

# OUR STORY 2017

Report to cover period from: January 2017 - December 2017

My daughter is starting chemotherapy next week... I wish I knew more so I could help her.



**52%**  
of the people who drop in do so for someone to talk to



I wish I could talk to someone about my diagnosis. My family just get upset.

**514**  
Counselling appointments  
&  
**368**  
Complementary therapy appointments  
(in 2017)



**LIBRARY**



**100+**  
volunteers providing support

When you are in Glasgow you are never more than a mile away from cancer information and support



It's been five years today since cancer took him but it still feels like yesterday.

Free, up to date, reliable information and support in a relaxed environment



They are my best friend and I can't wait to see them... I don't know what to say... I don't want them to think I am ignoring what they are going through.



On the way to work this morning, I was listening to the radio as they ran through the major news events of the past year, before asking the listeners “What will 2017 be remembered for by you?”.

This got me thinking about the year gone by and reflecting on another 12 months of incredible activity for our programme. Some of the highlights include:

- Our 100+ volunteers contributing 6,974 hours to support the delivery of 16 weekly drop ins across Glasgow.
- Providing Cancer Information & Support to 2,935 individuals affected by cancer.
- Delivering 69 Outreach sessions, reaching 3,708 individuals.
- Launching 26 new information displays across the city’s Health Centres and Hospital sites.
- Our partnership with West Dunbartonshire Libraries continuing to go from strength to strength.

Again, it was a year full of exciting new developments and partnerships. However, what sticks out the most, and is certainly my standout memory from 2017, was a fantastic night in November, when we were awarded the prestigious Macmillan Excellence Award. In my opinion, this is the highest accolade available to our programme and celebrates all of the time, dedication and hard work which has been committed so far, by staff and volunteers, both current and those who have since moved on. In particular, I would like to take this opportunity to formally thank the Macmillan @ Glasgow Libraries team for everything that they do to support not only our wonderful volunteers, but also those affected by cancer across our city. Their energy, passion and sheer determination deserves all of the plaudits they receive, and I am very proud to work alongside each of them.

Moving into the new year, we approach 2018 in the knowledge that this will be our biggest and most challenging year to date. The next couple of months will be a period of uncertainty as we edge ever closer to the end of our current funding period in September 2018. At this time it is difficult to predict what our Annual Report 2018 will entail, however I can guarantee that it will be full of exciting developments, innovative new partnerships and a plethora of inspirational stories about the support we continue to provide across the city.

Abraham Lincoln famously stated that the best way to predict the future is to create it, and I am excited to see what we can achieve in the years ahead.

Best wishes,

Craig Menzies

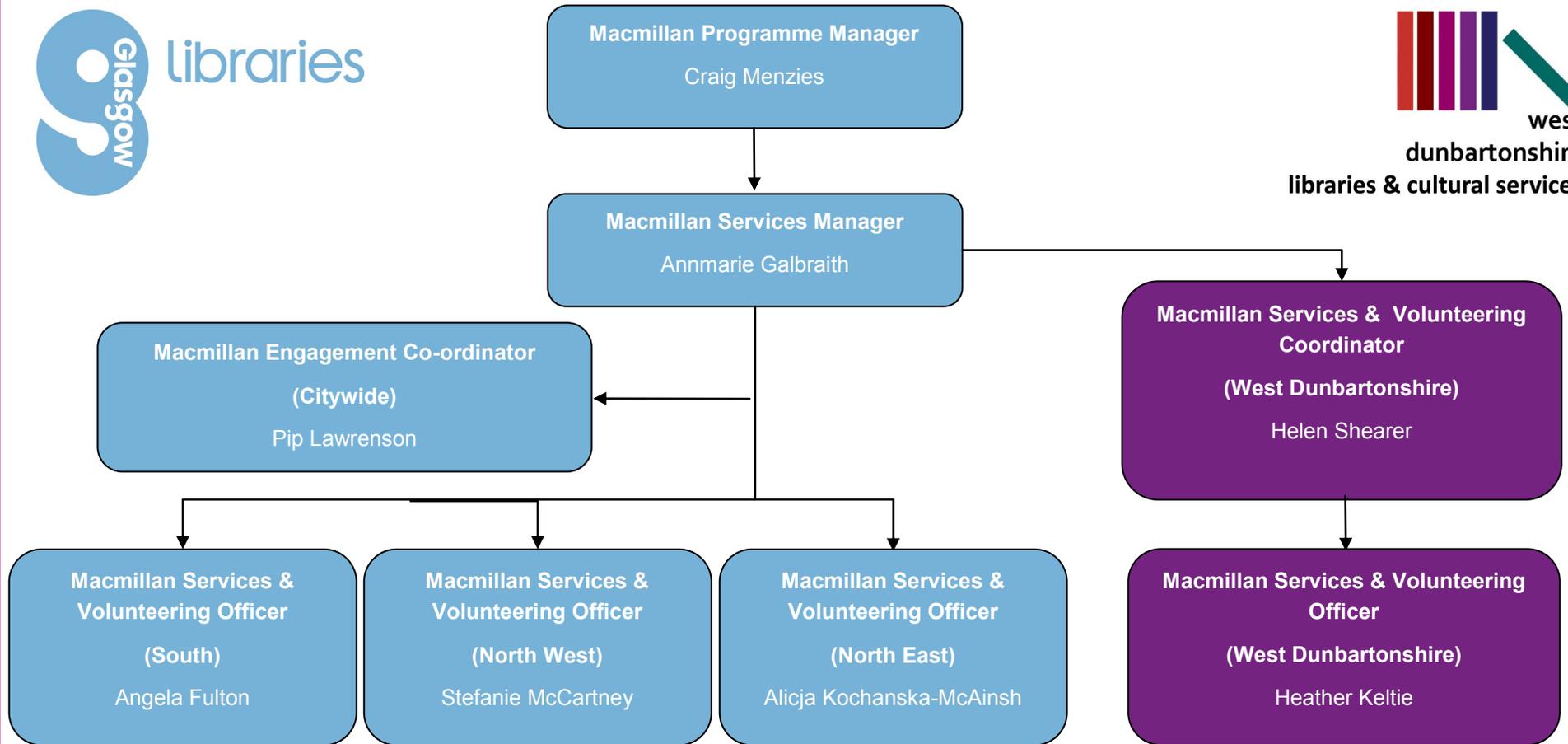
**Macmillan Programme Manager**

## Aim

Provide anyone affected by cancer in Glasgow with access to high quality cancer support and information, within their local community

## Objectives

- Strengthen delivery and mainstream a successful, innovative pilot of cancer support & information
- Develop the role of libraries as health information centres, initially focusing on cancer
- Enhance services offered to library users and increase usage through community development approaches
- Enhance library facilities
- Develop a sustainable volunteering programme
- Evaluate the service
- Extend peer support opportunities for those affected by cancer in their local community
- Enhance the skills of Glasgow Life staff in relation to;
  - ◇ Volunteer management best practice
  - ◇ Providing customer services to vulnerable groups
  - ◇ Providing health information services
- Extend over time into a support and information service for other long term conditions
- Build partnerships with Macmillan Cancer Support and through the project with other health information providers



**Capital Build Hub (volunteer-led)**

- Separate from main library space
- Purpose built, via capital investment programme
- Private rooms available
- 1 or more sessions per week
- Informal drop-in space
- Macmillan @ Glasgow Libraries branding
- Access complementary therapies and counselling with Cancer Support Scotland on site
- Online access with volunteer support
- Information leaflets and books on cancer
- Listening ear emotional support
- Direct referral to a range of service providers to access holistic needs assessments, welfare rights advice and other support services
- Space can be booked by other organisations when not in use by Macmillan @ Glasgow Libraries volunteers

**Satellite drop-in centre (volunteer led)**

- Contained within main library space
- 1 session per week
- Informal drop-in space
- Macmillan @ Glasgow Libraries branding
- Online access with volunteer support
- Information leaflets and books on cancer
- Listening ear emotional support
- Direct referral to a range of service providers to access complementary therapies, counselling, holistic needs assessments, welfare rights advice and other support services
- Space may be booked by other organisations when not in use by Macmillan @ Glasgow Libraries volunteers



### Outreach Service (volunteer led)

- Planned approach, targeting communities where deprivation and cancer incidence is high
- Delivery of information and support service by volunteers in local communities
- Referral to the main service points if required
- Mechanisms to track impact of outreach on library based services for evaluation purposes



### Information point (managed by library staff)

- Cancer information display
- Macmillan @ Glasgow Libraries branding
- Staff trained to signpost to volunteer-led services
- Potential to transform into satellite drop in should demand be demonstrated



### Information displays (Health Centres and Sports venues)

- Cancer information display
- Macmillan Cancer Support branding
- Leaflets offering information on local Macmillan Services in Glasgow

The Macmillan @ Glasgow Libraries partnership allows people living with or affected by cancer to **improve their quality of life** by ensuring they receive the **right information and support at the right time**, regardless of where they are on their cancer journey and where they live; having access to practical and emotional support locally across the city.

With **5 capital build hubs, 11 satellite drop-in services, 17 information points, 26 information displays** across health centres and other community locations, and our **outreach services**, we are ensuring that anyone affected by cancer has access to support and information in their local community.

All five of the purpose built spaces in **Castlemilk, Dennistoun, Drumchapel, Partick** and **Royston** libraries have been hosting complementary therapy and counselling appointments in private rooms **delivered in partnership** with Cancer Support Scotland.

These venues, in addition to three satellite services which also have the benefit of hosting Cancer Support Scotland's counselling appointments, allow people affected by cancer in Glasgow to have local access to appointments for therapies – **decreasing the barriers** associated with travel and travel costs and **increasing local accessibility** to services.

In 2017 the focus continued to be on **embedding the services** into existing Glasgow Life structures by:

- **streamlining processes** to ensure they were more efficient and robust.
- working continuously to **improve our engagement** with Glasgow Life staff and internal processes.
- supporting the delivery of staff training to upskill Glasgow Libraries staff on volunteering and volunteer management and **creating a positive volunteering culture**.



Back in 2009, when the initial Macmillan @ Easterhouse Library pilot service was launched, there were a number of proposed benefits attached to the decision to test a community library as a venue to deliver Cancer Information & Support. These included:

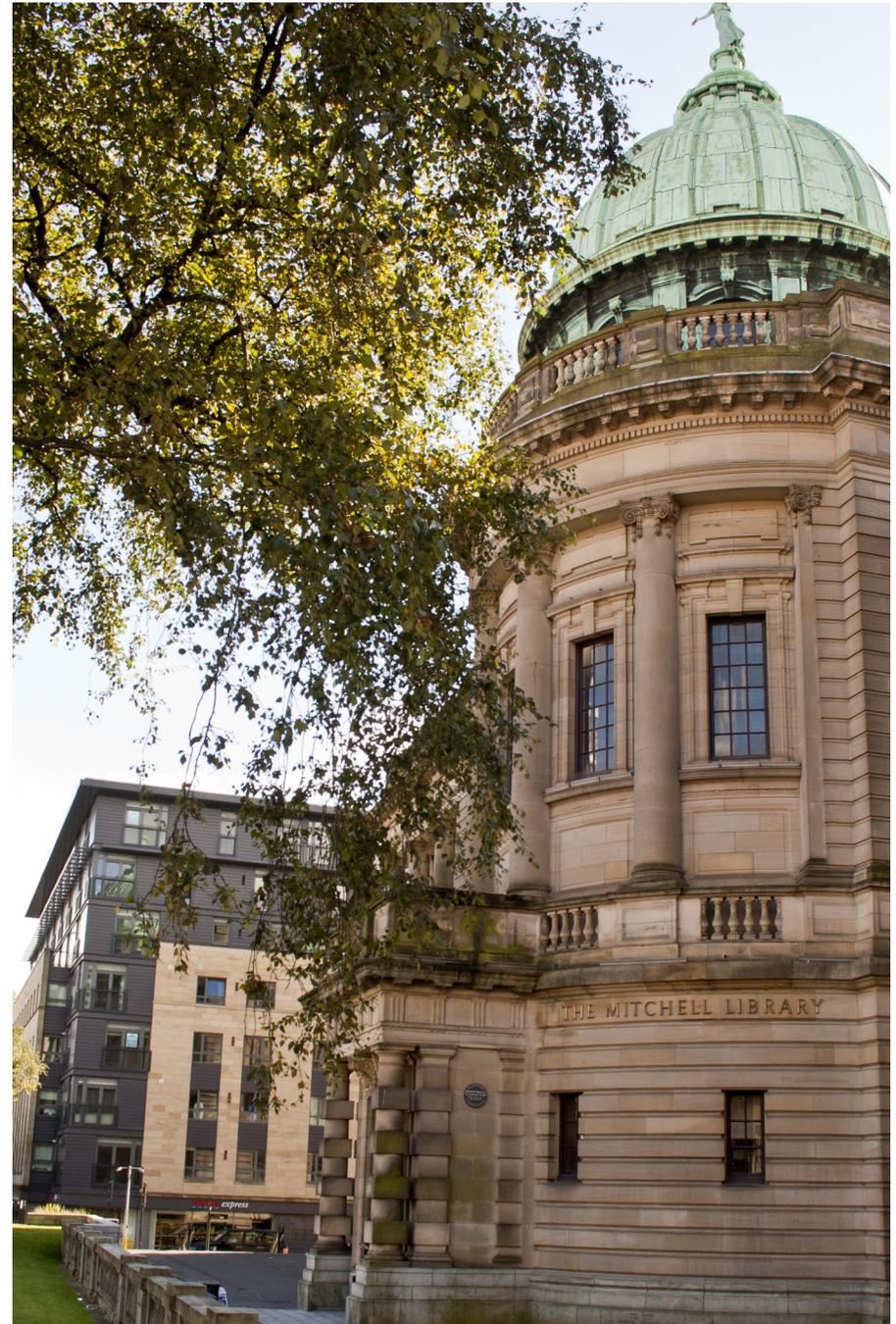
- Glasgow Libraries has a strong network of 33 library venues.
- Libraries are much more than just books
- Library staff are experienced information professionals
- Existing infrastructure / IT Access / WiFi
- Libraries are trusted by communities

Almost a decade later and we continue to be reassured by the growing evidence to support the theory that a library setting can be transformed to deliver the welcoming and accessible venue required to cater for some of the non-clinical needs associated with a cancer diagnosis.

Of course, cancer is just one of a number of long term conditions, and we are encouraged by the growing discussions between the NHS, the Scottish Government and Local Authorities around the pivotal role which libraries can play in the future delivery of wider health and wellbeing services.

“The libraries are in great locations and are much less formal than a health care setting, with a better atmosphere. They are really easy for me to get to – I can access 3 libraries in 15-20 minutes”.

Robert, Service User



## The Volunteer Programme

**Volunteers** are the heart of the Macmillan @ Glasgow Libraries programme. Individuals, who selflessly **gave their time** to support others through volunteering with our programme, have collectively donated **over 35,000 hours** since programme inception in 2012.

Throughout 2017 **125 amazing individuals** volunteered their time to provide vital support and information to people affected by cancer in Glasgow.

Glasgow Life promotes **inclusive volunteering opportunities** and, with a **supportive recruitment process** in place, volunteering within the Macmillan @ Glasgow Libraries programme has been made **accessible to people with long-term conditions**. At the end of 2017, **23%** of active volunteers had reported a disability, long-term condition or previous diagnosis of cancer, which is in line with the 23% of people in Glasgow that identify themselves as having a long-term health problem or disability.



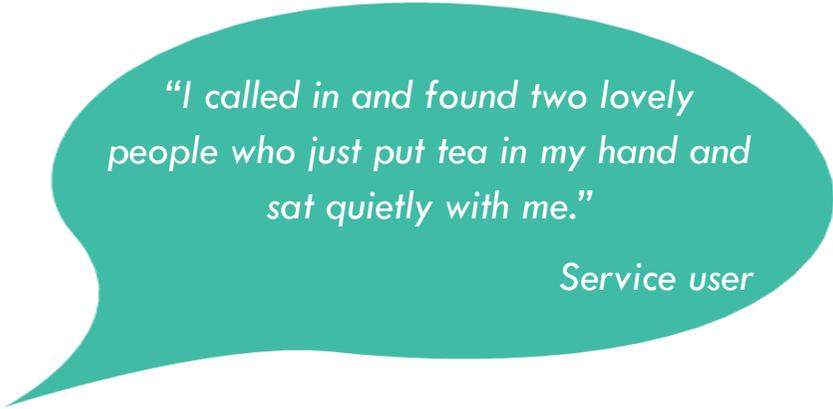
## Recognition

The **Macmillan @ Glasgow Libraries Volunteer Team** received some amazing recognition in 2017, winning one award and being shortlisted as finalists for not just one but three awards!

In March and October 2017 the North East and North West Volunteer Teams were each finalists in their area at the **Community Champions Awards**. The North East team were **finalists in the Team Award category** and the North West team were **finalists in the Health and wellbeing category**. We were so proud that the volunteers were recognised for the support they provide to local people affected by cancer in their own communities

The South Volunteers were honoured in June 2017 when they were named winners of the **South Community Champions Health and Wellbeing Award**.

And finally, in November 2017, volunteers Maureen and Sophina attended the **Scottish Health Awards** to represent the Macmillan @ Glasgow Libraries Volunteer Team who were honoured to be shortlisted for the Volunteer Award for the second year running, recognising the vital support the volunteers provide which complements the support offered by the NHS.



*"I called in and found two lovely people who just put tea in my hand and sat quietly with me."*

Service user

“...to feel that you may have made a difference, no matter how small, is the best feeling ever!”

What an **interesting** and **enjoyable** 5 years it has been since I got ill health retirement from my job in Early Years Education. Having found myself with **time on my hands** and wanting to do **something worthwhile** with this time, the internet search began for volunteering opportunities in Glasgow.

There were lots of opportunities from various organisations however one stood out for me: **Information and Support Volunteer with Macmillan @ Glasgow Libraries**. The Macmillan brand sells itself but here was an innovative new initiative which was committed to offering emotional support to people affected by cancer in a non-clinical drop in setting in their local library. This ticked all the boxes for me and, having completed the two day training programme, allowed me to transfer my existing skills, **develop new skills** and increase my knowledge around cancer to help me deliver a service which supports people and their families who are affected by cancer.

I have been volunteering with **Macmillan @ Glasgow Libraries** since 2013. I have volunteered in both Langside and Gorbals libraries. In 2014 I was part of the Lead Volunteer pilot and continue to be **Lead Volunteer in Gorbals Library**. I also volunteer at various outreach



sessions this supports engagement with a diverse group of people and raises awareness of our services. In most outreach sessions we are fortunate enough to have a private area we can take people to if they wish some one-to-one support and offer the same support and signposting as we would if we were in local library.

I feel privileged to be part of the Macmillan @ Glasgow Libraries team and have always felt **supported and valued** by the staff team, fellow volunteers and library staff. To be part of this team which has a holistic approach to **making a difference** is amazing.

As a volunteer there are there are regular **opportunities to learn and develop** through the Learning Programmes and Development Sessions. There is also the opportunity to be part of focus groups to **help shape the service** and support managing change.

Being there for someone who has taken that brave step to come into the library or come up and chat to you at outreach, putting their trust in you to share their fears, expectations and hopes for the future, is **very humbling** and to feel that you may have made a difference, no matter how small, is the best feeling ever!



**Every experience is rewarding** however there are a couple I would like to share with you.

A lady and a gentleman who are regular users of the service at Gorbals had been coming in at separate times, both post-surgery and treatment. One day, one was getting ready to leave as the other came in and we all ended up having a **cup of tea and a chat**. We got round to talking about feet and how I had accessed podiatry at the Beatson for the lady and the gentleman said he would have loved to have gone but transport was a problem for him. I observed as the lady and gentleman continued their conversation and she made the kind offer to him of a lift to and from his podiatry appointments if he was able to arrange them for the same time as hers. They travelled together for 6 treatment sessions and had a cuppa at Cancer Support Scotland - **they are still friends and still come into the library for support**.

The second experience I would like to share is one of a young family. The wife came into the library for support as her husband had been given a terminal diagnosis. At the library **we supported her emotionally and referred her to Improving the Cancer Journey and Helping Matters** (as it turned out I ended up being their Helping Matters volunteer as I volunteer with them once a week). Through chats in the library and the family home, the wife said how nice it would be if they could have a family holiday but wasn't sure how they would manage financially. We discussed a Macmillan Grant, however her husband had recently got one for new clothes and wasn't eligible for another. I made a couple of phone calls and discovered **Scottish Cancer Support** had a caravan in Craig Tara for a reasonable cost.

I then contacted **Roy Castle Lung Cancer Foundation** and got a grant application form sent out to help fund it. The family had a lovely week in Craig Tara during school holidays in July. Sadly the young man passed away in December. What a lovely family memory and **that for me is what making a difference is all about**. The lady continues to come along to the library for support and a cup of tea.



*If Maureen's story has inspired you to volunteer please contact us on the details below to find out more about volunteering with Macmillan @ Glasgow Libraries.*

*We couldn't provide the services we currently do without amazing volunteers like Maureen who so selflessly donate their time to helping people affected by cancer in their local communities.*

*The Macmillan @ Glasgow Libraries Team*

*E: [macmillan@glasgowlife.org.uk](mailto:macmillan@glasgowlife.org.uk)*

*T: 0141 287 2860*

**facebook** [Macmillan@GlasgowLibraries](https://www.facebook.com/Macmillan@GlasgowLibraries)

**twitter** [@MacmillanGL](https://twitter.com/@MacmillanGL)

## Accredited Core Training

All Macmillan @ Glasgow Libraries Cancer Information and Support Volunteers attend an accredited two and a half day core training course before commencing their volunteering in Library or Outreach Services. In 2017 the Macmillan Services and Volunteering Officers worked hard to deliver **5 core training courses**, training a total of **22 new volunteers**, who were all assessed and accredited. Feedback from individuals who attended the Volunteer Core Training in 2017 included comments such as **“interesting”, “interactive”, “a positive experience” and “thoroughly enjoyable”**. In line with our sustainability plans, we have also delivered the Core Training to **24 Glasgow Libraries staff members** who commented on how **“inspiring”** the training and trainers were.



*“The volunteers are very helpful and have a great understanding of what you are going through.”*  
Service user

## Volunteer Learning and Development

At Macmillan @ Glasgow libraries we provide a continuing calendar of **learning and development opportunities** for all of our volunteers to attend alongside the training courses offered by Macmillan Cancer Support Scotland.

We have been incredibly fortunate to work together with **some fantastic organisations** in 2017, whether it has been at one of our in-house development sessions or at a standalone training day. The **Stroke Association**, Glasgow Sport and **Playlist for Life** provided some fantastic sessions during our regular development days. Development sessions help ensure our volunteers are maintaining the skills needed for the role as well as **learning something new!**

Other organisations that ran **brilliant training opportunities** with us were **Bowel Cancer UK**, Melanoma Action and Support Scotland, **Prostate Cancer UK** and Smokefree Services, and our volunteers also received a visit from a University of Glasgow Immunologist.

Regular learning opportunities within the library help create a lovely relaxed meeting place for volunteers to catch up with each other. This **encourages peer support** which leads to **increased satisfaction and retention** of the volunteer team.



## Volunteer Focus Group

The **Volunteer Focus Group** met twice in 2017 and informally reviewed the learning programme for volunteers, providing **valuable insight** into the **learning needs of volunteers**.

Following on from the Volunteer Focus Group's proposal of using Freepost questionnaires to gather **service user feedback** for our programme evaluation, this was newly introduced to service users in late December 2016. This method of engaging service users in our evaluation has been successful throughout 2017 and has led to the evaluation team being able to engage with over 30 service users.



## Lead Volunteer Model

Recruited and trained from existing Macmillan Cancer Information and Support Volunteers, Macmillan @ Glasgow Libraries now have 13 Lead Volunteers who are **supporting, guiding and mentoring** other volunteers within the service as well as **building their own motivational skills and confidence in leadership**.

The Lead Volunteers used a co-production approach to develop the **Lead Volunteer Peer Support Forum** at the end of 2016 and have since held 4 of these peer support sessions throughout 2017. These sessions allow discussion to **increase consistency** across areas and provide a support network for Lead Volunteers to **share best practice** and **learn from each other**.

## Volunteer Retention

We have always believed it is crucial to the sustainability of the programme to retain experienced volunteers.

We strive to do this by:

- ensuring each volunteer feels **valued for their individual contributions** and that they also know they are vital to the wider team
- ensuring the volunteering opportunities we provide are both **meaningful and enjoyable**
- providing **interesting and engaging continued learning** and development opportunities
- Engaging volunteers in discussions around the future developments of the programme and the external evaluation

With **38%** of Macmillan @ Glasgow Libraries volunteers having **over 3 years experience** with the programme and a further **14%** having **over 2 years experience**, we have a very knowledgeable, skilled and dedicated volunteer team.

Newly recruited volunteers benefit from this wealth of experience by being on shift with experienced volunteers to **gain confidence** and build on their skills.

*“Being a Lead Volunteer is especially rewarding because you can pass on your experience to help others.”*

*Margaret, Lead Volunteer*

*“She wasn’t aware that these support networks were available to her and seemed so relieved and thankful. I will always remember her.”*



To me, Macmillan @ Glasgow Libraries is a fantastic project offering the people of Glasgow affected by cancer the best support and information from **truly dedicated volunteers**. Uniquely, the service runs outside of a clinical environment allowing service users to access the **support in their local community** and perhaps feel **more comfortable**.

I have been volunteering with Macmillan @ Glasgow Libraries since August 2015 and have been a **Lead Volunteer for the Hillhead service** since March 2017.

As a scientist, I’m fascinated by the scientific side of cancer. I decided to volunteer as I was eager to view the disease from a more personal side and to **use my skills** to offer help and support to the community. I was also eager to meet like-minded people and to develop my skills and **learn new things**.

When I applied to be a Macmillan Cancer Information and Support Volunteer I aimed to play a role in supporting people affected by cancer, to learn new skills and to get experience of working alongside like-minded people. I expected this to be challenging. As I have been volunteering for 2 years I really am a vital part of helping people in the community and feel **proud of myself and the service**. I have also been able to learn so much from people who drop in and fellow volunteers, as

well as develop an array of skills such as **communication, empathy and listening**. Although this can sometimes be a challenge, the support from fellow volunteers and Macmillan Services and Volunteering Officers makes it such a **rewarding experience**.

To be able to open someone’s eyes to the different services out there to help them on their cancer journey makes me feel like I’m **making a difference**. I meet so many fantastic people in the service, from the people affected by cancer who seem so strong and positive to my fellow volunteers who are amazing in their role. My favourite part is listening to the different stories people have to share and **being a part of their journey**.

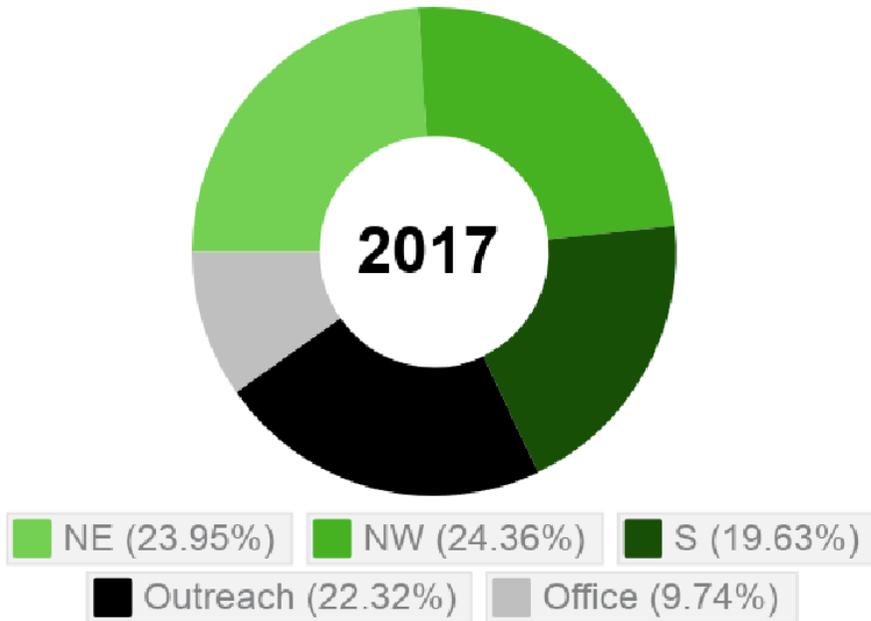
I once met with a person who seemed to be crushed under the **heavy burden of dealing with a diagnosis**. The woman stayed for over an hour and was able to not only talk about her feelings and have a **good cry in a safe place**, but was also referred to Long Term Conditions and Macmillan Service, Improving the Cancer Journey and Cancer Support Scotland. She wasn’t aware that these support networks were available to her and seemed so relieved and thankful. I will always remember her.

I think having a service which is specifically in libraries and not in a clinical setting **makes a real difference** as people in the community can drop in and get **support and information in their local community**. I think the service is also successful as it is run by volunteers; and the volunteers and staff have such a tight and supportive relationship. I also think that because the service is drop-in, it is **more accessible to people**.

The most unexpected thing about volunteering with Macmillan @ Glasgow Libraries is how much **I’ve grown as a person** and the skills I’ve been able to develop. I feel more confident speaking to people and have learned how to communicate more effectively and how to be a strong and supportive leader. I’ve also met so many lovely and like-minded people.

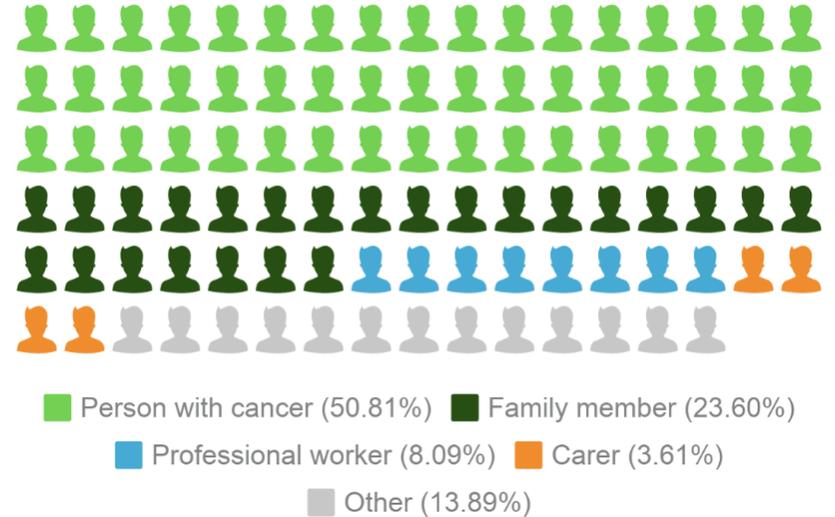
## Busiest year for attendance

There were 2,935 attendances in 2017, 14% more than 2016.



Half of those who attended in 2017 described themselves as a person with cancer.

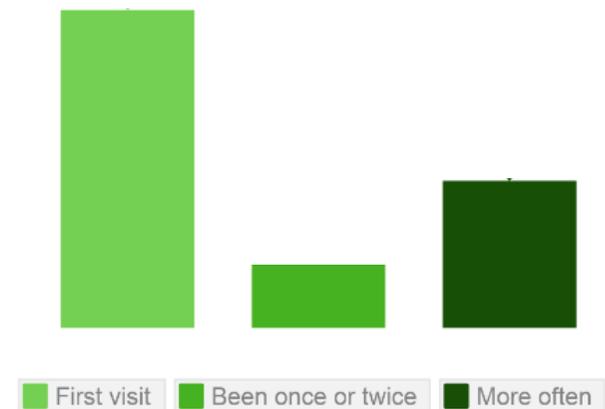
1 in 4 were a family member of someone with cancer.



## Users are attending more frequently

44% of service users said they had attended more than once in 2017, an increase of 4% compared with 2016.

Of those visiting in 2017, 56% were first time visitors.



## Reason for visit

Someone to talk to



More than half of those attending the Macmillan @ Glasgow Libraries services said that one of their main reasons to visit was to have someone to talk to.

28% wanted information on what other services were available.

14% wanted benefits/financial information whilst 8% wanted information on complementary therapies.

## Onward referrals

Macmillan @ Glasgow Libraries made **419** onward referrals in 2017 including:

**155** referrals to Cancer Support Scotland

**115** referrals to local benefits/welfare rights services

**98** referrals to Improving the Cancer Journey

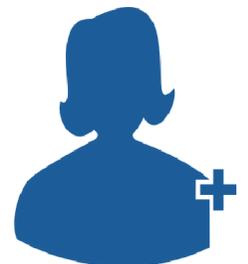
**20** referrals to local physical activity programmes

## Social Media



**TWITTER**  
**OVER 1,700 FOLLOWERS**  
**+20% ON 2016**

**FACEBOOK**  
**OVER 1,100 LIKES**  
**+9% ON 2016**



“It’s great to have just general conversation about non-cancer topics to help you get your head around it.”

My name is Robert, I am 69 and I had an operation on a rare form of slow-growing cancer in August 2016. I had the symptoms for a year before I had a nucleus test and was diagnosed. Now I

attend the Beatson every 6 months for blood tests and hormone tests and if something is wrong I get a call from the hospital.

I first heard about Macmillan @ Glasgow Libraries when my Cancer Nurse Specialist mentioned it after my operation but I wasn’t in the right place mentally to take it in or talk to anyone. **I found it hard to talk to my family as many people do.** I was given a leaflet about the support again at another appointment with my Cancer Nurse Specialist and surgeon and they **encouraged me to go to talk to the volunteers** about how I was feeling and to get **extra support.**

I went along to Parkhead Library initially where I spoke to volunteers. They referred me for free counselling and complementary therapies from **Cancer Support Scotland** at both Dennistoun and The Mitchell Library. The therapists taught me techniques to help me sleep and I have a far better night’s sleep now. I always have the best night’s sleep after my massage! To be honest, I was initially reluctant to speak to a therapist but now **I benefit greatly from our talks.** Counselling was hard at first, but they are all nice and professional, they were just waiting for me to speak at first which was initially awkward and then it got easier. It is informal and non-clinical - we even discuss my favourite authors! I got a lot of things freed up from by brain – I used to be up all night and I didn’t feel right. **I feel in a much better place now.**

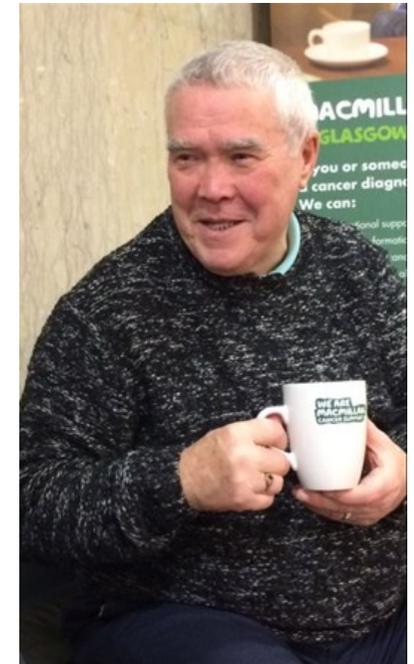
The volunteers also helped me to get support with benefits and I now receive an Attendance Allowance which I wouldn’t have without the referral to the Macmillan Benefits Advisors in Glasgow. I have had a range of health issues throughout my life but for some reason I never thought about benefits I was entitled to.

Visiting **Macmillan @ Glasgow Libraries is now part of my routine** – a routine I will maintain even after my last therapy session. I go at least once a week and have developed a good relationship with the volunteers there. It’s great to have just general conversation about non-cancer topics to help you get your head around it.

The libraries are in great locations and are much **less formal** than a health care setting with a **better atmosphere.** They are really **easy for me to get to** – I can access 3 libraries in 15-20 minutes and I live on the bus and train routes. The best elements of the service include the volunteers, the non-intimidating environment and knowing that people are there to help. I also think it’s **great to talk with volunteers** who I find less intimidating than health care professionals.

Although it would be impossible for them to do anything more for me I’ll continue to visit – I’m not going distance myself from the support in the libraries.

If you are living with cancer I say go and speak to them. You won’t regret it. You’ll get nothing but help. **You won’t find a better place to go to than the library.**



## Cancer experience



- Undergoing tests (6.34%) ■ Recently diagnosed (7.31%)
- Undergoing treatment (27.57%) ■ Recently completed treatment (4.66%)
- Living with cancer (27.64%) ■ Receiving palliative care (4.72%)
- Secondary diagnosis/recurrence (2.27%) ■ Bereaved (7.18%)
- None of these apply to me (12.30%)

The level of those accessing the services who described themselves as living with cancer increased by 2% in 2017, to 28% of all attendances.

28% of all attendances disclosed that they were undergoing treatment which is a 1% increase from 2016.

7% of those attending the services were seeking support after a bereavement.

## Cancer type

The most common type of cancer affecting those attending, or their friends or families, was breast cancer which impacted 25%. This was followed by prostate cancer and lung cancer.

29% of those attending since the programme started have been affected by breast cancer.



- Breast (25.20%) ■ Lung (13.06%) ■ Prostate (15.59%)
- Head and Neck (8.20%) ■ Other (37.96%)

# Demographic profile



1 in 3 attendances were from a person aged 65+.

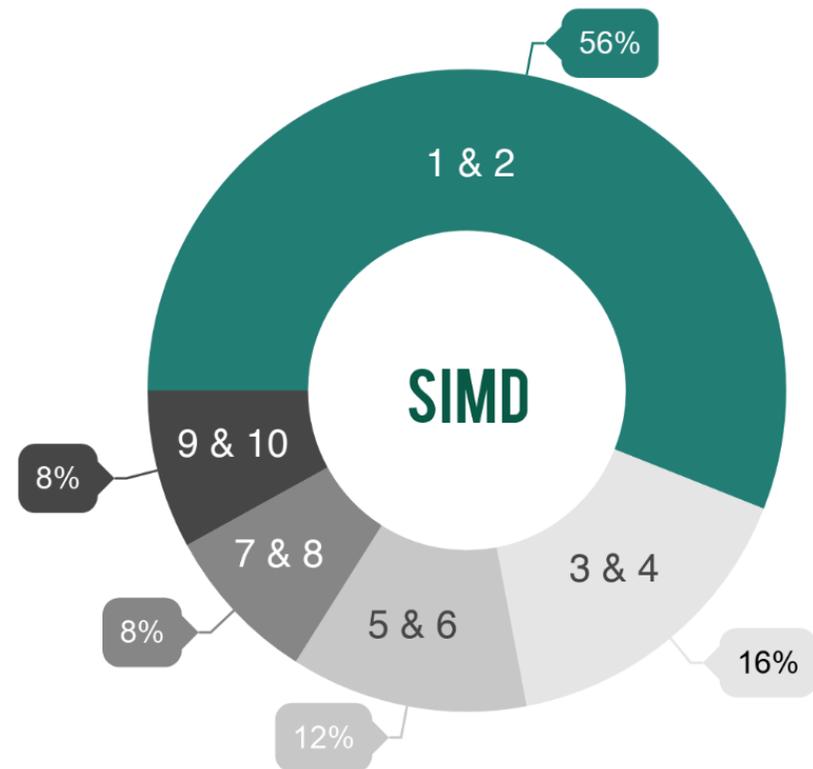
1 in 5 people who accessed the service described themselves as having a disability.



2 in 3 service users in 2017 were female.

Postcodes collected during visits to the services show that 56% of service users live within the most deprived areas in Scotland, deciles 1 & 2, as defined by the Scottish Index of Multiple Deprivation (SIMD).

This rate is 8% ahead of the Glasgow City rate where 48% live within the most deprived areas.

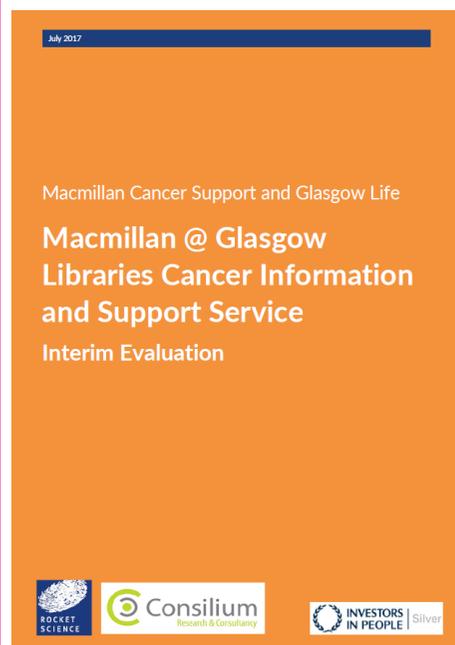


Rocket Science, in partnership with Consilium Research and Consultancy, was commissioned in early 2016 to evaluate Phase 2 of the Macmillan @ Glasgow Libraries programme.

This evaluation looks to further assess the programme's effectiveness, sustainability and impact on the cancer landscape across Glasgow.

Based on learning from the **Interim Evaluation Report**, the evaluation team propose to make the following changes to their methodology for the final evaluation period:

- **Greater engagement with volunteers** through volunteer one to one interviews to ensure that they get a larger cross section of volunteer views.
- **Greater engagement with health professionals** through varied methods and tailoring the approach to what best suits the needs and time capacity of this group.



The final evaluation report is expected in June 2018.

2017 was a busy year and the programme team have been working non-stop to continue to integrate the programme into Glasgow Libraries' core business.

- ⇒ The team have **continued to improve the volunteer learning and development offer** through using the Core Training Workbook as standard; and ensuring that volunteers are fully equipped to deliver services through ongoing refresher training in development sessions and a programme of interesting and informative learning opportunities.
- ⇒ A focus on **sustainability and integrating into core business** has seen us continue our **phased handover** of some of the volunteer management and operational functions currently carried out by the central programme team. By the end of 2017 the team had completed a **successful pilot with four library services** and then continued the phased handover with a further five library services.
- ⇒ An **online e-learning course** for existing and new Glasgow Life staff has been developed and **200+ staff have now completed this** to ensure they have a baseline knowledge of the Macmillan @ Glasgow Libraries service offer.
- ⇒ **24 Glasgow Libraries staff** have completed the Volunteer Core Training to ensure they have **an increased understanding of the volunteer role**, including its challenges and boundaries.
- ⇒ We have been supporting the continued role out of **Working Effectively With Volunteers** training for Community Services Supervisors and Officers as well as Community Librarians. This training equips staff members with a more in depth understanding of volunteering, volunteer management and the value of volunteers to communities and individuals.

**Formal outreach services** were introduced in 2015, complementing the existing library-based services and providing an opportunity for a larger, more diverse demographic to gain access to cancer information and on the spot support. In 2017 we held **69 outreach sessions** in community settings such as hospitals, health centres and shopping centres, along with attending **30 events** and delivering **12 talks** across the city.

These sessions and events **extended our overall reach to 3,708 people**, who were then able to go on to a library drop-in service for further support. We supported and provided information to 505 people on the spot, an increase of 20% on 2017. 25 of the people we met during an outreach session were referred into another service on the day, including **Cancer Support Scotland**, Smokefree Services, physical activity programmes and Macmillan services for further support.

Outreach sessions also take place bimonthly in collaboration with the Support and Information Services in **New Stobhill Hospital**, **New Victoria Hospital** and **Queen Elizabeth University Hospital**. The sessions are always busy and have given us a platform to ensure our support is there when people need it most. Being in hospitals across the year also allows us to talk with healthcare professionals about the free support we offer and how patients can access it.



*"I have always found being part of the Macmillan outreach team to be of enormous value by providing me the opportunity to offer support and easy-to-understand information about cancer. Having this service available in different locations throughout the city is extremely beneficial as it reaches into communities and makes itself visible to those who may need it as well as actively promoting our other services."*

**Sharon, Macmillan Cancer Information and Support Volunteer**

In line with our sustainability pilots, outreach session pilots in three hospitals and four health centres will commence in 2018, with an aim to test the operational handover of certain roles and responsibilities to volunteers. At the sessions we plan to **work more closely with hospital and health centre staff** and create a supportive structure for volunteers to establish the capacity required to sustain the outreach programme.

Passionate Macmillan Cancer Information and Support Volunteers donated **149 hours** to outreach sessions alone in 2017, most in addition to their role based in Glasgow Libraries.

Volunteer Sharon was delighted to be offered the opportunity by Macmillan Cancer Support to share how she finds her volunteer role and the cancer information that Macmillan provides for free across the country. Find her story in the 2017 winter edition of [Macmillan Volunteer News](#) at [volunteering.macmillan.org.uk](http://volunteering.macmillan.org.uk).

We plan to use the successes of our outreach programme throughout Phase 2 to ensure that people affected by cancer in Glasgow don't face cancer alone.

Our work in Glasgow's communities continued to develop in 2017 as **new working relationships** between community groups, organisations and public and private bodies in the city were created to add to existing partnerships.

To name but a few, we spoke to people at five Working Matters groups run by **Jobs and Business Glasgow** about our support and volunteering role, visited a community breakfast organised by **Gorbals Housing Association**, women's organisations in Govanhill, Easterhouse and Maryhill, a haematology support group for older people at **Maggie's Glasgow** and hosted information stands at health and wellbeing days in Glasgow's famous Gurdwara. We were delighted to attend Glasgow City Councils full chamber meeting to speak to councillors from across the city about the support we provide and how to refer constituents into the service.



Over the duration of 2017 we attended **30 different community events** and facilitated talks or presentations to groups on 12 different occasions.

Concentrated work in Easterhouse in 2016/2017 as part of Engagement Co-ordinator Pip Lawrenson's Community Development studies increased visits to our support service and helped to **build positive relationships** with organisations in the area. Similar work is taking place in Govan where volunteers are working to **build on current relationships** with organisations in the community and raise awareness about the **support and information** available.

## Cancer Support Scotland

Our partnership with Cancer Support Scotland has continued to provide **increased local community access** to complementary therapy sessions and talking therapy appointments throughout 2017.

In 2017 our fantastic partnership has enabled:

- ⇒ **Talking therapy services** to be available locally in Castlemilk, Dennistoun, Drumchapel, Elder Park, The Mitchell, Parkhead, Partick and Royston.
- ⇒ **Complementary therapy appointments** to be available in all five of our capital build hubs - Castlemilk, Dennistoun, Drumchapel, Partick and Royston.
- ⇒ **514 Talking therapy appointments** to take place in private spaces within our library services.
- ⇒ **368 Complementary therapy sessions** to be delivered in Glasgow Libraries.

Through our current evaluation we have received some great comments from individuals who benefited from increased local access to these services.



*“It is easier to access – less travel time and costs, friendly and smaller, feels homely and not in a medical environment.”*



*“Never had anything better than the services in Partick. It takes me to another world.”*



Cancer Support Scotland

Cancer Support Scotland provides emotional and practical support on a one-to-one basis and through community-based groups to anyone affected by cancer, including family, friends and carers.

## Improving the Cancer Journey

Our partnership with the Improving the Cancer Journey service continues to ensure that individuals are offered an opportunity to complete a Holistic Needs Assessment with their own dedicated link officer. Throughout 2017, our volunteers referred 98 individuals to this service for support.

## Long Term Conditions and Macmillan Benefits Service

Financial concerns continue to be a major aspect resulting in individuals accessing our services for help to find assistance with this. This year saw us increase the number of referrals by 18%, to ensure 107 individuals received access to expert financial support.

## Move More Glasgow

As the Move More Glasgow programme came to the end of its current funding cycle, we have been working hard to ensure that individuals across Glasgow have access to a range of physical activity options, including gentle movement, circuits, walking groups and gardening sessions. Glasgow Sport have put together a new menu of options which will be widely shared throughout 2018, with the aim of increasing the number of individuals being referred to the services available.

*It is believed that the strength of each of the above relationships will be a critical factor in our future success. In a move to bring together our fellow Glasgow based partner services, we have joined forces to create a single Macmillan Services Steering Group for Glasgow to be launched in 2018. The ambition for this group will be to create a more joined up approach to sustainability, communications and marketing, stakeholder engagement, service development, and volunteering.*

## Macmillan Cancer Information & Support Centre at the Beatson

Towards the end of 2017, the Macmillan service at the Beatson was undergoing some exciting building work in preparation for a go live date in January 2018. A new front entrance to the building was being created, which shall house a purpose built information and support centre, designed to cater for needs of patients attending the Beatson from all across the country.

We have been working closely with the Beatson service to introduce a new partnership model which shall aim to design a new volunteer role to support this new development in the coming years. Watch this space!

## Macmillan's Direct Services

Along with Macmillan's partnership offer, the charity also delivers a number of services directly, including the Helping Matters service, a clothing service and a wig service. Working together, we have finalised an update of the 'Glasgow Services Leaflet' and will be working closely together in 2018 to increase the awareness of these services across the city.

## NHS 24 Health Information Services

Following the re-launch of NHS Inform, we have **worked in partnership with NHS24** to create a learning opportunity for frontline library staff and volunteers. It is envisaged that this opportunity will be launched across Glasgow Libraries throughout 2018 as part of a **wider health and wellbeing offer**, which is currently in development.

## NHS Information Displays

During 2017, we introduced a **new tier of information provision** to our service model by introducing Macmillan Information Displays across the city's **network of Health Centres**. These branded wall mounts have been installed at or near the **main entrance of 26 venues across the city** and host 4 of the most commonly-requested information leaflets, along with service leaflets containing information on the most-local services available to that venue

## Lifelink

We have been working with **Lifelink** by providing our **Macmillan @ Glasgow Libraries** spaces in Drumchapel, Partick and Royston Libraries to **enhance the Glasgow Libraries health and wellbeing offer** within these communities and to **support local access** to Lifelink's valuable services.

During 2017, the appointments Lifelink have been able to offer in local library venues have been very well attended with **156 individuals** attending **318 counselling sessions** across the 3 library venues.



Lifelink is a social enterprise and registered charity dedicated to helping people overcome problems related to stress, anxiety and depression. They believe everyone is unique and their aim is for every person they work with to be “healthier and happier wherever they live, work and learn.”

## Community MCISS meetings

In **November 2017** Macmillan @ Glasgow Libraries hosted the first Community-based Macmillan Cancer Information and Support Services meeting.

The aim of these meetings is to allow local authorities to **share best practice** and discuss any challenges or positive developments in a more **co-ordinated approach**.

These meetings are going to be held quarterly throughout 2018 and we are looking forward to the next one scheduled for **March 2018** and hosted by **Macmillan @ Edinburgh Libraries**.

## Redesign the System

With Glasgow being the first city in the UK to host the full compliment of Macmillan spread services, i.e a library-based CISS service, Improving the Cancer Journey and Move More, Macmillan have set up a series of events which allow for representatives from across the country to come and find out more about each of these services.

In 2017, we hosted 85 individuals from right across the UK who attended in order to get a closer look at the challenges, barriers, and opportunities we have faced along the way.

## Partnership Forum

In June 2018 our **9th Partnership Forum** was held in Ibrox Parish Church, Glasgow, with a focus on **Child Bereavement Services** .

Three amazing services facilitated this session:

- **Richmond's Hope**
- **Childhood Bereavement UK**
- **The Prince and Princess of Wales Hospice**

These services came together to provide an insight into the issue of bereavement in childhood, highlighting how each of their services help support children and young people through providing direct support, activity-based therapies and information publications.

In October 2017 we held our **10th Partnership Forum**, with **Cancer Research UK** hosting. The focus of this forum was **Early Diagnosis and Cancer Screening**.

This session provided excellent insight to the **importance of an early diagnosis**, and the range of screening activities being delivered across Scotland. Cancer Research UK also provided the national picture on Screening Programmes (Breast, Bowel and Cervical) and their success to date, both nationally and locally, along with an insight to other cancer tumour sites.





**January 2017** saw an important step forward in the programme as we started our **Sustainability Pilot** across 4 service venues.

Jan



Our partner **Cancer Support Scotland** achieves a milestone of delivering **1000+ complementary therapy sessions** in Glasgow Library venues.

Mar

The Macmillan @ Glasgow Libraries **Outreach Services** have provided support and information to **more than 1,000 individuals** to date.

May



west  
dunbartonshire  
libraries & cultural services



July 2017 saw the opening of the fifth **Macmillan @ West Dunbartonshire** drop in service based in a library venue.

Jul

In late September 2017, we were very proud to be told that the **Macmillan @ Glasgow Libraries Volunteer Team** were selected as **Finalists** in the **Scottish Health Awards 2017**.



Sept

The Macmillan  
**Excellence Awards**

The Macmillan @ Glasgow Libraries Team was honoured to win a **Macmillan Excellence Award for Service Integration**.



Nov

Feb

After reaching a milestone 10,000 attendances towards the end of 2016, **Macmillan @ Glasgow Libraries** services were **featured on STV News!**



Apr

**Total hours volunteers donated** to the programme since inception reaches an amazing **30,000!**



Jun

In **June 2017**, the South Volunteer Team were delighted to win the Health and Wellbeing Award at the **South Community Champions Awards**.



Aug

**August 2017** saw us achieve a programme highlight with a record **342 attendances** at our services within the month.



Oct

**2 year anniversary!** Two years ago, in October 2015, the final three capital builds opened in **Castlemilk, Partick** and **Royston Libraries**.



Dec

**Festive Celebrations!**

We celebrated the end of 2017 in style with a Volunteer Festive Dinner.



## Funding

With our partnership's existing funding due to come to an end in **September 2018**, a significant focus in the early months of the year will be discussions around **longer-term funding opportunities**. It is our ambition to continue to improve and build on what Macmillan @ Glasgow Libraries has to offer, and to investigate ways in which we can continue to lead the way in the delivery of community based volunteer programmes.

**A Phase 3 funding proposal is in draft** and will be presented to the Programme Steering Group in January 2018.

## Programme Integration

Following the **success of our sustainability pilot and subsequent roll-out**, we enter 2018 with just a few services remaining to complete the first phase of our operational delivery model. In Spring 2018, the team will be reviewing the progress we have made, and **re-instating the citywide transition group**. The remit of this group will be to turn its focus to some of the more strategic elements of service delivery and investigate the viability of integrating further aspects of the programme into core Glasgow Life structures.

## Volunteering

Continuous **volunteer development is essential** to the long-term success of our programme. We have plans in place to complete the roll-out of our Lead Volunteer programme, **enhance our learning programme**, and continue to engage with our volunteers to ensure that they are at the **heart of everything that we do** moving forward.

## Health & Wellbeing Information

We will be working closely with our library colleagues throughout 2018 to **consolidate, develop and strengthen their health & wellbeing information offer**. Our Programme Manager and the Principal Librarians will be liaising with the Scottish Government, the Health & Social Care Alliance and a number of other Local Authorities in order to ensure our developments align with national strategy, with a newly refreshed offer available around the summer of 2018.

## Evaluation

**Rocket Science UK and Consilium** have been working hard on the Evaluation of our programme, and published our interim report in August 2017. The **final report is due in the summer of 2018**, and will explore further the impact that our services are having, the lessons being learnt, and the scope for improvement and sustainability.

“The best way to predict the future, is to create it.”

The Macmillan @ Glasgow Libraries team would like to extend their thanks to partner organisations for their continued support.



Cancer Support Scotland



TOGETHER WE'RE IMPROVING YOUR CANCER JOURNEY



CANCER RESEARCH UK



PROSTATE CANCER UK



The Prince & Princess of Wales Hospice



volunteer glasgow



University of Glasgow

**Winner**

The Macmillan @ Glasgow Libraries team were delighted to be winners of the Excellence Award for Service Integration at the Macmillan Excellence Awards, London.

**Winner**

The fantastic Macmillan @ Glasgow Libraries volunteers won the Health and Wellbeing Award at the 2017 South Community Champions Awards, Glasgow.

**Finalists**

The Macmillan @ Glasgow Libraries Volunteer Team were honoured to be finalists in the Volunteer category at the 2017 Scottish Health Awards, Edinburgh.

**Finalists**

The dedicated Macmillan @ Glasgow Libraries Volunteer Team were finalists in the Health and Wellbeing category at the 2017 North West Community Champions Awards, Glasgow.

**Finalists**

The Macmillan @ Glasgow Libraries Volunteer Team for the North East of Glasgow were finalists in the Team Award category at the 2017 North East Community Champions Awards, Glasgow.



**Report compiled by**

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