

Capturing kindness: New video series highlights important work of Worcestershire Acute Hospitals Charity (WAH Charity)

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A new video series, donated by Worcester-based Midland Road Studios, offers a glimpse behind the scenes at Worcestershire Acute Hospitals NHS Trust to show the impact of the Trust's charity's work on patients and carers.

the first video has now been published and focuses on the Children's Cancer Ward at Worcestershire Royal. Focussing on the human side of cancer treatment, it shows the reality of life for families of children with cancer and the importance that emotional support plays in the process. WAH Charity raises funds to deliver acts of kindness, such as days out, vouchers and activities on the ward, that go beyond what the NHS can offer.

Dawn Forbes, Children's Cancer Specialist Nurse at Worcestershire Royal Hospital, comments: *"I want to see the children being children because first and foremost that's what they should be doing. Making special memories for children that go through cancer treatment is so important. It absolutely makes a difference."*

Donations to the charity allow Dawn and her colleagues to go above and beyond.

Supporting Worcestershire Acute Hospitals NHS Trust

WAH Charity supports staff, patients, and services across Worcestershire's Acute Hospitals. The video series will highlight a variety of departments that all benefit from the charity's work in different ways. Over the course of the following weeks, the team at Midland Road Studios, which is part of Marketing + Technologies Group, will speak with NHS staff and patients to allow the public insight into the amazing work of the charity.

David Bedford, COO of Marketing + Technologies Group, comments: *"We organise a fundraiser every year to collect for local charities. This year, we wanted to support WAH Charity because of the fantastic work they do. However, we wanted to do more than to collect money, so we decided to donate what we do best. The team at Midland Road Studios are skilled content creators and we specialise in producing videos for a variety of businesses. Raising awareness for WAH Charity and everything they do is something we feel passionate about."*

"Everyone at Marketing + Technologies Group has had some contact with the local NHS and benefitted from their services, so being able to help WAH Charity support our local hospitals makes us extremely proud."

You can watch the first video here: <https://wahcharity.org/childrens-cancer-fund>

To find out how you can support the charity please visit: <https://wahcharity.org/>

Image captions:

Image 1: WAH Charity raises funds to deliver acts of kindness, such as days out, vouchers and activities on the ward, that go beyond what the NHS can offer. (Source: Worcestershire Acute Hospitals Charity)



Image 2: The first video focuses on the Children's Cancer Ward at Worcestershire Royal. (Source: Worcestershire Acute Hospitals Charity)

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About Midland Road Studios

Based in Worcester, Midland Road Studios is home to our broadcast studios which are designed with content creation in mind for live, virtual and hybrid events. Enjoy a studio experience that is built around you, from simple hire of our spaces to full production and catering services for live broadcast events.

Our studios host a variety of state-of-the-art equipment, including our 6m x 3m LED video wall.

Whether you need live, pre-recorded, virtual or hybrid production, we provide the highest quality service for a seamless, engaging result every time.

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