

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

MediCinema – payments received on 15th July and 2nd October 2014, with the event taking place on June 3rd 2014.

2. What was the project you sought funding for from TFN?

To support children with severe disabilities at our Serennu Centre for Children Newport, by securing funding to contribute towards the salary of Martyn Thomas, MediCinema Manager (£15,000.00 p/a).

MediCinema builds cinemas in hospitals and places of care, providing an invaluable space for patients to watch films for free, escape the isolation of their wards, share an experience within a warm community atmosphere, and spend quality time with their loved ones during a really difficult time in their lives. As well as being looked after by our volunteers and cinema managers, patients receive constant medical care from our nurses who attend screenings throughout.

Our Newport MediCinema at the Serennu Centre opened in July 2012, and supports children and young people with disabilities and developmental difficulties, helping to unite families receiving treatment at the centre.

3. Were you able to do this work as you described it in your application and presentation?

Yes - during 2014 we were able to support 2,399 patients and families at the Serennu centre, screening 93 films including Frozen, Captain America: Winter Soldier, and Paddington. The support of the Cinema Manager and volunteers was crucial in ensuring we never missed a screening and delivered a magical cinema experience each and every time. In addition to this, Martyn liaised with children at the centre and their families outside of the allotted screening times, to keep them updated with our programme, and welcome as many patients as possible to our weekly films.

We also ran several special screenings and events to last year, to add some extra fun to the children's visit. We partnered with Disney for a fun screening of *Alexander and the Terrible, Horrible, No good, Very bad day*, providing fun in the foyer, good bags and entertainment for all the families in attendance.

4. If you were not able, please explain what happened and why?

N/A

5. Can you measure, assess or describe the change that happened as a result of this work?

MediCinema was the most requested non clinical service at the Serennu Centre, to enhance and augment the provision of care, treatment and activities for children and young people with disabilities and developmental difficulties from Newport, South Monmouthshire and South Torfaen. One of the primary benefits of Serennu is the provision of treatment, care, information, consultations and leisure services from under one roof, easing the burden on individual families and providing continuity of care for the children.

The guiding principle for Serennu is to ensure disabled children and their families from all communities are fully supported to participate in valued childhood experiences and have access to the same range of opportunities, life experiences, mainstream and community services and facilities as other children and their families. The MediCinema at Serennu is a key service in contributing towards this vision, reducing isolation and increasing social interaction for a disabled child and their family. We know anecdotally that the experience of a 'normal' family trip to the cinema can be hugely beneficial not only to the wellbeing and quality for life for the child living with disabilities, but for the entire family unit. Parents often comment on how the experience has helped improve relationships between siblings, increased confidence and personal development in their child and most importantly, provided a safe, stimulating and relaxed environment in which to spend quality time together.

6. As a result of presenting at TFN, did you experience any of the following;

Although we did not experience a significant lift in subscribers to our supporter database, or individual donors, the event provided an invaluable opportunity to raise our profile and network with a new audience for MediCinema.

7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

2,399 people were supported in total throughout 2014 with 723 of these being child patients at the Serennu Centre. The contribution from TFN towards our Cinema Managers' post enabled Martyn to support 1,230 visitors at the Serennu MediCinema ; over half of the total for the year.

In addition to this, the wider family members who may have not attended the screening may have benefited from the patients attendance. We often receive feedback from friends and relatives, commenting on how the trip to a MediCinema has had a positive effect on the patient, lasting much longer than just during the screening. Many families comment on how the trip to MediCinema can help manage difficult behaviour at home, provide a welcome distraction from a condition or long term illness and help relationships with siblings through enjoying this family activity together. Another wide social benefit is the effect that a trip to the MediCinema can bring is also providing a level platform on which a child can be on with his/her classmates: being able to talk about a current cinema release back at school can help reduce social isolation, improve confidence and enrich relationships for that individual. Some of these benefits are outlined and brought to life in some of our patient stories below.

8. Can you tell us any personal stories to highlight the funding from TFN?

"We recently attended the MediCinema Newport with our 4 year old son Charlie to watch Boxtrolls. Charlie is four and has autism & joint hypermobility syndrome as a family the medicinema has been a wonderful experience for us it has enabled us to do an everyday thing that others take for granted a trip to the cinema!"



Charlie does not manage large crowded rooms well and of course he may be slightly noisy at first and anxious but the MediCinema has a lovely intimate atmosphere and being set into Serrenu is already a familiar atmosphere for him. We are relaxed and it gives us a chance to have some family time at the weekend and now Charlie is in school and can keep up with the same trends as his school friends. There is no way I would of attempted to take Charlie to a high street cinema he is really enjoying his visits there and so are we. My thanks to you all at MediCinema for all your hard work it's so appreciated by us all here."

~ Lisa (Mum) John (Dad) & Charlie

"We attended the Newport MediCinema recently with our three children to watch the new Teenage Mutant Ninja Turtles movie, the film was in 3D and we were lucky enough to receive some special turtles 3D glasses which not only the kids loved but we did too! The film was brilliant and the boys laughed all the way through, since the film my youngest son has now become a huge Turtles fan. The environment was comfortable, the volunteers were brilliant and helpful and always on hand and the MediCinema Manager was very clear with instructions was willing to answer any questions. My eldest son Milo is 8 years old and has a diagnosis of autism and joint hyper mobility syndrome, my middle son Cody is 7 and suffers with slight dyspraxia and my youngest son, Brandon is nearly 5 and is undergoing assessments for a diagnosis of autism and he also has hyper mobility syndrome. The MediCinema is perfect for us to spend time as a family as attending public cinemas has proven too stressful for my eldest."



He feels very comfortable in the MediCinema which means he can enjoy films like any other child and can tell his friends all about the films he has watched. I find MediCinema perfect for our family as its not overcrowded, daunting or overwhelming for my children especially with sensory issues. Thank you to everyone and all the staff at MediCinema and thank you for giving every child an opportunity to have family time together."

~ Sarah (mum) Marc (dad)

9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).

At the beginning of 2015, the Cinema Manager supported by the funding from TFN moved on from the organisation, given us an opportunity to re-evaluate the operating model of our MediCinema at the Serennu Centre. This enabled us to trial a different operational structure at the centre, whilst reviewing and developing our partnerships with both the internal stakeholders at Serennu and external local partnership network. We continue to review and develop operational models, in order to deliver the greatest impact for the children supported at MediCinema at the Serennu.

Across the charity as a whole, we have had a very busy year, currently constructing our 7th MediCinema at Chelsea and Westminster Hospital, due to open in late summer 2015. Simultaneously we are also re-developing the Glasgow MediCinema, due to open in June at the new Southern General Campus in Hospital. We continue to deliver screenings across the country each and every week, and last year reached 16,624 patients with the magic and escapism of film.

10. Do you have any other comments regarding TFN funding?

We would like to reiterate our thanks to the Funding Network for their support, and look forward to further partnership work together in future.

11. Can you please include any relevant photos or clips that may relate to the project.

Please see previous page.