



The Art + Science  
of Patient Care

Chelsea + Westminster Health Charity

2014  
Impact Report

## Welcome

A visit to hospital can bring the joy of a new life, the anxiety of a serious diagnosis, or the trauma of a major accident. CW+ is doing all it can to help Chelsea and Westminster Hospital offer nearly 1,000 patients every day the best possible care.

We are proud to support the outstanding hospital team by bringing together pioneering research, innovation, art and design to transform the experience and outcomes for patients – in our hospital, in the wider community and all around the world.

In our impact report you can read about what we have achieved throughout the life cycle of a patient – from a baby being born safely, to an elderly patient enjoying rehabilitation through music and art.

None of this is possible without the incredible generosity of our supporters. We would like to highlight three exceptional contributors: Chris Brodie, our outgoing Chair, has been a tireless champion who brought great ambition to our efforts over his tenure. Susan Hayden conceived and inspired the extraordinary Arts for Life auction and dinner with our partner, Christie's. Charlotte Moffat, our first Borne Founding Donor, brought together and led the remarkable Wonderland Dinner.


Together our trustees, donors, volunteers, hospital colleagues and the charity team have had quite a year. Our fundraising income has grown from £786,000 to over £2.3 million. More importantly, we have grown our charitable spend to £2.3 million as well. This has led to potential new treatments for burns injury, apps to improve patient wellbeing, art and design which has transformed the built environment, and innovations which will help prevent premature birth.

You will also see that we have a new identity: CW+, The Art + Science of Patient Care. This has generously been supported by our partner Brandhouse. It embodies the purpose and impact of our work, which we hope you will enjoy reading about in the pages that follow.

Warmest wishes,



Tony Bourne  
Chairman



Mark Norbury  
Chief Executive

## About CW<sup>+</sup>

WE EXIST TO MAKE CARE BETTER FOR  
**PATIENTS AND THEIR FAMILIES.**  
FROM OUR BASE AT  
**CHELSEA AND WESTMINSTER  
HOSPITAL** WE BRING TOGETHER  
**PIONEERING RESEARCH,  
INNOVATION, ART AND DESIGN**  
TO TRANSFORM THE EXPERIENCE AND OUTCOMES FOR  
**THOUSANDS OF PEOPLE EVERY DAY**  
– IN OUR HOSPITAL, IN THE WIDER COMMUNITY AND ALL  
AROUND THE WORLD.

**WWW.CWPLUS.ORG.UK**

# Creating lifelong health for mothers and babies

GLOBALLY **1 IN 10** BABIES ARE BORN PREMATURELY EACH YEAR

**OVER 70%**

OF DEATH AND DISABILITY IN CHILDBIRTH IS CAUSED BY PREMATURE BIRTH

**1.1 MILLION**

BABIES DIE FROM COMPLICATIONS OF PREMATURE BIRTH YEARLY

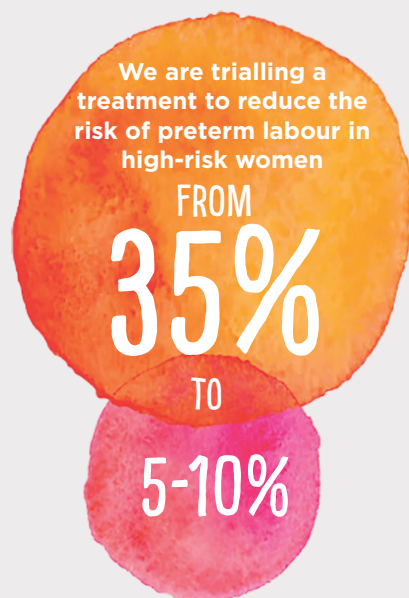
BORNE AIMS TO PREVENT **DEATH & DISABILITY** IN CHILDBIRTH AND CREATE **LIFELONG HEALTH** FOR MOTHERS AND BABIES

LAST YEAR WE RAISED **£1.47 MILLION** FOR BORNE



## So far we have:

- Defined one of the major ways that progesterone acts to reduce the risk of preterm labour in high-risk pregnancies.
- Trained medical teams to deal with obstetric emergencies in resource poor countries.
- Conducted a fish oil study highlighting the link between a high fat maternal diet and the risk of preterm labour.



*"The doctors told me 'every day you can keep the boys in the womb counts'. We were very lucky that we managed to get to just over 31 weeks before the boys were born. Your heart just wants to hold and hug these little people and yet you can't. They are nearly eighteen months old now and I feel very lucky. Premature babies can have many complications which can last a lifetime, and that's why we support Borne whole heartedly."*

Beth Salem, mum of twins Luca and Sebastian, born 10 weeks premature

Last year, Chelsea and Westminster Hospital opened its new Midwife-Led Birth Centre. We commissioned special artworks for the unit.

*"As soon as I walked in, I thought 'this is where I want to be'. The pictures really make a difference. I can't imagine better care than what I got at Chelsea and Westminster."*

Jodie and Adam Walker, parents of Baby Loie, born 2 October 2014, 6lb 9oz

Next year, we will launch a **£4.5 million appeal for Borne to fund:**

- Ways to prevent pre-eclampsia, a life threatening pregnancy condition.
- Research to prevent necrotising enterocolitis (NEC), a bowel condition which is the second most common cause of death in neonatal intensive care units in the developed world.
- A trial to reduce the risk of fistula development after obstructed labour, affecting over 50,000 women globally every year.





## 'Out of this world' services for children

We completed our Chelsea Children's Hospital (CCH) fundraising appeal raising £1.35 million to fund:

- 'Space-themed' art and design.
- A music therapist.
- A chill out room for teenagers.
- Sensory and play facilities.

Our partnership with theatre company, Chickenshed, provided entertainment to 625 children during weekends spent in the hospital.

# 78% OF CHILDREN

## WERE MORE RELAXED AS A RESULT OF PARTICIPATING IN THESE WORKSHOPS



The music therapy we have funded uses shared music-making to help children cope more effectively with difficulties and allows them to express their emotions in a safe environment.

The play areas we fund help take children's minds off being at hospital and enables parents to see their children take part in everyday activities.

# WE RAN 234 MUSIC THERAPY SESSIONS TO HELP CHILDREN COPE WITH BEING IN HOSPITAL

*"The good thing about this ward is that I'm able to bring my kids. They can play in the playroom together. It's such a different environment; I don't feel like I'm in the hospital. I can see her developing; she is much more interactive when she is in the playroom. She is more alert, watching all the lights, watching all the little bubbles. They help me to feel like there are no wires around my daughter, that there is nothing wrong with her."*

Sam, mum of Noor, aged 1, born with a twisted bowel. She has spent most of her life in CCH.

### Next year, we will:

Transform children's A&E through art, design and technology, as part of our £600,000 A&E&U appeal.



## Helping adults and families

**Burns research is a hugely neglected area. We completed our £385,000 burns appeal, funding research into inflammation, pain management and lung injury post-burns. We have:**

- Found a way to reduce the spread of lung injury in burns patients.
- Identified a trigger for severe inflammation, which should lead to more effective treatment.
- Developed a potential treatment to improve how patients' skin responds to pain.

**FOLLOWING OUR INITIAL PILOT OF THE PSYCHOLOGY SCREENING SERVICE FOR BURNS PATIENTS, THE TEAM THIS YEAR SAW**

**130 CHILDREN  
AND 230 ADULTS**  
– HELPING THEM THROUGH  
THE TRAUMA OF DEALING WITH  
BURNS INJURIES

*"It was my birthday. I was making soup in the kitchen. I turned round for a second and Miranda, who was four years old, had tipped the boiling soup all over herself. My husband took her to A&E and she was immediately referred to the specialist burns unit at Chelsea and Westminster Hospital. Miranda spent four months in the hospital. She was incredibly brave, enduring painful treatment and skin grafts. I was like a walking ghost. It took me a while before I could cook again. Loretta, a clinical psychologist said to me 'I'm not just there for Miranda alone, I'm there for you as well.' It was reassuring to hear someone tell me that it wasn't my fault, that you can't keep an eye on children 24/7. Every time we saw the consultant, we saw Loretta. She was there when Miranda was embarrassed to let the teachers know about her skin grafts and pressure garments. She helped us both prepare for Miranda starting school again."*

Irene, mum of Miranda, who spent four months in the children's burns unit

Being in a hospital environment can be a stressful time. We help make the experience easier.

OUR PERFORMING ARTS  
PROGRAMME REACHED  
29,730 PATIENTS THROUGH  
**600 LIVE  
EVENTS**

- Working with the Royal College of Music and funded by Arts Council England, we launched an interactive art tour and app, Rhapsody. It supports staff in motivating patients during physiotherapy and rehabilitation, encourages patients to venture off the wards and distracts patients and relatives in waiting areas.
- We partnered with Rambert Dance Company to offer five-week dance and mobility classes to discharged patients. Research shows that dance can improve bone strength, walking speed and confidence, and decrease pain and falls. 90 patients have participated in these classes so far.



**97% OF  
DANCE**  
PARTICIPANTS REPORTED  
A REDUCTION IN PAIN AS  
A RESULT

Every day, teams at the hospital go to great lengths to make the experience the best it can be for patients and their loved ones.

We supported oncologist Tom Newsom-Davis to launch an app that provides staff with treatment guidelines on how to manage oncology emergencies.

*"I'm a great believer that the quality of care that you provide is only as good as the first person that sees the patients. So having that information available at the fingertips of all the doctors and nurses is absolutely fundamental for the care of patients."*

We also invest in young research talent including supporting PhD students and fellowships, one of whom has been studying Traumatic Brain Injury (TBI).

A car crash, a fall, a blow to the head can all cause TBI. Nearly a million visits to A&E each year are the result of a TBI. It is the leading cause of death and disability in the developed world. The majority of brain damage occurs days, weeks and months after the incident.

*"There are no drugs yet available to arrest the spreading secondary injury particular to this kind of brain damage, so research in the field of traumatic brain injury – saving the brain from itself – has never mattered more."*

Scott Armstrong, doctoral candidate, Imperial College London

We have funded research which will test whether the naturally occurring gas, xenon, can prevent this secondary brain damage. Preliminary findings suggest that it can.

#### Next year, we will:

- Build a state of the art 40-seater, five bed, six wheelchair space MediCinema, bringing the joy and magic of film to patients and their families.
- Combine our Enterprising Health initiative with the hospital's Director's Den initiative, which encourages innovation from staff, to form the Enterprising Health Partnership (EHP).



# Improving the care and experience for elderly patients

## Working with the nurses and clinical teams, we introduced music programmes on our dementia and stroke wards.

Research has demonstrated that music can help patients improve visual awareness, memory and mood, as well as help the brain achieve 'adaptive rewiring', finding new neural pathways to replace old ones which have been destroyed.<sup>[1]</sup>

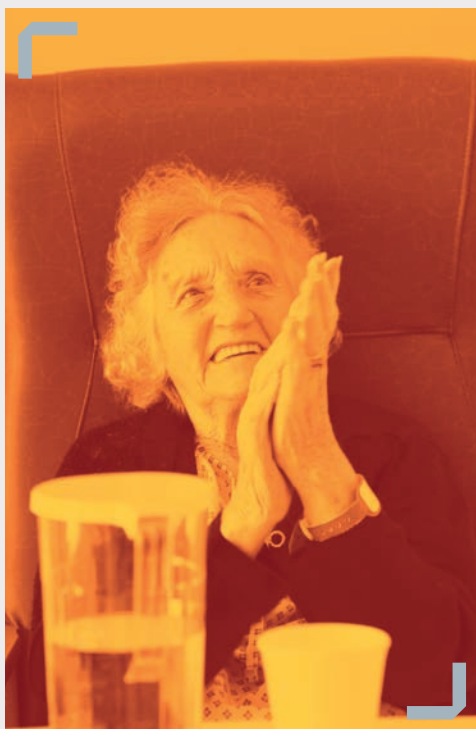
We organised weekly performances and concerts for patients unable to leave the wards.

**5,000** PATIENTS ENJOYED THEIR FAVOURITE SONGS BEING PLAYED BY OUR PIANIST IN RESIDENCE, AS PART OF OUR 'MEMORY LANE' PROJECT SUPPORTING PEOPLE WITH STROKE AND NEUROLOGICAL CONDITIONS

**15,000** PATIENTS ENJOYED OUR NEW RECORDED MUSIC PROGRAMME USING SONOS TECHNOLOGY TO SELECT THEIR FAVOURITE MUSIC FOR ROOMS AND COMMUNAL AREAS

*"Music is absolutely fantastic for the ward. Patients join in with the songs, even if they cannot speak, which is amazing. The music is a distraction in what could otherwise be a monotonous or quite a painful day. Patients improve when they don't associate the environment with being a hospital one. Music can ease stress. Staff get a lot from it too. If I have happy staff, I have happy patients."*

Angela Pennock - Ward Manager,  
Nell Gwynne Ward



Research shows that patients using six or more medicines are more likely to experience a medication-related problem compared to those taking fewer medicines. At Chelsea and Westminster Hospital, two-thirds of patients over 70 years of age admitted to the Acute Admissions Unit (AAU) are on more than six medicines.

We have funded a programme which improves the management of medication for elderly patients. By funding this, we can reduce adverse drug reactions and re-admissions and improve health outcomes for hundreds of older people in the community.

## Next year:

Based on our success, we are going to expand our care for the elderly programme substantially through:

- Rolling out our Sonos music system and participatory 'Memory Lane' music sessions to other wards.
- Using art and design to reduce patients attempting to leave the ward and to help with way finding to reduce confusion.
- Installing commissioned photography of familiar London landmarks to help orientate patients and to make them feel more secure in their surroundings.



[1] "Music listening after stroke: beneficial effects and potential neural mechanisms." Särkämö T, Soto D

# THANKS

TO THE INCREDIBLE GENEROSITY OF OUR  
SUPPORTERS AND VOLUNTEERS,

LAST YEAR WE RAISED  
£2,314,000

## Arts for Life June 2013

We held a dinner at the Saatchi Gallery hosted by Natalia Vodianova and an auction at Christie's of over 20 donated artworks from renowned artists including **Anish Kapoor, Grayson Perry** and **Zaha Hadid**, raising over £650,000.

## The Borne Walk July 2013

Over 100 children took to the streets of Chelsea to walk for Borne. They set off from the hospital and made their way to Bluebird on King's Road, where they enjoyed a tea party with lots of fun and games. These little walkers raised £17,800.



## Wonderland Dinner November 2013

**Rory Bremner** hosted a glamorous dinner and auction evening. Guests enjoyed performances from **Take That's Mark Owen** and **Scouting For Girls**. The evening raised £300,000 for Borne including pledges by guests to join rugby legend Will Greenwood on a fundraising climb up Mount Kilimanjaro in August 2014.



## Harvey Nichols Fashion Breakfast September 2013

Fashionistas gathered together in Knightsbridge to enjoy a special breakfast at Harvey Nichols previewing all the upcoming seasonal trends in fashion and jewellery, raising £30,000.



## MediCinema

Thanks to an incredible donation of £350,000 from The Hans and Julia Rausing Foundation we will be able to build a new MediCinema at the hospital, bringing the joy and escapism of film free of charge to patients and their families.



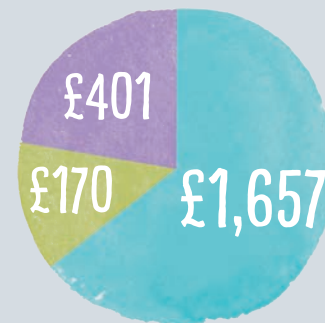
## Finances for 2014

### Fundraising income



Growth in our fundraising income in 2013/14 compared to 2012/13.

### Charitable expenditure



2014 (£000s)

- Bench to bedside research
- Improving patient experience through art and design
- Enterprising Health and clinical innovation

### Total expenditure

£2,228K



# Our Supporters

**We would like to thank all of our donors and volunteers.**

**We would particularly like to acknowledge the following donors:**

William and Jeanne Callanan

Michael and Blake Daffey

The Hans and Julia Rausing Foundation

Nick and Elvira Hurrell

The Martin Charitable Trust

Andrew and Charlotte Moffat

Julian and Fiona Mylchreest

Nick and Hetty Pye

Dieter Turowski and Laura Howard

Smart Cells

Francesco and Charlotte Vanni d'Archirafi

UBS