



# Penny Brohn UK Client Voice

## Newsletter 5

FEBRUARY 2026

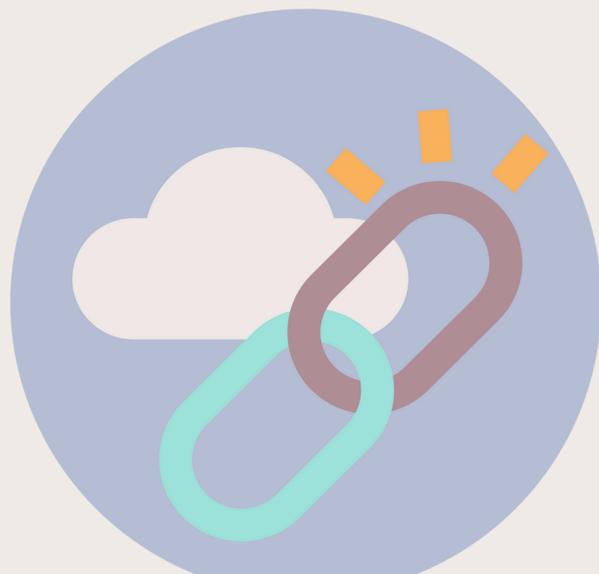
### WELCOME TO THE FIFTH NEWSLETTER FROM THE PENNY BROHN UK CLIENT VOICE

#### **Welcome to the fifth Client Voice newsletter!**

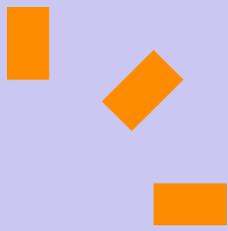
In this newsletter we would like to remind you about Penny Brohn Client Voice and its aim to ensure we hear a wide range of views and experiences, and ensure we communicate and publicise the valuable feedback we receive. We would also like to introduce Dr Helen Seers who is our new Impact and Evaluation Lead here at Penny Brohn who oversees the Client Voice work. If you'd like more information about our Client Voice work and how to get involved you can find this information [here](#).

#### **What is Penny Brohn Client Voice?**

Back in 2023 the Client Voice Group was set up to support Penny Brohn as an organisation to work together with those affected by cancer in order to improve services and reach more people. This is not something the charity can do alone. Therefore, by better understanding the needs of people with cancer, or who have experienced cancer at some time in their life, Penny Brohn wanted to develop, design and improve their approach, services and communication to ensure they can support as many people as possible in ways that are meaningful for them. This working together gives those who have a lived experience of cancer a voice and enables them to influence change.



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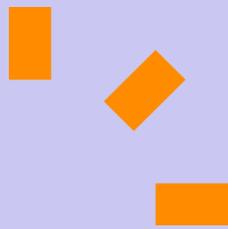


The Client Voice group was a way for Penny Brohn to bring together potential and existing clients to have their say and share their experience. This group continues to grow, and we now have over 50 members. We are very grateful to all for offering their support to this work and there continue to be opportunities for this group, and the wider community, to shape and input into work undertaken by Penny Brohn UK.

However, there are many other ways that we hear from clients (and potential clients) about the services and support we provide. We also gather a lot of additional feedback through formal evaluations, zoom polls, emails, conversations during sessions or events, and informal chats. This information is collated by the Evaluation team and fed back to the Services team and wider teams within Penny Brohn UK (as appropriate) to inform our work or for action if required. This newsletter is a space for bringing together the range of evaluation and insight work that is being used to improve services and demonstrate the impact we have made.



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## What we have been up to!

An exciting recent development at Penny Brohn UK is the introduction of the new 'Preparing for Treatment' service which has been designed to help people take charge before treatment begins. Staff leading on this new service were keen to involve clients in the development of this service to:

- Ensure the Preparing for Treatment programme reflected the real needs, concerns and priorities of people living with cancer.
- Test the accessibility, clarity and relevance of programme content (physical activity, nutrition and emotional wellbeing).
- Improve engagement, confidence and uptake of the service through co-production.
- Create a service that felt supportive, empowering and practical rather than overwhelming or clinical.

Members of the Client Voice Group were asked to review the programme content (draft website, review videos and materials) to support these aims.

The difference that client involvement made to this project were:

- Shaped the structure, language and delivery of the programme, particularly around how information is presented and paced.
- Influenced the balance between live sessions, on-demand resources and 1:1 support, ensuring flexibility for people at different stages of treatment and recovery.
- Led to refinements in the screening process so that support is better tailored to physical, nutritional and emotional needs.
- Improved confidence that the service is genuinely meeting client priorities rather than assumptions made by staff.

It was felt that the final programme is more accessible, responsive and relevant because of client involvement. Engagement levels, session feedback and uptake of different components (exercise, nutrition and wellbeing support) suggest the service is better aligned with client needs and preferences as a direct result of co-production.

Furthermore, staff reported that the process felt collaborative, meaningful and motivating. Hearing directly from clients increased confidence in the programme design and reinforced the value of co-production. There was a strong sense that client contributions were respected and acted upon, rather than being tokenistic.

Feedback from clients involved in this piece of work reflected:

- They found this involvement positive, rewarding and interesting.
- Boosted their confidence and felt like they were giving something back.
- Developed checking and editing skills, critical thinking skills, writing, communication and learning about services.
- Enabled them to advocate for and help other people.
- Found involvement empowering.

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## Impact and Evaluation feedback

As mentioned above we want to use this newsletter as a space to communicate and publicise how we use evaluation data and feedback from clients.

Firstly, to introduce our new Head of Impact and Evaluation:

“Hello, I’m Helen, and I lead the Impact & Evaluation work here at Penny Brohn UK. My role is to make sure that everything we offer is guided by high-quality evidence and by the real experiences of the people we support. Your insights and stories are a vital part of that, which is why I’m so pleased to be supporting the Client Voice Group and working alongside the fantastic Maddi.

I’m an experimental psychologist by background, and I’ve spent over 20 years working in research and evaluation. Throughout my career, I’ve focused on person-centred approaches that listen carefully to what really matters to people living with health challenges, and I have used that learning to improve services.

I have worked at Penny Brohn UK before – between 2004 and 2019 leading the research team here. During that time, I helped develop and validate the wellbeing measure MYCaW® (Measure Yourself Concerns and Wellbeing), which is now used internationally to help people express their concerns in their own words. I’m proud that this tool grew from genuine partnerships with clients and practitioners.

Alongside my role at Penny Brohn UK, I co-direct Meaningful Measures Ltd, where we support organisations across health, social prescribing and community services with evaluation and measurement tools. I’m also a Visiting Research Fellow at the University of the West of England and a member of several national evaluation and research networks.

Most importantly, I’m here to listen. Your feedback helps us understand what is working well and where we can grow, so that our support truly reflects the needs of people living with cancer. I’m really looking forward to working with you and learning from your experiences.” [Helen.Seers@pennybrohn.org.uk](mailto:Helen.Seers@pennybrohn.org.uk)

Dr Helen Seers, PhD BSc CPsychol AFBPsS  
Impact and Evaluation Lead  
Visiting Research Fellow – UWE



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## What opportunities are coming up that you can get involved with?

In the coming months there are a number of opportunities where we will be seeking input from Penny Brohn clients:

- We are going to review the way we monitor and seek feedback about services and the support we offer.
- We are looking to test new measures to demonstrate the impact of our services.
- We are looking for clients testimonials and stories to share on our website.
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If you are interested in any of the above or want to find out more about Client Voice then do get in touch [Maddi.Gardner@pennybrohn.org.uk](mailto:Maddi.Gardner@pennybrohn.org.uk)

## Final reflections

We have heard a number of times on wellbeing days and retreats, and through conversations with staff, that many clients say they wish they had heard about Penny Brohn sooner, and that we are “one of cancer cares best kept secrets”. This has been fed back to the marketing and communications team and they are planning more outreach on social media to raise awareness. Watch this space!

For me this demonstrates the importance of the work that Client Voice, as part of the Evaluation team, does in ensuring Penny Brohn can support as many people as possible in ways that are meaningful for them.

