



Impact report

April 2023 - December 2024

For all, for now, forever



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Hospice care for all, for now, forever

The past 18 months have been a period of significant challenge and change – in the UK as a whole, in the hospice sector, and at Hospice UK.

The UK's hospices have faced the most difficult circumstances since their foundation. Costs have soared while demand has risen. Statutory income has flatlined. Local communities continue to support their hospice so generously. But we're in an economic climate that's putting pressure on their ability to give, particularly in more deprived parts of the country.

Let's be clear: this is the textbook definition of a perfect storm.

The UK's ageing population means that tens, even hundreds of thousands more people will soon need end of life care each year. And yet, hospices have been cutting back services where they should be expanding them. Things must change.

At Hospice UK we have set about responding to the challenge – and starting to secure this change. In spring 2024 we unveiled our new strategy, accompanied by our new branding. The scale of the task we face required new focus, new energy, and new resolve.

What follows in this summary report are some examples of what we've already achieved, with your support. Most recently, in December 2024, governments in Westminster, Edinburgh and Cardiff announced funding packages for the hospice sector.

This came after a sustained campaign across the nations led by the team at Hospice UK.

The £126 million announced in England represents a significant investment by a government operating in difficult fiscal circumstances. We believe that hospices are one of the only organisations in the UK charity sector to receive additional funding of this nature from the new government! It's a huge vote of confidence in the importance and value of what hospices do. And yet, our task in the years ahead remains sizeable, and complicated. Our work is far from done.

It is only with the support of our member hospices and our partners that we can continue to deliver change. To each and every one of you, thank you. Hospice UK is a unique organisation representing a unique community. Together, we'll make sure hospice care is there for all, for now and forever.

Toby Porter
CEO, Hospice UK





Our priorities for the years ahead

In April 2024, we launched a new strategy which will guide our work on behalf of the hospice sector over the next five years.

Every year, hospices care for 310,000 people living with life-limiting conditions or facing the end of their life. They also provide bereavement, counselling and practical support to more than 90,000 people each year.

By 2040, around 130,000 more people will die each year in the UK than today. Additionally, more children with complex needs are surviving beyond infancy and into young adulthood, requiring specialist care.

We know that some groups and communities are missing out on hospice care and there is a pressing need to do more to reach them.

Hospices provide care which is free at the point of use. But unlike in the NHS, it is not fully state funded. While hospices receive some government funding, more than £1.3 billion of the £1.8 billion they need each year comes from generous donors.

Our three new strategic priorities, along with a refreshed brand identity, embody our bold vision for the future of hospice care. We're showing how, with the right support, the hospice sector can step up to these challenges.



Priority 1

To achieve sustainability:

We will fight for hospice services, making sure they are well funded, governed and staffed long into the future.



Priority 2

To improve equity of access:

We will work so people get the end of life care they need, and support hospices to reach those we know are missing out.



Priority 3

To enhance quality care:

We will support hospices to deliver individualised quality care amid rapidly changing demands.

“Hospice UK’s excellent strategy is exactly what is needed by hospices in Scotland and across the UK. It will help inform our own strategy at The Prince & Princess of Wales Hospice as we look to the future and strive to meet the challenges and opportunities we face.”

Rhona Baillie, CEO of The Prince & Princess of Wales Hospice

A sustainable hospice sector

We are working to ensure that hospices are consistently well funded and well staffed, long into the future. Amid significant financial pressures affecting the sector, Hospice UK's campaigning has secured short-term emergency funding this year, paving the way for much needed longer term reform.

Across the nations, we mobilised the hospice community during and after the General Election. We supported more than 20,000 people to write to their MP or MSP, secured unprecedented media coverage, and briefed hundreds of the new intake of MPs within months.

In England, following a high profile parliamentary, media and public-facing campaign, the Department of Health and Social Care announced £100 million in capital funding for 2024-2026 and an additional £26 million revenue funding for children's hospices for 2025/26.

In Wales, we provided key data to the Senedd which led to securing £4 million for 2024-25 and £3 million for the following year. We also held a successful 2023 Hospice Care Week event in partnership with Hospices Cymru and Marie Curie, attended by nearly half of the members of the Senedd.

In Scotland, our campaigning led to £5 million for hospices in 2025-26 to match NHS pay, along with future funding for hospices each year aligned to NHS pay negotiations, and a commitment to a new national funding framework for hospice care.

In Northern Ireland, we worked with hospice members to develop an agreed approach with the devolved administration, and have received assurances that hospices are high on the list of priorities for ministers.

With the **assisted dying** debate escalating, Hospice UK worked to make sure the hospice sector's voice and expertise was heard. We ran workshops to hear the concerns of frontline staff and fed these into Parliamentarians and media discussions. The debate on whether to pass the 'second reading' of the Westminster assisted dying Bill in the House of Commons in November 2024 saw huge numbers of MPs speak up on behalf of the hospice sector.

Like the health and care sector at large, hospices are finding it hard to recruit and retain staff. We have launched a programme to support the wellbeing of hospice staff funded by the Julia and Hans Rausing Trust, including grief workshops, resilience-based clinical supervision, and a telephone support service with Saint Michael's Hospice in North Yorkshire. We also began a Volunteer to Career pilot with Helpforce and funding from the Rank Foundation, where we are testing approaches to supporting volunteers into paid roles.

“Hospice UK has been simply tireless in their campaigning on behalf of hospices like Prospect. Their engagement with government, Parliamentarians and the media has been invaluable. In such tough times, they're a vital voice for the 200-plus hospices across the UK.”

Jeremy Lune, CEO of Prospect Hospice



Welcome to Hospice pop-up charity shop

Hospices are facing their worst
financial situation in 20 years

1/3

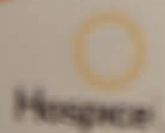
On average, only
around one third
of hospice funding
is provided by
government

2/3

The rest is raised
from charitable gifts,
donations, fundraising
and second-hand
sales

The amount of funding
hospices receive from government
is not keeping up with
the rising costs of care

This is forcing hospices
to raise money to
run and make staff





POSTCODE LOTTERY

£500,000

CHARITY AWARD

Hospice UK

POSTCODE CARE TRUST

PEOPLE'S POSTCODE LOTTERY

Our funding partners

We are proud to partner with a number of valued charitable trusts and companies that help us raise funds to support hospices across the UK in a number of ways.

We celebrated the 28th year of our partnership with the **National Garden Scheme**, our longest standing corporate supporter. As well as working together to promote the many wellbeing benefits of gardens, the National Garden Scheme donated £450,000 to us in 2024, bringing their remarkable support to more than £7.5 million since 1996.



In the fourth and final year of our partnership with the **PwC Foundation**, we received an impressive £130,000 which helped fund our new report on end of life care for people experiencing financial hardship. This brought the total raised since the partnership began to more than £620,000. PwC staff have also made a profound difference by donating their skills, knowledge and time: our Compassionate Bereavement Conversations e-learning tool, helping employees support their colleagues who are going through difficult times, has been developed in collaboration with the PwC Learning Lab team.

Our **Compassionate Employers Programme** continues to expand, and has now reached more than 165,000 employees, including large organisations like **Aviva** and **Deutsche Bank**. Throughout 2024 we delivered workshops to more than 1,500 employees, with 98% reporting that they now feel better equipped to support a colleague following a bereavement.

We launched the **Compassionate Customer Care Award** together with the **Co-operative Bank**, who also generously donated £25,000 to us via their Everyday Rewards donations and awarded 39 hospices £1,000 each to fund Christmas activities.

As well as our longstanding partnerships, we were delighted to start working with **People's Postcode Lottery**. We marked the launch at St Christopher's Hospice in south-east London with comedian Tom Allen, an event that gained national media coverage. Thanks to the players we have received a total of £1 million since the partnership launched.

Our grants programme has continued to fund key projects to expand hospice care. The **Masonic Charitable Foundation** helped fund 11 projects supporting adult hospices to improve transitional care for young people. **Linder Foundation** supported six hospices with grants to develop end of life care in prisons.

We also continued our work with **St. James's Place Charitable Foundation**, who funded 14 projects for hospices to expand palliative care for terminally ill people who are dying at home. Dignity generously supported the **Dying Matters Community Grants**, funding five creative initiatives focused on opening up conversations on death and dying.

“I am delighted that players of People's Postcode Lottery are supporting Hospice UK. This funding will make a meaningful difference to Hospice UK's vital work, ensuring hospice care is protected for everyone who needs it, no matter where they are in the country.”

Laura Chow, Head of Charities at People's Postcode Lottery

Improving equity of access

We believe that everyone has the right to high quality palliative and end of life care, no matter who they are, where they are or why they are ill. But many people are still not getting the palliative care and support they need.

We have continued our work exploring ways to improve access for everyone and opening up conversations about death and dying. We've also been working with members to make sure they have the right data about their local population via our PopNAT tool, supporting hospices to use this data to make sure they are reaching the right communities.

Supporting people experiencing financial hardship

We published *"It's a nightmare scenario": death, dying and financial hardship*, a report guided by people's lived experience of financial hardship. The report recommended that the Government introduce provisions for anyone with a life-limiting illness gets a state pension-level income, regardless of age, as well as calling for minimum standards of welfare and social security advice.

In the coming year, we will be launching a new policy report funded by Aspire Pharmacy, examining palliative and end of life care for people living in remote, rural and island communities. We'll be looking at the unique challenges these communities face and supporting hospices to overcome them.

We will also be publishing a new toolkit for hospices on inclusivity for trans and gender diverse communities. This has grown out of our previous work examining the barriers faced by these groups.

Dying Matters Awareness Week

The Dying Matters Awareness Week campaign continued to grow, with equality and inclusion at the heart of its approach. The theme in 2024 was 'The Way We Talk About Dying Matters', with a focus on the language used between healthcare professionals and patients and their families at the end of life. Our short animation featuring a hospice patient being

cared for at the end of life, a bereaved person, and an expert palliative care professional, was viewed over 57,000 times – a 400% increase on 2023 – driving conversations across the country.

For the first time, hospices were able to apply to the Dying Matters Community Grants programme to take part, a change in direction aimed to support relationships between hospices and underserved groups, as well improve the sustainability and impact of the projects themselves. The projects selected included delivering workshops on death and grief in Muslim communities, to people experiencing homelessness, and to people experiencing financial hardship.

Care for people living with dementia

We recognise that people living with dementia may experience barriers to accessing quality palliative and end of life care. In partnership with Dementia UK, we grew the membership of our dementia and end of life care community of practice. This brings together practitioners and clinical leaders via an interactive forum to build skills, knowledge and confidence in providing high quality palliative and end of life care or people affected by dementia and their families.

“ Just to say, somebody's dying, this person's dying. That person died. That person's going to die. To use that word more often. And then maybe it would lose its kind of harshness, and become part of living.”

Patricia's Dying Matters Awareness Week story



“ I had money problems. I was so busy thinking about my partner that I didn't give a thought to money at all. Then when he actually died it was that realisation and I thought 'oh my goodness, what am I going to do?'”

Death, dying and financial hardship report participant



Our members

We are proud to represent 212 hospices across all four nations. In 2023-24, those hospices:



Supported
310,000
patients with palliative
and end of life care



Made nearly
1.5 million
home visits to patients



Provided
630,000
days and nights
of inpatient care



Provided
440,000
appointments to families,
friends and carers.
Including counselling and bereavement support

Enhancing quality care

We support hospice professionals to enhance their skills and remain connected with others in a changing clinical, social and digital environment.

Our **Big Conversations** series gives our members the opportunity to share experiences, discuss problems and get guidance on topics such as assisted dying, racial equity, nursing career pathways and measuring the complexity and cost of palliative care. The series had more than 1,500 registrations in 2024.

Our **Innovation Hub**, introduced in 2022, continues to go from strength to strength. This online portal offers practical support, examples of best practice and the chance for professionals to engage with peers from across the sector. In 2024 it was accessed by nearly 60,000 people.

We have continued to run conferences for our member hospices including the Clinical and HR Leaders conference, the Fundraising Leaders Conference, and our flagship **National Conference**, which took place in Glasgow and had almost a thousand attendees – a record attendance. We have our inaugural Tech Leaders Conference planned in early 2025.

Delegates at National Conference engaged in sessions on hospice funding, assisted dying, equity and inclusion, digital technology, and benefitted from presentations and posters about innovations in hospice care from their peers across the UK.

To keep the conversations going, our networks and communities now have Microsoft Teams online discussion groups so colleagues can share knowledge and learn from each other, year-round.

Our Professional Development Grant and Bursary programmes funded more than 600 hospice staff to attend a wide range of courses, conferences and study days. We are grateful to the following three funders for their generous support for this important programme: **Wolfson Foundation**, **Masonic Charitable Foundation** and the **National Garden Scheme**.

In addition, **Wolfson Foundation** kindly funded the **Hospice Care Home Training Programme**, focused specifically on dementia care for people approaching the end of life, created for local care home staff and run by a hospice.

We successfully concluded our three-year programme on extending frailty care, supported by the **Kirby Laing Foundation**. A total of 11 hospices were funded to test new ways to develop and deliver innovative models of care, demonstrating ways of caring for, and working with, people aged over 65 who have advancing frailty. This has led to the creation of a new community of practice around frailty and end of life care, with further learnings to be shared in 2025.

We continued to work with member hospices to improve the quality, collation and use of their service data. Our four data surveys help to ensure information is up to date and relevant, which we then use to underpin our policy messages and public communications. Hospices use the data to understand/know locally of their service reach, how it impacts on people's care, and how much more they could do with more funding.

“ The Hospice UK Conference reminded us why we're so passionate about what we do. We came away inspired, with new ideas to keep pushing for hospice care that's inclusive, compassionate, and centred around the people who need us most.”

National conference delegate from Ashgate Hospice





Your support

We are proud of the unwavering support we receive from members of the public and generous donors who donate and raise funds for Hospice UK. Below are just a few of our highlights – to them, and all our countless other fundraisers, a huge thank you.

We raised almost £445,000 during the **TCS London Marathon**, with 167 people running for Team Hospice UK. We also supported 152 runners from local hospices during marathon week.

The **London Fundraising Committee**, chaired by Merrill Powell, continues to support our special events programme, including our annual Fashion Lunch which sold out and raised almost £22,000.

Our annual Christmas Carol Service at St Paul's Church in Knightsbridge was another success, raising

almost £24,000 and featuring celebrity readers Simon Callow, David Walliams, Dame Siân Phillips and Matthew d'Ancona. A special thanks to **Rothesay** who were headline sponsors at the Carol Service.

Next year's festive event will take place on December 1st, 2025 – save the date!

We hosted an evening with TV presenter and journalist Jon Sopel at the British Museum in celebration of our 40th anniversary, raising more than £25,000.

“The help and support we all got from Rennie Grove Hospice Care was incredible and anything I can do to help people receive the same care will be some way to pay back their kindness.

Running the TCS London Marathon for Team Hospice UK was an amazing experience from start to finish. It was great to meet so many other people running for Hospice UK. The Events Team made it feel like one big family and that certainly relaxed me at least a little bit!.”

Alan Hunter ran the London Marathon for Team Hospice UK in memory of his dad, who was cared for by Rennie Grove Hospice Care in Hertfordshire after he was diagnosed with a brain tumour.





Looking ahead

A few projects we are looking forward to in 2025 and beyond.

Together with more than 140 hospices across England, Scotland and Wales, we have developed the **National Hospice Legacy Campaign** to raise awareness of hospice care and grow hospice income from gifts in wills – key to ensuring that we protect the future of hospice care for generations to come. We will be launching the campaign in February 2025 with a series of national TV adverts and local publicity.

We are delighted to have secured a Show Garden at the **RHS Chelsea Flower Show** in May 2025. Fully funded by Project Giving Back and designed by award-winning garden designer Thomas Hoblyn, it will raise awareness of hospice care and celebrate the important role played by hospice gardens in end-of-life care across the UK. After the event, the garden will be relocated to St Cuthbert's Hospice in Durham to be enjoyed by patients, families, staff and volunteers.

In 2025 we are also launching a new **programme for hospices to support patients with progressive neurological conditions** such as motor neurone disease. We will fund 11 hospices to test new approaches to caring for patients with these conditions. We'll also partner with neurological condition charities to develop resources for patients, families and healthcare professionals.

Our **government influencing work** will continue across the nations, with the new Westminster government now beginning to act on its promise to shift more care into the community. Elections in Wales and Scotland, meanwhile, will provide another opportunity to ensure hospice care is high on the political agenda.

Thank you

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

- Aspire Pharma
- Aviva
- Becton Dickinson
- Co-operative Group Limited
- Crowe LLP
- Deutsche Bank
- Dignity Plc
- Linder Foundation
- Local Hospice Lottery
- Lottoland
- Masonic Charitable Foundation
- Memoria
- mhance
- Microsoft
- National Garden Scheme
- Neutral Home
- Northern Trust
- People's Postcode Lottery
- PIB Insurance Brokers
- Raffolux
- Rank Foundation
- Rathbones
- RBC Brewin Dolphin
- Rothesay
- Sayer Vincent
- St. James's Place
- St. James's Place Charitable Foundation
- The Care Database
- The Co-Operative Bank
- The Hospice UK London Fundraising Committee (Chair: Merrill Powell)
- The PWC Foundation
- Towergate Insurance
- Tyl by NatWest
- Weatherbys Bank Ltd
- Wolfson Foundation





www.hospiceuk.org

t: 020 7520 8200  hospice-uk  /hospiceuk

Hospice UK, Hospice House, 34 – 44 Britannia Street, London WC1X 9JG