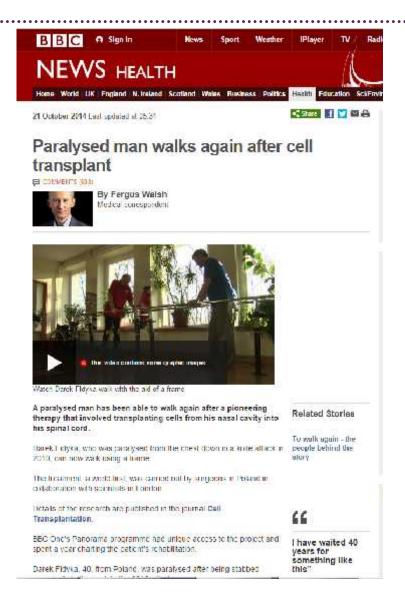
nsif

Coverage highlights October 2014

BBC One's Panorama





- 250+ pieces of national coverage
- 1 BBC *Panorama* exclusive
- 3 national front pages
- 85+ pieces of broadcast coverage
- 110+ online articles







Homes face dimming lights as fires drain power station supplies



National print & online: The Times exclusive





Homes face dimming lights as fires drain power station supplies

The Times circulation: 400,000+

Father's £1m punt on a future for paralysed son

David Nicholls set up research fund after his son had a devastating swimming accident. Hannah Devlin reports

Especially any branger's dream hotedaying on Band Boath Australia Bed for the first time from the responsibilities of school and ready to parts. On discourter 40, 4800 however, Dartel

Note the acceptioned Asthe Repaired type the acceptable as with his triend waist-door in the water, he tilved into an opening wave. Unknown to him, beautiff the further by a sandbunk which he preak with his

Seconds later, he was long fact-down in the system and the later a with a broken such and a nevered Since the tay, Dutlet he not walk of. He come the his legs and has

timined more more in nis arras. His follow, then the roots of the interesting for the property of their pays. Texts call from the besides. and they and "their work not has not. I flought, So what?" In and. Whintle arroad at the long tod, however command with the audic issues in and and had as you in the made in

"librarity and producting thing in my fife seeing a fit healthy lear-grout-redding of-was-old-bry in hed another norm.

The see a process of the wheelthan

and you mether hair. You bord worder what they were point three years ago. the arriver is they were just like you or me and then they led from the coairs or jumped into a wave." In what he coast describes as "complete ground ov", ha made he son a protone "Boott worst, will get this fixed." he taid. "Taid. It's per this sample" his sam replied in the breakfersteller in manner to writer forty, which suggest that beneficial improve deserted mountain according to the proton of the property of the proton of the pro

locate them to be a beamoused. His lay make his set a promise. My which is set a promise. My which is set determined and it is best to tall it. He set up the Medial Sporal layer, Promise and bedded to mice make a change, the base medical research, which memor as offering the

research, which arms as offering the only analyse, of major advances in treatment for spinal and impay. He did so against the radder at Dendrit considerat, who, and then Toute Hilling the head with the drawn has been going to well again.— them such advances of

reach damaging.

Others requested that the marger small be better spent immoving braids make from the processor of the control of the control

director of the Mandara Observati Forted called online, nature From the load would including Florido Eu-manifed by produce a robat ylend-to-user famor The level solid down 72-000 ceptor misting observational lien, and Mr Nicoel's on closur my and indigate presenting from to have

After meeting Goodbay Kanman of University College London and

approach, the chartry banded over most of to stands to support the tale.

"No bet you realist you could be on the rings of realising your arrive turn that's unique? We sent of tucop's results. We small move appear to be arrigant or codes about view serve done but it's pain-ternariable." Deniel Mehalle had an movieed.

are freedfunding fundlershaftly but he father hopes that he will altimately benefit.

If they amounted a use I want but to be close to the front of the come! Mr.Nichellassid, Tvepure. high amount of time and other lines the claims and inches an after a motive in that, I just want to see me may be four. That will it in





In their devotion to their own children, some purents help everybody's children

Are used bed for shift assembly have fine mounts shown to translature research? In first of regigners, all the short, learned-some normal law flowedy to discontinuous, "for shift for more research or common and research for the said that, from which normal super-day with behavior, and "The mostle", it of common, desse from two to the first than 1 holds to be region to other mounts while the day to the said of the said of the said of a mount to be a super-day of the said of the said to be a super-day of the said that the said of a mount to be a super-day of the said that the said that the said of the said of the said that the said of the said of the said that the said that the said of the said that the said the said that the

har regarded order our of his logs (banks to a series and proceedings stocked by Political to remarkable, however, at the story of how this series

invalid and authorize are perhaps trace outore their many realise. A Surregist ago The Times reported on a new

A Corright age The Time expected on a new mes sensing amount in dishtrate processor for the time and the first literated sciential Desig Alcheo diet is now, have daying the sales from the growth of the time daynosis. Over lattle continue age, annihillar, the nather fiscall Delit was a co-esciptor of the Mayle-Ual-This state, worth of vitines by discorpiolate, after the vidual was a lovely per fit because of a processor of the first period of the continue of a period of the continue of the process of the control of the control



National print & online: The Times exclusive





The Times Weekend circulation: 490,000+

.....

National print & online: The Independent & I





DVI proside telephilisa

Circulationary Cham-

The ofter hysostic of Caree Mank

UK drones ready to attack Isis in Svria and Iraq

halpsonbol I actions.
Let work, the Constraint in more size of the red spiritual of the second of th



British doctors on brink of 'cure' for paralysis

Pioneering research by DCL scientists offers hope to millions senses the globe

of together the printiported attedizyetoriag scaratica cut

madeonoscenti etga.

Tim agrentining from
through te en angle dietae Main accomplishment may executed may in 1.0% from the control of t

of the greened stallings of a make believe if validated, at offers the hope of the encountry the days of the popular transport to the popular transport transport transport to the popular transport transport

Thus to many and brilles a in the famous posted as





National print & online: The Independent & I

THE MORRENDENTTLESOW / DOCUMENTS.

fall compatter all.

A fit and active teenager.

gag yeer in Australia is 2007

The INDEPENDENT



I believe we have now comed the don't a bedres which will per patients on all wheeldoors



thetiere, said-"It is a describe.

ing thing to see your terrage

sor go from a strong, hearth

bay to not being able to keed

The Independent circulation: 63,000+

funding research and seval-

openion. So we set up a chur-

tte nerselves," "he Nichols

regeneration of a patient's

severed spinal column. The

work was also securoted by a

sacood chanty, the UK Stem

Dan is at a point now where he lives independently. He

even goes to see Arsenal, He

is a top, top genv."



The Daily Telegraph circulation: 506,000+



The Guardian circulation: 180,000+





Daily Mail circulation: 1,693,000+



Daily Mirror circulation: 951,000+



The Sun circulation: 2,020,000+

National print & online: Mail Online

Scroll down for video



Donid bishalls Jeff; and his son Doniel who was paralyzed in a switzming accident in Donid Decah in 200



Mr Vicholis pictured with celebrity chefs at a fundraising dianer for the Nicholis Sphal Injury Foundation in 2007 which holped raised the 6 tm second, 1, Rg. Henryn Rumserhal, Almon Yeang, Mark Erlaures, "Martia Vezrota, Casy Rhotes, Wilcon Versilli, Micrel Roug Jr., Marcha Manenig, Reval Nichola and Rober of Linbalo

MailOnline





Revealed: How research that let paralysed Polish fireman walk again after UK scientists used nose cells to repair his spine was bankrolled by a British father desperate to help his son

- David Nicholls set up the Nicholls Spinal Injury Foundation to fund
- Set up charity after 18-year-old son Daniel paralysed in swimming accident
- Raised £1m and used to fund a trial to reverse paralysis in Wrockiaw.
- Darek Fidyka was one of first patients and is now walking with aid of frame.
- Mr Fldyka, a former fireman, was paralysed in 2010 after he was stabbed
- Chef Mr Nicholls said treatment is 'quite remarkable' and hopeful for future

BY CHART CARTER FOR MALONI INF.

PUBLISHED: 11/14, 21 Colone 2014 [UPDATED: 18 45, 21 Oct. 6-7 2014.

















When thef David Nichtils was called to see his 18 year old son lying in a hospital bed paralysed, he made him a promise that at the doctors advised against the said he would for it

But now Mr Nichells, who can name Heston Blumenthal and Nigella Lawson among his friends, may be one stop closer to realising the dream for his son

A foundation set up by the chef to support spinal research has just funded pioneering surgery to enable Darek Fidyka, a Polish firefighter who was paralysed after he spinal cord was severed when he was slabbed, to walk again

The surgery - hailed as would list hailed more impressive than pulling a man on the Moon - could mean that spinal injuries previously decreed incurable could be cured and people left paralysed, like Mr Nichols' son, could one day walk again.

O spin and soundby by any 3 if the red striff of 4 time ten thank kerve actor coalici

This grant the shows the stress making up the proceedure, which allowed the Advice rowals access. Scientics:

HE PROCEDURE MORE IMPRESSIVE THAN PUTTING A MAN ON THE MOON.

Bidentists from University College London (UCL) clandeled the bleakhrough procedure.

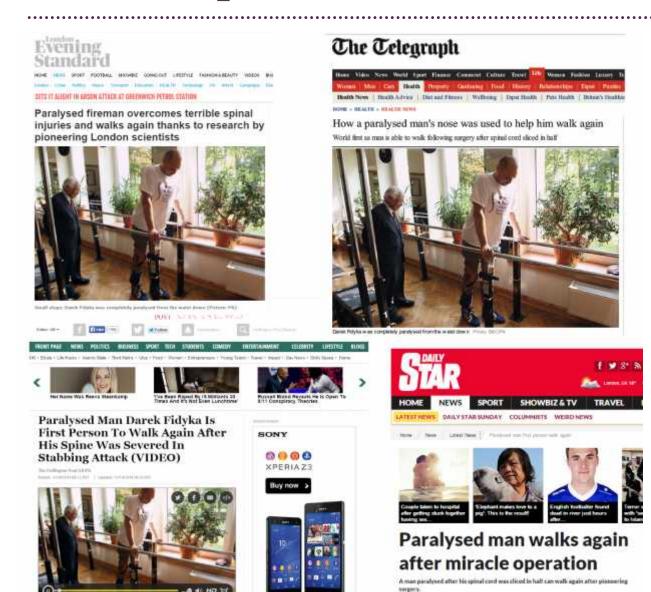
was accepted to product to all 1 detects walking on, other terspond and you also discluded about delibergibe cyclination fravoir the prodyect below the word

The procedure involved transplanting offectory ensheathing cells or OECs from the nose to the



Professor Geoffrey Religional tast that Michaels and told him about the title in Poland to heart correles s

Monthly unique browsers: 184,322,000+





Cell transplant helps paralysed man walk with frame



"We believe this procedure is the breakthrough which, as it is further developed, will result in a historic change in the currently hopeless outlook for people deabled by spinal cordingury," said Geoffrey Raisman, a professor at University College London's (UCL) institute of meaningy, who led the research.

involved transplanting what are known as olfactory endies thing cells into the patient's spinal cood and constructing a "norve bridge" between two stumps of the damaged spinal.

cadarana.



Broadcast coverage: BBC











Broadcast coverage













International print & online





Paralysed man walks after spinal research breakthrough



A joint team of British and Polish doctors have for the first time ever reversed a complete spinal paralysis by using nervesupporting cells from the nose of Darek Födylor, a Bulgarian fire fighter man who was injured four years ago and has been in a

wheelchair since 2010, to create a pathway along which the broken tissue was able to regrow

District Polytham promobile to wall again after

surfreguez ponemicz nepitr. (ATT ploto)

Fidylia was left majorly paralyzed during a knife attack and is now feeling the restoring seniation and muscle control to his legs. The 38-year-old can now not only walk with a frame but can also drive a cur.







Paralyzed Man Walks After Nose Cells Transplanted Into Spinal Cord



International broadcast



Nerve Transplant Allows Paralyzed Man to Move Legs Again



Derck Floyke was benefited in 2010 from the chest flown. He now can walk using a frame thanks to treatment using of tests y anahouthing be to Photo by BBC Panoronia.







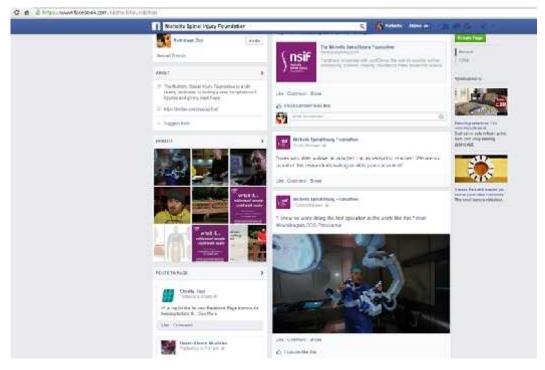




Social media



- Reach of **35.9k people**
- During 21st October we had a reach of 19.5k
- The most popular post was The Times biography piece about David and Dan with a reach of **11.4k**
- Page likes increased by 159% to 1,174





nsif twitter



- @supportnsif had a reach of **9.73 million**
- On 21 October our tweets were retweeted 405 times and made 151.79k
 impressions
- 231% increase in followers
- Hashtag #nsif had a reach of 9.85 million





TWEETREACH SNAPSHOT FOR



BBC Panorama



- 45.9k engaged followers
- Hashtag #towalkagain had a reach of **7.1 million**



