



Community Infrastructure Levy Neighbourhood Fund

Assessment Pack – July to November 2024

Maggie Keswick Jencks Cancer Caring Centres Trust (25576)

COMMUNITY INFRASTRUCTURE LEVY NEIGHBOURHOOD FUND

Maggie Keswick Jencks Cancer Caring Centres Trust (ref. 25576)

Amount requested: £145,500

Amount recommended: £145,500

Purpose of grant request: Providing expert support for anyone with cancer and all the people who love them in the City, through 1:1's, group sessions and workshops.

Type of cost: Revenue

Ward(s) benefitting: *All wards*

Neighbourhood Area(s) benefitting: *None*

The Applicant

Maggie Keswick Jenck Cancer Caring Centres (Maggie's) is a company limited by guarantee (Company no. SC162451) and a registered charity in Scotland (Charity no. SC024414). Maggie's has been providing high quality, evidence-based support to help people with cancer and their loved ones for 28 years. Providing a person-centred, evidence-based programme of care which has shown to improve the physical and emotional wellbeing of people affected by cancer and has been highlighted as an example of best practice by the NHS and Department of Health. Maggie's Centres provide a bright and welcoming space full of the kind of support that people facing cancer need and deserve. The building, gardens, furnishings, and the art on the walls are designed to help people draw on the strength they need to cope with one of the toughest challenges they likely to have to face. They received 311,000 individual visits each year to 27 centres across the UK. Maggie's is based on the rounds of St Bartholomew's Hospital, West Smithfield.

Background and detail of proposal

Maggie's is requesting £145,500 to support the full costs of a Cancer Support Specialist salary based in the City across two years.

Maggie's Cancer Support Specialists are experienced oncology nurses and radiographers who support people to manage their own challenges and regain a sense of control through either their own diagnosis or that of a loved one. They help people to understand their options and tailor a programme of support that is right for them. They host training for businesses on how to support employees with cancer. As well as facilitate sessions such as: stress management, exercise classes, art therapy, 'Where now?'- post treatment support, 'Getting Started' – a collaboration with Barts Health oncology teams for everyone about to start chemotherapy and radiotherapy, bereavement groups, LGBTQI+ group, menopause groups, and ongoing with cancer sessions for people with advanced cancer.

Maggie's sessions and workshops provide information on treatment and post treatment. They give people the tools to help to build confidence, resilience, understand their diagnosis, and reduce stress and feelings of loneliness.

Support is available for anyone with cancer and their loved ones. The cancer support specialist will work with a range of people who access the Maggie's Centre at Barts Hospital. According to Maggie's at Barts, there were 1,424 cancer referrals from City of London postcodes in 2023. The Charity saw 3,064 people come through its doors in 2023.

This funding was originally approved as part of a 5-year grant towards the salary of a CSS and creation of a therapeutic garden at Barts Hospital. Part of the garden work was achieved, but due to the delay in building work at Barts this impacted the timeline of the garden project, which resulted in the remaining grant being revoked. Due to the increase in the CSS salary and the previous approved funding not including Pension and National Insurance contribution, it was advised to request full costs of the role. The outcomes from the impact and learning report show that previous funding ensured that people felt less stressed - 100% of people found Maggie's helped improve both their ability to manage stress, and their understanding of cancer and treatments. People had a better understanding of their diagnosis - 100% of people said they found information about cancer, and drop-in CSS support, helpful. People feel better equipped at talking to their doctor - 96% of people found Maggie's had helped to improve their confidence in speaking to their medical team. Group sessions helped people feel less alone - 98% of people who responded said Maggie's helped them to feel less alone. 96% of people who responded said meeting other people affected by cancer was helpful and 95% of people who attended support groups found them to be helpful.

In the most recent visitor surveys:

- 98% overall satisfaction of people supported state their needs have been met
- 98% said it helped improve their understanding of cancer and treatments
- 97% of Maggie's visitors said it helped improve their ability to manage stress.

Maggie's have developed connections across the City's communities to ensure people are aware of the services it offers.

Value for Money

Maggie's social value measures the positive value that the centres create for the economy, community and society. It summarises the wider financial and non-financial value created through our day-to-day activities in terms of the economic, social and local wellbeing. Maggie's social value is £2.1million per annum, the Benefit Ratio is 1:4. For every £1 spent on Maggie's Barts, £4 is given back in savings to the exchequer and in an increase in wellbeing. This was calculated using the HACT Social Value insight Tool. At assessment a conversation was had regarding salaries, these were all benchmarked against sector norms.

Financial Information

Maggie's raises significant funds each year and does this through a diverse range of donors and income streams including charitable trusts, local community fundraising, the People's Postcode Lottery, legacies, companies and individuals. Trading

activities account for approximately 8% of income. The organisation has delivered annual surpluses for the last three years, but a significant proportion of these funds are held for capital builds and refurbishment in designated funds – the Capital Asset Fund, the New Centre Development Fund and the Centre Maintenance Fund. 2024 is forecasting a deficit of £474k, this is due to online fundraising targets not reaching anticipated figures. Maggie’s are currently working to reduce this deficit through cost savings and anticipate a much lower deficit than forecast. The organisation is in the process of developing a new fundraising strategy and is looking across programmes to see where further cost savings can be made to mitigate. The 2025 budget is pending the outcome of the strategy to identify where changes can be made to significantly reduce any expenditure thus reducing the unrestricted deficit. The Trustees will make decisions as whether any designated funds can be utilised to absorb any of the deficit. Trustees aim to hold between 3 and 6 months in free reserves, the lower end of the target over the three financial years has been used in the table below. Maggie’s are currently sitting comfortably within this target. The figures provided below are for the organisation, which operates across 27 sites. This application is supporting Maggie’s St Barts centre.

Year end as at 31 December	2023 Signed Accounts £	2024 Forecast £	2025 Budget £
Income & expenditure:			
Income	32,301,000	25,959,000	27,260,000
Expenditure	(28,071,000)	(26,433,000)	(27,260,000)
Gains/(losses)	577,000	0	0
Surplus/(deficit)	4,807,000	(474,000)	0
Reserves:			
Total endowed	991,000	991,000	991,000
Total restricted	50,935,000	50,935,000	53,248,000
Total unrestricted	40,121,000	39,647,000	37,334,000
Total reserves	92,047,000	91,573,000	91,573,000
Of which: free unrestricted	10,641,000	10,167,000	7,854,000
Reserves policy target	7,017,750	6,608,250	6,815,000
Free reserves over/(under) target	3,623,250	3,558,750	1,039,000

Recommendation

Maggie’s is a well-established organisation who are equipped in delivering this valued provision. It has embedded itself into the community to ensure people are aware of its service provision. There is no statutory obligation to provide the additional care and support that would be available to City of London residents via the Cancer Support Specialist role.

This application sits across two of the fund’s community priorities:

- Addressing the needs of people from disadvantaged backgrounds, minoritised communities, older people, disabled people, LGBTQIA+ people and those living in poverty.
- Sporting, exercise and health activities including promoting walking and cycling.

Maggie’s is prioritising new sessions that enhance the diversity of visitors, it also facilitates a monthly LGBTQIA+ group, and signposts to financial support. The CSS encourages where appropriate for people to sign up for exercises classes and facilitates support beyond treatment which discusses staying active. The outcomes of this work have been shown to be significant, and the Charity provides an

important role to ensure people in the City being treated at Barts have a welcome space and access to supportive resources. Funding for this role was previously approved, approval of this grant will ensure the full costs of the CSS role are supported. This funding is for 100% revenue. Funding is recommended as below:

£145,500 (£71,200; £74,300) to fund the salary of a Cancer Support Specialist to provide expert support for anyone with cancer and all the people who love them in the City, through 1:1's, group sessions and workshops across two years.