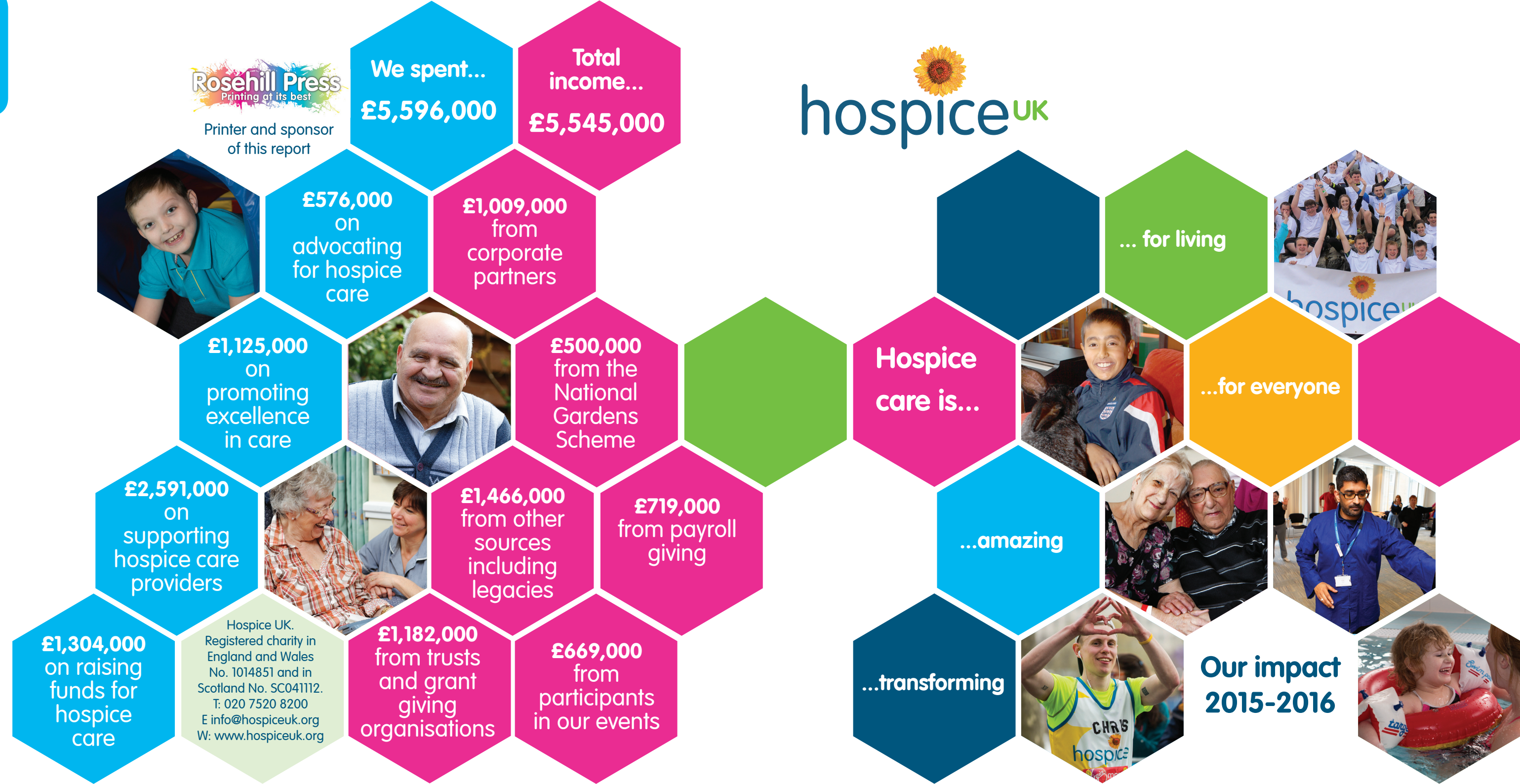


Our grant programmes

Through their partnership with us, charitable trusts have invested £785,000 and enabled 386 grants to hospices across the UK to pioneer service innovation and build the professional development of staff including:

- **£291,723** through the St James's Place grants programme to support hospice dementia projects.
- **£160,127** to support the professional development of 297 hospice staff.
- **£109,000** from the Rank Foundation to 22 hospices to support projects that enable patients to develop the skills they need to maintain independence and quality of life.
- **£50,000** from the CSiS Charity Fund to support improvements in six hospices in Scotland.
- **Celebrated the innovative work and people in hospices** across the UK with the fifth Hospice UK Awards, supported by the National Gardens Scheme (NGS).

£785k
funding awarded
through
386
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Raising awareness and working with others

Hospice care is rooted in communities, and an important part of our work is to make sure this continues. We cannot do this alone, and working with partners has meant:

- The publication of nearly **1,000 articles on ehospice** to share experience, opinion and provoke the thinking of everyone engaged in hospice and palliative care. Articles included those on Brexit, fundraising controversy and changes in regulation, as well as latest thinking and new research findings (attracting over **347,000 page views** and **168,000 visits**).
- **3,000 media hits** including coverage in a range of national media outlets such as BBC Online, The Guardian, Radio 4's Today programme, BBC News Channel and Daily Mail Online.
- 170 hospices engaged in the 2015 Hospice Care Week; with **250,000+** people receiving the message via social media, and the engagement with #HospiceCareWeek **increasing by 44% from 4,500 to 7,020**.
- The awareness of hundreds of thousands of employees, customers, suppliers and friends:
 - » Employees at **Clydesdale and Yorkshire Banks** have **raised an incredible £5 million for hospice care** since 2008, and have directly benefited more than 100 hospices.
 - » A cause related marketing campaign by the **Co-op Bank** ended in November 2015 and **raised £81,000** to support hospice care.
 - » A new partnership with **Carillion** involving its 20,000 UK employees will aim to **raise £200,000** for hospice care.

2,550
DBS checks
via our
online
service

Over 600
hospice jobs
advertised
on our jobs
board

222,000
visits
to our
website

1,838
hospice staff
attended
our learning
events

- » Through bake sales, dress down days and other fantastic fundraising, **AB InBev employees raised over £7,000** for local hospices.
- » **Towergate** donated more than **£75,000** to Hospice UK to support the care that hospices provide.
- » We are very grateful to **Paperchase** and their customers for **raising £17,000 for Hospice UK** through sales of their Christmas cards and carrier bags.
- » Over **50,000 people** visited more than 400 **NGS gardens**, helping to **raise £500,000** for Hospice UK.

- » Employees at **Airbus** raised more than **£76,000 for seven local hospices** in the North West and Bristol, and a further **£28,000 for Hospice UK**.
- » We launched the new **Corporate Champions Programme** to give more businesses the opportunity to support hospice care.

Thank you

Over 350 people took part in our challenge events – running, cycling, undertaking obstacle courses and going on adventures overseas to raise £669,000 to support the work of Hospice UK.

We supported 495 runners in the 2016 Virgin Money London Marathon to raise money for 43 hospices, and 132 cyclists from 18 hospices in the 2016 Prudential RideLondon-Surrey 100 event.

125 employees from Clydesdale and Yorkshire Banks hiked 26 miles in one day in support of hospice care.



The final report from The Commission into the Future of Hospice Care identified five steps to get care right for the future and to create an environment within which hospice care will flourish. The following outline how we have led, supported and empowered hospices over the last year to take these steps.

Strengthen the leadership of hospice care

- Informed and **built the understanding of 17 hospice boards of the changing national context of hospice care** to drive the services they are able to offer.
- **Worked with the Care Quality Commission** to ensure the regulatory framework in England recognises the quality of hospice care, and **trained their inspectors**.
- Worked with Public Health England and NHS England to **ensure better understanding of needs for 24/7 care**, and raised confidence in the knowledge and expertise available at Hospice UK.
- **Facilitated peer support and skills exchange among hospice clinical leaders**, and identified some creative solutions to key workforce issues and the need for a new network for HR directors.
- **Provoked hospice leaders to explore the drivers and symptoms of crisis**, how to recognise early signs and what action needs to be taken to mitigate risks.
- **Enhanced trustees' understanding and application of good governance** through the launching of a new Board Development Programme in partnership with CASS Business School.
- Ran a series of webinars to **help hospices learn about the concepts and practices needed to build a resilient and motivated workforce**.
- Shared thinking and debated issues through a portfolio of masterclasses. **202 delegates** have refreshed knowledge and benefited from new thinking, and **explored key governance issues facing hospices**.
- Launched a **new Strategic Leadership Programme supporting hospice leaders** to navigate complex challenges of the future.



Prepare for significant change in the context of palliative and end of life care

- Ensured **hospices are better informed** and able to use national policy to influence the care people in their communities receive at the end of life, by producing **briefings and guidance on key policy developments** – including fundraising policy, the devolution of healthcare in England and the government's response to the Choice Review.
- Worked with other national charities to **ensure end of life care is prioritised by the governments** in all four UK nations.
- Shared knowledge and expertise through publications, events and grants to **build the confidence and knowledge of over 133 hospice professionals** to care for people with dementia and develop the services they need.

Strengthen the connection between hospices and their local health and social care systems and their local communities

- Utilised social media to **share and disseminate experience, expertise, reflections and evidence about hospice care**. 400 people contributed to six Tweekchats with **4,000 tweets reaching over 13 million people**.
- **Developed the skills and knowledge of 50 hospice communications staff** and increased their communications leadership and influence.
- **Reduced the bureaucratic burden for hospices** by using evidence from the 2015 commissioning and contracting survey to **influence a change in the NHS standard contract**.
- Published the report 'A low priority' highlighting the extent to which end of life care is a priority for local decision makers. Downloaded over 700 times, the report is **enabling hospices to identify and work to address the gaps**. The findings have been promoted in the media – Mail Online, The People, LBC Radio and Nursing Times – and by NHS Confederation to their 41,000 Twitter followers and 5,000 LinkedIn followers.
- **Helped hospices to raise their profile with decision makers in England** and advocated for improvements in the care people in their communities receive at the end of life, by launching a new toolkit supported by Carillion. **Over 90% of members surveyed reported the new toolkit is having a positive impact on their approach to local advocacy**.
- **Connected professionals** and responded to 460 complex questions from health professionals about many aspects of hospice care.
- Launched **Hospice IQ** as a real time online **peer support and resource sharing platform**.
- **Acted as a point of contact for members of the public** and ensured they had somewhere to turn and a comprehensive response about what to do next.
- Assisted hospices to consider how best to support work experience through the publication of a **new work experience guide**.



Strengthen understanding of the contribution of hospice care

- Developed a web-based solution to **help hospices to collect data on key clinical safety measures**. Sharing this data is helping hospices to **benchmark performance and drive improvement**. 112 hospices are now participating.
- **Consulted widely** and developed a framework for hospices to be research ready and active.
- **Inspired 96 staff from 46 hospices** to implement OACC outcomes measures to **demonstrate the difference their care makes**.
- Worked with the Royal College of Nursing to promote the economic assessments undertaken by hospice nurses that are **demonstrating the value and impact of their service**, and showcasing the value of investing in the development of such skills.
- **Raised the credibility of hospice care** and evidence with new audiences through academic publications, blogs, presentations and opinion pieces on ehospice.
- **Empowered hospices** to better engage with Muslim communities through the publication of the report 'Bridging the gap – strengthening relations between hospices and Muslims of Britain'.

I'm so proud of our work with members and partners to strengthen and support a dynamic, innovative and responsive hospice sector. Together we are continually pushing the boundaries to enable hospice care to help more people in more ways.

Tracey Bleakley, Chief Executive, Hospice UK

Establish hospice care as a solution to the future challenges in palliative and end of life care

- **Raised the profile of hospice care** across all four UK nations in the run up to the national elections, and **increased the chances of hospice care remaining a prominent issue**.
- Launched a new report on the **scale and reach of hospice care in Scotland**.
- Ensured **hospices are better placed to bid for contracts and access NHS funding** by highlighting around 160 NHS contracting opportunities.
- **Provoked, challenged and stimulated around 800 delegates** from multi-disciplines in hospices across the UK through the 2015 conference: 'The art and science of hospice care'.

