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○ SPRING ○ 2014

# Pelican *post*

SAVING AND IMPROVING LIVES BY ADVANCING PRECISION SURGERY AND DIAGNOSIS

## Improving rectal cancer survival

Bowel cancer forms the major part of Pelican's research and clinical learning. We believe that Magnetic Resonance Imaging (MRI) for bowel cancer is extremely important, so we support research, meetings and workshops to help doctors develop their understanding and practice.

Over the last five years we have supported a study across 11 hospitals in the UK, following up 374 patients being treated for

low bowel (rectal) cancer. This research was published in the Journal of Clinical Oncology in December 2013.

It found that if a patient with advanced disease has an MRI before surgery, it helps doctors understand the risks and consider the most appropriate treatment. Thus MRI assessment provides crucial prognostic information to improve survival for patients, says the study.

*Read more on page 2*

*Pelican Cancer Foundation is dedicated to improving survival and quality of life for patients with pelvic (lower bowel, prostate, bladder) and liver cancers.*

*Pelican is a world leader in pioneering research and education for precision surgery. Surgery cures more patients than any other cancer intervention.*

*With your generous support, Pelican trains surgeons and cancer teams in the latest life-saving, life-enhancing surgical skills and sponsors pioneering clinical research.*

*Thank you for your support.*



Who's playing for Pelican? Find out on page 4

## Prostate treatment - a personal perspective

In 2007, at the age of 56, John Balsdon was diagnosed with a Gleason 7 tumour on the right side of his prostate. The "only viable" treatment recommended to him locally was radical prostatectomy, with its life-changing side effects. With his GP's encouragement, John resolved to find an alternative.

That alternative was HIFU: 'high intensity focused ultrasound'. When high frequency sound waves are concentrated on body tissues, those tissues heat up and die. John's first HIFU treatment - a hemi-ablation by Prof. Mark Emberton at UCLH - had a positive outcome. After five good years and regular monitoring, John's PSA rose in 2013 and a new diagnosis revealed a small Gleason 7 area near the apex. His recent focal HIFU therapy "re-do", by Mr Hashim Ahmed at UCLH, has produced a good outcome to date.

John shares his full HIFU journey on the Pelican website ([www.pelicancancer.org](http://www.pelicancancer.org)), and is happy to share his experience with fellow patients. Contact Pelican on 01256 314 746 if you would like to get in touch with John.



John Balsdon

PELICAN  
cancer foundation



@Pelican\_Cancer



[WWW.PELICANCANCER.ORG](http://WWW.PELICANCANCER.ORG)



Dr Gina Brown,  
Consultant Radiologist,  
Royal Marsden  
Hospital

## RESEARCH FOCUS

# The research process talent show begins...

*"One of the research projects we fund in this grant round could lead to a step-change in clinical research to benefit patients in the future."*

*Once, the clocks turning back and the nights drawing in heralded winter ahead. Now, it's synonymous with the TV talent show - people singing, dancing, skating and "bush-tucker trialing" their way to fame. So how does this relate to Pelican?*

Pelican advertised details of its latest research grant application round in November, with a potential funding total of up to £100,000. In our own way, it feels that we too have cast the net wide into the UK's pool of talented researchers to come forward to wow us with their clinical genius, excellence and originality of science.

We believe that all patients in the UK with cancer of the pelvic area will have been positively affected by

research funded by Pelican during their treatment pathway. And, with continued public donations, we have the opportunity to help many more patients in the future.

Pelican Cancer Foundation is a member of the Association of Medical Research Charities (AMRC). We invite research grant applications from all interested parties, albeit in line with strict research priorities and peer review, as per AMRC guidelines and best practice.

This approach brings in a welcome element of "challenge" to the research process and allows

us to review the most innovative and early stage projects. It makes each application round more exciting, yet increasingly nerve-wracking.

The closing date for applications was the end of November, with grant funding to be announced this April.

For myself and the thousands of patients and their families across the UK with a bowel, liver or urological cancer diagnosis - it's a waiting game well worth playing.

*For details of the funding criteria and application process, visit Pelican's website.*



*Continued from page 1*

## Improving rectal cancer survival using MRI

Rectal cancer currently accounts for one third of all colorectal cancers and is a leading cause of cancer death in the western world. Dr Gina Brown, Report Author, Consultant Radiologist & Reader in Gastrointestinal Cancer Imaging at The Royal Marsden Foundation Trust, comments; "The research found that it is highly beneficial in terms of patient outcome to predict local recurrence by adopting MRI pre-operative imaging – helping to inform treatment decisions both amongst multi-disciplinary teams and patients. If an MRI predicts that complete removal of the tumour can be achieved with at least 1 millimetre of clear margin, this should largely eliminate the risk of local recurrence in patients."

Professor Bill Heald comments; "Predicting recurrence by pre-operative imaging would enable more intensive pre-operative treatments as well as providing a surgical 'roadmap' to avoid breaching the tumour. This is a significant breakthrough and reinforces our belief here at Pelican Cancer Foundation that investment in research is vital - advances in diagnosis and treatments are making a real difference to bowel cancer patients and helping to save thousands of lives each year in the UK alone."

## Honorary ACS fellowship for Prof Bill Heald

In November Prof Bill Heald was awarded an Honorary Fellowship in the American College of Surgeons (ACS). The granting of Honorary Fellowship is one of the highlights of the ACS Clinical Congress, which is one of the largest international meetings of surgeons in the world. Professor Heald is a professor of surgery and led the Hampshire Hospital team in the development of Total Mesorectal Excision (TME), a procedure used to treat rectal cancer by removing a significant length of the bowel around the tumour.

Prof Heald's citation read:

*A passionate educator, Professor Heald has dedicated himself to training surgeons, both in the U.K. and internationally...*

*- ACS Citation*

*A passionate educator, Professor Heald has dedicated himself to training surgeons, both in the U.K. and internationally, in the conduct of TME by broadcasting live video of operations, and holding a dialogue with his audience. He has performed more than 4,000 of these procedures in more than 30 countries since developing the technique in 1988. Professor Heald has close to 150 peer-reviewed publications in surgical literature, mostly in the field of colorectal surgery. Besides teaching and publishing, he has participated in workshops, named lectures, postgraduate courses, master classes and video productions worldwide.*



Professor Bill Heald



## COURSE FOCUS

# Beating early rectal cancers

Screening for bowel cancer means that more patients are being diagnosed at an earlier stage of their disease, but we still need to discuss the best way to treat these smaller tumours. In November we ran a Symposium dedicated to early rectal cancer. Fifty cancer specialists, including speakers from France and Spain, spent two days discussing this complex dilemma.



The feedback from participants (*see below*) demonstrates the nature of Pelican courses: these are not didactic lectures telling people 'the way to do it', rather we bring together experts from different fields and specialities to discuss and consider the evidence and what treatments will be most helpful for patients. There are few things that are 'right' or 'wrong', so we have to encourage specialists to debate the different approaches to treatment, to get the best possible result for each individual patient.

**Feedback from participants on Pelican's Early Rectal Cancer course:**

***"Excellent course and superb faculty"***

***"Excellent course, topical and practical"***

***"Excellent meeting - would like to come to annual updates"***

***"Informative, innovative course"***

***"Really excellent meeting... would recommend it to others"***

***"Course extremely well presented, lots of thought-provoking progress to be made in our unit"***

# Sharing advances in liver cancer treatment

In 2013, we invited bowel cancer specialists from 16 hospitals who refer their liver cancer patients to Basingstoke to join us for an update on treatment.

Over the last 10 years there has been an enormous increase in the number of patients who can be treated for liver cancer. From autumn 2014, all patients who develop liver cancer after bowel cancer will have to be referred to a specialist centre such as Basingstoke.

We invited specialists from around England to talk about the advances in liver cancer treatment and surgery that mean a cure is possible for many more people. The meeting was organised by surgeon Fenella Welsh.



*Miss Fenella Welsh, Hepatobiliary Surgeon, HHFT*

## A letter from Chris Bend and family

*Former liver cancer patient Richard Bend sadly died in October 2013. His wife Chris recently wrote to Mr Merv Rees, the liver surgeon who treated Richard at Basingstoke Hospital:*

**Dear Mr Rees,**

I am not sure how easy it must be to remember all your past patients over the years. My husband, Richard Bend, sadly died at the beginning of October. You operated on his liver in 2010. We drove down to Basingstoke Hospital in a rather gloomy mood because we had been given the impression by his oncologist that it was a wasted journey. It was anything but! You were so charming and upbeat that we came home completely different people. Even the thought of the milk diet did not dampen our spirits.

In the years since that operation, Richard gave away our daughter at her wedding, saw our son get the MBE from the Queen at Windsor Castle and went to Japan to his wedding, took up bee-keeping and fly-fishing, and flew a light aircraft for the first time.

Richard's cancer spread to his lungs, his brain and eventually his spine and he took medical retirement from his job in London in June this year. He died peacefully at home on 7th October. Chemotherapy did not seem to work for Richard, so in the hope that surgery will extend others' lives and give them and their families the extra time together that we were lucky to have, we have asked for donations in Richard's memory to be sent to Pelican Cancer Foundation... I am sure the money will be put to good use.

***"(We) hope that surgery will extend others' lives and give them and their families the extra time together that we were lucky to have"***

With kind regards and many thanks,

From ***Chris Bend and family***





Image courtesy of [www.TheBigCheesePhotography.co.uk](http://www.TheBigCheesePhotography.co.uk)  
Gazette Newspapers

## Carols by candlelight

A festive-spirited congregation including choirs, celebrities and esteemed guests enjoyed a magical 'Carols by candlelight' service in the historic 16th century church of St. Michael's, Basingstoke, in December.

The Friends of St. Michael's Hospice dressed the church beautifully with flowers, foliage and berries, enlivened by twinkling candles and fairy lights. Readings from Dickens' A Christmas Carol were arranged for the evening by The Countess of Portsmouth, and beautifully read by many special guests including Radio 2 DJ and broadcaster, Johnnie Walker MBE, and The Bishop of Basingstoke, The Right Reverend Peter Hancock. The Reverend Canon Jo Stoker gave the Welcome and Bidding Prayers; The Reverend Canon Roger Royle gave an amusing Address, eliciting good involvement from the children!

The Winchester Singers, Fairfield's Primary School Choir and St. Mary's CE Junior School Senior Choir sang beautifully, with rousing accompaniments.

Funds raised from the event were shared between Pelican Cancer Foundation, and St. Michael's Hospice.

## Biking from London to Paris

A charity bike ride from Paris to London raised almost £3,000 for Pelican in July, thanks to sponsorship raised by Aon Benfield, a division of Aon plc.

Employee Rob nominated Pelican Cancer Foundation for, in his words, 'the incredible work Brendan Moran and the team did when operating on my brother in law Paul in 2012. Sadly, Paul passed away in April of this year, but we as a family are eternally grateful for the additional time they gave us to spend with Paul.'



Image courtesy of AHP Photography

## Tasting Christmas

Over 400 guests enjoyed a fabulous shopping experience at The Vineyard, Stockcross this December, at the Taste of Christmas Gift Fair. Thirty five stallholders tempted us with a gorgeous array of gifts, plus cookery demonstrations, and a variety of tasting experiences – a real treat for the senses! The event was generously sponsored by The Vineyard, Stockcross and Savills and funds raised were shared between Pelican and West Berks Mencap.



Lareen and Oliver with their medals

Everyone who bought Pelican Christmas Cards - this year's favourite designs, featuring the work of Daphne Abrams, sold out before December!

Linda for organising a fabulous Kent Elvis Night in aid of Breast Cancer Care and Pelican



Linda and her mother with Scott Elvis, renowned Elvis tribute

Our good friend Veronika, generously supporting us over the years, most recently holding a Christmas Fair

Simon and Niamh completing the Bupa Great Winter Run this January in tribute to David, Simon's father. Simon lost his dad to liver cancer at the beginning of 2013.

Everyone remembering loved ones with an *In Memoriam* gift to Pelican

Continued from page 1

## Charity match fun

Brantham Athletic recently hosted a charity football match in memory of Nigel Parker, between two teams that Nigel played for: Real Witchfinders United vs. Bradfield Rovers. The Rovers won 2-1, with Derek Parker (Nigel's father) kindly presenting the trophy. Our thanks to all who participated, donated raffle prizes and to Brantham Athletic for kindly hosting the event.





## FUNDRAISING FOCUS

# Barbara gets tough... and muddy



Barbara and friends at the Tough Mudder

*Tough Mudder, renowned for being 'probably the toughest event on the planet', was run for Pelican by supporter Barbara in October.*

Barbara originally registered months in advance, without a second thought of running Tough Mudder for a charity. At the time her father was receiving treatment at University Hospital Coventry and Warwickshire, undergoing major surgery to remove his bladder, defunct kidney and lymph nodes.

Barbara's father has been fighting cancer for 9 years, and although the family knew the procedure was going to be life-changing, the alternative of 'doing nothing' was just inconceivable.

The procedure wasn't without its complications, as unfortunately Barbara's father picked up MRSA and deteriorated rapidly, so much so he was in critical care for 10 days fighting for his life. Thankfully, against all odds (including a heart attack), he is slowly but surely recovering and the family enjoyed celebrating Christmas together.

Barbara's observation from researching urological cancer charities before she set up her Just Giving page was that Pelican Cancer Foundation and others are definitely less recognised – she hopes her fundraising has gone some way in raising the profile of urological cancers and the work the Foundation does.

Many of our supporters choose to arrange their fundraising online via **Just Giving.com**. This is a very effective and efficient method, and we would be very happy to support anyone who would like assistance in arranging it. Just call us.

## PENNY'S GREAT CUMBRIAN RUN

"Last year I had a gut wrenching moment when my dad told me he had rectal cancer," says Penny of Cockermouth, who kindly ran the Great Cumbrian Run in aid of Pelican last September. "I never thought that someone I loved so much would ever have to go through the emotional and physical pain of cancer. I didn't fully understand how it affects people's lives. The cancer did not just affect Dad, it affected all of us. I've never felt so helpless in my life - watching Dad suffer and not being able to do anything about it."

*"Pelican Cancer Foundation is an excellent charity. Surgery cures more patients than any other cancer intervention, yet it receives only a fraction of research funding..."*

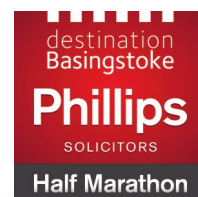
*- Penny*

Penny decided to take on a challenge and run the half-marathon with her good friends Rachael and Kathryn. Penny's father was treated in Carlisle for his rectal cancer and is now feeling much better.

## Phillips chooses Pelican

Pelican has been chosen by Basingstoke based Phillips Solicitors as one of the two charities they will be supporting with fundraising activities during 2014.

Phillips Solicitors are the headline sponsors of the Basingstoke Half Marathon, which will be held on Sunday 5th October 2014. A team of 50 runners from Phillips and local businesses, including Pelican Trustee Brendan Moran, will be running in aid of Pelican Cancer Foundation and Hampshire Air Ambulance, so please do get in touch with us if you, or a member of your family would be interested in taking part, having fun, and raising money!



Phillips 2013 Team - Basingstoke Half Marathon

## Can your business help Pelican?

If your company would like to help Pelican connect with new supporters and spread the news of our work, please get in touch.

Kent-based company Venture Group chose to include Pelican on their Christmas cards in 2013. Managing Director Mark told us, 'Cancer is something which impacts on each and every one of us at some time in our lives, directly or indirectly. So many people fail to receive treatment which is available but not always accessible through no fault of their own...

*...Pelican Cancer Foundation and their incredibly talented team gave a dear friend his life back.'*  
*Mark, Managing Director, Venture Group*

### UKN does!

Basingstoke company, UKN Group are raising money for us through completed customer satisfaction surveys, an idea from a Pelican supportive employee. Has your company a similar scheme you could suggest to support our work?



Image courtesy of Clickmehul

## FORTHCOMING EVENTS

### Join us for Jadoo

Pelican warmly invites you to our Indian Film and Supper Night, at 7pm Thursday 20th March 2014.

Please come and enjoy a delicious two-course Indian themed supper, followed by a private and exclusive viewing of 'Jadoo', a food-feud-and-family comedy set in Leicester, written and directed by filmmaker Amit Gupta. We are delighted to welcome a member of the film's production team to join us for the evening, and to introduce the film.

Tickets £25 - please contact us soon to book tickets!

## All the world's a stage!

Nick Owen of The Southwood Players is planning another open air play on 2-5th July 2014, in the garden of Southwood House, Itchen Abbas, with picnics (or if wet in Itchen Abbas Church). The play will be Noel Coward's brilliant comedy satire of snobbery *Relative Values*, and all proceeds will go to three main beneficiary charities: MS Society, Pelican Cancer Foundation and Itchen Valley Parish Churches.

The Southwood Players put on a play every other year, and have raised £8,000 - £10,000 in each of the three previous occasions, with audiences totalling between 400-500 in 2 or 3 evenings, even when wet! Please take a look at The Southwood Players website where you can buy tickets in advance online, and bid on their simultaneous silent auction!

[www.southwoodplayers.org.uk](http://www.southwoodplayers.org.uk)



'Murder at the Vicarage' held in July 2012



## Sprint Triathlon for Pelican

Pelican will be represented in the David Lloyd Lincoln Triathlon on 27th April 2014 by supporter John who will be raising funds for our work. The event is a sprint triathlon - a 400m swim, 22km bike ride and 5km run.

## ★ DATES FOR YOUR DIARY ★

**Pelican's Annual Golf Day** at Donnington Valley Golf Club will be held on Wednesday 7th May – if you have not played before, it is a fantastic day, including breakfast, lunch with wine, and gifts – if you have, you will already know!

Teams of four (men only, ladies only or mixed) are invited to compete in a four ball Stableford competition for the Silver Pelican Trophy plus prizes for 'the longest drive' and 'nearest the pin' at a cost of £420 per team, and non-playing guests are also welcome for lunch at £35 per head. Please contact us without delay – teams are filling quickly, but some spaces remain!

**Gala Dinner** with wine tasting on Saturday 27th September at 7pm. Exceptional menu and wines at The Vineyard, Stockcross. Some tables still available, but please contact us soon! Tickets £150.

## Pelican Film Society

Members and visitors are welcome at Pelican Film nights, held on the first Monday of the month at 7.30pm (except August). Membership is £42 per annum for 11 films, or £5 per film as a guest. Free on-site parking is available, and you can book Supper at the licensed Ark Blue Café.

Please contact us for more information, we are always keen to welcome new guests.

*What films would you like to see at the Pelican Film Society in 2014? Let us know.*

*Please see our website for further information*



### PELICAN CANCER FOUNDATION

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### PLEASE SUPPORT US

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