



## Annual Review 2007-2008

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**BRITISH LUNG FOUNDATION**

# 07-08

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People with lung disease and those who care for them often feel isolated and unsupported. The British Lung Foundation supports people affected by lung disease by providing a range of publications on lung diseases and related issues, a Helpline and Website; BLF Nurses; BLF Active exercise classes; and a network of more than 200 Breathe Easy groups across the UK.

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The British Lung Foundation works for positive change in the UK's lung health by funding world-class research, raising awareness, and campaigning to improve treatment, care and support for everyone affected by lung disease.

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*Front cover: Valerie & Stephen Dawson at the BLF's 'Meet the Patient' reception. Both are members of Breathe Easy Newcastle.*

*Photographs in this report by Tim Kavanagh and Theo Wood.*

# Foreword

Having finished another year in the BLF it is appropriate to look back and see what we have achieved and how much difference this has made to the people we are here for. Certain milestones have been reached – over 1 million leaflets requested during the year – over 200 Breathe Easy patient groups operating and the membership scheme successfully launched. So what impact does this have? We would like to think it means around 1 million people with lung disease are a little less worried by their disease and better able to cope with the problems their disease brings.

If people are better informed, go to a group and get the overall level of support that is offered by their fellow participants, the likelihood is that they are now better able to cope with a long term condition and feel considerably less isolated. If they do then this has been a year of achievement.

We are starting for the first time in the year ahead to change the way we think about all our activities and to work out the impact they have so that this time next year we will be able report on our activities in a different way.

Dominating this year has been the work on the National Strategy for Chronic Obstructive Lung Disease (COPD) in England, and the work in Scotland on managed clinical networks. The BLF is determined to ensure that people with COPD get the best possible outcomes from these two pieces of work, particularly following publication of Lord Darzi's NHS Next Stage Review. On our agenda for next year is the need to ensure that people in Wales and Northern Ireland get a similar level of focus. It is also extremely important that the BLF is not seen as an organisation which is only interested in helping people with COPD. There are 40+ other lung diseases which affect people from earliest childhood to the last stages in their life. We want to ensure they all get the help they deserve and need.

We know, from the feedback we receive, that people are finding our website helpful and the usage of the helpline is growing fast. We plan next year to apply for accreditation to the Department of Health for our information and to obtain membership of the Telephone Helplines Association. Undertaking both of these steps will show that quality is just as important as quantity to the BLF.

**Dr. Keith Prowse**  
Chairman

**Dame Helena Shovelton**  
Chief Executive

We support people affected by lung disease through the individual challenges they will face. Support is the focus of many of our activities, including our nationwide network of Breathe Easy support groups and membership scheme.

We help people to understand their condition. We do this by providing comprehensive and clear information on paper, on the web and on the telephone.

And we work for positive change in lung health. We do this by campaigning, raising awareness and funding world-class research.

Our Head Office is in London, and we have offices in Scotland (which also covers Northern Ireland), Wales and in five English Regions (South West, Midlands, North West, North, and London and South). Our Advice Service, which includes our telephone Helpline, is based in Liverpool.

The national/regional offices' main role is to provide support to people affected by lung disease, mainly through Breathe Easy groups. The offices also raise awareness of lung disease and work with health/social/political organisations to improve services for people affected by lung disease. British Lung Foundation Scotland, Northern Ireland and Wales also have a fundraising function.

### **BLF Membership scheme**

BLF Membership enables people to add their voice to the only UK charity working to help everyone with a lung condition. We keep members informed of the latest BLF news and developments in respiratory care. Membership is especially valuable for people who are more housebound because of their condition.

Members receive the quarterly magazine, Breathing Space, access to all of our information leaflets, booklets and our Breathe Easy support network.

By the end of June 2008 we had over 3,250 members, up from 2,020 the previous year, an increase of over 60%. The majority of members are people with lung disease and their carers, and around 5% are healthcare professionals.

During the year ahead we will launch a members' area of the website and an e-newsletter, and look at other ways of expanding the range of membership benefits provided.

One person in seven in the UK is affected by lung disease. Whether it's mild asthma or lung cancer, the British Lung Foundation is here for every one of them.



*Jean Thurgood – BE Croydon  
Photographer: Tim Kavanagh*



*Therese Gibson – BE Newcastle  
Talking to Stephen Byers MP*

**Our network of Breathe Easy support groups for people with lung disease and their carers expanded further this year.**

### **Breathe Easy support network**

Over the past year we opened 13 new Breathe Easy groups across the UK, bringing the total to 202 and 21 are in development. Our staff and an excellent team of volunteers help the groups to provide invaluable support for people with long term lung conditions.

The BLF PenPal scheme continues to expand, enabling people with poor mobility, who live in isolation, or who have a rarer form of respiratory disease to make contact with people in a similar position. A recent re-vamp enables direct access to the scheme via the BLF website, and has allowed us to match over 100 people since March 2008 alone.

### **England**

166 of our Breathe Easy groups are based in England. This year we hosted 20 Breathe Easy Networking days

attended by 570 volunteers who received training, information and support. A new Breathe Easy group Handbook was launched to provide additional support to volunteers.

Staff and volunteers hosted 7 Awareness raising events throughout England in hard to reach communities in the North, North West, London and the West Midlands.

In the South West, a new volunteer role of "BLF Ambassador" is being piloted, which we hope will help overcome geographical barriers and enable people to engage with, influence and support the BLF's aims and objectives from a distance.

We are very grateful to the Big Lottery Awards for All grants, which allowed 7 of our groups to raise awareness of lung disease and promote their group locally. These events also helped volunteers to signpost people onto other appropriate agencies.



**This year we opened 13 new Breathe Easy support groups bringing the total to 202 across the UK**



Brian Scullion – BE Cambridge

### Scotland and Northern Ireland

Breathe Easy groups continue to open in Scotland and Northern Ireland, with new groups in North Ayrshire and Falkirk bringing the total to 21 and other groups are in development in South Ayrshire and Leith. Other areas expressing an interest in developing new groups are Inverness, North Armagh and East Ayrshire.

The groups have been organising information stands, distributing literature and giving talks, as well as meeting with local MPs and councillors. In addition several Breathe Easy groups have members who act as patient representatives on various groups.

We have delivered input into a respiratory carers course in West Lothian, and have given a workshop session on Breathe Easy at the Scottish Primary Care Collaborative conference.

### Wales

Breathe Easy groups in Wales have been busy over the past year, getting out into their local communities to raise awareness about lung disease.

BLF Wales has also helped set up an outreach contact centre for a distance learning course on exercise for people with chronic lung disease at Loughborough, which will enable many more people from Wales to take the course. We also hope to persuade trainers who are providing GP referral exercise classes to train through the Loughborough course and to enable them to provide classes for people with chronic lung disease.



Leading by example, Wales chairman, Dr Emrys Evans, cajoled fellow consultants to raise funds by taking part in a mid Wales walk of some 42 miles. A week before Emrys had also taken part in the Swansea Stroll where he was joined by the First Minister for Wales, Rhodri Morgan. The Stroll is part of the South Wales Evening Post charity year which has chosen BLF as its partner charity.

A second grant from the Big Lottery Fund will now enable us to raise even more profile through the recruitment of a Communications officer.

### BLF Conferences

The new look annual BLF conferences were held during autumn 2007 along the theme of 'Managing your Lung Health'. For the first year the conferences were open to members of the public, with 92% of attendees saying they found the conferences good or excellent.



Carole Hoyle - BE Rochdale  
Margaret Tait - D.O BLF North  
Professor Sue Hill - CSO - Dept of Health



## Information and Publications

**Our publications, helpline and website succeeded in meeting increasing demand this year.**

### Helpline advice and support

BLF Helpline staff handled 17,089 calls in 2007-08 and gave advice and support to just over 8,000 people during the year, an increase of 27%. Call traffic was boosted in March and April by enquiries received in response to the BLF's COPD television advert, which was screened in the North East of England.

The Helpline responds to around 70 calls a day from people needing health and medical information about their lung conditions, as well as benefits advice and information about the charity. Staff also handle the growing number of enquiries received by email, as well as by letter. COPD is the most commonly requested lung condition, followed by bronchiectasis, lung cancer, sarcoidosis and idiopathic pulmonary fibrosis.



**More than 8,000 people received advice and support on our helpline, an increase of 27% on last year**

Typically, around 80% of callers had not contacted the Helpline before, which indicates that we are being successful in promoting the service outside existing BLF stakeholder groups.

Our children's service was boosted in September with the appointment of a paediatric respiratory nurse and parent counsellors to the Helpline and in December we appointed two additional part-time specialist respiratory nurses, thanks to funding from the Henry Smith Charity. The additional posts have strengthened the Helpline team and enabled us to keep up with the growing demand for health and benefits advice.

We continue to benefit on the Helpline from the contribution of dedicated volunteers, who answer many incoming calls and undertake a range of administrative work. Input from volunteers helps to ensure we meet call response targets and provide a high quality service.

Left: Nicky Piercy - BLF Parent Counsellor  
Right: Tracey Newton - BLF Helpline Advisor

During 2008/09 we plan to apply for and achieve the Telephone Helpline Association Quality Standard, which is a widely recognised national quality standard for advice services. We are also working towards increasing by 25% the number of people advised by the Helpline next year.

### COPD Telemarketing Project

The BLF applied successfully for Department of Health Section 64 funding to run a special COPD telemarketing pilot to target people who are most at risk of having or developing COPD. Drawing on the BLF's 'Invisible Lives' health mapping research (see page 14 for more information), we are working with South Tyneside PCT in the North East to target 5000 people from that area who are at greatest risk and offer them information and advice about COPD.

### BLF Publications

The BLF produces over 60 leaflets, booklets and information sheets covering a wide range of subjects related to lung disease and respiratory health. We also produce special reports for healthcare professionals and health policy makers on different aspects of lung health. Over the year we distributed 1,034,300 publications, an annual increase of 7%.

Making BLF information readily available for people affected by lung disease remains a priority for the charity. Publications can be ordered using the BLF website or by calling or writing to the charity. We also work hard to distribute patient information in hospitals and respiratory clinics, where patients might expect to access such literature. Over the year we delivered 65 leaflet display boards to hospitals across the country, taking the total in use to around 350.



The new BLF website was launched this year, allowing us to run online polls, message boards and video streaming

In 2007-08 we published new booklets on breathing tests and mesothelioma care, with both being well received by people with lung disease and healthcare professionals alike. Translated copies of the COPD leaflet were published in Bengali, Gujarati, Hindi, Punjabi, Turkish and Urdu, as part of the charity's wider efforts towards engaging with Black and Minority Ethnic groups. We also updated our TB leaflet, which is published in these same languages, and enhanced the range of information available in the Welsh language.

The medical content of BLF patient leaflets and booklets is reviewed by healthcare professionals and people with lung disease every two years, to ensure the information provided remains accurate, comprehensive and up-to-date. This two-year review will be required under the Department of Health's planned Information Accreditation Scheme standard, which the BLF is intending to apply for in 2009 when it is launched.

The BLF's new COPD Self Management Plan was launched in June and is being promoted for sale among primary care organisations across the UK. Initial interest has been very positive. We plan to add to the range of publications offered for sale by the BLF with a special exercise diary produced for people with lung disease.



We published translated copies of our COPD leaflet in six Asian languages and enhanced the range of BLF information available in Welsh.

## Website and online activity

It has been a very busy year for www.lunguk.org. The BLF's new website was launched in November, with more information and additional functionality. Importantly, the current site incorporates a Content Management System (CMS), which allows staff to update the information about their own departmental activities. This devolved approach to updating content allows us to refresh published material in a timely and efficient way, making for a more dynamic and responsive website. The new site also allows us to do many more things, such as run online polls, message boards and video streaming.

We appointed a full-time website editor in December, the first such post within the charity, to take responsibility for day-to-day management of the site and develop new online services.

In the spring we trialed an online registration system for people taking part in the Midlands Lung Run fundraising event. This was the first time participants had been given the opportunity to register for a BLF event directly using the website and over 500 runners, some 42% of the total, took up the opportunity and registered online.

Supporters can now make both one-off and regular donations, join the membership scheme, and contribute to the cost of publications via the website, which is increasing in importance as a marketing channel and income generator for the charity.



## Our BLF Active exercise maintenance classes help people with lung disease to use their lungs more efficiently

### British Lung Foundation Nurses

The number of BLF nurses has expanded from 32 on 6 sites to 41 in 12 sites around the UK over the past year. As specialist respiratory nurses, the model of care they provide seeks to shift patient care into the community and reduce hospital admissions and lengths of stay. As well as providing direct care they also help people to self-manage their conditions and are an important source of information and support to other health care professionals.

Over the last 24 months:

- 7,000 patients have been supported and received care from them
- 750 hospital admissions have been avoided
- 2,000 patients have been helped with early supported discharge
- 2,000 have had medication reviews
- 500 received end of life care
- 3,200 received education and advice
- 4,300 received oxygen assessment

The number of BLF nurses grew from 32 to 41, providing care and support to thousands of patients across the UK

### BLF Active

BLF Active, our innovative programme of exercise maintenance classes, went live this year as planned, providing much-needed support to people with lung disease. Thanks to funding from Air Products, we provided 44 instructors with bursaries to attend the Loughborough Respiratory Exercise Course, equipping them with skills to provide safe exercise classes as a follow-on to pulmonary rehabilitation.

People with obstructive lung diseases like COPD or restrictive diseases like pulmonary fibrosis find that their lungs can't do their job properly – they're unable to provide enough oxygen to their muscles and this is what makes them breathless. BLF Active class exercises help people with lung disease to use their lungs more efficiently, get more oxygen to their muscles and build up muscle strength so they become breathless.

Our growing band of trained instructors are working closely with local Breathe Easy Groups to set up classes, aided by contact centres in England and Wales.





*Sarah Agnew - BLF Nurse Advisor*

This year we published a major piece of health mapping research about Chronic Obstructive Pulmonary Disease, contained in our report **Invisible Lives**, which informed much of our public affairs activity across the UK. The report identified COPD hotspots around the UK, alerting PCOs to the scale of the problem in their area. The data gives the BLF the tools to identify and target, by postcode, everyone at risk of COPD in the UK.

### Impact across the UK

We continued to campaign for improvements in the prevention, diagnosis and treatment of people with all forms of lung disease, prioritising COPD, Mesothelioma and for the first time, lung health.

In **Scotland** the big news was the success of the BLF's campaign for Clinical Standards for COPD. Following the Scottish Government's



The Scottish government committed to the introduction of Clinical Standards for COPD following a high profile BLF campaign

commitment to introducing the Standards, a Clinical Leader has been appointed to develop the Standards. The BLF has been tasked with facilitating the development of Managed Clinical Networks (MCN) in Scotland with the help of a new BLF post funded by the Scottish government. The BLF also won government support for the development and training of COPD patient advocates to sit on the MCNs.



*Jimmie Ewing – BE Bath*

In **England** our Invisible Lives report helped our regional staff around the country to convince many Primary Care Organisations that they needed to improve services for people with COPD, and as the National Strategy for COPD moves from development nearer to implementation, we continue to play a constructive role.

The National Strategy for COPD is a ten-year aspiration plan for the NHS which aims to raise the quality of care across England for all people living with COPD; this will be the first ever national strategy for a respiratory disease in England and is due to be published at the end of 2008. Our Chief Executive has been a member of the External Reference Group for the Department of Health and co-chaired two subgroups preparing for the publication and implementation of the National Strategy.

In **Wales** the BLF instigated the formation of the Respiratory Alliance Wales, a group representing many of the major organisations with an interest in lung disease. Through this group we will keep up the pressure on government and Local Health Boards to ensure they implement the Commissioning Guidance for respiratory disease published in November 2007.

In **Northern Ireland** the BLF is part of the Respiratory Forum influencing the design of both health and social care services. This work has taken place against the backdrop of a merger of the existing four Health Boards into one Strategic Health Authority.

**Our Invisible Lives report helped to convince many Primary Care Organisations that they need to improve services for people with COPD**



*Meet the Patients Event at House of Commons  
Jean Whittel - BE Halifax and Mave Brearton - BE Dewsbury*

Left: Bill Watson - BE Spelthorne and  
Ann Keen MP Minister of Health  
Right: Chris Fox - BE East Leeds



### Chronic Obstructive Pulmonary Disease (COPD)

**World COPD Day 2007** saw the launch of another phase of our Missing Millions campaign aimed at finding the estimated 2.8 million people in the UK who have undiagnosed disease.

The focus of our campaign was the launch of the COPD health mapping data in our new report, Invisible Lives. Media coverage of the report reached a potential audience of 49 million people with strong regional coverage in the COPD hotspot areas. 38% of those who saw their GP and told us about it were diagnosed with COPD as a result of the campaign.

The campaign also saw the distribution of COPD awareness posters and leaflets to GPs around the UK, with the same materials used at more than 150 awareness events held by our Breathe Easy groups and Health Professionals – one, in Islington, attended by **Health Minister Ann Keen**. (see photo above left)

A parliamentary dinner briefed MPs about Invisible Lives and an online campaign saw 8 MPs signing an Early Day Motion welcoming the Report.

Throughout the year Support and Development Managers in England met with SHA and PCT respiratory leads, promoting the forthcoming National Strategy for COPD, Invisible Lives, and the BLF Charter, and our Public Affairs team met MPs in the Invisible Lives hotspot areas to engage their support in making COPD a local priority.

A Department of Health Section 64 grant has enabled 95 service user representatives from 88 BE groups throughout England to engage at local level promoting respiratory services of excellence. This is a growing priority area for the BLF as we work towards welcoming the National Strategy for COPD later this year. One of our User Representatives, Chris Fox from Breathe Easy Leeds, has been particularly busy this year. He sits on the Patient group contributing to the development of the National Strategy for COPD, has contributed to several national focus groups, and is a member of many PCT panels and committees in the Leeds area. He capped off this year with a rousing speech about pulmonary rehabilitation at the Meet the Patients event at Westminster in June.

To date 70% of PCOs have highlighted Respiratory services, including COPD, within their Local Delivery Plans.



Media coverage of our World COPD Day campaign reached a potential audience of 49 million people



*Mike Gayle - BE Croydon - following a successful lung transplant*

Left: Rt. Hon Ann Widcombe MP at the BLF's Lung Health Awareness Day at the House of Commons

Right: Sir Peter Soulsby MP, Glennys Fountain, Kelvin Hopkins MP, Helena Shovelton, Elisabeth Mellonie and Prof. Ruth Endacott presenting the BLF Charter to No. 10



We launched our Lungs of the Year award this year, part of our media work promoting the importance of lung health.

### Lung Health

This year's Lung Health Awareness Day at the House of Commons saw 91 MPs take to an exercise cycle to help promote the benefits of lung health. MPs and House of Commons staff were also given the opportunity to have their lungs tested throughout the day.

This year's Breathe Easy Week campaign saw the BLF launch its Airway Code as part of its Big Breaths campaign. The importance of exercise for lung health was a major theme of media work, with improved access to Pulmonary Rehabilitation and follow-on exercise classes the focus of Meet the Patient events at the House of Commons and the Welsh Assembly. At the Westminster Event, Health Minister Ann Keen, the Department of Health's COPD National Strategy team and 13 MPs were lobbied by 44 Breathe Easy members who had travelled from all over England for the occasion. The event followed the delivery of 12,000 signatures to Downing Street in support of the BLF Charter collected throughout the year.

In Cardiff Breathe Easy representatives buoyed up by their success in persuading the Health Minister to provide ongoing funds for oxygen assessment came from across Wales to lobby Assembly Members on Pulmonary Rehabilitation services, which are either over subscribed or virtually non-existent in large swathes of Wales.

72 Members of Parliament, 34 Members of the Scottish Parliament and 7 Assembly Members respectively signed an Early Day Motion, Scottish Opinion and Welsh Statement of Opinion supporting Breathe Easy Week.

Ten celebrities were recruited to support the Big Breaths campaign and two – England ladies football captain Kelly Smith and singer Jonathon Ansell – were awarded the BLF's Lungs of the Year Award for the fantastic use they have made of their lungs over the past year. Both were presented with a framed photograph of a beautiful lung sculpture donated by award-winning artist Annie Cattrell.

Following our work with the government to improve the Home Oxygen Service, Breathe Easy members now describe the Service as excellent, very good, or good





James Cracknell, OBE - Gold Medallist Rower



Kelly Smith, MBE - Arsenal & England football player won the BLF's Female 'Lungs of the Year' award

### Home Oxygen

Our efforts to work with the government to improve the Home Oxygen Service paid off this year. We were pleased to report that a survey of our Breathe Easy members showed that on the whole people now describe their experience of the Home Oxygen Service as excellent, very good or good.

### Action Mesothelioma

This year's Action Mesothelioma Day Campaign successfully took forward the Action Mesothelioma Charter once again. Following our publication of the issues highlighted in our report An Unnatural Death, we produced

best practice guidance, supported by the Coroners' Society, on services for people bereaved Mesothelioma. We also produce guidance for clinicians, supported by the BTS, on how to prepare relatives for coroner's procedures following bereavement and lobbying by the BLF succeeded in ensuring Mesothelioma is specifically mentioned in the government's forthcoming Charter for the Bereaved. A BLF survey of cancer networks monitored implementation of the new Mesothelioma Framework in England and called for similar guidelines in Scotland and Wales. The Health and Safety Executive also praised the BLF for its media campaign which achieved 360 items

of national and regional media coverage, raising awareness of the dangers of asbestos amongst a potential audience of just over 132 million people. The Health Minister, Work and Pensions Minister, Justice Minister and Cancer Czar heard and spoke about all these initiatives at the BLF's Action Mesothelioma Day Parliamentary Reception, which was attended by 92 people, including 58 MPs.

### COPD Project

The BLF's COPD Project, funded by an educational grant from GlaxoSmithKline, really took off this year. Its aim is to raise awareness of COPD, share information and build up momentum to the launch and subsequent implementation of the National Service Framework (NSF) for COPD in England.

Meet the Patients - Norma Scullion -  
BE Cambridge



## The COPD project successfully delivered 30 public awareness raising events between April and December.

### Awareness

With additional funding from a Department of Health Section 64 grant, the COPD Project successfully delivered 30 COPD public awareness raising events between April and December 2007. The events, held mainly in shopping centres throughout England, offered information and lung testing to the general public. Over 13,000 people visited the stands over the first 30 events, and nearly 1000 people were given a form of lung testing. Over 18% were referred to their GP for follow up tests.

The project has been awarded a further Section 64 grant for 2008-2009. This has allowed us to plan a further 17 awareness raising events in COPD 'hotspots' identified through the Invisible Lives Report. Three events took place in June 2008, including one at the Body World exhibition at the Museum of Science and Industry in Manchester which aimed to raise awareness of the early warning signs of COPD amongst a younger audience.

### Information exchange

Seven Patient and Carer Forum workshops were held across England throughout July and August 2007 to canvass the opinions of people affected by COPD on improvements relevant to COPD services. This led to a patient and carer virtual forum being established in Spring 2008 to gather views and consider how members can support implementation locally when the National Strategy is published. Regular newsletters are sent to members via email or the post and by June 2008, over 110 people had signed up.

We also established a Health and Social Care Forum, another virtual forum providing health and social care professionals, commissioners and PCT managers with information about how to prepare for the implementation of the NSF. It will also facilitate the exchange of information and share good practice in COPD care. Over 300 health care professionals joined in the first 3 months of the forum being set up.

We have also successfully facilitated regular meetings between the Pharmaceutical Industry, Medical Devices Manufacturers, and the oxygen companies to discuss issues relevant to the COPD National Strategy.

## Research

The British Lung Foundation has made a significant investment into UK respiratory research again this year, spending nearly £1 million pounds on a variety of exciting new research awards.

### Childhood asthma and oral steroids

During the year we were able to announce the preliminary findings of research showing that children with severe asthma may not need such high doses of oral steroids if their illness is monitored and managed differently. Early results of the research showed that the number of rescue courses of oral steroids could be reduced by a third.

BLF researchers found that testing the phlegm, fluid and gases breathed out by children with severe asthma was a simple and effective way of monitoring inflammation. The tests could easily be introduced into routine clinical practice and allow clinicians to safely reduce some of the high doses of oral steroids which children with asthma are currently prescribed.

The study was carried out by a team led by Professor Andrew Bush at the Department of Paediatric Respiratory Medicine at the Royal Brompton Hospital NHS Trust and the National Heart and Lung Institute at Imperial College of Science, Technology and Medicine.

### Research offers hope to women with rare lung condition

Research into rarer lung diseases also benefited from BLF grants during the year. Thanks to a study co-funded by the BLF and the charity LAM Action, Nottingham University scientist Dr Simon Johnson is investigating whether a simple, inexpensive treatment can slow the progress of a rare and deadly lung disease called Lymphangiomyomatosis (LAM). There is no cure for LAM, which affects one woman in a million. The only hope up till now has been a lung transplant. Dr Johnson will test if a commonly prescribed antibiotic, doxycycline, can stop disease progression by blocking the production of proteins that damage the lungs in LAM. If the outcome of this trial is significant, this inexpensive treatment could be brought rapidly into practice.

Research into rarer lung diseases like LAM benefited from BLF grants during the year.

Over 13,000 people visited our COPD Public Awareness-Raising events, with 18 % of those tested referred to their GP for further investigation





*Dr Andrew Fogarty at Nottingham University*

**Our research may make it possible to develop new anti-clotting drugs to treat asthma and COPD.**

### **The role of blood clotting in asthma and COPD**

Asthma and Chronic Obstructive Pulmonary Disease (COPD) affect millions of people in the UK. Although some people who have these conditions are able to control their symptoms well, other people get worse. Symptoms get worse more quickly in some people than in others, but the reasons for this are not well understood.

Recent research has suggested that symptoms of asthma and COPD may get worse more quickly in people who are prone to blood clots than in people whose blood clots normally. However, further work is needed to prove whether or not this is true.

Thanks to a BLF grant of £20,000, a research team led by Dr Andrew Fogarty at Nottingham University will revisit a group of people who have asthma or COPD and are also prone to blood clotting to see if they have also experienced a rapid worsening of their asthma or COPD symptoms since they were first surveyed in 1991.

If this research establishes a firm link between increased blood clotting and rapid worsening of asthma and COPD, it may then be possible to develop new anti-clotting drugs to treat these lung conditions. It may even be possible to use existing anti-clotting drugs which are already commonly used to treat heart disease.

### **Other grants**

Other project grants included an award of £106,257.40 to Professor Tariq Sethi at the University of Edinburgh for research into developing new lung cancer treatments, and £116,527 to Professor Ros Smyth at Liverpool University who is investigating RSV infection in infants.

**Preliminary findings of our research showed that children with severe asthma may not need such high doses of oral steroids**





Left: Clair Evans and Dr Lisa Linsky - D.O for East of England  
Right: Essex Lung Run participants

## Fundraising

91.2p in every pound raised was spent on charitable activities

### A more difficult year

In any year the British Lung Foundation relies upon many different facets of fundraising to meet its targets. Following on last year's highest ever performance it was probably bound to be a year of consolidation rather than one of growth. The performance of the team has been strong but against an increasingly difficult economic backdrop. The total raised was £4,753,929.

To all those individuals, commercial organisations, trusts, foundations and statutory funders we send a heartfelt thank you. We know we have a good cause but we know that many of you have multiple causes to support and it is up to us to make our case in the most professional way. We not only have to show that we will use the money well, but make sure that we don't spend too much raising it. This year the cost of raising funds was 23.7p for every £1 raised. This was an increase on last year.



Ferdi, Mascot for Flambards Theme Park, wears a BLF T-shirt at BE Helston Breathe Easy Week event

Increasingly the trend is for donors to give money for specific parts of our activity. This makes it increasingly important for us to identify different sources of income for our differing activities. Like all charities getting unrestricted income for core activities is of great importance.

During the year we have been successful in obtaining grants and donations towards our major projects meaning that we are forging on with research grants, the helpline, our BLF Nurses and BLF Active, in addition to producing our major report "Invisible Lives" setting out where the missing millions may be with COPD.

We have been preparing ourselves for the work which will come from the National Strategy for COPD and making sure that the patient voice is loud and strong when decisions are made in all the different English, Welsh, Scottish and Northern Irish health discussions.

We see the year ahead as one of particular challenge but also great new opportunities. We end three years of fundraising headed up by Rebecca Porta who decided to move on as the year ended. We thank her and wish her well in her new work at the Orchid Trust.



The number of people taking part in BLF events increased by 40% this year

### Fundraising – events

Events this year have continued to grow in strength and numbers. We were particularly pleased with the success of our participation in the New York Marathon and the London to Paris Bike Ride. The London Marathon continues to be one of our most successful events, with nearly 100 people running for the BLF. We were also delighted by the support of our Essex Lung Run, now in its second year.

A very special event at the exclusive Jack Barclay Showroom in Berkeley Square hosted by our Patron, Dame Judi Dench, helped us to build up our

major donor giving programme and at this year's Annual Golf Day at Sunningdale we were delighted to welcome teams led by Len Goodman, head judge from Strictly Come Dancing as well as former England cricketer Darren Gough.

The Great North Run, the Midlands Lung Run, as well as overseas treks and challenges and community events have all made huge contributions to the BLF this year. Our thanks go to everyone who has supported us in these events and helped raise much needed funds.



*Dame Judi Dench and Sharon Woolston*

**INCOME**

Income was £4,753,929 (2007: £6,215,982) down by just over £1,462,000 (24%) from 2007. Income streams with a significant decrease on 2007 figures were: Trusts down £704,000, Companies down £449,000, Legacies down £207,583 and Individuals down £132,000. These were, however, partly offset by Investment Income which increased by £54,000.

Activities in relation to Breathe Easy and patient support include the total income of Breathe Easy Groups of £473,000 (2007: £461,000).

**EXPENDITURE**

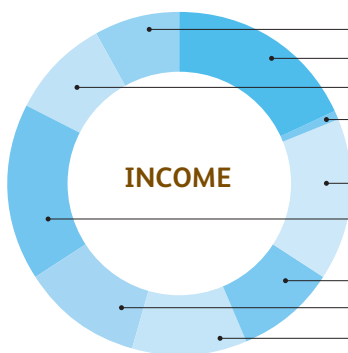
Expenditure totalled £5,462,284 (2007: £5,097,435) an increase of some £365,000 (7%) against 2007.

Expenditure in 2007 included charitable expenditure of £110,000 designated out of the brought forward surplus by the Trustees, which was spent in 2007. The costs of generating voluntary income include direct fundraising costs, salaries and overheads of fundraising staff. These costs increased by 38 per cent in the year to £1,126,402 and equated to 23.7p for every £1 raised (2007: 13.1p).

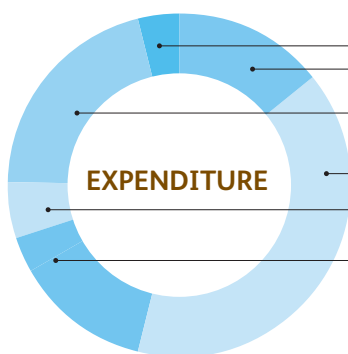
Expenditure on charitable activities increased by one per cent to £4,335,882 (2007: £4,280,445). Such expenditure equated to 91.2p for every £1 raised (2007: 68.96). This figure is not directly comparable with last year because of the decision to delay the awarding of major research grants until November 2007. If the planned research grants had been awarded in

the 2006-07 financial year that year's ratio would have been 80.8p for every £1 raised. Expenditure categories in relation to charitable activities are detailed above and include the expenditure of Breathe Easy groups, and the expenditure on salaries and overheads of staff involved in delivering our charitable objectives.

This summarised information has been extracted from management information. 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 statutory accounts, the auditors' report on those accounts and the Report of the Trustees should be considered. Copies of these are available from the registered office.



- Investment & Other Income £382k
- Activities in relation to Breathe Easy and patient support £861k
- Events £444k
- Public Education and literature £40k
- Legacies £724k
- Individuals £787k
- In Memoriam £449k
- Trusts £551k
- Companies £516k
- Total: £4,754k**



- Governance Costs £209k
- Public Education & Literature £784k
- Costs of Generating Voluntary Income £1,126k
- Activities in relation to Breathe Easy and patient support £2,172k
- Campaigning and awareness raising £302k
- Research £869k
- Total: £5,462k**

# Thank you!

Grateful thanks to everyone who has volunteered, donated, remembered us in their will, taken part in an event, started a Breath of Life Fund or made an in-memoriam gift during 2007-8.

## Trusts, foundations and statutory supporters

Arnold Burton 1998 Charitable Trust  
The Astor Foundation  
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Big Lottery Fund  
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W A Cargill Charitable Trust  
The D'Oyly Carte Charitable Trust  
Celtic Charity Fund  
The City BridgeTrust  
The Martin Connell Charitable Trust  
The Helen Jean Cope Trust  
Department of Health (Section 64)  
The John Ellerman Foundation  
Douglas Heath Eves Charitable Trust  
Joseph Strong Frazer Trust

The N & P Hartley Memorial Trust  
The John Routledge Hunter Memorial Fund  
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