



Press Release

**** Photo / Film Opportunity ****

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James Dyson Foundation's £4m donation to improve cancer treatment at the RUH



The James Dyson Foundation has donated £4m to the development of a pioneering new Cancer Centre at the Royal United Hospital in Bath. The donation is the largest in the hospital's history.

James Dyson said, "Bath is our home and the base from which I have grown Dyson. This new Cancer Centre will use cutting edge technology and well considered design to improve the health of its patients. We have been hugely impressed by the outcomes of the Dyson Centre for Neonatal Care at the RUH; research has shown the incredible effect that a healing environment can have on recovery."

The hospital's charity, Forever Friends Appeal, announced last year that it was starting its largest ever fundraising campaign, aiming to raise a minimum £5.5m towards the £20.5m cancer project over the next three to four years. Following this donation and fantastic support from the public, they have met that minimum target and are now able to extend their campaign by a further £2-3m. This will enhance even further the therapeutic environment that RUH doctors are aiming to create, and maximise its impact for patients with additional state-of-the-art medical equipment, dedicated research facilities, as well as art and pastoral gardens.

John Cullum, Chairman of the Forever Friends Appeal said, "The James Dyson Foundation's donation is providing a massive boost in helping us reach the initial target and allowing us, with the public's support, to expand the ambition of the campaign. It is important that the public and other donors now continue their fundraising efforts for this amazing new Centre – it will be the public that help make this pioneering building truly exceptional. The funds raised will enable us to vastly improve cancer care in the region, in the same way that the Dyson Centre for Neonatal care has already done for premature babies."

James Scott, the hospital's Chief Executive said, "I am delighted that the hospital has received this very generous donation towards the building of our state-of-the-art Cancer Centre. As a Trust we are already providing some of the best cancer care in the South West and the creation of a purpose built centre to bring all our cancer therapies under one roof in a truly therapeutic environment can only improve the patient experience even more".

This support of the Cancer Care Campaign follows a £600,000 donation from the Dyson family and the James Dyson Foundation, to the hospital's new Neonatal Intensive Care Unit. The award winning Dyson Centre for Neonatal Care is leading to better outcomes for its very young patients, research using a cohort of babies from both the new and old unit showed that: 90% of babies recuperating in this new environment are going home breast feeding, compared to 64% in the old building. And babies are better rested – sleeping on average for 22% longer.

The RUH Cancer Centre

The RUH provides cancer services for a catchment area of half a million people in Bath & North East Somerset, Wiltshire and the Mendip area of Somerset. The new Cancer Centre is expected to open in 017/18.

Research shows that the healing environment created by a building can significantly improve patient experience, reduce stress and improve clinical outcomes. The building will be designed with this in mind: using natural light to give bright, spacious interiors, and removing sources of noise to provide a more relaxing environment. It will also provide space for relatives and carers to stay overnight and inpatient rooms will be at the top of the building so that patients have the best views over the surrounding countryside. There will be flexible, private spaces to sit and be quiet, or to have private conversations with clinicians, or other patients.

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Interview / Photo / Film Opportunity

Sir James Dyson, John Cullum (Appeal Chairman), James Scott (RUH Chief Executive), RUH Clinicians and Appeal Committee Members will attend a press call at the RUH Education Centre at 9.00am on Wed, 15th May 2013.

**For further information, please contact Sue Tucker and Tim Hobbs
at The Forever Friends Appeal on 01225 825900 or 825901.**

Notes to editors.

The donation from the James Dyson Foundation will help smash the fundraising target by bringing the Campaign up to its initial minimum target, thereby maximising the impact and efforts of the public and other local donors going forward.

It will help ensure that the new Cancer Centre, with its holistic approach providing a therapeutic environment, becomes a model for other district acute hospitals around the UK.

The donation comes on top of a strong public response to the Campaign and a £1m gift from the Medlock Trust.

The extension of the Campaign will add to the overall budget for the new Centre by providing funds for additional facilities and features – rather than reducing the NHS £15m financial commitment.

More information about the unit can be found on the Forever Friends campaign website: <http://www.foreverfriendsappeal.co.uk/ruhcanccentre/> where donations can also be made.

The James Dyson Foundation: a registered charity was founded by Sir James Dyson, in 2002 to support medical and scientific research projects, as well as design and engineering education. The foundation has donated £25m to education and medical research. This has included donations to Breakthrough Breast Cancer, CLIC and The Meningitis Research Foundation.

The Foundation donated £5m to a new building at the Royal College of Art. The Dyson Building will house incubator units that will help postgraduates develop their ideas into start-up companies.

More information on the educational and charitable work of the James Dyson Foundation can be found on www.jamesdysonfoundation.com.

The Dyson Centre for Neonatal Care: Funded by a 50/50 NHS / Charitable funds partnership, including £600,000 from the Dyson family and the James Dyson Foundation, the building has a progressive layout. A clockwise circuit of cot rooms, starting with intensive care and leading to special care and finally home. This creates a psychological effect of forward development. Large windows and glass have been used throughout to allow babies, parents and staff to be aware of changing conditions and gain an awareness of day and night as they develop.



The Forever Friends Appeal

The Appeal has helped secure over £15 million to provide state-of-the-art equipment and facilities at the Royal United Hospital, Bath.

We continue to raise funds for all areas of the hospital (alongside its major campaign) under its recognised name and logo, to ensure the best possible level of acute care for the 500,000 people it serves in Bath, North East Somerset and West Wiltshire.

The Appeal has recently raised £3.1 million to fund an urgently needed, purpose built and environmentally sustainable Neonatal Intensive Care Unit (NICU) at the Royal United Hospital (RUH) Bath – The Dyson Centre for Neonatal Care.



RUH Cancer Care Campaign

The Forever Friends Appeal's current major fundraising Campaign aims to begin transforming the RUH cancer services and provide the very best care for all our cancer patients and their families, as part of the hospital's cancer strategy.

The first phase was to raise £650,000 to purchase a state-of-the-art Gamma-CT Scanner. The second larger phase was launched in May 2012 and was originally aimed at raising a minimum of £5.5million (now raised to £8m) over four years towards the overall cost of the building. The new Cancer Centre will be another jointly funded NHS / Charitable Funds project with the parties now contributing c66% / 33% respectively.

For more information, visit www.foreverfriendsappeal.co.uk