



10 years

OF OUR FOUNDATION



Bob and I set up our Foundation 10 years ago because we'd been asked for help. We'd not been asked to set up a charity, just if we knew anyone who might like to donate some money to equip a new cancer drug trials centre.

That request came from Professor Ruth Plummer, a woman I admire greatly. She was trying to raise £500,000 to fit out what eventually became the Sir Bobby Robson Cancer Trials Research Centre.

They were moving the clinical trials team from its old site to a fantastic, purpose-built facility in the Northern Centre for Cancer Care in Newcastle. As Bob said at the time, they're a first class team and should have a first class stadium.

Alongside a marvellous team of caring professionals, Professor Plummer gives patients the opportunity to try new cancer drugs that might help extend their lives. And in undertaking the trials, these patients are helping build our knowledge about cancer treatment. They're helping the people who will come after them who will also have to face this terrible disease.

Well, Bob and I didn't understand how Professor Plummer and her colleagues could raise this huge sum of money and keep doing such a demanding day job. That's why we decided to launch our charity, to raise the money for her.

It was one of the proudest moments in my husband's life when he was able to hand over that first cheque for money we'd raised. That the cancer trials centre was named after him was a wonderful surprise.

Bob was more proud of our Foundation's achievements than anything in football. And he'd want us to remind you that he had more than a few successes in football!

As a man who faced cancer five times, he knew more than most how vital it is that we keep working to find better ways to detect and treat this disease.

Thankfully he was well enough to officially open the Sir Bobby Robson Centre in 2009. And, as a patient who'd chosen to trial a new drug, he received some of his treatment there. He was able to see for himself the difference it makes for other patients, too.

The Sir Bobby Centre is marvellous. It's warm and welcoming, and the people in it – the patients and staff – are all working together to learn what we can about these new drugs.

And, because of magnificent, unwavering support, we've been able to do so much more than we expected when we launched our Foundation in 2008. I know Bob would be stunned to know how much more.

All thanks to the incredible generosity, imagination and commitment of our wonderful fundraisers, the dedication of our Patrons and the knowledge and care of our Trustees.



Lady Elsie with Zara Stokoe, who has been fundraising in memory of her mum, Avril

We don't have professional fundraisers to organise events or co-ordinate volunteers and we've been incredibly lucky that so many people have chosen to fundraise for us. We never take that for granted.

In fact, we've always relied on people simply being kind enough to want to help us. Just as my husband wanted to help Professor Plummer all those years ago.

I hope you enjoy reading about our recent fundraising and the work we've been able to fund over the last decade. That word, 'hope,' is one we hear a lot in connection with our Foundation.

We're extremely grateful to each and every one of you who has supported us. Bob was rightly proud of our Foundation and 'his team.' He'd be just as proud today.

Thank you for being part of it.

E. M. Robson

**Special 10th
Anniversary Newsletter**

Working within the NHS, our aim is to find more effective ways to detect and treat cancer and we do that by working in partnership with other leading charities and organisations.

This reduces duplication of effort, meaning money raised for us can go even further. Teamwork was always very important to Sir Bobby.

As a fund within the Newcastle Hospitals NHS Charity, we do not employ professional fundraisers to proactively raise money, and rely completely on third party, volunteer fundraisers and the incredible generosity of the general public.

The large majority of the work we fund is in cutting-edge treatment and research that directly benefits patients. We also have a remit for cancer patient care and have enabled a number of projects that are making a tremendous difference to the daily lives of many people facing cancer.

Over the last 10 years, thanks to wonderful support, we have been able to achieve a great deal together. We hope you enjoy reading about just some of it in the pages that follow.

Thanks to your support

THE SIR BOBBY ROBSON CENTRE



Lady Elsie and guests with Professor Plummer and the Sir Bobby Robson Centre team on International Clinical Trials Day

The drug trials work at the Sir Bobby Robson Cancer Trials Research Centre at the Northern Centre for Cancer Care (NCCC) in Newcastle is why our Foundation began - and it is at the heart of everything we fund.

The centre offers patients access to early drug trials and potential new treatments, and works closely with the Imaging Research Centre to improve diagnosis and study the effects of new drugs.

Often these are 'first in human' trials and the Sir Bobby Centre's dedicated staff also coordinate trials of drugs at later stages of development, working with the National Cancer Networks to ensure patients get offered the best options for treatment.

The number of cases of cancer in the North East and Cumbria is higher than the national average and the centre sees around 600 new patients every year.

Many more are enrolled in other research studies, studying the biology and genetics of cancer to help develop and improve treatments, and there has been an increase in clinical trials open to recruitment, currently 38.

As well as equipping the centre, we fund training posts for a specialist clinical trials doctor and nurse and recently updated the furnishings to ensure patients are as comfortable as possible during treatment.

On International Clinical Trials Day, members of the public were invited to attend a special open day at the Sir Bobby Centre to celebrate the benefits of teamwork and the role patients' involvement plays in clinical trials.

Cancer drug trials are a team effort and in 2013 our Foundation was proud to join the Newcastle Cancer Centre.

This partnership launched in 2009 and is a collaboration of Cancer Research UK, the North of England Children's Cancer Research Fund, Newcastle University and Newcastle upon Tyne Hospitals NHS Foundation Trust.

By promoting closer links between scientists, doctors, nurses and funding organisations, the Newcastle Cancer Centre aims to speed the delivery of new therapies and improve cancer services.

Nobody embodies the teamwork of the Newcastle Cancer Centre better than Professor Ruth Plummer who is the Director of the Sir Bobby Robson Cancer Research Trials Centre and a Trustee of the Sir Bobby Robson Foundation. She is also a Cancer Research UK clinician at the Northern Institute for Cancer Research in Newcastle.

On International Clinical Trials Day, Professor Plummer said: "It's been a great pleasure welcoming so many interested people into the Sir Bobby Centre.

"The importance of clinical trials is being highlighted all over the world and this feels like a great time to celebrate the benefits of working together as a team to bring forward better and innovative treatments for cancer patients.

"Of course our most important teamwork begins with our patients who choose to undertake a drug trial. Without their input none of this would be possible.

"Sir Bobby was a patient here and he absolutely understood how important the progression of clinical trials is, and the vital role patients play in that. I'm sure he'd be very proud to see the steps forward we're all taking together."



Sir Bobby's sons, Mark (left) and Andrew 'testing' the new chairs in the Sir Bobby Centre

PROSPECT-NE GENOME SEQUENCING

With an £892,000 contribution, we have funded a revolutionary new 'personalised' cancer treatment and research project, which will work with up to 800 cancer patients from across the North East and Cumbria over the next four years.

Dr Alastair Greystoke



The PROSPECT-NE genome sequencing project helps develop 'personal' cancer treatments, finds out how cancer is impacting on patients' health and determines in advance if side-effects are likely from treatment.

The project is being delivered at the Royal Victoria Infirmary's new state-of-the-art Newcastle Molecular Pathology Node Proximity Lab - an exciting partnership between Newcastle University and Newcastle upon Tyne Hospitals NHS Foundation Trust - and links with the cancer drug trials in the Sir Bobby Centre.

Dr Alastair Greystoke, Senior Lecturer at Newcastle University and one of the Sir Bobby Centre consultants running PROSPECT-NE, explained the importance of genome sequencing.

Dr Greystoke said: "We know that cancer starts in our cells, which are the tiny building blocks that make up the organs and tissues of our body. Each of us has about 10 trillion cells.

"Inside almost every cell is a copy of your genome, made of DNA. You can think of this as instructions for making and maintaining the cell. It explains what kind of cell it is – for instance, is it a skin cell or a liver cell? It also tells the cell when to grow, divide and die.

"Usually, cells divide to make new cells in a controlled way and that's how our bodies grow and repair. In cancer though, the tumour cells have developed a different genome to the healthy cells. Comparing the normal and cancer genomes may give clues about ways to treat the cancer and that's where genome sequencing comes in.



John Reid from Blyth, the first patient recruited to PROSPECT-NE with our Patrons Alan Shearer and Steve Harper

"We've really only scratched the surface when it comes to understanding cancer and genes. Genomic sequencing is helping us unearth the secrets of cancer and to find new ways to beat the disease."

Genome sequencing is a technique used to 'read' DNA, which is made up of four different chemicals represented by the letters A, T, C and G. Sequencing a human genome means finding the sequence of someone's unique 3.2 billion letters of DNA one by one.

For some patients, knowing more about their genome may mean that a particular treatment can be recommended or even developed.

PROSPECT-NE is also finding out more about naturally-occurring substances in blood called biomarkers, which can help guide treatment for patients with cancer.

These include biomarkers that can tell us more about the tumour, such as any tumour cells, proteins or genetic material circulating around the body.

Lady Elsie and Alan Shearer learning more about pathology thanks to Sarah Leigh Nicholson (Cellular Pathology laboratory manager) and Louise Hall (BMS Advanced Practitioner in Specimen Dissection) (left)



Alan Shearer (Patron) in the Newcastle Molecular Pathology Node Proximity Lab

SPECIALIST PAEDIATRIC RESEARCH

In addition to the adult cancer drug trials work in the Sir Bobby Centre, we have also funded new specialist research roles that are helping find more effective treatments for children's cancer.

The four positions – two research fellows and two research nurses – are based at The Wolfson Childhood Cancer Research Centre in Newcastle, where clinical and research teams are advancing their understanding of how to treat childhood cancers and developing treatments that are more effective and less toxic.

The creation of the centre, which opened at Newcastle University in 2016, has brought paediatric cancer specialists together in a purpose-built facility, allowing them to work more effectively.

The first of the four 'Sir Bobby posts', was filled by Dr Simon Bomken, who completed his clinical training at the Great North Children's Hospital and is now a Sir Bobby Robson Clinical Fellow.

This means he can continue with his clinical role and have more time available for research work, which has included collaborations with European colleagues focusing on the management of rare lymphomas and lymphoma in children with immune deficiency, and contributions to the second Accelerate/EMA forum, a research-industry collaboration aimed at accelerating the development of novel drugs for young people with B cell lymphomas.

Dr Bomken said: "Good progress is being made and we want to continue to improve survival rates. For young patients, the toxicity of cancer treatments can have a detrimental effect on their health in later life. A large part of our work is seeing how we can improve on that, too."



Dr Simon Bomken

'SPACE STATION TECHNOLOGY' FUNDED BY OUR FOUNDATION



Lady Elsie and Andrew Robson with the team at the new Ophthalmology Clinical Trial Evaluation Suite

A new eye evaluation suite, featuring technology also found on the International Space Station, is now helping cancer patients thanks to our funding.

The Ophthalmology Clinical Trial Evaluation Suite at the Royal Victoria Infirmary (RVI) is playing a crucial role in assessing the health and safety of patients undergoing trials of cancer drugs at the Sir Bobby Centre.

Two vital pieces of cutting edge equipment, costing a total of £120,000, have been purchased - a visual fields evaluation machine and a state-of-the-art optical coherence tomography imaging device (OCT).

Dr Will Innes is leading the specialist team assessing the eye health of patients using the suite.

Their current focus is on monitoring patients being treated with innovative small molecule anti-cancer drugs, which are used to disrupt very specific 'workings' of cancer cells.

Dr Innes said: "Professor Plummer's team at the Sir Bobby Centre are working with a new generation of cancer drugs, which are incredibly powerful and a significant step forward in terms of cancer treatment.

"With these new drugs, the eye is 'an organ at risk' because some of the proteins or receptors that these drugs target in cancer cells are also expressed in the eye. So it's essential that we closely monitor eye health during treatment and, with this new equipment, we can do that."

The OCT machine (a Heidelberg Engineering SPECTRALIS) generates extremely high resolution images of the inside of the eyeball using coloured lasers that scan the retina up to 60,000 times per second. This creates 'image slices,' which are stacked to form 3D images of the retina and provide detailed maps of individual retinal layers.

An identical OCT system on board the International Space Station



A separate system, which was already in place at the RVI, records electrical signals from the eye, optic nerve and brain in response to visual stimuli. Responses are altered in a variety of ways by disease processes and drug toxicity, which affect the retina, optic nerve and higher visual pathways.



Brian O'Connor from Widnes Vikings, some of our most dedicated supporters, 'testing' the new OCT

Together, the information from these two systems, along with the visual fields evaluation machine, produces what Dr Innes describes as an "exquisitely detailed" picture of the patient's eye structure and function, allowing oncologists to react very quickly to any changes.

Importantly, this surveillance ability can enable patients to continue with therapy that without appropriate monitoring would simply be too risky.

Dr Innes added: "We have the same OCT system that is on board the International Space Station, which gives you an idea of how advanced this equipment is.

"In order to keep developing these drugs and drive these therapies forward we need to work closely with our oncology colleagues to make sure that patients' eyes are kept safe whilst they are on these medicines."

NEW CHILDREN'S CANCER ROLE

Our Patron, Steve Harper, recently visited the Great North Children's Hospital (GNCH) in Newcastle to find out more about a new project we have funded.

As well as meeting a number of young patients in the hospital's two paediatric cancer wards, Steve was 'interviewed' by another goalkeeper, eight-year-old Ben Wickens, who plays for both Rothbury and Morpeth Town Juniors.

Ben had prepared his questions in advance with the help of Gareth Williams, Project Co-ordinator within the children's cancer wards - a new role, which is funded by our Foundation and delivered in partnership with the Newcastle United Foundation.

Gareth works closely with hospital staff and uses the power of football to engage, inspire and motivate children - like Ben - to take part in tailored sporting and education activities and programmes. He also works with the siblings and families of the young patients.

Steve said: "The work Gareth's doing is incredible. Every boy or girl we went in to see, when we mentioned his name, it put a smile on their face. And on the faces of their parents as well.

"It makes you consider how important this funding for his role is, when you think what it would be like if Gareth wasn't there and working with the kids every day. It's been great speaking to him and hearing just how much he loves the work he does. That shines through.

"When you see kids suffering from leukaemia, from cancer, it puts things in perspective. It really does ground you in what's important in life. I first met Ben at a football tournament and I hope to see him back in goal soon."

Ben was diagnosed with Acute Myeloid leukaemia (AML) on 1st January 2018. He had been fit and well up until that point and even made a double save at a football match the week before Christmas.

His diagnosis came out the blue for parents, Claire and Mark, and his 11-year-old sister, Ellie.

Mum, Claire Wickens, said: "Gareth has such a positive effect on Ben. He's amazing and even managed to find us last week when we were moved to a surgical ward while Ben came round from his operation.



Gareth Williams, Ben Wickens and Steve Harper at the Great North Children's Hospital

Our Patron, Steve Harper, giving young goalkeeper Ben Wickens new gloves



"When Gareth walked through the door Ben's face lit up. They just talk about football, it's relaxed, but there's also a structure to it because he has his workbook to go through.

"It just massively helps having Gareth around. Even on the most horrendous days, even if he's spends half an hour with him, ten minutes, or however long, it just gives Ben a boost and motivates him.

"I don't know what we'd do without Gareth. Ben sees him most days and, even when he's not 100%, he always wants to do some work with him."

Gareth works closely with Newcastle United and also finds ways to inspire the children who support other clubs or have passions away from football and recently organised a ground tour of the Stadium of Light for a young Sunderland fan.

Gareth said: "It's a real privilege for me to work with the children in the GNCH's paediatric cancer wards and it means a lot to have the support of the Sir Bobby Robson Foundation.

"I've met some amazing families who are facing difficult times and the Newcastle United Foundation is proud to help make these young people's stay in hospital a little more bearable by creating unforgettable experiences for them and their families."

POSITRON EMISSION TOMOGRAPHY (PET) TRACER PRODUCTION UNIT



Sir Bobby's family and Dr John Mackay find out more about the ultra-compact cyclotron

One of the first major technological advances we helped fund was the Sir Bobby Robson Foundation PET Tracer Production Unit at Newcastle University.

This 'specialist environment' in the School of Chemistry houses a biomarker generator, an ultra-compact cyclotron from Advanced Biomarker Technologies in Knoxville, Tennessee, which helps with the diagnosis and treatment of cancer and other serious diseases.

Working in partnership with Newcastle University, we contributed £625,000 to buy the new equipment, which was the first of its kind in Europe at that time (2011).

It works by creating radioactive tracers that are given to patients who subsequently undergo scans (also known as imaging) to provide information on cancer and other diseases such as Alzheimer's and Parkinson's.

The information collected helps doctors understand where the disease is in each patient, how serious the disease is, and the underlying processes and pathways that are sustaining the illness.

The biomarker generator produces a radioisotope (a radioactive marker), which can be attached to an imaging agent. This is then administered to patients before a PET scan and that allows clinicians to see an image showing where the cancer is, how large it is, if drug treatments are reaching the cancer and whether the cancer is responding to treatment.

In 2016, Newcastle University installed a clinical PET-MR scanner at the PET Centre, Campus for Ageing and Vitality in Newcastle. The Sir Bobby Robson Foundation PET Tracer Production Unit is integral to the manufacture of novel PET tracers used at the Centre, which provides the highest specification of clinical PET imaging with simultaneous 3 Tesla Magnetic Resonance Imaging.

The first clinical study into cancer using the PET-MR is on sarcoma. It is also configured with radiotherapy planning capabilities and collaborative research is starting with the manufacturer, GE Healthcare, to establish the capabilities of 'one-stop' PET-MR imaging in supporting precision cancer treatment using radiation.

The Sir Bobby Robson Foundation Pet Tracer Production Unit has been the catalyst to further expand this exciting area of imaging research.

ANALYSING CIRCULATING TUMOUR CELLS

In 2013, we contributed £438,000 to purchase a machine for the Northern Institute for Cancer Research at Newcastle University called an ImageStreamX, which allows researchers to take high resolution images of thousands of individual cells.

Cells of some types of cancer escape from the tumour and enter the blood to spread to distant parts of the body. These are called circulating tumour cells (CTCs) and they are very rare in the blood compared to normal blood cells - less than one in a million.

Using the ImageStreamX researchers have found CTCs in the blood of patients with liver, breast, thyroid, gastric, oesophageal and prostate cancers, as well as in the blood of patients with sarcomas and neuroblastoma.

Obtaining and analysing these cells has allowed the study of cancers where it is not possible to access a tumour.

By using the ImageStreamX, researchers have discovered that a protein present in some liver cancer cells indicates which patients are less likely to respond to chemotherapy.

It has also helped research into the interaction of white blood cells with cancer cells, to develop a technology called bio-printing where human cells can be printed and sophisticated algorithms applied to distinguish different populations of cells.



Dr David Jamieson with the ImageStreamX

Dr David Jamieson, Research Associate at the Northern Institute for Cancer Research, said: "Research here continues to rely heavily upon the ImageStreamX and we're very grateful to all the fundraisers who enabled its purchase.

"Currently, efforts are underway to further characterise CTCs and to investigate if analysis of CTCs in patients undertaking clinical trials can help doctors understand if new anti-cancer drugs are working in the way they're meant to."

STEREOTACTIC RADIO THERAPY SYSTEM

In 2012, we contributed £850,000 and joined forces with other charities and the Newcastle upon Tyne Hospitals NHS Foundation Trust to bring a very special new combination of radiotherapy technology to the Northern Centre for Cancer Care (NCCC).

The stereotactic radiotherapy system uses detailed scans and computerised 4D treatment planning to treat cancer and deliver radiation with tremendous accuracy.

Patients with lung cancer are already receiving stereotactic radiotherapy treatment and there is scope to extend treatment to other tumour sites in both children and adults.

In addition, prostate cancer patients are now receiving radiotherapy treatment in the unit, which has such sophisticated imaging technology that standard treatment of 37 sessions can now be delivered in 20. There are plans to reduce this still further, to just five treatment sessions.

The state-of-the-art stereotactic radiotherapy system includes a Novalis Truebeam STX linear accelerator, a BrainLab planning system, 6 Degrees of Freedom treatment couch and ExacTrac patient positioning and delivers stereotactic radiosurgery (SRS) and stereotactic ablative radiotherapy (SABR).



The stereotactic radiotherapy system at the NCCC

This means extremely high doses of radiation can be delivered with pin-point, multi-dimensional accuracy to malignant and benign tumours that are difficult to treat by surgery or conventional radiotherapy.

Damage to surrounding tissue is minimal, vastly reducing potential side effects and treatment is delivered in just a few short radiotherapy sessions instead of weeks of conventional radiotherapy.

The unit also features a luminous SkyCeiling, a virtual skylight that gives the illusion of real sky views to alleviate stress, promote patient relaxation, provide positive distraction and improve the patient experience.

NEW ROLE TO OPTIMISE RADIO THERAPY TREATMENT



Neil Richmond with Lady Elsie in the Stereotactic Radiotherapy Unit

Since 2016, we have been funding a new patient treatment and research role at the Northern Centre for Cancer Care (NCCC) in Newcastle.

Neil Richmond, from Hartlepool, was appointed Consultant Clinical Scientist at the NCCC and he is helping optimise radiotherapy treatment for patients, leading treatment planning development and using innovative new software purchased by the Newcastle upon Tyne NHS Foundation Trust.

This new role also means the NCCC can join and lead clinical trials in radiotherapy research, meaning it continues to play its role in finding better treatments for cancer patients.

Neil works closely with the team operating the Stereotactic Radiotherapy Unit at the NCCC and is part of the team helping maximise use of stereotactic ablative body therapy (SABR) for tumours within the body, and stereotactic radiosurgery (SRS) for treating tumours within the brain. Over 100 patients were treated with SABR last year.



Andrew Robson, Lady Elsie and Steve Harper

Our Foundation has made two fantastic 'new signings' in the past year, welcoming a new Patron and a new member to our Committee.

Sir Bobby's former Newcastle United goalkeeper, Steve Harper, has become a Patron – the first new Patron of the charity since Lady Elsie asked friends from within football, including Niall Quinn, Alan Shearer, Mick Mills, Delia Smith and Steve Gibson, for their help in 2009.

Lady Elsie said: "Steve's been absolutely unwavering in his support for Bob's charity from day one. He's always been there when we've needed him."

"We're very grateful to Steve, and all our wonderful Patrons. I know Bob would be very proud to have him back in his team, 'officially,' as it were."

And we are extremely grateful to Professor Chris Day, Newcastle University's Vice-Chancellor and President, who kindly agreed to join our Foundation Committee.

A Consultant Hepatologist with an international reputation in medical research, he is a Fellow of the Academy of Medical Sciences and formally its Vice President. He is also a member of the Medical Research Council.

Lady Elsie said: "We're extremely pleased to welcome Professor Day on board."

"It's very important that we have the best people in place to make sure we keep making the right decisions with the money raised for us."

Professor Day's first encounter with Sir Bobby took place in 1980, when he was manager of Ipswich Town FC.

Ipswich were playing a friendly against Cambridge University and Professor Day was playing for Cambridge. On hearing Chris's Tyneside accent from the sideline, Sir Bobby shouted: "By, you're a long way from home bonny lad!"

Professor Chris Day



Our Patron, George Caulkin, worked with Sir Bobby as a football journalist and also wrote his final book, *My Kind of Toon*, with him.

George has written this piece about Sir Bobby especially for our 10th anniversary.



Sir Bobby celebrating Ipswich Town's historic FA Cup win with his captain, Mick Mills, a Patron of our Foundation (Photograph: Thanks to East Anglian Daily Times)

Sir Bobby Robson's working life began in the murk of Langley Park Colliery. From the age of 15, as a trainee electrician, his day would start with a three mile trek from the pit shaft to the coalface, along "subterranean corridors," as he put it, "deep below the fields and football pitches of my beloved North East." For 18 months he inhabited a darkened world, a touchstone for the rest of his existence.

Philip, Sir Bobby's father, grafted in the mining industry for 51 years and missed just a single shift, an ethic which was welded to his son, who was brought up to value "unity, self-reliance, helping others," the knowledge that his safety depended on others and theirs depended on him. Being part of a team, the very point of a team, was as vital to him as oxygen. It is what he was and what he breathed.

Soon enough, Bobby's career would be defined by the glare of floodlights rather than the gloom of the mine, but he never quite scrubbed the coal dust from his pores. As football led him across the country and then around the world, he viewed himself as an ambassador for our region and the qualities he absorbed at Langley Park. They kept him humble, hungry and compassionate. He was only ever as strong as those around him.

When we consider Bobby's legacy, we think about England and Italia 90, about Paul Gascoigne's tears and that twinkling summer, alive with possibility. We consider the miraculous transformation of Ipswich Town. We marvel at his bravery in heading to the continent, to Holland, Spain and Portugal - rare now, but rarer then - and we recall that blissful rebuilding of Newcastle United, his boyhood club, those Champions League nights.

His legacy is cast in metal, with statues outside Portman Road and St James' Park, and it can be found in the plotting and thinking around the game's plush dug-outs. Jose Mourinho, Sir Bobby's translator at Porto, Sporting Lisbon and Barcelona, is the gilded manager of Manchester United; earlier this year, he called St James' "Sir Bobby's home." Not too far away, Pep Guardiola played under Bobby at the Nou Camp, an experience he termed a "privilege."

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Sir Bobby was humbled by the response to his appeal for help. Here with fundraisers Andrew Clark (left) and Rob Nichols



George Caulkin (right) with Professor Chris Day after the Great North Run. Always a special event for our fundraisers



Sir Bobby with Professor Ruth Plummer, just before he launched our Foundation in 2008



The last match Sir Bobby watched was a 'recreation' of the Italia 90 World Cup semi-final to raise funds for us



Lady Elsie and Pauline Buglass from our Foundation with fundraiser Jo Bond (centre). Jo celebrated her 60th birthday cycling from Land's End to John O'Groats



Sir Bobby's career in football first took him to London and Fulham FC

Yet of the things which made and continue to make this great man relevant, football is one detail in a wider conversation. It may not even be the most important part, because his legacy can be found in the spirit which persuades people to organise coffee mornings or sponsored walks, to put their hands in their pockets while thinking of others, to sweat and grimace through 13.1 miles of running and in countless other feats of endurance.

It can be found amid microscopes and machinery and lasers, in the cutting-edge research which the Sir Bobby Robson Foundation funds, in the treatment rooms and wards. It can be found in the indomitable folk who put themselves forward for clinical trials. It can be found in the nursing posts, in the people who care, in those who are tasked with making patients feel better. Sometimes, surrounded by hardship, you can see it in a smile.

On the day he was appointed Newcastle manager, Bobby challenged a journalist to a race around the pitch. He was always the first into training and the last to leave. In his later years, he would crow to Lady Elsie about being as fit as a fiddle, about never missing work. She

would remind him - you can imagine the little tut or the roll of the eyes - about having cancer five times, but it bounced off him. He had such a zest for life.

When Sir Bobby launched his Foundation in 2008, it was to raise £500,000 to equip a new trials facility at the Northern Centre for Cancer Care in Newcastle. He did it with his usual zeal and enthusiasm and described it as "like being at the helm of a team again," his "last and greatest team." Even when his body was failing, he attended meetings and events and, naturally, he went to football matches. Fans he met would thrust notes and coins into his hands.

He was funny, charming and dignified, but Bobby could be stubborn, too. You do not endure in football without being tough and nobody said that being in a team is easy. But it also makes us stronger, a collective will, a collective effort, part of something bigger than the individual, straining together for something better, pushing ourselves, reliant on each other. It is what Bobby learned covered in coal dust and £12m later, this is his legacy. You are his legacy. We are.

10 years FUNDRAISING



Luke Westoe, Alan Shearer (Patron), Karen Verrill (Maggie's) and Darren Purvis



Welcomed back at the end of the challenge



Andrew Grounsell

A VERY PERSONAL 'TOUR OF BRITAIN'

Architect, Luke Westoe, and interior designer, Darren Purvis completed their own 'Tour of Britain' by not only climbing the famous Three Peaks - Snowdon, Scafell Pike and Ben Nevis - but also cycling to and from them all, too.

The pair created and undertook The Andrew Grounsell Challenge to raise funds for Maggie's and our Foundation in memory of their friend and colleague, Andrew Grounsell.

Incredibly, they cycled and walked a total of 1,000 miles and climbed an astonishing 59,663 feet before being welcomed home by family, friends and Lady Elsie.

'PORTRAIT OF AN ICON' DRAWS SUPPORT

A football book released in aid of our Foundation last year has raised an astonishing £36,000.

Footballers are often remembered for more than their on-field abilities and the book, *Portrait of an Icon*, celebrates some of most iconic characters that have helped make the game so special.

Written by Daniel Storey and published by Ockley Books, it is a study of 58 of the greatest names from football's recent history and includes stunning artwork from talented illustrators who gave up their time and work to support the project.

Now completely sold out, *Portrait of an Icon* attracted support from legends within the game including Rafa Benitez and Marco van Basten.



Portrait of an icon author, Daniel Storey



Jim Mann and Ray Horsley of Elvis in Newcastle

BURNING LOVE FOR ELVIS PRESLEY CONTINUES

Elvis in Newcastle is a group that meets regularly to celebrate Elvis Presley's life and enjoy his music. This year, they've also been raising funds for our Foundation.



MILE WITH A SMILE

Kind-hearted staff at Durham Constabulary helped raise more than £1,000 for us in memory of their colleague, PC Gavin Smith.

To show their support, 110 staff ran or walked a mile around Durham Police Headquarters earlier this year as part of their annual Mile with a Smile fundraising event.



OVINGTON FUNDRAISING

Showing wonderful commitment, Ann Cowperthwaite has organised fundraising walks from Ovington in Northumberland every year since Sir Bobby launched our Foundation. Professor Plummer was, once again, very proud to 'officially start' the latest walk.



Sunderland legends Kevin Ball and Jimmy Montgomery with Steve Harper (Patron)

RACE DAY FUNDRAISING

Once again, the Foundation of Light was kind enough to include us in their annual Charity Race Day at Newcastle Racecourse.

The football-themed event raised funds for both foundations and was supported by sponsors, Great Annual Savings Group, and guests including Kevin Ball and Jimmy Montgomery, our Patrons, Steve Harper and George Caulkin and the cast of *The Red Lion* – John Bowler, Stephen Tompkinson and Dean Bone.



George Caulkin (Patron), Stephen Tompkinson, Dean Bone and John Bowler

THE RED LION ROARS

The Red Lion, a critically acclaimed play written by Patrick Marber, is a powerful, funny and touching drama. Adapted and set in the world of Northern League football, it played to packed houses at Newcastle's Live Theatre.

Live Theatre organised a special gala performance in aid of our Foundation, a wonderful event which was also supported by *The Red Lion*'s cast and creative team and celebrated restaurateur, Terry Laybourne.



The Red Lion cast and Lady Elsie

Stacey Weatherston, Healthcare Science Associate with Alan Shearer (Patron) and Newcastle Building Society CEO, Andrew Haigh in the Newcastle Molecular Pathology Node Proximity Lab



NEWCASTLE BUILDING SOCIETY SUPPORT PASSES £2.5M MARK

The longstanding support from the North East's largest building society for our Foundation has now seen donations from the society pass the £2.5m mark.

Newcastle Building Society introduced its Sir Bobby Robson Foundation savings accounts in 2012, with a commitment to donate an amount each year equivalent to 0.1% of the total value held in the accounts to us.

A further £100,000 is scheduled to be presented to the charity by the Society at the start of next year, and there is a commitment that further donations totalling £250,000 will follow over the next five years, as part of a new arrangement which will see grants to support our work continue through the Newcastle Building Society Community Fund at the Community Foundation.

The society's Sir Bobby Robson Foundation accounts closed to new customers in 2016, but the idea of linking the Society's donations in support of charities and community projects has been adopted for the Newcastle Building Society Community Saver accounts.

The donations connected with the Community Saver accounts are made to the Newcastle Building Society Community Fund at the Community Foundation to form a lasting fund from which grants are made.

The Society's CEO, Andrew Haigh, recently visited the Newcastle Molecular Pathology Node Proximity Lab to find out more about the PROSPECT-NE genome sequencing project we are funding.

NORTH SEA ROW

It took more than three years of planning, training and preparation for Mike Tierney to finally achieve his goal to row across the North Sea to raise funds for charities, including our Foundation.

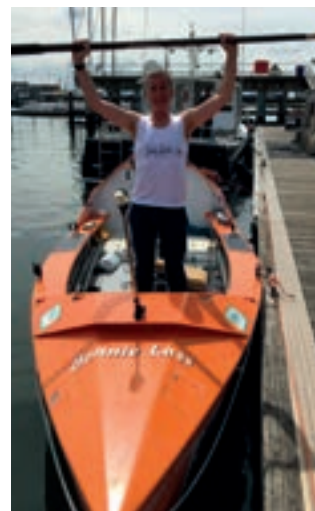
Despite numerous set-backs, Mike showed great perseverance and, along with Pete Robinson and Sean McGuigan, successfully rowed from Norfolk to IJmuiden, Holland, in an ocean rowing boat called *Bonnie Lass*.

Mike named the boat after his sister, Clare, and he was rowing and raising funds in her memory.



Mike Tierney and Lady Elsie

'Bonnie Lass' and Mike in IJmuiden



Peter Collingwood, David Milburn and Gary Butler (left to right)

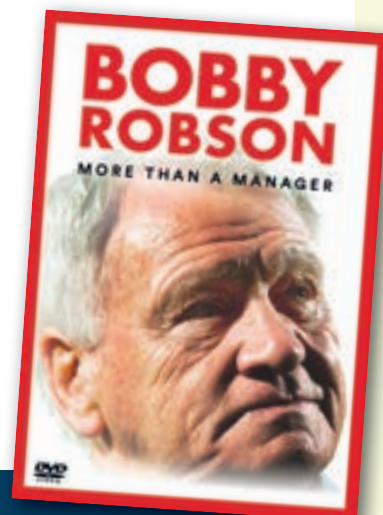
SHOTLEY BRIDGE CRICKET CLUB

Last season, Peter Collingwood, David Milburn and Gary Butler from Shotley Bridge Cricket Club were sponsored to walk to all their away fixtures and held a charity night to raise funds for us. Our thanks to the club for great support, once again.

BOBBY ROBSON: MORE THAN A MANAGER

This June, the definitive story of Sir Bobby's life and career will be released on digital download, DVD and Blu-Ray in partnership with our Foundation.

"Bobby Robson - More Than A Manager" stars an A-list cast of those who played with, worked with and loved Sir Bobby - including our Patron, Alan Shearer and Paul Gascoigne, Pep Guardiola, Ronaldo, Jose Mourinho, Gary Lineker, Sir Alex Ferguson and of course, Lady Elsie - with never before seen archive footage and interviews.



To pre-order a copy or find out more, please visit www.bobbyrobsonfilm.com

WIDNES VIKINGS

We are very grateful to Super League club Widnes Vikings and its supporters for magnificent support for our work.

Fundraising around Magic Weekend, which has been held at St James' Park in Newcastle in recent years, the club has created shirts with our logo on them, shirts featuring the names of supporters and, most recently, created a sponsored challenge called Destination Magic to 'deliver' the match ball - raising more than £80,000 in total.

Vikings Director, Brian O'Connor, said: "To raise £80,000 for the charity in just three years is an incredible achievement, and we are grateful to every supporter and Club partner who has backed this effort.

"I'm also extremely grateful to all the staff at the Club, many of whom have donated their own time to ensure that the fundraising was a success. We know that the every penny raised makes a real difference to the lives of people affected by cancer."

Widnes Vikings' Aaron Heremaia with the Destination Magic match balls



CHRISTMAS AT THE CATHEDRAL

Lady Elsie and a sell-out audience thoroughly enjoyed the second Christmas at the Cathedral event in aid of our Foundation.

Held just before Christmas in the magnificent setting of St Nicholas' Cathedral in Newcastle, it was a wonderful evening of music, comedy and festive readings.

The host of very talented performers who gave up their time to help included: Billy Mitchell, pupils from Chillingham Road and St Augustine

Primary Schools, the Swing Bridge Singers, the Shoe Shop Quartet, Scott Tyrell, The Caffreys, Ray Laidlaw, Harriet Ghost, Micky McGregor, Melissa Cavanagh, Joe Caffery, Gavin Webster, Viktoria Kay and Stephen Tompkinson.

Our thanks to Jonathan Wallis and all the event organisers, volunteers, performers, sponsors and, of course, everyone who bought a ticket, who all made this year's Christmas at the Cathedral a very special night.



The Shoe Shop Quartet

ROW, ROW, ROW YOUR 'BOAT' GENTLY DOWN THE TYNE



Row The Tyne's enthusiastic entrants

Joel Dickinson at Row The Tyne

Almost 300 people took part in Row The Tyne, a very special rowing competition in aid of us and involving no boats - and no wet feet.

Using Concept 2 rowing machines, 50 teams of up to six people were challenged to row a massive 118,000m in just 10 hours. It is the distance from the source to the mouth of the River Tyne and entrants needed to achieve an average pace of 2:30 minutes per 500m.

Held at Royal Grammar School in Newcastle, Row The Tyne was sponsored by Tri Construction and a host of local businesses and every team place was snapped up in just three days.

Joel Dickinson, from Hexham, organised the event alongside friends Dave Shenton and Jamie Walton as a way to say thank you for the care he received during his cancer treatment last year.

Joel said: "As someone who's been through cancer, this event was hugely important. I feel as if I'm giving something back to the system that helped me so much at the time.

"And to see everybody come together to help, and to realise how important Row The Tyne was to other people, too, has been quite overwhelming."

HIKE4HOPEY CHALLENGE

When Scott Hope lost his brother, Lee, to cancer he wanted to do something very special to remember him.

Lee, a Control Firefighter from Newcastle, was a supporter of our work, so Scott decided to fundraise for us by walking the 333 miles between Ipswich and Newcastle.

The walk, called Hike4Hopey, began at Portman Road, home of Ipswich Town FC, and ended at Newcastle United's stadium, St James' Park.

Of the nine who set out, the day after Ipswich played Newcastle, just two were able to complete the whole challenge with the others reluctantly forced to retire. They were joined most days by supportive friends and family and the final leg – from Durham to Newcastle – saw around 60 extra walkers joining in.

Scott, who is also a Control Firefighter, was one of the two who completed every punishing mile – the other was Chris Wall from Cramlington. Every day the walkers covered an average of 28 miles and it was an experience Scott says he will never forget.

Scott said: "When we thought about doing this walk for Lee, it was like we were just coming home from the match. He was a massive Newcastle fan so it just felt right.

"It proved to be a lot harder than we thought it would be, physically and emotionally.

"We were on the road for the first anniversary of Lee's diagnosis with cancer and we were walking the day after Newcastle were promoted, so there have been highs and lows. But everyone's worked together and it's been an incredibly positive experience."

Hike4Hopey took 12 days and the finish was very emotional for the walkers. Lady Elsie, who was waiting to meet them next to Sir Bobby's statue at St James' Park was visibly moved.

Scott, who works for Tyne and Wear Fire and Rescue Service, added: "The support we've had from the Fire and Rescue Service in particular has been incredible.

"Every night we've stayed at a different fire station and the feeling on arrival, being welcomed and looked after by colleagues we've not met before, has been something special. I'll never forget it."

Lee's widow, Amy Richardson, was unable to complete the challenge but walked on the first day from Ipswich and much of the emotional final day – from Durham to Newcastle – with family and friends.

Amy and Lee's two-year-old daughter Livia joined walkers at the Tyne Bridge wearing a special Hike4Hopey t-shirt with 'Daddy 33' on the back – Lee was just 33 when he died.

Bob Hope, Scott and Lee's father, was also among the 60 walkers on the final day.

Other Hike4Hopey fundraising included a cycle ride, family fun day, bucket collections at 16 North East B&Q stores and a celebration dinner.

SIR BOBBY ROBSON DAY

The day before Hike4Hopey began Newcastle United played Ipswich Town in a crucial Championship fixture – it was also Sir Bobby Robson Day in Ipswich. The walkers were at the match and Scott Hope was a guest of honour on the Portman Road pitch at half-time.

Fundraising activities on the day benefitted our Foundation and Ipswich Town's Academy and included a black tie dinner, match day bucket collection and money donated from sales of pin badges, 'half and half scarves' and a fantastic 100 page souvenir match programme.

In addition, both teams warmed up wearing Sir Bobby Robson Foundation t-shirts.

Our thanks to everyone at Ipswich Town and Newcastle United who continue to offer us fantastic support.



Lee (left) and Scott Hope

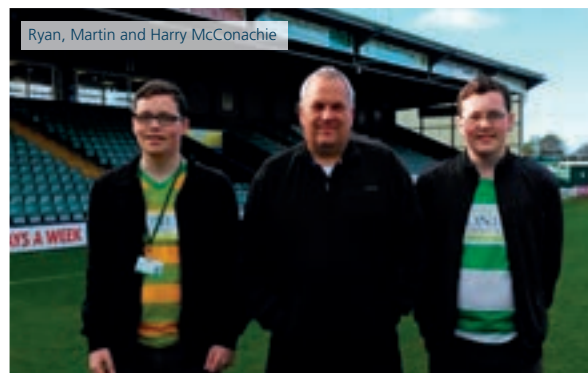


4-2-3-1 CHARITY CHALLENGE

Martin McConachie and his teenage twins, Ryan and Harry, drove to all 92 Premier League and Football League clubs in just fourteen days to raise funds for us and The Adam Stansfield Foundation.

Martin, who lives near Bristol, said: "We called it the 4-2-3-1 Challenge because it featured the top four football divisions, two charities, three fans and with one goal in mind."

The trio covered 3,000 miles in total, around 200 miles a day, to complete the challenge. Our thanks to Martin, Ryan and Harry and all the football clubs who were so welcoming to them.



Ryan, Martin and Harry McConachie



Lady Elsie and Mark Robson with Tracey Brew's family and friends at the Roker Hotel

WE STILL WISH YOU WERE...

The family and friends of Tracey Brew have continued their fundraising efforts for us and St Benedict's Hospice in her memory.

The fundraising events and activities included running the Sunderland 10k, a live music night, a coffee morning and a huge celebration party at the Roker Hotel in Sunderland – and all came under the poignant banner, 'We Still Wish You Were Here.'

Simon Brew, Tracey's husband, said: "My wife was an amazing person. Tracey was loving, kind, thoughtful and beautiful in every sense of the word. 'We Still Wish You Were Here' has been a wonderful tribute to her and clearly shows just how much she means to so many people."



Tracey Brew

THE GREAT NORTH RUN

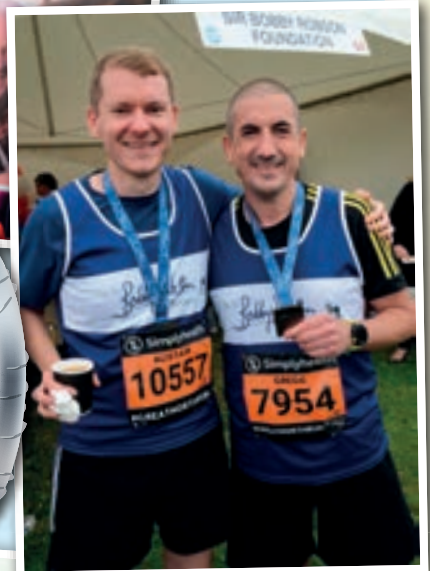
Thank you, once again, to our magnificent Great North Runners. And thanks to everyone who gave support through sponsorship, help with training or simply, encouragement.

We know everyone who runs has their own reasons for taking on this famous half marathon and it's always a special and emotional day.

As ever, Sir Bobby's family and friends were on hand to provide refreshments and thanks at the end of the run.

The stories shared in our Charity Village tent were funny, touching and sometimes very sad.

Everyone together, doing something positive to help find more effective ways to detect and treat cancer. **Thank you all.**



For more information, or to donate online, please visit www.sirbobbyrobsonfoundation.org.uk. Or send a cheque payable to 'Sir Bobby Robson Foundation' to Charitable Funds Office, Peacock Hall, Royal Victoria Infirmary, Newcastle upon Tyne NE1 4LP. A letter of association is required to fund-raise for the Foundation to ensure those involved receive support and advice on current charity legislation. Please contact Pauline Buglass by calling 0191 213 7235 or email pauline.buglass@nuth.nhs.uk – **THANK YOU.**