these boards will provide a fantastic way for the Breathe Easy groups to disseminate information and raise the profile. The year also included a successful programme of events such as the Crofton Cup Golf Day and this year's high-

2002 -2003 has been an exciting year for BLF Scotland. In April a new team was recruited at the office in Glasgow with Andrew Powrie-Smith joining as Head of BLF Scotland and Wendy Halley as Breathe Easy Development Officer. Lesley Norbak joined Fiona McEwen to complete the administration team.

BLF Scotland continued to develop its reputation as the leading voluntary organisation in the respiratory field with receptions on COPD held in Edinburgh, RSV at the Royal College of Physicians in Glasgow and the Autumn Lung Symposium also at the College which this year focused on Asthma.



Michael MacMahon MSP receiving the petition from Breathe Easy members on the Lung March.

light - the Scottish Red Balloon Ball. Sponsored by Boots plc, GSK and Allied Distillers, the ball made over £15,000 and the team of 20 volunteers made sure that the evening was thoroughly enjoyed by all.

There is great potential for BLF Scotland to build on this year's developments over the coming 12 months. The exciting Community Fund supported project has begun to recruit volunteers to assist the Breathe Easy groups. Three new Breathe Easy groups are in the process of being developed and there has been excellent progress in raising the profile to the public, funders, Parliament and the Executive. The future looks bright.



Volunteer jazz band Phoenix Jazz entertained the guests at the Red Balloon Ball in October 2002

Breathe North

Executive Committee:

Dr Tim Peel - Chairman until September 2002
 Dr Chris Stenton - Chairman from September 2002
 Dr Kevin Connolly
 Professor Paul Corris
 Mary Dryden
 Professor John Gibson
 Mike Gilbert
 Sister Karen Heslop
 Marguerite Myers
 Dr Ian Taylor

The Breathe North region of the BLF covers North East England and North Cumbria and extends from South Yorkshire to the Scottish border. The region had an eventful year starting with the breathtaking Tyne Bridge Abseil in July. Other fundraising events included the Red Balloon Ball, a Queen of Hearts casino night and a Golf Day at De Vere Slaley Hall. A new event was introduced in June with the Lung Run – a family fun run through the “green lung” of the City of Newcastle, Jesmond Dene. This inaugural event attracted 400 runners of all ages and raised over £6,000.

Volunteers

Volunteers have played an important role in the region’s activities and Breathe North is fortunate to have volunteers helping in the office with general day to day activities and projects like the Toner Donor Scheme (recycling computer printer cartridges); hospital charity stalls and serving on the Breathe North Executive Committee, Events Committee and Golf Committee. This year two volunteers from the Inland Revenue, volunteering through Community Works, joined the team for 150 hours each: Chris Kerr produced a newsletter and Catherine Batey organised the Lung Run.

BLF volunteer fundraiser, Mrs Chris Knighton, celebrated the first anniversary of the launch of the BLF Mick Knighton Mesothelioma Research Fund by announcing the year’s fundraising total of £45,000, almost half way to

Chris’s target £100,000 – a tremendous achievement by Chris, her family and friends in memory of her husband, Mick, who died from this distressing condition.

Senior Breathe North volunteer, Dr Tim Peel retired as Breathe North Chairman, having established the Breathe North Appeal in 1988. The Appeal raised £700,000 to build and equip the Sir William Leech Centre for Lung Research at Freeman Hospital, Newcastle upon Tyne. He developed Breathe North into the successful BLF region it has become and handed over to Dr Chris Stenton in September 2002. Dr Kevin Connolly, also retired in January 2003 after 15 years. The BLF is very grateful to both for their many years of service.

Breathe Easy

Breathe Easy groups in the region continue to flourish with the volunteer support of health professionals and group members and their families. Many Breathe Easy supporters have overcome some of the daily challenges of living with a lung condition to run successful groups in their local communities; tirelessly campaigning for better services locally and nationally; and raising significant funds for lung research.

A huge thank you is extended to everyone who has helped make this year a truly breathtaking one.

Regional Committee

Dr John Williams -
Chairman
Jeff Hall - Treasurer
Dr W M Mackean
Doreen Russell
Dr Robert Angus
Dr Shona McCallum
Dr Paul Walker
Fiona Hilton
Jan Batten
Dr David Heaf
Dr Niki Severson
Sal Ferrigno
Carole Kelly



The Liverpool Lung March was one of the highlights of the year within the region.

Among the memorable highlights of this year are the lung march held in Liverpool and Breathe Easy Chester's float in the Lord Mayor's Parade. The Liverpool Lung March was organised by the Halton, Liverpool North & South and St Helens groups. The Lord Mayor of Liverpool, the Chairman of the BLF North West and the MP for Crosby received the petitions and addressed the march. It was the most satisfying public relations event that has been held in the North West.

Fundraising

Events this year included: parachute jumps, rafting through rapids, abseiling, the Manchester Women's Run and a zip slide at Aintree Race Course. The annual restaurant evenings attract a lot of interest and are always fully subscribed.

Annual Lecture

The Annual Lecture was given this year by Professor Wedzicha on COPD at the Liverpool Medical Institution and was oversubscribed. Boehringer Ingelheim supported this event and also gave a Travel Award to Dr Steven Scott.

Communication

Local radio stations were very interested in the work of the BLF in the region with interviews on GMR, Asian Radio, Century Radio, Buzz Radio, Dune Radio. BLF North West had stands at various exhibitions throughout the region in hospitals, shopping centres,

libraries, and community centres.

Breathe Easy

The Breathe Easy groups have been active organising the lung march, coffee mornings, sponsored bicycle rides and social evenings. The groups were well represented at the Regional Day at Liverpool Football Club and the National Conference in Manchester. A member of the St Helens group was featured in the Christmas Raffle Appeal for the British Lung Foundation nationwide. During Breathe Easy Week 2002 the Liverpool North group held a very successful balloon launch with one of their balloons being found in Poland and the BLF were able to gain some good publicity with the lady who had bought the ticket, whose daughter had Cystic Fibrosis.

Many groups held successful meetings with their MP's, resulting in questions being asked in Parliament and letters sent to the Minister for Health. The groups have been active in raising awareness of lung disease by giving talks to the local Pulmonary Rehabilitation programmes, being involved with patient groups at their hospitals and being on the PCT committees.

The work of the Foundation in the North West relies upon the unstinting support and loyal hard work of the volunteers who help in many different ways – organising events, helping in the office and running the Breathe Easy groups.



The start of the 10th Lung Run in Sutton Park, Birmingham

Regional Committee

Ron Crowdy - Acting Chair and Treasurer
 Michael Darby
 Dr Sue Hill
 Hilary Prowse
 Dr Warren Perks
 Wendy Moore
 Morna Brazier
 Lorna Gavin
 Rachel Booker
 Prof Sherwood Burge
 Dr Peter Weller
 Andrew Wilkinson

The last year saw the growth of the Midlands region. Net income saw an increase to £81,000, which was 26% above target. Our Breathe Easy groups increased to 16, coverage on local radio was up 50% and our supporters database showed dramatic expansion. The highlight of the year was the 10th Birthday Lung Run which saw a record field of 2,400 runners and over 100 volunteer stewards raising around £32,000. Additionally, we were proud to achieve the Investors in People benchmark this year.

Fundraising

It has been an excellent year, our major successes being the Lung Run, the Golf Day, the Sports Dinner, the Professor Carl Chinn Lecture and Jazz in the Garden. Once again, several events were organised by volunteers. In Memoriam donations have been good and the Breathe Easy groups contributions have risen.

Publicity

There has been BLF exposure on local radio stations including BRMB, Radio WM and Saga Radio. Support has also been received from many regional celebrities including Gary Newbon, Ron Atkinson, Andy Townsend, Llewela Bailey and Don Maclean.

Regional Committee

The region has had three chairmen in the last year: Andrew Manning Cox resigned through

ill health, Professor Jon Ayres took up a new post in Aberdeen and since December our Treasurer Ron Crowdy has been acting chair. The Midlands region thanks them all for their contribution to our development.

The Committee has welcomed four new members: Lorna Gavin, Rachel Booker, Professor Sherwood Burge and Andrew Wilkinson. There is now a full complement of members and an active and effective Events Committee.

Staff and Volunteers

In addition to the committee, the region has a loyal band of volunteers helping in our office who are also greatly appreciated. Additional volunteers come in on an adhoc basis to stuff envelopes for major mail shots, and there are 100 volunteers who help at the Lung Run, as well as those who shake tins at street and supermarket collections.

Thanks to the region's treasurer there is now an accounts system which works extremely well.

This is the first year that the region has had two members of staff who share 37.5 hours per week; Regional Manager John Latham has been supported in the work of the BLF in the region by his colleagues Cathryn and Sara. This has enabled development of new desk based initiatives and that requests for information from the public can be actioned more.



Regional Committee:

**Nick Thornely -
Chairman**
**John Hollingdale -
Treasurer**
Theresa Barnett
William Hull
Dr Adrian Kendrick
Dr Nabil Jarad
Sarah Manns
Phyllida Pyper



© Dorset ECHO

Breathe Easy Dorset donated two Pulse Oximeters and a spirometer to the Dorset Country Hospital. Pictured left to right: Alex Hilcox-Smith, Oncology Nurse Roger King - Chair, BE Dorset Karen Gardiner - Respiratory Nurse Dr Will McConnell, Respiratory Consultant Mrs Christine King of BE Dorset

2002 – 2003 has proved to be a great year of change for BLF South West (BLFSW) at all levels.

In the early part of the year, the region welcomed the very enthusiastic arrival of the new Committee, chaired by Nick Thornely.

Together, they have already actively provided the BLFSW team with a wealth of experience from across the sectors and particularly from within the local health and medical arena. It is indeed pleasing to receive such very strong support and the BLF is most grateful to them for their time and commitment.

Sadly, the year also saw the departure of Sue Rumbelow as Regional Manager, along with her assistant Penny. This particular period left the region with a limited amount of support for a number of weeks while a new team was recruited; the Breathe Easy members were extremely patient and supportive during this unavoidable transition period.

Developing the South West

May 2003 began with the arrival of Adam Tugwell as the new Regional Manager, along with Jenny Carter as one of the new

Regional Assistants, soon followed by Jean Goddard as the other. Adam spent the remaining weeks of the year getting to know all about the South West region and the Breathe Easy groups, then working with the support of the Chief Executive and Regional Committee to deliver a new plan for the development of BLFSW.

Breathe Easy

However, changes at the BLFSW office did not slow the momentum of the South West Breathe Easy groups and all have been busy in one way or another drumming up support for BLF. Groups have worked hard to support the local medical community throughout the year. Notably, BE Dorset provided two Pulse Oximeters and one Spirometer for the Dorset County Hospital, BE East Devon provided three Pulse Oximeters for the use of peripartetic Consultants in the Devon area and BE Plymouth supported their local on-call doctors with the donation of two Pulse Oximeters. BE North Devon has also made donations of equipment to the value of £1,500 to the local medical community and like all of the groups, have been very active in their fundraising efforts. All the groups are to be congratulated on their achievements throughout the year.

Fundraising

In October 2002 the Southern Counties region hosted another successful British Lung Foundation/Colin Montgomerie Golf Day at Sunningdale Golf Club. Many celebrities from the worlds of sport and entertainment were present and, with generous corporate support, the event raised £60,000. Raising our profile in the community has been a priority and our red balloons were in evidence at the Surrey County Show where we had a stand and also at the Loseley Park Balloon Festival. We have also had stands at Spring Fairs and other local community events. This year we have had great success in attracting media coverage with both local press and radio stations mentioning our events. A parachute jump by a disc jockey on a Kent local radio station resulted in both media coverage and requests for applications forms from more would-be 'jumpers'.

Supporters across the region have taken part in sponsored activities such as a Dragon Boat Race at Surrey Quays, It's a Knockout and an abseil, ship-to-shore from HMS Belfast.

Breathe Easy

Successful lobbying of their MPs by Breathe Easy groups has resulted in an expansion in pulmonary rehabilitation programmes in which there has been considerable involvement by the Regional Manager and Breathe Easy groups who have recruited new members there. The increase in these programmes has also led to requests for the setting up of new Breathe Easy groups, the first of which, Breathe Easy Bognor, was launched in the summer.

Breathe Easy groups have been very active, both in their communities and in fundraising, making a considerable contribution to funding research and also in donations to their local communities. They have held garden parties, fetes, coffee mornings and raffles to raise money and have organised outings, lunches and parties as social events. As well as holding events during Breathe Easy Week, some groups travelled to London to join in the Lung March and developed a taste for demonstrating and demanding their rights!

Volunteers

Volunteer fundraisers have played their part in Southern Counties' successful year. Some local fundraising groups have been established, such as the one based in Richmond, Surrey, which held a number of events and raised £3000 for lung research.

Environment

We have played our part in caring for the environment whilst raising money as we have expanded our toner cartridge recycling scheme. Many more schools and businesses all over the Southern Counties region have become 'Toner Donors'.

Regional Committee

Dr Geoffrey Knowles - Chairman
Geoffrey Tregaskes - Treasurer
Pauline Hedges
Vicky Knowles
Mollie Jackson
Dr Richard Russell
Diana Sparkes
Elizabeth Whybourn



Champion golfer Colin Montgomerie hosted his annual Golf Day at Sunningdale in aid of the BLF in October 2002



Jane Hutt, Health Minister in the Welsh Assembly, together with Helena Shovelton, BLF Chief Executive and a keen young supporter at the Little Lungs are for Life event at the Welsh Assembly in Cardiff.

Announcing BLF's new special supporter

In May 2002 Dame Judi Dench agreed to become a BLF Special Supporter following the death of her husband, Michael Williams, from lung cancer. Dame Judi explained her decision:

"Even though I have a personal experience of how devastating lung cancer is I wouldn't know where to start with advising people on how to cope if their husband or wife had been diagnosed with the condition. I coped because of Michael, not for Michael – his strength of character was inspiring. It is excellent that the British Lung Foundation exists because its work is so important to help families like mine – the charity not only highlights the many lung illnesses and how to cope with them, but also offers advice on how to avoid them."

Dame Judi started off her support by donating the fee she received when launching a ship and followed up by securing a private screening of the autumn 2002 James Bond film, in which she played M, for the BLF.

And thanks to all BLF's celebrity supporters who've helped in a variety of ways throughout the year: Colin Montgomerie, Mark Foster, Dr Hilary Jones, Ron Atkinson, Zinzan Brooke, Ronnie Corbett, Gary Lineker, Matthew Pinsent, Clive Tyldsley, Clive Woodward, Des Lynam, Jeremy Beadle, Bruce Forsyth and Ian Wright.

An Evening with James Bond

The BLF was proud to host a special screening of the James Bond film *Die Another Day* at BAFTA in November 2002. Dame Judi Dench attended the event and met some of BLF's most committed supporters. A drive in the Aston Martin used in the film was on offer as a raffle prize!

Corporate support on the increase

2002/03 saw an increase in corporate support for the British Lung Foundation and a continuing trend away from philanthropic unrestricted donations towards gifts in kind and support of specific projects. A full list of corporate supporters is given on the back of this publication but the following have been particularly noteworthy initiatives: **Abbott Laboratories** made their first of 3 annual donations towards BLF research and sponsored BLF's Little Lungs are for Life campaign in October 2002; **Allen & Hanburys** made their final donation towards a 3-year Research Fellowship and sponsored the Breathe Easy Conference; **AstraZeneca** sponsored the James Bond screening and the spring 2003 edition of the Breathe Easy magazine; **Boehringer Ingelheim** and **Pfizer** sponsored a press conference for World COPD Day 2002 and a further COPD press conference in Scotland in February 2003; **Schering-Plough** sponsored BLF's new leaflets for patients about the BTS/SIGN Asthma Guideline; **TMP** carried out a complete overhaul of the BLF website;

Vitalograph continued with their very successful sales promotion benefiting the BLF with their BLF-branded mouthpieces for lung function testing.

Love your lungs

The Flora London Marathon was once again BLF's biggest single money raiser, topping last year's record by bringing in £38,315. The reception was held at the RAF Club where students from the Claire Maxwell Hudson School massaged exhausted legs! Keeping up the healthy lungs theme, 20 people took part in the Flora Light Women's Challenge and 13 in the London 10k run.

All that jazz

George Melly provided the entertainment at London's 606 Club at a special event in June 2003 in aid of the BLF and St Mary's Hospital. 122 people came along, raising over £8,000.

Little Lungs are for Life

October 2002 saw the BLF's first ever campaign to raise awareness of babies' fragile lungs and the dangers of illnesses such as Respiratory Syncytial Virus (RSV). The 'Little Lungs are for Life' campaign reached over 6 million people through newspaper articles, a radio advert and on-line features. Awareness events were held in five hospitals around the UK as well as in the Welsh National Assembly.

Legacies – breathing life into lungs

In 2002-03 the British Lung Foundation received just over £500,000 in legacy gifts from our supporters. Leaving a gift in your will to support the work of the British Lung Foundation is the most meaningful of all gifts. It is a commitment to the long term aims of the charity – a commitment to help to change for the better the outlook for all people with lung disease. The legacy gifts we have received in 2002-03 have funded a large portion of our research work. Without them, much vital research would not have been possible.

Breath of Life

Rod Merrifield died in December 1999 from Fibrosing Alveolitis. In order to keep his memory alive his wife, Pam, and his two daughters Tracey and Kate have dedicated themselves to raising money for the British Lung



Dame Judi Dench and BLF Chairman Dr Mark Britton at the special screening of the film Die Another Day

Foundation. 2002-2003 saw them particularly busy. At the 'Cuckoo Fair' in their village they held a charity sale and raffle which was a great success. To date they have raised £4,302 in memory of Rod.

Like Pam, Tracey and Kate, many other families and friends of people lost to lung disease hold fundraising events and make donations in memory of their loved ones. To recognise this special form of fundraising the British Lung Foundation has introduced its 'Breath of Life' Funds. These are individual tribute funds for people like Rod Merrifield, into which family and friends can make donations. The 'Breath of Life' Funds are a way for people to raise money for the British Lung Foundation's work whilst keeping the memory of their loved one alive.

Volunteers

The fundraising department has been hugely boosted this year by overseas placements, graduates and people that have helped us after being made redundant. They have researched into companies to obtain donations for events, acknowledged donations, administered payroll giving, updated databases and provided vital assistance in the administration of the London Marathon. Their assistance has been invaluable and helped the fundraising team to run some very successful events and optimise its communications with supporters.





2002/2003 was a very successful year for the press team at the BLF. It started with a change of staff - Sue Knight joined in August 2002 as Head of Public Affairs. Much of the year involved building relationships with journalists, celebrities and MPs to firmly establish the BLF as THE lung charity.

Cannabis: A Smoking Gun?

In November 2002, the BLF achieved its biggest ever media success with the release of Cannabis: A Smoking Gun? The report was a review of existing research and highlighted startling statistics such as smoking three cannabis joints a day causes the same damage to the lining of the airways as 20 cigarettes. Additionally, the tar from pure cannabis which is smoked is up to 50 per cent more carcinogenic than tobacco. These shocking facts engaged the world's media and the spotlight was on the BLF. Coverage was gained on all major UK radio stations, BBC TV News, Channel 4 News, Sky News, The Times, The Daily Telegraph and The Guardian. In total a minimum audience of 10 million was reached with the debate caused by this controversial report continuing for several days. The story was carried in nine other countries across the world.

Do u get r MSG?

As a result of the huge impact the cannabis report had, the BLF greatly improved it's public image as a young and vibrant charity and increased public awareness of lung disease. Three months later the charity carried out it's first SMS campaign when 30,000 young adults aged between 16 and 25 were sent text messages reading: **do u think cannabis is as bad 4 ur lungs as tobacco? reply yesBLF or noBLF (@ normal rate) 4 more info visit www.lunguk.org British Lung Foundation**

The messages were sent to 5,000 people in each of the following towns over a period of two weeks: Brighton, London, Cardiff, Glasgow, Belfast and Norfolk. The responses were monitored by region and the results were very close with almost half realising the dangers of smoking cannabis, and half completely unaware of any harm. The most

responses came from Norfolk, and only in London did more people think cannabis was safer than thought it was dangerous to the lungs. Recipients in Cardiff had the best knowledge of the risks of smoking cannabis.

Both these campaigns were funded by Section 64 grants from the Department of Health and have put the BLF firmly on the map as an authority on all aspects of lung health to the media and Government.

World COPD Day

2002 saw the first ever World COPD Day. Initially promoted by ENCPA, a European non-governmental organization which developed a COPD Manifesto, World COPD Day was marked enthusiastically throughout the BLF. Breathe Easy groups around the UK contacted their local MPs to promote the COPD Manifesto and BLF Head Office joined forces with Boehringer Ingleheim/Pfizer hosting a media reception to highlight the devastating impact of COPD to health journalists.

Volunteers

Without the help of some very enthusiastic volunteers this year the press team would have struggled to achieve some of the publicity successes that it has enjoyed. Volunteers have assisted in producing press releases, helped out at publicity events surrounding national campaigns and carried out research in order for the charity to respond to requests from journalists.



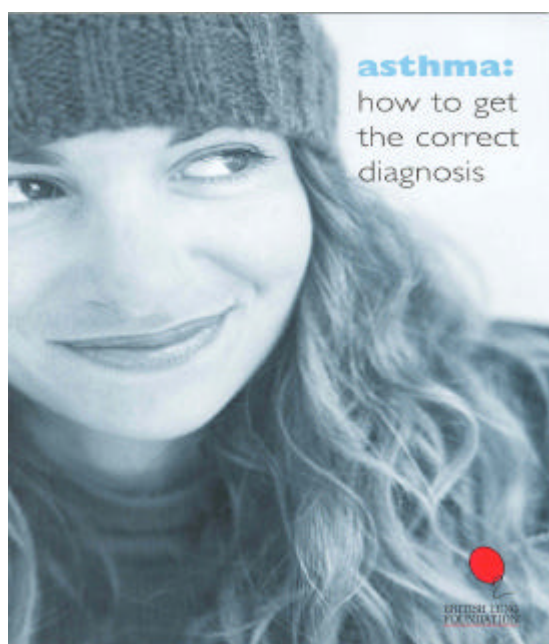
Head of Fundraising Catherine Lightfoot (left) and Press and Public Affairs Officer Rachelle Laurence meet Cherie Blair at the Labour Party Conference in September

Gus Campbell Photography

This year was the first when information formed a core charitable objective, and it was the busiest yet.

Orders rose by 14% to 2,454 and we sent out 264,514 leaflets this year, 66% up on the numbers sent in 2001/02. This consisted of:

- * 132,418 leaflets to hospitals and other institutions
- * 63,000 leaflets to BLF regional/national offices
- * 62,208 leaflets to Breathe Easy groups
- * 6,888 leaflets direct to the public



Feedback from the public has been good, with one person saying: 'This is great information, I think it should be provided in all local doctors clinics, it has helped me when it took so long to find out it was asthma.'

Online success

The BLF website – www.lunguk.org - is increasingly the tool of choice in communicating with the public. The production of *Cannabis: A Smoking Gun?* in November 2002 has been the biggest single factor in this, reflected in the 32,500 downloads from our website the day it was published. The period between then and the end of this year saw more than two million hits and 140,000 visitors: 15% up on the previous period. The site also led to just under 140,000 pieces of information being downloaded and more than 150 people joining Breathe Easy.

This year saw the formalisation of the relationship with TMP Worldwide – which oversees the site as a gift-in-kind. This resulted in the site being overhauled in April 2003. The modernised site allows the BLF to upload items, reducing delays and giving us more control over areas such as news and events.

We also increased interactivity using a dedicated page for those targeted in the cannabis text messaging campaign and we set up a link with Just Giving, enabling donations online.

Goodbye to Robert

The start of 2003 saw the departure of Dr Robert Winter, the Chairman of the BLF's Information and Publications Subcommittee. Robert chaired the Subcommittee from its inception and stood down after a promotion at work. Dr Warren Lenney was appointed as his replacement.

Volunteers

On average, the British Lung Foundation receives almost 200 requests for more than 25,000 leaflets every month from its head and regional offices. These are sent out by volunteers and there are plans to recruit more volunteers to reduce the time it takes to get leaflets to people from the current average of five working days.

New Asthma Guideline from BTS/SIGN

In early 2003 the long awaited Asthma Guideline for health professionals was launched. While fully supportive of this initiative, BLF felt that people with asthma needed to know what was in the Guideline and what this meant for them. With the help of Schering Plough the BLF produced two patient booklets – one for adults with asthma and the other for the parents and carers of children with asthma and has sent out 3,500 of each to date.

Giving you more

For the first time, a dedicated budget ensures that leaflets can be reprinted as soon as stocks run low to improve the outward flow of information. In the past, reprints have been dependent on corporate sponsorship. The new system has enabled updates of the asthma, COPD, fibrosing alveolitis and lung cancer leaflets to be printed when needed.

Corporates

Abbott Laboratories
Air Products plc
Allen & Hanburys
Allied Distillers
Allied Irish
AON
AstraZeneca
Bank of Scotland
Bayer plc
BLP (Northern) Ltd
BOC
Boehringer Ingelheim
Boots plc
Breathe North Appeal Ltd
Clement Clarke International
Creamline Dairies
Creative UK
Eli Lilly
Ferraris Medical
FreeClaim IDC
Girobank
GlaxoSmithKline
Glaxo Wellcome
Go-Ahead Group plc
Hexham & District Ex-Servicemen's Club
Holmes Place Fitness Centre
IMI Ltd
Independent Scaffolding
Intermedical
IVAX
John Murray Consulting
Johnson Matthey plc
Land Securities plc
Luxfer Gas Cylinders
Mangar International
Marks and Spencer (Metro Centre)
Merck Sharp & Dohme
Metro Centre Gateshead
Milne Craig & Corson
mmO2

Morgan Medical
Novatis
NPO Research Group Ltd
Parcels to Ireland
PARI Medical
Pertemps
Pfizer
Professional Footballer's Association
Royal Liver Assurance
Ryden
Saga FM
Schering-Plough
Space Air Solutions
The Snackpax Company
Sutton Coldfield News
Thompson Solicitors
TMP Worldwide
Tods Murray
Trusthouse Charitable Foundation
UGP Ltd
United News and Media
Vauxhall Motors
Ventiv Health Care
Vitalograph
Wise Speke (Brewin Dolphin)
Wragge and Co

Curtis Family Charitable Trust
Department of Health
Donald Forrester Trust
Emmandjay Charitable Trust
Enid Linder Foundation
Ernest Kleinwort Charitable Trust
Felicity Wilde Charitable Trust
Fides Rose Croix Chapter No. 596
Fielder Charitable Trust
Francis Winham Foundation
G M Morrison Charitable Trust
George Balint Charitable Trust
Grand Charity of Freemasons
Grand Duo Charitable Trust
Greggs Trust
Hospital Saturday Fund Charitable Trust
Inverforth Charitable Trust
J B Bibby Trust
J P Jacobs Trust
Jordan Foundation
Joseph Strong Frazer Trust
Longridge Masonic Lodge
Marston Charitable Trust
Mrs A. A. Clutterbuck's Charitable Trust
P F Charitable Trust
Peacock Charitable Trust
Rest-Harrow Trust
Schroder Charity Trust
Shaftesbury Housing
ShareGift (The Orr Mackintosh Foundation)
Stern Family Charitable Trust
Sylvia & Colin Shepherd Charitable Trust
Sylvia Aitken Charitable Trust
The Late Barbara May Paul Charitable Settlement
The Miller Foundation
Timothy Franey Charitable Foundation
Weinstock Fund
Werthwhile Foundation
Zochonis Charitable Trust

Trusts

Adint Charitable Trust
Archie Sherman Charitable Trust
Barbour Trust
Beech Trust
Benham Charitable Settlement
Birkenhead Welsh Society
Bridge Singers
Cadogan Charity
Cecile Baines Charitable Trust
Childwick Trust
Christadelphian Samaritan Fund
Cohen Foundation
Community Fund
Currey & Co

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