



Future Dreams and Breast Cancer Haven

Future Dreams House

61 Birkenhead Street, London, WC1H 8BW



Introduction

‘Future Dreams House is an ambitious project devised through a partnership between London breast cancer charity Future Dreams and national breast cancer support charity Breast Cancer Haven, to provide London’s leading breast cancer support centre.’

This Mission and Values Statement is submitted in support of a Full Planning Application on behalf of Breast Cancer Haven to Camden Council for the proposed use of the site at 61 Birkenhead Street, London, WC1H 8BW.

This document sets out in more detail the background of the two charities behind the Future Dreams House, the work they do and their vision for the use of 61 Birkenhead Street to deliver a new non-medical therapy support centre which can help those facing breast cancer and provide much needed support to their families and children.





The Work and History of the Charities



- **Future Dreams** is a charity which raises funds to support women with breast cancer, promote awareness and fund research projects.
- **Breast Cancer Haven** is a national charity with support centres located across the UK offering free emotional, physical and practical support to anyone affected by the disease.



‘When we both became ill, we didn’t want to sit back and watch the world go by. We wanted to do something positive to celebrate and make a difference to the future.’ – Sylvie and Danielle.



Future Dreams

- **Future Dreams** was set up in 2008 by mother and daughter Sylvie Henry and Danielle Leslie. Though they lost their lives to the disease in 2009 and 2010 respectively, their legacy is remembered in the work carried out by the charity to raise funds for breast cancer.
- Over the years Future Dreams has raised £4.5 million towards the charities three key aims of: support, awareness and research into secondary breast cancer.

Breast Cancer Haven

- **Breast Cancer Haven** was founded in 1996 and provides counselling and therapies to help women through breast cancer treatment. The charity supports women and their families via a network of eight UK centres where trained health professionals offer emotional, physical and practical support. Advice covers money and work, combatting stress, exhaustion, nausea, healthy eating and exercise.
- The charity has been running the dedicated centre in Fulham since 1999.



The Vision

- To open Future Dreams House, the new Central London home to Breast Cancer Haven.
- *'This will be a 'home' for even more women and their families to receive the required support, comfort and therapies to address the psychological, emotional and physical side effects of a breast cancer diagnosis. With Breast Cancer Haven losing their building in Fulham in 2019, it is imperative to work towards this vision.'*

"Three years on from my Breast Cancer diagnosis and my third breast cancer surgery, I still rely on the incredible services of Breast Cancer Haven, and I couldn't manage without their support. They are a vital part of my mental and physical recovery for both me and my family. The thought of Breast Cancer Haven losing it's building is devastating to me and to so many who rely on it."

Kim, BCH Fulham visitor

Their Mission

- Provide a breast cancer support centre, **free of charge** and in a central location to allow greater accessibility to enable more patients to have access to wellbeing support;
- Provide **therapies to address the physical and emotional symptoms** and side effects of women's breast cancer medical treatment;
- Provide image **workshops, life-coaching, financial advice** and **nutritional advice** on exercise and healthy eating; and
- Provide a **non-medical environment** where women can form **friendships** and **support networks**.

"The entire breast cancer journey is filled with fear and trepidation for patients and their loved ones, and to have some place away from the clinical environment where patients and families can just sit and ask some very pertinent questions is a definite necessity. In a very busy NHS clinic, time can be limited and patients may feel that they have not had sufficient time to ask their clinical team all the questions."

BERNADETTE PHELAN
Breast Cancer Nurse



The Future Dreams House: 61 Birkenhead Street, London



- In order to deliver Future Dreams House, a site is required in a Central London location to create London's new dedicated breast cancer support centre.
- The redevelopment of the existing office building at 61 Birkenhead Street will enable the work of Breast Cancer Haven to continue and for existing and new patients and families to receive support.
- The vision for the centre is to provide free breast cancer therapy support which can often be a lifeline to patients who can receive limited aftercare support once medical treatment is over.
- The centre will support individuals from across London and the location will open up the services to central, north and east London and a wider demographic of individuals requiring support.
- The project will play an important role in wellbeing support services for individuals with breast cancer in London and the UK and provide vital one to one emotional and physical support and complementary therapies which can improve the lives of survivors.

What will be Provided?

- The Future Dreams House will accommodate all the necessary spaces to allow Future Dreams House to provide support to breast cancer sufferers.
- The following will be provided within the re-purposed building including: therapy rooms, rooms for counselling and support services, office / administrative space for the charities to undertake their operational functions and staff back of house spaces.
- The building will offer a safe, inclusive and friendly environment to allow women to obtain the support they need post cancer treatment.



Benefits for London Borough of Camden

- A new leading health centre for the Borough providing support to more than 600 people annually;
- Free healthcare providing services for everyone;
- The centre can create linkages with Camden's world-class knowledge economy in the fields of science and creative industries; and
- An economic investment in the local area.

Benefits for Visitors

- Access to free high quality care and support services outside of the hospital setting which have been developed through consultation with patients and medical professionals;
- A place where women can have mental and physical recovery;
- A place where women can develop support through friendship and networks; and
- The provision of trained nurses, therapists, counsellors and advisers.





Why is There a Need for Future Dreams House?

- Whilst some people are surviving longer, this means that there is an increasing need to provide aftercare and specialist support to those in the aftermath of their treatment. Future Dreams House can provide this support free of charge.
- A survey undertaken by Novartis Oncology (medical organisation) researched into the personal effect on Advanced Breast Cancer patients. The survey showed that 72% of participants felt their emotional health was negatively affected and the majority stated that it was difficult to identify appropriate support groups. Future Dreams has the opportunity to address this issue.
- ***'If we invest in helping people care properly for themselves throughout their treatment, then we are less likely to be managing crises, further down the line. Breast Cancer Haven empowers women. It enables them to care for themselves, to make choices and to have some control over their lives, bodies and most importantly, over their disease. I thoroughly endorse the plan to establish Future Dreams House, Home to Breast Cancer Haven, as a permanent base and a much-needed haven for women and their families to access the support that they need.'***

Dr Emma Spurrell, medical consultant oncologist The Whittington Hospital, London

- ***'Future Dreams House home to Breast Cancer Haven will empower people and make them feel part of a community. I want it to be seen as a positive place where people can get information in a safe environment, make decisions about their future and 'future dreams'. There is currently nowhere for my patients from the North-West London catchment area or the central London catchment to find such hands-on support'.***

Justin Stebbing, Professor of Cancer Medicine and Oncology, Consultant Oncologist, Imperial College and Imperial Healthcare NHS Trust and The LOC

- ***'The provision of these services are likely to reduce the incidence and severity of both psychological and physical complications of a breast cancer diagnosis and the effect of its treatment. These patients would otherwise have to be dealt with in an already overstretched NHS. So there are benefits for the patients themselves as well as the wider community.'***

Anup Sharma, Lead Consultant in Oncoplastic Breast Surgery, St George's University Hospitals NHS Foundation Trust



Rationale for Location

- Accessibility has created a barrier in the past to those seeking help and support from Breast Cancer Haven's current support centre in South West London. The location on Birkenhead Street which has excellent transport links will open up the care services to a greater number of individuals in London and those living further afield.
- Transport links include Kings Cross and St Pancras transport hubs with six London Underground lines, national mainline rail services and international high speed rail. London's five international airports are situated approximately an hour away, whilst numerous local bus services and Santander bike dock outside the Site make this location desirable to locate the Future Dreams House.
- The location proximity to a number of hospitals, including the breast unit at University College Hospital which is one of the leading facilities providing breast cancer treatment.
- Given the type of treatment, it is recommended that visitors limit their journey time as much as possible. Medical professionals suggest journey times of 30-40 minutes only. The location of Birkenhead Street is ideal in that it is situated near to a major and centrally located transport hub such as Kings Cross is vital which can help to reduce journey times for visitors.
- The area is set for further transport infrastructure improvements with the future planned redevelopment at Euston Station, introducing HS2 and Crossrail 2. This will be of benefit to the centre through an offer of a greater number of transport services.
- The centre can benefit from close proximity to the 'Knowledge Quarter' clustered around Euston and Kings Cross.

Sources

- Breast Cancer Haven Website: <https://www.breastcancerhaven.org.uk/>
- Future Dreams Website: <https://futuresdreams.org.uk/>
- Future Dreams Messaging (quotes)
- Future Dreams House Case for Support
- 61 Birkenhead Street Case for Support