

Lawrence Home Nursing Team AGM Chairman's Report 2015

I would like to very warmly welcome you to the 2015 Lawrence Home Nursing Team AGM. This year the charity has blossomed and developed in so many positive and innovative ways; we have all seen the laying down of some very strong and powerful foundations for our future development. It is a great testament to the amazing teamwork of our charity that we have all pulled together so well and that so much has been achieved.

First of all we have welcomed four new Trustees since this time last year. The first is Les Waller, who is well known to many of us and was the Practice Manager at West Street Surgery when I arrived. Les has always been a tower of strength and support to me on numerous occasions over the years I have known him. He very kindly took on the role of Treasurer at short notice just before last year's AGM and has been completely tireless in this role ever since. He has done a huge amount of work over the past 12 months and we have developed new systems within the finance team which needed to be completely reformed. He brings not only a wealth of healthcare business management experience but also invaluable experience of employing healthcare professionals and a very clear understanding of and sensitivity about how they work. This has been greatly appreciated.

Joining our finance team we also have Tony Yarrow. Tony leads the local business "Wise Investments" and his willingness to become a trustee has brought with it his exceptional skills in managing and maximising our investment portfolio. Last summer Tony created a new investment plan for the charity and over the rest of the year we have implemented it. We are very grateful for all his kindness and support in this key area and for creating such a clear and robust plan for the future.

I am delighted that Danny Phillips, the son of the late Jane Phillips, has agreed to become a trustee. He was the unanimous choice of all our previous trustees and as the Golf Professional at The Cotswolds Club in Chipping Norton he is well known to many in the town. Danny brings youth and enthusiasm but also the continued involvement of the Phillips family; his mother was so central to the inspiration and early development of the charity. We welcome his help and support on the fundraising side.

Finally, we were very sorry that Mitch Pugh stepped down as our Nursing Trustee last year for personal reasons. Mitch was extremely helpful in guiding us through a challenging time and I have thanked her for all her support and invaluable experience. She was a fantastic support to Jenny Nolan during her period as Nursing Trustee and incredibly helpful in so many ways. She has moved to a new job and is now working as the Lead Nurse at The Wychwood Surgery. We join in wishing her all the very best for the future.

We are delighted that Alison Haine has stepped into this role. Alison has been a central part of community nursing in Chipping Norton for many years, previously as a District Nurse and more recently through the Falls Service. Alison has been hugely supportive of the LHNT since we launched and has a wealth of invaluable experience about local community nursing in Oxfordshire. We will greatly value her contribution to the team.

The structure of the Lawrence Home Nursing Team is that we manage the charity through 3 different teams: 1) The clinical group which includes the management of the nurses and all aspects of clinical care. 2) The Finance group looking at both the day to day financial

management as well as the longer term investment strategy and 3) The Fundraising Group involved in all aspects of raising money for the charity.

The Clinical Team continues to flourish under the leadership of Jenny Nolan and Katrina Brown; we remain in a position to respond effectively to clinical need as it arises. We have a stable group of highly committed nurses and continue to regularly get excellent feedback from the care that we provide.

The Finance Group now comprises Les Waller, Tony Yarrow and myself. The start of this year required a complete restructuring of the finances. Tony Yarrow was also involved in formulating a new investment strategy for the charity. In the early years it was necessary to reinvest any surplus to achieve an investment portfolio of a size to ensure our long term financial viability. I am pleased to report that we have now reached a point where we can draw on our investment profits for the day to day running of the charity. This takes some pressure off the Fundraising Group to raise the full financial requirement each year, as was previously the case. It gives us more flexibility in the use of our financial resources. This is a very welcome development as we move forward. The extensive financial reforms that we have instigated have translated into very significant improvements in the annual accounts.

Perhaps the most significant changes this year have been seen within the Fundraising Group. At the end of last year we appointed our Fundraising & Event Co-ordinator Verity Fifer. Verity has been fantastic in the development of this team; starting at the foundations and working with existing members and groups she is building up and updating our supporter and contact database. She has also facilitated the development of our new website, which I will enlarge on later.

Verity has been very proactive in starting to develop long term fundraising strategies which are likely to deliver lasting dividends to us and grow year by year. Firstly, we are looking to develop more ongoing sponsorship and partnerships with local and national businesses. For example this year we were Sainsbury's Charity of the Year; we are looking to grow our affiliation with various other businesses mainly through sponsorship on our website and taking advantage of services offered to charities through business.

We have also launched several excellent new initiatives including the "Restaurant Scheme" and "Lunches for Lawrence". The first is a time limited scheme where restaurants offer their customers a chance to add a discretionary extra payment to the bill which directly benefits the charity. This has proved very successful elsewhere and diners are very supportive and generous. The "Lunches for Lawrence" was launched in March in the Town Hall where lunches were donated and served by our supporters. In future we are looking to hold several lunches at different venues with a view to these becoming annual events. We hope that this will raise money but also the profile of the charity. These are excellent examples of new initiatives from which we hope "acorns which will grow into oak trees" and will yield long term benefits. I would like to thank Annette Lawrence for her great kindness in taking on the fundraising role at short notice and seeing things through while a more permanent solution was achieved.

The other area we are particularly focusing on is to maximise our communication with supporters and organisations as well as promoting ourselves and developing sponsorship. We have achieved this through several means. Firstly, we are trying to develop and expand our "contacts database"; this has been a painstaking exercise led by Les Waller which has better formalised our existing supporters and we are developing means to expand this

through the website and with 'Join our Mailing List' cards. This is a slow but important process.

The other important development has been the updating of our website. This is crucial to the running of any modern organisation. We are extremely grateful to Mike Rushby and Jenny Aston at Urban-Lighthouse who have so generously undertaken this very big task and have committed to help maintain and support the site. It is a major advance on our previous site and being so interactive can help us communicate better with our supporters and become the central focus in highlighting the different activities in which we are involved.

Our website is a great testament to the wealth and diversity of fundraising activities that we are involved with and the huge support we enjoy from all parts of the local community. The fundraising group has been excellent and I would like to particularly thank Monica Deakin who has phenomenal energy and passion and seems to be at the heart of every fundraising activity that we do!

To end such an excellent year one of our new trustees, Tony Yarrow suggested that we be put forward for Charity of the Year in the 2015 West Oxfordshire Business Awards. This involved submitting an application and then Les Waller and I were interviewed by the judges. We were very pleased to hear that we had been shortlisted to the final three; at the gala dinner at Heythrop Park in March it was a great honour to be announced as the 2015 winner! The award is a wonderful recognition and encouragement to the whole team and we intend to maximise the benefits it brings

This has been a fitting and wonderful acknowledgment to end a year where we have seen so much achieved and positive development within the charity. We have planted seeds which will yield fruits, on an ongoing basis, long into the future. It has been a wonderful year where we have all pulled together so well and all parts of the charity have contributed to the start of a very bright future.

Jonathan Moore