



MACMILLAN
CANCER SUPPORT



Macmillan @ Glasgow Libraries

OUR STORY 2018

January 2018 - December 2018

**SORTING OUT
YOUR FINANCIAL
AFFAIRS**

Macmillan @ Glasgow Libraries is built on the energy, drive and commitment of its people. Its volunteers, its staff team, and its stakeholders. All of which continued to demonstrate incredible contributions throughout the past year, making 2018 another ground breaking year of activity and achievement.

Upon inception we challenged ourselves with creating a service which was accessible, quality assured, and relevant to anyone affected by cancer, including patients families, friends and carers. We wanted to ensure that our volunteers were at the absolute heart of everything that we do. Fast forward to today, and we have witnessed over 15,500 attendances, with almost 50% of those family members, friends and carers. An incredible statistic which demonstrates the absolute need for a holistic approach to support people who are affected by cancer.

Volunteers have made all of this possible by donating 40,000 hour of their time to support people in the community. I have ran out of superlatives to describe the role our volunteers play, and the profound affect that they have on so many of our service users. Quite simply, they are amazing!

Our volunteer programme has been acknowledged as best practice—both locally and nationally—and it had lead us to an exciting new era. In September 2018 we entered in to a new funding agreement with Macmillan Cancer Support, which will see Glasgow Life develop a centralised programme of Macmillan volunteering opportunities, the first of its kind in the UK. We will utilise the existing skills, knowledge, experience and networks built by Macmillan @ Glasgow Libraries to support partners to develop volunteer programmes of their own. This will lead to a diverse, accessible and quality assured range of volunteering opportunities across the city.

I hope that this annual report articulates and demonstrates the dynamic nature of Macmillan @ Glasgow Libraries our commitment to excellence and our relentless pursuit of ensuring that any individual affected by cancer has access to the relevant information and support available to them.

Craig Menzies

Macmillan Programme Manager

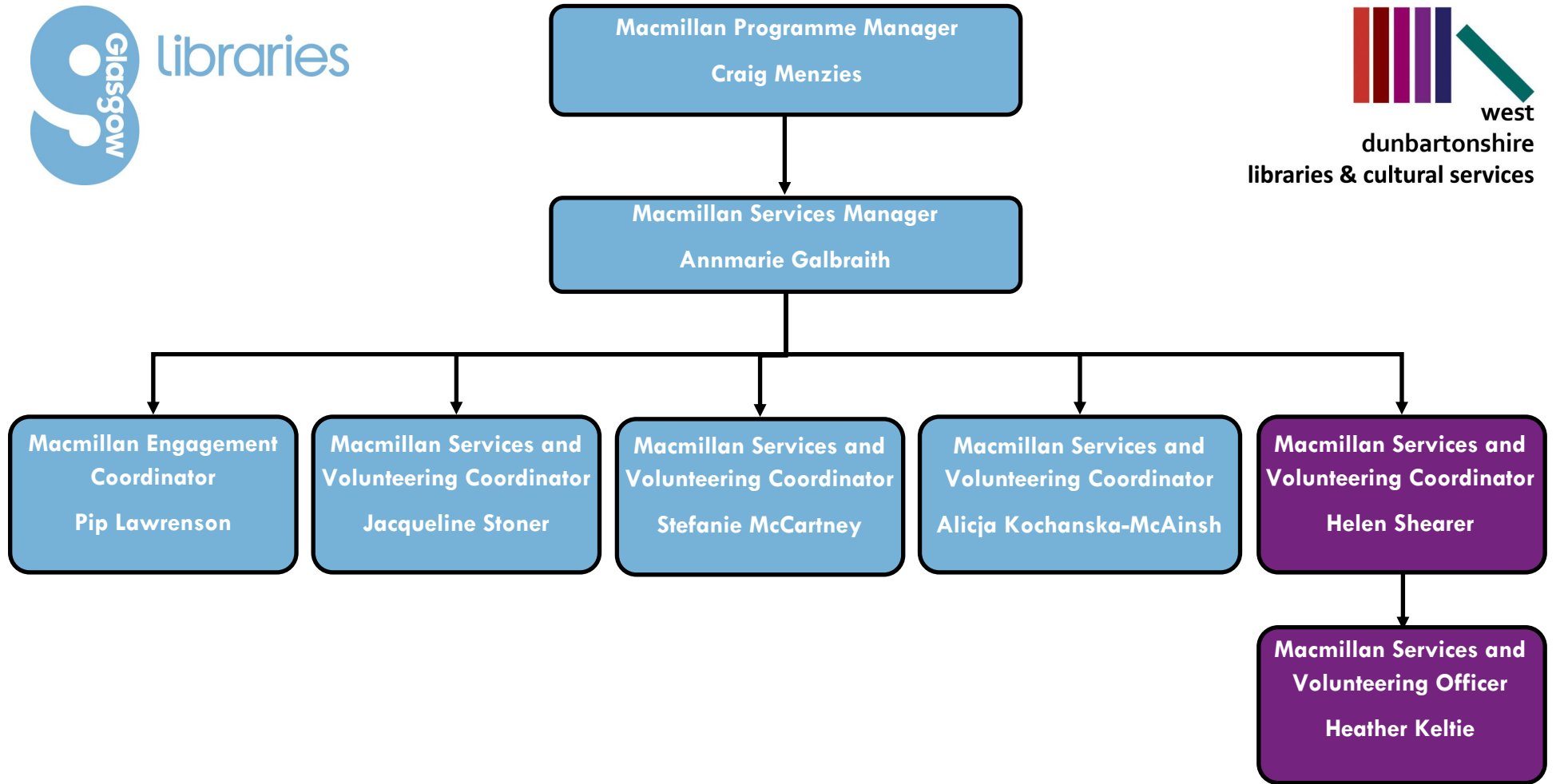


Aim

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 and 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



PROXIMITY Pages 6 - 10

Libraries - a natural fit

Our service model

Outreach services

A new era

EMPATHY Pages 20 - 25

The service user voice

Analysing our reach

Service user profile 2018

INSPIRATION Pages 29 - 34

Partnership working

Sharing best practice

Looking ahead

MACMILLAN CANCER SUPPORT

EMPOWERMENT Pages 11 - 19

Volunteer programme

Community engagement

RESOLUTION Pages 26 - 28

Evaluation

Service review

2018 highlights

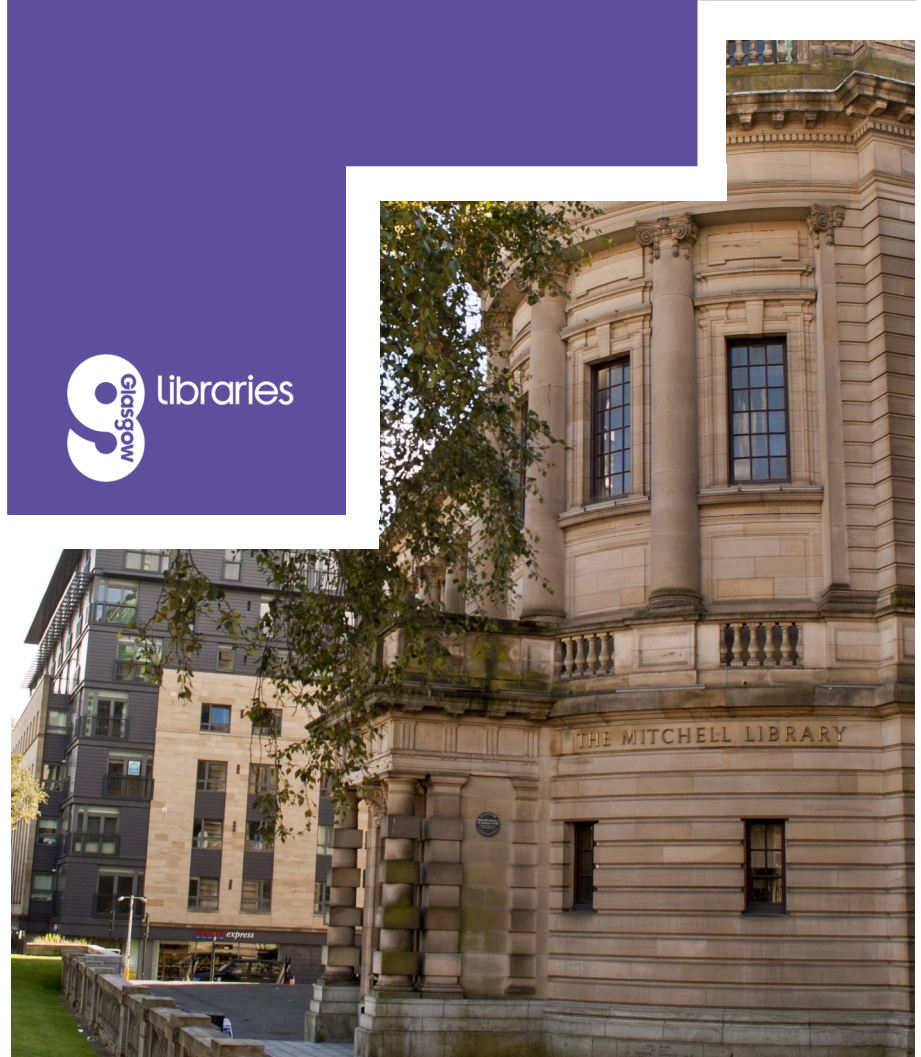
Macmillan Cancer Support launched its first information centre back in 1993, **recognising the wider impact that a cancer diagnosis can have** on an individual's emotional, practical and financial well-being. Historically, these have been based on clinical settings, attached to hospitals and centres which deliver clinical cancer services.

Following research and increased understanding of these issues, **Macmillan challenged the clinical based model**, launching its first community based information and support service in Scotland, with the introduction of a pilot service in Easterhouse Library in 2009. The library was chosen for its welcoming, accessible and trusted environment, along with its expertise in information provision. Following three successful years, this pilot led to the introduction of a new partnership with Glasgow Life, and **Macmillan @ Glasgow Libraries launched in 2012**.

Six years on Macmillan Cancer Support have successfully introduced a model which challenges, and complements the existing health information and support services based on a clinical setting. Today, no shorter than 10 local authority areas are delivering library based Macmillan Cancer Information and Support Services **breaking down many of the barriers** attached to clinical based services.

"I really broke down, I needed someone I didn't need to be brave around. Now it's not going to beat me, that comes from meeting people in the library."

Health Information and Support



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 and 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

“It was also local which made a difference because I was sometimes feeling too tired and weak to go far. If it was anywhere else I couldn’t have got to it.” - Alan



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

Outreach (or pop up) sessions were introduced in 2015 to complement the library-based drop ins and provide an opportunity for a larger, more diverse demographic to gain access to cancer information and on the spot support.

In 2018 we held **51 outreach sessions** in community settings such as hospitals, health centres and shopping centres, along with attending 29 events and delivering 32 interactive talks on the support we provide and how to get involved. These sessions extended **our reach to 2,068 people with 561 of people receiving further support.** 18 of the people we met during an outreach session were referred into another service on the day, including **Cancer Support Scotland, Smokefree Services, Brainstrust, a lung cancer support group and Macmillan services for further support.**

2018 saw a change in outreach delivery with the launch of sustainable pilots in hospitals and health centres. At the pilot sites, we aimed to test the operational handover of certain roles and responsibilities to volunteers. We now have regular volunteer-led sessions in **Queen Elizabeth University Hospital, New Victoria Hospital, Drumchapel Health Centre and Pollok Health Centre.** The success of these sessions are due to the strong relationships with volunteers and the staff in the **Support and Information Services** and health centres. In 2019 we hope to use a similar model to launch volunteer-led sessions in New Stobhill Hospital and Glasgow Royal Infirmary. We were invited to host our first ever outreach session in the beautiful new Prince and **Princess of Wales Hospice** with more sessions, and more joint working, to come in 2019.

We held outreach sessions in **health centres across Glasgow on 19 occasions and in hospitals on 12 occasions.** We also delivered sessions at Lambhill Stables, Govanhill Parish Church and Chest Heart and Stroke Scotland's Community Hub In Drumchapel for the first time in 2018. Further outreach highlights include sessions at GO LIVE! At the

"I also volunteer at various outreach sessions which supports engagement with a diverse group of people and raises awareness of our services. At most outreach sessions we are fortunate enough to have a private area we can take people to if they wish some 1:1 support and offer the same support and signposting as we would if we were in a library"
- Maureen

Green, Glasgow Gurdwara health and wellbeing day and an outreach session at a Lymphoma Action TrialsLink conference one Saturday morning.

Dedicated Macmillan Cancer Information and Support Volunteers donated **120 hours** - in addition to their library based role - to outreach sessions in 2018. The passion and commitment volunteers have to support people in Glasgow continues to blow us away year after year.

Volunteer Maureen 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 2018 autumn edition of Macmillan Volunteer News at volunteering.macmillan.org.uk.



The cancer landscape is changing, with estimations that **by 2030, 1 in every 2 people will be diagnosed with cancer**, increasing from 1 in 3 people in the short lift span of our programme. However, with significant enhancements in screening, treatment options and medications, more people than ever before are living with and beyond a cancer diagnosis, resulting in a cancer diagnosis increasingly being seen as a long term health condition.

With an ever **increasing demand upon existing services**, and a number of gaps amongst the services available, there has been a growing appetite for the development of robust, quality assured and sustainable volunteer programmes, designed to improve, complement, **strengthen and increase the reach within the existing services** being offered to people affected by cancer.

At the turn of the 2018, there was a number of Macmillan funded partnerships across the city with varying levels of volunteer involvement. A number of which, had expressed their interest in learning from Macmillan @ Glasgow Libraries to determine any potential opportunities that volunteering could bring to their services.

Subsequently, **a new partnership approach to volunteering** across the city was developed. As of September 2018, Macmillan @ Glasgow Libraries have taken on a new remit. One which will aim to utilise the existing skills, knowledge, experience and networks to support partner organisations in creating a service offer which is not only **co-ordinated and accessible**, but also the delivery of any volunteer programmes is joined-up and providing a diverse, accessible and **quality assured range of volunteering opportunities** across the city.





Volunteers are the centre and heart of Macmillan @ Glasgow Libraries.

They primarily **provide help and support to people** who are often lost and overwhelmed by their diagnosis and the amount of information they receive.

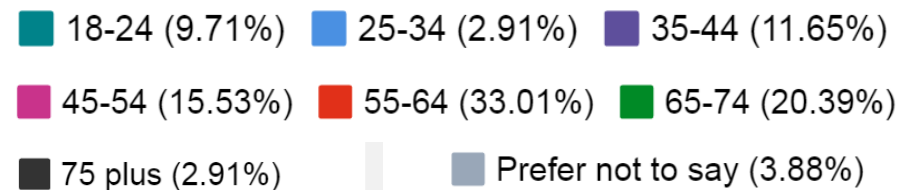
At the end of 2018, there were **97 Macmillan Cancer Information and Support Volunteers** including 12 Lead Volunteers, 1 Cancer Awareness Volunteer and 6 volunteers located at the Macmillan Information and Support Centre at the Beatson West of Scotland Cancer Centre.

Volunteers come from different backgrounds and bring a lot of their own skills and experiences into the programme.

At the end of 2018, **26% of volunteers had reported having disability, cancer diagnosis or long term condition**, which is higher than the 23%

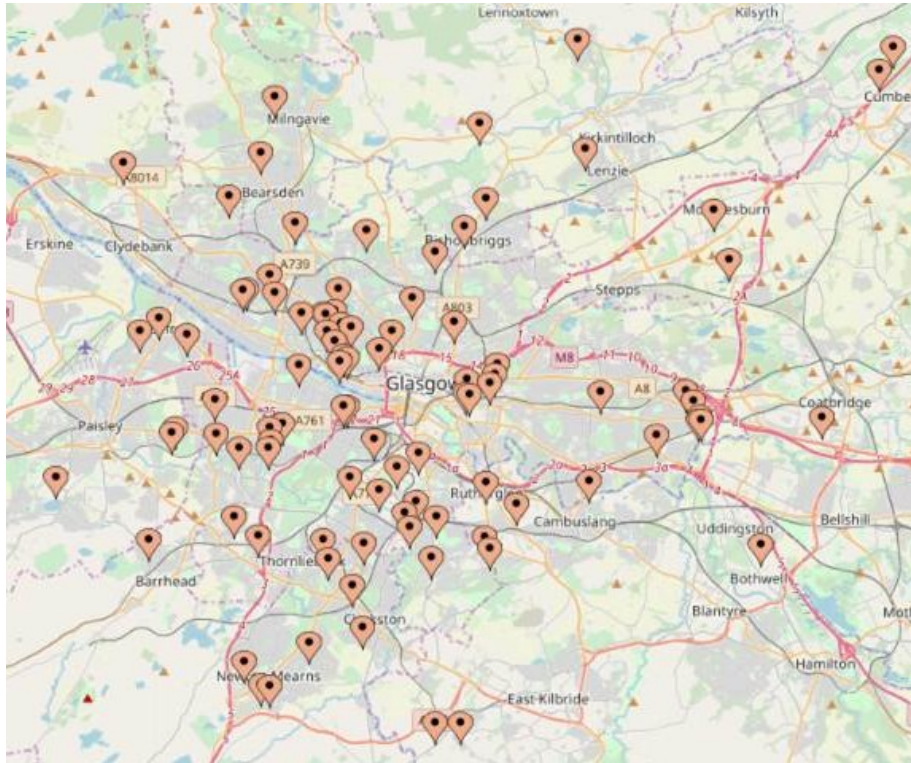
of population who identify as having a life limiting health issue or disability (as reported in Census 2011).

In our recruitment process we aim to offer **inclusive volunteering opportunities**. Volunteers' age range varies from just over 18 to over 75. The largest age groups are people who are between the age of 55 and 64 (33.01%) and from 65 to 74 (20.39%).

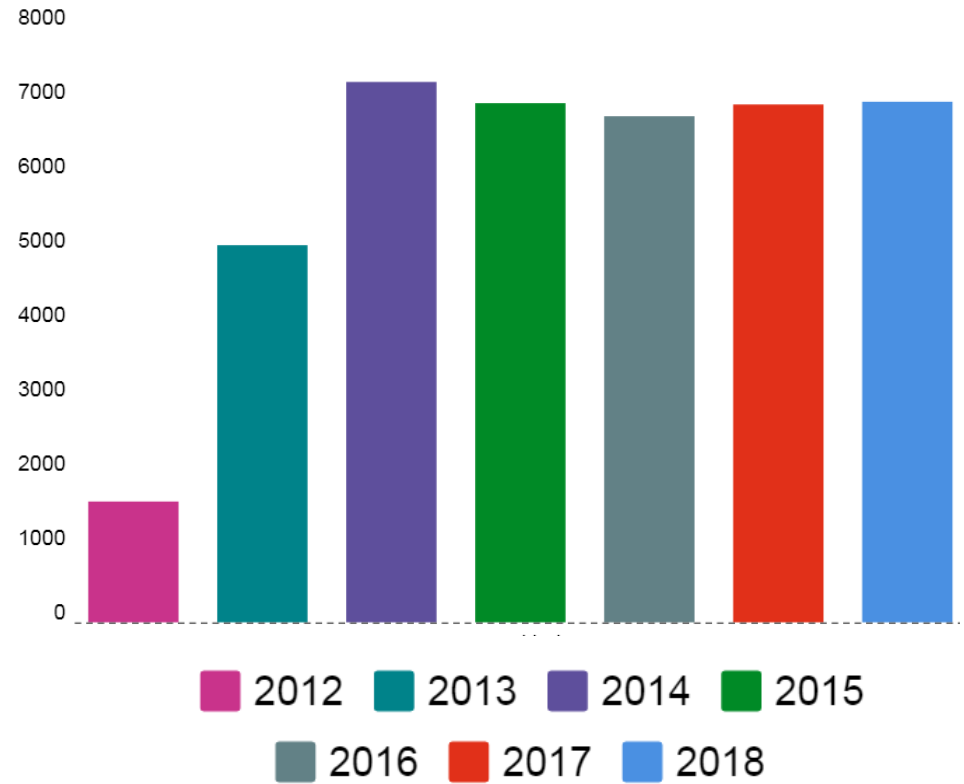


“Every individual has a possibility to help in a big or small way” - Macmillan @ Glasgow Libraries Volunteer

Macmillan @ Glasgow Libraries volunteers come from a huge variety of geographic areas across Glasgow. Some people who travel from Ayrshire, Lanarkshire and West Dunbartonshire to volunteer, **each bringing invaluable knowledge of their local areas** and communities.



In 2018 volunteers donated over 7,000 hours to the programme bringing the total since inception in 2012 to **41,774 hours** providing **invaluable emotional support and information** to anyone affected by cancer.



Volunteers make sure all service users are informed of the local services across Glasgow as well as national services where relevant. This allows people to play an important role in their own cancer journey. Macmillan @ Glasgow Libraries volunteers are truly dedicated in **empowering service users to make decisions** about their health and wellbeing.

“For me, Macmillan @ Glasgow Libraries is giving people back some power after a cancer diagnosis by offering information and support that may not be available to them otherwise” - Macmillan @ Glasgow Libraries Volunteer



"I cannot thank this innovative, supportive and empathic service enough"

Hi, my name is Sharon and I finished the Macmillan training in May 2015 and subsequently volunteered in both Easterhouse and Barmulloch libraries before joining the Royston service.

I first became aware of all the services Macmillan provide through picking up their booklets each time I visited the Maggie's Centre at Gartnavel General Hospital before I went for my chemotherapy treatment at the Beatson. In September 2011, I was diagnosed with metastatic bowel cancer which had spread to my liver and the prognosis was not optimistic.

Myself, my family and my friends were devastated with this news and I was left **feeling completely powerless**. Having cancer made me feel like my whole life was being taken away from me.

During this time, I felt I needed a lot of continuous, positive mental support and I was lucky enough to have people around me to provide this. To reclaim some of my power, I accessed a lot of information from the Macmillan website and this is where I first found out about the volunteer led service in Glasgow Libraries. I decided when my treatment finished I would like to be part of the team, to be available for people

going through the same as myself who **needed to feel supported and informed**.

Armed with all my information regarding keeping healthy during treatment through nutrition and a positive mental attitude, I kept very well and after an operation and a year of chemotherapy I applied to join Macmillan @Glasgow Libraries.

It felt good simply being able to listen and help. I felt especially proud to be part of this innovative programme after one service user mentioned that I should do it as a full time job as she could talk to me all day. This comment had a profound effect on me and I decided to become a counsellor. Coinciding with this epiphany was the result of my most recent scan which informed, that against all the odds, I was cancer free. My doctor advised that I must have reacted extremely well to treatment. Beyond happy doesn't come close to describing how I felt and made me even more determined to make a difference by becoming a qualified counsellor.

For me, Macmillan @ Glasgow Libraries is **giving people back some power after a cancer diagnosis** by offering information and support that may not be available to them otherwise.

Alongside this, the team works tirelessly for volunteers by providing continuous learning and development so they can both **grow as individuals** and also better support people.

In 2018 I graduated as a Cognitive Behavioural Psychotherapist. This vocation was initiated through my interactions with people whilst volunteering with Macmillan @ Glasgow Libraries.

For this reason, along with many others, I cannot thank this **innovative, supportive and empathic service** enough.

Accredited Core Training

In 2018 the Macmillan @ Glasgow Libraries delivered **5 core training courses**, now delivered across two days, instead of the previous 2.5. Volunteers are required to attend both days of training before they begin their role. We welcomed **27 new volunteers** to our team and 2 volunteers refreshed their training in 2018.

An exciting new venture for the team was when **6 volunteers joined the Macmillan Information and Support Centre at The Beatson West of Scotland Cancer Centre**, after completing core training and receiving a further induction with the Macmillan Centre Manager there. We also welcomed volunteers from other local authorities, including West Dunbartonshire, Inverclyde and Ayrshire. In total we had **51 people** attend our accredited core training in 2018.

A lot of feedback about the training highlights how much people enjoy interacting with other volunteers that are there. They can see they will be in a team with people who share similar feelings of wanting to **help others in a supportive role**. Being able to easily interact with each other from the very beginning helps build confidence in each other going into the role. Peer support helps feed into the high standard of information and support being provided to everyone that comes into a drop in for information and/or support. All of the volunteers were assessed and accredited thanks to our partnership with **Queen Margaret University**.

Two of the volunteers who attended core training in 2018 were successfully recruited into the Lead Volunteer position at 2 of the libraries in the North West of the city in the same year. This is really encouraging to see that they have been supported in short space of time to feel they can have a further positive impact by helping each library team.

We received some lovely comments about the training this year:

"Highly enjoyable way of learning"

"Excellent!!"

"Informative and informal."

"the trainers, the syllabus, the interaction with other volunteers."

**"It was
fascinating and I
left both days
very positive and
excited to begin
volunteering"**

Training feedback
June 2018

Volunteer Learning and Development

During 2018 volunteers were encouraged to attend the fantastic learning and development offer from Macmillan Scotland, which would continue to build confidence in providing an amazing service to everyone that comes to see them at a drop in. We highlighted and supported volunteers to access more training provided by other cancer specific organisations, like Cancer Research UK, online. This further supports and **develops volunteer skills** in our team that are unable to attend training opportunities during weekdays, often due to a number of volunteers having fulltime employments or caring responsibilities.

In November we had Jo's Cervical Cancer Trust deliver an excellent understanding and awareness session with the volunteer and staff team. One volunteer who has been with the programme for many

years commented that it had been one of the best sessions she has attended, which is fantastic to hear and really highlights the importance of great training in **supporting the volunteers** to pass this knowledge on to people attending the drop in services across the city.

Regular opportunities for the volunteers to meet up and reflect on different areas of their role and the service were still maintained in 2018, with a name change from Development Session to Team Workshop. The name change reflected the **more interactive and activity based** meetings. These more informal catch ups together encourages communication between the volunteers and **additional peer support** from volunteers across other areas of the city which helps to share ideas and encourage and congratulate each other on good experiences or support approaches.



“it really feels like volunteering for Macmillan helped me to work on my self-development a lot and your continuous support really helped with my confidence about my skills and mind-set”

Barbora

Lead Volunteer Model

Macmillan Cancer Information and Support Volunteers are eligible to apply to become a Lead Volunteer after four months in their role. We are delighted to now have **thirteen Lead Volunteers** who use their skills, experience and training to support, guide and **mentor fellow volunteers**.

All Lead Volunteers undergo additional training designed to give them the tools and techniques to be take more control of their volunteering experience, and to support other volunteers. Topics include **leadership, motivating others** and **coping with change** to help support them in their new role. Training is further enhanced with the Lead Volunteer Forum, which provides an opportunity to get together and offer advice and **peer support** for the role. The Forum is also an opportunity for the staff team to get feedback and ask for the opinion of volunteers on service changes and updates.

In December 2018, Maureen shared her story with [Volunteer Scotland](#), discussing her reasons for getting involved, how she finds being a Lead Volunteer and the opportunity to support managing change.

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



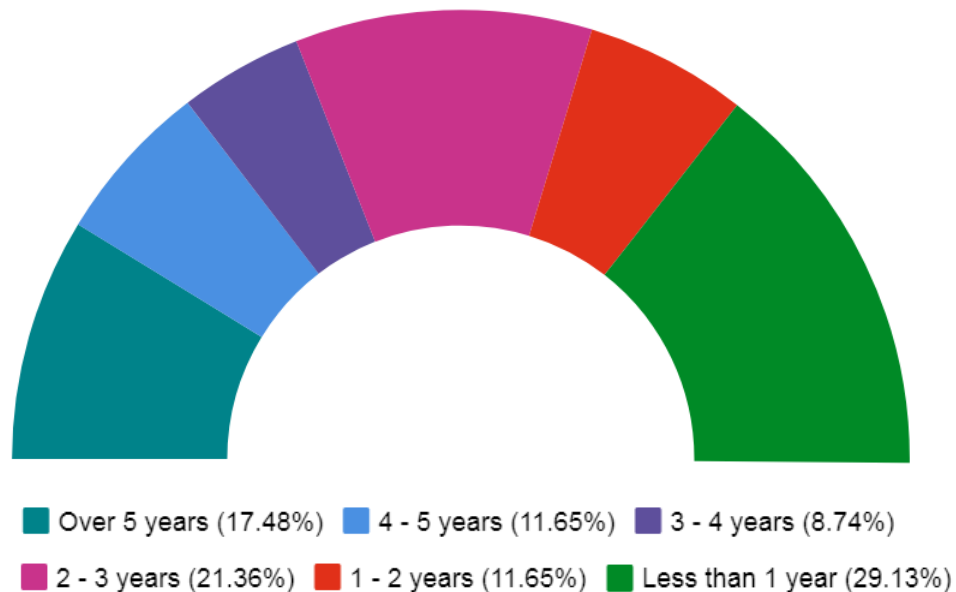
Recognition

Being able to show how much we appreciate volunteers remains a priority for us, with 2 celebration events held in 2018, one in **Volunteers Week** and the other during the festivities in December. It is one of our highlights, seeing the volunteers enjoy themselves and be treated to something a little special. Its only one way we can say **thank you** for the amazing amount of time they give to support people that have been affected by cancer in Glasgow, but we hope it helps **show how much we value them** even a little bit. We like to hand write cards around the same time of both celebrations to thank all our volunteers personally as not everyone is able to attend the events themselves.

The volunteers knowing how they are **having a positive impact** and are a vital support to people in the city helps to create a supportive peer culture and **increases self-confidence** in them, increasing the retention of our volunteers to the team and increasing the success of the service being communicated by word of mouth between their family, friends and wider communities.

Volunteer Retention

We believe volunteer retention is absolutely crucial and necessary to ensure Macmillan @ Glasgow Libraries remains **sustainable and successful**. We aim to achieve a high retention rate through a variety of approaches and actions. We focus on supporting volunteers and providing an environment where they can feel engaged and valued. At the end of 2018 we could see that, 17.48% volunteers have been with the programme for over 5 years which shows the **incredible commitment** to working together as a team to support people affected by cancer in their local communities.



Volunteer retention starts at the very beginning of the recruitment journey. Our core training provides the knowledge and skills to make sure all new volunteers can start their role feeling **prepared and motivated**. Following core training, volunteers are offered a wide range of additional training opportunities to support them in their role and personal development. In addition to our formal learning offer, volunteers learn from each other while working together in the services, through **sharing knowledge and experience**.

To retain volunteers our strategies also include:

- ◆ Providing learning resource by designing a robust learning programme, available to all the volunteers, provided by Macmillan and external organisations
- ◆ Inviting volunteers to various social events (Volunteers' Week event, Christmas dinner)
- ◆ Sharing volunteers' stories online
- ◆ Encouraging volunteers' involvement in discussions about the future of the programme, through surveys and questionnaires
- ◆ Sharing feedback and comments with volunteers
- ◆ Acknowledging and recognising their hard work and commitment

*"It's great that the people who volunteer all work well together, helping each other to get a resolution for people who come in."
Macmillan @ Glasgow Libraries Volunteer*



My name is Satyarebala and I volunteer in Hillhead Library with Macmillan @ Glasgow Libraries. Macmillan @ Glasgow Libraries means **connecting to the community** in an amicable and accessible

way. It's the best location for someone to find answers to their questions. Libraries not only provide the calm environment people are looking for, with Macmillan volunteers (and coffee and cookies!), it adds friendliness.

The books from Macmillan, along with the lifestyle books from Glasgow Libraries, provide good information and support. In addition to this, the support we get from the library team is great.

After my two kids started primary school, I was looking to get busy and start preparing for work. I met Anna Morton (Macmillan West of Scotland Engagement Lead), a parent from my son's class and she suggested to me that I volunteer. By then, I had heard about Macmillan on few occasions and met the joyful Macmillan @ Glasgow Libraries volunteers in Partick Library. I love the idea of giving back to the community, to understand and support people. This was the opportunity to do it and I am happy to be involved.

Being a volunteer gives me **a feeling of satisfaction**, because I can help people by listening and supporting them. I like to provide a listening ear. It gives me the chance to understand, reflect and try to support people. I enjoy all aspects of volunteering. Personally, I like talking to my fellow volunteers, listening and **sharing our ideas** on everything. All the volunteers I have met are lovely. At Hillhead Library, the staff are very welcoming and are **always ready to help**.

Once I was volunteering in Partick Library when an exchange student dropped in. The previous night, while she was writing her final thesis, she found out that her mother was diagnosed with cancer and had also had a cardiac arrest. She noticed her mother's handwriting was different and it worried her. When she found out she searched for the nearest Macmillan drop-in service and visited us the next day. She wasn't sure what to do next or how to talk to her mother. She was very emotional, but was able to express her feelings to us. **We provided her with information** from Macmillan (such as how to speak to someone with cancer) and we suggested she use the Macmillan Online Community while she was away. When she left, she was glad that she came in and got the information to prepare herself on the way back home.

I think that libraries are hubs for community activities and events. Macmillan @ Glasgow Libraries is a part of community awareness and support. For instance, the library at GoMA is a part of the gallery which welcomes many visitors every day. Macmillan information at such a location allows people to access, get information and find out about wider Macmillan services. Many people just come along for a chat and a cup of tea. All the libraries are part of Glasgow Life, which means we let people know about upcoming events.

Macmillan @ Glasgow Libraries team is amazing, they are always available. They organize workshops which provide support to the volunteers. There are various events throughout the year, which keeps the volunteers well informed about partner organisations and services which we can provide. The events provide the opportunity to meet other volunteers from different locations and share their experiences so that **we can all learn from each other**. The annual Macmillan volunteer conference in Blackpool was a great experience for me. It was great to meet a group of like-minded people, who all work together to help and support the community.

Our work in Glasgow's communities continued to develop in 2018 as relationships between community groups and were created and maintained to help people living life with cancer, their family and friends. Over the year we attended **29 events and delivered 32 interactive talks** to community groups and professionals across the city on the support we provide and how to get involved. Combined with our outreach sessions, these events and talks **extended our reach to 2,068 people**.

We were delighted to develop **new relationships** with, amongst others, Scottish Refugee Council, Glasgow's Golden Generation, Glasgow Association for Mental Health, Ardenglen Housing Association, Glendale Women's Café and Rosemount Lifelong Learning Centre all of whom we will continue to work with in 2019.

Fiona, Regeneration Officer at Ardenglen Housing Association, says: "In 2018 various groups/participants engaged in workshops delivered by Macmillan @ Glasgow Libraries. All of those who took part in these workshops reported back positively on how this has impacted their thinking on worry and **anxieties around cancer**. Through the visits one of our group members became a **Macmillan @ Castlemilk Library volunteer**. Participants have also supported fundraising efforts for Macmillan. All that Glitters (our creative writing group) were delighted to attend the Coffee Morning in September to perform a specially written song for the event and our men's group, Wan Direction, held a successful Moment Event to celebrate International Men's Day in November, which saw them raising just under **£500 from a BIG Shave off**."

Building relationships with organisations such as Ardenglen Housing Association is essential as it enables us to increase awareness of where to find cancer support and information and recruit volunteers from the community. In September we held a coffee morning in the Mitchell Library and raised **£786.83** for Macmillan Cancer Support. Volunteers

and library teams also held Macmillan Coffee Mornings across the city, raising even more vital funds to help change lives. Coffee Mornings are another great way to let the wider community know about the support and information we provide.

It was an absolute pleasure to attend the Lord Provost's Coffee Morning in Glasgow City Chambers where we met people from all over the city and let them know about their local drop in service and our volunteering role. Over **£4,500** was raised for Macmillan Cancer Support and we were very proud to be involved.

2018 saw the roll out of Universal Credit in Glasgow, and with this in mind we engaged with **Springburn, Drumchapel, Govan and Partick Jobcentres** with visits to the remainder scheduled for 2019. All staff in the Jobcentres were made aware of the free cancer support and information in the area, as well as how to refer customers into us for support. Springburn Jobcentre are piloting a display, similar to that we have now installed in health centres, as a way for people to access free cancer information.

Finally, we attended 3 healthy mind-healthy body roadshows organised by Police Scotland across the city to provide our support and information to a total of **67 people**. We are looking forward to 2019 to visit more people and spread the word about our—and partner- services.



The following pages analyse the reach our services have had, and demonstrate the varied attendances through a demographic profile.

However, the true value of the services can more evidently be seen through the heart-warming feedback from those who access support and information by attending the drop-ins.

“...excellent, helped me with everyday things which I was finding hard to do. If I hadn’t accessed the service I think I would have still been struggling to cope.”

“It has really helped me. I have had great counselling, complementary therapies, and great volunteers to have a chat with.”

“If I hadn’t accessed the service I would have been lost and unsupported, beaten and confused about conflicting information. The comfort and support we received was fantastic.”

“I felt like I was drowning and didn’t know where to turn... the ladies in the library were lovely.”

“It feels like a family who support each other”

“Just talking to someone helps. It is a big first step.”

“I feel [the library] is a lot more homely and relaxed. I have met a lot of nice people who are going through cancer, I would be a lot lonelier if I didn’t have my Thursdays to look forward too. I have been going for almost three years now and I try not to miss a day”

“Much more relaxed, welcoming. A calm familiar setting puts you at ease and helps you open up.”

“Hospitals and health centres are too busy and too clinical. Library is more relaxed and informal. Most areas have a local library so it is easy to access compared to hospitals.”

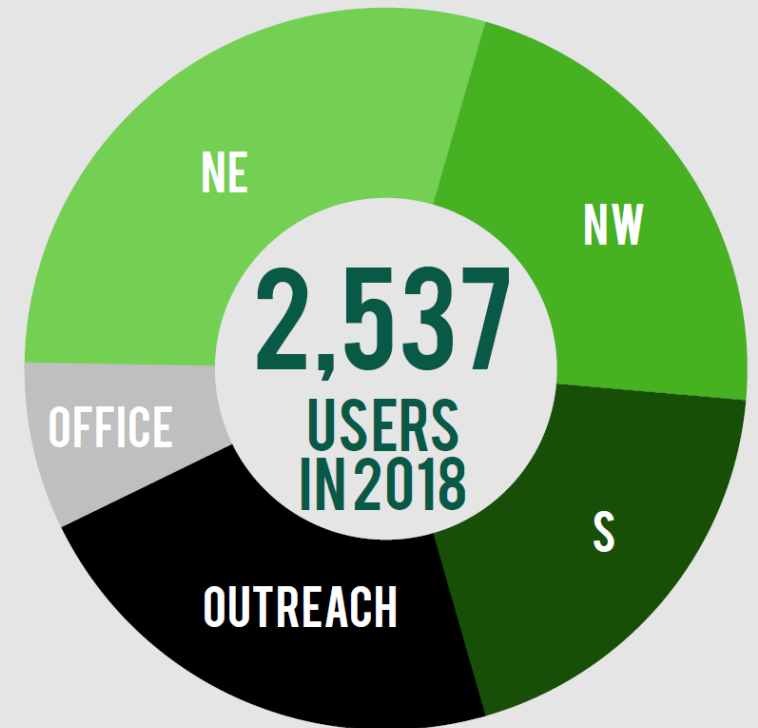
“What I really needed was just some time to sit and talk about how I was feeling. The volunteer gave me that time. Asked me how I was feeling, and if there was anything she could do to help. I felt like such a weight had been lifted after that.”

This is just a selection of wonderful comments received from people affected by cancer who accessed our services in 2018.

15,500 attendances
at
Macmillan @ Glasgow Libraries

Since our launch in 2012, Macmillan @ Glasgow Libraries has had more than 15,500 attendances across the city.

2018 saw our success continue with 2,537 attendances at services in libraries and at outreach sessions.



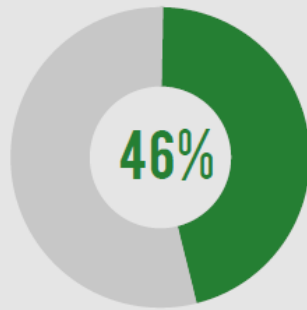
In 2018 more than 50% of people had been diagnosed with cancer

We also supported friends, family members, carers and people who are bereaved through cancer.

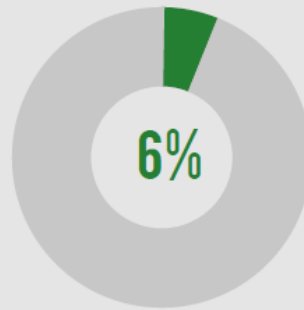
- Person with cancer (51.61%)
- Friend (4.71%)
- Family member (26.57%)
- Professional worker (6.61%)
- Other (10.50%)



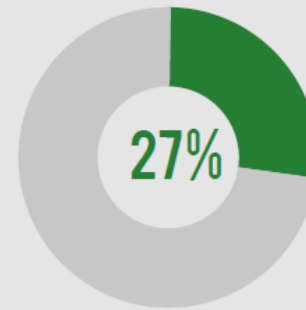
Reason for visit



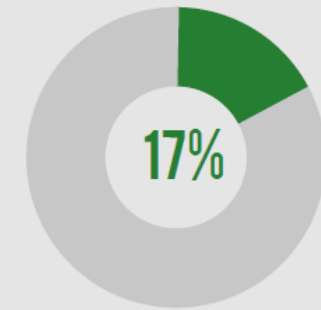
wanted someone to talk to



attending a counselling session



to find out what services are available



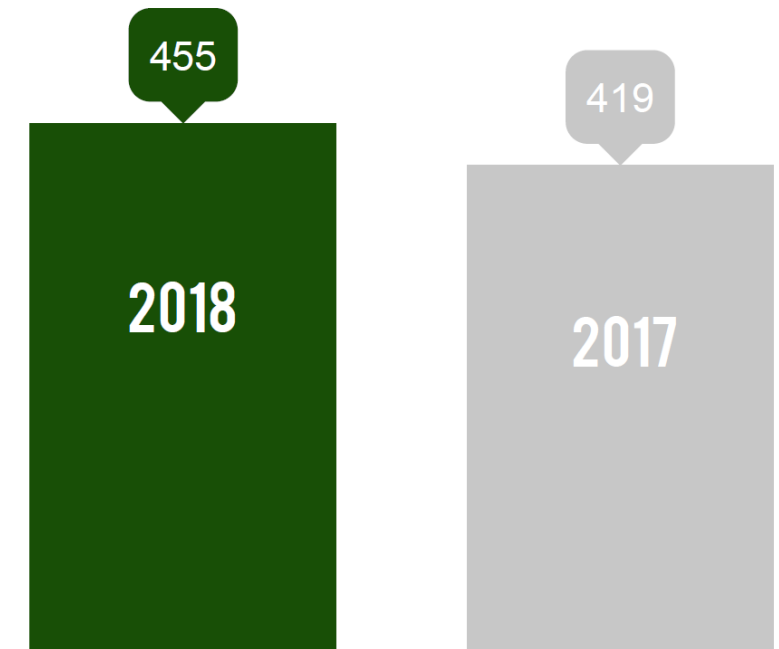
benefits/ financial concerns

Onward referrals

In October 2013 we implemented a referral process. Since then Macmillan @ Glasgow Libraries has made 2,024 referrals for people affected by cancer, supporting them to access further support in the local community.

We made 455 referrals in 2018, 9% more than in 2017

156 (34%) referrals were made to Cancer Support Scotland



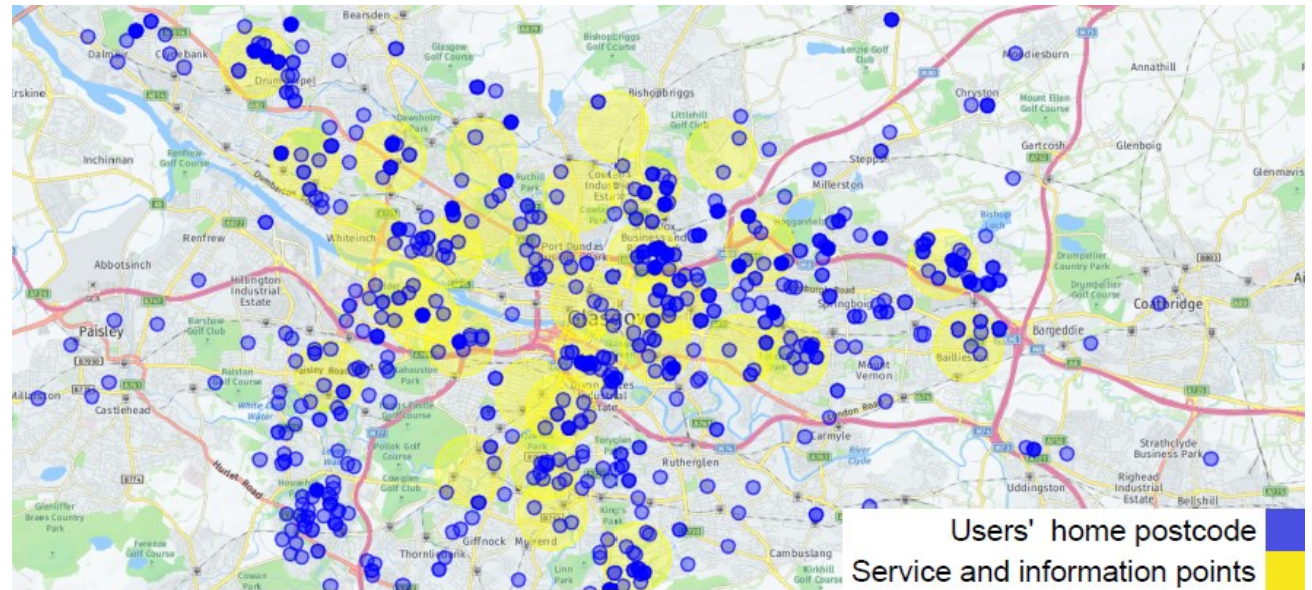
Supporting people across Glasgow and beyond

Glasgow's users come from across the city. 43% came from the North East

26% from the North West and

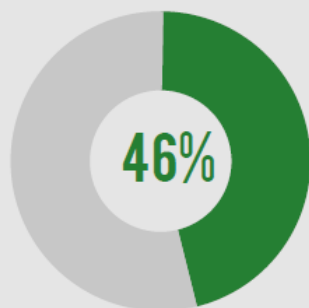
31% from the South of the city.

16% came from outwith Glasgow with some from as far as Aberdeen.

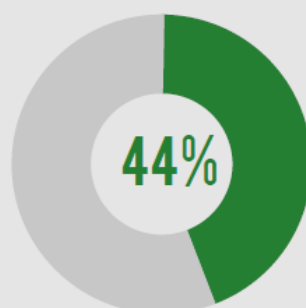


Outreach services

561 attendances at outreach sessions across the city.



wanted someone to talk to



to find out what services are available

Outreach has been successful in reaching people who have not accessed support and information before, with 86% of people hearing about it for the first time.

People are most likely to be family members or professionals who would like to have someone to talk to, or to find out what is available to them.

Cancer experience



- Undergoing tests (5%) ■ Recently diagnosed (7%) ■ Undergoing treatment (28%) ■ Recently completed treatment (5%)
- Secondary diagnosis (1%) ■ Living with cancer (26%) ■ Receiving palliative care (3%) ■ Bereaved (12%) ■ Other (13%)

12% of people were seeking support after a bereavement, this has increased from 7% in 2017.
 28% of attendances in both 2017 and 2018 were from people who were undergoing treatment.

Cancer type

The most common type of cancer discussed was breast cancer, affecting 27%.

Lung cancer and prostate cancer were the next most common, making up 15% and 11% respectively.

These have been the most commonly discussed types of cancer since inception.



- Breast (27%) ■ Bowel (8%) ■ Lung (15%)
- Head and Neck (6%) ■ Prostate (11%) ■ Other (33%)

Demographic profile

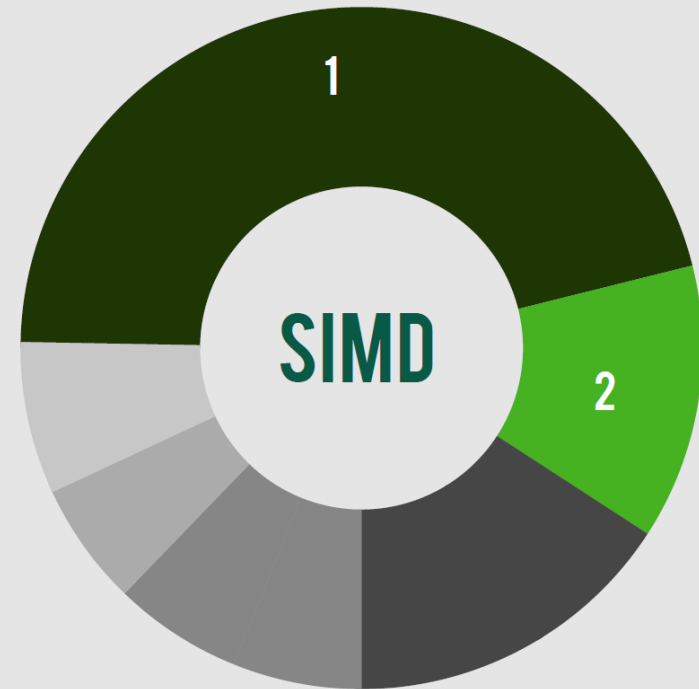
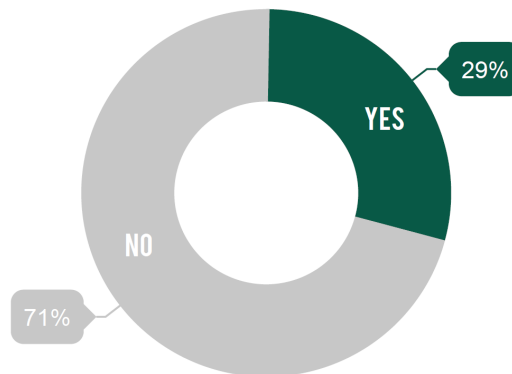


Female (67%)
Male (33%)

2 in 3 people in 2018 were female, this has remained unchanged since 2017.

1 in 3 people who accessed the services were aged 65+.

29% of people who accessed support and information described themselves as having a disability.



Postcodes collected during visits show that 59% of users live within the most deprived areas in Scotland, deciles 1 & 2, as defined by the Scottish Index of Multiple Deprivation (SIMD). This is 11% ahead of the Glasgow City rate as 48% live within the most deprived areas.

People from the least deprived areas in Scotland made up the lowest proportion with 7% living in deciles 9 and 10 and 6% in 7 and 8.

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

Based on learning from the [Interim Evaluation Report \(2017\)](#), the evaluation team changed their methodology for the final evaluation period to include greater engagement with volunteers and health professionals. Various methods, including face to face, and telephone interviews, and online questionnaires were used to gather as much external opinion as possible.

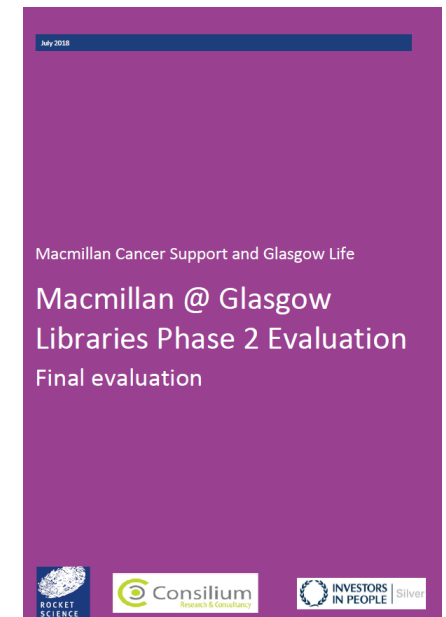
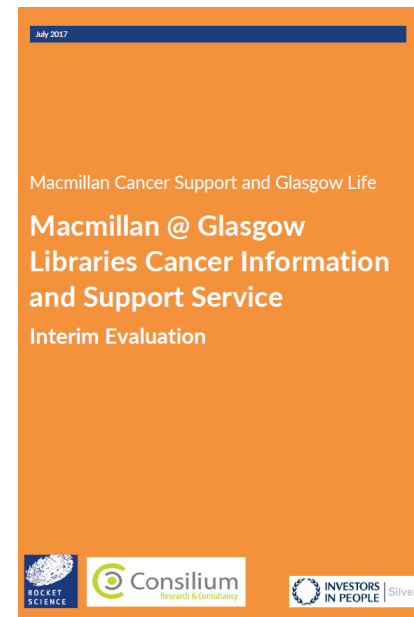
The [final evaluation](#), which was finalised in July 2018, had a specific focus on exploring the barriers and catalysts to organisations and individuals either referring or signposting people affected by cancer to the service.

Key conclusions and recommendations included:

- Overall, the service is considered to be important and of high quality and is an important part of provision for services, particularly for friends, families and carers who often don't know how to access support for themselves
- Feedback from service users was overwhelmingly positive
- The sustainability pilot and subsequent integration of the service into library management has been a success
- The service's integration into the library has been very positive, but more still needs to be done to ensure that the service is a core part of the wider Glasgow Life picture
- There is an opportunity to review and potentially reduce the number of drop-in services without compromising the quality of the service

The completion of the [external evaluation](#), coupled with our own internal evaluation processes has helped direct the programme's continued integration into Glasgow Libraries' core business.

- ⇒ We have continued in our phased handover of some of the volunteer management and operational functions currently carried out by the team. By the end of 2018 we had **recruited and trained Lead Volunteers for 13 Library based drop in services** across the city as well as decentralising the purchasing of supplies for the services, giving more ownership and responsibility to volunteers within each venue.
- ⇒ We also took note of the final evaluations recommendation regarding an opportunity to review and potentially reduce the number of drop-in services and **completed a Service Review** during late 2018.



Our continuous improvement has remained a key principle in the delivery of Macmillan @ Glasgow Libraries, as we strive to improve and develop the service offered to people affected by cancer. One of the recommendations delivered by our evaluators was that we could potentially reduce the number of drop-in services without compromising quality. This prompted a repeat of the service review process we last completed back in 2015, which previously led to the rationalisation of our services, and the introduction of our outreach services.

Throughout August - October 2018 we reviewed the following:

- Volunteer availability and area specific challenges with volunteer recruitment
- Service statistics, including service user attendances, geographic area and demographic profile of attendances.
- Service location relative to other available Macmillan Cancer Information and Support Services
- Referrals generated from each service to assess the performance of the service to link people affected by cancer into the vital services they require

The service review was completed and with the agreement of Macmillan Cancer Support the following recommendations were made:

Recommended and implemented in December 2018

- ⇒ The level of service provision at the Library at GoMA was changed from a drop-in service to an information point.
- ⇒ The level of service provision at Anniesland Library was changed from a drop-in service to an information point.

Recommendations for 2019

- ⇒ The area within Hillhead Library used for the drop-in service to relocated to a more visible space within the library to increase awareness of the service.
- ⇒ The level of service provision at Elder Park Library to be changed from a drop-in service to an information point.
- ⇒ The level of service provision at Ibrox Library to be changed from an information point to a drop-in service, which also provides counselling appointments in partnership with Cancer Support Scotland.

New Service Structure for 2019

5 Capital Build Hubs* (volunteer-led)

- Castlemilk, Dennistoun, Drumchapel, Partick & Royston

9 Satellite drop-in centre (volunteer led)

- Cardonald, Easterhouse, Gorbals, Hillhead, Ibrox*, Langside, Mitchell*, Parkhead* & Pollok

19 Information points (managed by library staff)

- All other community libraries across Glasgow

26 Information displays

- Located in health centres, sports venues and job centres

Outreach services

- Varied hospitals, health centres and community venues

***Counselling and/or complementary therapies delivered in these 8 venues in partnership with Cancer Support Scotland**

2018 Highlights



It was the start of a new year and our partnership with **Cancer Support Scotland** just kept getting stronger!

Over 2000 counselling sessions delivered in Glasgow Libraries to date.

Jan

March 2018 saw our second team member achieving her **Macmillan Volunteering Quality Standard Award**. Well done Alicja!!



Mar



Our partner **Cancer Support Scotland** achieved another milestone by delivering **1500+ complementary therapy sessions** in Glasgow Libraries.

May

July 2018 was amazing when **Glasgow Life Volunteers** started supporting people affected by cancer at the **Macmillan Information and Support Centre at the Beatson!**



Jul

In September 2018, we were very excited for the **14th Partnership Forum**, attended by 42 stakeholders, to be held at the **Beatson West of Scotland Cancer Centre**, where people learned about and visited support services in the grounds.

Sept



November 2018 we reached a milestone, with the programme making **over 2,000 onward referrals** since inception, ensuring people affected by cancer are **linked in to the support they need** in their community.



Nov

Feb

February 2018 saw us introduce a new volunteer role to help support our core training offer - **Macmillan Cancer Awareness Facilitator**.

"Thank You" to Liz who is amazing in this role!



Apr

Macmillan @ Glasgow Libraries provided support and information to **more than 1,500 individuals** to date.



Jun

In **June 2018**, we celebrated **National Volunteers Week** with an afternoon tea dedicated to how **amazing** each and every Macmillan @ Glasgow Libraries volunteer is!



Aug

At the end of **August 2018** we wished **Angela Fulton** well as she moved on to her new role with ALISS and welcomed **Jacquelyn Stoner** to the team!



Oct

Total hours volunteers donated since inception reached an amazing ... **40,000!**



Dec

Festive celebrations!

We celebrated the end of 2018 in style with a volunteer festive dinner.



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 2018.

In 2018 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.
- ⇒ **600 Talking therapy appointments** to take place in private spaces within our library services.
- ⇒ **292 Complementary therapy sessions** to be delivered in Glasgow Libraries.

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



Cancer Support Scotland

Cancer Support Scotland provides counselling and complementary therapies to anyone affected by cancer, including family, friends and carers. Through partnership working with Glasgow Libraries they are able to provide counselling in eight libraries and complementary therapies in five libraries across Glasgow - improving access to these vital services.

Macmillan Cancer Information & Support Centre at the Beatson

Early 2018 saw the much awaited opening of the new purpose built information and support centre at the Beatson. The impressive new space has been designed to cater for needs of patients, and visitors attending the Beatson from all across the country.

With the **new centre formally launched in July 2018**, we were delighted to work alongside the NHS designing, developing, and launching a new partnership approach to volunteering. An initial 6 volunteers were recruited by Glasgow Life to complement the existing staff resource, providing information and support at the busiest cancer hospital in Scotland.

Improving the Cancer Journey

Our partnership with Improving the Cancer Journey continued to ensure that people were offered an opportunity to complete a Holistic Needs Assessment with their own dedicated link officer. In 2018, we referred 105 people to them for support.

2019 will be an exciting year for our partnership with Improving the Cancer Journey, with **plans in place to introduce a volunteering programme to the existing model**, as part of the wider Macmillan Volunteering Hub work. Watch this space!

Long Term Conditions and Macmillan Benefits Service

Financial concerns continued to be a major issue, resulting in people accessing our services for help to find assistance with money. In 2018 the number of referrals increased by 23%, to ensure **132 people received access to expert financial support**.

Macmillan Information & NHS Bereavement Service

In July 2018, Macmillan added a new service to the city of Glasgow, with the introduction of a new Support and Information Service at the General Royal Infirmary. This **innovative new service** has been designed to specifically support individuals with end of life care and bereavement support.

Demand for the service has been evident within months of its launch, with early discussions taking place around the **potential opportunities for volunteer involvement**. Similarly to Improving Cancer Journey, it is proposed that the Macmillan Volunteering Hub will work with the MINBS staff team to scope out these potential opportunities, with an ambition to working towards introducing a new role around summer 2019.

“We were looking to get someone to point us in the right direction for help. When you are in this situation you don’t know what you are meant to do. Within a few hours we had spoken to the volunteers in the library and had a wee coffee. We went shopping and came home to a message on the answer service saying someone was contacting us with financial help. There was also a message saying that we could go for a complementary massage the following day for the wife and I to relax.”

Speakability

The **Glasgow Speakability Self Help Aphasia Group** have had the opportunity to hold their meetings in the Macmillan @ Glasgow Libraries space in the Mitchell Library for the last two and a half years.

Maureen, Volunteering & Community Officer-Scotland at Stroke Association, commented 'Group members, Stroke Association staff and volunteers are grateful for being provided with access to this area and have expressed their appreciation for the **privacy, safe and quiet environment** this offers. Members feel comfortable to share their experiences of stroke and discuss communication difficulties, which helps **build their confidence** through attending the group meetings, using the **library facilities** and attending public areas including the café area.'

Information Displays

Throughout 2018, we worked with volunteers and health centre staff to maintain our Macmillan information displays across the city's network of health centres and **2 Glasgow Club** venues. These branded wall mounts have been installed at or near the main entrance of **26 health centres** across the city and stock 4 of the most commonly-requested Macmillan information booklets, along with information on local Macmillan Cancer Support services. A pilot display in Springburn Jobcentre will be installed in 2019.

Lifelink

We have continued to work with **Lifelink** through providing our **Macmillan @ Partick and Macmillan @ Drumchapel Library** spaces to **support local access** to Lifelink's valuable one-to-one counselling services.

During 2018, the appointments Lifelink have been able to offer in local library venues have been very well attended with **170 individuals** attending **353 counselling sessions**.

Lifelink will continue to provide one-to-one counselling session in Drumchapel Library **ensuring individuals have access to the support they need locally**.



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.”

Partnership Forum

Macmillan @ Glasgow Libraries Partnership Forum provides a platform for **networking, sharing of information and best practice** across organisations involved in the delivery of cancer services in Glasgow.

Events are themed to support our ethos of a partnership approach to service delivery. Partners are encouraged to host and suggest themes for forthcoming events.

In April we held our 13th Partnership Forum, with **Cancer Support Scotland** on the emotional effects of cancer. The session provided an insight in to the effects a cancer diagnosis can have, not only on people living with cancer, but also their family, friends and carers. It included an introduction to the range of services available to support people affected by cancer, and how participants can **help support people to access emotional support**.

We arranged an trip out to the **Cancer Research UK Beatson Institute** who provided an introduction in to the **innovative work** being conducted on our doorstep. In 2017 alone Cancer Research UK spent over £24 million, enabling the smartest minds to work together on **improving outcomes for cancer patients** all over the world. At the Partnership Forum some of that work was explored, along with a **tour of the state of the art facilities**.

September saw the forum travel to the **Beatson West of Scotland Cancer Centre** where we had a talk and a tour of the many, wide-ranging services and organisations at the centre, including **Maggie's, Beatson Cancer Charity, the new Macmillan Cancer Information and Support Service and Cancer Support Scotland**. Feedback from the day was overwhelmingly positive with one participant commenting "Fantastic to actually see what each service offers, will make signposting correctly much easier". We hope to hold similar sessions in 2019 for our Partnership Forum members.

In October we held our 15th Partnership Forum in the Mitchell with **Pancreatic Cancer Scotland**. It was held the week before pancreatic cancer awareness month to explore the work Pancreatic Cancer Scotland do, raise awareness of pancreatic cancer, its signs, symptoms and treatments and explore **opportunities for partnership working**.

Plans for 2019 include Partnership Forums with the beautiful new **Prince and Princess of Wales Hospice, Glasgow City Carers Partnership and Breast Cancer Care**. These forums will help to ensure we work with the many service providers across the city, so that if you're affected by cancer in Glasgow, support and information is available to help you live life as fully as you can.



Cancer
Support
Scotland



Macmillan Volunteering Hub

With the launch of the Macmillan Volunteering Hub in September 2018, there are a number of exciting pieces of work earmarked for the year ahead. Partnerships with the City Council and NHS Greater Glasgow & Clyde are progressing well, where **we are working together to scope out the potential volunteering opportunities** within Improving Cancer Journey and Macmillan Information and NHS Bereavement Service. The introduction of volunteering within each service is **designed to complement the existing service offer**, based on the needs of people affected by cancer in Glasgow.

Our aim, is that by the end of 2019, Glasgow will be unique in offering a joined up, and diverse menu of Macmillan volunteer roles across the city.

Macmillan branding refresh

With the recent refresh of Macmillan Cancer Support's brand, we will be working with our designers to update many of our resources. We hope to introduce our new service leaflet, service postcards, and a new Glasgow Services leaflet by Spring 2019. If you would like a supply to display at your venue, please do get in touch.

Macmillan @ West Dunbartonshire

Our partner service in neighbouring West Dunbartonshire enters a really exciting phase in 2019, with Helen and Heather working closely with the libraries towards a more integrated offer. Utilising some of the learning from the implementation in Glasgow, a transition group will be established which aims to guide the service through a challenging period of change. We know from experience, that this can take time, but also opens up many great opportunities to work closely with our library colleagues in ensuring our services meet the needs of local people. In preparation for this work, a service review is planned for early in the year, which will generate recommendations for the year ahead.

Health & wellbeing information

The provision of health and wellbeing resources within libraries has been gathering significant momentum over the past two years. Our Programme Manager and the Principal Librarians have been liaising with the Scottish Government, the Health and Social Care Alliance and a number of other local authorities throughout 2018 to ensure our developments align with national strategy. With the recent launch of a national staff learning and development offer, Glasgow Libraries have made a commitment of working towards **consolidating, developing and strengthening their health and wellbeing information offer**.

Thank You

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



Cancer Support Scotland



TOGETHER WE'RE IMPROVING YOUR CANCER JOURNEY



The Prince & Princess of Wales Hospice



volunteer glasgow



lifelink



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