

Impact Report 2023



Introduction:

Welcome to the first annual report for The Primrose Foundation to give you an overview of who we are and what we have achieved from January 2022 and January 2023.

We are The Primrose Foundation, and we exist to raise funds to support the provision and enhancement of the Primrose Breast Care Centre at the University Hospitals Plymouth.

Our Trust Deed makes our objectives clear -

- To assist in the treatment and care of persons with breast disease, including breast cancer
- Fund clinical and medical equipment including the repair and renewal of equipment
- Support facilities for breast screening, diagnosis and counselling

- Support educational and professional development for staff at the Primrose Centre
- Support research and publication of research
- To promote better health education.



The Primrose Breast Care Centre waiting area.

Why do we support the Primrose Breast Care Centre?

The Primrose Breast Care Centre is recognised throughout the South West of England for its excellent screening service, which outperforms many others regionally and nationally, and for the diagnostic services it offers. Purpose built within the 7th Floor of Derriford Hospital, with a further convenient screening hub currently housed in the Guildhall in central Plymouth (in partnership with the Council) and a mobile screening service to ensure easy access to screening for patients from as far away as Bude in North Cornwall, the screening service seen roughly 25,000 women each year, finding around 200 non-invasive (early) and invasive cancers per year. In the One-Stop clinic around 5,000 women are reassured or diagnosed with breast conditions in an efficient and speedy service, with as many of the potential tests as possible all performed on the same day and many getting the answer to their questions at the same time. Roughly once a fortnight women receive reconstruction after breast cancer surgery, some even at the time of cancer surgery. All of the expert surgeons can perform Oncoplastic Reconstruction (an advanced surgical skill allowing optimisation of breast shape).

The centre was one of the first in the UK to introduce advanced vacuum biopsy because of the charity's support; has a lovely ambience because of charity funded sympathetic decoration; has nursing and support staff and even a psychologist. All of these jobs were supported by the charity initially meaning the centre is usually at the forefront of innovation early and is in a good position to support patients throughout the cancer journey.

I'm Fiona Osmaston, and have personal experience of the wonderful work the Primrose Breast Care Centre does, I now have the privilege of being the new Chair of The Primrose Foundation and I would like to thank all those people who have donated to The Primrose Foundation (a small selection of which are pictured in this report)





Our Charity Fundraising Coordinator, Madelaine Matthews and our team of dedicated volunteers.



As well as each and every member of staff of the Primrose Breast Care Centre.



This report is to let you know how we are following the wishes of those who have donated and to thank you for your support.

Fiona Osmaston, Chair of The Primrose Foundation



“I want to work towards reducing the burden of breast cancer for women of Plymouth and its surrounds. I got involved with the charity because they supported the creation of our dedicated unit and continue to let us innovate and get pathway improvements in faster than our excellent supportive NHS Trust can manage with the budgetary constraints”

Dr Jim Steel, Consultant Radiologist



Highlights of the Year

We have been overwhelmed by the support and commitment we receive, not only in 2022 but over the past 27 years since our local breast cancer charity was established. To summarise 2022 we would use the word **INSPIRING** as we have been so deeply touched by so many patients, supporters and staff who have supported the work of the Primrose Foundation.

Our fundraising target of £60,000 has been met and exceeded as over £90,000 has been raised this year. We are aiming to raise £100,000 in 2023.

Thank you for all the donations, we really appreciate your support

We always strive to keep our supporters up to date with where their donations go, we also pride ourselves on supporting both Primrose patients and their families throughout their treatment. We keep you informed by;

- Sharing varied social media content
- Writing and shared informative blogs which patients and their loved ones could
- Relate to and read on the website
- Sending out interesting and informative newsletters

In October (Breast Cancer Awareness Month) we launched our first-ever campaign called 'Support Us To Support You' which is proudly supported by M&S Plymouth, to raise awareness of the benefits of wearing the correctly fitted bra to avoid breast pain and to encourage more people to attend their breast screening appointments. We are very grateful to Marks and Spencer for their support and to Plymouth Citybus who displayed a poster on over 150 buses. Our life size posters can be found in supermarkets in the areas where screening is currently being done - look out for one in your local shopping centre.



Who we are, what we do and why we do what we do.

The Primrose Foundation is a registered Charity, our charity number is 1064277, our aims are to provide those extras which cannot be funded by the Exchequer or NHS funding. These extras help the Primrose Breast Care Centre and other services linked to breast care at University Hospitals Plymouth go above and beyond for patients.

The areas we serve are East Cornwall & West Devon. 25,000 women from this area are seen in the breast screening service at University Hospitals Plymouth every year. More than 5,000 patients are seen with lumps and bumps and are referred by GPs for symptomatic reasons, over 1,000 patients are seen for follow-up mammograms after cancer, and across these appointments, an average of more than 400 cancers are diagnosed every year.



Trustees:

Chair – Fiona Osmaston

Former Patient and Education Specialist

Trustee – Dr Jim Steel

Clinical Specialist –

Screening and Radiography Specialist

Trustee – Peter Franklyn

Financial Specialist

Trustee – Shelley Coleman

Event and Fundraising Specialist

Trustee – Judy Holiday

Leadership, Learning and Organisational
Development Specialist

Trustee – Jane Pierce

PR & Marketing Specialist

Trustee – Maggie Jenkin

Retired Clinical Specialist

Trustee – John Dickson

Plastic and Reconstructive Surgeon

Trustee – Rachel Lee

Legal and HR Specialist

“It’s an honour to be a part of this incredible charity. The Primrose Centre team work tirelessly to support those coming through their doors and the impact they have on individuals and families across the South West is clear to see. I hope to continue to contribute towards our fundraising goals as well as offering individual support to Centre team members as needed.”

Judy Holiday, Leadership, Learning and Organisational Development Specialist

“Breast cancer most commonly occurs when women have become the lynchpin of a family, they are mothers, grandmothers, valued colleagues, carers and we need to protect them as best we can.”

Maggie Jenkin, Radiographer Consultant

“I’m delighted to be part of The Primrose Foundation team. It’s a privilege. As a surgeon I contribute to caring for patients by doing operations that help to rebuild their lives when they’ve been affected by cancer. I love my job and I especially love being a part of a team building relationships to hopefully achieve great things together. As a trustee again this serves as a wonderful at opportunity to build team spirit with a common goal to fight back against breast cancer affecting women and men.”

John Dickson, Plastic and Reconstructive Surgeon

What do trustees do?

As Trustees we take our duties very seriously. We meet every two months, we review grant applications and thank those who have made donations. We meet with The Primrose Breast Care Centre staff and listen to how we can help, we fundraise, attend fundraising events and accept donations on behalf of the Charity. We communicate weekly and report annually to the Charities Commission. We are regulated in accordance with the Fundraising code of practice and are registered with The Fundraising regulator.

The Essential Trustee 6 main duties

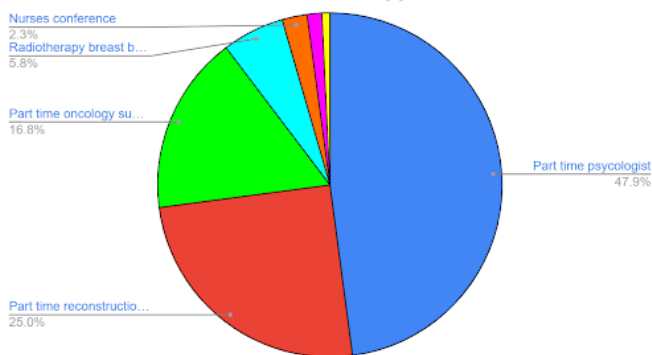


Grants

The staff of the Primrose Breast Care Centre and other organisations which support breast care apply for grants to enhance the service offered to all patients. Recently The Primrose Foundation has funded a dedicated part-time Clinical Psychologist, a part-time Plastic Reconstruction Nurse and a part-time Oncology Support Nurse. We fund training bursaries to help staff attend conferences and be as well informed as possible, we buy equipment which can be used in clinics, screening and in theatre. We have funded a quiet room and a bespoke area in the waiting room for patients who are waiting to have surgery.

We are proud to announce that in 2022 The Primrose Foundation supported almost £62,000 in grants and equipment.

How the Primrose Foundation has supported breast care



As a not-for-profit organisation, this means that we have more money to put into your local breast service. We pride ourselves on listening to our supporters and making changes to benefit everyone.

Structure

We work in partnership with the University Hospital Plymouth NHS Trust and are developing our links with Plymouth Hospitals Charity

We spend funds in accordance with our Trust Deed

We respect the wishes of our donors to benefit those with breast disease, including cancer

We are regulated in accordance with the fundraising code of practice

We adhere to our policy regarding GDPR

We submit an annual report to the Charities Commission.

The financial statements comply with the Charities Act 2011, the trust deed, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Our Primrose Promise

Committed to excellence in breast care

Work in partnership

Support, Listen, Learn and Act

Engage, Inform, Innovate, and Grow

OUR VISION

To help, preserve and protect the life of people in our local areas. We achieve this by supporting the continued provision and enhancement of the service delivered by the Breast Care Centre at University Hospitals Plymouth."

Accountants: Turnbull & Co Accountants
Ltd , Pilgrim House, Oxford Place,
Plymouth PL1 5AJ

Solicitors: Tozers Broadwalk House,
Southernhay, Exeter, EX1 1UA

Our bankers are: Unity Trust Bank,
Planetary Road, Willenhall, WV1 9DG

We can be contacted via:
The Primrose Foundation
The Primrose Breast Care Centre
Level 7
University Hospitals Plymouth
PL6 8DH

Telephone: (01752) 975217/ 07894700866

Email: info@primrosefoundation.org

Website: www.primrosefoundation.org



"Your local breast care charity"