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Maggie Philbin helps alcohol and drugs support charity Swanswell celebrate 40 years.

Popular television and radio presenter Maggie Philbin and world-renowned scientist Professor Kevin Warwick helped Rugby-based charitable trust Swanswell, an established and respected provider of community based drug and alcohol services, to celebrate 40 years of exceptional service at its recent anniversary event in Birmingham

The 40th anniversary event brought together trustees, employees and service users to celebrate Swanswell's achievements and look forward to the future. Over 130 staff from Swanswell's operations around the Midlands area attended, representing its offices in Rugby Birmingham Coventry, Nuneaton and Leamington.

With personal experience of the impact that alcohol misuse can have on individuals and families, guest host Maggie Philbin presented a 'whistle stop' tour of the organisation's services, emphasising the benefits of its holistic approach to supporting people who want to free themselves of problematic behaviour and lead happier lives. Coventry born guest speaker, Professor Kevin Warwick, pioneer of artificial intelligence and robotics, gave a fascinating glimpse of the future with his presentation on 'neurocybernetics'.

Swanswell President Dr John Bland who has been associated with the organisation since its inception in 1968 reflected on 40 years growth from its roots as a small Coventry based alcohol counselling agency. Debbie Bannigan, Swanswell's Chief Executive touched on exciting plans to expand both the range and geographical reach of its services.

Now expanding beyond its Midlands base, Swanswell is working in local partnerships and with national agencies to provide innovative and effective behavioural change programmes to support people who want to lead a happier life by helping them remove the physical and emotional barriers that stand in their way.

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