



# Hospice UK

## Impact Report 2020 – 2021



## A year like no other

Reflecting on the past year is something we will all do for the rest of our lives. When I wrote the introduction to last year's impact report, the pandemic was a just few weeks old, but it was clear that its impact on the hospice sector, and on wider society, was going to be profound.

The challenges were daunting – the whole healthcare system was being tested to its limits, and the usual fundraising streams on which hospices rely were drying up before our eyes.

I'm so proud of what we have achieved together since then. We've steered the hospice sector through some of the very toughest moments in its history. We've avoided what could have been devastating consequences for hospices and their patients. We've delivered hundreds of millions in government funding in England, and more than 50 million items of PPE to hospices, free of charge.

All the while, we've been driving the conversations about the future of our sector, making sure hospices are ready to adapt and change as the NHS in England is reformed and as the needs of the population rapidly shift.

We know that the adaptations we made during the pandemic are in many ways a prelude of bigger changes to come. Our grants programme continues to drive that innovation and change across the sector, while through our research and policy work we continue to identify where inequality and exclusion exists, and how to remedy it.

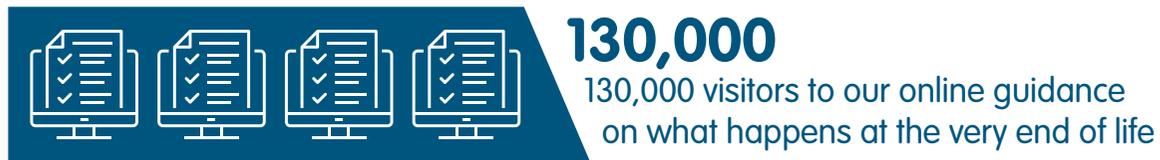
In response to the pandemic, we've really stepped up our work on wellbeing and mental health. Through Dying Matters we've seen and encouraged a growing appetite and willingness to talk about death and dying. Through our Just 'B' helpline we're supporting frontline health and emergency workers as they process the trauma of the pandemic. Through our Compassionate Employers programme, we're working with companies to help them better support staff through difficult times.



And through it all, our supporters have stuck with us in remarkable fashion. To the companies and their employees raising funds, to the trusts and foundations, and to the countless individuals going above and beyond – thank you. Your support really never has meant as much.

Tracey Bleakley, CEO, Hospice UK

## A year in numbers



## Hospice UK's four strategic goals



Extend our reach and enable hospice quality care to be delivered in any setting



Tackle inequality and widen access to hospice care



Work with communities to build capacity and resilience to care for those at the end of life



Empower a strong, dynamic and responsive hospice sector

# Steering the sector through the pandemic

Hospice UK's work and priorities between April 2020 and March 2021, always guided by our four strategic goals, adapted in response to the seismic shifts happening in end of life care because of the pandemic.

At the time of writing, the pandemic is far from over; its impacts on hospices and the wider palliative care sector will be felt for years to come. But Hospice UK's work this year ensured that world class hospice care could continue and expand safely across the UK, as the virus put huge strains on the wider healthcare system.

Early in the pandemic, we led the sector in making the case to government that hospices could play a critical role in the national response to the virus, reducing pressure on stretched NHS services.

As traditional hospice fundraising collapsed because of successive lockdowns, Hospice UK secured and distributed £257 million from government for hospices in England. Consequential funding in Scotland (£24 million), Wales (£9.3 million) and Northern Ireland (£13.6 million) was also delivered as a result.

Hospice UK set up and continues to run a new distribution network for PPE in England, with more than 50 million items delivered to hospices free of charge. A centralised distribution network of this type, managing the delivery of a million items a week through 13 regional hospice hubs, is unprecedented in the sector.

We secured access to COVID-19 testing for hospice staff, and priority access for hospice staff to the vaccination programme. And throughout the year, through our ECHO (Extension of Community Healthcare Outcomes) networks, Communities of Practice and online training, conferences and workshops, we made sure that hospice leaders and staff had the most up to date information at their fingertips, and were able to share best practice intelligence in real time across the country.



Images courtesy of Treetops Hospice and Wirral Hospice St Johns

## Adapting services

With Hospice UK championing their crucial work at a national level, hospices up and down the UK adapted and expanded their services in response to the pandemic, relieving pressure on the NHS. One example was at **Treetops Hospice**, who launched their nightly Roaming Nurse Service, enabling up to seven more visits each night to help patients who have chosen to die at home with symptom or pain management.

**The emergency grants painstakingly negotiated by Hospice UK from NHS England during the pandemic were enormously influential in helping hospices like ours to stay open and relieve pressure on the NHS. Without them we would have had to slash services at a time when the children and their families needed us most.**

Martin Edwards, CEO Julia's House, Dorset & Wiltshire Children's Hospice





## Goal One:

Extend our reach and enable hospice quality care to be delivered in any setting

Through the pandemic, we've continued to facilitate the sharing of knowledge, best practice and training to ensure that high quality end of life care can be delivered, whether in a hospice or elsewhere.

Hospice UK has hosted **Project ECHO** in the UK since 2017. This 'all teach, all learn' methodology brings together palliative care professionals via virtual peer-support networks. This year, ECHO enabled the rapid sharing of specialist clinical, research and business information during the most uncertain of times, in which hospice teams were having to make rapid adaptations with limited evidence. Our ECHO sessions were attended **more than 7,000 times through the year**.

In **Northern Ireland**, Hospice UK's contract with the Health and Social Care Board was adapted to the demands of COVID-19, supporting the transformation of the delivery of healthcare through the pandemic. More than **380 sessions** were delivered with more than **12,000 participants**, supporting projects including the rollout of the vaccination programme in community pharmacies.

Hospice UK's **six Communities of Practice** have met frequently through the pandemic due to demand from clinicians across the country. Membership has increased across all four nations, providing a dedicated forum for clinicians and managers to discuss critical concerns including patient safety, infection



prevention and control and the challenges around transition from children's to adult services.

Through these networks and beyond, Hospice UK has facilitated and guided a range of **research projects** into palliative care, including rapid research into the implications of pandemic for the sector. Our focus is to ensure academic research is informed by clinical practice, and vice versa can be translated into improvements in care.

We joined forces with the **Gold Standards Framework**, delivering specialist palliative care training and accreditation for generalist healthcare staff in hospitals, general practice, care homes and other settings.

A woman with long dark hair, wearing a white lab coat, is seated at a desk in profile, looking towards the right. She has a thoughtful expression. In front of her is an open laptop. On the desk, there is also a small black alarm clock and a pen holder with several pens. The background shows a window with light coming through, and a wall with a decorative pattern. The overall lighting is soft and natural.

These ECHO sessions have been just excellent and really brought the palliative medicine community throughout the UK together with sharing of knowledge and skills...I have also found so much of it really inspiring in difficult times...thank you.

As a small organisation access to these resources which we might otherwise miss is priceless.

ECHO member



## Goal Two:

Tackle inequality and widening access to hospice care

The pandemic has exposed more than ever before the glaring inequalities in healthcare in the UK. Hospice UK is driving structural, system wide and cultural change to work towards a future where everyone, no matter who they are, where they are or why they are ill, gets the end of life care they deserve.

Working with the **Masonic Charitable Foundation**, we have awarded 16 grants totalling £450,000 to run a series of projects across England designed to ensure **end of life care reaches those who have for too long missed out**. From building trust among ethnic minority groups in Yorkshire to improving knowledge among the LGBT+ community in south London, these grants aim to both improve patient care in a local area, and provide insight and learning for the whole sector nationally.

The destabilising effect of **moving from children's to adult's services** is another significant cause of inequitable care. In spite of interruptions due to the pandemic, we're pleased to have set up three ECHO hubs to address this challenge, with programmes continuing in 2021.

Across the board, the end of life care sector faces a **knowledge and data gap** which Hospice UK is working to plug. This year we've launched a new programme to improve the data we collect from hospices in order to better understand who is missing out, and why.



This work has been supported by a new **research programme on equity and inclusion**. With submissions from more than 125 hospice leaders, we've mapped good practice across the country and will be publishing a series of detailed reports with recommendations on improving care for groups who too often go without. The first such report, examining the experiences of people in prison, will be published later in 2021 and is already driving encouraging discussions with the Ministry of Justice.

## Opening up care

The Mary Steven's Hospice used a Masonic Charitable Foundation grant to create and deliver arts-based advance care planning workshops for people with learning disabilities, enabling them to actively be involved in these important conversations.

**Who is important to me? My sister and my support worker, I would want them to make decisions for me at the end of life.**

No Barriers Here participant

**This project has been innovative in tackling inequalities, demonstrating a public health and compassionate community approach to palliative care. It's also raised the profile of the hospice and generated income, having been awarded money from NHS Charities Together to expand the project to work with people from minority communities.**

Gemma Allen, Project Lead

Images courtesy of The Mary Stevens Hospice





### Goal Three:

Work with communities to build capacity and resilience to care for those at the end of life

The pandemic has made it more important than ever that communities have the resilience to deal with loss. Hospice UK is fostering a culture in which dealing with dying is normalised, and where those doing so are given all the support they need.

I know that the line makes a difference. I have spoken to workers who have been bereaved, anxious, scared and frightened about the future. They have been tired. Frustrated. And to just have a voice on the end of the phone to listen to them is hugely powerful.

Just 'B' bereavement and trauma helpline worker

The appetite for Hospice UK's **Dying Matters** campaign was significant this year, and we were able to successfully transition to an online-only awareness week in May 2020. More than 90,000 visitors came to the Dying Matters site that week, with more than **10,000 downloads of our resources** on death, dying and bereavement. And, recognising the growing importance of the campaign, we expanded Dying Matters to year-round activity. Our **#IRemember** campaign in late October saw huge public engagement as an important chance for people to remember lost loved ones, with nearly 400,000 people reached on Facebook and Twitter.

Throughout the year, our information, advice and resources for the public on hospice care and on death and dying were hugely important. More than 130,000 visits were made from the UK to our pages outlining what happens at the very end of life, while 75,000 people visited our 'About Hospice Care' page. And more than a thousand people contacted us directly for advice on everything from bereavement to how best to keep in touch with loved ones.

Collectively, hospices support more than 72,000 families each year with bereavement – but the pandemic restricted their ability to do so in the usual ways. In response,

Hospice UK launched a pilot project to train hospice bereavement support workers to make the **rapid switch from in-person to virtual delivery**.

Support from your employer with death, dying and grief has never been more important, and our **Compassionate Employers** programme helps companies support their staff who are affected by these issues, as well as terminal illness and caring responsibilities. We adapted our resources and training workshops to deliver the programme virtually.

As well as supporting the general public, we stepped up our support this year for **health and social care staff** as they dealt with the distress and trauma of the COVID-19 frontline. Working with North Yorkshire Hospice Care and commissioned by NHS England and the Department of Health and Social Care, we rolled out a brand new service, **Just 'B'**, which offers free, confidential emotional wellbeing, bereavement and trauma support to NHS, care sector staff, emergency service workers and other frontline and key workers. The service was one of a number that became part of the national **Our Frontline** campaign, providing a 'one stop shop' for all support services in partnership with Mind, Shout, Samaritans and the Royal Foundation.



**#IRemember my boy Charlie. Recently, I'm finding it difficult to speak about him as much as I usually do since he passed away in Feb 2020. When he left, my soul went with him. #Childloss leaves a void, that will never be filled, each day is a battle of self care. @DyingMatters**



**#IRemember Alistair 1971-2018. My partner of over 24 years. Gone for 10 months. I scatter his ashes. I hear his voice. I share my memories with others. Thank you for listening. @DyingMatters**



## Goal Four:

### Empowering a strong, dynamic and responsive hospice sector

The pandemic pushed hospices to their limits – and with our support, they stepped up to the challenge. But the future remains uncertain for the sector, and Hospice UK is leading the way on building an end of life care system which will thrive for decades to come.

What should end of life care look like in the future? How can we reimagine a system that reaches everyone in need? These are the big questions we set out to answer with our **Future Vision programme**, launched this year. During the Discovery phase, our partners from KPMG undertook over 370 conversations and 30 in-depth interviews with leaders from across the sector, considering issues including financing, integration, governance, contracting and commercial operations.

The ensuing report, published in September 2020, outlines **nine principles of sustainability** that provide a framework for the future delivery of end of life care. The next phase of the project will explore the solutions, initiatives and relationships needed to make this vision a reality.

Taking our vision to the governments of the UK is a core priority. While our **advocacy work** was principally focused on the pandemic response, 2021 was also an election year in Scotland and Wales, and in both nations, Hospice UK put forward election priorities calling for co-ordinated action to prioritise palliative care in the next administrations, with encouraging

engagement from across the political spectrum.

Attracting, retaining and sustaining an empowered and skilled workforce remains a key focus. More than £150,000 worth of **Wolfson Bursaries** were awarded by Hospice UK this year, supporting nearly 200 end of life care staff in their professional development, including 12 in Scotland, seven in Wales, and six in Northern Ireland. We continued our **Strategic Leadership Programme**, delivered with the Westcott Group in a new online format, with a cohort of 24 hospice leaders from across the country taking part. More widely, we launched a baseline review of the current hospice workforce to examine gaps and challenges, to be published later in 2021.

Finally, **Hospice Care Week 2020** was a great success, with more than 90% of hospices involved. While the week looked a little different from usual because of the restrictions of the pandemic, it was once again a fantastic opportunity to celebrate the hard work and achievements of the sector in the toughest of times.



**Personally, I feel more confident now that my role is underpinned by research and evidence based practice. I now have the confidence to be more direct in offering people an opportunity to involve themselves in advanced care planning, no matter how difficult the situation might be... drawing on a greater degree of evidence to support the conversation.**

**A huge thank you for supporting me. Without the grant I could not have afforded to pay for course and to have this wonderful academic opportunity.**

**Michelle Bennett, Community Staff Nurse, Pilgrims Hospice**



# Improving care through our grants programme

Hospice UK awarded 272 grants between April 2020 and March 2021, totalling more than £1.1m. Despite the interruptions of the pandemic, we were pleased that our grants programme continued to drive innovation and improvement in hospice and palliative care up and down the country.



Image courtesy of The Hospice Charity Partnership

Our grants – kindly supported by a number of trusts and foundations – are designed to help ensure that more people get the care they need at the end of their lives, especially those who have historically been more likely to miss out. Grant projects improve care within a particular location, but also provide lessons and learnings for the whole sector.

As well as our programme with the **Masonic Charitable Foundation** to improve equality and diversity in hospice care (page 8), the **Wolfson Bursary programme** (page 12), and our pilot programme for virtual bereavement services supported by the **family of Julia and Hans Rausing** and other funders (page 11), we issued more than £300,000 in grants designed to improve the physical environment where hospice care is delivered, with support from the **Rank Foundation** and a trust wishing to remain anonymous.

Thanks to the Rank Foundation, a previously awarded grant to **Greenwich and Bexley Community Hospice** allowed them to install an interactive games console designed to help spark conversations and memories in a way which is accessible for people with dementia and other cognitive difficulties. At **Strathcarron Hospice**, the 'Breath of Fresh Air' programme improved access to a woodland walk to support patient and visitor wellbeing. And in **St David's Hospice**, Newport, we supported the creation of a welcoming, multipurpose new space for patients and families to reflect, talk, worship and be supported. We're pleased that our grants programme has continued to allow such improvements in care, even as services are under greater strain than ever.

# Your support has never made more difference

In this most challenging of years, we have been humbled and grateful for the dedication, commitment and creativity of our remarkable group of supporters.

Our **corporate partners** stepped up, recognising both the importance of supporting the hospice sector through the pandemic, and the benefit to their staff of instigating conversations about dying and grief.

Working with **Deutsche Bank** we raised more than £1 million in the first year of our partnership, with employees donating through payroll giving, online activities such as yoga, quizzes and online tours, and the bank's annual **One Day**, where colleagues showed enormous generosity by donating a day of their salary to Hospice UK.



The **National Garden Scheme's** support remains invaluable to Hospice UK. The partnership raised £425,000 this year, and it's clear that providing much needed outdoor space (even virtually when necessary!) was of great comfort to many.

Our partnership with the **PwC Foundation** raised more than £140,000 in its first year, and we were delighted to see PwC's offices lit up yellow for Hospice Care Week 2020. The customers of the **Co-operative Bank** generously donated more than £50,000 through their Everyday Rewards account, while retail partners **New Look** and **Joules** found innovative ways to keep support hospice care through lockdown.



Meanwhile, our individual fundraisers up and down the UK have gone to incredible lengths to keep raising funds for hospice care. The pandemic caused enormous disruption to the usual range of events and activities through which our supporters raise funds – but this determined bunch weren't put off and have shown **remarkable dedication and creativity in their fundraising.**

Fundraisers **Max, Adam and James** raised nearly £2,500 in September 2020 by cycling 156 kilometres from Eastbourne to Winchester, in memory of loved ones who had received hospice care. To them, and all our countless other fundraisers – **a huge thank you.**



Over the past few years, we've lost a Grandad and a family friend to terminal illness, and the compassionate support and care of hospice nurses made the burden and fear easier to bear. They calmly guided terminally ill loved ones through the last stages of life and helped them to have the dignified end they wished for. For the families and friends around them, they helped make the toughest of times more manageable.

Max, Adam and James, Hospice UK fundraisers (pictured).

Images courtesy of Acorns Children's Hospice, PricewaterhouseCoopers and Max Ife



# Consolidated statement of financial activities

The table below shows our income and expenditure in the year to March 2021.  
For our trustees annual report and full audited statutory accounts, please refer to our website.

## For the year ended 31 March 2021

	2021 Total £'000		2021 Total £'000
<b>Income</b>		<b>Expenditure</b>	
<b>Donations and legacies:</b>		<b>Expenditure on charitable activities:</b>	
Funds raised for Hospice UK	5,125	Extend our Reach	1,200
Government grants to support COVID response	257,808	Tackle Inequality	838
Funds raised for independent hospices	165	Work with Communities	1,009
Income from other trading activities:	349	Empower a Strong Hospice Sector	1,242
The Coronavirus Job Retention Scheme Income	172	COVID-19 response in England	258,171
Investment income	107		
		Costs of raising funds	1,104
<b>Income from charitable activities:</b>			
Supporting those providing end of life care	629	<b>Total expenditure</b>	<b>263,564</b>
<b>Total income</b>	<b>264,355</b>	Net income/(expenditure) before gains/(losses) on investments	791
		Unrealised gains/(losses)	406
		<b>Net income for the year</b>	<b>1,197</b>

# Thank you

We are so grateful to the individuals and organisations who support Hospice UK and enable us to do this work.

- The Hospice UK Development Board (Chair: Merrill Powell)
- London Fundraising Committee
- The family of Julia and Hans Rausing
- CSIS Charity Fund
- Masonic Charitable Foundation
- Wolfson Foundation
- St. James's Place Charitable Foundation
- Rank Foundation
- The Royal Foundation of the Duke and Duchess of Cambridge

With thanks to all our trusts and foundations for their unprecedented support over the past year.

## Corporate partners

- abrtn plc
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- Deutsche Bank
- Dignity UK
- Haysmacintyre
- Joules Limited
- Lottoland
- National Garden Scheme
- NatWest Tyl
- New Look Retailers Limited
- Northern Trust
- PwC Foundation
- Raffolux
- St. James's Place Wealth Management
- The Co-operative Bank plc
- Towergate Insurance
- Unilever



[www.hospiceuk.org](http://www.hospiceuk.org)

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